

# THE EXTRA POINT

BY JERRY ROBERTS



## # 608 Are You Ready to Brag Better?

This seems like the era of self-promotion. We've talked about this before and today, we look at another angle. I'm Jerry Roberts and let's see how we can get you to brag better. Brag better? That's up next on The Extra Point.

Here in the era of COVID-19, I have said there are opportunities for people who are observant, are alert, and who know how to capitalize on them.

Yes, everybody is trying to navigate these uncertain waters and most of the focus is on just getting through each day, handling the basics. However, some people will have an additional purpose, to deliver additional value to their employer in any way they can — and to see that their contributions are noticed.

These are unprecedented times. Managers and business owners aren't sure what the next three months, six months, or a year will bring them. Most companies will survive this period, but nobody — with the exception of grocery stores, gas stations, and telecom companies can predict with any assurance how their business will look when the virus is finally in our collective rearview mirror.

There are a lot of questions to ask and one is will companies still employ the same number of people they employ today?

Meredith Fineman is the author of the upcoming book *Brag Better: Master the Art of Fearless Self-Promotion*. She believes workers need to learn how to do a better job of artfully bragging about themselves.

Clearly, there are those who have no trouble with pushing themselves. They are natural self-promoters. Others struggle with it, a group she calls the "qualified Quiet." These are smart people who have trouble talking about themselves, and thus go unrecognized, and often underestimated. This group crosses

lines on gender, race, gender identity, age, and seniority. They sit back, say little, and then sadly watch as others who are more vocal receive raises, promotions, and special consideration.

According to Fineman there are three pillars to bragging more effectively: being loud, proud, and strategic.

1. Loud means repetition, consistency, and a commitment to get your work in front of people — hopefully the right people who can influence your career — without fear.
2. Proud means you believe your accomplishments are worth talking about, and you make sure you can do so in the form of factual statements. You'll likely sweat less when you're giving your achievements in terms of "My sales goal for June was \$10,000 and I exceeded it by 40%"...or "Our objective was to build the extension in 180 days for \$1 million, and we finished in 160 days at \$900,000."
3. Strategic is not just being more creative in your quote-unquote "bragging," but knowing who has to get the message when you promote yourself; and also knowing what you want your end game to be.

The first part is easy, get your message in front of people who have the authority to make decisions to accelerate your career. The CEO, general manager, HR manager, as well as your immediate supervisor. Be an asset to him/her, as a good word here and there from them can help.

(Con't.)

The second part is not so easy and most people don't think it through. What would happen if your CEO examines your performance and says, "I'm very impressed with the work you've done and I think you've got a bright future with our company if that's what you want. Now, please tell me, what do you want? Have you thought about where and how you can use your considerable skills to help advance this organization?"

And the vast majority of people would sit there stunned, paralyzed, unable to respond because they had never thought about the next step. The opportunity to send a positive chill up the spine of the very person who could make a goal a reality would be lost.

CEOs and business owners often sit and pray for someone to walk through their door with the talent, the ability, the drive and the focus to be a total game changer. And for most, it happens once or twice in a business lifetime... maybe.

Here's another option for your response: "I'd love to have a chance to run any department you need growth in, to lead projects that matter to the future of our company, and to help you exceed your vision for our future. I'm ready."

Learn how to brag about yourself in a good and positive way, and know what you want when the right person tunes in.

That's The Extra Point. Be responsible and make something good happen today. For 93.3 and the Ray Gibson Show, I'm Jerry Roberts.

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