

WOMEN ADVANCING TOGETHER

WORKSHOPS

With Dr. Nancy Wayne

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Getting Ahead: The Importance of Self Promotion

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WORKSHOP OBJECTIVES

- Understand gender differences in willingness, comfort, and outcomes in self promoting
- Learn how and why self-promotion is critical to career advancement
- Positive problem solving:
 - Identify strategies for promoting your work without looking like a self-serving jerk
 - Formulate strategies for building relationships at different levels in your organization – and beyond
 - Practice your 1-2 min “elevator pitch” that promotes your accomplishments using the PAR strategy (Problem, Action, Results)



**Without promotion,
something terrible
happens ...**

- P.T. Barnum



**Without promotion,
something terrible
happens ... nothing!**

- P.T. Barnum

The Importance of Self Promotion

- Critical component of professional success that predicts *perceptions* of competence
- Contributes to hiring and promotion decisions
- Speaks directly to *your* strengths and skills
- Makes *internal* rather than external attributions for your achievements
 - Take credit for your achievements
 - Give credit where credit is due – but don't fade into the background

Your work *does not* speak for itself!

Gender Differences in Self Promotion

WOMEN

- Socialized to be modest and *not* 'toot ones own horn'
- Violates gender stereotype of being the helper, not the leader
- Self promotion is viewed negatively as being arrogant and pushy
- Fear that self promotion will backfire



MEN

- Socialized to dominate and promote own agenda
- Supports gender stereotype of being strong leader
- Self promotion is viewed positively as having confidence
- Recognize self promotion is necessary for advancement



Self Promotion – It's a Minefield Out There!



Example: Salary Negotiation Requires Self Promotion

- Men are 4x more likely to negotiate a starting salary than women.
- Why don't women negotiate more or more successfully?
- Research shows that job evaluators were “disinclined to work with female managers who negotiated for higher pay because they perceived these women to be less nice and more demanding than women who let the opportunity to negotiate pass.” The same did not hold true for men who negotiated for higher pay.

Example: Salary Negotiation Requires Self Promotion

Problem for women considering negotiations:

- Must weigh the benefits of negotiating (higher salary) against the very real social consequences of having negotiated (ostracized or disliked at work)



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How Can Women Escape the Compensation Negotiation Dilemma? Relational Accounts Are One Answer

Bowles and Babcock (2012), Psychol. Women Quarterly

Strategy to help women improve their negotiation and social outcomes:

- Provide *The Boss* with a legitimate explanation for your negotiation request while also communicating your concern for *organizational relationships* that supports the female stereotype and, is therefore, less threatening.

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Winning strategies for negotiating salary without negative social consequences – done in combination with presenting data on your strengths, skills, and accomplishments:

- **Supervisor excuse:** Example: *My team leader discussed compensation with me, and recommended that I be paid at the top of the salary range for my job category.*
 - Need an internal champion who will support you
- **Skill contribution:** Example: *I don't know how typical it is for people at my level to negotiate, but I'm hopeful you'll see my skill at negotiating as something important that I bring to the job.*

Lesson Based on Research

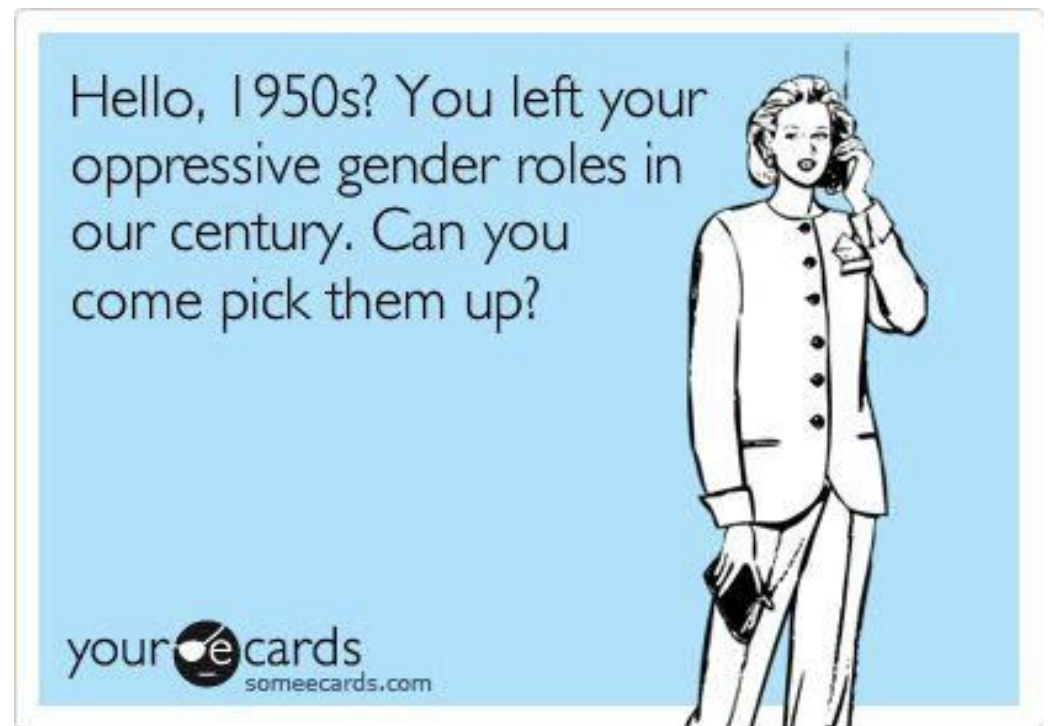
If you are a woman ...

And you want to be successful at negotiation ...

And you want to be liked ...

Negotiate in a way that conforms to the female stereotype:

- *Nice*
- *Helpful*
- *Conciliatory*
- *Non-aggressive, etc.*



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- Do you volunteer for visible and influential service assignments in your department, school, campus, professional societies?

DO YOU PROMOTE YOURSELF AND YOUR WORK?

Table Exercise #1: Sharing self promotion experiences

- A. Besides publishing and presenting at conferences, what have you done *in the past* to promote your work and yourself?
- B. Discuss one thing you will do *in the coming week* to promote your work and yourself – on campus or to your off-campus research community?

Problem-Action-Results

The Scene:

You are walking across campus and you run into your Chair/Dean/
Vice President for Research/etc. She says, “How’s it going?”

How do you respond?

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Response:

Don’t just say, “Good”.

Follow with a brief **PAR** statement relevant to the situation.

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- **Results:** Feedback from faculty show that interactions with EH&S staff, especially during lab inspections, has improved significantly.

Problem-Action-Results

Table Exercise #2: Construct your own PAR statement:

Use a recent achievement.

- **Problem:** What needed solving?
- **Action:** What did you (and your team) do to address or solve the problem?
- **Results:** What was the outcome?

Write it out – be concise and make sure you SHINE gracefully by acknowledging the shared efforts of others!

Pitch it to each other in pairs – provide constructive feedback.