

Quick Guide: Raise your profile and be noticed

So often these days we are told that we need to raise our profile to be noticed. Perhaps it has been suggested to you at your appraisal or perhaps it is something you would like to work on. Raising your profile means putting yourself in the spotlight so more people know about you. It is about becoming a 'star' who stands out with confidence amongst colleagues. Whether you want to raise your profile a little or a lot here are the top ten tips to help you do that:

- 1. Believe in yourself.** This is key to raising your profile. Stop automatic modesty and start believing in yourself. Have self belief and confidence in who you are and what you've got to offer.
- 2. Tell that negative voice in your head to SHUT UP.** You are good enough, you are different and you are important. Do not dwell on past mistakes but instead learn from them, move forward and focus on the times that you did things well.
- 3. Be aware of other barriers or obstacles** in the way of you raising your profile. These obstructions can be energy drainers. For example, a person or situation that stops you doing what you'd like to do. Avoid these energy drainers in future.
- 4. PMA – I hope you are suffering from this!** Adopt a **positive mental attitude** to challenges that you meet. You can overcome them.
- 5. Be seen and heard.** Be clear about what you want to be known for and act as if you already have it. Recognise and have confidence in who and what you are ie the raw ingredients.
- 6. Be visible to the right people.** Think about situations or places where you would like to be seen and be there!
- 7. Know and promote your personal brand** – like any other excellent product on the market. Know who you are by listing your strengths, capabilities, passions, experiences and expertise.
- 8. Know what you are known for** and develop and promote this further. For example, if you are known for being highly organised when working on projects let everybody know. You may end up with more work; however, the benefit is that it will help raise your profile even more.
- 9. Promote your unique strengths.** Don't take them for granted. Others may have the same strengths as you but combined with your personal characteristics that's what makes the difference.
- 10. Keep the positive benefits of your raised profile in mind.** The benefits will help motivate you to want to succeed. Good luck – you can do it!

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