

# Tennessee Conference on Volunteerism and Service-Learning



Standing Out While Standing In:  
*Strategies to Differentiate Yourself with  
Authenticity and Integrity*



Presented by Kelly L. Knowles

February 19, 2024

2:45 – 4:00

Appaloosa

Kelly K. Consulting

# *Today's Agenda – In Brief*

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## Discover

- The Fast Five Strategies to Stand Out


## Develop

- An understanding of FGPs and their impact in your organizations

## Dig-In

- Learn your primary driving core motive





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*" I did then what I knew  
how to do. Now that I  
know better, I do  
better"*

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- Maya Angelou

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Discover

## *Fast Five*

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1

Great Remote Communicator - To and From

2

High Standards of Personal Accountability

3

Self-Promotion in a Non-Threatening Way

4

Develops Others

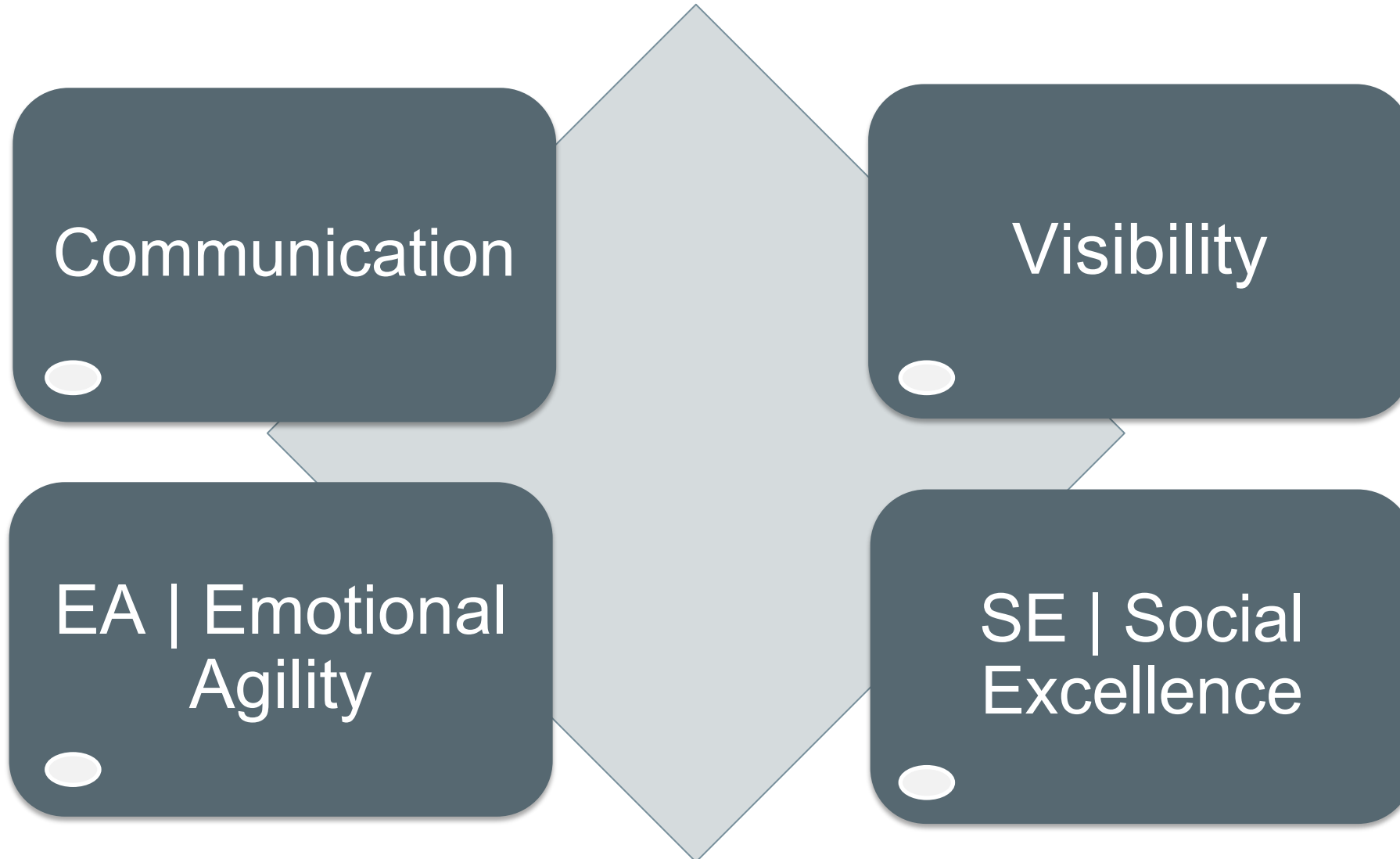
5

Greater Self-Awareness



# *Great Remote Communicator |*

*To and From*





## *B.L.U.F / Bottom Line Up Front*

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### Why bother?

