



3 CAREER MISTAKES STOPPING YOUR PROMOTION

—And How to Fix Them

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Why is this concise e-book tailored specifically for you?

Practical and to the Point

This book gets to the heart of the matter by:

- Explaining how to avoid mistakes that can jeopardize your promotion.
- Offering actionable insights and proven strategies to stand out.
- Showing you how to showcase your value as the ideal candidate for advancement.
- Increasing your confidence and clarity with strategies to navigate workplace dynamics while advocating for your career development.
- Guiding you to identify critical skills and build relationships that will equip you to achieve your next career milestone.



Michelle Gibson-Morgan is a leadership coach, career strategist, global speaker, certified coach and mentor with a proven track record of helping over 300 clients achieve career goals, promotions and career success. Awarded and recognized with awards for her impact on professionals and immigrants, she is a trusted expert in career advancement. Drawing on formal training in career management and her own journey of overcoming challenges like underemployment, Michelle provides practical strategies for thriving in competitive environments. Her extensive experience, including roles of increasing leadership, empowers her to guide clients through actionable steps to achieve their goals and excel in their careers. Find out more at michellegibsonmorgan.com or visit payhip.com/transformationalimpactinternational

Proof of Performance and Progress

1

Mistake # one

Not Keeping Your Receipts

Lack of Documentation of Your Results

Not tracking your wins? That's a costly mistake for career growth. While you may believe your work speaks for itself, without proper documentation, your achievements can easily be overlooked.



Failing to keep track of your achievements can significantly impact your promotion prospects. Many professionals assume that their work speaks for itself; however, without proper documentation, it's easy for your contributions to be overlooked.



Think about this!

- **Show Your Impact:** Keeping a record of your results means you have solid proof of the value you bring to the table. It's essential when performance reviews or promotions roll around.
- **Connect the Dots:** When you align your achievements with company goals, it's easier to make a strong case for moving up.

Not Keeping Your Receipts

Lack of Documentation
of Your Results



Here's the fix:

- **Keep a Career Journal:** Set up a simple document where you jot down your accomplishments, metrics, and feedback. Update it monthly so nothing gets missed.
- **Spotlight Big Wins:** Break down your role in major projects, the challenges you overcame, and the measurable results (e.g., "Boosted revenue by 20% in Q3").
- **Be Prepared:** Before performance reviews, organize your notes into a polished summary that highlights your alignment with company objectives.



Grab your copy of my **career journal**!
It's packed with effective prompts designed to help you document key achievements and insights that can transform your efforts into game-changing opportunities!

**An Established &
Influential Brand**

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Mistake # two

A generic personal brand

Lack of Credibility and Thought Leadership

Credibility is your greatest asset—it earns trust, respect, and influence with your team and leaders. Without it, career growth becomes an uphill battle, leaving your efforts unnoticed and your potential untapped. Build your credibility to open doors and accelerate your path to success.



Credibility is built through trust and respect from colleagues and supervisors. A lack of credibility can hinder your ability to influence others, making it difficult to advance. Therefore, it is imperative to establish yourself as an expert or thought leader in key areas so that your brand is persuasive. You will then be sought after for opportunities.



Think about this!

- **Influence and Persuasion:** As you move up in your career, your ability to persuade and lead others becomes increasingly important. Credibility enhances your influence.

- **Reputation Management:** A solid reputation can open doors for promotions and leadership opportunities. Conversely, a lack of credibility can close them.

A generic personal brand

Lack of Credibility and Thought Leadership



Here's the fix:

- **Demonstrate Excellence:** Strive to deliver high-quality work consistently. A solid performance is the foundation of credibility. Meeting or exceeding expectations builds trust among peers and supervisors.
- **Develop Expertise:** Establish yourself as an expert in your field by pursuing certifications, attending workshops, or sharing knowledge through presentations or articles.
- **Research Requirements:** Find out the company's expectations and requirements for the level you aspire for. Develop the knowledge and skills to get you there.



Let me help you build a powerful personal brand that stands out in your company and industry. Through 1:1 coaching, strategic goal setting and my LinkedIn course, you will get the tools to elevate your career and unlock new opportunities. Take the first step toward your transformation today!

Maximum Professional Presence

3

Mistake # three

Staying Under the Radar.

Lack of visibility

You're working well and achieving important milestones, but few people seem to be aware. Did you know there's a Problem with Staying Under the Radar

Being the best kept secret has disadvantages. Lack of visibility makes it hard for decision-makers to recognize your potential for growth or your readiness for opportunities, especially if you don't have a sponsor.



