How to Advocate For Your Career Growth and Secure It

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event sponsored by APAA at BNL
The Over-achiever’s Dilemma

Over-deliver
Over-commit
Over-think

Under-communicate
wants and wins,
Under-advocate

Under-promoted, frustrated
Blame-shame game (3A trap)

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3A Trap of Half-Truths and Myths

A/F
“If I can’t do it perfect, then I’d fail.”

ATTACK
“If I keep my head down and do good work, they’ll reward me.”

AVOID
“Being liked is more important than risking discomfort.”

APPEASE

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90% of Self-Advocacy Challenges ARE PERCEPTION PROBLEMS
Perception Problems Lead To:

• Not having informal talks about possible trajectories, compensation, perks, and benefits
• Assume humility by cutting yourself down
• Assume you have to continuously “prove yourself”
• Not ask to lead meetings or for support/resources
• See higher-ups as family or opponents, not peers
• Make veiled threats/demands
• Wait until the annual review
• Ask once and give up if no immediate action is taken

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Solution:
5 STEP FRAMEWORK

1. TAKE STOCK of your contributions
2. Articulate the BENEFITS
3. Talk about the FUTURE
4. Make specific REQUESTS
5. Get CURIOUS not furious
An Analogy: Your Contributions

Let’s say that your professional value is like this delicious green tea roll cake.

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Most of us FIXATE on what got done or hasn’t yet got done.
Beyond what got done, how do your contributions benefit others?
Beyond the immediate, how ELSE could your contributions unlock FUTURE VALUE?
Self-Advocacy: 3 Circle Model

1. Past Contributions & Benefits
   - Take stock and give updates, EARLY and OFTEN, as your contributions aren’t obvious to decision-makers.

2. Future Vision
   - Think from decision-maker’s perspective:
     - What can you do to drive goals?
     - How will your future contributions further benefit the org?
     - Align with their priorities

3. Specific Request
   - Both short-term and long-term asks are OK.
   - What would make your job more interesting or gratifying?
   - What specific and actionable things can you ask for?
Connect the dot between what you’re accomplishing and what they MOST care about

1. Past Contributions & Benefits
   - “Here’s what I offer…
   - “Let me bring you up to speed on the progress I’ve made…
   - “I’m responsible for these key projects, and here’s how they’re driving the needle on our goals…

2. Future Vision
   - “Here are additional areas I can provide value so that…
   - “I have ideas on how we can meet and exceed our goals faster…
   - “In a bigger capacity, I’d take the lead on X, so that we can grow Y”

3. Specific Request

START HERE

Sample Language

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ONE question with 100% Yes Rate

“Would you agree I’m adding value here?”

**If YES:**

“I’m glad you agree. That’s why I’m asking for (specific and actionable request), because…”

**If NOT YES:**

Then get CURIOUS not furious
CURIOUS NOT FURIOUS

- Ask open-ended questions: "What would need to change, so that we are aligned on what adds value?"
- “What specific milestones can I work towards, so I can demonstrate I’m ready?”
- Assess facts vs. feeling
- Get curious about what’s negotiable and what’s not
PRACTICE = PROGRESS

- Question your perceived limitations: BUILD SELF-LEADERSHIP
- Take stock of your contributions and impact: BUILD CONFIDENCE
- Consider the decision-makers’ perspective: BUILD INFLUENCE
- Make specific and actionable requests for the future you want: BUILDS TRUST
- Get curious, not furious. Follow up with open-ended questions: GROWS LEVERAGE

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What's Your Leadership Archetype?

What are your superpowers as a leader?
How do others see you?

How could you improve your leadership effectiveness without sacrificing your authenticity?
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• Details about my coaching process and philosophy
• Book your free 1:1 consultation

What happens on a consult?

• Confidential 1:1 space
• Explore desired results and a vision for satisfying growth
• Get a taste of what it’s like to work with me
• Walk you through step-by-step how you can create your desired result
• If we’re a fit, then we’ll talk about how we would work together