

*Successfully
Ever After*

***Your guide to being seen in
the workplace***

GET VISIBLE & GET NOTICED

**DO YOU HAVE
A CAREER
DEVELOPMENT
OR
PROMOTION
PLAN?**

WELCOME!

TO YOUR CAREER VISIBILITY GUIDE

Ambition isn't a bad word.

There, I said it. As women, sometimes we're made to think it is. By using this guide, you'll develop a plan to gain visibility in the workplace and put yourself on the path for promotion. It will help you gain clarity on your goals and develop a clear picture of where you want your career to go in the coming months.

The simple fact you downloaded this guide is a sign you want to take active steps in building a career you want and will enjoy.

Opportunities don't simply show up at your door. If you want a career you love, you must take action to make it happen.

Unsure how? Don't worry. This guide will walk you through all you need to know.



BEFORE YOU BEGIN...

Let's talk mindset for a minute. This is about you, not anyone else. Forget about the competition. There will always be someone who can do what you do out there. But obsessing over that won't propel you forward. Remember no one else has your exact set of experience, skill, talents, personality or life experiences. Just because someone else might be succeeding doesn't mean you won't. There is plenty of success out there for everyone.

Creating visibility is part of your personal brand. Remember, your brand is what people think about you when you aren't in the room. So the efforts you make to become more visible will play a big role in how people think of you.

Here are a few suggestions to make this process as easy as possible, and to give you the best chance of achieving your visibility goals.

- **Focus on short-term goals.** What can you do within the next 6 months. While it's good to have broad long-term goals, you don't know exactly what the future will bring. Setting visibility objectives for the next 6 months is achievable, and you build in some flexibility to pivot along the way as opportunities present themselves.

- **Block out time without distractions.** Close down your emails, put your phone on silent. This is your career. Give it priority.



The only way to do great work is to love what you do. If you haven't found it yet, keep looking. Don't settle. ~ Steve Jobs

WHY IS VISIBILITY IMPORTANT...

In a workplace, especially where there are lots of employees, having high visibility can reap both visible and invisible benefits. Don't get fooled into complacency by thinking your work will speak for itself. It's up to you to make sure co-workers and supervisors actually see your contributions and the value you bring.

Have you ever wondered why people who are "worse" at their jobs get higher salaries, better promotions, and seem to have more options than you? Maybe you feel like creating visibility for yourself feels like playing office politics? Or maybe you feel management should know what a good job you are doing? I hate to tell you, if you leave it up to someone else to recognize your value and accomplishments, it could mean you don't get seen and promoted.

Many women are afraid bringing visibility about their career will be considered bragging. That simply isn't true. This guide will show you it doesn't have to be hard and it can be done in a way that is authentic to you.

When other people in organization are aware of your accomplishments and skill, there's a high probability you will be picked for the next opportunity in your company. Done correctly, this will create a loop of positive outcomes for you. What do I mean? Your visibility increase faster if you work on more opportunities; and you're picked for more opportunities if you have a higher visibility.

There are several ways to increase your visibility in the organization so let's get started.



OK? You're
ready to jump
right in!

STEP 1

CAREER REVIEW



Before you make visibility plans for your next career move it makes sense to take a look at what you've accomplished so far. Why? Because if something made you excited to get out of bed and go into the office, then you'll probably want to do more of that! And if some project or experience at work made you want to write your resignation letter, then it's probably best to avoid that again if you can. This exercise will give you a good idea of what you want to become known for in your office.

Think about the following questions...

- What projects have you enjoyed working on ?
- What activities did you enjoy the least?
- What was difficult about your work?
- What wasted the most of your time?
- What were your personal and professional accomplishments?
- What skills did you strengthen?
- What skills did you identify you need to improve?
- Overall, how do you feel about your career to date? What would you have changed?

ACTION STEP:

Reflect on the questions above and use this space to note your responses.

STEP 2

SET YOUR CAREER GOALS

What do you want to achieve next? What does success look like and how will you know if you've got there? Think of the high-level goals you would like to set yourself.

Here are some examples....

- Get a promotion
- Change career fields
- Ask for (and receive) a raise
- Get invited to work on a specific project
- Learn a new skill
- Lead a project or team
- Feel valued for my skills and abilities
- Job shadow to learn about another career opportunity
- Cross train within my department to increase my value



ACTION STEP:

Write down 1-5 goals you have for your career and why they are important to you.

STEP 3

VISIBILITY IN THE OFFICE

First, it's important people know who you are. In larger organizations where there are many team members that are not known to senior management it's even more important. When it comes time for succession planning, if you aren't known then no one can consider you for a promotion or additional responsibilities. Someone who has a positive is better than having no view of you at all.

You also want people to see the value you add to the team and your company. Hiding behind others diminishes the value you bring and it limits your potential to do more. Ask yourself why you aren't out in front more. Try things that push you out of your comfort zone, but fit well with who you are and your style.

Your visibility will also benefits your team. When you talk about your team, it provides visibility for those members to. Your support of other co-workers is one of the most important signs that they have a strong potential to do more in the organization.

Here are simple ways to start and build your confidence as you get used to being in the spotlight.

- Present something in a meeting.
- Consider your choice of words in conversation with others and in meetings.
- Identify problems in your department that others haven't. Then take the initiative to find a fix.
- Write something for the company newsletter.
- Share the accomplishments and wins your team have and what they are working on next.
- Ask questions in a meeting.
- Volunteer to represent your team at cross-departmental meetings.

ACTION STEP:

What will you commit to doing over the next 6 months to build your visibility in the office? What situations are coming up that you can use to become more visible? Write these things below.



