

DR. LOIS FRANKEL

Get and keep the job you want.

To get that job you want and keep it, you have to become a brand in your workplace. You have to have name recognition, be consistent and reliable, and stand behind your work. Aren't those the qualities that you look for in a brand? To develop your own brand, begin with an honest assessment of what makes you unique and how you add value. Then—advertise. Let people know how you can help them solve a problem, create a new product, achieve their goals. Don't brag, just project confidence and a readiness to help. Make certain the value you add is consistently of high quality. Become a brand that others want to "buy".

For more information about how Corporate Coaching International can help you get and keep the job you want, or to have one of our coaches speak at an upcoming meeting or event, check out our websites at www.corporatecoachingintl.com or www.gr8speakers.com.

Best regards,

Lois P. Frankel, Ph.D.