



# Workplace Visibility

Leverage the invisible force for career success

Nan Guo

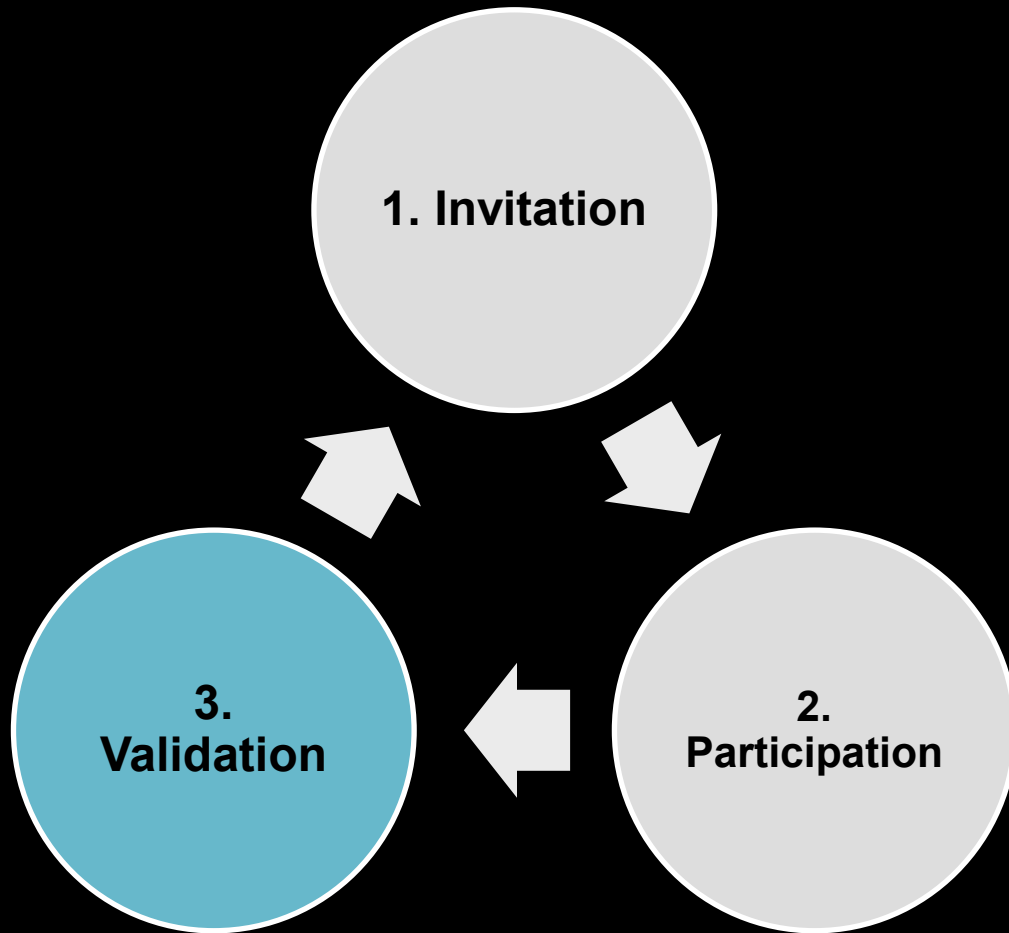
# Think of a time when you felt most visible in the workplace.

*Reflection question:*

*What does 'being visible' mean to you?*



# How visibility accelerates career



*Workplace visibility is measured by how much your work/contribution is noticed, acknowledged, and **valued** by your organization.*

# You have the right visibility when it

- + ...increases job security and reward
- + ...advances your career and personal development
- + ...makes you enjoy your work more

