

PRWEEK

Reprinted from PRWeek
August 13, 2007

EXPERTADVICE

**Steve Seeman, VP, Makovsky & Co.
Makovsky & Company**

I'm looking to grow within my current firm. When and how is the best way to ask for a promotion?

A: At Makovsky & Co., we present all new employees with our "Pathway to Growth" book, which lists core competencies and growth goals for every position, from account coordinator through EVP. Each employee is encouraged to meet regularly with his or her supervisor to relate each growth goal to actual account responsibilities.

If your agency does not have a clearly defined road map, ask your supervisor to help you create one. Regularly track your progress toward your goals. When aiming for a promotion, you should proactively ask for work above your current level. Showing this initiative – and, of course, successfully completing these tasks – will demonstrate your added value.

When you have consistently exceeded expectations and completed assignments at the next level, you are ready to ask for a promotion. Come prepared with specific examples of your success, and emphasize how a promotion would allow you to take on more of the team's workload. If you have performed at a superior level and shown a dedication to your work, a promotion should be your reward.

