1. At your table, identify who has the first birthday in the new year.

2. In the spirit of celebration, that person may now open the little brown bag on your table.

3. AND, representing your table, begin to:

Blow Your Own Horn

Small Business Success Program: Business Success Lesson 9

By Susan Ward, About.com

“You are an expert at what you do. And what you do is exciting and fulfilling. If these two things are not true, you wouldn’t be doing what you’re doing! But to be successful, you need to let other people know about your expertise and your enthusiasm and blow your own horn. There's nothing wrong with self promotion.”
Becoming an Advocate

- Explanation of the problem
- Evaluation of alternative policies
- Presentation of proposed policy
- Presentation of an action plan

THE PROBLEM

Define the problem that created the need for intervention.

- State the problem clearly and concisely.

- Explain the importance of the problem and the need to deal with it. Answer the following questions in doing so.

1. How serious is the problem?
2. How widespread is the problem?
3. How urgent is the need to address the problem?
4. Who are the major individuals, groups, or organizations taking sides on the problem? What is their interest in the problem?
ALTERNATIVE POLICIES

Evaluate and explain alternative policies to deal with the problem.

- Explain advantages and disadvantages of each alternative policy presented.

- Identify controversies and conflicts that need to be addressed for each alternative policy.

CREATE A POLICY STATEMENT

Justify the selection of a specific public policy – your proposed solution – to address the identified problem.

- Support the proposed public policy with reasoning and evidence.

- Identify advantages and disadvantages of the proposed public policy.

What is Public Policy?

Public policy can be defined as the agreed upon ways that government fulfills its responsibilities to protect the rights of individuals and to promote the general welfare by solving problems.

Public policies are contained in laws, rules, regulations, decisions, and practices created by
- executive, legislative, and judicial branches
- government bureaucracies
- regulatory agencies
- other public decision-making bodies
ACTION PLAN

Develop an action plan to gain government acceptance of your proposed policy – how can your school or leadership team influence policymakers?

- Identify individuals and groups, both supporters and opponents, who will need to be influenced.

- Outline and explain an action process for getting the proposed public policy enacted.

Becoming an Advocate
PRESENTATION

Prepare a written, five-minute, presentation:

• to explain the importance of the problem

• to explain and evaluate the advantages and disadvantages of alternative policies designed to deal with the problem

• to explain why your proposed public policy is the best way to deal with the problem and to “make the case” for the adoption and implementation of your proposed policy

• to explain how your proposed action plan is designed to get governmental officials to adopt and implement your policy
Self Promotion Activities

Practice self promotion by speaking and writing about your accomplishments. Add a line about something you're proud of to your email signature and to your stationery. If your accomplishment is an event or an award, write and send out a press release. If you have a web site, announce it on your site.

Spread the word about your accomplishment or talent by talking about it. Practice bringing it up in conversation. Volunteer to make a presentation to your networking, business, or Toastmaster’s group.

Don't Denigrate Yourself

Many people are their own worst enemy. They belittle their accomplishments when others notice and praise them. When someone praises you, do you say "Thank You", or do you say, "Oh, it's nothing. Anyone could have done that?" Don't denigrate yourself by being self-deprecating. Practice accepting praise sincerely without adding excuses or qualifications.