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Document and Share Your Wins

Accelerate your marketing career in 2026

How to use this worksheet

This worksheet is designed to help you build a simple, repeatable habit: documenting and sharing your wins regularly — not just at review time.

Set aside **10–15 minutes** to work through the exercise below. You can return to this worksheet weekly or monthly.

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Mindset Shift

Leaders can't reward impact they can't clearly see.

From: I only need to talk about my wins during review season.

To: Documenting and sharing my wins regularly makes my impact clear — and supports my growth.

Step 1 — Document Your Wins

Start by listing recent projects, meetings, or milestones
(for example: a campaign launch, end of quarter, key initiative, or ongoing work).

You don't need perfect metrics yet — but you need to get started.

Write down one win:

Describe the project or outcome.

Reflect using these questions:

- What did I own or lead?
 - What changed because of my work?
 - Who benefited from this outcome?
 - If metrics aren't available yet, when will they be — and where will I find them?
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Step 2 — Use AI to Clarify and Strengthen Your Win

If you're unsure how to write or communicate your win clearly, use the AI prompt below.

You can copy and paste this directly into ChatGPT (or your AI tool of choice).

AI Prompt — Document My Win Clearly

Act as a marketing career coach.

I want help documenting and communicating a recent win clearly and concisely.

Here's the project, meeting, or outcome:

[Describe what happened.]

Here's what I personally owned or led:

[List my contributions, decisions, or responsibilities.]

Using this information:

- Help me clearly document this win using "I" language
- Identify the impact of my work (qualitative or quantitative)
- Flag where metrics may be missing and suggest what I could track next

Keep the language professional, clear, and realistic — not overly polished or salesy.

Step 3 — Share Your Win

Once your win is documented, decide **where you'll share it and take action to do so.**

(Check one or more)

- My next 1:1 with my manager
- Written project update (email, Slack, or Teams)
- Performance, development, or goal-setting conversation
- Team, department, or company presentation

AI Prompt — Share My Win Clearly

Using the documented win above, help me write:

- A short version I can share in a 1:1 with my manager
- A concise written update (email, Slack, or Teams)

Make sure the language is clear, confident, and focused on impact — not just tasks.

Wrap-Up

You don't need to capture everything perfectly.

Career momentum builds when you:

- Document your wins regularly
- Share them consistently
- Reduce reliance on memory during promotion or review conversations

Return to this worksheet weekly or monthly to build the habit.

Miss an email or want to revisit resources?

All articles and worksheets from this series will live in one place here:

 **Access the content hub:**

<https://www.kristakelly.ca/cma-content-series>