

THE VISIBILITY AUDIT

**THE GAP BETWEEN POTENTIAL AND PERCEPTION GROWS AS LONG AS VISIBILITY IS MISSING.
THIS IS HOW YOU START TO CLOSE IT**

*Twenty minutes. A pen. Coffee.
Answer each prompt honestly. Nobody is reading this except you.*

**1. WHAT IS THE WORK YOU ARE QUIETLY PROUD OF FROM THE LAST SIX MONTHS
THAT NOBODY OUTSIDE YOUR IMMEDIATE CIRCLE KNOWS ABOUT?**

2. WHO ARE THE THREE PEOPLE WHO SHOULD KNOW ABOUT IT, BUT DON'T YET?

Not your friends. The people whose opinion changes what happens next for you. A senior leader. A potential sponsor.
A client you'd like to win. A peer who could open a door.

**3. WHAT WOULD IT TAKE TO MAKE SURE EACH OF THOSE THREE PEOPLE KNOWS ABOUT THAT WORK BY THE END OF
NEXT MONTH?**

Be specific. "Send an email" is not specific. "Email [name] on Monday, share the [project] write-up, ask if she has 20 minutes
for coffee this month" is specific.

For person 1:

For person 2:

For person 3:

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4. WHICH ROOMS ARE DECISIONS BEING MADE ABOUT YOU, WHEN YOU ARE NOT IN THEM?

Not theoretical rooms. Real ones. A leadership meeting. A pitch panel. A budget conversation. A hiring discussion. Write down the names of the rooms you suspect — even when you're not certain.

5. WHO IS IN THOSE ROOMS SPEAKING YOUR NAME?

If you can't name anyone — that is the answer. The next move is not to be louder. It is to find the woman who could be in that room, and to make her your ally.

6. WHAT IS THE ONE THING YOU COULD DO THIS WEEK – NOT NEXT MONTH, THIS WEEK, TO MAKE YOUR WORK MORE VISIBLE TO ONE PERSON WHO MATTERS?

One sentence.

Visibility is not about volume. It's about deciding what you want to be known for, and making sure the people who matter know it. Start with one move.