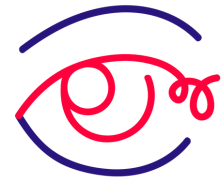


How to increase your visibility at work

Increasing visibility at work isn't about being seen to work harder, it's about your impact being seen & heard in a way you would want it to be.

Pick where visibility matters the most across your role and increase it in a way that feels authentic to you. Proactively increasing your visibility also involves making sure that your impact is seen and recognised by a range of people who can advocate and amplify your work.



Ideas for action

1. Understand your visibility what / who / where

Ask yourself:

What do I want to increase my visibility in? (*project, something you're passionate about, piece of work, area of expertise*)

Who do I want to increase my visibility with? (*certain individuals, teams etc*)

Where do I want to increase my visibility? (*internal vs. external*)

2. Create your visibility principles

Use the people you associate with high visibility to understand what works (and doesn't) for you. Use this insight to create 2 - 3 principles about how you'll approach increasing your visibility.

- Who do you see?
- What do they do?
- Would it work for you? (yes/why and no/why)

3. Focus on a captive audience first

Where are the people whose attention you want to capture spending time?

Is there a meeting, get together or event when you'd have a captive audience of the right people?

Meeting people where they already are is an efficient approach to capturing attention and making an impact.

4. Know who matters most

- *Who are the 3 most important people who you want to advocate and amplify your work?*
- *How can you spend regular time with each of them?*
- *What can they unlock for you?*

Reflect on why they would want to spend time with you or how you could solve a problem for them. Be specific.

5. Use your values to influence your visibility




If you're only visible for 1 thing, what do you want that to be?

What do you want people to say about you when you're not in the room?

Reconnecting with your values can help you see how you can increase your visibility authentically and in the right way for you.

The power of visibility

Being more visible at work helps:

-  pull possibilities towards you, increasing your options and opportunities
-  give people the chance to amplify and advocate on your behalf
-  increase your curiosity and create unexpected connections.

Coach yourself questions

Who can I increase my visibility with in a way that's authentic to me?



During what moments would increasing my visibility be useful for others?



Recommended resources



What to do when your hard work is being overlooked



The little risks you can take to increase your luck
Ted talk by Tina Seelig



How to stay visible when you work virtually
Squiggly Careers #172