

# 7 VISIBILITY LEVERS

|                                                                                                                                                                                   | STARTER                                                                                                                                                      | STRETCH                                                                                                                                          |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------|
|  <b>Strategic Sharing</b><br>Sharing results, not just tasks.                                     | Reframe one weekly update as an outcome instead of a task. "I updated the process" → "We cut processing time by 20%."                                        | Share that outcome in a cross-functional meeting or on LinkedIn to widen impact.                                                                 |
|  <b>Internal Champions</b><br>Allies who speak for your work when you're not in the room.         | Use your year-end review to equip your manager (or a senior leader) to champion your impact. Share a concise summary of outcomes they can easily pass along. | Create opportunities to work alongside potential sponsors so they see your value firsthand.                                                      |
|  <b>Cross-Functional / Industry Projects</b><br>Building visibility outside your immediate silo. | Volunteer for one task on a cross-department project or an industry committee.                                                                               | Take on a visible leadership role such as leading a project or chairing an industry committee.                                                   |
|  <b>Thoughtful Visibility Moments</b><br>Small, strategic moves in meetings or discussions.    | Ask 1 prepared question in a meeting you already attend.                                                                                                     | Run a pilot, post-mortem, or informal knowledge share where you're seen as moving things forward.                                                |
|  <b>Narrating the Why</b><br>Making your work's impact legible to others.                       | Rewrite one task in your role description as an outcome. "I build the dashboard" → "I keep leadership focused on top priorities."                            | Present your team's work in terms of business impact at a leadership meeting or in a written report that gets circulated widely.                 |
|  <b>Being the (Known) Expert</b><br>Becoming the go-to on an emerging trend.                    | Pick one emerging topic. Read 1 article weekly and share a takeaway with your team.                                                                          | Host a briefing, publish an internal guide, or present externally at an industry event.                                                          |
|  <b>Online Presence</b><br>Silent, credible visibility beyond your organization.               | Update banner, About section, or one role description with outcomes.                                                                                         | Publish a monthly post with your perspective (lessons learned, industry takeaways). <b>BONUS:</b> Comment meaningfully on 5 others' posts/month. |

# Your Key to Visibility Levers

If this is what's in your way → Try these levers first.

|                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                       |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><b>Fear of self promotion?</b></p> <p> Strategic Sharing</p> <p> Narrating the Why</p> <p><i>(Focus on outcomes, not bragging.<br/>Let your work speak for itself.)</i></p>                     | <p><b>Overwhelmed / no time?</b></p> <p> Thoughtful Visibility Moments</p> <p> Internal Champions</p> <p><i>(Small moves count. Let<br/>others carry your story too.)</i></p>       |
| <p><b>No visibility outside your team?</b></p> <p> Cross-Functional Projects</p> <p> Online Presence</p> <p><i>(Step into bigger rooms, inside<br/>or outside your company.)</i></p>            | <p><b>Not sure how to talk about your impact?</b></p> <p> Strategic Sharing</p> <p> Narrating the Why</p> <p><i>(Translate tasks into meaning.<br/>Show the "so what.")</i></p> |
| <p><b>Worry visibility might backfire?</b></p> <p> Thoughtful Visibility Moments</p> <p> Be the (Known) Expert</p> <p><i>(Show up with value, not volume.<br/>Be known for substance.)</i></p> | <p><b>No champions or allies?</b></p> <p> Internal Champions</p> <p> Be the (Known) Expert</p> <p><i>(Relationships + credibility<br/>are your accelerators.)</i></p>           |
| <p>TIP: Start with one small lever. Confidence compounds when you see results.</p>                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                       |

# My Visibility Roadmap

A practical plan for being seen without self-promoting

| What I'm known for              | Now                      | What I'd like to be known for in the future |
|---------------------------------|--------------------------|---------------------------------------------|
| Strategic thinker               | <input type="checkbox"/> | <input type="checkbox"/>                    |
| Calm voice in a crisis          | <input type="checkbox"/> | <input type="checkbox"/>                    |
| Connector of people and ideas   | <input type="checkbox"/> | <input type="checkbox"/>                    |
| Problem-solver who gets results | <input type="checkbox"/> | <input type="checkbox"/>                    |
| Subject-matter expert in:       | <input type="checkbox"/> | <input type="checkbox"/>                    |
| Other:                          | <input type="checkbox"/> | <input type="checkbox"/>                    |

| Where I'm visible                  | Now                      | Where I'd like to be visible in the future |
|------------------------------------|--------------------------|--------------------------------------------|
| Team meetings                      | <input type="checkbox"/> | <input type="checkbox"/>                   |
| Reports or updates                 | <input type="checkbox"/> | <input type="checkbox"/>                   |
| Cross-functional projects          | <input type="checkbox"/> | <input type="checkbox"/>                   |
| Presentations to leadership        | <input type="checkbox"/> | <input type="checkbox"/>                   |
| LinkedIn posts or comments         | <input type="checkbox"/> | <input type="checkbox"/>                   |
| Industry events or committees      | <input type="checkbox"/> | <input type="checkbox"/>                   |
| 1:1 conversations with influencers | <input type="checkbox"/> | <input type="checkbox"/>                   |
| Other:                             | <input type="checkbox"/> | <input type="checkbox"/>                   |

