

Visibility is everyone's business

MARCH EDITION

# 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

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Founder & Presenter, The Power of Visibility

Image: On location Larapinta Trail, Northern Territory. Photo credit @nics\_mindset, courtesy @her\_trails

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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



Mindset and Match

women's skeleton.

## hard to have meaningful conversations? Collabor8Women is new era networking where

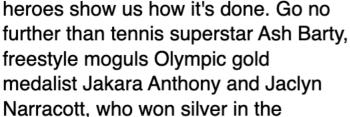
diverse professional women gather around tables of eight to connect and collaborate. It's inclusive and non-intimidating. Best of all, it's fun. This unique monthly event also supports female-led venues and chefs. Register to find out more at Collabor8Women.com. The Power of Visibility is a proud event partner, alongside styling force Luxe Visual Colab. Picture: Head Chef Amber Doig, The Butler, Sydney, with Co-Founders Samantha Theron and Karen Eck.

Shout-out

Careful, it's Catching

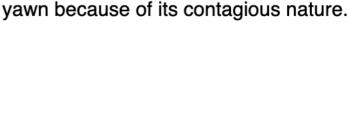
### the secret to success, happiness, average 85 times a day. In America perhaps everything is focusing on what experts say it's more like 295. Some you can control. Our Aussie sporting researchers have begun labelling the

Photo: Simona Janek



According to mindset coach Ben Crowe

#Collabor8Women #NOMADSydney Friday, March 5 #EmployeeAppreciationDay



Australians check their smartphones on

act of "cell phone checking" as the new

Coming up Wednesday, March 2

## Tuesday, March 8 International Women's Day

#IWD2022 #BreakTheBias

Sunday, March 6

Clean Up Australia Day

@CleanUpAustralia #StepUptoCleanUp



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

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:

Ideal for corporate teams, industry groups and personal professional

Held online, it focuses on mindset, practical skills and the all-important

a pathway to step out of the shadows.

It's ideal for company-wide training,

executive teams, on-boarding and

**Culture of Visibility** Suitable for company-wide learning and development and executive team up-

skilling.

Women's POV

development.

FIND OUT MORE

## "Visibility Plan" to build confidence and insight is at the heart of everything she does.

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

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

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Visibility 2.0

the capacity and



best self for careerdefining experiences and opportunities Karen Eck The Power of Visibility in Share

readiness to present your

KAREN ECK'S \*

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