Politically Savvy/ Professionally Smart

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2017 Leadership Seminar

Politically Savvy/Professionally Smart

"One of the penalties for refusing to participate in politics is that you end up being governed by your inferiors."

-Plato

Agenda

- Refine your Image
- Build your Brand
- Savvy & Smart Communications
- Smart *e*Communications
- Knowledge is Power
- Strategic Alliances
- The Power of “Yes”
- You’re in the Game!

Refine Your Image

Image vs Brand

- Your Image is your “look”
  - Clothing/shoes
  - Hair/Make-up
  - Jewelry/accessories
  - Your overall personal style
- Your Brand is your “package”
  - Your physical appearance
  - Your communication style – verbal/non-verbal
  - Your education, experience, expertise
  - Your demeanor/behavior

Refine Your Image

- A positive professional image is not optional, it's required.
  - **Clothing**- Find brands/designers that best fit you
  - **Shoes** - Important for women too, you need black and blue
  - **Hair** – Keep changes to a minimum and keep it tight
  - **Make-up** – Wear it daily! Reapply lipstick/gloss often
  - **Jewelry** – Invest in statement pieces, refrain from wearing too much and/or jewelry that is expensive
- ***Consistency is key. Too much change results in confusion and denigrates your brand***

Your *e*Image

Exercise

Google It!

Your *e*Image

- Your *e*Image should align with your physical image and support your brand
- *e*Image tips:
  - Do - Google yourself
  - Do -Make your social media pages private
  - Do - Remove or make private indiscretions of the past
  - Do - Connect with your boss and co-workers on Linkedin (self promotion opportunity)
  - Don’t “friend” your boss or co-workers on social media sites
  - Don’t post, tweet or snap anything you don’t want your boss and co-workers to see or know

Build Your Brand

Build Your Brand

- Your brand is your <u>total package</u>. Steps to building your brand:
  - Develop/refine your image and keep it consistent
  - Develop a communication style that is engaging, calming and confident
  - Comport yourself professionally at all times and with all business associates – ensure your *e*Image is aligned
  - Promote yourself in a subtle but effective way – share facts
  - Guard your reputation as though your life depends on it, your livelihood just might.

Your Brand Statement

- You should develop a brand statement
- You should be able to articulate your brand statement in 1 minute or less
- You should share your brand statement often, so that others can commit it to memory and share it as well

Your statement should include the following:

- ✓ What value you provide (what problem do you solve)
- ✓ How you do it uniquely (your USPs)
- ✓ Whom you do it for (your target audience)

Your Brand Statement

Exercise

Write your brand statement.

Example -

I lead the Human Resources function for SRB Corporation (target audience) by leveraging 30 years of experience in industry leading organizations. (value) I consistently deliver business results aligned to the corporate mission (unique)”.

Politically Savvy/Professionally Smart

Law #5 - So Much Depends on Reputation – Guard it with your Life

"Do not leave your reputation to chance or gossip; it is your life's artwork, and you must craft it, hone it, and display it with the care of an artist."

— Robert Greene, The 48 Laws of Power

Savvy & Smart Communications

Don’t Say it!

- Avoid making the following statements:
  - “I can’t do that”
  - “You should/could have…”
  - “I may be wrong but…”
  - “It might be a crazy idea but…
  - “I have a dumb question”
  - “It’s not fair!”
  - “I have no idea”
  - “I’ll try”
  - “Am I making sense?”
  - “With all due respect”

Savvy Communication Tips

Don't Say…	Instead Say…
"I can't do that"	• "Let me check with/on____, I'll get back with you shortly" • "I may not be able to do that, but I can do this…"
"You should/could have…"	• "Next time we may want to…" • "Please help me understand why…"
"I may be wrong but…"	➢ Don't say it!
"It might be a crazy idea but…	➢ Never use "but" • "It's a unique idea" • "It's an idea that has not been considered
"I have a dumb question"	➢ Don't say it! - Just ask your question
"It's not fair!"	➢ Don't say it! - Present facts
"I have no idea"	• "Let me do some research" • "Let me ask the…(i.e. project manager, coordinator etc.) and get back to you"
"I'll try"	• "I'll get it done"
"Am I making sense?"	• "Are there any questions?" • "Do you have any questions for me?"
"With all due respect"	• "I disagree with…" • "I've found that…"

Savvy & Smart Communications

Exercise

Write down 2 phrases you will never say at work again. Share 1 of with a partner.