- Suppose one or more of the people in the room gets called out of the meeting?
- If that happens, they will at least have heard your findings, recommendations, necessary data, etc.

# Visibility

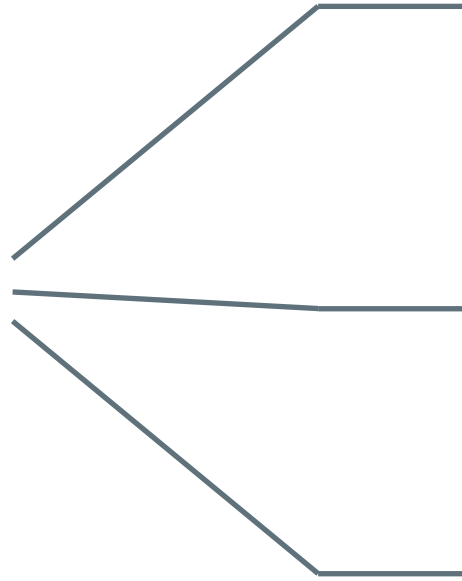
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# *What is Emotional Agility?*

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Emotional  
agility is a  
process  
that  
enables us



**to navigate life's twists  
and turns with**

**self-acceptance,  
clear-sightedness,**

**and an open mind**

*What it isn't:*

*Ignoring difficult emotions and thoughts*



## *It's Aspirational*

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A state of perpetual **generosity**, **curiosity**, **positivity**, and **openness** to limitless possibility

A desire to **intentionally connect** with others

The ability to **engage** in deep, **meaningful** conversation

Acting in a **responsible** and **respectable** manner, with **high expectations** of others



## *High Standards of Personal Accountability*

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- Inner Leadership
- Personal Board of Directors
- Professional Boundaries

*“You never know what opportunities you'd get behind your back by being a good person and what opportunities you'd lose by being a bad person.”*

*Gary V*

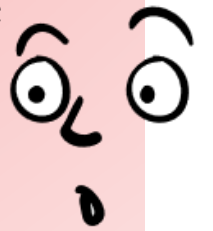
# Accountability

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“Don’t expect others to give 110% and not hold yourself to the same standard.”

“Doing the right thing day in and day out. To me that covers a multitude of other deficiencies. Many, many things can be learned. Integrity is much harder to teach.”

“Willing to get in the trenches to meet a goal. I’ve had too many bosses that said, “team, you are the best. Sorry you have to work late. I’ll see you in the morning, but I might be late.”





Use the Power of Story

Optimize LinkedIn

Focus on Company

Mutual Appreciation Society

Create Personal Space with Leader



Becky Daniels • 1st

Helps clients become more profitable through proactive bookkeeping and pr...  
1w • 🌐

Last week I watched a little girl lose her balloon.

More accurately, I watched a dad inexplicably untie his daughter's \$20 Mickey Mouse balloon then accidentally let it go.

First the mom saw it. She didn't even try to catch it. She couldn't have gotten it in time anyway. She just stared at her husband in disbelief.

That's when the tears began.

I would estimate that the little girl was 3. She was wearing a Happy Birthday pin. She had just eaten ice cream. But she instantly became an inconsolable mess as she wailed through her tears, "MY BALLOOOOOOON!!!!!"

That's when mom realized that the tears were going to ruin the \$20 facepaint job the little girl had. She started dabbing at the corners of her 3 year-olds eyes trying to minimize the damage.

She turned to her husband and said, "DO SOMETHING!!!" But really, what she wanted him to do was to have never lost the balloon in the first place.

Seriously, I was watching a lost balloon turn into a complete family meltdown. The parents were turning on each other, the little girl was absolutely heartbroken (and it would be much worse if her facepaint ended up ruined as well).

