



# Raise your visibility for career success Workbook

How to use this workbook: having printed the booklet, put it into a folder. Watch each video, taking notes and then do the exercises that accompany each section. If you have any questions please contact me at [enquiries@executivevoice.co.uk](mailto:enquiries@executivevoice.co.uk)

Before we start, I would like you to get really clear about where you want to be with your career or personal life. Spend some time brainstorming this; then you will begin to discover which direction you want to take your 'visibility'. Take your time answering these questions; try to be more detailed than one sentence!

Why do you wish to become more visible at work or in your personal life?

By being visible, what do you believe you will achieve?

Currently how visible do you believe you are? Any comments write below.

Do you believe your visibility is hindering your success? Why

What do you wish to achieve from this course?

If you were visible, what would you like to achieve?

# Being Present

Be honest: are you 'present' in real life?

How could you improve your presence in real life?

How about online? Are you dabbling, or really developing business relationships online?

What 3 things will you start to do differently?

# Meetings

Meetings are a very effective way to raise your visibility to key people in other departments, more senior people and clients. They could be very formal meetings; virtual conference calls or informal meetings.

As a result of this video what could you do differently?

Challenge yourself to say three things at every meeting to contribute.

How could you prepare for every meeting?

How can you become brief, concise and focused when you are contributing to meetings.

How could you change the way you behave after a meeting? I mean following up, contacting the other people at the meeting.

# Listening

It is infuriating when you speak to someone who doesn't listen. Either they are working out what to say back or are distracted.

Consider some people you know who don't listen.... How does it make you feel?

Make a point of really listening to a conversation. How does it make you feel?

Write down ways you can improve your listening skills.

# Sharing Positive Stories

Highly visible people always share positive stories; not only about themselves, but their friends and colleagues. It appears boastful, but no one else is going to share YOUR stories as well as you.

Do you feel uncomfortable about sharing good stories??? If so why?

I challenge you to share at least one good story: about successes, lovely things you are achieving, activities you are involved in, every week.

I also challenge you to share 'good news' stories from other people. They will start 'liking' and sharing your stories too.

# Being positive

Whilst it is always important to be realistic, there is huge value in having varied views within a team. However it is difficult when one member always sees the downside of any project; is grumpy and cynical about everything and doesn't ever compliment others.

List 5 ways you can remain positive with your team.

Be honest: are you doing this now?? How could you improve this area!

# Being organised

The person who is constantly late; misses deadlines and is always 'busy' is noticed for the wrong reasons unfortunately. They give the impression they are disinterested; not efficient with their work load and chaotic – even if they are not.

Brainstorm ways you could improve your organizational skills to ensure you are more efficient.

What will you immediately change for the better to improve your organizational skills?



# Creating a Personal Brand

Having observed highly visible and successful people, I have noticed they all have a strong personal brand. By this I mean that they are clearly identifiable within a certain role. This could be someone who has a particular cause they align themselves with; they could be the person who constantly fundraises for a particular charity; a sports person or someone involved in a creative hobby.

Brainstorm what your causes or interests are:

How could you ensure other people know about these?

# Volunteering and charity work

We are all involved in volunteering and charity work of some kind. The key to ensuring you are noticed and interesting is to make sure other people know about what you are doing.

List down ANY volunteering you do: this could be anything from running the tuck shop to stewarding a 5km fun run!

Brainstorm how you can ensure other people know what you are doing; social media (including LinkedIn); photographs; chatting to people; internal newsletters.

Charity work; again list any charity work you do. Perhaps you have been involved in fundraising; you contribute to a particular project or you are raising money for a particular charity in future.

Plan how you can share all you do on social media and in real life. Remember to do this throughout the year.

# Asking

It is important to realize that asking for help, advice, mentoring, opportunities are essential for your career development and also for visibility. Asking a more senior person in your industry for advice shows you are interested and many people are flattered to be asked. I am going to ask you to brainstorm how you can ask for the following and WHO you could ask.

Advice:

Mentoring:

Help:

Opportunities:

How are you going to thank these people and how can you ask them?

# Speaking

There are great opportunities for speaking that are 'safe'. I urge you to try this in a supportive environment to develop your confidence. If you would like individual training on Speaking, do contact me [susan@executivevoice.co.uk](mailto:susan@executivevoice.co.uk) I will be able to discuss different training options I offer.

Research local charities who could be looking for someone to speak; Google "Volunteer Speakers" and choose one that gives some training.

Equally, within your network of friends, there could be contacts with local schools. They might be having career days or work related themed days that you could contribute to. Do some research on this.

Now remember to be pro-active and start contacting these organisations/schools to create opportunities.

Remember to share what you are doing on social media; tell your colleagues, boss and contribute to any internal newsletters. You want to be known as someone who could represent your company.

# What next

This course has provided you with plenty of ideas for raising your visibility. Remember, if you are doing great things, you must ensure other people – particularly decision makers are aware of what you are doing in real life as well as online.

But talking about it is only good if you actually DO this. So you need to start planning your actions. I would like you to brainstorm what you could do over the next 12 months. This is a process of ideas!

	What will you do?	How to I share this?	Social Media	In real Life	Other media (eg newsletter)
1 Month					
3 Months					
6 Months					
9 Months					
12 Months					

# 100 visibility ideas

Let's have some fun! Brainstorm 100 ways you could raise your visibility; this could be everything from posting a photo of you speaking on behalf of a charity; actually arranging a cake sale to raise money; asking a senior colleague for advice or.... Your ideas! I normally find with this exercise that it is easy at first, getting more difficult around '50'. But this is when you really think hard and the best ideas appear. Good luck with this. When you have completed the exercise, you will have some more ideas to add to your action plan.

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50		100	

# 12 Month Plan

Another action is to plan different activities for a year. You could link these to other activities at work (for example there may be a key conference or trade show in May that you could have specific visibility actions for). Use the ideas you have listed in the 100 list and action plan to populate the calendar. Don't forget to transfer this to your online or desk calendar to ensure you do these activities!

<b>January</b>	<b>February</b>	<b>March</b>
<b>April</b>	<b>May</b>	<b>June</b>
<b>July</b>	<b>August</b>	<b>September</b>
<b>October</b>	<b>November</b>	<b>December</b>

# Good luck!

I have shared a number of ideas for raising your visibility: in real life and on line. Here are my 5 top tips for maintaining visibility:

1. Be brave; by pushing yourself outside your natural comfort zone, you will continue to raise your visibility.
2. There is an element of 'rinse and repeat' with repeating similar activities, to ensure your visibility is raised.
3. Be generous to other people; if you share their good news and congratulate them, of course they are more likely to reciprocate your kindness.
4. Keep measuring and observing what activities are creating the most positive impact; if something doesn't work, why not? By asking these questions, you will soon discover what works for you.
5. Be persistent; increased visibility does not work overnight, but over a period of time. Be patient; work hard and then you will get the results.

**If you would like to work with me, I offer a number of face to face and virtual mentoring services.**

- Have a personalised Career Visibility session with me. More details and to book <http://www.executivevoice.co.uk/product/career-success-brainstorm-session/>
- Book a complimentary phone call with me to discuss how I could assist you further <https://calendly.com/susanheatonwright/discoverycall>
- Receive my newsletter with great tips, ideas and invitations to events <http://eepurl.com/duMRtL>