








# 7 VISIBILITY LEVERS

	STARTER	STRETCH
 <b>Strategic Sharing</b> 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> Allies who speak for your work when you're not in the room.	Identify 2 people who already know your work. Ask them to highlight one of your contributions in meetings.	Proactively nurture new champions in other departments or senior levels by looping them into your work and asking for feedback.
 <b>Cross-Functional / Industry Projects</b> 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> 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> 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> 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> 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. 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 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 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. 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. 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 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*

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## 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 by next quarter