

CHAPTER 1: BUSINESS INTELLIGENCE CHARACTERISTICS

- STAND OUT BY THINKING STRATEGICALLY: Elevate your sights by taking a strategic approach to your work. Your “big picture” perspective will prove you’re a leader, not just a manager.
- TAKE A WHOLE COMPANY PERSPECTIVE: Think outside the cubicle and learn the ins and outs of your organization. You’ll discover opportunities to demonstrate your value and advance your career.
- LEARN THE LANGUAGE OF FINANCE: Speak the language of leaders. Understanding and communicating in financial terms allows you to show your worth where it matters most – the company’s bottom line.

CHAPTER 2: RISK-TAKING CHARACTERISTICS

- CAPITALIZE ON AMBIGUITY AND CHANGE: Stand confidently above those who waver or are threatened by uncertainty. Leaders are revealed and careers are made for those able to navigate stormy seas.
- EXCEED YOUR EXPECTATIONS...AND THEIR’S: Catapult your career by being proactive and looking for opportunities where others aren’t looking. Champion innovative improvements and you’ll speed your ascent to higher levels of responsibility.
- MOVE BEYOND YOUR COMFORT ZONE: Challenge yourself and stretch your capabilities. Conquer self-doubt and break through self-imposed limitations by seeking out opportunities to move beyond your comfort zone.

CHAPTER 3: INTERPERSONAL RELATIONSHIP CHARACTERISTICS

- COMMUNICATE CLEARLY: Build confidence, trust and credibility by speaking clearly and persuasively. Your reputation as a top notch communicator will place you in high demand for challenging and rewarding assignments.
- LEAD, DON’T JUST MANAGE: Move beyond the manager role to influence events and those around you. As a leader, you’ll inspire and motivate others by advocating what’s best for the organization, not just your work group.
- SHARE THE LIMELIGHT: Enhance your reputation as a confident leader by sharing recognition with others. You’ll boost morale, trust and teamwork, as well as opportunities for your advancement.

CHAPTER 4: PERFORMANCE IMPROVEMENT CHARACTERISTICS

- PRIORITIZE YOUR PROJECTS: Improve your productivity, influence and reputation for high-level achievement when you focus on the things that matter most. Not only will you be a peak performer, you'll maintain a healthy balance in your life.
- REFINE YOUR THINKING SKILLS: Make the best decisions thanks to your solid thinking skills. You'll get noticed (and rewarded) for your ability to understand and solve complex tasks, analyze issues and concerns and think back from the desired outcome.
- DEVELOP DISCERNMENT: Navigate stormy, difficult waters when you steer by your inner compass. Follow the truth that is inside and you'll make the most ethical decisions for you and your organization.

CHAPTER 5: SELF DEVELOPMENT CHARACTERISTICS

- KNOW THYSELF: Understand what drives you, who you are and what you can do. You'll find personal fulfillment and professional success by capitalizing on your strengths and minimizing your mistakes.
- SEEK FEEDBACK: Encourage feedback to demonstrate your passion for self-development and desire to contribute to your company's success. You'll achieve your full potential and help others achieve theirs, as well.
- GAIN CONFIDENCE: Build your confidence by influencing decisions, motivating others and improving your performance. As a confident, self-developed leader, you won't be intimidated by failures or self-imposed limitations.
- SHARPEN AND EXPAND YOUR SKILLS THROUGH TRAINING: Increase your growth potential by investing in the most important asset you possess – yourself. You'll be more marketable within your company, as well as the increasingly competitive global marketplace.

CHAPTER 6: KNOW YOUR WORTH

- TRACK YOUR ACCOMPLISHMENTS: Track your accomplishments to provide powerful evidence of your value to the company. You'll gain confidence, as well as identify opportunities for growth and improvement.
- FOCUS ON FOUR AREAS TO IDENTIFY ACCOMPLISHMENTS: Focus on the value you provide to the company, accomplishments that enhance your prospects for promotion, ways you've strengthened your executive presence, and projects you've successfully accomplished.

CHAPTER 1 – 10 OVERVIEW

- PERSONALIZE YOUR EXECUTIVE PRESENCE: Personalize your executive presence so those around you will understand what makes you a unique, valuable professional.

CHAPTER 7: COMMUNICATING YOUR WORTH TO OTHERS

- DEVELOP YOUR SUCCESS STATEMENT: Create a brief, compelling story that leaves a lasting mental picture of you and your capabilities. Your “leadership success statement” will enhance your chances of getting promoted or recognized for your accomplishments.
- LEARN TO COMMUNICATE EFFECTIVELY: Leverage every communication channel at your disposal. Use email, face-to-face, voice mail and other modes of communication in creative ways to demonstrate your flexibility, while getting the response you need.
- CONNECT WITH DIFFERENT EXECUTIVE PERSONALITIES: Recognize and adapt your style to the different executive personality types. You’ll increase their comfort level and willingness to listen to and support your ideas.

CHAPTER 8: POSITION YOURSELF FOR GREATER VISIBILITY

- BRAND YOURSELF: Brand yourself to stand out from the competition. Reinforce your brand by the projects you undertake and the accomplishments you promote.
- MAKE THE MOST OF EVERY OPPORTUNITY: Make the most of every opportunity. Raise your profile in the organization by aggressively seeking out assignments that showcase your talents and potential.
- GAIN POLITICAL ADVANTAGE: Gain political advantage to get the attention and support of key decision makers. Take on additional responsibilities that relate directly to the position for which you aspire.
- TAKE THE FEAR OUT OF SELF-PROMOTION: Overcome the fear and embarrassment of self-promotion. Be comfortable and confident in marketing yourself and your skills to others.
- OVERCOME RESISTANCE FROM MANAGEMENT: Get noticed and promoted by overcoming resistance from these notorious career-stoppers: the “just-do-your-work” manager, the “jealous type,” the “cautious boss” or the “promotion preventer.”

CHAPTER 9: HARVESTING SUPPORTERS

- ENLIST SUPPORTERS: Cultivate supporters who show an interest in you and your career. They'll help you reach the next level by providing valuable resources, insights and knowledge.
- UNLEASH THE POWER OF A MENTOR: Ride to success on the shoulders of a mentor. Benefit from their advice and counsel to navigate even the most challenging corporate landscape.
- FIND ADVOCATES TO SUPPORT YOUR CAREER: Rely on advocates to actively champion your cause. These valuable individuals will encourage your growth and challenge you to reach higher levels.
- BENEFIT FROM A PROFESSIONAL COACH: Reach your potential in less time with the help of an executive coach. Benefit from honest, objective third-party feedback to develop the skills and mindset you need to move beyond limitations, resistance and doubt.

CHAPTER 10: CAREER DEVELOPMENT PLAN

- CREATE YOUR CAREER PLAN: Chart your future with a systematic career development plan. By reviewing your past, assessing what you've learned and creating goals and a plan of action you'll position yourself to excel in your areas of strength.
- PARTNER WITH MANAGEMENT: Partner with management to achieve your goals and aspirations. Their experience will provide the expertise and insight you need to focus on the right activities and ensure company buy-in along the way.
- SECURE THE RESOURCES YOU NEED: Secure the resources you'll need to make your career development plan come alive. You'll achieve your goals by taking advantage of training and development, educational opportunities, credential programs, qualification training and testing, workshops and conferences, and an executive coach.
- CONSIDER OTHER OPTIONS BESIDES A PROMOTION: Consider other career options beside a promotion. Position yourself to "move up" by pursuing a lateral move, a downward move or a job at a new location or a new company.