

Own Your Career and Marketability

As an Executive Coach, I'm approached by clients who want to advance their career but don't know how to identify their "brand" other than their job title. The optimal way to evolve your career is to qualify your brand and proactively present yourself in your field – both online and in person, inside and outside of the confines of your workplace. Job security is a thing of the past, so it's important to take stock of your competencies and be a savvy professional showcasing your brand and capability.

[#career](#) [#branding](#) [#proactive](#) [#ownyourcareer](#) [#marketability](#) [#careerpath](#) [#competencies](#) [#executivecoaching](#) [#careercoaching](#) [#beacommodity](#) [#work](#) Do you toot your own horn at work? Are you anxious about job security? Do you think of yourself as a commodity? What's your brand? If you want to be proactive and savvy as you pursue your career, read on for key tips.

1. Be Proactive

It's a tenuous world we live in, so having anxiety about job security is valid and normal. You may hear about layoffs and get concerned about your job security. **In order to feel more secure about your job, take proactive steps** to 1) make yourself a commodity at work (think: raise your hand for projects, offer ideas, etc.), 2) showcase accomplishments (not just at review time, keep track of them and share with your manager as appropriate) and 3) build relationships with colleagues in your workplace and influencers/leaders in your business sector (think: lunches, attend webinar / conferences).

1. Be Seen & Stay Savvy

If you're anxious about job security, take steps to be seen and to stay savvy. Here are three tips to that end: 1) take the initiative to be seen at work (think: toot your own horn, take the initiative, help colleagues) and 2) keep your eyes and ears open in your field (think: informal networking, attending conferences, staying active on LinkedIn) and 3) stay savvy and informed - keep a broader eye on the market and how it impacts your businesses so you can be tip-top in your knowledge base (and showcase that). If you are seen and stay savvy, you are doing your best to keep anxiety over your job at bay.

2. Own Your Brand & Think of Yourself as a Commodity

Brand yourself and take ownership of your expertise and competencies – not just tied to your role/title at X company. For example, call yourself a “marketing specialist” or a “an adept media manager”– this can be generalized from your current job title. The object is to establish how you want to be perceived, so use adverbs wisely. Think of yourself as the Boss of your career. You are the culmination of your experiences, not the role you hold at any company you've worked for. Take stock of your skillset, talk with a colleague, a friend or a coach. Learn how to deliver an effective, succinct “pitch” that reflects your brand.

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Joanne is well versed in workplace issues including interpersonal dynamics, leadership, branding/marketing skills, positioning self for promotion, succession planning, and job search tactics. Throughout her career Joanne has lived in San Francisco/Bay Area, New York City, Los Angeles, and Santa Barbara, focusing on executive coaching across business sectors and psychotherapy for individuals, couples and families. Her dual business and clinical skillset differentiate her as both a coach and therapist, and often she is sought after for both areas of expertise.