

# To Get Noticed At Work, Be Your Own PR Agent

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Being successful in your career means you aren't afraid to 'toot your own horn' as the old saying goes. For many people, self-promotion falls outside their comfort zone. But there are ways to boost your career and visibility without coming across as conceited. Shameless self-promotion is about knowing what you want and then being your own best advocate.

Try these tips to act as your own PR agent and get yourself noticed (in a good way):

**Volunteer for new assignments, projects or responsibilities.** Chances are your current job offers challenges you haven't yet tapped. Volunteering for new assignments, projects or responsibilities can expand your skills and develop your leadership capabilities - it will also increase the number of people with whom you interact, so they can see how talented you are.

Here's a good example: When [Autumn Bayles](#) was two years into her job at Tasty Baking Company, a supply chain executive quit. Bayles volunteered to take on the supply-chain responsibilities. The company executives divided up the former executive's duties, giving her a portion. She jumped right in and gave it everything she had. So they gave her more responsibilities and more responsibilities... until finally they gave her the entire job. *Tip: To get noticed, volunteer.*

**Participate in company or industry competitions.** Earlier in my career I signed up for an internal training program on Six Sigma process improvement. After earning my Green Belt Certification, I entered my project into the company's annual quality improvement competition - and ended up winning at the local, national and then world finals event in Cancun, Mexico.

When I was called onto the stage, I was the only female leader of a winning project that year. The award visibility got me noticed by the right people (the CEO and entire executive team) and paved the way for me to obtain my next job. *Tip: Seek internal opportunities to showcase your talent.*

**Provide free training sessions at work.** Do you have unique expertise? Share your knowledge by offering to provide free training to others in your company, such as at brown bag lunch sessions. Topics could include everything from project management to hiring tips to dealing with difficult people. *Tip: Look for unique ways to raise your visibility within the company.*

**Spend time actively networking.** Networking is a great way to get to know people in your company and industry. It helps expand your circle of friends, provides additional contacts for current and future job opportunities and helps create a solid support system as you move forward in your career. Even if socializing is a struggle, make yourself get out there, be seen, and meet new people. For example, I like to set aside 30 minutes every Friday afternoon and spend that time dedicated to networking. *Tip: Take time each week to use networking to expand your circle of support.*



**Meet more people within your company.** Every time you attend a large meeting at work, get the list of attendees ahead of time, read through the list and place a check mark next to everyone you already know. Then choose two or three people you don't know and set a goal for yourself of getting to know them. Show up early at the meeting early, find each target person and introduce yourself to him or her. *Tip: Increase your internal network so more people will think of you if and when opportunities arise.*

**Be assertive, but not pushy.** Immediately update your résumé and electronic profiles, such as LinkedIn, with quantifiable results (i.e. achieved 122% of quota) and awards received. Don't be shy about sharing your success with family, friends and co-workers. However, be sure to do so in a professional manner, says [Magalene Powell-Meeks](#), deputy CIO at Jet Propulsion Laboratory. Some people, "anxious to get credit for their work, tilt too far in the wrong direction. They can become so aggressive that people tune them out." *Tip: Be proactive, but always strive to be professional.*

**Bottom Line:** Don't take the attitude of, "It's not fair. I never seem to get noticed at work," because that negative attitude is like a boat anchor that will weigh you down. Instead, create your own opportunities to shine. It might feel strange stepping outside your comfort zone and acting as your own PR agent, but if you do so in a professional manner you can grow your internal (and external) network and get yourself noticed within your company (and even your industry).

~Lisa Quast

