

The Visibility Trap Self-Assessment

Are You Stuck in the Competency Penalty?

Discover where you stand and get your personalized roadmap

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Helping high performers escape the competency penalty and accelerate their careers

How to Use This Assessment

Answer each question honestly based on your current situation. There are no "wrong" answers—this is about identifying where you are so you can create a strategic plan to move forward.

Scoring:

- Never/Rarely = 1 point
 - Sometimes = 2 points
 - Often = 3 points
 - Always/Very Often = 4 points
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Part 1: The Competency Penalty (24 points possible)

1. When you consistently deliver excellent work, do you get rewarded with more work rather than recognition? ☐ Never/Rarely (1) ☐ Sometimes (2) ☐ Often (3) ☐ Always/Very Often (4)

2. Do leaders assume you'll handle difficult projects because "you always get things done"? ☐ Never/Rarely (1) ☐ Sometimes (2) ☐ Often (3) ☐ Always/Very Often (4)

3. Has your high performance become so expected that it no longer gets noticed? ☐ Never/Rarely (1) ☐ Sometimes (2) ☐ Often (3) ☐ Always/Very Often (4)

4. Do you feel "too good at your job" to be promoted out of it? ☐ Never/Rarely (1) ☐ Sometimes (2) ☐ Often (3) ☐ Always/Very Often (4)

5. Have you watched less competent colleagues advance while your role stays the same? ☐ Never/Rarely (1) ☐ Sometimes (2) ☐ Often (3) ☐ Always/Very Often (4)

6. Do you receive praise for execution but rarely get asked for strategic input? ☐ Never/Rarely (1) ☐ Sometimes (2) ☐ Often (3) ☐ Always/Very Often (4)

Part 1 Score: ____ / 24

Part 2: Heads-Down Problem (16 points possible)

7. Do you prioritize completing daily tasks over networking and relationship building? ☐

Never/Rarely (1) ☐ Sometimes (2) ☐ Often (3) ☐ Always/Very Often (4)

8. Have you turned down opportunities to join committees or projects because you're "too busy"?

☐ Never/Rarely (1) ☐ Sometimes (2) ☐ Often (3) ☐ Always/Very Often (4)

9. Do you primarily interact with your immediate team rather than cross-functional colleagues? ☐

Never/Rarely (1) ☐ Sometimes (2) ☐ Often (3) ☐ Always/Very Often (4)

10. When you have extra time, do you focus on perfecting your current work rather than strategic activities? ☐ Never/Rarely (1) ☐ Sometimes (2) ☐ Often (3) ☐ Always/Very Often (4)

Part 2 Score: ____ / 16

Part 3: Strategic Visibility (20 points possible)

11. Do you communicate your work in terms of business impact rather than task completion? ☐

Never/Rarely (1) ☐ Sometimes (2) ☐ Often (3) ☐ Always/Very Often (4)

12. Are you known for solving problems across multiple departments? ☐ Never/Rarely (1) ☐

Sometimes (2) ☐ Often (3) ☐ Always/Very Often (4)

13. Do senior leaders seek your input on strategic initiatives? ☐ Never/Rarely (1) ☐ Sometimes (2) ☐

Often (3) ☐ Always/Very Often (4)

14. Have you volunteered for high-visibility, cross-functional projects in the past year? ☐

Never/Rarely (1) ☐ Sometimes (2) ☐ Often (3) ☐ Always/Very Often (4)

15. Do you document and track your accomplishments for future reference? ☐ Never/Rarely (1) ☐

Sometimes (2) ☐ Often (3) ☐ Always/Very Often (4)

Part 3 Score: ____ / 20

Part 4: Relationship Building (16 points possible)

16. Do you have advocates in leadership who would speak positively about you when you're not in the room? ☐ Never/Rarely (1) ☐ Sometimes (2) ☐ Often (3) ☐ Always/Very Often (4)

17. Are you known by colleagues outside your immediate department? ☐ Never/Rarely (1) ☐

Sometimes (2) ☐ Often (3) ☐ Always/Very Often (4)

18. Do you regularly provide value to others through knowledge sharing, introductions, or assistance? ☐ Never/Rarely (1) ☐ Sometimes (2) ☐ Often (3) ☐ Always/Very Often (4)

19. Have you built meaningful professional relationships in the past six months? ☐ Never/Rarely (1)

☐ Sometimes (2) ☐ Often (3) ☐ Always/Very Often (4)

Part 4 Score: ____ / 16

Your Visibility Trap Assessment Results

Total Score: ____ / 76

Scoring Breakdown:

60-76 Points: Strategic Visibility Master 🎉

Congratulations! You've successfully avoided the visibility trap. You understand how to balance excellent execution with strategic positioning. Continue leveraging your visibility to accelerate your career growth.

Your Next Steps:

- Consider mentoring others who are stuck in the visibility trap
- Continue building on your strategic positioning strengths
- Look for opportunities to share your visibility strategies with others

45-59 Points: Emerging from the Trap 💡

You're on the right track but still have some visibility gaps. You understand the importance of strategic positioning but may not be consistently applying it.

Your Focus Areas:

- Increase cross-functional collaboration
- Communicate more impact stories
- Build relationships with senior stakeholders
- Volunteer for strategic projects

Your Next Steps: Pick one area above and create a focused improvement plan.

30-44 Points: Caught in the Visibility Trap ⚠️

You're experiencing the competency penalty. Your excellent work isn't translating to career advancement because of visibility issues.

Your Priority Actions:

1. Start documenting your accomplishments with business impact
2. Identify 2-3 strategic projects to pursue
3. Build relationships outside your immediate team
4. Reframe your communication to focus on outcomes

Your Next Steps: Take the 30-Day Visibility Challenge to systematically address these gaps.

15-29 Points: Deep in the Trap 🚨

You're likely frustrated by your career progress despite doing excellent work. The competency penalty is significantly impacting your advancement.

Your Immediate Actions:

1. Start today: Document one recent accomplishment with its business impact
2. This week: Have a conversation with someone outside your department
3. This month: Volunteer for one cross-functional initiative
4. Consider: Working with a career coach to accelerate your progress

Your Next Steps: Take the 30-Day Visibility Challenge and consider professional coaching support.

Ready to Transform Your Career?

No matter your score, you can break free from the visibility trap with the right strategy and consistent action.

Get Your Complete Transformation Kit:



Track Progress: [Get the Simple Accomplishment Tracker]



Learn the Strategy: [Read the complete "Visibility Trap" blog post]



Get Personalized Help: [Schedule a strategic career coaching consultation]

Follow Impactful Futures for more career advancement strategies:

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"Excellence without visibility leads to career stagnation, not career acceleration."

— **Mary K. Trostmann-Tully, Impactful Futures**

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