# Raise Your Visibility™ *Profile*

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:

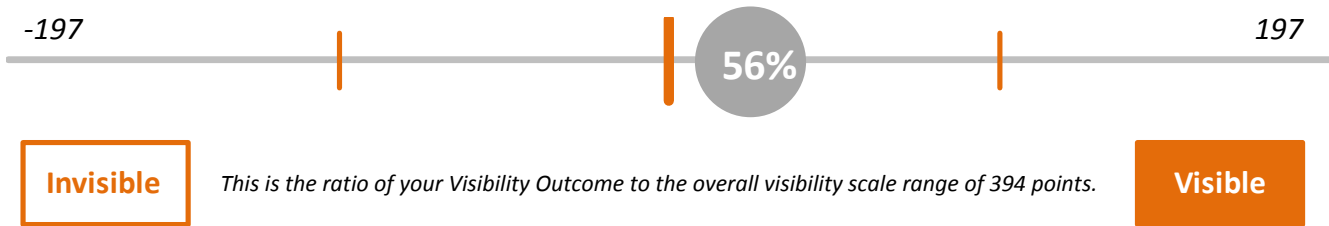**Visibility Outcome** = **Presence Outcome** + **Reputation Outcome** → **Visibility Suggestions**

- 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.

Your results on the following pages are reported on a range starting at 1% and ending at 100%.

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## Visibility Outcome

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

*-197*                                **56%**                                *197*

| Invisible | *This is the ratio of your Visibility Outcome to the overall visibility scale range of 394 points.* | Visible |

## 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.  These categories are weighted (starting with the highest) in order of the volume of activities needed to positively influence your visibility. *Participating* is more heavily weighted than *Interacting,* which is more heavily weighted than *Introducing,* and so on.

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

| Category | Description | Outcome | |
|---|---|---|---|
| Participating | *The degree to which you participate in activities at work* | **86%** | **High** |
| Interacting | *The degree to which you interact 1:1 with colleagues at work* | **33%** | **Low to Mid** |
| Introducing | *The degree to which you introduce yourself to colleagues you do not know* | **79%** | **High** |
| Accessibility | *The degree to which colleagues can reach you* | **61%** | **Mid to High** |
| Socializing | *The degree to which you engage in "small talk" with colleagues you know and do not know* | **55%** | **Mid to High** |
| Professional Brand | *The degree to which you are aware of career tools that raise your visibility* | **81%** | **High** |
| Industry Associations | *The degree to which you are aware of and participate in industry associations* | **43%** | **Low to Mid** |
| Responsiveness | *The degree to which you get back to colleagues* | **12%** | **Low** |

## 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 | 88% | High |
|---|---|---|

## Visibility Suggestions

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

**You are slightly uncomfortable introducing yourself.**

☐   Positive first impressions are often made when you introduce yourself effectively.  Take some pressure off yourself and consider using an opportunity to introduce yourself as simply a way to make a positive first impression.

☐   Introducing yourself doesn't seem like one of those things you need to practice.  Yet, often times, colleagues who seem really good at introducing themselves do just that – practice.  Take some time to practice two or three ways to introduce yourself to others.

☐   Confide in a colleague/family member that you are working to improve your ability to introduce yourself.  Ask your colleague/family member for some suggestions and to practice with you.

☐   Decide that a goal for your next meeting or event is to practice one or two ways to introduce yourself to others.  As you are just practicing, it doesn't have to be perfect!

**You never ask questions during LiveChats.**

☐  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.

☐  Kick around a few possible questions with some colleagues before the next LiveChat.

**When attending a meeting, you may or may not introduce yourself to others whom you do not know.**

☐  Meeting new colleagues is an important way to raise your visibility. At your next meeting, set a goal to introduce yourself to at least one or two colleagues whom you do not know.

☐  Create generic follow-up questions to use once you have introduced yourself to someone you do not know.  For example, "What do you do for (organization name)?," "How long have you been with (organization name)?," or "What are some of the larger initiatives your team is working on?"

**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

**When attending a social gathering hosted by my organization, you may or may not introduce yourself.**

☐  At your next social gathering, set a goal to introduce yourself to at least one or two colleagues whom you do not know.

☐  To help you increase your efforts to introduce yourself to colleagues whom you do not know, ask a colleague you do know to attend with you and introduce yourselves in tandem.

☐  To help you improve the likelihood of introducing yourself to others at social gatherings hosted by your employer, watch for colleagues who appear to be very good at introducing themselves at a meeting.  Follow-up with your colleague for tips and suggestions on how to become more proficient.

**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 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 skills topics.**

☐  Speak with a colleague who is currently training others within your organization on soft 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 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 skill topics.

**When you enter a meeting you would probably sit 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!

☐  To avoid sitting with colleagues that you know without offending them, let your colleagues know in advance that you are working to raise your visibility in the organization and will be sitting with colleagues whom you have not yet met.

## Visibility Suggestions, continued

**You are generally at your desk more than you are not at your desk.**

☐  If you are at your desk more than you are not at your desk, it is time to figure out ways to change this ratio.  The first step is recognizing that you need to get away from your desk more often.

☐  If you are at your desk more than you are not at your desk, start small by thinking of one or two ways you can get out of your office/workstation such that you can connect with others more frequently.

☐  To get away from your desk more often, schedule time on your calendar specifically to visit with peers or subordinates in their office/workstation.

**When you enter a room filled with people you do not know, you 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 haven't thought about how to articulate your positive reputation.**

☐  Partner with your manager on ways in which you can articulate and create more visibility around your reputation at work.

☐  Consider working with a career coach who can help you explore how to articulate your reputation, whether good or tarnished, and create strategies to articulate your reputation.

☐  Consider reading a book (e.g. *How to Build Your Reputation* by Rob Brown) or an article on reputation management.

☐  Contact a trusted colleague (at work or elsewhere) with whom you can have a candid conversation on what colleagues may say about you when you are not around.  Work on ways to further illustrate the positive observations and improve the negative observations.