

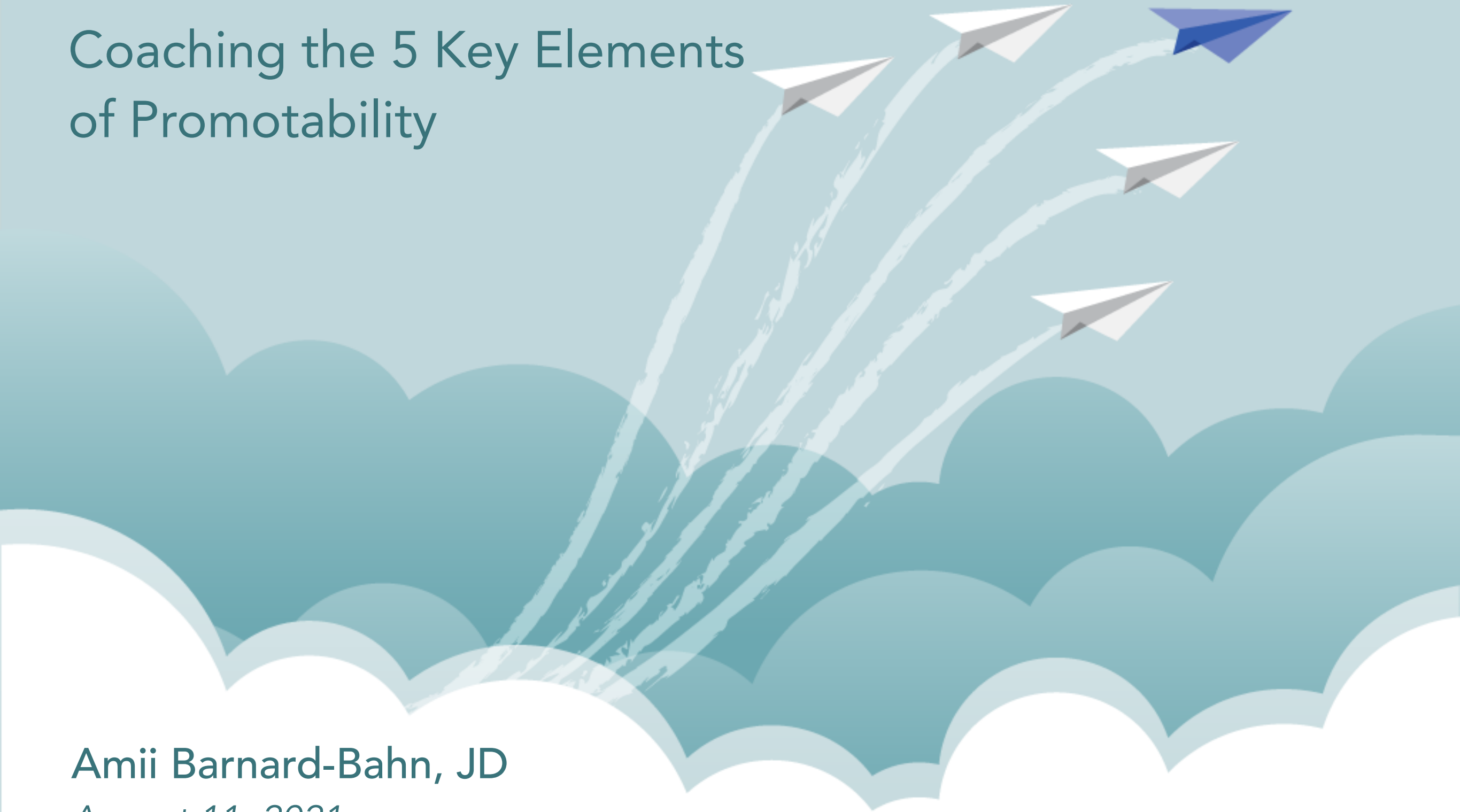
WHO GETS PROMOTED AND WHY?

Coaching the 5 Key Elements
of Promotability

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THE 5 KEY ELEMENTS

Self-Awareness: How the degree to which you know yourself is directly correlated to your professional success

External Awareness: How to build powerful working relationships with your key stakeholders

Strategic Thinking: How senior management views your insightfulness, analytical skills, and ability to synthesize data from diverse sources can impact your career

Executive Presence: How the degree to which you can inspire confidence in others through gravitas and presentation skills establishes your credibility

Thought Leadership: How being respected, sought after, and well-known as an expert in your field exponentially increases your value



The 5 Key Elements





Self-Awareness





External Awareness





Strategic Thinking





Executive Presence





Executive Presence

- Presentation Skills
- Gravitas
- Professional Appearance





Thought Leadership



Implementing **The 5 Key Elements** Takes Fortitude



Top Credit Union Uses Promotability Index Guidebook to Support Career Advancement, Communicate Expectations and Increase Employee Engagement



Sacramento Business Journal Award
**#1 BEST
PLACE TO WORK**

Industry: Banking **Product Used:** Promotability Index® assessment

Company: SAFE Credit Union is a top 100 US-based credit union serving over 200K members, founded in 1940. Having previously earned multiple Best Places to Work designations, SAFE wanted to maintain their commitment to a culture of engaged employees.

Challenge: Part of its existing performance management system included a 12-month review cycle with a career development plan for all employees. Erica Dias, VP of Marketing, Communications and Community Banking was looking for a way to provide further insights for her team in 1) building out that development plan and 2) to include a path to promotability.

How They Did It: Dias, who holds an MBA with an emphasis in ethical leadership and is a doctoral candidate in Transformational Leadership, has a passion for developing high-performing teams. Because of her background, she understood that each member of her team would experience a unique journey across their current and future roles and could benefit by having a way to own their leadership development, with a tool that they could revisit over the lifetime of their career. With no extra cost to the process other than the time to train the team and 1:1 meetings, she quickly and easily rolled out the PI assessment to a pilot team of approximately 40 individuals. Over the course of a full year, which traversed two review periods, the team was able to adopt the program without any complications or concerns - and fit it in their very busy schedules.



Results

Dias was pleased to learn that her hope of the PI allowing for a personalized experience was confirmed; the enthusiasm from the group validated that everyone wants to advance and develop in some way.

- 100% of participating employees welcomed the candid feedback and detailed guidance on areas where they could grow.

- 70% were interested in promotion; 30% were happy staying in their current role and gained performance insights. 100% received insight into specific actions to incorporate into their development plan.

- 60% were on track for promotion in the next 3 years

- Dias used the PI as an integral part of grooming her eventual successor

- Having a methodology and common language to work from also gave the team a more comfortable way to approach some of the tougher issues they needed to address.

PROMOTABILITY

Today's way is about
AWARENESS and
ACCOUNTABILITY

*Own it, be courageous,
then get to work!*

TO TURN THE CLIENT'S DREAM INTO A REALITY

Understand what stage their career is in:

EXPLORING, ESTABLISHING, or ADVANCING

Identify and improve opportunity areas in
THE 5 KEY ELEMENTS

And the client must be motivated to change
those behaviors and beliefs that no longer
support their success.




HOW I CAN HELP

Leadership Resources:

Promotability Index®: Text PROMOTEME to 44-222

The PI Guidebook (available wherever books are sold)

Let's Connect!

-  LinkedIn amiibarnardbahn
-  Twitter @amiibb
-  YouTube leadership shorts
and inspirational keynotes