

April 2, 2014

Do you remember me? I am from Minnesota and I usually make a joke about our weather but I can't do that this year. Can I? Right because your weather is badly as that as my weather. From the University of Minnesota, it does look like that but as you said my background is an advertising and marketing and that's kind of why I get the privilege of hanging out with you all because I can't bring this different perspective into your Universe and the only thing you might remember about me is I am all about young people. The institute that I work with, people that I hang out with, everything that I do is about promoting the needs and the resources to support these folks. And as I go through this today, you are going to see images that I have tried to put up there so you don't just there amazed there that a little bit and all of these images are from Hennepin County where they did a fabulous communications campaign trying to get young people to go to clinics, to support the OAH funding research that they are doing and Catherine Myers is in the audience, Catherine hands up. You should go talk to her if you want to know how to do this because it's awesome. All right. So, you may not remember me, I don't remember you. Did you notice anybody in these pictures that you know, anybody familiar, anybody? So, two years ago, about the same time we were in Baltimore. Some of you were and it was sunny and nice and we were by the water. Anybody remember that? It's a little different now. Who's in it so? So, there you all are and I was here and I was talking about bus and my idea was that you all would leave and go talk to other people about the fabulous things that you are doing. All right, good, good, because I am here to reinforce that message today because as you are in sustainability planning that hold strategy even more important and I am giving you an additional focus to say who you should be talking to and it's a broad range of folks you should be talking to about your program right and I think you went through that in your booklet. In Section 4 there was something about communications. They really talking about building support in your communities and it also referenced that you should be building support internally among your bosses and that's kind of what I want to focus on today. Just to be clear, this is on my fault, it has nothing to do with the office of adolescent health people, they did not write the slides, they do not control the words out of my mouth. That should be a warning, okay. What am I talking about here, selling up, you got the ladder (inaudible), it's around sustainability. What am I getting that here, any thoughts? I am not okay, I am looking in my screen and not here, so it would be my definition intentionally communicating with your boss about your work, your project, your program. Did you get pictures did I come up because he hears my joke, I miss my joke, selling up is not right when you go to the coffee shop and you are going to just order coffee and they sell you are getting a cappuccino, okay that's up selling or when you go to the drive through and you are going to order the small fries and you get super sized, that's up selling. What I am talking about is selling up, selling up the ladder to bosses that are above you in the infrastructure or your organization. So, here is my sort of generic definition of it, where you are

intentionally communicating with your boss about what you are doing, what you are working on, but here is how we used to say in the advertising agency intentionally promoting yourself, your work, your programs, your projects to your boss. Did you perspective or attitude towards what I am talking about change when I put that second definition up. (Inaudible) promoting, trigger anything for you. I am in a suspect that when I say things like that, you are thinking words like these. Anybody can get some (inaudible) self-promotion. Do you, for again, who, anybody, okay, can I get a giant you, you, okay, thank you. I feel so much better now. Self-promotion and selling up and talking about where you do key vital strategy for what's going to go on, but we have these barriers to doing it and so what we are going to do today is what a process through some of those barriers wherein some skills to do it and actually practice because I know you are in worksheet planning mode, we are going to continue doing that. Did you all get a worksheet? Do you see them sitting on the table, kind of colorful, minds all written on but it looks like this. When I give you second, pull those up, very good, all right. So that's what you are here in for and we are going to do it really, really quickly, all right. So, we know, because I know you have negative attitudes towards this whole idea of self-promotion and talking about what you are doing in a positive way, I am reframing this whole presentation not to be selling up anymore, I am trying to (inaudible) bragging to your boss, that's basically what I am asking you to do brag to your boss and again I know you have a negative reaction that were bragging, and working that work that through. We are going to do little soft therapy here today, so you can walk on feel good about bragging to your boss and I want to tell you where this comes from and where I got this whole concept and I have to go way back to when I was 20 years old that was a really, really long time ago, just got my AARP card yesterday. But when I was closer an age to you all, I was a junior account executive in ad agency right, and so it's a big thing, of course for me was I wanted to be that vice president, that was my goal and I would be talking to my colleagues and so one of them, you know, senior account executive, so anyway it's going on (inaudible), Oh My God, my client is just awful and we know these problems and (inaudible) and the senior account executive says, hey stop no, okay. Why are you telling me all the bad stuff and problems? You know I am probably going to leave here and go talk to somebody else and I am going to share all the bad stuff and problems with that person. Wouldn't you rather, I tell them how awesome stuff is on your account, right that you just finish that or that your client increase their budget, wouldn't be better if when I gossiped about you, it was about all the good stuff you are doing, gossip success, that's junior account executive strategy number 1 is to always be ready to talk about the good stuff that's going on instead of the bad stuff or the awful stuff or the complaining stuff. Do you see that line on your worksheet where it says junior account executive strategies. There is a little room and I put gossip success up their first, but there is some more that I am going to share with you. Do I have any bosses in the house? Anybody who is the boss of other people? All right. Look around, we got a lot of bosses in the house and why you do a co-sign with me if you think I am getting off track or if you think this is wrong, I didn't hand up so we can talk about it. Here is the second junior account executive strategy. Visibility matters, right.

