



## 10 Tips to Increase Your Visibility

### 1. Be personally well prepared

Project a positive and professional impact  
Well dressed, well groomed with a 'Wow' factor  
Seek the advice of [an Image Coach](#)

### 2. Be well informed

About your organisation  
About your role and function  
About your specialism - become 'the authority,' 'the expert,' the 'go-to'

### 3. Volunteer to

Organise an event, help pre- and post- the day, prepare a survey, review the evaluations  
Deliver back a report  
Chair a working party  
Make a speech at retirement or leaving party

### 4. Get into print

Prepare a short weekly/regular reports to your up-line manager/team leader/head of department  
Issue press releases – local press is always keep to have well presented newsworthy stories – helping your company helps you  
Run the PR department of **You Inc**  
Contribute to specialist journals  
Contribute to the in-house newsletter/ magazine/intranet  
Volunteer to write up a report on any course/s attended  
Organise tasks *with your name on it* if you are away – while you are away, you are 'invisible' e.g. long leave, maternity leave, sabbatical, overseas secondment

### 5. Effective Networking

Learn the skills  
Use edification  
Know your self-introduction and your elevator pitches  
Join appropriate associations and support groups  
Build relationships – this is the glue to make it all work  
Be known for sending hand-written 'thank you' notes  
Send gifts to acknowledge and thank clients  
Mark and celebrate special occasions  
Social media – learn to use LinkedIn – the professional on-line network  
Evaluate Facebook and Twitter – build a strategy

## 6. Business cards

Ensure you always have a supply of clean, crisp cards in a card holder  
Fund yourself if necessary – buy the best you can afford  
Put a head shot on the card if possible – it will help you be remembered  
Print on both sides with additional information of value to the recipient

## 7. Photographs

Have a professional set of photographs taken – update regularly  
Issue as and when required

## 8. Make great presentations

On the job training – practice makes perfect  
Attend presentation skills courses and update your abilities  
[Ask Eilidh](#) for 'Leave your DNA...' her new Pdf on how to make talks memorable

## 9. Approach the recruiters

Find the best agencies for you both on- and off-line  
Do not apply just for the experience - wastes their time and yours...  
Field a first class current CV

## 10. Know the rules

Mix with the movers and shakers  
Look for a sponsor

To close, in any organisation, there's a system; be that effective, cumbersome or laughable.

Do whatever needs to be done to work that process, with a smile.

Learn to work inside it, through it or outside the system altogether. Just do it and do it now!

For additional support [check here.](#)

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