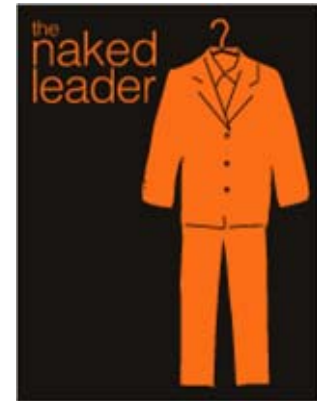


Leadership from a different perspective – Your Promotion  
By David Taylor



### Three Top Ways to be Promoted:

- I. **Is to make a strong, positive, personal impact on others. To be liked, to be trusted.**

It doesn't matter what 'hard' skills you have – when it comes to interview/relationships/perception they count for very little – I know this from personal experience.

I spent many years studying and working hard on technical skills, to no avail. Certainly of no benefit to my career, because when a CEO is running through the shortlist of potential new CIOs, or when any senior person is about to meet an IT person, the first question they ask is...

... "What's he/she like?".

The same first question asked by everyone, in their own minds, when meeting anyone, and everyone else – in an interview, in the street – whoever, whenever, wherever...

Those first impressions count – more than we may think. We make up our minds about other people in just [a few seconds](#)

Make no mistake; your career success comes down to the [relationships that you build](#). So, today, what one key person, peer or senior exec in your company are you going to form a closer relationship with?

- II. **Is to make yourself completely, totally and absolutely dispensable.**

Think about it – logic tells us that if we want to be valued by our companies (i.e. valued by certain other people) we should hold onto knowledge (information is power), be the only person who knows how to do things, and what to do.

Then we become indispensable.

In the old days of the knowledge age – correct.

In the new days of the leadership economy – wrong!

It is only when you decide that you have unique skills, talents and gifts to achieve whatever you want in life – and that your present employer/company is merely that – your **present** employer/company, that you become truly indispensable.

Because then you share knowledge, you pass on your skills, you speak your mind in meetings – in short, you bring the real you and your real personality to work.

And there is an irony here – and I know of so many real examples. The irony is that the moment you decide to do these things, behaviours that would in the past be seen as career suicide – you start to be valued by the powers that be, you start to enjoy your work, and you get promoted.

As long as you do it in the right way, which can be simplified as this – be confident, not arrogant, build trusted relationships and follow through.

### **III. Impress this group of people, the most powerful in any organisation...**

... and your personal brand – your reach (the number of people who know of you) and reputation (what people think of you) – will grow.

Make no mistake; it is your personal brand, governed by the trusted relationships that you form and nurture, that will determine your career success. And before you shout out “Delivery!”, yes, of course – this is very important, but if you think that performance alone will see you promoted, you are living on a different planet with a totally different reality system.

Business is about believing in yourself, forming trusted relationships and following through.

So, with whom to build those trusted relationships?

#### *1. The most powerful in any organisation:*

- *The Opinion Formers in your organisation – the most influential. They will be a mixture of Personal Assistants, long servers and those that have the ear and trust of the most senior execs.*

#### *2. Your Boss (possession is not nine points of the law, it is everything)*

*3. And – a bit of a secret here – this group will determine how you are at building relationships in general: you can always tell someone's personality by how nice they are to people they don't have to be nice to – receptionists, cleaners, chauffeurs, strangers.*