



DEVELOPING VISIBILITY INTERNALLY

Dr. Rohini Anand

I've learned that people
will forget what you
said, people will forget
what you did, but
people will never forget
how you made them
feel.

Maya Angelou



AGENDA

WHAT does visibility in your organization look like?

HOW can you build your personal brand at work?

ACTION to enhance your leadership presence

IS THIS YOU?

“I am too busy working to worry about visibility or my personal brand. If I just do a good job at my work, I will get recognized.”



WHAT IS INTERNAL VISIBILITY?

Having a personal brand increases your visibility and gives you access to opportunities and growth

Being recognized for your unique attributes and skills

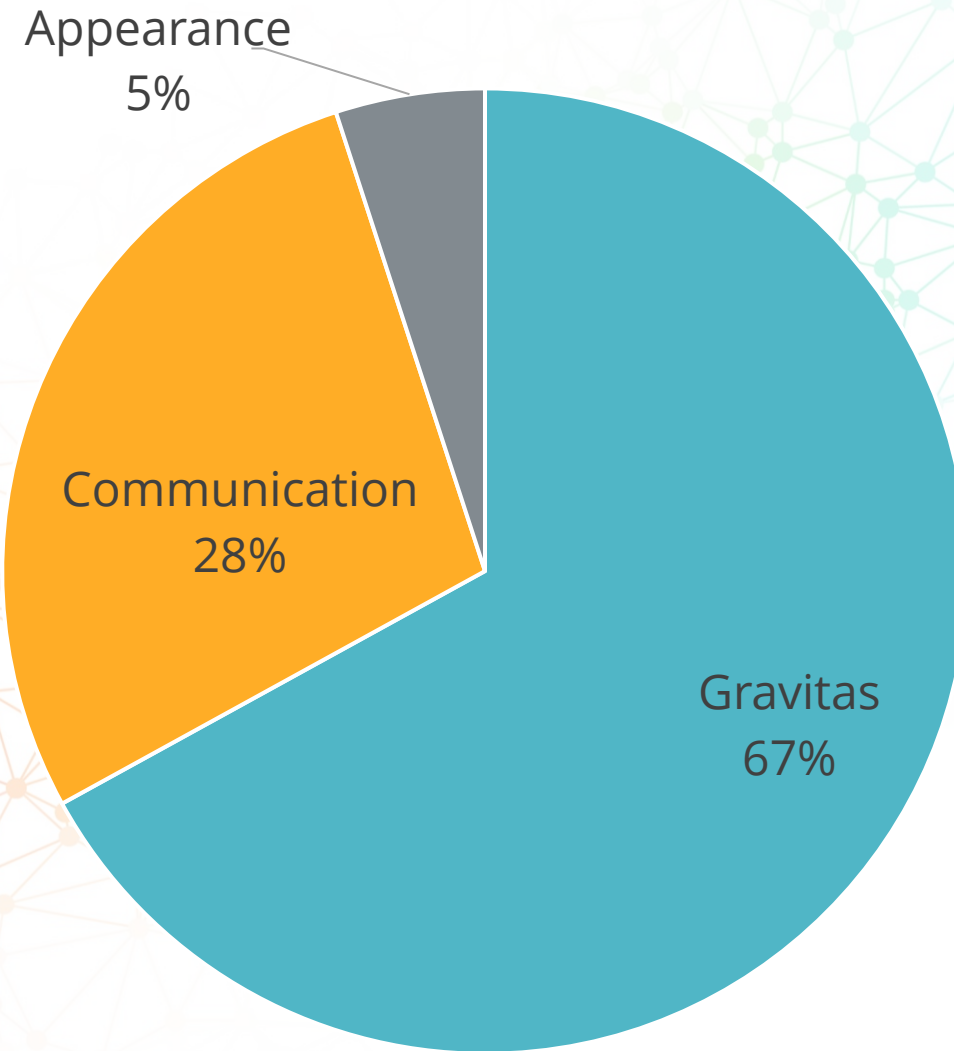
Being up to date in your field

Being resilient and adaptable

Having Executive Presence

What you call attention to, they will pay attention to

EXECUTIVE PRESENCE: A KEY COMPONENT OF

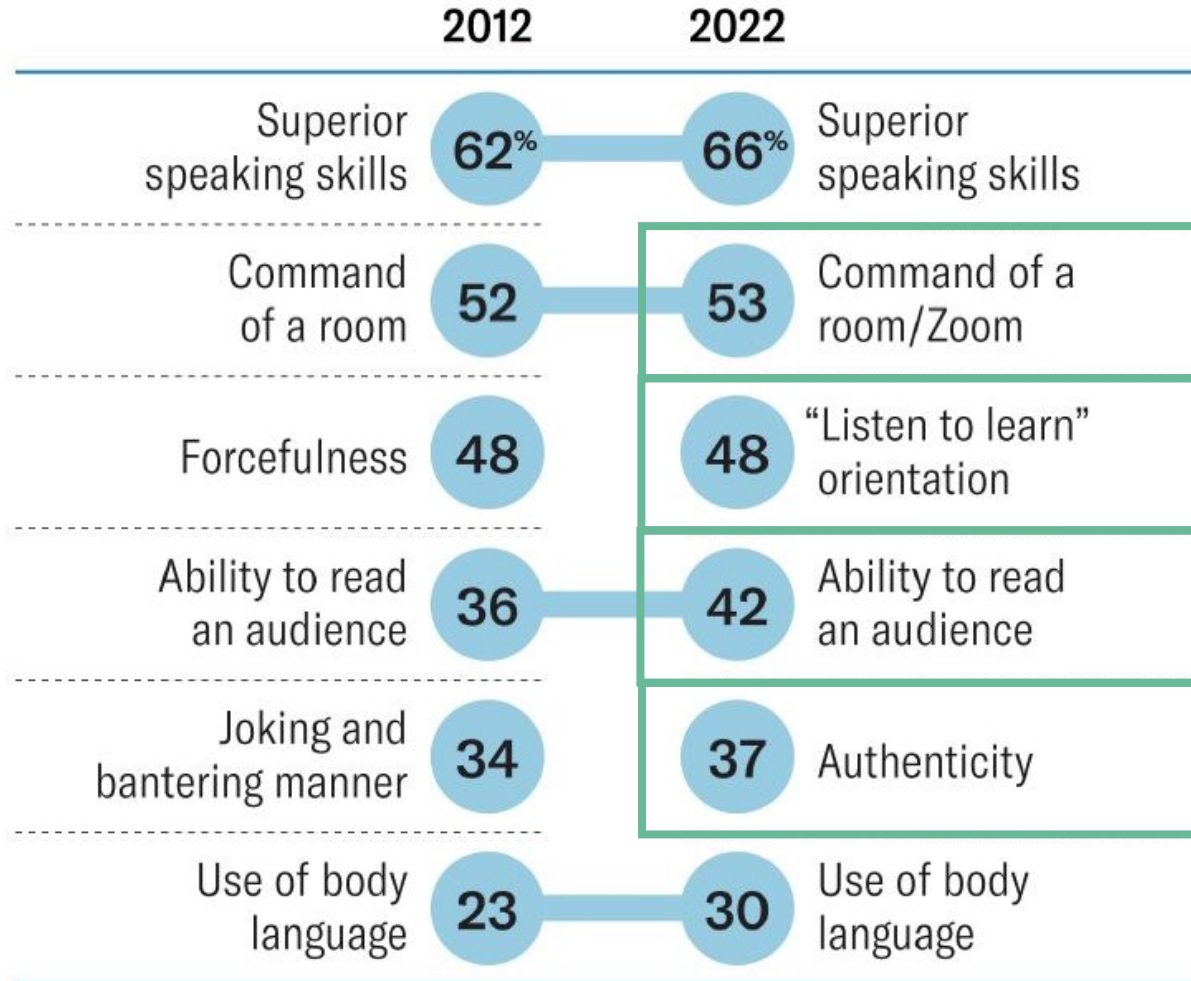


GRAVITAS TRAITS



Reference: HBR / Magazine Article / The New Rules of Executive Presence

COMMUNICATION TRAITS



Reference: HBR / Magazine Article /