## Who knows my work best

(include names)

|                             | Now                      |
|-----------------------------|--------------------------|
| My manager _____            | <input type="checkbox"/> |
| Peers _____                 | <input type="checkbox"/> |
| Senior leaders/execs _____  | <input type="checkbox"/> |
| External stakeholders _____ | <input type="checkbox"/> |
| Other:                      | <input type="checkbox"/> |

## Who should know me in the future?

|       |
|-------|
| _____ |
| _____ |
| _____ |
| _____ |
| _____ |

# Visibility Roadmap

Your personal career visibility plan

## Hidden work I'm doing

- ☐ Smoothing tension before it spreads
- ☐ Coaching others
- ☐ Reading the room, and redirecting
- ☐ Translating what leaders really mean
- ☐ Preventing problems before they happen
- ☐ Celebrating when no one else thinks to
- ☐ Covering the unspoken gaps

Other:

*Use these as starter ideas for what to share in your visibility plan*

## What's in my way \*

- ☐ Fear of seeming self-promotional
- ☐ Overwhelmed / no time
- ☐ No clear pathway to visibility
- ☐ Not sure how to talk about my impact
- ☐ Lack of champions or allies
- ☐ Worried that visibility could backfire

Other:

\* See page 2 for suggested levers

## My next 30 days

LinkedIn:

☐ Add banner image

☐ Update About section

☐ Add outcomes to role descriptions

Starter task for the circled Lever:



## My visibility goal for Q1 2026

Stretch task for the circled Lever:



# 30 LinkedIn Post Ideas for Women Who Want to Be Seen Without Feeling Self-Promotional

## Share What You're Learning (Expertise & Growth)

- Three insights from a recent project that changed how I think about [X topic].
- One trend in consumer finance I'm keeping an eye on this quarter.
- What surprised me most about [recent regulatory update, fintech innovation, etc.].
- I didn't expect to enjoy learning about [topic], but it's shaping how I approach [responsibility].
- Here's one thing our customers are teaching us about [behavior, trend, or need].

## Pull Back the Curtain on Your Work (Strategic Sharing)

- People often ask what it's like to [role or project]. Here's one behind-the-scenes example.
- A small change we made in [process/product/team] that had a big impact.
- Here's how we approached a challenge in [department/team]—and what we learned.
- We recently wrapped up [project]. The biggest win? [Outcome]. The biggest lesson? [Insight].

## Recognize Others (Internal Champions)

- Shoutout to my colleague/team who [achievement]. Their creativity inspires me.
- One of my favorite parts of my job: collaborating with people like [colleague] who [strength].
- I've been lucky to learn from leaders who model [specific leadership trait]. Here's what they taught me.

## Make Thinking Visible (Narrating the Why)

- People sometimes ask why we do [process]. Here's the bigger purpose behind it.
- The metric I track most closely isn't what you'd expect. It's [X]. Here's why.
- Here's what [routine responsibility] really contributes to the bigger picture.
- We often focus on [result], but I've found that [different lens] creates lasting impact.

## Show Thoughtful Leadership (Visibility Moments)

- This week someone said [thought-provoking comment]. It stuck with me because...
- A question that's been on my mind lately: [insert question about leadership, trust, etc.]
- If you lead teams, try asking this question next time: [X]. It's a game changer.
- Here's how I prepare to contribute meaningfully in meetings without feeling like I'm over-talking.

## Be Seen as a Learner & Connector (Be the Expert)

- I've been diving into [emerging topic like AI in lending, customer analytics]. Here's what I'm learning.
- Five articles, podcasts, or books that shaped my thinking this month.
- A key takeaway from a conference, webinar, or panel I attended.
- If you're exploring [industry challenge], here's one framework I've found helpful.
- Here's one idea I brought back from [professional event or WCF session] that I'm putting into practice.

## Celebrate Progress (Credibility & Confidence)

- We hit [team or project milestone]! Here's what it took to get there.
- One skill I've developed this year that's changing how I show up at work.
- What I'm most proud of this quarter—and what it taught me.
- Reflecting on how far our industry has come (and where we still have work to do).
- Grateful for [professional opportunity, team, mentor]. Here's what I learned through it.