

A decorative border with grey and white floral and scrollwork patterns surrounds the central text.

# **Strategies for Self-Promotion**

***Nancy Wayne, PhD (she/her)***

**President of Women Advancing Together®  
UCLA Professor Emerita of Physiology**

*COPYRIGHT: This document has copyrighted material. It is intended for your use only. Do not distribute or share it. Unless otherwise referenced or quoted, all text content, creation, and organization, copyright of Nancy Wayne, PhD, 2023.*

# WORKSHOP OBJECTIVES

- Understand gender differences in willingness, comfort, and outcomes in self promoting and negotiating
- Learn how and why self-promotion is critical to career advancement
- Positive problem solving:
  - Identify strategies for promoting your work and negotiating without looking like a self-serving jerk
  - Practice your 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 one's 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



## 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.

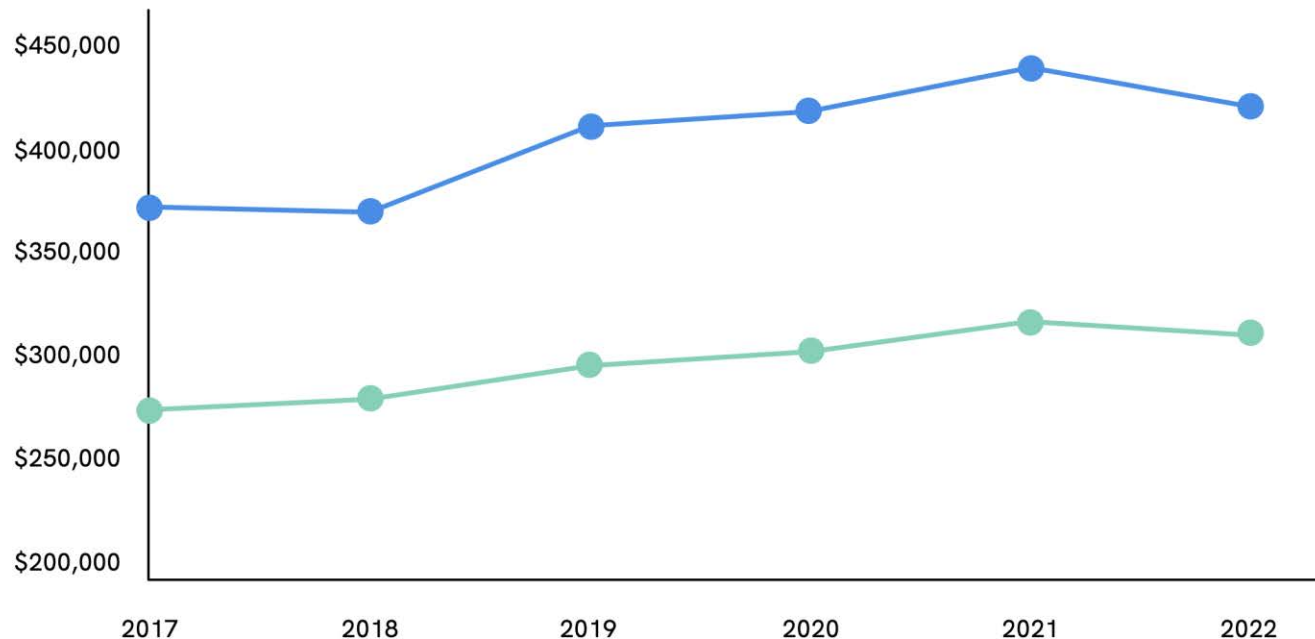
# Example: Salary Negotiation Requires Self Promotion (and eradication of gender bias)

## Huge gender pay gap in MEDICINE persists in 2022 update

“The pay gap in 2022 was...significant, with women physicians earning nearly \$110,000 less than men physicians, on average, even when salaries were controlled for specialty, location, and years of experience.”

Physician Average Annual Compensation

● Female Physicians ● Male Physicians



## Example: Salary Negotiation Requires Self Promotion

### **THE COST OF NOT NEGOTIATING FIRST SALARY**

By not negotiating, an employee stands to lose more than \$500,000 by age 60.

# Example: Salary Negotiation Requires Self Promotion

## **THE COST OF NOT NEGOTIATING FIRST SALARY**

By not negotiating, an employee stands to lose more than \$500,000 by age 60.

## **OTHER COSTS OF NOT NEGOTIATING**

- Less visibility in your organization
- Less opportunities for new skills training
- Sacrifice career growth

# DO YOU PROMOTE YOURSELF AND YOUR WORK?

- Do you send your manuscripts to influential people in your field, department, and school?

# DO YOU PROMOTE YOURSELF AND YOUR WORK?

- Do you send your manuscripts to influential people in your field, department, and school?
- Have you ever invited yourself to speak at national/international conferences and to give seminars at colleagues' universities?

# DO YOU PROMOTE YOURSELF AND YOUR WORK?

- Do you send your manuscripts to influential people in your field, department, and school?
- Have you ever invited yourself to speak at national/international conferences and to give seminars at colleagues' universities?
- Do you let your chair of department know when something exciting has happened with your work/career?

# DO YOU PROMOTE YOURSELF AND YOUR WORK?

- Do you send your manuscripts to influential people in your field, department, and school?
- Have you ever invited yourself to speak at national/international conferences and to give seminars at colleagues' universities?
- Do you let your chair of department know when something exciting has happened with your work/career?
- Do you provide your chair of department with regular updates (e.g., annual) of the highlights of your work?

