

## **Been Spotted? Get Noticed – The Cheetah Way**

*By Michelle LaBrosse, PMP®, Chief Cheetah and Founder of Cheetah Learning, and Kristen LaBrosse, CAPM®, Co-Author*

### **READ ALL ABOUT IT!**

*Globally recognized credential earned through Cheetah Learning. [Insert your name here], Project Manager Earns Project Management Professional Certification.*

Imagine your name on the front page of the paper. What are you famous for? Is it for your excellent fashion sense? Your weather forecasting abilities? Or, perhaps you're being honored for your ability to change the world for the better with your savvy project management skills and finesse?

As a project manager, you hold a great deal of responsibility and power, which becomes the case even more so when you earn your PMP® certification. The biggest challenge for many project managers is in letting others know what you are capable of, and what you are worth. Let's face it – it's not always easy to toot your own horn. But when you tackle your PM fame as you would any project—in an objective, systematic, and measurable way—you are sure to succeed in showing your stuff to ensure that you are spotted and get noticed- the Cheetah way.

**Consider a Press Release.** Press releases don't have to be just for large corporations or for the rich and famous. You, too, can get a press release out about the fantastic accomplishments that you've made in your life. Nowadays, roughly 45% of employers are going online to research potential employees as part of the screening process. You can strengthen your brand with a press release proclaiming your accomplishments. If you're a Cheetah PMP®, contact us ([marketing@cheetahlearning.com](mailto:marketing@cheetahlearning.com)) to find out how you can get a press release created specifically for you and distributed for free.

**Get Out There.** You can't always plan for the next big thing. Sometimes it comes down to being at the right place at the right time, with just the right mix of opportunity and preparation. But if you don't take a chance and put yourself out there, you have taken yourself out of the game altogether.

Now, I know these suggestions sound eerily like dating advice for singles. But these rules also apply for professionals looking to make meaningful business connections. The more proactive you are in getting involved in organizations (such as PMI chapters, or volunteering your PM skills where needed in your community) the more visibility you have within the project management industry, and the more successful you will be.

**Create a "Brag Sheet".** Many times when we finish a project, we can rush through the closing process and lessons learned so quickly in preparation to dive into the next project. At the end of each project, take some time to add to your "Brag Sheet". What went well in the project? Where you under budget or ahead of schedule? How

did the deliverables of the project benefit the key stakeholders? This is something that you need to document for yourself, as most likely no one else is keeping track of your successes. Collecting your achievements so that you are prepared to shine when the opportunity presents itself.

**Got It? Flaunt It!** If you have your Project Management Professional (PMP®) credential, congratulations! As a PMP, you will get noticed worldwide as someone who is fluent in the language of PM and who is reliable in consistently achieving project success. There is a very good reason why the federal government mandated the need for Certified Project Managers to manage federally funded projects – PMP's are proven and trustworthy.

Make it your goal this summer to get spotted for all of your hard work. Be your own best friend and promote your accomplishments, just as you would if you were trying to help another succeed in their career. Make sure your accomplishments are visible to others so that they can “Read All About It”!

#### About the Author:



Michelle LaBrosse, PMP, is an entrepreneurial powerhouse with a penchant for making success easy, fun, and fast. She is the founder of [Cheetah Learning](#), the [author](#) of the [Cheetah Success Series](#), and a prolific [blogger](#) whose mission is to bring Project Management to the masses.

Cheetah Learning is a virtual company with 100 employees, contractors, and licensees worldwide. To date, more than 30,000 people have become “Cheetahs” using Cheetah Learning’s innovative Project Management and accelerated learning techniques.

Recently honored by the Project Management Institute (PMI®), Cheetah Learning was named Professional Development Provider of the Year at the 2008 PMI® Global Congress. A dynamic keynote speaker and industry thought leader, Michelle was previously recognized by PMI as one of the 25 Most Influential Women in Project Management in the world.

Michelle's articles have appeared in more than 100 publications and websites around the world. Her monthly column, the [Know How Network](#), is carried by over 400 publications, and her monthly newsletter goes out to more than 50,000 people.

She is a graduate of the Harvard Business School's Owner President Manager's (OPM) program and also holds engineering degrees from Syracuse University and the University of Dayton.

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