



Selling Up: a sustainability strategy

A presentation for the
Office of Adolescent Health Grantees

March 6, 2013 • Washington DC













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Selling Up:

a sustainability strategy

intentionally
communicating
with your boss
about your work,
project, program, etc.

intentionally promoting
your self, your work,
your programs, your
projects to your boss



gloating

pretentious

arrogant

crowing

bragging

conceited

bragging to bosses

self promotion

boasting

self-applauding

pride



jr. account executive strategies

gossip success

visibility matters

bosses have bosses

good news goes up

updates are powerful

re-enforce their bossness

why
?



success

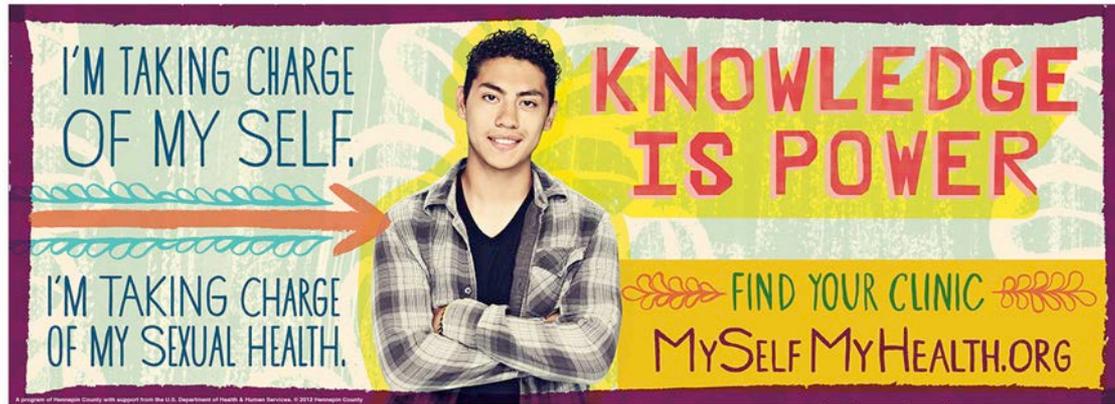
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PEDIATRIC

Grand Rounds

[.html](#)





bragging to bosses
benefits that support sustainability





bragging annoys me





it's all about me
it's about young people!

it's about us!





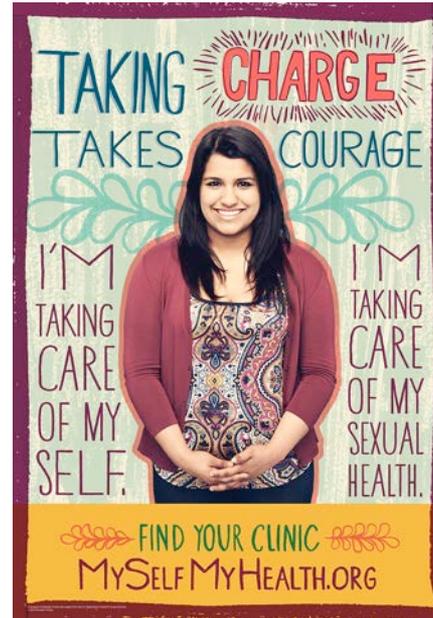
What aligns with your boss's priorities?

gs story
Hot topic aligned
Hurdle jumped

bragging worksheet

our
^





bragging rights



MEET OUR YOUTH LEADERSHIP TEAM



Simone Simpson
Augsburg



Grace Yang
UMD



Lanee Johnson
Edison H.S.



Hassan Sankoh
Augsburg



Janiru Herath
U of M



Jessie Toye-Thompson
U of M



Sara Aliyeva
Sabathani



Michelle Wheeler
St. Olaf



Grace Ward
Cooper H.S.

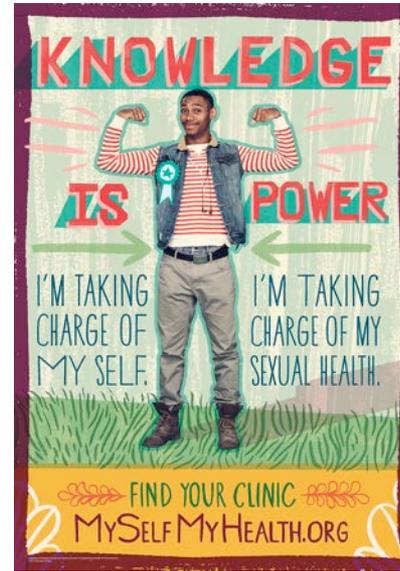


Lauren Salgado
Washburn H.S.