# DO YOU PROMOTE YOURSELF AND YOUR WORK?

- Do you send your manuscripts to influential people in your field, department, and school?
- Have you ever invited yourself to speak at national/international conferences and to give seminars at colleagues' universities?
- Do you let your chair of department know when something exciting has happened with your work/career?
- Do you provide your chair of department with regular updates (e.g., annual) of the highlights of your work?
- Are you in contact with the Program Officer at your funding agencies?

# DO YOU PROMOTE YOURSELF AND YOUR WORK?

- Do you send your manuscripts to influential people in your field, department, and school?
- Have you ever invited yourself to speak at national/international conferences and to give seminars at colleagues' universities?
- Do you let your chair of department know when something exciting has happened with your work/career?
- Do you provide your chair of department with regular updates (e.g., annual) of the highlights of your work?
- Are you in contact with the Program Officer at your funding agencies?
- Have you ever contacted campus Media Relations about work that has been accepted for publication, that you think will be of broad interest to your institution's community and beyond?

# DO YOU PROMOTE YOURSELF AND YOUR WORK?

- Do you send your manuscripts to influential people in your field, department, and school?
- Have you ever invited yourself to speak at national/international conferences and to give seminars at colleagues' universities?
- Do you let your chair of department know when something exciting has happened with your work/career?
- Do you provide your chair of department with regular updates (e.g., annual) of the highlights of your work?
- Are you in contact with the Program Officer at your funding agencies?
- Have you ever contacted campus Media Relations about work that has been accepted for publication, that you think will be of broad interest to your institution's community and beyond?
- Do you volunteer for visible and influential service assignments in your department, school, campus, professional societies?

# QUESTIONS/COMMENTS?



# Self-Promotion Exercise: Two-minute 'Elevator Pitch'

## *The Scene:*

You are walking across campus and you run into your Chair/Dean/etc. She says, "How's it going?"

**How do you respond?**

# Self-Promotion Exercise: Two-minute 'Elevator Pitch'

## The Scene:

You are walking across campus and you run into your Chair/Dean/etc. She says, "How's it going?"

## Response:

Don't just say, "Good".

Follow with a brief **PAR (Problem-Action-Results)** statement relevant to the situation.

# Self-Promotion Exercise: Two-minute 'Elevator Pitch'

## **The Scene:**

You are walking across campus and you run into your Chair/Dean/etc. She says, "How's it going?"

## **Example PAR Response:**

- Very good. I was working on a Merger & Acquisition during my sabbatical at University of Redlands. It was fascinating, and something completely different than anything I had ever done before.

# Self-Promotion Exercise: Two-minute 'Elevator Pitch'

## The Scene:

You are walking across campus and you run into your Chair/Dean/etc. She says, "How's it going?"

## Example PAR Response:

- Very good. I was working on a Merger & Acquisition during my sabbatical at University of Redlands. It was fascinating, and something completely different than anything I had ever done before.
- **Problem:** The president of the secular University of Redlands in Southern California wanted to acquire a seminary in Marin County in Northern California. The proposed merger required a lot of work to get the buy-in of the Board of Trustees, faculty, and staff of both institutions.

# Self-Promotion Exercise: Two-minute 'Elevator Pitch'

## The Scene:

You are walking across campus and you run into your Chair/Dean/etc. She says, "How's it going?"

## Example PAR Response:

- Very good. I was working on a Merger & Acquisition during my sabbatical at University of Redlands. It was fascinating, and something completely different than anything I had ever done before.
- **Problem:** The president of the secular University of Redlands in Southern California wanted to acquire a seminary in Marin County in Northern California. The proposed merger required a lot of work to get the buy-in of the Board of Trustees, faculty, and staff of both institutions.
- **Action:** I worked with leadership to strategize discussions with University of Redlands Board of Trustees, faculty, and staff on: how the merger will strengthen both institutions; budget & finance considerations; cultural alignment, and more.

# Self-Promotion Exercise: Two-minute 'Elevator Pitch'

## The Scene:

You are walking across campus and you run into your Chair/Dean/etc. She says, "How's it going?"

## Example PAR Response:

- Very good. I was working on a Merger & Acquisition during my sabbatical at University of Redlands. It was fascinating, and something completely different than anything I had ever done before.
- **Problem:** The president of the secular University of Redlands in Southern California wanted to acquire a seminary in Marin County in Northern California. The proposed merger required a lot of work to get the buy-in of the Board of Trustees, faculty, and staff of both institutions.
- **Action:** I worked with leadership to strategize discussions with University of Redlands Board of Trustees, faculty, and staff on: how the merger will strengthen both institutions; budget & finance considerations; cultural alignment, and more.
- **Results:** The merger was—so far—successful, with faculty from both institutions enthusiastic about developing new programs and strengthening existing programs.

# Self-Promotion Exercise: Two-minute 'Elevator Pitch'

## Part 1: Construct your PAR statement (25 minutes)

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 or hoped-for outcome?
- 10 minutes: Write it out – be concise and make sure you **SHINE gracefully** by acknowledging the shared efforts of others!
- 15 minutes: Pitch it to each other – provide constructive feedback.

# Self-Promotion Exercise: Two-minute 'Elevator Pitch'

## Part 2: Sharing (20 minutes)

I will randomly choose people from each table to share their Elevator Pitch and will give feedback.

***Homework Assignment:*** Engage in at least one act of self-promotion (without looking like a self-serving jerk). Exchange emails with the people at your table, and hold each other accountable. You have one month to get the job done!

# The Importance of Self-Promotion

**Great job, everyone!**

*Nancy L. Wayne, PhD*

*Email: [womenadvancingtogether@gmail.com](mailto:womenadvancingtogether@gmail.com)*

*Phone: 213-220-7795*

*Website: <https://nancylwayne.wordpress.com>*

