

June 2010 Self-Promotion at Work – How to Do it with Integrity

Hello Subscriber,

Given the excitement and anticipation around the World Cup, I can't let June pass without a mention. It has been reported that, when it comes to the World Cup, the English suffer from a rare form of optimism. Our glass is most definitely half full as, despite unfavourable statistical odds, a large proportion of us remain convinced that England will emerge victorious from the tournament.

Another report I saw recently concluded that, when considering a new job, women will often deselect themselves as candidates if they believe they don't fit the selection criteria perfectly; whereas men are more likely to feel they have a chance even if they only meet a few of the job requirements.

Given the male dominance in football, I wonder if there is a correlation between these two diverse observations. Could it be true that one of the reasons we generally see more men than women in senior roles is that men tend to have a greater belief in themselves and their convictions than women?

As an antidote to the World Cup, I'm focusing on women, and sharing some valuable tips for both genders to help you promote yourself more effectively at work. Also in this issue, do share your views about quotas for senior women in politics and business; and if you're based in London I would love to see you at the next Room to Read Business Breakfast in July – see *Helen Recommends* for that one.

Have a fantastic month (and come on England!)

With my very best wishes, Helen



In this issue

[Featured Article - 5 Secrets for Self-Promotion With Integrity](#)

[Helen Recommends
Quotas for Women in Senior Roles –
What's Your View?
Women in the News
About Helen Krag](#)

Forward this mail

To a friend or colleague

Featured Article - 5 Secrets For Self-Promotion With Integrity

OK, you've got your head down and you're doing a great job in your company; you've delivered against your objectives in the last year and you're well-liked. So that pay rise or dream promotion should be landing in your lap anytime soon, right? Well, not necessarily! If this is your attitude and it's not happening for you, then [read on](#) ...



Helen Recommends

Make an Impact - Finding Your Voice

The next Room to Read Women's Network Business Breakfast is on **Wednesday 7th July from 8am-9.30am** and will be kindly hosted by BT in the City.

We're delighted that Elizabeth Kuhnke of *Kuhnke Communication* will run a session to help us discover the **power of our voice**, and how to **gain greater leverage and influence** from the way we use it.

Find out more and book your place [here](#) - I hope to see you there!

Visit Website

More resources, Kaizen tips

Email Helen

Concerns? Suggestions?

Quotas for Women in Senior Roles – What's Your View?

When Jeremy Paxman recently interviewed Diane Abbott on Newsnight about her candidacy for the Labour leadership, he was quick to refer to her as the 'token' female candidate. This follows closely on the heels of a call from Harriet Harman, acting Labour leader, for the Shadow Cabinet to be made up of 50% women: Harman is calling for a revision of Parliamentary Labour Party rules to support this. There are currently 142 women MPs out of 650 (that's 22%). [Read on ...](#)



Women in the News

I am always fascinated by women who are making an impact in their field. This past month, the following newsworthy items have come to my notice:

[Karren Brady](#), 41, who rose to prominence as MD of Birmingham City, is to become the first female appointed to the board of Arcadia by Philip Green. Karren is currently vice-chairman of West Ham United, and was part of Lord Sugar's judging panel for Junior Apprentice which concluded on BBC1 last week.



Channel 4 Chief [Dawn Airey](#), 49, is to join the board of Lovefilm, the DVD rental company. She has previously held senior roles at ITV and BSKyB.

Last week [Cheryl Cole](#), 26, was named 'Woman of the Year' at the Glamour Awards.

[Dianne Abbott](#), 56, Britain's first black female MP, has finally gained enough support from her party to run for the role as leader.

Which females have been on your radar this month? Do [let me know](#).

About Helen Krag

Helen is a trainer, facilitator, coach, speaker and consultant. She works primarily with talented women in business to help them:

- Fast-track their personal progress
- Step up to the next level
- Increase significantly their contribution in the workplace.

Helen has a healthy obsession with personal influence and is fascinated by how people influence positive change for themselves and others. Her *model for influence* charts the ways of thinking and being that make people influential. Using these distinctions, clients are able to develop more effective approaches for themselves, whilst remaining true to their own personal style.

[Find out more](#) about Helen and her work, or call her on +44 (0) 7802 796641.

© Kaizen Training Ltd,
The Stables, Mansion House Farm, Bedmond Road, Abbots Langley, Herts., WD5 0QB.
www.kaizen-training.com
+44(0) 1923 262278
Helen: +44(0) 7802 796641

You are receiving this email because you signed up. To unsubscribe please [click here](#).
To sign up for this newsletter, please [click here](#).