bosses
university president:
Eric Kaler





framing

boss-related issues

segment specific

personal agendas

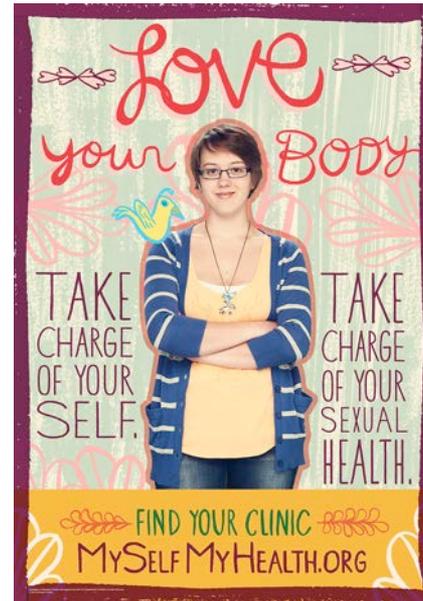




pick a winner

identify a bragging right that
aligns with your bosses
priorities or interests





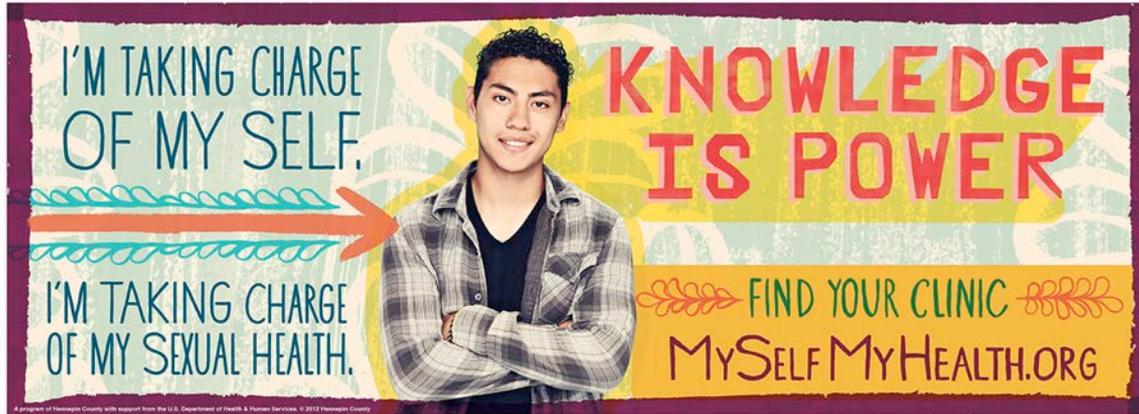
advanced bragging
something to share for
ANY boss-like audience





bragging outline





connect
be a social human first





acknowledge their priorities
lead with their interests





talk about our good stuff
use your winner





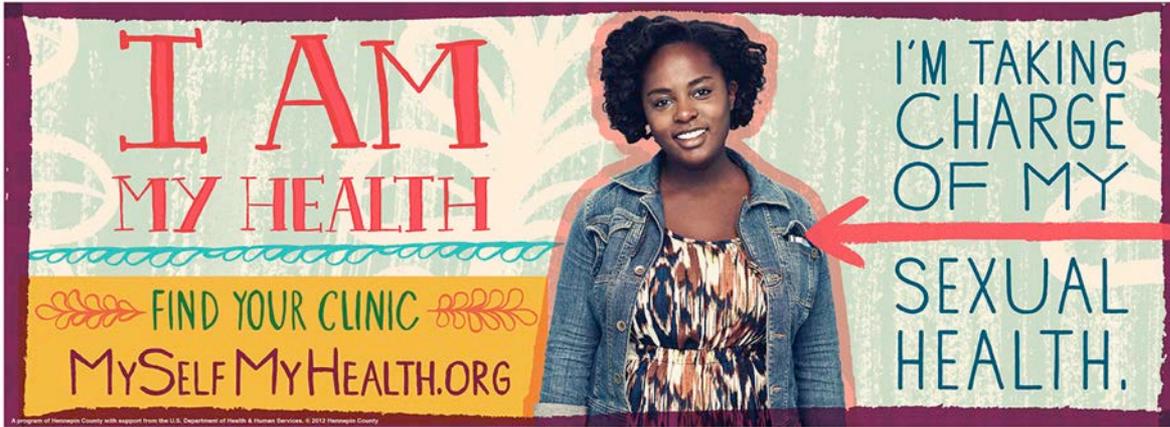
engage
can you keep the ball rolling?





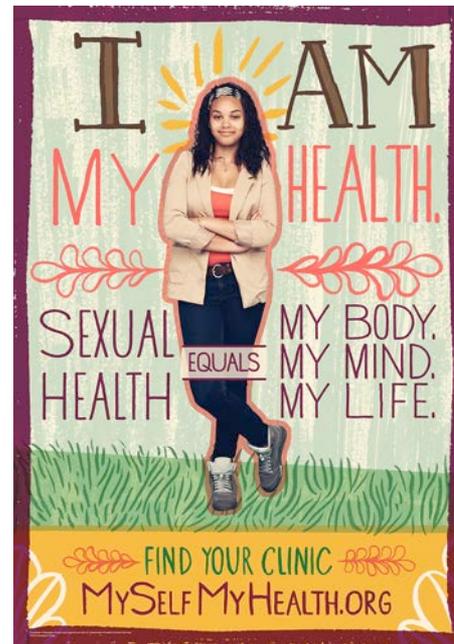
DIY
prepare to brag





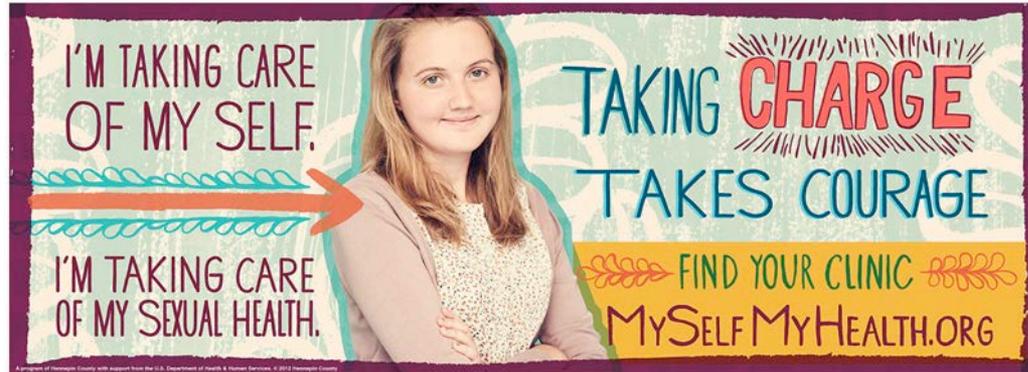
Glynis brags





your bosses thank you





I thank you
sheax011@umn.edu