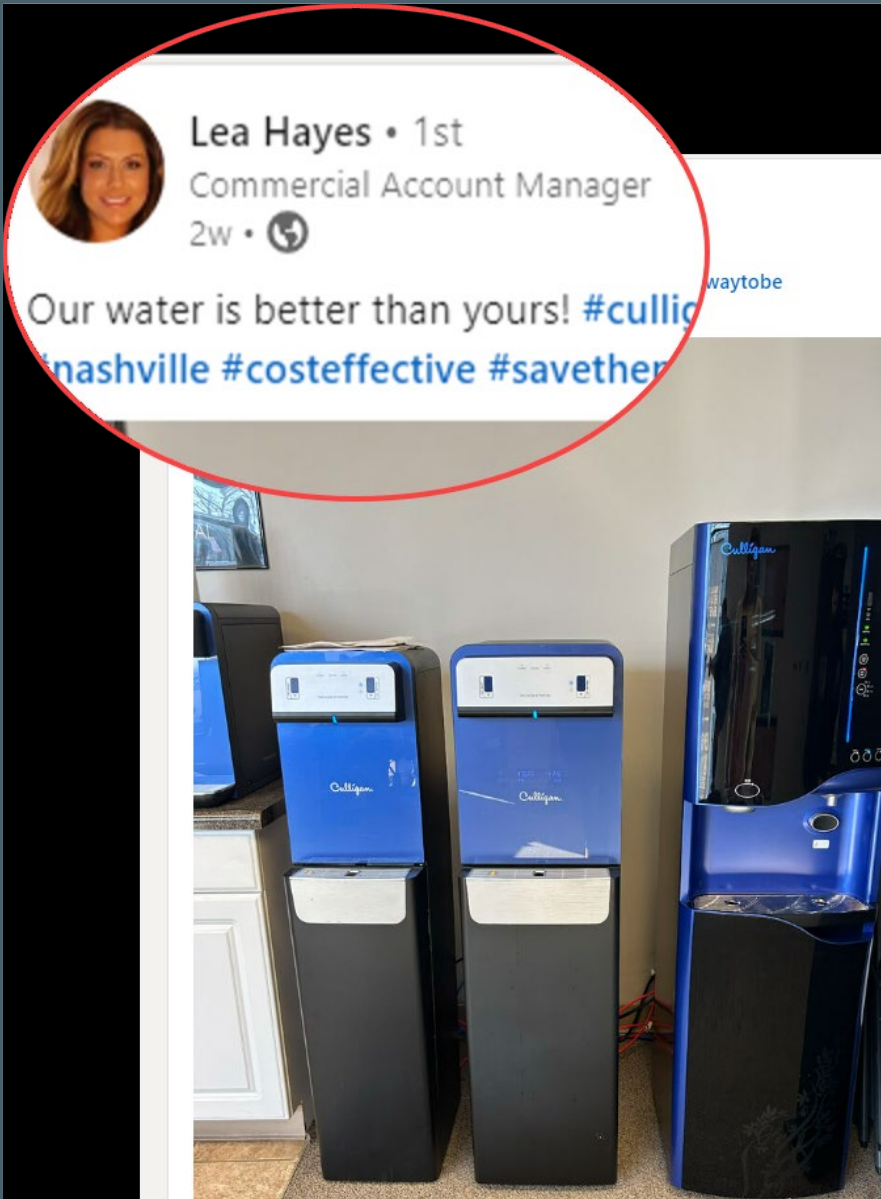
Then big sister spoke up. "LOOK!!! Mickey just wanted to be with Minnie!!!"

## *Using the Power Of Story & Optimizing LinkedIn!*

“If you try, you can see a different purpose or narrative in what is happening before you....”

But I always want my clients to walk away with a feeling of calm because they have a plan to get them where they want to go.”





*Focus on  
Company*

# *Mutual Appreciation Society*

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# Create Personal Space with Leader

## One-on-one meetings

Opportunity to present projects and progress

No rumor mill; personal knowledge of subject matter

Direct feedback

What's the next milestone to work on?"





- So many times, this is where we get in our own way
- In a period of insecurity, we choose not to develop those on our teams or in our organizations because they may jump ahead
- Leave a legacy!

