



Benton McTaggart
COACHING

THE HIGH-ACHIEVERS PROMOTION GUIDE:

6 STEPS TO SCORING YOUR
NEXT BIG PROMOTION

www.bentonmctaggart.com

Intro: MY PHILOSOPHY

Hi, there!

First of all, it's great that you decided to download this e-book. Thank you. You've just decided to take a major step in your career, getting that big promotion.

You and I are much alike - we are high-achieving introverts - who want to build a career we are proud of while remaining true to our values and personal styles. If you are not an introvert, then that's perfectly fine, you can adapt the steps here too.

While getting the promotion is great and absolutely welcomed, there is something much deeper for us quiet people - we want to feel respected, valued and have a seat at the table.

That is why I wrote this guide for you. I want to share the method that I have used in my own career and with many others like us to help you stand out in the workplace. The reward is to get you promoted faster and paid more.

This guide has 6 steps. I recommend that you follow the steps in the order they laid out in the guide (I am looking at you my creative and non-conformist friends!).

Go grab your favorite adult beverage, find a quiet spot and dive in!

- Benton

A portrait of Benton McTaggart, a Black man with a beard and glasses, wearing a dark blue suit jacket over a light pink shirt. He is looking slightly to the right of the camera with a neutral expression. The background is a blurred office setting with vertical light streaks.

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“ That is why I wrote this guide for you. I want to share the method that I have used in my own career and with many others like us to help you stand out in the workplace. The reward is to get you promoted faster and paid more. ”

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Build Your Career **MASTERPLAN**

These days you have two jobs: performing the actual duties in your job description and managing your career. Those who actively manage their careers get ahead and stay ahead in their careers. The first step in this process involves creating a vision for your career.

How do you feel about doing a quick exercise? Ok - great!

Do these four things to get the most out of this exercise:

1. Find a nice, quiet and comfortable spot for you to get in the "zone."
2. Put some classical music on
3. Sit upright and feet shoulder-width apart
4. Close your eyes and take three deep breaths.

Now imagine it's five years from now. You have the career of your dreams. You are getting all you've hoped for and more. Paint a picture of what you see. Be sure to tap into all your senses. What kinds of problems are you solving? With whom are you working? How are you dressed? How much are you earning? What are you smelling? What are you hearing? What colors are you seeing? What are you feeling?

Beautiful, right?

Build Your Career MASTERPLAN

What if I told you that you can completely have that dream? You absolutely can! Let's hash out some baby steps to get you there.

Career Vision

Year	Role/Responsibility	First baby steps to get there	Resources needed
1	<hr/> <hr/> <hr/>	<hr/> <hr/> <hr/>	<hr/> <hr/> <hr/>
3	<hr/> <hr/> <hr/>	<hr/> <hr/> <hr/>	<hr/> <hr/> <hr/>
5	<hr/> <hr/> <hr/>	<hr/> <hr/> <hr/>	<hr/> <hr/> <hr/>

PLAN

1. 2. 3. 4. 5.

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Develop Your "Signature" PRESENCE

It's now time to design your authentic leadership presence; one that is true to your personal style. It should emphasize your innate strengths and technical capabilities as well as clearly articulate the value that you add to the entire organization.

And yes, your wardrobe and body language matter too!

Make list of the qualities of your ideal image. Whom do you have in your network who you admire their leadership presence?

My Unique Value

1. My top three super strengths are _____

2. My bosses (colleagues, clients) usually compliment me on _____

3. I am an expert at _____

4. These are the results I always deliver _____

Develop Your "Signature" PRESENCE

My Unique Personality and Image

1. My top core values are _____

2. My ideal communication style is _____

3. My preferred leadership style is _____

4. My ideal wardrobe (style) _____

Define your Value Proposition

Craft a concise statement that expresses the unique value you bring, to whom you bring it and how you deliver that value.

Here are some examples of value propositions:

Through my natural enthusiasm and empathy for others, I inspire research and development professionals to develop innovative projects in biotechnology.

I design and implement digital operations campaigns for tech start-ups, so that they can attract their first 10,000 customers.

I build powerful statistical models for senior leaders, so that they can make more informed and swifter business decisions.

A hand is holding a yellow measuring tape against a dark fabric. The background is a light-colored surface with a diamond-shaped pattern. The text 'Benton McTaggart COACHING' is overlaid in the top right corner, and '+02' is in the bottom right corner.

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+02

A professional photograph of a man and a woman. The man on the left is Black, bald, and smiling broadly, wearing a dark blue suit, white shirt, and light grey tie. The woman on the right is white with blonde hair, smiling, wearing a grey blazer over a white collared shirt. The background is a blurred office setting.

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Develop Your "Signature" PRESENCE

Now, it's your turn.