STEP 4

FIND A SPONSOR

Sponsors and mentors are both important, but a sponsor is the most powerful relationship you can have. A mentor will be your sounding board and offer advice. A sponsor will use their power and influence for your benefit.

Unfortunately, compared to men, women are over-mentored and under-sponsored. This means women have to be even more proactive about seeking sponsorship. That can mean identifying and finding your own.

When you're ready to start looking for a sponsor, keep a few things in mind:

- Check for an official sponsorship program within your organization, and then decide whether it meets your goals.
- Take a close look at the power politics within your organization. Who do you know or need to know that could have the greatest impact on your career opportunities?

If you're working hard to make yourself visible, a potential sponsor may approach you. That's the optimal way to get a sponsor. But don't wait around for that to happen. Pursue a sponsor relationship with someone you respect. Prepare yourself appropriately, and then speak up—so that both of you don't miss out on a potentially great opportunity.



ACTION STEP:

Write down who can help support you in achieving your goals and how can you be a benefit to them as well. Be specific about what each person can help you accomplish. Do your homework on your potential sponsor. Do they lead any committees? Figure out how you can contribute to their publicly stated goals. Make yourself sponsor-ready by making yourself useful to your potential sponsor.

STEP 5

ONLINE PRESENCE

Your online presence is an extension of your personal brand. It's made of every post, tweet, or video you post. Over 80% of hiring managers admit to checking out potential job candidates online before making an offer. Another 50% admit to finding things on social profiles that affected their hiring decisions.

There are a couple of ways you can showcase your skills and increase your career visibility as well. You can consider a personal web page to capture your career experience and highlight your personality.



Before you build out a webpage, ask yourself a few questions. Is your work confidential in nature? Are your skills hard to showcase - such as finance? If you answered no, then a personal website is a good way to stand out from others and it will show up near the top in an online search for you.

ACTION STEP:

Write down all of your current social media accounts and do an audit. Are their posts that would be considered controversial or provocative? Are their posts bashing your current or former employer or co-workers? Do you demonstrate good communications skills or are their misspellings, slang and profanity? How should you clean up your current profiles?

STEP 6

LINKEDIN PROFILE

Your online presence also includes your LinkedIn profile. It's the number one site for career-minded individuals. It's vital you build out an attention getting LinkedIn profile.

You should focus on the headline, summary and work experience areas initially. Ask others for recommendations and skills endorsements to boost your ranking on LinkedIn.



What's does an attention getting profile mean....

- Your summary and headline need to be attention getting.
- Your profile should show why they should hire you and what value you bring to the table.
- Contain achievements and accomplishments that contain validity.
- Write your summary like you talk. It's okay to show some personality.
- Make sure your photo is professional.
- Don't let your profile sound like a job description.
- Education, Involvement and Awards should be included.

ACTION STEP:

Spend some time looking at profiles on LinkedIn from people in your industry. See which ones catch your eye. Practice writing your summary below. Use power words and highlight your achievements and goals.



FINALLY....



Make sure your boss is aware of your desire to move up. The first step is to build a relationship with your boss. Check-in with them periodically. Set up a face-to-face meeting with them and mention that raising your visibility is an important goal for you. Remind them of your wins for the department and the value you've brought to the organization.

Being highly visible can feel inauthentic or out of character. The more you do it, the easier it will become. But don't let lack of confidence limit your opportunities and connections. It's no longer enough to just be good at what you do. Being more visible comes down to who you know too. When you step out of your comfort zone and approach the above tips with authenticity, you'll begin to get the recognition you deserve.

“Opportunities don't happen, you create them.” — Chris Grosser

IS PROMOTION IN YOUR CAREER PLAN?

If you're ready to level up and get promoted, the Successfully Ever After course can help you achieve the success you've been looking for in just 15 minutes per day.

People who receive promotions do 3 specific things. Bosses look for a lot of different qualities when deciding who to promote. Many people get overlooked after stacking a string of satisfactory annual reviews together. How you get promoted isn't something covered in your business classes or mentioned in your employee handbook, but it is something you can learn.

If you're ready to move up, you need to make sure you're known for the right things at work and seen by the right people.

You do that by...

1. Knowing the right way to show commitment to your team and company.
2. Implementing strategies to build the right influence in a way that positively impacts your career.
3. Learn techniques to boost your visibility so you aren't overlooked.



Visit
chelliephillips.com/success
to learn proven steps to
increase your visibility with
supervisors and key
stakeholders so they
recognize your star potential.





WANT A MORE PERSONALIZED APPROACH?

I'm living proof this process works.

Hi, I'm Chellie and I'm a Career Branding Strategist. Before I started sharing the visibility secrets to promotion, I worked in a male dominated industry for over 20 years and worked myself into a position where I had a seat at the decision making table.

If you have the skill, but are struggling to catch the eye of management, it's tough to show up day after day enthused about the work you do. I can show you how to gain the respect you want, advance in your career, be rewarded financially and finally be appreciated for the value you bring to a company.

There are certain skills and tactics you can use on a daily basis that can put you on a similar path too. Once you learn how to position your experience and build your personal brand, you'll have the confidence to pursue your dream.

In our personal coaching session you'll:

- Learn how to incorporate visibility skills into your daily work life so you're seen and heard
- Create a strong personal brand that highlights the unique skill set and value you bring to the table.
- Learn how to make a powerful ask and negotiate your best deal.

Visit my website and let's schedule a time to talk about your career plans and how coaching can help you achieve your goals.



Visit
chelliephillips.com/about
to schedule a call
and see if
personal coaching is
right for you.