I thought that as a junior account executive, I was doing great. If I was sitting in my cubicle, typing up my reports making sure my job got done, everything was perfect, everything was aligned. Apparently, that's not the way one gets promoted or gets in up the ladder and again what the senior account executives taught me was I needed to be in my cubicle after 5:00 p.m. but from 9:00 to 5:00, I needed to be running around the agency, gossiping success, securing my relationships, making sure people knew what was going on, what was fabulous, what was awesome in supporting my team. Visibility matters. When I did climb the ladder and I was at a management level, one of the things that I was instructed to do is to have a weekly meeting with the head of the ad agency. I am like (inaudible) time for that, I got work to do, I got business to do, my senior account executives like, yeah, you know what, you need to make sure your boss knows what's going on, that is part of your job and that's what's going to secure your future. So, literally every week, I made sure I had that visibility time with my boss and that was the time to increase their understanding of what was going on and keep my stuff top of mind because what happens when the new business opportunity or the new grant opportunity comes through your boss's desk, what does he get passed to. Bosses have bosses. The same stuff I am telling you, the same challenges you have are the challenges of your boss, right, and for you, to be able to facilitate or arm your boss with great news, successes, accomplishments means that your boss is now armed to do that to their boss and their boss is armed to do it to their boss and imagine how compelling and awesome it is. When all the way up the ladder, people are talking about the fabulous things that are going on with your project or your program or the work that you are doing in your agency. Do you see what I meant to think about the fact that your boss has a boss. If you are in their complaining and talking about the bad stuff, what then goes up the ladder? The bad stuff goes up the ladder. Along this line, updates are incredibly powerful. You might think yeah you know what I was just (inaudible) that's no big deal, nobody needs to know back home, no, the first thing you should do when you get back is to send your boss a quick update I was at the OAH sustainability conference. It was fabulous. I met these people, we began planning. When can I come by and tell you what work was accomplished at this conference. So, what is your boss then do with that information? Oh, hey, president of the organization just wanted to let you know, we were represented at the Federal Office of Adolescent Health Conferences, right, promoting it all the way up the line. Is anyone feeling icky, is this feeling icky to you? No, not quite as bad, okay, good, just keep checking and my last one, Oh, that's the wrong way, good news, goes up, we are talking about that (inaudible) reinforce their bossiness. Okay, do you know what I am talking about here, yes, you are in there, you are bragging, you are talking about the good stuff, but every once in a while you need to be on the hey boss, I have been thinking a lot about this and really need your insider advice. You probably don't, even if you don't, you need to ask for it. Right, because you are reinforcing that they are the boss, they are credible they are needed, so reinforce their bossiness. The other reinforce the bossiness again this is echoed in the great resource which I gave you is to give them chances to be on the podium, right. When there is a big program announcement or new ad campaign is coming out,

