

11 Ways savvy execs **multiply** **their impact**

(by growing
the visibility
of their team)





1. Identify your natural ambassadors

Look for those who already love sharing their work.

NEXT STEP:

Coach them to dedicate 2 hrs/week (5% of their work time) to thought leadership activities.



2.

Amplify each other across external platforms

Have team members share and build on each other's insights.

NEXT STEP:

Create a weekly "share & celebrate" email highlighting team visibility wins.





3.

Celebrate team wins publicly

Recognition builds confidence
for more visibility.

NEXT STEP:

Tag team members in company
social posts about project
successes.





4.

Match visibility opportunities to personality types

Introverts might write,
extroverts might speak.

NEXT STEP:

Create a visibility preference survey to understand comfort zones.

Bonus: This is an opportunity to coach people beyond their zone.



A red brushstroke graphic that partially obscures the number 5.

5.

Showcase diverse voices and perspectives

Different team members
connect with different
audiences.

NEXT STEP:

Rotate who represents your
company at industry events
and panels.



A red brushstroke graphic that serves as a background for the number 6.

6.

Train leaders in authentic communication

Personality trumps polish for
building trust.

NEXT STEP:

Host a storytelling workshop
focused on sharing "why I do
this work".





Make visibility part of professional development

Help team members set personal visibility goals such as speaking at conferences or on webinars, writing, etc.

NEXT STEP:

Add an external visibility metric to quarterly reviews.





8.

Connect visibility efforts to business outcomes

Track how team exposure translates to opportunities.

NEXT STEP:

Ask new clients how they first discovered your company or team member.



9.

Create playbooks for consistent messaging

Give leaders tools to represent your brand confidently.

NEXT STEP:

Develop a one-page key message document for common questions.



10.

Share the spotlight deliberately

When you're invited to speak, bring someone along. Better yet, if appropriate recommend others for the spot – or have them join you on stage.

NEXT STEP:

Practice the "plus-one rule" for all external opportunities.



11.

Invest in social media training for your team.

Give them tools to engage
digitally in a way that makes an
impact.

NEXT STEP:

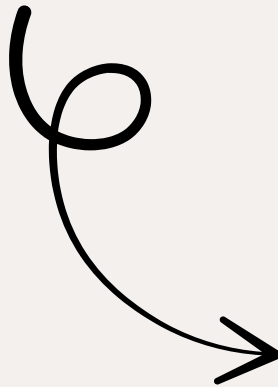
Schedule monthly
30-minute platform-specific
training sessions.



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