Getting Ahead
Three Steps to Take Your Career to the Next Level

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What do they do that is so different than what you are doing?

What makes them the most successful leaders?
What Makes One Person More Successful Than Another?
The PVI-Model

Get ahead

Stand out

Advance quickly

Get noticed

High impact

In-demand

Go-to leader

Competitive advantage

Perception

Influence

Visibility

PVI Model
Power of PERCEPTION

“There is no truth. There is only perception.”

— Gustave Flaubert
French writer, author of Madame Bovary
Why Is Perception IMPORTANT?

Everything you do is being observed and documented inside the brains of others.
# Your Behavior Affects Perception

<table>
<thead>
<tr>
<th>Behavior</th>
<th>Positive Perception</th>
<th>Negative Perception</th>
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<tbody>
<tr>
<td>Laid Back and Calm</td>
<td>In control</td>
<td>Lacking sense of urgency</td>
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<tr>
<td>Not Speaking Up at Meetings</td>
<td>Agreeable team player</td>
<td>Don't care</td>
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<tr>
<td>Late for Meetings</td>
<td>Busy, in high demand</td>
<td>Don’t respect co-workers</td>
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How to Change Perception?

Ask For Feedback
Ask How You Are Perceived?

Better leaders ask for more feedback.

Leaders' diligence in seeking feedback:

- Bottom 10%: 15
- Next 25%: 31
- Middle 30%: 50
- Next 25%: 68
- Top 10%: 86

Source: Zenger/Folkman

HBR.org
Questions to Ask During the Feedback Conversation

1. What do I do well?
2. What could I do better?
3. How am I perceived within the company?
4. What are your perceptions of me, both negative and positive?
5. How do I change the negative perceptions?
Increase your profile across the organization and among higher levels of management by standing out and getting noticed.
If you are not visible, you are invisible...

“The hard fact is that limited exposure means limited visibility, which means limited advancement opportunities.”

— Curtis J. Crawford  
American computer systems engineer and director of DuPont
“...important we educate the business on the value we bring every day.”
What can you do to increase your visibility?

Speak up, speak first and speak often

Take initiative

Get face time with top executives
Management Needs to Know

- Who you are
- What you do
- Your value
THE KEY TO SUCCESSFUL LEADERSHIP TODAY IS INFLUENCE, NOT AUTHORITY.

- Kenneth Blanchard
What is Influence?

Build alliances
- Leverage allies
- Lead up
- Develop cross-functional relationships
- Sway decisions
- Gain results from others.

Go-to person
- Buy-in for your ideas
- Get others to rely on you

Collaboration
- Get things done

Attract star employees
5 traits all INFLUENTIAL people have

- Solid Reputation
- Enhanced Skill-Set
- Power to Persuade
- Superior Likeability
- Executive Presence
Solid reputation

Reputable
Credible
Respected
Trustworthy
Enhanced SKILL SET

Competent

Authoritative

Accomplished
Executive PRESENCE

Leader
Confident
Assertive
Powerful
Superior LIKEABILITY

Personable
Charismatic
Optimistic
Motivator
Power to PERSUADE

Persuasive
Collaborative
Consensus
Alliance
5 traits all INFLUENTIAL people have

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Key Action Steps
The PVI-Model

- Perception
- Influence
- Visibility

- Get ahead
- Stand out
- Get noticed
- Advance quickly
- Competitive advantage
- Go-to leader
- In-demand
- High impact
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