let them be the one that introduces it, right. Suddenly they own a lot more of your program than they do before and again much more likely to talk favorably, support you, give you resources, etc. All right, so reinforce their bosses. Any disagreement from the bosses in the audience? Any push back here, all right. The bosses are buying it, you guys (inaudible) so why, why am I all about the selling up to bosses? This could be perfectly clear to you but I want you to spend a minute to reflect on it, not tell you my personal story, I still do this even though an academia there is not really a ladder to climb especially when you don't have an advanced degree like I do, but it's still important (inaudible) we get a new division director in my group at the University of Minnesota. I said in the medical school go figure and I say to my division director, you know, it's one of them, you know, had a great time last week, working over the School of Public Health doing their orientation because they were trying to really get public health students to understand the social rule that's driving disparities and whatever one could do to address disparities as a human being as an individual and she is like, oh, that's fascinating, you know, we need someone to do grand rounds next week. Do you think you could do that? So here advertising executives speaking at the medical school grand rounds like doctors and like faculty, so what am I doing here, but again it was awesome and so may be, I am not motivated anymore by climbing the ladder because there is someone. I am compelled though by having the opportunity to get my message out there right, I am totally captivated by this idea that somebody here and what I have to say, right, my grab onto it and move forward, right, do something, challenge your system, acknowledge (inaudible) be an advocates, speak up just one person doing that, isn't enough to motivate me to go talk at grand rounds and to brag it to my boss. What is it for you? What do you think is in it for you? You see on that sheet where we have got a little thing about benefits of bragging. Could you talk to your neighbor or talk at your table? What I want you to do is come up with how it's just going to help your sustainability. I suspect you have already been there. I suspect that's on one of your worksheets already, right. Think about what's going on, where you think you want to go with your sustainability plans, how can bragging to your boss support that, what's the benefit and I will give you a minute to talk about amongst yourselves and then I will tell you my list, okay, so talk amongst yourselves. 30 second warning, 30 second. Wrapping up for me, wrapping up, please. Okay, here we go again. You can talk to your neighbor again in one second, so hold that thought. I am hoping you made a list, or you found the list that you already had. Here is my super fast list, all right, the benefit of bragging to your bosses, you might get money. I mean, money for yourself, money for your program, money for your staff, money for young people, money, money, money, money. Second access, you might get access to grants to money, to people, to power, to resources, right, access to almost anything. Priority, you become a priority in that person's world and life. Therefore, you get more access resources and money. All right, connections, right. The more visibility you are, the more they understand about you are doing, they can connect you to the right kind of people or the right kind of resources or the right kind of grant, connections, visibility. You have the opportunity than perhaps if you or Catherine Myers to not only be the wonder star among this campaign but may

be to promote to the entire Hennepin County Board, to may be they featured then the entire state right as evidenced of what's awesome or may be even nationally promoted to the entire world of adolescent health people in the state. These things actually happened just so you know, right. Changing policy, right, may be your boss is hearing so much about what you are doing and how youth engagement is essential but suddenly it becomes a policy that young people must be on staff or becomes a policy that 10% of your budget will be matched by your organization to support your sustainability efforts. Oh, anybody want that one? Anybody, that's all and if you are going to change policy, you are going to change the world and I know that's why you are here. So, it's a benefit to bragging to your boss. Now again, I know, there is reluctance and ugliness around bragging because I am sure bragging annoys you. Why? Why does bragging annoy you? Talk to your neighbor. What is it? When somebody is talking about their stuff because right now there is a fine line between self-promoting and bragging, right and some of you are like all staff promotion as bragging. Okay, I know you would like to maybe react that way but you got to believe there is a line, right. Talk to your neighbor where is that line, when is it become (inaudible) she is bragging right, and when is it like oh, oh, that's good, that information that's good. What is it? Talk to your neighbor. When is bragging annoying? What makes it annoying? One minute warning, one minute. Wrapping up, wrapping up, oh, I am (inaudible) pausing conversation, thank you, thank you for doing that. If we had time, I would ask you to jump in and share with me where that line goes for you but my experience and having done this before with different audiences, one of the biggest, I hate that bragging thing is when it feels like it's all about me, right. Of course she just never stops about herself, does she? It's kind of true. When it's all about me, so here is the big reframe for you. I know you know this because you are not doing it for the money, right. If it isn't all about you when you talk about this stuff, it's not all about you or just about you, it's about us. It's not only about the (inaudible) group in your agency, it's about us in this room, right and then therefore us nationally and besides that usness, it's about them, its about the young people, right. So even if you feel awkward like oh, I was given this presentation to the School of Public Health about disparities, right, yeah, it is me, it is benefiting me but we are working on that goal, are we not? So, hold that thought when you feel like bragging things so annoying and again willing to have pushback but after the session, okay. Slip your thing over. Now I want to give you bragging instructions, all right and you are going to see on here that there is a couple of things that we are going to look at and again we are going to look at this real fast. What we got on the right, you got to be armed with your bragging rights, all your good stuff, we are going to talk about that. On the left we got how do you prepare to do this and then what you do when you are actually going to do this. In the first thing I want to talk about is, what are your bragging rights, one of you got to brag about, and take a look at my little criteria list there, right. The first thing is I have under the bragging rights it's your good stuff and we just clarify no, no, no it's our good stuff, so you should feel perfectly free like I have to brag about one of your partner's work like I am bragging about Hennepin County today right or what Florida did or OAH is doing right. Anybody in our larger

