

## **SELF MARKETING**

### **Good work alone is no longer enough**

«I'm doing a great job—people will notice.» Many professionals shy away from self-marketing, thinking it's unnecessary or awkward. But in today's workplace—with frequent leadership changes, remote teams, and limited insight into daily work—performance alone often goes unnoticed. To stay visible, you need to actively communicate your value. Storytelling is a powerful tool here: those who tell compelling stories are the ones who are remembered.

### **Credible, not pushy**

In Switzerland, self-marketing often suffers from a poor reputation—associated with bragging or pressure. But authentic self-marketing is none of that. It's about clearly showing who you are, what you're good at, and what sets you apart. The key is self-awareness. Only those who understand their strengths and goals can present them convincingly. Self-marketing requires self-confidence—and that can be learned. Personal and professional assessment as well as storytelling techniques help define and communicate your professional identity with clarity and ease.

