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Do you wear an invisibility cloak at work?

It could be the reason you're missing out on the next big thing – a promotion, a gig, an opportunity that will advance or define your career.

You may be passed over for someone else, perhaps a "loud labourer" who is drawing attention to themselves, whether or not they are actually doing any productive work.

Sure, the quiet achiever gets the job done, but will they get the recognition needed for career progression?

The simple truth is that if you are not visible, you are out of sight, out of mind.

Research published in [Harvard Business Review](#) tells us that visibility is the #1 critical factor when it comes to promotion to a senior level. In a Silicon Valley tech survey of 240 senior managers, 'visibility' eclipsed factors such as technical competence, business skills, and leadership ability.

Visibility is being recognised and respected for your expertise in an industry or community. It creates doorways to opportunity.

So, why is professional visibility so hard to achieve for those who are truly deserving? And what can we learn from trailblazers who are paving the way?

I recently presented at the [Women in Media National Conference](#) and was inspired by the wisdom and insight shared by disruptors like media icon Ita Buttrose, Australian of the Year Taryn Brumfitt, and paralympian Ellie Cole.

Ita, a highly visible woman in business, reminds us to do the hard yards. "Don't wait for others to open the doors. Open them yourselves and even kick them down sometimes."

These women have at least one thing in common: they do not wear an invisibility cloak. They 'never give up', know how to avoid killer mistakes, and have a strong community of support.

* Karen Eck
Founder & Presenter, The Power of Visibility

Never give up

Australian icon Ita Buttrose has been a trailblazer in the media industry for 66 years, since becoming a copygirl at 15. She told Women in Media delegates: "Don't be afraid to push yourself forward, to recognise how good you are. You won't always be made to feel welcome and that doesn't mean you should give up."

We can be our own worst enemy when it comes to stepping forward.

"Life's only limitations are the ones we place on ourselves," Ita added.

The media pioneer recommends that if you feel unsure or uncomfortable standing out, know that you're more capable than you think and surround yourself with people who have your back.

"Realise how good you are ... someone needs to say that to you every day," Ita said.

Someone who lives and breathes positivity, despite incredible odds, is Australian of the Year, Taryn Brumfitt. She started her visibility journey 10 years ago with the launch of the award-winning documentary, *Embrace*. Her purpose, to change the conversations about body image, drives her aim to reach a million people through her programs during her year in the spotlight. She'll be addressing the [National Press Club](#) on October 31. The media coverage will further her cause.

Giving up has never been an option for champion swimmer Ellie Cole - Australia's most decorated paralympian. Despite winning 17 swimming medals, her proudest moment was outside the pool when she successfully lobbied the Australian government to pay her fellow paralympians the same as their Olympic counterparts.



Avoid killer mistakes

In my recent Power of Visibility workshop I discussed three killer mistakes that professionals often make in self-promotion.

The first mistake is thinking their work speaks for itself. Unfortunately, that's often not the case.

If you want to raise your professional profile, consider joining my next workshop in November [click here](#).

I'll empower you with practical ideas and provide a renewed perspective to help you overcome your barriers and step forward.

During the workshop, you'll learn:

- solutions to three common killer mistakes,
- how to create your visibility plan and
- immediate action steps.

The next Power of Visibility workshop will be held online. It will run for 3 hours with a 30-minute break.

You'll receive a workbook and a post-event check-in to help maintain momentum.

An early bird offer is now available.

[FIND OUT MORE](#)

To step up, first step out

To shed the invisibility cloak, step away from the desk. Seek out professional events that foster genuine connections and provide a sense of community.

Despite billions of devices and people connected via mobile, Zoom or email, there is a loneliness epidemic in society and the workplace.

Connection at home and in the community is what makes us human and happy. Our professional work needs connection too.

These are the factors that drive initiatives like [Collabor8Women](#), that bring diverse professional women together to enjoy great conversation around curated tables of eight at restaurants for the discerning foodie.



Coming up

September

- 21st International Day of Peace
- World Gratitude Day
- World Alzheimer's Day
- 30th International Podcast Day

