

# Stuff That Works Building Careers

## Chapter 17

### “Promote Your Boss”

Take Action

# **Stuff That Works Building Careers**

## Chapter 17 Take Action: Content

- Create a list of who can promote your boss and what it would take for them to promote your boss.
- Make sure that every week you are spreading advertisements about your boss to others. Tell others about the great things they do and how much you love working for them.
- Talk to your boss. Make a list of their challenges and begin to solve them.
- Invest time on [Stuffthatworksbooks.com](http://Stuffthatworksbooks.com)

# Stuff That Works Building Careers

Chapter 17 Take Action: Action 1

Create a list of who can promote your boss and what it would take for them to promote your boss.

## ACTION

The higher you advance in an organization the more people that are involved in deciding if you get promoted. The reality is that managers want to promote people for the following reasons:

1. Retention. Promotions bind people to the company. They pay better and challenge strong performers. This keeps people in position.
2. Motivation to others. If I promote you for great work others will do great work to get what I have given you.
3. To build a power network. If I promote a loyal person to a higher position in another department then I have an ally in that department.
4. Accomplishment. Many managers pride themselves on the number of people they promote.
5. Reward. Perhaps a person has simply earned the promotion.

The reality is there many reasons and each situation is different.

You need to determine the situation for your boss. How do you get your boss promoted. Who will make the decision and who will be consulted about the promotion? You must find the answers and then act.

## EXAMPLES

PERSON	POSITION	RATIONAL TO PROMOTE	ACTION TO TAKE
Jim	Boss of my Boss in Sales	Will promote my boss if we make bonus	Make sure we hit our numbers and make sure my boss gets the credit
Sue	Finance	No surprises and transparency are what Sue wants from my boss	Keep sue informed and no financial surprises allowed
Jim	Marketing	Support of Jim's programs and key initiatives.	Make sure my boss knows what is important to marketing and delivers on it.
Sammy	Key customer	IF Sammy likes my boss and tells Jim then Jim will want to keep my boss at the company	Keep my boss and Sammy connected and aligned. Create opportunity for Jim and others to see how much Sammy is influenced by my boss..

## Stuff That Works Building Careers

Chapter 17 Take Action: Action 2

Make sure that every week you are spreading advertisements about your boss to others. Tell others about the great things they do and how much you love working for them.

### **ACTION.**

You have to be careful here or you become a broken record and suck up.

The key to success is to find truly meaningful accomplishments your boss has achieved. Find the substance and then package it up for the right audience.

You want to deliver the messages to the correct audience at the right time in the right way. This takes practice and work.

Start with a weekly list of things your boss has done to add value. Then identify who cares the most or should care the most. Then tailor the message to them and deliver it.

### **EXAMPLES**

ACCOMPLISHMENT	WHO CARES	ACTION TO TAKE
Exceeded volume plan this week	My bosses boss. This will pay Bonus to all	Mention is when my boss's boss asks me how we are doing. Send out a status email to all and CC my bosses boss.
Under Budget	Finance: This means we are making money	Every dollar we save drops to the profit line. Will send update email to finance
New items accepted at key customers	Marketing and my bosses boss. Our key customer's support is critical to our success and my boss influences that customer.	Will send email to Executives and site my bosses influence as key driver
Tony was promoted to director of Marketing	Everyone who reports to my boss as Tony was one of us doing well even outside my boss's direct organization	Will mention to my peers this week one on one. Brag up the boss and point out benefits for all.

## Stuff That Works Building Careers

Chapter 17 Take Action: Action 3

Talk to your boss. Make a list of their challenges and begin to solve them.

### **ACTION.**

It is important that you are aligned with your boss.  
You must know what is important to them.

You want to be the solution person. Their go to  
person to get things done.

Always know what is keeping them up and night and  
proactively be working to resolve those issues.

You want to be the calming factor in their lives. Solve  
problems and make stress go away.

### **EXAMPLES**

CHALLENGE	ACTION
Distribution on the new items is behind plan.	Talk to sales team and determine what the hurdles are. Then build customer specific action plans to solve the issue
Inflation is raising costs of services and we are under budget pressure	Work with others to find places to save money or eliminate need for historical expenses. Can we eliminate consultants or do without color printers.
One of our employees is struggling with their account.	Meet with struggling employee and find out why. Help get them the support they need to succeed.

# **Stuff That Works Building Careers**

Chapter 17 Take Action: Action 4

Invest time on [Stuffthatworksbooks.com](http://Stuffthatworksbooks.com) .

## **ACTION.**

This is an easy one.

I believe that each of us can help someone else.

There is so much to know and to experience. You just can not do it on your own. So the best way forward is to share and learn from each other.

Technology makes this so easy today. That is why I built the web site [Stuffthatworksbooks.com](http://Stuffthatworksbooks.com) .

It only reaches its potential if you join in and add the stuff that works that you have found. Please make a contribution today. Help others find the Stuff That Works.

Others have already shared their stuff that works so be sure to check the site often as there is probably something to improve every area of your life.

The community is waiting and growing. I hope you will join in and make a positive difference.

Thank you!

## **EXAMPLES**

### **CONTRIBUTE**

It is easy to share your Stuff That Works.

Simply click on “Contribute” from the main menu.

Then select “Submit an Idea”.

Easy!

### **Learn From Others**

It is easy to Learn Stuff That Works from others.

Simply click on “Contribute” from the main menu.

Then select “Search for Stuff That Works”.