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## 5 ways to build killer content

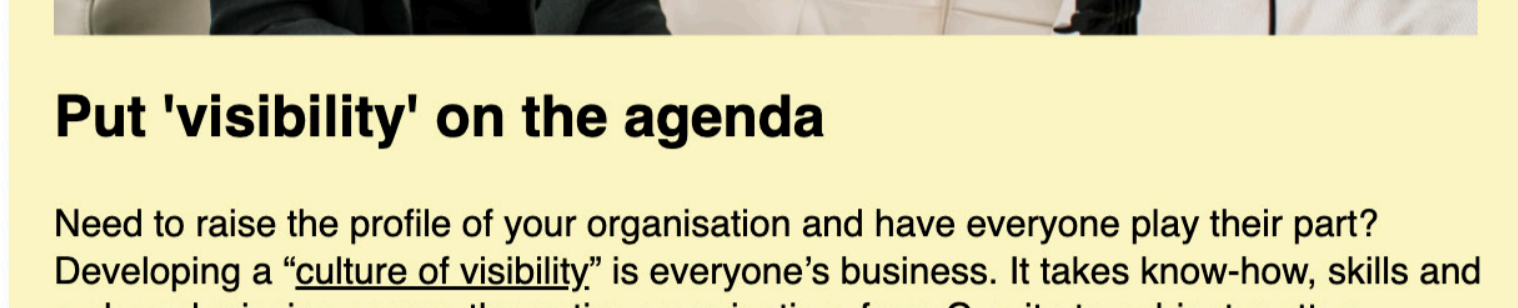
Do you know how to create killer content for your personal brand that is engaging, thought-provoking and memorable? It's easier than you might think. Here are some ideas and examples of people and organisations using content well. From pioneering exploration and economics, to sustainable fashion and gender equality, the fundamentals of visibility are the same: timing, talent, expertise, data and cause.

Perhaps even more important is the courage to be bold. Stepping out of your comfort zone is as relevant to leadership in the boardroom as it is exploring the wild places on earth.

Be bold. Be visible!

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

Photo credit: 5th Element Expeditions. Dr Geoff Wilson crossing the Simpson Desert, solo by wind-power, August, 2022



## Put 'visibility' on the agenda

Need to raise the profile of your organisation and have everyone play their part? Developing a "culture of visibility" is everyone's business. It takes know-how, skills and a shared mission across the entire organisation, from C-suite to subject matter experts, reception to HR.

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## EXPERTISE

### Share your knowledge

Images and video bring stories to life – and they don't have to be thrill-packed to have an impact.

Your smartphone can be easily used to record significant moments, such as starting or finishing an important project or winning new business.

You can also showcase your team's expertise with video interviews.

Leading Australian economics firm, HoustonKemp, partnered with The Power of Visibility to create a video series called 'Economics in Action', in which partners and senior economists discuss topical economic issues.

By regularly posting interviews on LinkedIn, HoustonKemp continues to boost its online engagement and grow followers.

Check out their economic insights [here](#) on topics ranging from electric vehicles and energy transition to market mix modelling and road infrastructure investments.

You can build up a library of content to use at the most effective time. Set up a Visibility Assets Folder on your shared drive so files are quick to access.

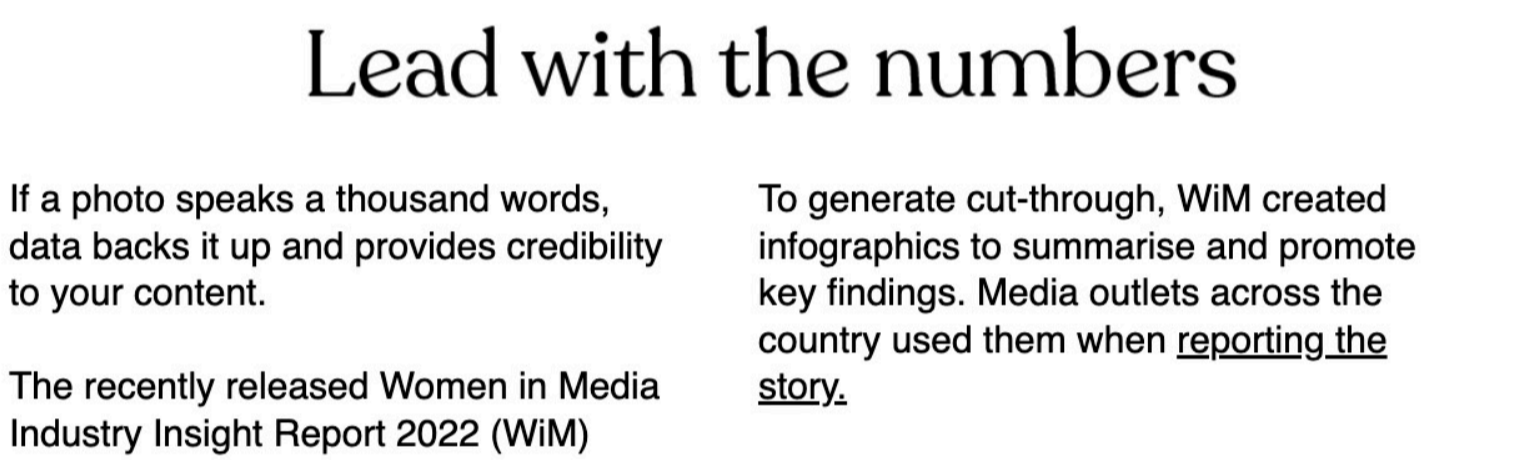


Photo credit: eckfactor (taken on iPhone 11 Pro Max) HoustonKemp Partners Ann Whitfield and Adrian Kemp

