



# PROMOTE!: It's Who Knows What You Know That Makes a Career

*Rick Gillis*

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PROMOTE! is about you and your future. It is you speaking up on your own behalf ON the job. It is about getting the promotion, the raise, and keeping your job in the age of downsizing. PROMOTE! is about having the confidence to directly address your accomplishments with those who control your destiny: Management.

*"HERE'S THE BOOK I've been waiting for since 1985. I read this book, wishing with every page, that Rick Gillis had written it long ago."* --BizCatalyst360

*"The term "self-promotion" may have negative connotations for many of us, brought up on the idea that bragging is bad — this can be particularly true for women. Fine, Gillis says, just find another way to express the idea, so you can live with it. Think of it as "informing" or "reminding" others of your value. And as I'd add, remind yourself that this is part of your constant process of negotiating your professional worth. There are countless terms for professional self-promotion, but the bottom line is that if you don't create and maintain your own image in the workplace, it's quite possible that someone else will."* --Forbes

*"In any workplace, you're seen first as a commodity, not a person. Accordingly, you need an inventory of your on-the-job accomplishments--the things that express your commercial value to the business. Be able to roll those things off your tongue anytime, anywhere, to anyone."* --Inc.

*"You owe it to your current employer, as well as hiring managers elsewhere, to describe what you've been up to. "It's your professional responsibility to make decision-makers aware of the value you bring to the organization," Gillis says. "It's part of your job."* --Fortune



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