October

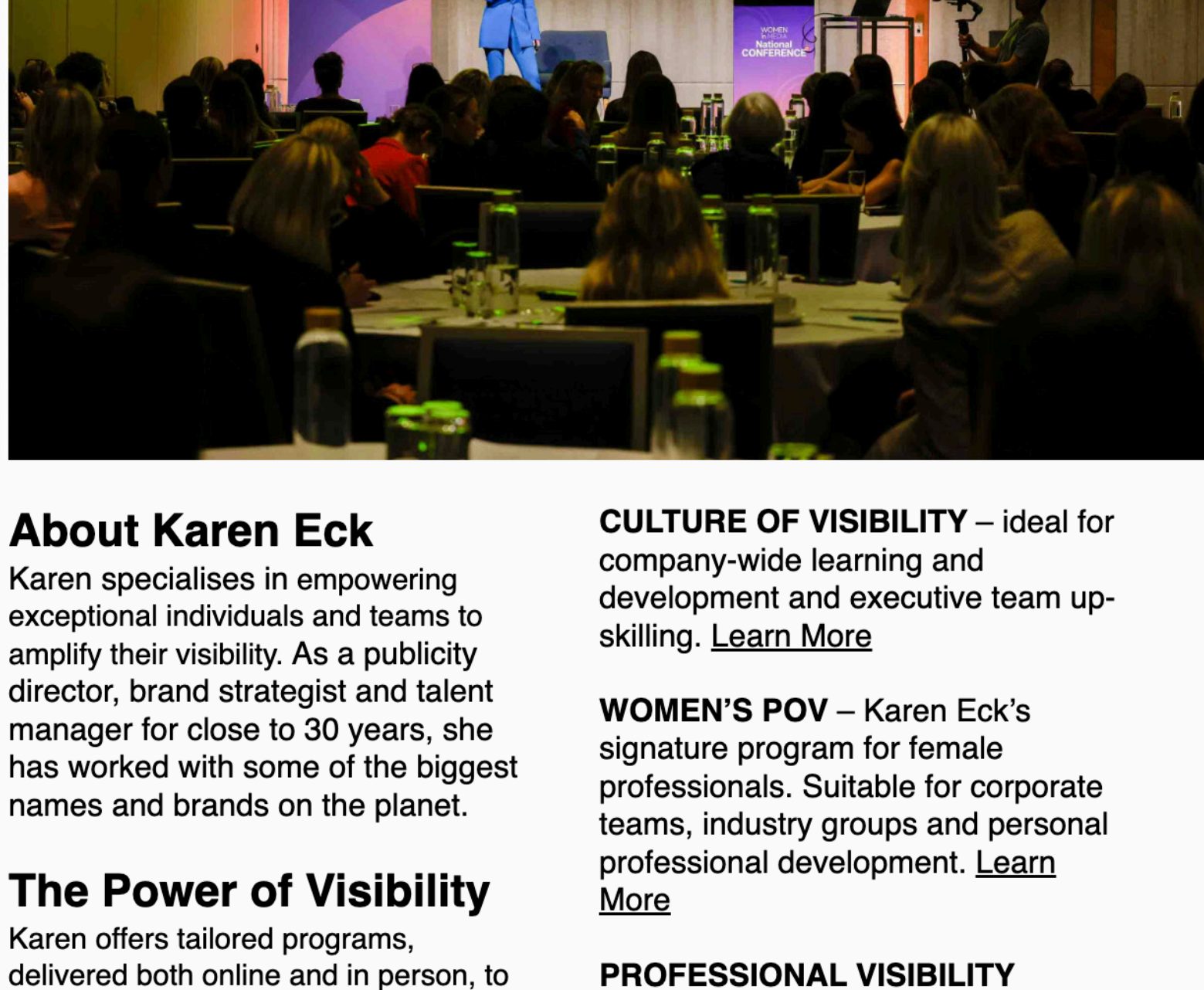
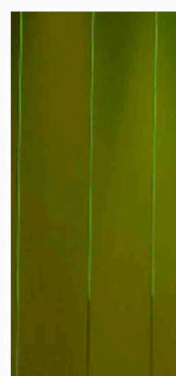
- Breast Cancer Awareness Month
- 4th World Space Week
- 10th World Mental Health Day
- 16th World Food Day
- 20th Ride to Work Day
- 24th United Nations Day
- 31st Halloween

November

- 1st-30th November; Ausmusic Month
- 6th National Recycling Week
- 11th Remembrance Day; POV Quarterly Workshop
- 13th World Kindness Day
- 18th Ausmusic T-Shirt Day
- 19th International Men's Day

December

- 1st World AIDS Day
- 3rd International Day of People with Disabilities
- 5th International Volunteer Day
- 6th Collabor8Women 2023 Cocktail Gala, Sydney



About Karen Eck

Karen specialises in empowering exceptional individuals and teams to amplify their visibility. As a publicity director, brand strategist and talent manager for close to 30 years, she has worked with some of the biggest names and brands on the planet.

The Power of Visibility

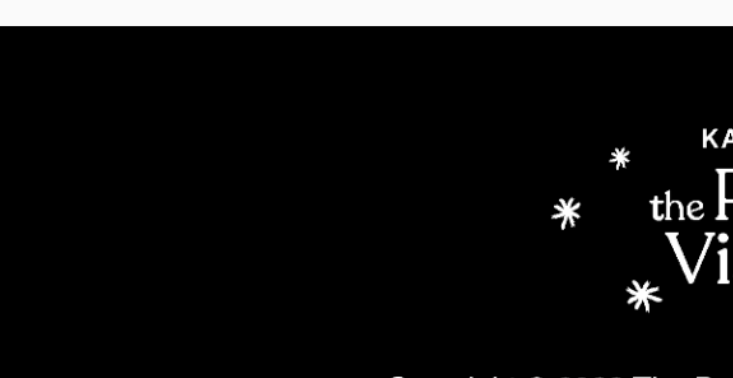
Karen offers tailored programs, delivered both online and in person, to enhance the professional brand visibility of everyone involved, from the executive team to subject matter experts on the frontline of business.

CULTURE OF VISIBILITY – ideal for company-wide learning and development and executive team up-skilling. [Learn More](#)

WOMEN'S POV – Karen Eck's signature program for female professionals. Suitable for corporate teams, industry groups and personal professional development. [Learn More](#)

PROFESSIONAL VISIBILITY QUARTERLY WORKSHOP – November, February, May, August
Next up: Sat 11 Nov, 2pm – 5pm.
Learn how to create and activate your visibility plan.
[Early Bird Available Now](#)

[FIND OUT MORE](#)



“ Out of sight. Out of mind. Shed the invisibility cloak. ”
Karen Eck
Founder & Presenter

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