



# **Social Workers as Self-Marketers: Part of the Personal Application of Personal Marketing Principles Series**

*Kim Burkhardt*

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This publication looks at the role – and development of - self-agency in career development for social workers. The articles in this series are a follow up to my “Self Marketing: Getting Personal About Professional Success” article published in 2008. That 2008 article is essentially retained here as chapter three. Narrative reflections are now provided as chapters one and two. This narrative material grew out of my own introspective look at some of my own efforts at self-agency and workplace communication. How – and in what ways – can we be more proactive in shaping the direction of our own careers? What can we do to shape our working environment and our own success? How can we do more to communicate effectively in the workplace?

This publication will probably be of greatest interest to career-oriented women (especially introverts), but has potential application for everyone seeking to increase their impact in the workplace.

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