Smart eCommunications

Smart *e*Communications

- ***Rule #1*** – Do Not give your friends your work email address
- Reply promptly to emails, be consistent
- Don't use ALL CAPs – It means you're YELLING!
- Don't use emojis , exclamation marks !!! or more than one question mark after each sentence ???????.
- Be clear and concise
- Don't name call or use profanity
- Don't blind copy, "Bcc" – Forward instead
- Continue writing if you need to use ellipses periods…….
- Never recall an email – Simply send a follow-up "correction" email
- All business *e*communication is captured and stored – Yes, chat too!

Smart eCommunications

Mike –

As a recap to our meeting, what was Katie talking about???? Be sure you send me those charts so that I can review them before you send them out. I need to make sure they are right!!!! And you know Don will need "extra time" to review them before he can make a decision…..🙂

Respectfully,
Tami

Smart eCommunications

Mike,

Thank you for meeting with me today. As we discussed, please send me the charts and I will review and get them back to you by Friday, so that you can send them out. Also, please send me the best number to reach you in the event I have questions.

Best Regards,
Tami

Knowledge is Power

Knowledge is Power

- Be observant and understand the political landscape
  - Listen to the grapevine – Be in the know
  - Tell your story **first**
  - Find a reliable news source
  - Build a relationship with your boss' Assistant or Chief of Staff
  - Watch side conversations and those checking email in meetings
  - Give something small so that you can get something big
  - Never repeat what your "heard" and seldom repeat what you know
  - Learn who the powerbrokers are and forge relationships

Knowledge is Power

- How to Identify the Powerbrokers
  - When they speak everyone stops talking
  - Someone provides a “complete catch-up” for them if they arrive late to a meeting or call
  - They are able to operate outside the norm. (more time off, work from home, can miss meetings)
  - Co-workers say “how are you/we going to sell (him/her) on this?
  - Projects get stalled if they not weighed in or approved
  - Their team receives higher raises and/or more perks

Knowledge is Power

- Watch what you do and say. Don’t give others power
  - Don’t ever share that you are “stressed out” or “burned out”
  - Never cry or lose your temper
  - Never reveal your shortcomings or insecurities
  - Avoid sharing your personal and/or health challenges – need-to-know basis only
  - Drink in moderation at work functions
  - Never order the most expensive item on the menu
  - Never be the last to leave the party unless its required

Strategic Alliances

Strategic Alliances

- Alliances strengthen your position and value
  - Support your boss (even if he/she is new)
  - Support your co-workers
  - Build relationships with support staff in the office
  - Align with the powerbrokers
  - Take on cross-functional projects
  - Identify a mentor(s) – meet with them often
  - Pitch new ideas 1:1 to gain support
  - Build others up in public
  - Avoid associating with under-performing and/or negative co-workers

The Power of "Yes"

The Power of “Yes”

- Practice saying the word “yes”
  - Yes, I can do that
  - Yes, I/we have completed that
  - Yes, I’d be happy to meet with you
  - Yes, I would like to join that group/team
  - Yes, I will lead that project
  - Yes, I know that information
  - Yes, I support the company
  - Yes, I love my job
  - Yes, I will provide feedback

You're In the Game!

Your in the Game!

- Your Image & *e*Image are aligned
- Your Image is consistent
- Your brand is easy to understand and communicate
- You're in the know
- You have alliances with power
- You leverage your alliances
- You are positive, powerful, politically savvy and professionally smart

You're Savvy
You're Smart!

Refining the 4D Approach
4D
THE LEADERSHIP SEMINAR
AKA

Launching New Dimensions of Service
AKA

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