

APRIL EDITION

Embrace the flip side

The past two years have required our business minds to play mental gymnastics pushing us out of our comfort zone and encouraging us to embrace the unscripted and unexpected.

On one hand, we need to be extra detailed, planning for Covid scenarios from A to D. Yet, on the flip side, we're expected to turn on a dime, throw plans out the window and be flexible. Just the thought makes many shudder but this new post-pandemic business era has given us the opportunity to pause, be resourceful and creative.

It got me thinking about our ability to change course. To flip thinking on its head, to change expectation with just a word (Covid) or two (no Covid).

So, how often does success depend on flipping from one way of thinking to another? And where can we best use it? Can we sharpen our flipping skills to turn procrastination into action? A lack of confidence to backing ourselves? A critical view of our personality into personal strengths?

Perhaps at the core is how we perceive our ability and stretch beyond our comfort zone.

For example, [research](#) shows that in order to apply for a job women feel they need to meet 100% of the criteria while most men feel equipped to apply with only 60% of the required skills. Imagine how different the workplace would look if women flipped their thinking on that?

As we work through or escape into public holidays this April, could we flip the switch on working to rest?

* **Karen Eck**

Founder & Presenter, The Power of Visibility

Image: Taking time out to recharge the batteries in the Northern Territory. Photo credit @nics_mindset, courtesy @her_trails

“
Most everything that you want is
just outside your comfort zone.
”

Jack Canfield, co-author of the Chicken Soup for the Soul series, which has more than 250 titles and 500 million copies in print in over 40 languages.

Spotlight

FIRM FRIENDS



They say never work with animals or children and for more than 25 years, eckfactor has had plenty of experience with both. Rest assured when puppies are on show, they are full of surprises. In a recent interview on Studio 10, a posse of adorable puppies took centre stage to launch Dogs Australia's new "Three Rs" campaign: Right Time, Right Breed and Right Breeder. If only, the Labrador puppy had chosen a different time to leave his mark on the studio floor! While the smell was overwhelming, the point was driven home: choosing a puppy is not for the faint-hearted; it's a decision that requires careful research. Head to the [Dogs Australia website](#) to learn about the ideal dog for your family.

Image: Dogs Australia Ambassador Dr Rob Zammit. Photo: Karen Eck

WORK TO REST



Whether you're travelling or staying home during the school holidays and Anzac Day long weekend, taking a break can lower stress, support your mental health and improve your productivity for when you return to work. Writing for the [Harvard Business Review](#), Rebecca Zucker suggests you make the most of your time off by following these six simple steps: change your scenery; plan ahead; identify the experience you want to have; spend time outdoors; unplug and create memories.

Before you head out on leave, activate your 'out of office' message on your email and include an alternative contact. It immediately takes the pressure off checking emails and the expectation that you need to respond. Job done!

Photo: Dan Burton, Unsplash

PROCASTINATION NATION



Most of us find it hard to get motivated sometimes, but chronic procrastination takes it to the next level. If you constantly leave everything 'til the last possible minute you're unlikely to do your best work. All that extra stress is also bad for your health.

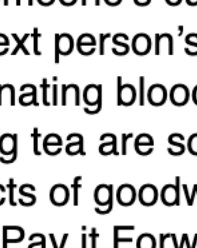
Many psychologists recommend a practical approach, starting with a to-do list. You might want to use a pen and paper for that – the physical act of writing can help you [remember](#) information. Crossing out each completed task can also give you a sense of satisfaction.

Visibility tip of the month

GET ACTIVE ON LINKEDIN

LinkedIn has 810 million active members in more than 200 countries, including 15 million in Australia, which makes it the largest professional network in the world. Use LinkedIn to connect with others in the industry, share your expertise and start conversations; it's a great way to showcase your strengths. The most important tip? Be authentic with your connections and engage in content that genuinely interests you.

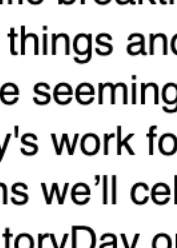
Shout-out



Pay it forward

Paying for someone's cup of coffee, getting the next person's food, toll or petrol bill, donating blood, or hosting an office morning tea are some of the suggested acts of goodwill for International Pay it Forward Day (April 28). The movement aims to attract 10 million acts of kindness around the world. Australia is one of 80 countries involved.

Just how impactful is one act of generosity? Media industry legend and ABC Chair, Ita Buttrose recently addressed the Australian Institute of Company Directors' Annual Women's Lunch telling guests that one of her early career lessons was understanding that helping just one person makes a tangible difference. "It makes a difference to that one person." Find out how businesses can get involved with some creative ideas [here](#).



Labour of Love

Making scientific breakthroughs, inventing new things and finding solutions to the seemingly impossible, are all in a day's work for the scientists and technicians we'll celebrate this [#WorldLaboratoryDay](#) on April 23.