## DATA

### Lead with the numbers

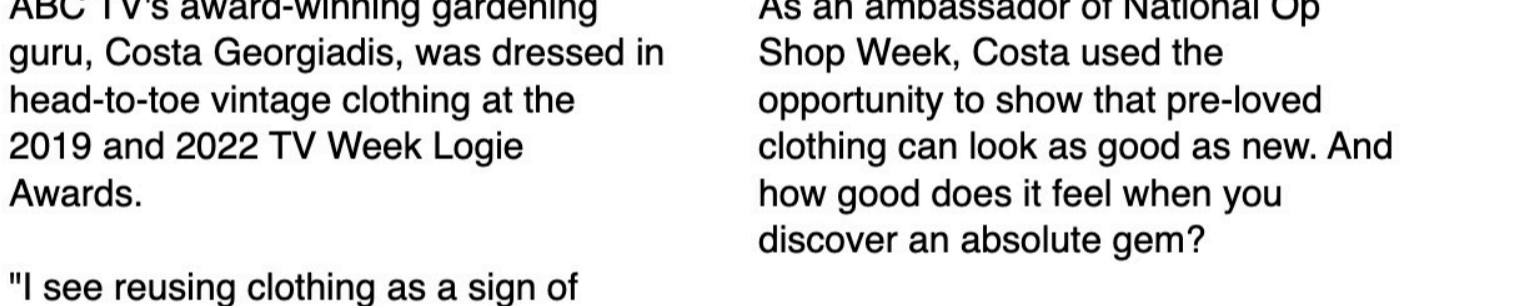
If a photo speaks a thousand words, data backs it up and provides credibility to your content.

The recently released Women in Media Industry Insight Report 2022 (WiM) reinforced that gender equality is still a work-in-progress for professionals in the industry.

Many businesses can learn from their key findings, which include recommendations for micro-skilling courses to build digital skills to keep up with changing consumer habits, gender pay audits, follow-the-leader 'shadowing programs', and better pathways to promotion.

To generate cut-through, WiM created infographics to summarise and promote key findings. Media outlets across the country used them when [reporting the story](#).

[eckfactor](#) was pleased to partner with WiM on this campaign.



## TIMING & TALENT

### Dress it up

ABC TV's award-winning gardening guru, Costa Georgiadis, was dressed in head-to-toe vintage clothing at the 2019 and 2022 TV Week Logie Awards.

"I see reusing clothing as a sign of respect for the effort, time and materials that go into what we wear ... it's not secondhand, it's all about handing onward," Costa told The Power of Visibility.

As an ambassador of National Op Shop Week, Costa used the opportunity to show that pre-loved clothing can look as good as new. And how good does it feel when you discover an absolute gem?

[No wonder the resale market is predicted to be bigger than fast fashion by 2029](#). The Op Shop is also the perfect place to get creative and spooky for Halloween.

