Blueprinting for Success: Developing Plans for Success in Sponsorship, Promotion, Networking, Leadership & Flexibility

Debbie Epstein Henry, Esq.
Founder, DEH Consulting, Speaking, Writing
Co-Founder & Managing Director, Bliss Lawyers
Pursuit of Success

- Your individual action steps
- Your workplace, the profession & the market
Vision of Success:
The Valedictorian
1. Sponsorship & Strategic Alliances
2. Leadership & Executive Presence
4. Self-Promotion & Risk
5. Flexibility & Work/Life Balance
Sponsorship & Strategic Alliances
Missed Opportunities for Strategic Alliances

- Sponsor
- Protégé/Sponsee
- Sponsorship v. Mentoring
- Women - understand value, remove judgment
- No artificial pairing
- Organic forms of sponsorship
  - Whites, 63% more likely
  - Men, 46% more likely
Leadership &
Executive Presence
Leadership Inhibitors

- Raising your hand
- Readiness
- Anxiety about image
- Worried about the time
- Dead-end leadership tracks
- Openness about the process among women
Understanding Executive Presence

- Gravitas
- Communication
- Appearance
Networking & “The Ask”
Networking Challenges

- Translating personal relationships
- Taking credit & self-promotion
- Men & certain power circles/venues
- Social norms & cultural competence
- Balancing outside demands
Fears about the “The Ask”

• Readiness & fear of failure
• Jeopardizing relationships
• Reluctance to seek out sponsors
• Not wanting to step on toes
• Worry about appearing incompetent
• Shy, self-conscious & socially awkward

© Copyright 2017, DEH Consulting, Speaking, Writing. All rights reserved. Not for external distribution.
Self Promotion & Risk
Fears About Self-Promotion

- Obvious, aggressive, demanding or self-serving
- Perceived as bragging, fake, arrogant or strident
- Worried about not being liked
- Not want to impose/make others awkward
- Uncertain how to navigate internal politics
- Self-critical & difficult to distinguish yourself
- Accomplishments should speak for themselves
Risk Taking Fears

• Fear of failure
• Fear of rejection & competition
• Lack of confidence or knowledge
Flexibility & Work/Life Balance
Work/Life Needs & Interests are High

1. Excess work/hours – stigma reducing hours
2. Lack of flexibility
   - Control of where, when & how you work
3. Lack of predictability
4. 24/7 availability & being on call
   - Global market, working in all time zones
   - Responsiveness & accessibility
   - Technology & going off the grid
• What steps can help you develop these skills?
  1. Sponsorship & Strategic Alliances
  2. Leadership & Executive Presence
  4. Self-Promotion & Risk
  5. Flexibility & Work/Life Balance
Sponsorship & Strategic Alliances
Seek Sponsors & Strategic Alliances

- 2 - 3 sponsors, inside & outside of work
- Indispensable & unique
- Volunteer & keep in touch
- Alliances – women/women & men/women
- Strategic
- Transitions
- Feedback
- Stretch
Leadership & Executive Presence
Raise Your Hand for Leadership

- Leadership composites
- Ask leaders you admire
- Provide service
- Authentic areas of interest
- Community & outside organizations
- Powerful leadership paths
- Shared leadership
Gravitas

• Indicators
  - Confidence
  - Decisiveness
  - Integrity
  - Emotional intelligence
  - Reputation
  - Vision

• Action Steps
  - Practice problem solving & projecting calm
  - Over prepare
  - Anticipate next steps
  - Enlist sponsors
Communication

• Indicators
  - Speaking skills
  - Commanding a room
  - Reading an audience

• Action Steps
  - Practice
  - Know your audience
  - Preview the venue
Appearance

- Grooming
- Professional image
Networking & “The Ask”
Embrace Networking

• Don’t think of it as extra – it’s part of your job description
• Be generous
• Have a traditional networking plan
• Know internal players, rules & politics
• Nurture existing relationships
• Be a point-person
• Multitask
• “Rule of Seven” & social media
• Watch for romantic speculation
Make “The Ask”

- Ask about pain points
- Listen & be humble
- Practice & role play
- Be helpful & make the ask a give
- Demonstrate your value as a resource
- Make specific & small asks & offer to pilot
- Consider changing the venue
- Evaluate timing
- Know your audience & consider if it’s the right one
- Be aware of your physical stance
- Be thoughtful about your tone & how you frame your request
- Be prepared to ask again & ask the best way to follow-up
Self Promotion & Risk
Importance of Self-Promotion

• “Success, it turns out, correlates just as closely with confidence as it does with competence.”
Effective Self-Promotion

- Be great
- Be prepared
- Study up on it
- Credit others
- Benefit others
- Own it
- Know when it’s too much
- Develop a signature
Take Risks

• Weigh pros & cons
• Consult trusted advisors & sources
• Consider the impact on others
• Contemplate piloting & modifying the risk
• Anticipate obstructers
• Build up your risk tolerance
• Gain risk taker inspiration
• Assess your risk history
• Evaluate the best timing
• Consider the risk of inaction
• Get uncomfortable
• Focus on resilience, not perfection
• Seek happiness – you’re entitled
• Trust your gut
Flexibility & Work/Life Balance
Gain Flexibility & Balance
Where & When You Can

- Identify work/life needs & priorities
- Hone quality of work, responsiveness & accessibility
- Focus on flexibility & resiliency, not predictability & perfection
- Make it seamless
- Establish reliable back-up
- Time management
  - Manage technology
  - Know your daily rhythms & routines
  - Multitask & be selective
  - Delegate
  - Recycle
Parting Message
Debbie Epstein Henry, Esq.
Founder
DEH Consulting, Speaking, Writing
610.658.0836
deh@debbieepsteinhenry.com
www.debbieepsteinhenry.com
Co-Founder & Managing Director
Bliss Lawyers
dehenry@blisslawyers.com
www.blisslawyers.com