

Your visibility: a must for a fulfilling job and...your career success

1 WEAK VISIBILITY HAMPERS YOUR CHANCES FOR PROMOTION

Two persons work in the same organization/department.

- One person (You?):
 - has “**Outstanding results**” **9/10**
 - and a “**Weak visibility factor**” **2/10**
 - her/his chances to be noticed and promoted are **weak**
 since her/his **visibility factor is** (9x2/10x10)... **18/100**
- Another person (a colleague):
 - has “**OK results**” **4/10**
 - and a “**Very Strong visibility factor**” **9/10**
 - her/his chances to be noticed and promoted are **high**
 since her/his **visibility factor is** 4x9/10x10)... **36/100**
- All in all your “OK results colleague” has **twice the chance (36/100 versus 18/100)** as you, to be noticed and promoted!

2 THINGS TO DO PRIOR TO MAKING YOURSELF VISIBLE

- Identify :
 - the job you want to do and its main issues;
 - the person to whom you will report in this job;
 - the achievements which you have carried out and prove that you have the skills for this job;
- fill out and update a weekly/monthly “Progress Report” (see one on last page) on which you record:
 - the projects/tasks you’ve been working on during the past week/month and specify the % achieved for each of them;
 - the ideas/suggestions/proposals you’d like to make/implement within your department/division;
- then package/polish those achievements so that you can state them in 20 seconds to 2 minutes (your pitch).

3 THINGS TO DO TO MAKE YOURSELF VISIBLE

Use 2 distinct strategies to make yourself visible.

- **An ongoing strategy** whereby you communicate on a regular basis about your achievements. Choose the best channel(s) to broadcast information (no more than 2 to 3). Make sure you communicate without bombarding others with information about you.

- **A spot strategy** which you use to reach the right person for a specific job that you have identified and which attracts you. This person, by whom you want to be noticed and appreciated, could be one of the following:
 - your boss if she/he is a supportive person;
 - the person for whom you would like to work in your next job;
 - somebody who has vision and appreciate the real value of your skills and potential. Some kind of “Ambassador” who can transfer the information which you want to communicate to the right person. Let them know your goal and about your achievements which are relevant for the job you're considering/contemplating.

4 AVOID MOST COMMON MISTAKES PEOPLE MAKE

These are the 7 most common mistakes people make when implementing a visibility strategy.

- Choose the wrong time to communicate.
- Do not adjust/fine-tune their pitch (contents and style) to the personality of their counterpart.
- Use a style which is not spontaneous and authentic.
- Say things which hamper their colleagues.
- Sell and push too strongly/heavily.
- Are not convinced of the message they can transmit and committed to the project they pursue.
- Believe that things are always obvious and do not need to be demonstrated.

5 SELECT 2 TO 3 VISIBILITY CHANNELS

- 1 Announcements in the press (Organizing)
- 2 Breakfasts (Organizing/Attending)
- 3 Exhibitions/Symposiums/Meetings (Visiting)
- 4 Expert responsibilities (Accepting)
- 5 Networks (Feeding/Nurturing/Keeping alive)
- 6 Paper/Article in the press (Publishing a)
- 7 Personal advisor (Acting as a)
- 8 Professional committees/projects (Participating in)
- 9 Resource centers/places (Visiting)
- 10 Resource person (Being a)
- 11 Roundtable (Participating in a)
- 12 Social networks
- 13 Survey (Conducting a)
- 14 Website (Updating your personal)/Blog
- 15 Workshops/seminars (Running/Teaching)

6 SET UP YOUR ACTION PLAN

No	Item	A Choice (Yes / No) Please check 3 to 5	B Number of times (units) per month / year	C Time per unit	D Total time per year	E Total time per month (div. D by 12)
1	Announcements in the press (Organizing)					
2	Breakfasts (Organizing/Attending)					
3	Exhibitions/Symposiums/Meetings (Visiting)					
4	Networks (Feeding/Nurturing/Keeping alive)					
5	Paper/Article in the press (Publishing a)					
6	Personal advisor (Acting as a)					
7	Professional committees/projects (Participating to)					
8	Resource centers/places (Visiting)					
9	Resource person (Being a)					
10	Roundtable (Participating to a)					
11	Expert responsibilities (Accepting)					
12	Social networks					
13	Survey (Conducting a)					
14	Website (Updating your personal)/Blog					
15	Workshops/seminars (Running/Teaching)					

7 PROGRESS REPORT

Progress report

To *Allan BARROW*

Week starting : Monday, March 12, 20XX

From *Frances LONGWAY*

1	Tasks/Missions/Projects	Asked on	Urgency 1=Low 4=High	Status (% achieved)	To be completed on	Comments/Remarks
1.01	Aaaaaaaaa aaaaaaaaaaaaaa aaaaaaaaaaaa	XX.YY.20XX	4	100%	XX.YY.20XX	
1.02	Bbbbbbbbbb bbbbbbbbbbbbbb bbbbbbbbbbbb	XX.YY.20XX	2	20%	XX.YY.20XX	Rrrrrrrrrrrrrr rrrrrrrrrrrr
1.03	Cccccccccccccccccc ccc cccccccccccccccc	XX.YY.20XX	1	50%	XX.YY.20XX	
1.04	Dddddddd ddddddd dd dd d ddddddd	XX.YY.20XX	3	100%	XX.YY.20XX	Ssssssss ssssssssss
1.05	Ffff fffff ff fffff fffffff fffffff f ffff	XX.YY.20XX	1	80%	XX.YY.20XX	
1.06	Gggg ggggggggggggg ggagggg ggagggg	XX.YY.20XX	3	0%	XX.YY.20XX	Tttttt tttttttt ttttttt
1.07	Hhhhhhhhhhhhhh hhhhhhhh hhhhhhhh hhh	XX.YY.20XX	1	100%	XX.YY.20XX	Uuuuuuu uuuuuuu
1.08						
1.09						
1.10						
2	Others/Ideas/Suggestions/Proposals					
2.01	Xxxxxxxxxxxx xxxxxxxxxxxx xxxxxxxxxxx xxxxxx					Ggggggggggggggggggg
2.02	Yyyyyyyyyyyyyy yyyyyyy yyyyyyyyyyyyyyyy yy					
2.03	Zzzzzzzzzzzzzzz zzzzzzzzzz zzzzzzzzz zz					Hhhhhhhh hhhhhhhh hh
2.04						
2.05						