The New Rules of Executive Presence

APPEARANCE TRAITS



Reference: HBR / Magazine Article /
The New Rules of Executive Presence

THE HOW OF YOUR PERSONAL BRAND

Define your personal brand: what do you want to be known for?



How are you unique?

**What do you bring that
no one else does?**



What do you stand for?

What are your values?



**What can you bring to
the table?**

**What are your
contributions?**

THE HOW OF YOUR PERSONAL BRAND



INNOVATOR

Find initiatives aligned with your brand; or lead their creation



CREATOR

Create and share content; be generous



CONNECTOR

Communicate your unique value and bring people together

WHAT DOES IT TAKE



ABILITY TO INFLUENCE TAKES



TAKE ACTION

Think about someone who has “presence” and a strong brand that you respect and admire:

1

**How do they impact you/others?
What do you observe?**

2

**Reflect on your own brand and
what still needs to be done to
enhance your leadership presence.**

3

**Share one thing you will focus on
when you get back to your
workplace**

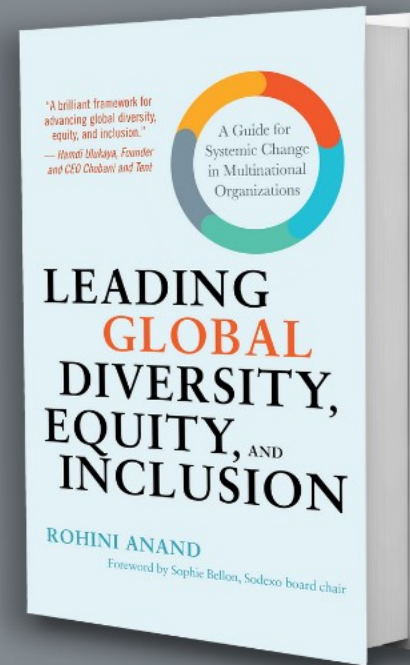


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