Below are three fun templates you can use. Feel free to create your own too.

1. I use my _____ (to do what?) _____ (for whom) _____
2. Leveraging my _____ and _____, I deliver _____ to _____
3. I help (whom) _____ (achieve what big goal?) _____, so that (what can take place for them?) _____

Every chance you get over the next month, practice sharing your value proposition at least once per day at work. Overtime, others will recognize the value that you bring to the department and wider organization.

Enhance Personal EFFECTIVENESS

It's time to deliver peak performance at work. It's not so much about how long you work, but rather it's about the quality and impact of your work. You want to be on your game at all times. Here are three things to consider as you aim to grow your personal effectiveness.

Step 1. Be Happy

We often assume that if we accomplish the goals we set for ourselves, then we will become happy. However, positive psychology shows us that we tend to be more successful when we are happy. Here are 6 suggestions to improve your overall level of happiness.

1. Meditate daily
2. Implement a daily gratitude practice
3. Exercise (Do 5 jumping jacks after you have your morning bagel)
4. Break up your day with short bursts of time outdoors
5. Look for gifts in every moment you have (Even when the cab driver shouts at you on your way to work)
6. Always have something to look forward to (Your mom's pot roast next Sunday might be a good one)

Step 2. Effect deep personal change

Ask yourself, if I truly want to build the career dream that I outlined in stage one, what are the three things I really need to get better at to make this happen? E.g. "I commit to getting better at completing tasks in advance of deadlines (for someone who might procrastinate a lot).

	Improvement Goal	Improvement Plan	How will I know?
1.	_____	_____	_____
2.	_____	_____	_____
3.	_____	_____	_____

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Enhance Personal EFFECTIVENESS

Step 3. Stretch yourself

As you climb in your career, you want to ensure that you are constantly challenging yourself on projects and personal development activities that allow you to learn and grow. In the same breath, you may just inspire others around you. I promise, your superiors and those below you will notice your growth.

Use the D.A.R.E model to set a stretch activity for the next week:

D - It's something that is difficult. It gives you butterflies in your stomach as you think about it.

A - Actionable. You have a clear idea of the steps to get there and what success looks like.

R - Required. It's something you want to do and it will benefit others on your team.

E - Emotional. It is a goal that you anticipate to accomplish, and it feels just right for you.

My D.A.R.E goal for the next week is _____

You can set your D.A.R.E goals daily, weekly, monthly, quarterly or even yearly. Choose an approach that works for your personal style.

Observe the “LAY OF THE LAND”

Promotions don't just happen randomly; there is a very high chance that your department or even company has its own culture of promoting talents. You will have an edge when you slow down and observe how these promotions are made.

Step 1. Understand promotion culture within your team.

- Ask HR about promotion policy
- Talk to those who've been promoted and ask how it happened for them
- Observe the actions of those who are getting promoted. Who are they friends with? How are they working?
- What do they do differently?
- Ask your boss or immediate supervisor what would it take for you to get promoted

Step 2. Identify the key people who have a direct decision over your promotion.

These are people with the power to sign off on a yes for you to move to the next level. Usually, this will be your boss, and those at least two levels above your boss. This could also be a senior leader of another unit with which you work closely.

1. _____
2. _____
3. _____

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Observe the “LAY OF THE LAND”

Step 3. Shortlist the key influencers.

One mistake that most high-performing achievers usually make is that they only focus on their boss and boss's boss. However, you my friends, know that there are other colleagues out there who have influence over these decision makers. Put them on your radar. Start by writing down the five key influencers you want to build a relationship with.

1. _____
2. _____
3. _____
4. _____
5. _____

Step 5. Spot the roadblocks

While you are sleuthing, and understanding the promotional politics within your department, assess the threats to your promotion. Ask yourself:

1. Who else am I competing against? What are they doing?
2. Who might block my promotion?
3. What are some hot button issues that should I watch out for?
4. What are the agenda of the power players and influencers I identified above?
5. What are the key changes or organizational dynamics that might get in the way?

Develop Your Strategic Networking & SAVVY SELF-PROMOTION DNA

Congratulations! You now understand how your department promotes others, the people who will decide your faith and the things that might get in the way.

Here are the three things I want you to focus on, so that you can up your influence and deepen your internal relationships.

Baby step 1. Put together an internal networking strategy.

Use a scale of 1 - 5 to rate the strength of the relationships you identified, with 1 being really weak and 5 being exceptionally strong. For my over-achieving friends if you rate a relationship at a 5, challenge yourself to get it to a 6 :)

Relationship	Rating	Plan to Improve	First Step
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

A photograph of three business professionals in a networking event. On the left, a Black man with glasses and a beard, wearing a dark suit and a blue lanyard, is looking towards the center. In the center, a woman with glasses, wearing a white and pink striped dress and a blue lanyard, is smiling broadly and holding a glass of champagne. On the right, a white man in a dark suit and a blue lanyard is also smiling and holding a folder. The background is a bright, out-of-focus window. The text 'Benton McTaggart COACHING' is overlaid in the top right corner, and '+05' is overlaid in large orange font in the bottom right corner.

