

BIG PICTURE
I N S T I T U T E

PROMOTE YOURSELF

*Achieve the
Recognition
You Deserve!*

**A practical guide to
marketing yourself without being
too pushy or too shy!**

Anita Caputo, CMA

- Enhance your visibility at work
- Gain respect for the importance of the work you do
- Communicate your knowledge, skills and experience in a way that is meaningful to those you serve
- Promote your abilities, projects and plans
- Understand your talents, skills and capabilities better
- Feel valued for the work you do
- Promote yourself with confidence
- Feel energized and motivated!



BIG PICTURE Institute (Canada)
Tel (613) 720-4000 or Toll Free: 1-888-720-6194
www.bigpictureinstitute.com

About the Author

Anita Caputo, founder of Big Picture Institute, works with professionals to enhance personal effectiveness for superior performance. She is a CMA (Certified Management Accountant) and an accomplished manager with more than 25 years of customer focused business experience. Prior to Big Picture Institute, Anita worked in “infrastructure groups” in both public and private organizations including municipal government, healthcare and high tech. Anita learned the art of promotion and developed her extensive experience influencing senior management through presenting budgets and business proposals to executives and clients.

Anita understands that customer satisfaction is driven by satisfied employees. Employees who feel valued for their unique talents, skills and contributions are satisfied and productive.

As a coach, professional speaker and trainer Anita Caputo boosts energy and inspires confidence, enthusiasm and passion in those she serves. Her style is thought provoking and insightful.

“In one word the book is ‘motivational’! This informative guide enables you to broaden your perspective and review your approach moving forward. You will stop and think about what you want and where you are going.”

Jennifer Kent, Dell Canada

“This is an area all knowledge workers should either know or learn.”

*Stuart W. Parkinson, CMA, Principal,
Financial Navigators*

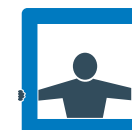
***Achievement
Begins with
Courage
Determination
Enthusiasm and
Fun***

If you would like to ask questions about anything in the book,
share your experience and insight,
have others learn how to “Promote Yourself, or
work with a coach to push your career to new heights
I would be delighted to hear from you.

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You should buy this book if:

- You need to update your resume
- You are thinking of changing jobs
- You need to write your own performance appraisal
- You are a manager who writes performance appraisals
- You are a consultant who writes proposals
- You want to nominate someone for an award
- You are in career transition



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