



A 3 Step Education & Graduation:
Learn to Connect and Communicate with
Confidence!



Promoting U!

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Confidence!
Career Success Strategy Workshop

Go from Meek to Amazing!

Promoting U! Workshop Content:

You 101: Mindset Matters: The Myths & Truths of Promoting U!

Uncover the four myths of remaining humble at work, being reluctant to talk about successes, fears of turning others off, and why your belief in these myths may be killing your career.

- Define what promoting you looks like for you
- Examine how your personal philosophy may be blocking or killing your career
- Learn four truths to self-promoting and how they increase your confidence
- Session includes pre-survey to accurately capture attitudes and abilities in self-promoting
- Utilize the worksheet to create an action plan

You 201: Reveal and Relay the Best of U! Using Your Common C.E.N.T.S

- Practice the Common C.E.N.T.S. technique in an interactive 90 minute session
- Discover the secret weapon to self promoting: Common C.E.N.T.S.
- How to create and speak to your job in a way that sets you apart and makes you memorable. (This includes descriptions for teams)
- Pinpoint your strengths and know how to use these on your resume and elsewhere
- Create a unique and memorable way to accurately describe what you do for a living
- Practice answering the age-old question: So what do you do for a living?
- Learn how to prepare for and manage through a job crisis

You 301: Self-Transformation! Reveal the Very Best of You

- A formulaic approach to successful negotiating and establishing your value
- Practice the negotiating formula to prepare for your "ask" and get what you want
- Dress for success: How personal branding impacts promoting you
- Create an action plan

"Doing business without advertising is like winking at a girl in the dark. You know what you are doing, but nobody else does." -Stuart Henderson Britt

Think that people around you should just know what you are good at without you needing to tell them? Think again!

Why youU need this workshop

This seminar is for **YOU**, the talented, amazing professional reluctant to sing your own praise for fear of turning others off. The discussion and activities in this workshop help build, increase, or polish your ability to promote **YOU**, and talk with confidence and knowledge about:

- What your strengths & talents are
- When you should promote **YOU**
- How to improve talking about **YOU**
- Why **YOU** can get what **YOU** want

"Amazing + Insightful! Thank u!"

"Great, great, great!" "Fantastic!"

"Very valuable info! Made me realize I need to promote myself better & be more empowered."

As a result of attending the full Promoting U session a participant shared that she used the Promoting U! tools and negotiated a salary increase of 20% when she was told that absolutely no raises or bonuses would be given. She also got a promotion!



Tonya Tiggett

Creator, Promoting University
Owner, Speak Our Language, LLC

Tonya Tiggett was born to talk in both English and Spanish, and has built a career around helping others develop the fine art of business conversation to make their voice heard too. She has over 20 years experience in the learning and development field in public schools, higher education and for a Fortune 500 company.

During her corporate career Tonya led programs in both English and Spanish for three lines of business in Columbus and New York City for a financial firm, reaching thousands of colleagues over a 13 year- period and twice being named an ICON winner. It was during this tenure that she realized the number one obstacle many of her colleagues faced was being able to speak up in business settings, share their successes and establish their value at work. This critical communication need spurred her to create Promoting University for professionals who find themselves at a loss for words during critical business interactions such as stakeholder meetings, performance reviews and job interviews.

Tonya currently serves on the board of Women for Economic Leadership & Development (WELD) and runs Promoting University where she houses her Speak Our Language programs as well. Promoting University is a privately-owned communication consulting company in Central Ohio helping businesses and individual professionals find their "voice" to more effectively engage others clearly and confidently during business interactions.

As a result of using her own tools from the Promoting U! program, Tonya was invited to join The Ohio State University Fisher College of Business as an adjunct faculty member for the working adult M.B.A. program for 2013 to teach core communication and leadership skills to 80 graduate students. In 2011 she was selected as one of only three 2011 National Association of Women Business Owners (NAWBO) Visionary Award finalists for her global learning approach in teaching Spanish language communication skills.

When not helping professionals find their voice through her Promoting U! and Spanish language workshops, Tonya enjoys actively participating in various professional organizations, traveling with her husband David and playing sports. She holds a B.S. in Spanish Education and an M.A. in Spanish Peninsular Literature from The Ohio State University and proudly maintains her Ohio teaching licensure in Spanish, grades k-12.

