



EPISODE 13

Nobody's Coming to Promote You

You can't assume the organization will take care of you just because you do a good job. **Silence gets read as contentment** — and the fix is a business case, a roadmap ask, and one thirty-minute conversation.

KEY STRATEGIES & IDEAS

Begging is "I need this." A business case is "the business needs someone at this level." One gets approved.

1. Build the Business Case First

Document where you're already operating at the next level — with numbers — and name the business need your promotion solves. If you can't name the need, you're not ready to ask.

2. Ask for the Roadmap, Not Just the Role

"What would it take for me to earn this?" A no with a roadmap is a yes with a date on it — and it turns waiting-to-be-judged into co-authoring the plan.

3. Make the Ask Specific, Then Pause

Book a dedicated meeting, open with gratitude, make your case, ask directly — then stop talking. Silence after a clear ask signals confidence.

ACTION & REFLECTION STEPS

- ☐ **Write your business case this week** — on paper, not in your head. Accomplishments with numbers, next-level scope you're already carrying, and the business need.

My business case:

- ☐ **Get clear on what you actually want.** More scope? A title? Different work? You can't ask clearly for something you haven't defined.
- ☐ **Book the conversation.** A dedicated meeting, not a hallway moment. Prepare the case, prepare for objections, practice the pause.



SKIP LEVEL

strategic leadership for leaders ready to think two levels up

EPISODE 13 · WORKSHEET



Whatever the answer, ask for the roadmap. What would it take? What milestones? What timeline? Walk out with a plan, not just a verdict.

Think two levels up. — Maya & Marcus

Joe Dutkiewicz

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