

How to Successfully Promote Both You and Your Team

Two separate groups met at the Perfect Information Conference to discuss the topic of internal networking. Recognising that the route to networking is not always an easy one, the two groups identified the following areas as key success factors to ensuring that the Information Department and its team is well networked within the organisation that it supports. The following are not given in any particular order of priority but represent the output of both breakout sessions.

- Find an advocate/sponsor in the business and ensure that you communicate with them regularly regarding the activities of your department. Ask them for feedback and proactively engage them in developing both your role and that of your team
- Attend senior level meetings to position both you and your service offering. If necessary, invite yourself to key meetings
- Know your audience. Be prepared for meetings. Have a message that you need to deliver for each meeting, provide context and background information
- Define your remit and your product offering. Be clear about your unique selling point and service differentiation. Ensure that you have your own unique branding
- Gain recognition as a Subject Matter Expert and ensure that you continue to develop new skills
- Second members of your team to other teams within your organisation to gain a greater awareness of how your organisation works and where you and your team can add most value
- Identify key organisational projects and link your role in to them. Offer to help solve problems
- Find out what others are doing in your organisation and form partnerships with other teams

- Develop multiple contacts at different levels within your organisation and leverage other internal departments to provide lists of key contacts
- Hold “open days” for your department to showcase your service offering to parts of the organisation that might not be familiar with the services that you provide. Invite your vendors to present their products in the context of providing value add to the business
- Organise 1:1 training sessions for your key senior managers and stakeholders
- Meet with new joiners particularly those at senior level
- Participate in your firm wide induction process
- Develop a networking area in your department and promote your department as the “go to” place for information
- Produce marketing literature/develop a presence on the intranet/organise desk drops etc
- Mandate networking events as part of the annual appraisal process for members of your team
- Be visible, maintain a high profile and ensure that you promote ALL members of your team
- Be approachable, be proactive, be self confident!