

11 Ways to leverage **your team's visibility** to grow your organization

- 1. Identify your natural ambassadors**

Look for those who already love sharing their work
- 2. Amplify each other across external platforms**

Have team members share and build on each other's insights
- 3. Celebrate team wins publicly**

Recognition builds confidence for more visibility
- 4. Match visibility opps to personality types**

Introverts might write, extroverts might speak
- 5. Showcase diverse voices & perspectives**

Different team members connect with different audiences
- 6. Train leaders in authentic communication**

Personality trumps polish for building trust
- 7. Make visibility part of prof. development**

Help team members set personal visibility goals
- 8. Connect visibility efforts to business outcomes**

Track how team exposure translates to opportunities
- 9. Create playbooks for consistent messaging**

Give leaders tools to represent your brand confidently
- 10. Share the spotlight deliberately**

When you're invited to speak, bring someone along
- 11. Invest in social media training for the team**

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