



Raise Your Visibility™ *Profile*

Prepared for SUSAN SAMPLE

June 20, 2011



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Being visible within your organization and industry is a critical component of your professional success. Insight into activities and behaviors to raise your visibility in your organization and industry is a valuable tool in the changing landscape of work.

The Raise Your Visibility Indicator™ provides you insight into the two components of organizational and industry visibility - **presence and reputation**.

Presence

Your
tangible
connections
with others

Reputation

Your
intangible
connections
with others

Your Profile report provides visibility scores and information in the following areas:

Visibility
Outcome

Presence
Outcome

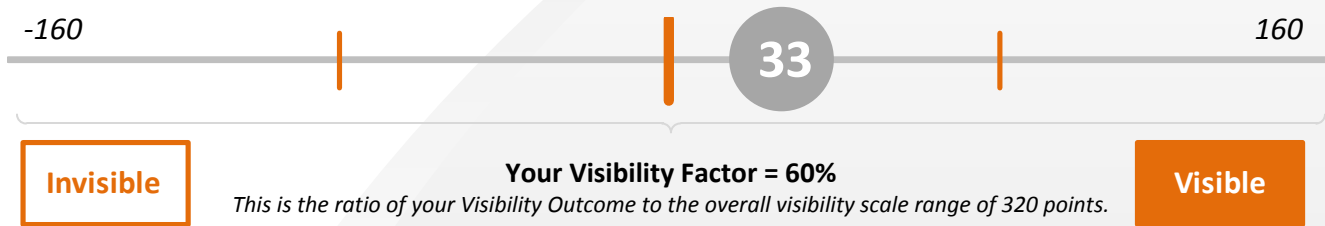
Reputation
Outcome

Visibility
Suggestions

- Your **Visibility Outcome** represents your visibility within your organization and industry.
- Your **Presence Outcome** represents your visibility in the following areas:
 - Introducing
 - Socializing
 - Interacting
 - Participating
 - Accessibility
 - Responsiveness
 - Professional Brand
 - Industry Associations
- Your **Reputation Outcome** represents your reputation self-assessment score.
- Your **Visibility Suggestions**, based on your Visibility Outcome, provide ideas for raising your visibility within your organization and industry.

Visibility Outcome

Your Visibility Outcome represents your visibility within your organization and industry.



Presence Outcome

Presence is defined as your tangible connection with others. Your Presence Outcome represents your visibility (low, low to mid, mid to high, high) in the areas shown below.

- To what degree are you connecting with others?
- What impression are you making when connecting with colleagues?

Introducing	Socializing	Interacting	Participating
<i>The degree to which you introduce yourself to colleagues you do not know</i>	<i>The degree to which engage in "small talk" with colleagues you know and do not know</i>	<i>The degree to which you interact 1:1 with colleagues at work</i>	<i>The degree to which you participate in activities at work</i>
4.0	-1.0	3.0	7.0
Mid to High	Low to Mid	Mid to High	Mid to High
<i>Range: -14 to 14</i>	<i>Range: -11 to 11</i>	<i>Range: -20 to 20</i>	<i>Range: -37 to 37</i>

Accessibility	Responsiveness	Professional Brand	Industry Associations
<i>The degree to which colleagues can reach you</i>	<i>The degree to which you get back to colleagues</i>	<i>The degree to which you are aware of career tools that raise your visibility</i>	<i>The degree to which you are aware of and participate in industry associations</i>
4.0	4.0	-3.0	-1.0
Mid to High	High	Low to Mid	Low to Mid
<i>Range: -14 to 14</i>	<i>Range: -7 to 7</i>	<i>Range: -9 to 9</i>	<i>Range: -8 to 8</i>

Reputation Outcome

Reputation is defined as your intangible connections with others. Your Reputation Outcome represents your reputation self-assessment score (low, low to mid, mid to high, high) as shown in the area below.

- *What do your colleagues think and say about you when you are not present?*

Reputation	16.0	<i>Range: -40 to 40</i>
	Mid to High	

Visibility Suggestions

Based upon your Visibility Outcome, the following suggestions may help you raise your visibility within your organization and industry.

