

Stand out from the crowd!



**Build your
Personal Profile
at work
and make your mark!**

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Career development work and experience:

- **Career Development Coach**
- **Talent Analyst**
 - Analyse and measure:**
 - **Thinking styles, behaviour, values**
 - **Attributes (professional personal skills and management skills)**
- **Certified IMX Consultant (diagnostic tools)**

Differentiation – What is it?

The art of comparison



The real and the perceived difference



Differentiation

Why do we choose one product/service over another?



1. **We have a need and the product / service meets that need
(Features and benefits)**



2. **We noticed the product / service
(Visibility, marketing)**



3. **We liked what we'd heard
(Reputation, perceived track record, customer satisfaction and PR)**



4. **We liked what we experienced
(Evidence, interaction, emotion)**

**We choose one person over another for career advancement
for the same reasons**

People differentiation and career development

1. A role to be filled and a person with the right features and benefits.

KNOW THE NEED – FEATURES AND BENEFITS (current and future)

2. A person came to our attention.

GET VISIBILITY

3. We liked what we'd heard about the person.

BUILD YOUR REPUTATION

START BEING SEEN AS ALREADY AT THE NEXT LEVEL

4. Our experience of them was positive, it supported what we'd heard, gave us evidence, we connected, we felt we could work well with them

**ATTRACT OTHERS TO YOU, TAKE OPPORTUNITIES TO GIVE PROOF
DEVELOP YOUR RELATIONSHIP SKILLS**

5. Send out the right messages every day!!!



Messages and perception

Features:	Excellent at interacting, building relationships with others (vs difficult to communicate with and understand)
Benefits:	Clarity, easy to work with and understand, saves time, less emotional hassle and discomfort, less complex, less complications
Message for the future / future benefits:	Can potentially interact effectively with more people in more difficult circumstances, and with important clients = potential to manage a team / bigger team = potential for complex client work

Messages and perception

Features:	Has the knowledge and applies it (vs has the knowledge but hesitates to apply it)
Benefits:	Finds appropriate solutions = saves time, saves money, generates revenue
Message for the future / future benefits:	Potential capability to acquire new knowledge <u>and</u> build new skills = contender for more challenging projects / work

Messages and perception

Features:

**Organised
(vs disorganised)**

Benefits:

**Can find what s/he needs, finds things quickly
= audit trail, reference, saves time**

**Message for the
future / future
benefits:**

**Can potentially organise others, take on more
work and responsibility, and handle more
paperwork
= contender for more complex projects / work**

Messages and perception

Features:

**Plans his/her work
(vs adhoc and reactive)**

Benefits:

**Knows the goal, knows how to get there, has considered the options so likely to be best solution, prioritises
= less likely to fail, able to monitor progress, will be able to take corrective action, less risk**

Message for the future / future benefits:

**Can potentially plan larger projects / work and take on bigger workload
= a potential contender for career advancement**



What messages would these be giving about you?

- ✗ Late for some team meetings
- ✗ Slow to participate in meetings on occasion
- ✗ Sometimes doesn't meet deadlines
- ✗ Doesn't always return phone calls in a timely manner
- ✗ Makes mistakes in emails sometimes
- ✗ Messy desk, covered in paperwork

What seems insignificant and unimportant to get right all the time can cost you the chance of career advancement!



Are you standing out?



- **Why choose you over someone else?**
- **What are your features and benefits? Do you know them? Are they the right ones?**
- **What is your Personal Profile in your organisation? Is it good? Is it strong? Does it impress?**

Building your profile at work

1. **What is the need to be met? What are they looking for? How can I give them the benefits? What will help them? What will make their life easier?**

What you offer – your features and benefits

2. **How can I get noticed? What do I need to be doing?**

Your visibility

3. **What do I want people to be saying about me? What messages do I need to be sending out to build and maintain my profile?**

Your reputation

4. **How am I reinforcing what's been heard about me when I meet people? How am I providing a positive experience to those who deal with me? How am I developing relationships?**

Supporting evidence, delivering, your interactions, the messages – consistency



Who are they?

