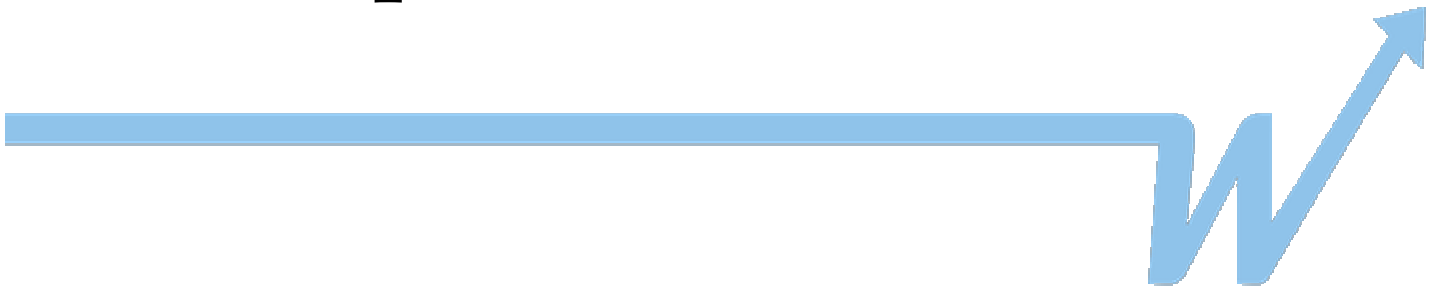




Getting Noticed for Your Accomplishments





How to Tips

How do others know you're competent? The only way people recognize an expert is when the expert shares knowledge and skills. The way to stand out as a knowledgeable resource is to let people know your capabilities.

Externally and internally individuals can:

- Write articles about their knowledge
- Involve themselves in professional organizations
- Enter contests
- Serve as guest speaker at a professional events
- Develop partnerships which accomplish groundbreaking achievements
- Ask internal or external clients to serve as references or write short appreciation notes for quality service

All of these activities take time and energy, but the benefits are worth the effort. Each time people share expertise, whether they are representing their company or themselves, they gain visibility as an expert. This visibility translates into increased credibility and can be leveraged as a competitive edge to improve processes internally and externally.

Answer the question, "What do you offer that no one else can?" If you don't know your unique selling proposition, it may be time to spend some energy evaluating what you really contribute to the bottom line. Then, develop ways to share your expertise with internal and external customers.