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- A background image showing two hands shaking. One hand is light-skinned and the other is dark-skinned, symbolizing partnership and support.
- Sponsor
  - Mentor
  - Encourage self-reflection
  - Learn how to give feedback
  - Provide opportunities for interactions
    - Access
    - Participation
    - Introductions

“Ultimately, career advancement is the responsibility of the individual, but you can play a valuable role in supporting and guiding them along the way”



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Develop

# *The First -Generation Professional: FGP*

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A First Generation Professional (FGP) is the "first" in his/her immediate family to obtain a college degree and/or to obtain a high professional position than what was achieved by a parent

*First-gen college seniors are 13% less likely to have done any professional networking.*







## *Fast Five – Recognizing & Developing FGPs*

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Greater Self-Awareness

## *If you are a FGP: Personal Responsibility*

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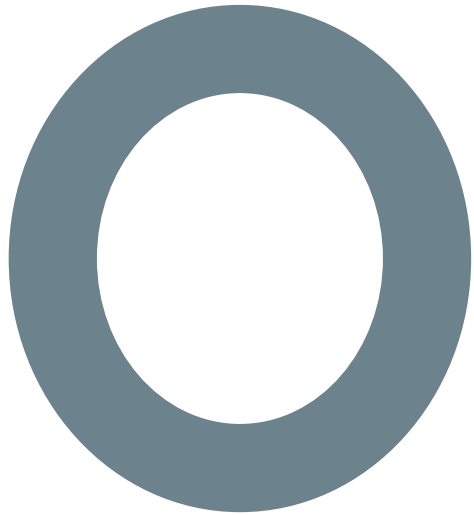
BE CLEAR THAT IT'S YOUR JOB TO SHARE THE  
WEALTH OF INFORMATION, EXPERTISE AND  
TALENT THAT YOU HAVE...  
AND NOT YOUR BOSS'S.



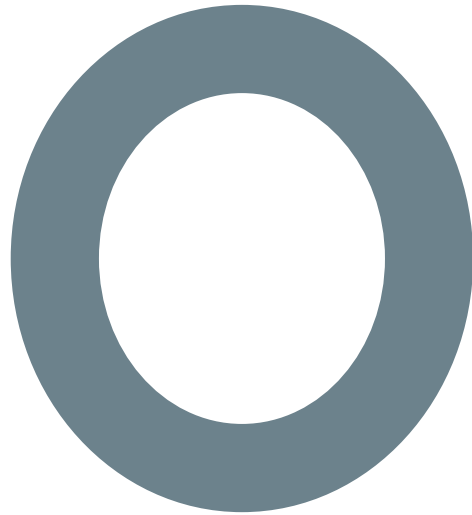
# Visibility

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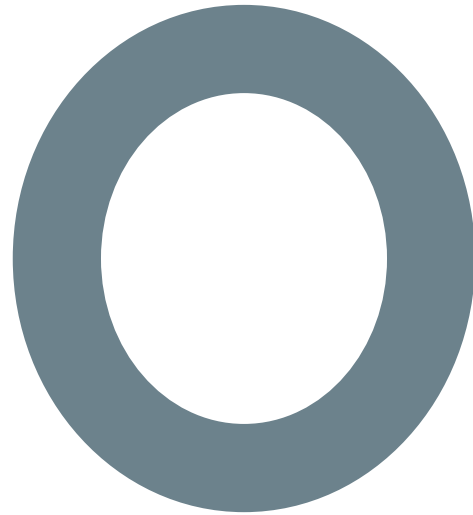
Networking



Mentorship



Professional  
Development



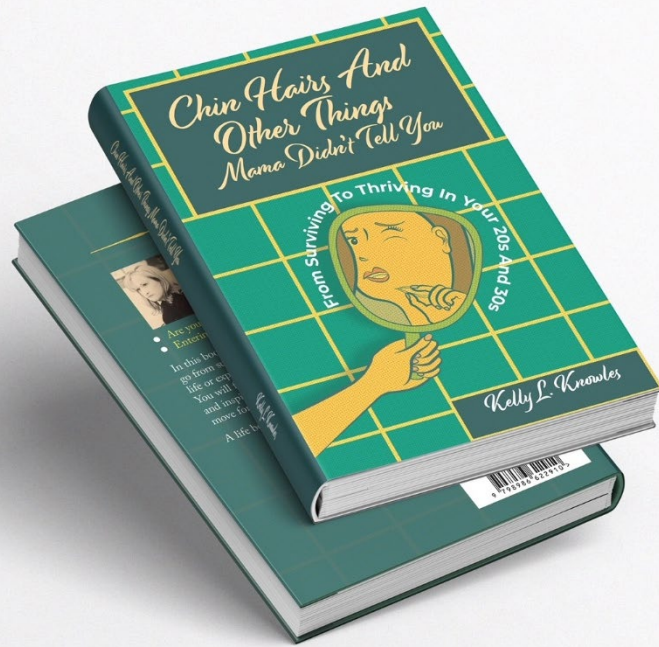
## *Tactical Example*

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### **Be proactive at company events**

- Represent your organization in sports or fundraisers or sponsorships
- Connect with your team members and help enhance the work culture

# Self -Promotion



**#1 New Release!**  
**Have you read it yet?**



## Imposter Syndrome...

For the woman who had to battle imposter syndrome when she started grad school while an administrative assistant and senior colleagues snickered...