*Reflection question:*

*How satisfied are you with your current level of visibility?*

*What level of visibility do you want to achieve, and for what purposes?*

# Think of a time when you felt least visible in the workplace.

*Reflection question:*

*What is the cost of doing nothing about your workplace visibility?*



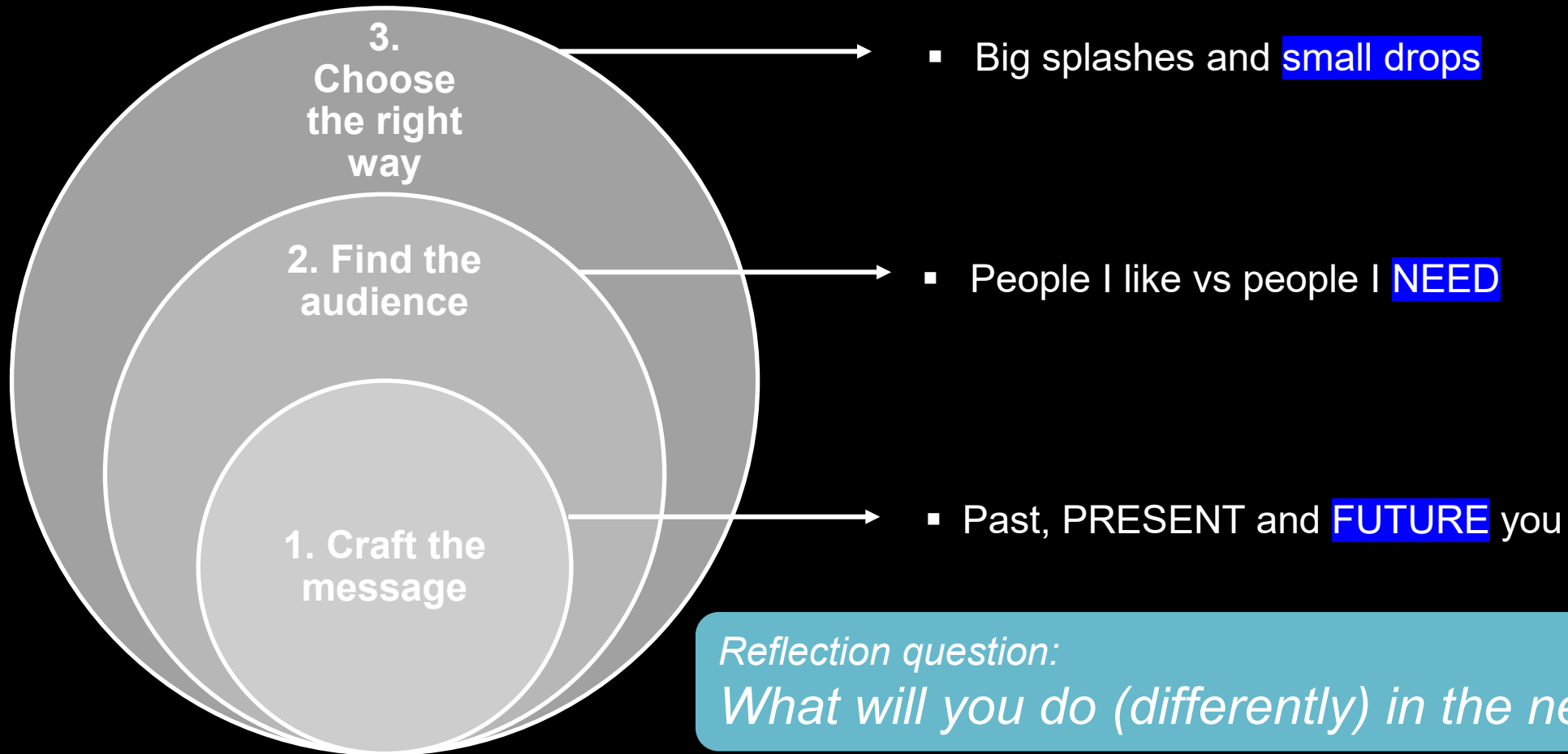
*Not necessary if you work for smaller organisations.*

*Good work speaks for itself.*

*My boss promotes me and my work.*

*Reflection question:  
What preconceptions do you have about workplace visibility?*

# How to build workplace visibility





# Women-specific challenges

- Gendered social norms and backlash when you break them.
- Socially conditioned to use minimizing (body) language.
- Conflicting goals and time constraints due to care work.



Herminia Ibarra of INSEAD: Fresh approaches for leadership success

*Reflection question:*

*What obstacles will you encounter? What will you do to overcome them?*

## Workplace Visibility Playbook

Do you want to become more recognized for your contribution and accomplishments at work? This playbook serves as a structured self-guided journey, enabling you to:

- 🧠 Understand cognitively the change you want to make (Head)
- ❤️ Feel emotionally connected to it (Heart)
- 👉 Practically implement it (Hands)

Use this playbook as your personal companion to reach the desired level of workplace visibility. You can use it in any way that works best for you. You can answer all the questions at once or just a few at a time as your visibility goals evolve.

### Part 1: 🧠 (Head)

#### What is it and how much do I have it

Workplace visibility is measured by how much your work/contribution is noticed, acknowledged, and valued by your organization.

##### Q1: How visible am I today?

Choose the level(s) that best describe(s) your situation. You may be visible at different levels for different things you do. To answer this question, you can reflect on:

- Do my colleagues and other key decision-makers recognize and value my work?
  - Am I the person my colleagues turn to for help with important tasks?
  - Does my work contribute to the company's key goals, like revenue generation, market expansion, or creating a better workplace culture?
- Minimal Visibility  
Only direct coworkers know who I am and what I do.
  - Local Visibility  
Recognized within my whole department or division; known among peers and some supervisors.
  - Cross-Functional Visibility  
Well-known and respected across multiple departments or teams.
  - Strategic Organizational Visibility  
Influence and recognition extend throughout the entire organization; involved in strategic decision-making and shaping the organization's future.
  - Industry Visibility  
Recognized beyond the organization in the wider industry or public domain; known as a thought leader, innovator, or influential figure in the field.



## Head



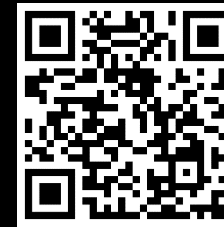
## Heart



## Hand

## Free materials

- Workplace Visibility Playbook  
- <https://wilevents.com/#agenda>
- Additional materials incl. podcasts, videos & articles
- Bonus material: a tool for assessing and improving your professional network



[better-networks.org](https://better-networks.org)

# Keep rising!



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