



MARCH EDITION

Visibility is everyone's business

Welcome to the first edition of **The Power of Visibility** newsletter with insights, musings, and practical thought-starters to help professionals and organisations build a strong and purposeful brand. Each month we put the spotlight on an idea, an event, a person.

We launched in February 2020, just before COVID-19 swept the world and changed work practices. The pandemic has impacted how we interact with each other. As we return to the office, now is the time to brush off the cobwebs and take a fresh look at how we boost our visibility at work. Whether you're the brains of your organisation or at the nerve centre, visibility is everyone's business.

The Power of Visibility presents tailored programs that energise professional and personal brands for better business outcomes and career fulfilment.

* **Karen Eck**
Founder & Presenter, The Power of Visibility

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Image: On location [Larapinta Trail](#), Northern Territory. Photo credit [@nics_mindset](#), courtesy [@her_trails](#)

“
Great minds discuss ideas.
Average minds discuss events.
Small minds discuss people.
”

Eleanor Roosevelt

Spotlight



OPPORTUNITY KNOCKS

Australian employees are on the move. Over the last 12 months, a fifth joined a different company and almost a quarter are considering a change. Two key drivers are personal fulfilment and career opportunities so, if your corporate culture matches the profile, it's time to turn up the volume on your brand. It can be a very cost-effective alternative to recruiting, onboarding and training - did you know the average cost of hiring alone is \$10,500 for each new employee? [Here's how to get it right.](#)



COLLABOR8WOMEN: NEW ERA NETWORKING

Do you hate walking into a room of strangers? Are you plotting your exit at the industry conference after one drink and a lazy loop of the room? Do you find it hard to have meaningful conversations? **Collabor8Women** is new era networking where diverse professional women gather around tables of eight to connect and collaborate. It's inclusive and non-intimidating. Best of all, it's fun. This unique monthly event also supports female-led venues and chefs. Register to find out more at [Collabor8Women.com](#).

The Power of Visibility is a proud event partner, alongside styling force Luxe Visual Colab.

Picture: Head Chef Amber Doig, The Butler, Sydney, with Co-Founders Samantha Theron and Karen Eck.
Photo: Simona Janek

Shout-out



Mindset and Match

According to mindset coach Ben Crowe the secret to success, happiness, perhaps everything is focusing on what you can control. Our Aussie sporting heroes show us how it's done. Go no further than tennis superstar Ash Barty, freestyle moguls Olympic gold medalist Jakara Anthony and Jaclyn Narracott, who won silver in the women's skeleton.



Careful, it's Catching

Australians check their smartphones on average 85 times a day. In America experts say it's more like 295. Some researchers have begun labelling the act of "cell phone checking" as the new yawn because of its contagious nature.

Coming up

Wednesday, March 2

#Collabor8Women #NOMADSydney

Friday, March 5

#EmployeeAppreciationDay

Sunday, March 6

Clean Up Australia Day
@CleanUpAustralia #StepUptoCleanUp

Tuesday, March 8

International Women's Day
#IWD2022 #BreakTheBias



The Power of Visibility

presents tailored programs that energise professional and personal brands for better business outcomes and career fulfilment.

Held online, it focuses on mindset, practical skills and the all-important "Visibility Plan" to build confidence and a pathway to step out of the shadows.

It's ideal for company-wide training, executive teams, on-boarding and women's professional development. No matter the industry, whatever the role, visibility is everyone's business.

The Power of Visibility (POV) runs two signature programs:

Women's POV

Ideal for corporate teams, industry groups and personal professional development.

Culture of Visibility

Suitable for company-wide learning and development and executive team up-skilling.

About Karen Eck

Karen specialises in putting exceptional individuals and teams in the spotlight. As a publicity director, brand strategist and talent manager, she has worked with some of the biggest names and people on the planet. Energy and insight is at the heart of everything she does.

Karen is the Founder of **eckfactor** media relations, representing clients across business, entertainment and technology for more than 25 years.

FIND OUT MORE



“
Visibility 2.0
the capacity and
readiness to present your
best self for career-
defining experiences and
opportunities
”

Karen Eck
The Power of Visibility

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