*Chin Hairs and Other Things Mama Didn't Tell You*  
*From Surviving to Thriving in Your 20s and 30s*



Kelly K Consulting  
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# *Discussion*

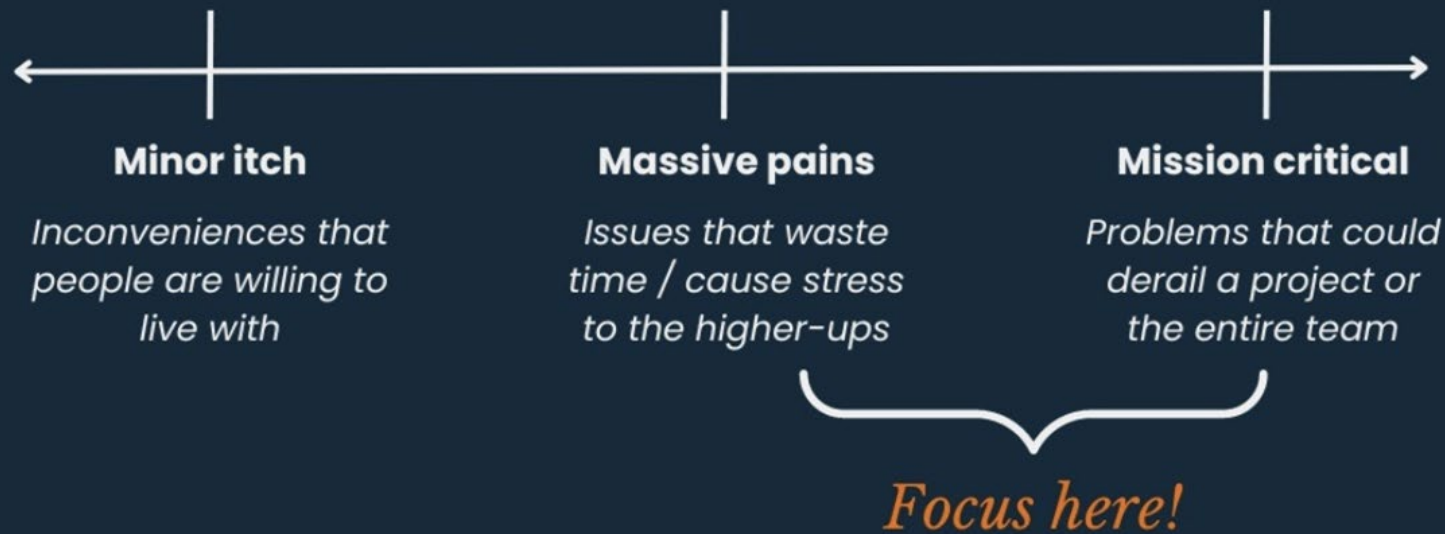
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## Instructions

- Pick one of the Fast Five
- As a group, identify the following about your first boss/supervisor
  - 3 positive ways this person exemplified your assigned trait
  - 3 limitations of your first boss/supervisor in demonstrating your assigned trait
- Elect a spokesperson or two to share your insights when we return to the group-at-large for a debrief
- Be sure to consider the FGP element

Struggling for recognition at work?

*Spend your time on solving  
massive pains & mission critical problems.*





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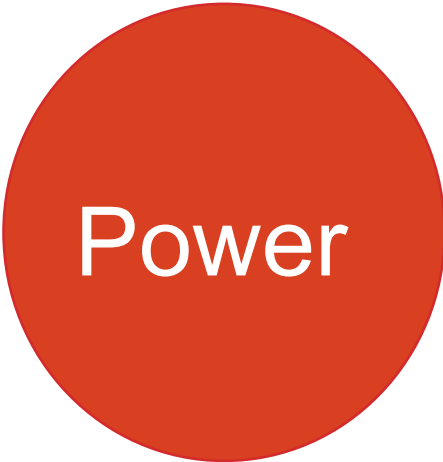


Dig-In

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How Can  
You Stand  
Out As  
You  
Advance?

