

Article: How to Know it AND Show you Know it

Are you aware that when being considered for promotion, three factors impact on your chance of success?

- Performance
- Image
- Exposure and visibility

H. Coleman in his book '*Empowering yourself - the organizational game revealed*' cites these three factors – P.I.E. – as the formula for success. You need to **perform** well, communicate the right **image**, and manage your **exposure** so the right people will know of you.

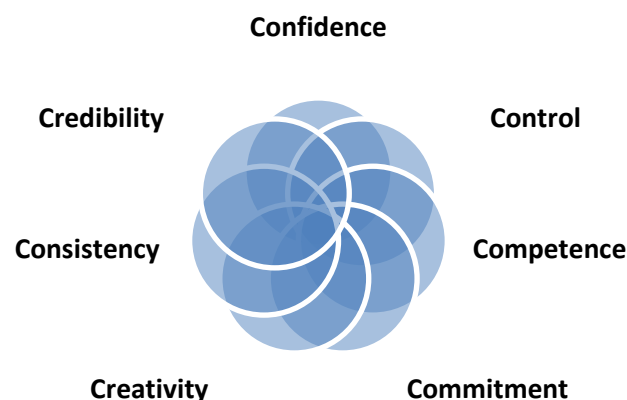
What might surprise you is the weight Coleman puts on each relative to their impact on longer-term success in upward progression:-

- Performance = 10%
- Image = 30%
- Exposure and visibility = 60%.

So it's not just about doing a job well. You need to **look the part**, and **make sure that people know about you**, what you are doing, and especially what you are doing well.

My concern about these weightings is that most people don't know about them. Most people think that by performing well they will be recognized and rewarded for their efforts. They aren't aware of the extent to which they need to manage their image and increase their exposure and visibility.

So how can someone demonstrate their competence and capability in ways that meet these weightings? **How can you know it AND show you know it?** Eleri Sampson in her book '*The Image Factor*' identifies five key factors and I have identified two more. I describe these factors as the '**The 7 C's of Performance.**'



Confidence - The self-assurance, self-belief, and poise you demonstrate.

You will demonstrate your confidence through your non-verbal communication, voice tone and the word you say and write. Confidence is important because it is a way to communicate capability, your ability to perform. Do you communicate self-confidence? Do you instil confidence in others?

Control - The self-discipline, willpower, and restraint you demonstrate.

This is about managing emotion effectively. Are you able to assertively deal with conflict, be objective? Do you have high levels of self-control when required?

Competence - The capability, skills, experience, and proficiency you demonstrate.

Competence is the baseline of performance. People are expected to be competent. How are you ensuring people are aware of your competence? Do you communicate to people your successes, ensure people are aware of your qualifications and experience?

Commitment - The tenacity, motivation, focus, and persistence you demonstrate.

How do people know you 'mean business'? That you deliver what you say you will, notwithstanding any challenges? You will be communicating your commitment in many ways, for example your timekeeping, attendance, your complete focus on any job you are performing.

Creativity - The proactivity, innovation, questioning you demonstrate.

How are you making a difference? How are you having a positive impact? The 7C's creativity is about being proactive and innovating, positively changing things, and communicating what you are doing.

Consistency - The reliability, steadiness, regularity, and constancy you demonstrate.

What do people expect of you? Do you deliver to the same standard so people know what they will get from you? People like to know what to expect. Consistency is about having quality standards that you virtually always meet.

Credibility - The sincerity, authority, and trustworthiness you demonstrate.

You demonstrate credibility through your achievements - your knowledge and skills that indicate your ability to perform. Your credibility is also communicated through your non-verbal communication, voice tone and the words you say. Do people trust you?

Call to action

1. Self-assess yourself below.

<i>I demonstrate this</i>	<i>Never</i>	<i>Sometimes</i>	<i>Often</i>	<i>Always</i>
• Confidence				
• Control				
• Competence				
• Commitment				
• Creativity				
• Consistency				
• Credibility				

- Which 'C' is a strength, which 'C' would it be useful to develop?
2. Pick one of the 7Cs to explore in more detail. How can you demonstrate it so that it is communicated to others effectively – **so you know it and show you know it?**



About the Author - Krista Powell Edwards

Krista is a very experienced and highly qualified consultant, coach, facilitator, trainer and author.

She uses her experience and expertise to support individuals and organisations to enhance their effectiveness and performance.

Krista is currently writing her first book on how to effectively communicate credibility.

Expertise and experience

Krista has developed her expertise through

- An extensive track record of supporting organisations in the UK and internationally since 1995.
- Masters level research in the factors that affect the achievement of workplace performance.
- Extensive Continuous Professional Development (CPD), (including regular attendance at conferences and development programmes).
- Research of 'best practice' consultancy, facilitation and learning and development
- Qualifying as a Master Trainer, Master Practitioner and Practitioner in Neuro-Linguistic Programming (NLP).
- Designing and delivering 500+ training and development programmes.
- 20+ years as Chartered Institute of Personnel and Development (CIPD) volunteer - branch chair, council representative - supporting the CPD and performance of 7500+ HR professionals.
- Lecturing at a university (International Human Resource Management).

Specialist areas

Krista specialises in three main areas:-

Credibility - How to communicate credibility for influence and positive impact in the workplace

Credible HR - Enabling HR to add value to the organisation

Personal Effectiveness Skills - Support in developing confidence, credibility, influence, time management and assertiveness and conflict management skills so that individuals and teams are able to perform effectively.

Services

Krista offers support in **workplace performance improvement**.

Tailored, cost effective

- Consultancy and Research
- Coaching
- Facilitation
- Training and Development

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