circle is worthy of bragging, right. Going back to your bosses and oh my God, did you see, I can't tell you about this Hennepin County campaign. They actually use some money to get young pets to go to clinics. We should try to see where I am going with that one. So go back and feel free to talk about other people stuff, so it's our stuff. Second, here is my criteria list up here. You can brag about it, if hey it's true, you know, I make stuff because we have got another word that's going to slap on you, that's not good. It needs to be specific, right. It can't be, oh, you know, it was really a good meeting, no, right. Can you give me a different word for good that would be very specific. You know that meeting we really accomplished a lot, we accomplished X, Y and Z, so it's got to be specific and concrete and finally relevant right, no bragging like oh, (inaudible) its not good for her, no, who gives but it does not relevant instead its, oh, you know, what we had 90% retention in that top program at over the schools, that's a good number for us right, it's got to be relevant. Now you are also probably thinking, you know, our accomplishments well that's you know, there might be a short list, I am not sure if I would call an accomplishment look at that next set of things that I have got here. These are the kind of things that you can brag about, its not just accomplishments like oh, we signed up three new schools, its any, any progress step like if you begun something, if you end at something, or if you moved something forward, all of those points become things to brag about, right. For example, oh, you know, what we just started planning our sustainability efforts, that's braggable because you are doing something right, oh, we just finished the top program at the school in Bloomington. It's awesome, right. That's something for them to talk about as well. Movement. Oh, you know what we just finalize the deal with the evaluator. We have got all the questions set up. Again that gives your boss something to hold onto that they can tell somebody above them. I am moving on here, how about the name dropping, you guys like that one? Will you not confuse like bragging again, doesn't it? Name dropping but name dropping is awesome. How incredibly powerful can it be to talk to your boss, where your boss is boss but the fact that your organization has funding from the Federal Office of Adolescent Health and you are one of how many, right. That's all, that name dropping is super useful and totally braggable, hard string stories totally braggable, Oh My Gosh, we were at the school and the young people in the top club were reading to the first graders, I mean, you know, were infecting young people up and down the line through this program telling hard string stories as braggable, hot topics, right. Whatever it is that your boss is interested in terms of a hot topic that something to brag about and any hurdles you overcome that's something to brag about too while we really struggled to get that last school on board but when we came and did this we overcame it and now you got on my line and it's great. Again, think other messages that your boss can take and then push up the line about you and by nature because they get credit for what you do as well. Your turn, do you have a list of bragging rights already have you done that throughout this process, listed accomplishments and things that are awesome, take a fresh look at that list or write a couple notes. What do you have to brag about? Self reflection one minute, make a list or find your list and look at for at least get me one thing on that list that you are going to go home and talk about.

All right self reflectors I need some shot outs. Who's got something? Tell me one thing, one awesome thing. I have a valuable press for the first person that speaks. All right wait here. In red. Students in their program use the school based health center more often than students who are not in the program. Can I have a round of applause? Fabulous. Who else anybody else got bragging right. We have created an amazing training and support structure for on the ground facilitators. Support structure for on the ground facilitators' awesome, round of applause. My boss keeps talking to me about we have to do something to support post graduation (inaudible) college tour. So we didn't have enough funding but my staff really organize a black college expo that's going to go tomorrow. And, so I am really excited and we have 70 young people signed up. How many of you want to go home and tell, where are you from? From home, how many of you want to go home and tell what she is doing? Right to see if may be you could get some traction on that and this was beautiful. Did you see how she framed that with my boss is really in to and then we did this right and then all the lines I am sure with what you want to do and accomplish but, oh that's the winter, that's like my fantasy bragging opportunity. All right back here to Hawaii.