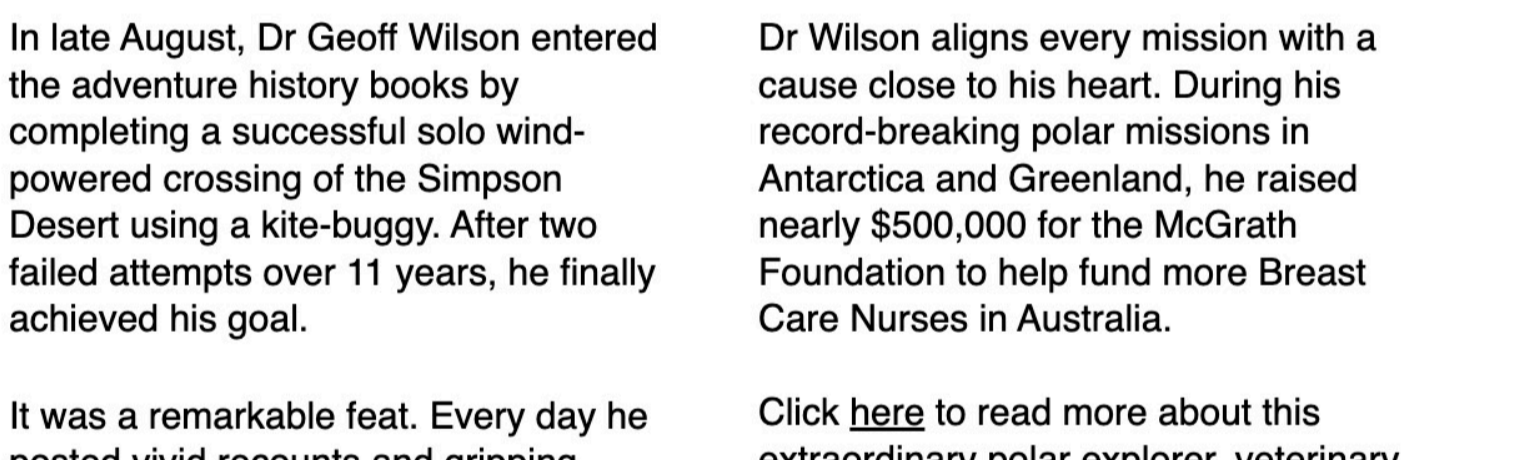


Photo: Courtesy Costa Georgiadis

## CAUSE

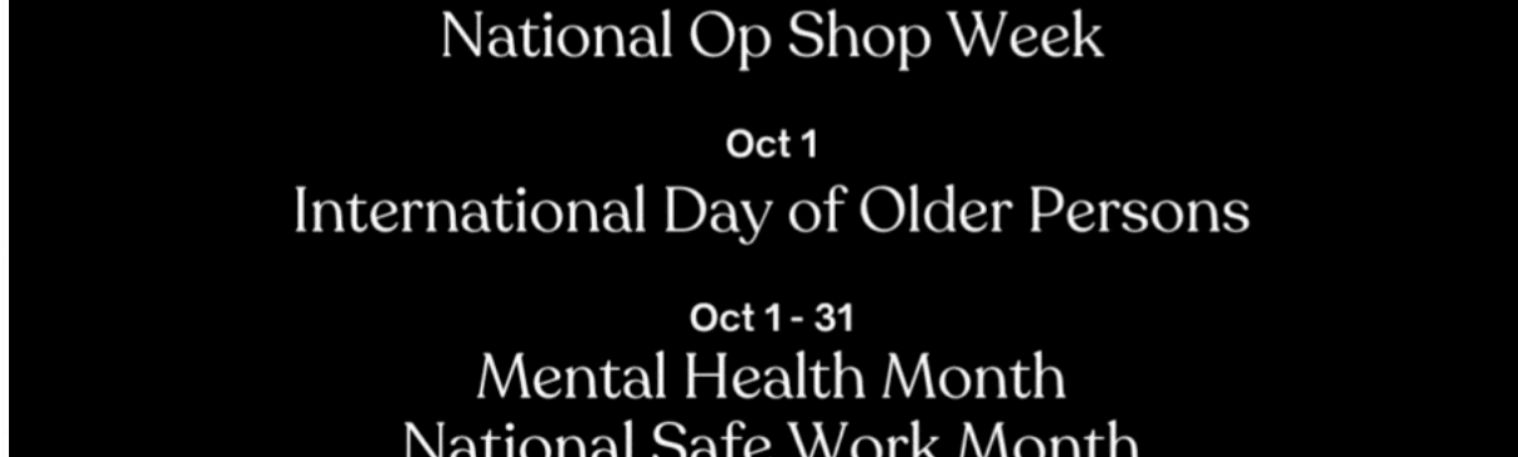
### Content from the heart

In late August, Dr Geoff Wilson entered the adventure history books by completing a successful solo wind-powered crossing of the Simpson Desert using a kite-buggy. After two failed attempts over 11 years, he finally achieved his goal.

It was a remarkable feat. Every day he posted vivid recounts and gripping videos highlighting his journey and his environmental cause. This type of visibility validates his achievements and keeps his supporters updated in real time ... and on the edge of their seats.

Dr Wilson aligns every mission with a cause close to his heart. During his record-breaking polar missions in Antarctica and Greenland, he raised nearly \$500,000 for the McGrath Foundation to help fund more Breast Care Nurses in Australia.

Click [here](#) to read more about this extraordinary polar explorer, veterinary surgeon and keynote speaker, including his personal video snapshot from the 600km Simpson Desert journey. You can follow his life and expeditions on Instagram @drgeoffwilson.



Picture: Dr Wilson and his dog Lily in the Simpson Desert, Central Australia

**Coming up**

Sept 28 - Oct 4  
**National Op Shop Week**

Oct 1  
**International Day of Older Persons**

Oct 1 - 31  
**Mental Health Month**  
**National Safe Work Month**  
**Buy Nothing New Month**  
**Breast Cancer Awareness Month**

Oct 10  
**Mental Health Day**  
**World Homeless Day**

Oct 16 - 22  
**National Food Week**

Oct 17 - 23  
**National Poverty Week**

Oct 24  
**United Nations Day**

Oct 31  
**Halloween**

POV 4TH EDITION

“ You don't need the extraordinary to create compelling content. Sometimes it's the small things that are worth capturing. ”

**Karen Eck**  
The Power of Visibility