

Quick Guide: How To Raise your Profile

Many support staff will identify with the host of negative perceptions held by those outside the role, and even by some within it too. To raise your profile and eliminate as many negative perceptions as possible, we need first to identify them. Here are the **top ten tips** to help you raise your profile:

- 1. Change your attitude.** No matter how others may behave towards you, if you nurture the 'bottom of the heap' attitude, others will detect it and start, or continue, to treat you as such.
- 2. Have confidence in yourself.** Stop automatic modesty and consider: why do you have the job you have? Focus on your skills, your expertise, your experience and your goals. Remind yourself of these often.
- 3. Make the business you are in, your business.** Find out what's going on and how all the departments link and work together. If you know what's going on, you will be better placed to get involved.
- 4. Polish up your communication.** How do you sound? Do you waffle or are you clear and concise? Before you speak, think about what you want to say and how you will say it.
- 5. Say it confidently** and get to the point quickly. Big "I" statements will help: "I'd like to talk to you about ..."; "I'm not able to make this deadline and want to discuss some options".
- 6. Stop stressing.** While we all feel overwhelmed and overworked at times, being seen to be stressy hinders your profile. Take a deep breath and prioritise your tasks; ask for help; and renegotiate deadlines if possible. Talking to your manager about the situation will also help.
- 7. Stand out from the crowd** – for the right reasons. Make sure your IT skills, organisation skills and problem solving abilities are ahead of the game, and seek every opportunity to use them.
- 8. Be passionate** about what you do. You chose to do this role; so why run it down (and you in the process)?
- 9. Make friends with your counterparts** in other companies as well as people you work with – across the business – so you are best placed to be helpful or seen to be knowledgeable when it's needed.
- 10. Above all, make friends with yourself.** Your credibility with everyone you encounter is based on your credibility with yourself. So use tactful self-promotion: the results can be amazing!

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