We won an award for our work in preventing pregnancy and STI's among foster youth and it came with a check for \$10,000.00 in unrestricted funds. Awesome.

Money and awards those are the easiest and best because they are so concise because somebody else is bragging for you right when you get an award. Anybody on this side of the table? Okay.

We have an opportunity for community event that we will be having with the students and we just speak at the phone for years I have been trying to ask our former chief justice Leah Ward Sears the supreme court in Georgia. If she will come and support our kids picked up the phone on Tuesday and said we are going to have a day September 27 from 4-8. Will you please come and she e-mailed me back and say what you want me to talk about? Give me the address, I will be there and I am going to come to you there. Wow, wow, wow.

Is this our kind of friend here. Is she is a braggart? Or she annoying? She name dropped and brag at the same time. Right. For me that did not come across in anyway as bragging or obnoxious at all. And this is what I am talking about doing a fabulous story, great accomplishment one more.

Hello everyone, we were able to expand our program to students that are home schooled.

Excellent, excellent and again I mean that might not feel like as you are like writing down on your status report of things. I mean that might not feel like, like super like whoa, ha, awesome but in this room we know how awesome it is right. And to your boss who can be like oh you

know what we have expanded the program. Right it sounds awesome. Oh, what is the boss do, no what do you think?

I think it's awesome and there are other wonderful awesome things that they do. I am going to become the bragger that gets on your nerves but we are also connected with IRC and I forgot with acronyms but students that are coming in to the country from foreign countries to facilitate our curriculum as well. I just think our program is totally awesome.

See (inaudible) we have got a lot of boss love here. Other bosses in the room I hope you are taking note of this. We have a really big boss in the room and a couple of them. So are you folks that stood up. You just did what I asked you to do because a really powerful boss heard how awesome you were and is probably thinking now wait, what state were they doing that post graduation from? Or who did that expansion thing? So where did they did get the chief justice? Hmm, I wonder who is thinking about that. Okay moving on. You know where I am going with this right and fortunately, I am running out of time so you don't have to end, you may escape this. Oh boy but who, who is your boss? Who are we talking about and bosses can be up and down the line right. We just had an example where somebody was here with their direct supervisor boss right. But I am also calling attention to how the Office of Adolescent Health folks are kind of bosses too? Right and I might even consider parents in the community to be your boss or young people to be your boss. So, I am trying to broaden the audience that you might be talking to or that you might want to brag too but consider all of those. For today let's focus in our near sort of almost immediate boss and will you take a minute as I am talking name your boss. See on my worksheet name a boss. Either somebody write above you or near end to you is one looking for you to name because the next step in this process is really to be thinking about what your boss cares about. This is that framing thing. This is what I am talking about all the time over, and over, and over again. Back to relevance, back to framing what does your boss care about? I am going to ask you to write these down or think about it as I am talking here. Your boss, the things to know about your bosses there is boss related issues right. This is what they care about. They have bosses right, they care about that right. They are managers so they are responsible they care about that. What else do they care about? Thinking your minds. What is, what motivates and drives your bosses so they are budget driven? Right, are they status driven? Are they logic model driven? Right, are they evaluation driven? Are they personal relationship driven? Are they financially driven? Think about your boss and sort of what is the motivators? What is it functionally about them as a boss that is relevant or interesting or compelling about them? The next one is like within your given specific segment maybe. Different bosses, different organizations have different orientations right. I was asking about the health center one because in a health kind of community that is like golden but may be in education field they are like yeah whatever goes by health centers, I don't care. Right I mean sometimes that happen so you kind of know what the orientation is. At the University of

