

Squiggly Careers PodSheet



How to increase your visibility at work

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Courage starts with showing up and letting ourselves be seen.

Brené Brown

Increasing visibility at work doesn't mean doing more things. It's about make sure the brilliant work you already do is seen and heard by the people that matter to you and your growth.

Increasing your visibility with a range of people increases the opportunity for them to advocate and amplify your work.

5 practical 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

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

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

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

4 Know who matters most

Focusing your visibility on the people that matter most helps you to spend your time effectively.

- *Who are the 3 most important people who you want to see your work?*
- *How can you spend regular time with each of them?*
- *What can they unlock for you?*
- *What's in it for them?*

5 Use your values to influence your visibility

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

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?

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

? What am I working on that would be good for more people to see?

? Who could give me feedback on my current level of visibility?

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](#)

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