A study done by Montana State University confirmed that women regularly downplay their own accomplishments.

A study published in the September 2008 issue of Patient Education and Counseling found that female medical students appeared less confident in themselves to their patients.

The non-profit organization Catalyst found that women who do “all the right things” still advance less than their male counterparts.

**Own Up to Your Accomplishments!**

While it can be uncomfortable to talk about your own achievements, it’s necessary in order to get that job or promotion you want. If people are not aware of what you can do and of your confidence, then they won’t know that you could be a great resource. Levo League managing editor Elizabeth Burke noted: “Being able to talk about your accomplishments is incrementally important to your career. You must be able to talk about what you are doing well to others – it’s how your boss will know to give you more responsibility or that you deserve that promotion.” A recent study at Stanford showed that women who are confident and assertive (but who also know when to tone down these traits) land more promotions.

**How to Self-Promote**

Selena Rezvani, author of *Pushback*, suggests focusing on the following:

- **Be a Better Storyteller:** If it’s true that you have to tell it to sell it, then you’d better think about how you can package your accomplishments in story format. Narrate your success so it has a clear beginning, middle and end. By telling a story, it not only humanizes your success for the listener, but it’s often easier for you, the storyteller, to share without feeling conceited.

- **Keep It Factual:** Many women avoid self-promotion for fear their accomplishment will sound overblown. Focus on concrete behaviors and outcomes. If your efforts led to a very happy client, return business, or an important efficiency, then own it! If it’s true, it’s okay to be confident about it and it’s not considered bragging.

- **Use “Drop-In’s”:** If you succeeded in drafting a winning strategic plan, let’s say, and want to be recognized and called for your strategic mindset in the future, then you need to frame your success using the right language—even after the fact. For example, you might say, “You can rely on me. I have a strategic view on this topic...” or “Strategically, I think we should...” Using these simple yet effective words reinforces your accomplishments.

For more information, visit [http://careers.byu.edu](http://careers.byu.edu) or [http://selfpromotionforintroverts.com](http://selfpromotionforintroverts.com).