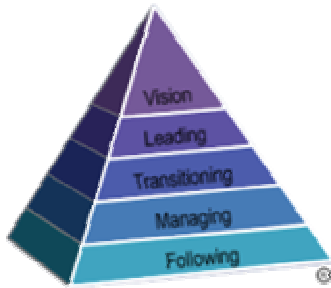




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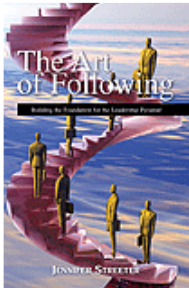
Leadership Highlight  
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## Website

Please visit our website at <http://www.following2leading.com> for the latest information on *Learning to Lead from the Ground Up*™

If you would like to schedule an in-house workshop please send your request to: [inquiries@following2leading.com](mailto:inquiries@following2leading.com)

## Do You Need Personal Marketing to Land Your Next Promotion?

As employers begin to slowly open up positions that were previously closed, employees are beginning to wonder how they can get that promotion. They ask, "How can I win the job that was closed and now has been reopened? Does my boss know that I am interested in obtaining that next position?" If you are asking yourself these questions, then you may have also wondered whether personal marketing can help you land the next job in your career. The answer is "yes." If you want to grow with an organization, you must let others know that you are interested in the next step. This is where personal marketing can help.

While the concept of personal marketing is not a new one, it has gained traction in this challenging economy. Employees are finding, now more than ever, that they need to make their career intentions known and become more diligent in keeping their knowledge base up to par. Employees need to market their skill set to their boss and be aware of the ever changing business environment. In the past, employees waited for their boss to notice their skills and then to be tapped on the shoulder for the promotion. This is no longer the case. Employees are finding stronger competition and need to be up front about what they want from their organization, and more and more employees are using personal marketing to get ahead.

If you are looking for some tips on personal marketing to get that next promotion, we have some for you:

1. Schedule an appointment with your boss and declare your intentions for the open position. Your boss should be able to provide some insight as to what you can do to be competitive in the process. Be ready to accept constructive feedback.
2. During the process, make sure you keep a positive attitude and model the way. Now is the time to step up your game. If you don't understand that, others around you will.
3. If you do not get the job, make sure you keep your composure. Leaders look for those that can take constructive feedback and use it to their advantage in the future. This type of behavior will work in your favor when the next position becomes available.

Before you take the leap and declare your desire to move to the next level, take time to reflect and make sure this is the position you want to have. Be ready to answer questions about why you want the position, why you are the best person for the position, and how the organization will benefit from having you assume the role.

## Webinars

We are now offering a full range of webinars each month that focus on developing leadership skills, and the great part is you do not have to leave your office! Please visit the [webinars page](#) of our website for a full list of classes, dates & times.

Beginning in November and each month thereafter, our newsletter will preview an upcoming webinar.

## e-Learning Classes

If you do not have time to attend a conventional training session but still want to enhance your skill set, attend one of our e-Learning sessions. These sessions are available when you are...24/7. Please visit [our eLearning page](#) for a complete list of available classes.

## Coming Soon!

We will be participating in the [National Community Education Association Conference](#) November 19-22 in Phoenix, Arizona. Come join us at the [Renaissance Glendale Hotel & Spa](#). Mention this newsletter at our booth for a free gift!

We are working our way up the Leadership Pyramid with the next in our series of books. Keep an eye out for the release date soon!

## Follow Our Discussions