Minnesota right what is the orientation of my bosses there? They are academics right. They are degree driven. It's about publishing. Right and that's different than a community based organization. So think about their boss in terms of where your function and where your segment is and then finally what's their personal agenda? Again our friend of here framed it as our boss is in to how we get young people back in to higher education. Bam, we have tied in to that person's personal agenda. What do you know about the agenda of your boss? Right if I try to think about the president of the University of Minnesota, I got to figure out where? What's on his agenda that might align with my agenda because that becomes the next critical point. You have got a great list of things to brag about. I want you to think about that list in the context of what your boss cares about. And I want you to see if you can find something on that list, it is specifically tailored for excellent bragging to your boss. Again a couple of our friends have already done this work so they know where they are going but think about it. Ask your neighbors I am going to give you a minute to talk about think about this. What from your bragging rights list matches up to what you know about your audience? Because that's the supreme excellence of bragging right there. So I am going to give you a minute to look at that. All right everyone do good on a winner. Ask your friends for help if you are having a hard time. We have got some advanced braggers in the audience. Okay, I am going to take advantage of quiet here. Thank you for doing that. You can see where we are going with this now. If you are struggling grab me later I am happy to work on this with you because you know I don't mean to brag or anything but I am a awesome bragger. Awesome and again if we had time I would challenge you to throw me any audience you can think of and I will find a way to brag about me or my world in a non-bragging way. But I have been suddenly bragging through this whole presentation have you noticed? Who am I bragging about? Like there Catherine Myers in Hennepin County right. Just having those little pictures up. Right I have increased your visibility and your awareness of what's been going on in Hennepin County but also possibly what would be opportunistic for you. So those are advanced bragging techniques we will do that next time. Here is the bragging outline can you see it on the left hand bottom part of my sheet here? The bragging outline four very simple steps. Oops go back Leni. You need to connect to your audience. You need to acknowledge their priorities that's how framing bit. You need to talk about our good stuff and you need to engage them. Here is what I mean by that and feel free to take some notes about these steps because of course you know what I want you to do with them. Connecting so, the scenario I was going to have you do right was that you are leaving the office and your boss is ahead of you and you are both walking to the parking lot. So you got a spontaneous bragging opportunity right and so you are going to catch up and like oh hey boss. So you can't run up and have the first thing be like what was it, officer told how so we did this planning and (inaudible) awesome and is great. That doesn't go over well and I think that falls in to that what I hate about bragging thing. So you got to do a little like social norms stuff, little chatty hey how is it going? You probably know this stuff already right. How is the weather? How is your daughter? Nice car whatever right. So you do a little connection before you launch

in to your bragging alright so connection. Second one again you are going to want to be like oh we got the supreme court justice to speak at our conference, no. First you say what they love. You know how you have always been after me to get some high profile individuals to come speak at our events. Guess what and then you can do your good stuff. We just engaged supreme court justice Smith to come to the conference and the best final step is to engage them and keep the ball rolling and by the way boss lady would you want to come and introduce the supreme court justice at the conference. Right, you fully ramped up the bragging and closed the loop so that you can continue engagement around that issue and just you didn't tell its dead. Right you are just working that bragging angle so that you are getting the most out of it with your boss. Does this thing make sense? Yes. You think you can do it? Good, I am going to challenge you to go home and do it and I would be happy to give a demonstration. But I want you to spend one minute reflecting on how you might do this. I am just one more minute kind of put it together because I went through those steps. Would you take a minute and write little notes as if. Okay there is your boss she said now to the parking lot. Just write me a little note how would you do those four steps? How might you connect? How could you frame this in terms of their priorities? What would you say and how could you follow-up? Got it. Given you a minute. You guys are working hard or your brain dead? I don't know which one that is. But start wrapping up for me. So I just wanted to sort of do a little bit of a wrap by thanking you for engaging with this all today and how much I really appreciate this opportunity in being able to work with you all. Because I know for you all that what really matters is impacting young people right. And changing our world and our structures, and our systems, and our policies, and our schools, and our health systems right to support them because they are critical and we love them in their awesome right. So I really am thrilled to be able to engage with you around this idea of bragging. Not to mention showing off this awesome work that Hennepin County did with their really celebrates and frames young people as the awesome assets that they are. And I just wanted you know engage you little bit further to say you want to learn more about what Hennepin County did? Or about bragging you have got my contact information on that sheet. So, okay I just bragged. Did you notice? I just did the little four points right that and I literally just made that up I did not have that written down. That's what I am asking you to go home and do. Okay and on behalf of your bosses, I thank you because why you might feel like your bugging them. You aren't, you are making them better bosses and you are giving them the opportunity to shine and grow and be awesome as well. So, I thank you myself as well and there is my contact information one more time. Thanks again. This was super fun. Enjoy the rest of your day here in Washington, D.C.