

Marketing Yourself within Your Company

A few thoughts if you are trying to develop your career within a large Company ...

1. Take every opportunity to present on behalf of your Department.
2. Make sure you let the audience know who you are and make sure you include your name on the first (introduction) and last (thank you) slides.
3. Never present someone else's slides – rework them into your style, check with the owner that the key messages have been brought out and then deliver them your way.
4. Prepare well for your 1:1s with your line manager. Be clear and open about what's going well and not so well. Ask for help.
5. Make sure you keep your line managers aware of what you are doing by providing regular update briefings on the good things and what you are doing to resolve the difficult things.
6. Write down your top three questions before the meetings you attend and ask them at appropriate points during the discussion.
7. Take the opportunity to introduce yourself at meetings by arriving early and talking to fellow attendees.
8. Prepare your key messages in advance - You are often asked to give 2 minute introductions at the start of meetings – and impress by being concise and business-like.
9. Gain a reputation for being on time and being courteous in how you deal with people.
10. Remember to dress as if you are successful – you will be noticed more.
11. Think of ways of improving how your Business works by taking the time to write them down and circulating your views.
12. Volunteer when others are afraid to put themselves forward even if you are not confident. Take the challenge head on and do a good job.

13. Book short meetings with key members of the management team to find out how you may be able to better understand what they do and how you might help them achieve their objectives.
14. Develop a good understanding of the whole business. Constantly ask questions to help you understand how the business works in areas other than your own.
15. Be a quick learner. Work hard at your personal development.

These tips were written by [Steve Westall](#). You'll find out more about marketing yourself in [A Useful Guide to Personal Branding](#).

More tips and tools at 247freetips.com