



With Your Host  
Tom Floyd

## SHOW HOST

**Tom Floyd**, founder and CEO of Insight Educational Consulting (IEC), is a dynamic business man and speaker, who has grown a multi-million dollar business guiding Fortune 500 companies in the implementation of change management, workforce performance, and learning solutions. The ultimate combination of a strategic visionary and project leader, Tom is cross trained in business strategy, focusing specifically on organizational change, human performance, and employee development.

## GUEST BIOS

**Fernan Cepero** is a recipient of the 2007 Future HR Leader Awards by Human Capital Magazine and is a thought leader in the area of human resources, empowerment and organizational development. Fernan serves as Vice President of Human Resources for the YMCA of Greater Rochester and is a member of the SHRM Organizational Development Special Expertise Panel.

**Jane Cranston** is the managing director and owner of Executive Coach NY. Jane works with success-driven professionals who want to take their careers to the next level, earning a better title, more money, and plum assignments. She is the author of many articles on workplace issues and job search skills, and has been cited in *Newsday* and has appeared on CNN.

**Anne Loehr** is a partner with Riverstone Endeavors, LLC and has been coaching entrepreneurs, corporate leaders, and individuals for more than 20 years in the process of moving to the next level of sustainable success. Anne recently co-authored "A Manager's Guide to Coaching: Simple and Effective Ways to Get the Best out of Your Employees."

**Susan Whitcomb** brings over 20 years of experience to the table when it comes to landing a new job or a promotion. She is the author of six careers books, including *30-Day Job Promotion: Build a Powerful Promotion Plan in a Month*. She has been a careers columnist and featured chat guest for Monster.com and America Online, and as an industry expert has been cited in numerous national publications.

## Coaching for a Promotion

MONDAY MAY 12TH, 2008

11AM PT (2 PM ET)

*Managing a major promotion is second only to divorce in terms of life stress, according to research from HR consultancy DDI.*

*Failure to manage your step up the ladder could not only affect your morale and make you lose confidence in your abilities, but could cost the company if you're not able to take on the challenges your promotion requires.*

*What does it take to get ahead and how can a coach help ambitious employees reach this goal?*

### HIGHLIGHTS

According to an April 17th, 2007 article in Personnel Today Magazine titled "Manage a Major Promotion" HR consultancy DDI concludes that "managing a major promotion is second only to divorce in terms of life stress," as supported by DDI research.

Simon Mitchell, a director at DDI, advises that if you are about to or are going through a promotion, you need to anticipate this stress. Your organization should help you cope with the changes in your new role, with minimum disruption.

However the article notes that just one in three leaders indicated their company provides any type of support to help them make the mental shift required for a big promotion.

What strategies can people apply to successfully get promoted? And how can professionals manage the stress associated with promotions?

What work are professional coaches doing to prepare their clients for promotions, as well as overcome challenges and hurdles once they land the job?

Our panel of experts address these questions and more.

Highlights of the show include:

- Why the overall promotion process is stressful for many people.
- What it takes to get ahead in the corporate world today.
- What executives and managers look for in "promotable" employees.
- Guidelines to use when highlighting your accomplishments and "self promoting" yourself appropriately.
- Strategies for advancement and promotion during our current economic state.
- How coaches are working with professionals to advance up the career ladder.

For more information on **Insight on Coaching**, feel free to contact Tom directly at [tfloyd@ieconsulting.biz](mailto:tfloyd@ieconsulting.biz)

### Listen to the show

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*WHAT I FIND QUITE OFTEN IS THAT MOST PEOPLE DON'T STOP TO THINK ABOUT WHAT THEY DID TO CONTRIBUTE. I HAVE THEM TALK ABOUT WHAT IT IS THEY DID THAT CONTRIBUTED TO THE SUCCESS OR THE ORGANIZATION OF THE DEPARTMENT THEY WORK IN.*

*I ALSO HAVE PEOPLE THINK ABOUT WHAT THEY'RE GOING TO DO IF THEY GET THE PROMOTION. I DO THAT BECAUSE MANY PEOPLE ARE EXPENDING THEIR ENERGIES FOR THE PROMOTION EVENT. THEN THE PROMOTION HAPPENS AND SUDDENLY IT'S "OH GOSH, WHAT DO I DO FROM THIS POINT ON?"*

**FERNAN CEPERO**

*"I THINK YOU HAVE TO PROMOTE YOURSELF. I DON'T THINK THIS IS CREATING A BANNER AND PUTTING IT ON YOUR OFFICE DOOR.*

*BUT I THINK THERE'S A CERTAIN AMOUNT OF PROMOTION THAT HAS TO BE DONE.*

*THE OTHER PLACE WHERE I THINK PEOPLE REALLY DOWN PLAY THEMSELVES IS FORMAL PERFORMANCE EVALUATIONS. THEY DON'T STOP AND SAY TO THEMSELVES "WAIT A MINUTE, WHAT DID I DO FOR THIS ORGANIZATION IN THE LAST YEAR?"*

*DOLLARIZE IT AND QUANTIFY IT SO THAT IN FACT SOMEBODY CAN SAY "WOW, HE OR SHE REALLY DID CONTRIBUTE THIS YEAR."*

**JANE CRANSTON**

*"THE NUMBER ONE REASON FOR GENERATION Y OR MILLENNIALS TO WANT TO BE PROMOTED IS THEY WANT TO BE DEVELOPED.*

*THEY DON'T REALLY CARE AS MUCH ABOUT MONEY, ALTHOUGH IT'S VERY IMPORTANT IN TODAY'S ECONOMIC TIMES.*

*BUT ESPECIALLY FOR MILLENNIALS, IT IS ABOUT DEVELOPMENT AND GROWING.*

*WE'RE GOING TO SEE THAT MORE AND MORE AS THIS GENERATION IS BECOMING 30 AND 40, AND THERE'S GOING TO START TO BE A CLASH AROUND THAT SOON."*

**ANNE LOEHR**

*"IN MANY CASES, PEOPLE HAVE BEEN PROMOTED BECAUSE THEY'VE BEEN GREAT INDIVIDUAL CONTRIBUTORS WHO HAVE MANAGED TO GET THINGS DONE ON THEIR OWN STRENGTHS.*

*HOWEVER WHEN THEY GET PROMOTED INTO A MANAGEMENT ROLE, THEIR INDIVIDUAL CONTRIBUTING SKILLS ARE NOT THE MOST IMPORTANT THING. NOW THE MOST IMPORTANT THING IS BEING ABLE TO PULL A TEAM TOGETHER AND GET MUCH MORE DONE THROUGH ALL OF THESE PEOPLE."*

**SUSAN WHITCOMB**