



Steven Pearce

The Professional Communicator: November 09

5 Ways to Raise Your Professional Profile

1. Write

Nowadays, there is a profusion of outlets (particularly online) with space to fill. Choose carefully - you need to ensure your message reaches the right audience to justify the time spent writing the article. But it is a good discipline to try and package your expertise or specialism into a short article of, say, 750 words.

2. Speak

OK, so large scale keynote speeches at conferences may not be your style. But there are many other, less intimidating, ways of promoting yourself. The informal "brown bag lunch" where you offer to give a quick 15 minute overview of your work to other departments can be a very successful way of building your internal profile.

3. Volunteer

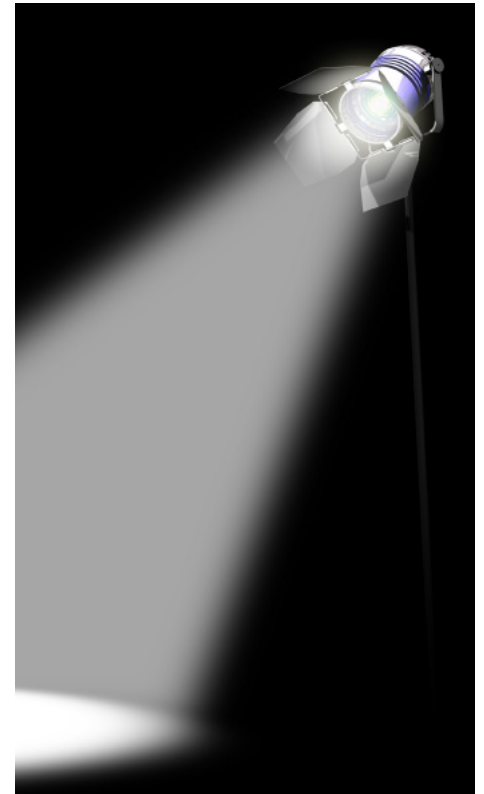
If you've been working for half a dozen years or more, chances are you will have skills or expertise that are in demand in the voluntary sector. Joining the board of a charity, or helping out less formally, can be a smart move. You meet new people, of course, but you also get to develop your skillset.

4. Online

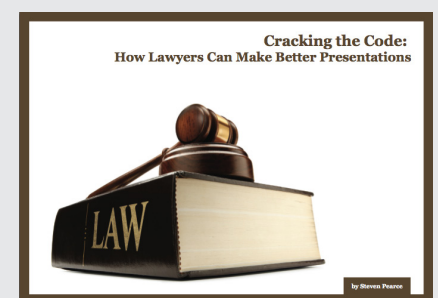
The professions are way behind the corporates in terms of encouraging individuals to build a web presence. A key to building profile is to make it easy for people to connect with you. A LinkedIn account costs nothing, allows complete control over who you connect with and who you don't, and should be a key part of every professional's promotional armoury.

5. Network

You may think you are well connected, but are you? Really? Draw up a list of your 20 key stakeholders. How easy was it to write the list? What is the strength of each individual relationship? How connected are they to each other? (Generally speaking, you don't want a 'closed' network, where everyone knows each other, but independent groupings of different networks that you are part of.) And crucially, where are the gaps, and how do you plan to fill them?



How Lawyers Can Make Better Presentations



Steven has worked as a presentation coach with lawyers for 10 years. He has distilled the insights he has gathered in that time into a short pdf, which is available for free [download here](#).



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Speed Coaching - what it is and how to do it

One-to-one coaching is an extremely effective way of developing an individual's confidence and capability, but constraints of time or budget mean it is not also appropriate in every case. For some time, Steven has been developing a "speed-coaching" methodology which equips individuals to engage colleagues in short, focussed, transformational conversations without the need to hire in external resource.

The approach is particularly useful where there is a need to influence without direct line authority - for example, in the case of marketing and BD specialists working in professional firms.

Steven runs short workshops to explain the speed-coaching approach. Here, he offers a few introductory guidelines.

- Don't call it coaching - people will have a preconception about what "coaching" is. Instead, ask for permission to have a series of regular, short conversations with an individual to help them achieve a specific objective.
- Establish a "coalition of the willing" - those that don't want to be supported in this way cannot be coerced! Only engage with people who really want the help.
- Get the balance right between support and challenge - too much support, too little traction. Too much challenge, confidence takes a hit.
- Focus on personal ambition as well as corporate/practice strategy. Guess which is a bigger motivator!
- Scratch that itch - sometimes in a "coaching" conversation, a thought can occur to you which feels a little too risky to divulge to the coachee. Do it! That insight can often shed real light on a "blind spot" and can transform the coachee's effectiveness.



About Steven Pearce Associates

We are a consultancy specialising in training, coaching and event facilitation for professional service firms.

We help firms and individuals win more business, communicate with impact and raise their professional profiles.

If you would like to find out more about our work, please phone Steven direct on 07941 124284 or [email him](#).