



The Promotion Positioning Blueprint

How to Make Your Raise or Next-Level Role Inevitable, Not Hopeful



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You're Ready for More, But It Hasn't Happened Yet

You may not have a performance problem. You may have a positioning problem.

Promotions and raises are rarely about working harder. They're about visibility, clarity, and perceived readiness.

Use this guide to recalibrate.

Step 1: Clarify the Next-Level Standard

Ask yourself:

- What does the next level *actually require* beyond performance?
- How do leaders at that level communicate differently?
- What strategic impact are they known for?
- Who sponsors and advocates for them?

If you can't clearly define the standard, you can't strategically meet it.

Step 2: Audit Your Visibility

Check what applies:

- I deliver results, but I don't narrate impact.
- I avoid advocating for myself directly.
- I overfunction instead of positioning.
- I'm relied on, but not leveraged strategically.
- Decision-makers don't fully understand my scope.
- My LinkedIn profile and resume are updated.
- I can name what my accomplishments are for the last year.

If your work speaks for itself, it may be speaking too quietly.

Step 3: Strengthen Your Executive Presence

Promotion requires:

- Shorter, clearer communication
- Fewer disclaimers
- Direct language
- Strategic framing instead of task reporting
- Calm authority under pressure

Ask: Where am I explaining instead of asserting?

Step 4: Have the Conversation Most Leaders Avoid

If you want the raise or role:

- Ask directly what readiness looks like.
 - **Ask your boss: What would help me to improve my executive presence?**
 - **Ask your colleagues: What would help me to improve my executive presence?**
- Request measurable criteria.
- Clarify timeline expectations.
- Confirm what must shift for advancement to happen.

Vague feedback keeps leaders waiting. Clarity accelerates movement.

Step 5: Stop Over functioning

Over functioning makes you valuable. **Positioning makes you promotable.**

Ask:

- How am I *really* showing up to others and where am I not demonstrating confidence?
- Where am I doing work that doesn't elevate perception?
- What must I stop doing to be seen at the next level?

The Real Shift

Advancement isn't about becoming someone else. It's about aligning how you lead with the level you're ready for.

Ready to Position Strategically?

If you're capable but not being fully recognized, it may be time to recalibrate your operating system.

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