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*"The interview. For THAT job. Investing in Peter's coaching obviously worked because I was successful and am absolutely over the moon with my new role. He also guided me through the process of negotiating my salary up which saw an increase of over 35%."*

Head of Public Affairs - FTSE 100 Company


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# POSITIONING YOURSELF FOR PROMOTION

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**PETER BOTTING**





# HOW TO BUILD INFLUENCE, VISIBILITY, AND VALUE BEFORE THE OPPORTUNITY EVEN EXISTS

Promotions don't just happen. They're engineered by positioning, perception, timing, and narrative as much as by performance.

If your boss says "You're doing great, keep it up," you're not on a promotion track. You're on a maintenance plan.

This eBook shows you how to shift from "reliable performer" to obvious next choice.

Because strategy gets promoted.



# THE UNWRITTEN RULES OF CAREER ACCELERATION

The promotion process is not a meritocracy. It's a perception economy.

People don't promote those who work the hardest; they promote those who look ready to step up.

Here's how to position yourself as that person: deliberately, strategically, and visibly.



# STOP WAITING TO BE NOTICED

## **What you think it means:**

If I keep delivering excellent work, leadership will eventually recognise it.

## **What it really means:**

You'll be taken for granted. Quiet excellence is invisible and unrewarded.

You must narrate your results, not boasting, but making impact traceable.

Visibility is currency. If people don't know what you've done, it doesn't exist.

# REDEFINE 'GOING ABOVE AND BEYOND'

## **What you think it means:**

Work longer hours, volunteer for more projects, and always say yes.

## **What it really means:**

You'll look overextended, not exceptional. Strategic "yes" and purposeful "no" signal maturity.

Promotion requires leverage, not burnout.

# BECOME THE PERSON WHO SOLVES THEIR BOSS'S PROBLEMS

## **What you think it means:**

Exceed your own goals and deliver results.

## **What it really means:**

Your goals are secondary. Promotions come when you make your manager's life easier: solve their pain priorities, not yours.

Be the answer to the question they don't want to keep asking.

# MASTER THE ART OF REPUTATION MANAGEMENT

## **What you think it means:**

Reputation builds naturally over time.

## **What it really means:**

Reputation is an active construction project.

You shape it in how you communicate, how you recover from mistakes, and who you choose to associate with.

Every comment in a meeting is a branding exercise.



# MAKE YOUR WINS PUBLIC

## **What you think it means:**

Own your successes loudly to stand out.

## **What it really means:**

Nothing undermines promotability faster than ego. Share credit generously, but ensure your fingerprints are visible.

Frame achievements as “we” stories where your leadership quietly anchors the narrative.



# BUILD CROSS- DEPARTMENT CURRENCY

## **What you think it means:**

Focus on excelling in your team first.

## **What it really means:**

Your future boss might not be your current one. Promotion requires advocacy and recognition beyond your department.

Build credibility across functions: people promote those trusted across the system.

# SPEAK THE LANGUAGE OF IMPACT, NOT ACTIVITY

## **What you think it means:**

Share updates about how much you're doing.

## **What it really means:**

No one remembers how busy you were, only what changed *because of you*.

Stop listing tasks; start quantifying outcomes. Numbers, not adjectives, get promoted.



# ANTICIPATE BEFORE YOU'RE ASKED

## **What you think it means:**

Respond quickly and meet expectations.

## **What it really means:**

True promotability is proactive intelligence: the ability to see what's coming before leadership does.

“I've already started looking into that”  
builds silent confidence in your capability.



# LEARN HOW DECISIONS ARE REALLY MADE

## **What you think it means:**

HR manages promotions based on reviews and results.

## **What it really means:**

Decisions are made in rooms you're not in, by people who discuss risk more than reward. Promotions are political calculations.

Reduce the perceived risk of promoting you by demonstrating judgment, not just performance.



# CONTROL YOUR CAREER STORY

## **What you think it means:**

Your work speaks for itself.

## **What it really means:**

It doesn't. The story others tell about your work becomes your reality. Shape the narrative intentionally: what problems you solved, how you led, and what you'll do next.

Every promotion is a progress story. Write your story before someone else does.

# ATTENTION AMBITIOUS PROFESSIONALS: HOW TO GET READY BEFORE YOU ASK

## **1. Build Before You Broadcast**

Don't ask for a promotion until you're already performing at the next level: visibly and consistently. The conversation should confirm what's already obvious.

## **2. Create Advocates, Not Just Admirers**

You don't need everyone to like you. You need a few influential voices to say, "They're ready." Earn those voices through reliability and alignment with organisational goals.

## **3. Time Your Ask Strategically**

Promotions happen on business cycles, not personal readiness. Learn the rhythm (budget seasons, restructures, reviews) and align your ask with when decisions actually happen.

## **4. Document Outcomes**

Keep a simple impact log: metrics improved, costs reduced, teams supported, ideas implemented. Facts protect you from opinion.

## **5. Signal Growth, Not Entitlement**

When you ask, position it as contribution, not compensation. "Here's how I can add more value at the next level" lands far better than "I've been here for a long time, I deserve this."

# ATTENTION MANAGERS: HOW TO PROMOTE WITHOUT LOSING TALENT

## **1. Define the Next Level Clearly**

Unclear promotion criteria breed frustration. Make expectations transparent so ambition becomes focus, not politics.

## **2. Reward Scalability, Not Sacrifice**

Don't promote the person who suffers most; promote the one who makes others better. That's sustainable leadership.

## **3. Provide Micro-Promotions**

Title changes aren't the only tool. Stretch assignments, project leadership, or visibility opportunities keep top talent motivated and on-side while structures catch up.

## **4. Tell the Truth Early**

If someone isn't ready, explain why and how they could be. Clarity beats corporate vagueness: it turns disappointment into direction.

## **5. Remember: Recognition Is Retention**

If you can't promote them yet, recognise them publicly. Feeling seen keeps stars from scanning roles on LinkedIn.



# FINAL THOUGHT

Promotion isn't luck or tenure: it's alignment, influence, and perception.

The people who rise aren't the loudest or the longest-serving; they're the ones who build trust and narrative consistency over time.

Work hard, yes. But work visibly, strategically, and in sync with what the organisation actually rewards.

Because competence is assumed (it's why you get paid!), but positioning gets promoted.

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Peter Botting

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