You are unaware of LiveChats.

- Speak with a colleague to find out more about LiveChats which are offered by your organization.
- Check your organization's website for upcoming LiveChats and schedule a LiveChat on your calendar.
- In advance of an upcoming LiveChat, ask whomever is hosting the meeting if there are any questions which he/she knows needs to be asked. Asking a relevant question is a great way to comfortably get involved.

You are unaware of LinkedIn.

- If you do not have a profile on LinkedIn, as a business professional, you must learn more about this online tool and create a profile. Once your profile is complete, LinkedIn requires minimal time to keep it current and active.
- Conduct a search on Google for LinkedIn tutorials which can help you focus on the right areas to get your profile current.
- Find a colleague with a complete profile and ask him/her for tips on completing your profile as quickly and easily as possible.
- You should join more groups on LinkedIn. By being a group member, you can ask questions, obtain assistance, find information about industry associations, and make connections in your industry.

You have not really thought about making a contribution to your organization's newsletter/e-newsletter/website.

- Create a goal to contact whomever publishes/manages your organization's newsletter/e-newsletter and ask how contributions are solicited and accepted.
- Brainstorm with one or more colleagues on topics you can write for your organization's newsletter/e-newsletter.
- Suggest a recurring contribution to your organization's newsletter/e-newsletter focused on information from your functional area (i.e. finance, marketing, human resources) that can be helpful to others.

Visibility Suggestions, continued

You may or may not meet with leaders at least two levels above you to get to know one another better.

- When a new leader one or two levels above you join the company, proactively reach out to schedule time with him/her to get to know each other better.
- If scheduling time with a leader two levels above you is intimidating, consider taking some time to think about how you and your team will work with this individual, how you and your team can help this individual, and what you and your team need from this individual. Once you have this thought out, the benefits of meeting will be clearer and more logical.
- Uncomfortable reaching out to a leader at least two levels above you? Consider scheduling time with that individual and ask a colleague to join you.

When you have lunch, you sometimes each lunch with a colleague.

- Lunch can be a low stress, informal way to get to know others better. Schedule a day and time with a colleague in another work group with whom you work on a recurring basis, but with whom you have not had lunch. Consider discussing backgrounds, current work initiatives, and explore ways in which you can assist one another.
- If you do not each lunch with colleagues, let them know of your interest to do so and to let you know when an opportunity arises. Make your colleagues a partner in your effort to do so.
- Consider speaking with a couple of colleagues to create a monthly or quarterly out-of-office lunch for your team. This can be very effective and enjoyable during the Spring and Summer months.

You are not sure if you like meeting new people or not.

- People you do not know can help you in valuable ways. If you are not sure if you like meeting new people, think about some recent examples where you have met a new person and the benefits which came from meeting them. This may help you increase the frequency in which you are comfortable meeting new people.
- To increase your likelihood of meeting new people, set some incremental goals for meeting someone new. You don't have to meet everyone or like meeting everyone, but meeting new people occasionally or on your terms may be more comfortable for you.
- If there is someone whom you believe you should meet, ask a trusted colleague to introduce you or join you when you introduce yourself.

You may or may not hear from co-workers that you seem to be "everywhere."

- If your colleagues don't observe that they see you a lot, this may be a clue that you need to get out of your office/workstation more often.

You only participate in team building events hosted by your immediate team if you have to.

- There are many reasons to attend a teambuilding event hosted by your immediate team beyond teambuilding - you can raise your visibility by sharing what you do with others and seeking ways in which you can help others.
- Don't completely avoid teambuilding events hosted by your immediate team. See if there are ways that you can help plan or play a role at the event that does not require your full participation - a little visibility is better than no visibility.

Visibility Suggestions, continued

You may or may not schedule time with a new employee who joins your immediate team.

- When the next new member joins your immediate team, schedule time with him/her (give them about a week to settle in) to ask how you can help him/her in their transition to his/her new role. Also take time to discuss what you do, how you do it, and what you will need from him/her in order to do your job well.
- Find time to meet and welcome a new colleague (maybe over lunch!), discuss what you do, how you do it, and what you will need from him/her in order to do your job well.
- Schedules can fill and time can pass quickly. If your attempts to schedule time with a new employee do not work out, be persistent.