Many professionals work diligently but fail to gain recognition. Passively hoping to be noticed can hinder your progress if you have high aspirations.

Lack of visibility can prevent decision-makers from noticing your potential for advancement, especially if you neither put yourself forward nor identify a sponsor to advocate for you.



Think about this!

- **Being visible** increases your chances of being considered for promotions, special projects, and leadership roles.
- **Increased visibility** leads to more networking opportunities, allowing you to connect with key individuals who can influence your career trajectory.

Put Yourself out there!

Staying Under the Radar

Lack of Visibility



Here's the fix:

- **Share Your Work and Accomplishments:** Regularly communicate your achievements with your team and leadership. This can be done through meetings, emails, or company newsletters. Take advantage of every opportunity for exposure.
- **Engage in Cross-Departmental Projects:** Participate in initiatives that involve multiple departments. This expands your network and showcases your skills to a broader audience.
- **Seek a sponsor:** Identify a more senior and influential person in your organization who can be a mentor initially and with whom you can maintain the relationship while building your credibility. After the relationship is concrete, ask them to be a sponsor. This means they would put your name forward when career opportunities that align with your interest emerge.
- **Leverage Social Media:** Use platforms like LinkedIn to share insights and achievements. Engage with industry-related content to enhance your visibility.

Conclusion

4

Conclusion

Top 3 Mistakes to Avoid

Maximize your potential for promotion by focusing on the three key areas that we discussed earlier!



To advance from manager to senior manager or even director, you must avoid the three critical mistakes that hinder career growth. **Documenting** your results, building **credibility**, and boosting **visibility** are non-negotiable for demonstrating your readiness for higher roles. Proactively mastering these areas will elevate your promotion prospects and position you for success.



Here are Key Coaching Questions to Help You Reflect & Prepare For Your Next Career Level

QUESTIONS

Clarity and Goals

- What specific role or level are you aiming for, and why?
- How does this promotion align with your long-term career goals?
- What skills or competencies are required for the role you're targeting?
- How do your current skills match the requirements, and where are the gaps?

Performance and Progress

- What measurable results or achievements have you delivered recently?
- How are you currently documenting and communicating your contributions to your manager or leadership?
- How does your work support your organization's key priorities or goals?
- What projects or initiatives could you take on to demonstrate leadership and impact?
- What professional development opportunities can you pursue to strengthen your candidacy for promotion?

QUESTIONS

Credibility and Influence

- How would your colleagues and leaders describe your credibility and leadership potential?
- What steps can you take to enhance trust and respect among your peers and supervisors?
- What feedback have you received from your manager or peers, and how are you addressing it?

Visibility and Networking

- Who needs to know about your work for you to be considered for a promotion?
- What are your top 3 attributes for a mentor and sponsor?
- How can you strategically increase your visibility within your organization?
- Does your organization have affinity groups you can join?

Additional Resource



Scan the **QR code** below to download your copy of my book and take the next step toward transforming your LinkedIn presence into a game-changer for your career or business.

Maximizing Your LinkedIn Profile to Enhance Your Brand and Gain Opportunity



Additional Resource



Scan the **QR code** below to grab your copy of my book and discover how to **seamlessly** transition to a new career path in **7 easy** steps.

Changing Career Directions: 7 Steps to Transition to a New Career Path



Order Now



Accelerate your success - collaborate with me today!
Scan the QR Code to set up your discovery call.



About Michelle Gibson-Morgan, CTMP, CMP, CTDP

- ✓ Leadership Coach
- ✓ Career Development Consultant
- ✓ Certified Goal Success Coach
- ✓ Learning & Development Leader
- ✓ Talent Management Practitioner
- ✓ Change Management Practitioner
- ✓ Cultural Competence Advisor



Michelle Gibson-Morgan is a recognized authority on career advancement and promotions. As a certified career coach and mentor, she has guided over 300 clients to achieve their professional goals, including mastering the art of securing promotions. Her exceptional impact on the careers of professionals and immigrants has earned her prestigious awards, reinforcing her reputation as a trusted expert in career growth. With formal training in career management and employment services, Michelle combines knowledge with trusted strategies to help clients excel.

Having navigated her own progressive career path, marked by roles of increasing responsibility and leadership, Michelle brings firsthand experience to her coaching. She has successfully overcome challenges such as underemployment and being underpaid while overqualified. This unique perspective equips her to provide practical, actionable strategies for thriving in competitive environments. Connect with Michelle on social media.

Michelle Gibson-Morgan, CTMP, CMP, CTDP

Learning, Change & Career Catalyst