

Tips for Promoting and Advocating for Your Career

Once you've landed your first job, how do you make sure your contributions are noticed and advance in your career?

There are a number of steps you can take yourself, and practicing those now will position you for greater success later on. Wherever you are today on your career path, follow these ten tips and learn to self-advocate.

1

Know yourself and lead with your skills.

Understand your own strengths and weaknesses, and work on improving your weaknesses while making your strengths shine.



2

Align your goals with your employer's goals.

Regardless of where you are working, aligning your work goals with your employer's will help you better communicate the value you bring and stay on track.



3

Build your brand and reputation.

Consider how you appear from others' viewpoints. Decide on a vision of what your brand or reputation will be (e.g., reliable, determined, approachable) and make sure your actions support your vision.



6

Be professional and be prepared.

Don't take things personally and always maintain your professional attitude. Come prepared for all meetings with thoughtful questions.



5

Take cues from others.

Look to the behaviors and actions of others you respect. Ask them for help as you learn how to self-advocate.



4

Form genuine relationships and be a team player.

Take the time and effort to get to know your colleagues well, and learn how to be a good team player.



7

Be self-confident.

You were hired for a purpose and you provide value to an organization. Don't forget the value you bring to the table.



8

Clearly communicate.

Take time to practice your communication skills, and be sure to consider whether the message is best delivered in an email, face to face, or via virtual chat.



9

Find the right balance.

While self-advocacy is important, no one likes being around a braggart. Look to approach promoting and advocating for your career with the right amount of humility.



10

Focus on the good of the company and team.

One way to achieve the right balance is to make sure your advocacy focuses on how your accomplishments or those of your team will benefit the company and/or customers.