The stakeholders

- **Who is important in helping you in your career advancement?**
- **Identify them and gain understanding – what is important to them?**
 - **Your manager/team leader**
 - **Management**
 - **Influencers**
 - **Decision makers**
 - **Supporters**
- **Current and future outlook**

What needs do they have?

What matters to them?

- Time
- Cost
- Quality
- Shortest time, appropriate cost, to the required level of quality
- Degree of 'easiness' in interacting and working with you

Key messages about yourself

- 1. Personal effectiveness - your personal professional skills**
- 2. Commitment – your degree of engagement, interest, energy, and what you're prepared to give**
- 3. Your interaction with others (their experience)**
 - **Interpersonal skills**
 - **Emotional intelligence**
 - **Handling others effectively**
 - **Relationship management**
- 4. The quality of your technical work – the application of your technical knowledge and experience**

Professional personal skills

14 areas:

Results orientation	Goal focus, drive, self-starting ability, tenacity
Self management	Planning, organisation, discipline
Relationships	Influencing, relating to others, diplomacy, empathetic outlook, communication, gaining commitment, understanding attitude
Flexibility	Integrate, modify and respond to changes
Initiative	Completion of goals without external catalyst
Trustworthy	Honesty, integrity
Consistency / reliability	Conscientious and consistent
Quality orientation	Seeing details, grading against preset standard (internal or ext.)
Attention to detail	See and pay attention to details
Creative	Innovative thinker, thinking outside the box
Thinking / decision making	Practical, proactive, balanced, intuitive, conceptual, problem management (seeing potential problems, situation analysis, problem solving)
Handling stress	Balance and diffuse inner tensions
Sense of timing	Effective, timely decisions and actions
Self belief and confidence	Belief in the possession of the capabilities to succeed

Professional management skills

6 areas:

Accountability for others	Responsible for the consequences of actions of those you manage.
Conveying role value	Use own capacities for empathy, interpersonal relationships and leadership to instil, in an employee, a sense of value for the task.
Monitoring, evaluating and correcting others	Focus on the actions and decisions of others in a practical and pragmatic way in order to identify both successes and mistakes. Make realistic and accurate judgements about another, another's weaknesses, manner of thinking, acting and behaving. Confront controversial or difficult issues in an objective manner and have non-emotional discussions about disciplinary matters.
Leading and developing others	Organise and motivate people into getting things accomplished in a way that makes everyone feel a sense of order and direction. Understand needs, interests, strengths and weaknesses of others, and to use effectively this information for the purpose of developing others.
Realistic expectations of others, goals setting for others	Setting realistic expectations that can be met. Setting goals for others than can be achieved by using the available resources and operating within a projected timeframe.
Understanding motivational needs	Understand the needs and desires of employees and to use this knowledge to motivate them.



Create Your Personal Advancement Plan

Stage 1: Set your career goal – where do I want to be?

**Stage 2: Undertake stakeholder analysis
Who they are, what is important to them,
what benefits do they want?**

Create Your Personal Advancement Plan

Stage 3: Identify the current situation

- 1. What do I want people to be saying about me? (your Reputation)**
- 2. What do I think people are saying about me now? (an honest reflection)**
- 3. What is the gap between where I am now and where I want and need to be?**

Stage 4: Identify the messages you need to give every day

Create Your Personal Advancement Plan

Stage 5: Create your Personal Profile document:

- 1. My features and benefits**
- 2. My reputation**
- 3. Messages, evidence and interaction**

Plan out the steps for action for building your Personal Profile in your organisation

Stage 6: Execute your plan

**Continuously build your Personal Profile
on the job every day**

Deliver every time – without fail!

REMEMBER!

For career advancement purposes.....

**you are only as good as the people
who matter think you are!**