Lab tests and experiments make our lives better, from ensuring safe drinking water to pioneering medical imaging or exploring our universe. The men and women who work in laboratories are often the unsung heroes.

Closer to home, we can thank the National Association of Testing Authorities ([NATA](#)) for 'testing the testers'. NATA-accredited laboratories give assurance and confidence to Australians that the products and services we use every day are safe.

NATA has engaged The Power of Visibility to deliver a learning and development program for staff in a company-wide initiative that will help the organisation step out of the shadows and into the spotlight to celebrate its 75th anniversary this year.

Coming up

April 15 - 21

World Creativity & Innovation Week

April 22

Earth Day

April 23

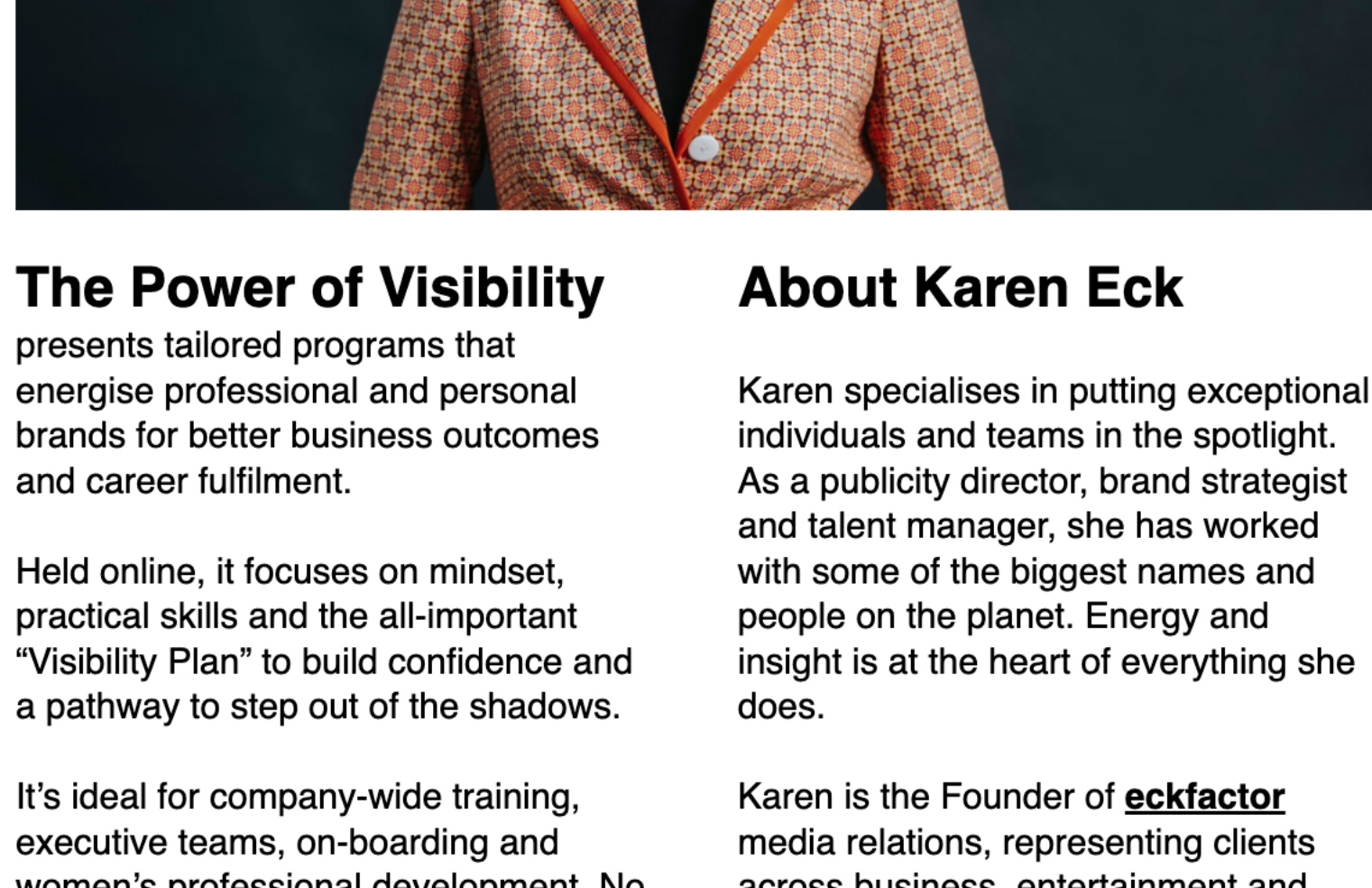
World Laboratory Day

April 25

ANZAC Day

April 28

Pay It Forward Day



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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