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+05



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Develop Your Strategic Networking & SAVVY SELF-PROMOTION DNA

Baby step 2. Choose a relationship building approach.

Choose a combination of relationship building approaches that you ENJOY, and that give you the chance to be authentic. Below are some common ways to build internal relationships. The deepest relationships tend to be developed in informal settings.

Company Happy Hours

Working on projects together

Office Parties

Group Retreats

Group Lunches /Dinners

Water-cooler chats

Connecting after meetings

Coffee Chats

One-to-one Lunches/Dinner

Traveling together

Off-site activities e.g. movies

Going out for drinks



Develop Your Strategic Networking & SAVVY SELF-PROMOTION DNA

Baby step 3. Define 3 authentic ways to express your value.

This is the tough part for most people. The question is how can you educate the key players about your value. It's a two-part process. First you want to use an approach that is clear, consistent and constant. It also needs to be one that you are comfortable using.

I had a client who was a high-performer and an introvert. She thought that self-promotion was about talking up her accomplishments every chance she got. She had the wrong perception. We worked on shifting her mindset and identifying her strengths so that she could leverage those to educate others about her value.

She was a strong writer and very creative; so, she decided to create a monthly report with key goals, KPIs, overall business impact and key learnings for her initiatives in operations. She asked her boss's permission to share it with him, the VP of Operations, the other direct reports on her team and the COO. She also started singling out and including the successes of the other direct reports she cross-colaborated with.

She got promoted within 6 months.

Now, it's your turn.

I will do these three things regularly to educate the company about my value:

1. _____
2. _____
3. _____

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VALUE

+05

A person wearing a black hooded garment, possibly a niqab or a similar face-covering, is shown from the chest up. Their hands are clasped together in a prayer-like gesture, with the index fingers pointing upwards. The background is a plain, light-colored wall.

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Become a **NEGOTIATION NINJA**

Being an effective negotiator is critical to your career success. The higher you climb in your career, the more you will have to negotiate.

Some of the things you will negotiate include: pay, job title, roles and responsibilities, resources for projects, and even when you take your vacation!

High-achievers shy away from negotiating at work out of fear that they may come across as career sharks or that they will damage hard-earned business relationships. If done properly, neither will happen.

Here are 5 key steps to get you ready for your next negotiation conversation:

Step 1. Prepare.

Spend time planning and getting to the why of your conversation. Be clear on what your motivations are, what you hope to get from the conversation, and identify potential limitations and objections to your requests. Come up with creative alternatives to these possible objections. Focus on what you will deliver in the future.

Step 2. Understand your value

Be clear on what exactly you bring to the table and what you are worth. If you are about to negotiate more pay on top of your promotion, then find out how other people with your background are paid in similar company. Come up with your own number that will help you meet your financial and personal goals.

Become a NEGOTIATION NINJA

Step 3. Set the Agenda

Do not catch your boss or supervisor off guard. Instead, email your boss a quick outline of what you intend to cover in your conversation. Alternatively, tell him in person what you hope to talk about when you make the request.

Step 4. Take The Barack Obama Approach.

The way you approach a negotiation conversation is very important. Scientific evidence shows that those who tend to take on a collaborative, tentative approach where they act as an agent to create win-win outcome for both sides tend to be more successful in negotiations. It's the difference between saying "I want an extra \$10,000 with this role" to "how might we move this number up to \$10,000."

Step 5. Keep the Ball Rolling

Have clearly, defined next steps after your negotiation conversation. Set these up in the actual conversation or follow up in an email with next steps. Even if you did not get your request, seek clarity on how you can revisit the situation in the future. Didn't get that extra \$2,000 you asked for? How about revisiting this at the end of next quarter?

Look at you, becoming a Negotiation Ninja!

A close-up, profile view of Barack Obama, looking slightly to the right. He is wearing a white dress shirt and a blue and white striped tie. The background is a blurred American flag.

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The logo for Benton McTaggart Coaching is centered in the upper half of the image. It features the name "Benton McTaggart" in a large, orange, cursive script font. Below it, the word "COACHING" is written in a smaller, teal, sans-serif, all-caps font. The entire logo is enclosed within a thin, light blue rectangular border.

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**THANKS FOR
READING:**

NOW TAKE THE NEXT STEP AND BOOK

YOUR **“GET PROMOTED”** JUMPSTART

CONVERSATION @**BENTONMCTAGGART.COM**