Stand in  
for  
Another?



Power

(Action)

Leadership  
Vision



Intimacy

(Connection)

Quality  
Service



Peace

(Steady State)

Clarity  
Tolerance



Fun

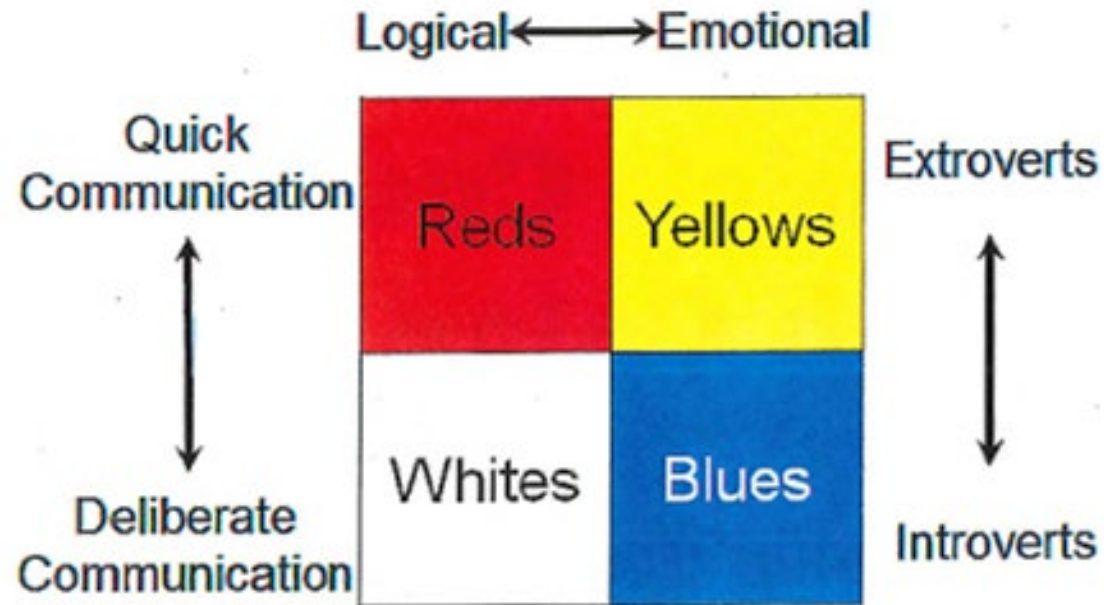
(Live in the  
Moment)

Enthusiasm  
Optimism

# Color Code – Styles

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Red | Blue | White | Yellow  
Power | Connection | Peace | Fun



# *The Color Code Personality Profile*

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<http://www.colorcode.com/coupon/VolunteerTN>



2024

Tennessee Conference  
on Volunteerism and  
Service-Learning



*Kelly K. Consulting*

**Thank you!**

[kelly@kellyknowles.net](mailto:kelly@kellyknowles.net)

# *Resource List*

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- Turpin Communication
- Gorick Ng
- The Humble Person's Guide to Self-Promotion
- Gary Genard – Speaking
- LinkedIn Visibility
- Time Doctor – Visibility at Work
- First-Gen Talent.Org
- Propel Your Career by Increasing Visibility
- Five Rules Followed by Accountable Leaders
- The Beginner's Guide to Cross-Promotion
- Social Excellence
- Kelly K Consulting

## *Final Impressions & Next Steps*

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- En vision Your Next!

"I did then what I knew how to do. Now that I know better, I do better" - Maya Angelou

“Successful people become great leaders when they learn to *shift their focus* from themselves to others” - Marshall Goldsmith



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- This session has a special emphasis on learning about and working with FGPs (First Generation Professionals) to enable you to better develop future leaders in an inclusive environment.
  - You will leave with real action-steps you can take to authentically differentiate yourself as you develop and advance in your professional space with integrity.

## I. Key Learning Objectives

- Learn the Fast Five strategies for standing out in your organization while differentiating yourself with authenticity and integrity while developing those around you
- Gain an understanding about FGPs (First Generation Professional) and why this group has a real impact in your organization for building inclusion.
- Recognize and understand the unique development opportunities of FGPs for you and your organization
- Discover Your Personal Driving Core Motive