

October 2021 Enerpace PaceSetter: Own It AND Voice It!

The Enerpace PaceSetter



www.enerpace.com 630-832-4399

We Grow Agile Leaders Who Grow Purpose-Driven Firms

October 2021

Hello Subscriber,

I'd planned to cover a totally different topic this month. Yet something happened this week that floored me. It also left me exasperated and more passionate than ever about the need to control your professional brand!

At the end of a company-funded executive coaching engagement, it's common to conduct a final "Alignment Session". In these sessions, we review the Coachee's performance on their coaching goals with their manager, get the manager's feedback and align on the path forward to continue to support the leader/coachee.

My VP client had attained ALL her goals, and more! Yet she highlighted, both verbally and on the written document, all that's left to do going forward.

Her manager asked if he could share something. He read us a list of what sounded like her achievements – growing an underfunded, initially unsupported segment of the business, creating the business plan and selling the Board of Directors on spending over a billion dollars to invest in a company that will be a total game changer for the firm, etc. etc. etc.

You know who's bio that came from? Her manager's MANAGER! Her skip-level manager recognized these amazing achievements delivered by his organization and was appropriately owning them. I don't fault him in the least. Nobody else was taking credit for them apparently! I did, however, want to shake, then hug, then shake my awesome, brilliantly talented client for not owning this AND voicing it as well.

As a woman of color, she recognizes the need to be twice as great to receive half the credit. That's her real life experience. However, she has no interest or need to "play the game" or focus on self-promotion. Her results speak for themselves and have gotten her to where she is today.

In our professional branding keynote and workshop, we define your brand as how others talk about you when you're not in the room. If you don't craft that yourself, others will create it for you.

We never ask our clients to do or be anything that conflicts with their values, is inauthentic or truly isn't right for them. But there's a big spectrum between launching a personal advertising campaign and simply mentioning things in conversation!

For example, part of Leadership Agility is context setting to frame the scope of the project, conversation, meeting, etc. One could easily and humbly own an achievement by leading with "When my team managed the ABC integration, we..." or "In creating the business case for the XYZ acquisition, we..."

If you DON'T do this, I feel you're being unfair to your people. You may not care, but they may want recognition and promotions and credit for their contributions that made these achievements possible. My client DOES take care of her people and always makes sure they're treated equitably, receive promotions, opportunities in other areas of the firm, etc. Yet a few little phrases sprinkled into conversations occasionally would make this a whole lot easier.

Am I off base? Do my examples seem like egregious self-promotion? How do YOU acknowledge and demonstrate ownership of YOUR achievements? How do YOU ensure that your professional brand truly represents all you bring to an organization?

Please hit reply and let me know your thoughts.

Elene

P.S. If you don't know what your brand even is - or how to shape it – call us at 630-832-4399. We have a variety of options to help you figure it out!



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Upcoming Events



The University of Chicago Alumni Career Program is hosting an upcoming Career Month in November. Elene will be speaking on the topic of *The Truth About Career Gaps*.

Elene's presentation is set for November 8th from 12-1 cst. It will be open to the public. Register below!

Learn more about [Career Month](#) at the University of Chicago.

[Register for The Truth About Career Gaps](#)

Busy month! Elene will be speaking at the AITP Chicago Chapter (Association of Information Technology Professionals) on the topic of *How Agile Are You?*

This presentation is set for November 16th from 5:30-- 6:30 pm cst via Zoom and it is open and free for all!

[Register for How Agile Are You?](#)



Leadership Learnings

How to Live the Values of Your Corporate Culture

Janine Schindler, MCC, *LinkedIn*

How do you embody your organization's values? Are they words on paper only, or a true part of your professional brand?

Here's a wonderful article from a great coach on the importance of making sure that your "say/do" ratio is high.

[Find Out More](#)



Career Management Corner

Are Leaders Able to Identify and Support Employees Struggling with Imposter Syndrome?

Christine Steyn, *HR Future*

Imposter syndrome can leave us reluctant to own and voice our accomplishments.

Here are some tips for helping yourself and others.

[Find Out More](#)



Business Building Blocks

How to Protect Your Business Name

John Boitnott, *American Express*

A business' name is a large part of its brand. Here are some ways to protect yours.

[Find Out More](#)



Enerpace News

Are you a member of the Union League Club of Chicago or do you know someone who is a member?

If yes, then join us on Wednesday, 11/17 at 6pm when Elene will be providing a 15 minute conversation starter on Strategic Networking for the ULCC Networking Group. Registration is required.

[Learn More about the ULCC](#)



Enerpace Expert

10 Phrases to Drop from Your Vocabulary

Lou Solomon, *Success*

Make sure your language matches your professional brand by eliminating these phrases.

[Find Out More](#)

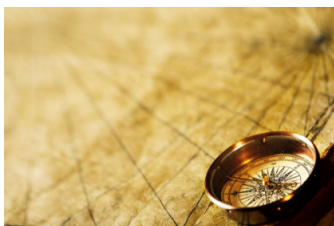


Cool Tools

Enerpace Conversation Planner

Your professional brand is also demonstrated by how you prepare and show up for conversations and meetings. That's why we created this tool for our clients to help them think through the most critical components in advance, enhancing their executive presence and their brand.

[Find Out More](#)



Great Books

Stand Out: Boost Your Personal Brand

by Ora Shtull

This atd's (Association for Talent Development) issue of *TD at Work* is all about your Personal Brand. It offers tips on knowing, showing and growing your brand.

[Find Out More](#)



Quotes You Can Use

"Change the story and you change perception; change perception and you change the world."

Jean Houston (1937 -) - American Author

Ready to learn more?

Go to www.enerpace.com to request

a complimentary consultation!

Questions? Contact us today 1-630-832-4399



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