

Know Your Profession

Brand Your Department

Always Be Selling

Rethink Communications

Quantify Your Value

A balance scale is shown against a purple background. The left pan is lower and contains a stack of US dollar bills and gold coins. The right pan is higher and contains a small blue building with a sign that says 'BUSINESS' in white capital letters. The scale is tilted, indicating that the money on the left is heavier than the business on the right.

Have An Elevator Pitch