You do not belong to industry associations which meet on a recurring basis.

- If you are not a member of an industry association, consider joining at least one in order to raise your visibility.
- Consider joining a colleague as a guest at a meeting in an association in which he/she is a member.
- If you are not sure belonging to an industry association is a good idea, reach out to one or more colleagues in your functional area or industry and ask for their experiences and thoughts on the benefits of membership.
- If being on a board or a committee at your industry organization is not right for you, ask about other ways in which you can help and raise your visibility. Some organizations have one-time events which need extra volunteers.

It is unlikely that you would train others on soft or technical skills topics.

- Speak with a colleague who is currently training others within your organization on soft or technical skills. Hear about his/her experiences to help answer questions and address concerns you may have.
- Don't go it alone! Speak with a colleague to gauge interest in co-training others within your organization on soft or technical skill topics.
- Put your "toe in the water" - ask your training organization to allow you to do a portion of an existing program training others in your organization on soft or technical skill topics.

You may not always demonstrate a positive perspective with your confidential "inner circle."

- Ask for feedback from one or more trusted colleagues on your perspective at work. Give your colleagues permission to be candid in the spirit of helping you become more effective.
- Create a goal of focusing only on the positive when you are with your "inner-circle." Watch for how much is occurring and remember how easy it is to get "sucked-in" to negative conversations.
- Consider taking some time to read a book (e.g. Norman Vincent Peale's *The Power of Positive Thinking*) or an article about building and illustrating a positive perspective. From your reading, identify two or three activities you can do to make progress in building a more positive perspective.

Visibility Suggestions, continued

When you enter a meeting you may or may not sit with individuals that you know.

- Create a goal for yourself that, at your next meeting, you will sit with colleagues whom you do not know.
- To make sitting with colleagues whom you do not know more frequent, engage one of your "inner circle" colleagues to join you on your effort to raise your visibility - after all, you do not have to go it alone!

When you enter a room filled with people you do not know, you generally would rather leave than stay.

- If you would rather leave a room filled with people you don't know than stay, you may have a personality preference for introversion. If you know you have or if it feels like you might have a preference for introversion, take some time to read about introversion and ways to socialize with people you don't know more comfortably.
- If you would rather leave a room filled with people you don't know than stay, arrive early, before the room is filled with people.
- If you would rather leave a room filled with people you don't know than stay, attend the meeting with a colleague who can "watch your back."

You may or may not schedule time with a new leader who joins another team with whom you and your colleagues work closely.

- If a new leader joins another team whom you or your immediate team closely works, calendars fill up quickly. Consider scheduling something within the first few week's of the new leaders "honeymoon" period to ensure you create an opportunity to meet.
- Identify a leader (new or not) who has joined a team which is important to you and your team and schedule a day and time to meet. Consider discussing backgrounds, current work initiatives, and explore ways in which you can assist one another.
- If a new leader joins another team whom you or your immediate team closely works, consider scheduling time with that individual and ask a colleague to join you. It may be more comfortable for you to go with a colleague.

You may ask a question at an "all-employee" meeting.

- In advance of the next "all-employee" meeting, ask whomever is hosting the meeting if there are any questions which he/she knows needs to be asked.
- Kick around a few possible questions with some colleagues before the next "all-employee" meeting.

When your colleagues enter your office or cubicle, the first thing they see is your back.

- If your back is what your colleagues see as they enter your office/workstation, you may be giving the impression that you are not accessible. Ask your office services team if there is a way to reconfigure your workspace.

Visibility Suggestions, continued

You only talk to colleagues about yourself if you have to.

- While you may only talk to colleagues about yourself when you have to, prepare in advance two or three talking points that essentially say it all.
- If it is not comfortable for you to talk to colleagues about yourself, practice asking questions of others. With some luck, you may find someone who loves to talk about themselves, taking the pressure off of you.
- While you may only talk to colleagues about yourself when you have to, when speaking with a colleague, find some common ground on which to focus. It is often easier to talk about areas of common experience or interest rather than talking about yourself.