



## Visibility and the Strategic Network - See and be seen

Visibility and sponsorship go hand in hand in the workplace. There have been many times during my career when I saw promotions and plum assignments go to individuals that I didn't think were as deserving based on capabilities and merit. There were times when I didn't feel in the inner circle and my relationships were only on the surface level.

Much to my discomfort as an introverted engineer in the energy industry, building relationships and who knows you/who you know is important. I thought long and hard on what my strategic network should be like; who I should be building solid and lasting relationships with. Perhaps it's not only technical merit, but who knows about it.

Find out who is important to you in order to foster growth and achieve success. Map out who-is-who in your zoo. Meet up for coffee or have an informal chat at the water cooler. Find out what's on their mind. Is there an accomplishment or a cool piece of your work that you can share that might help or start a collaboration around their challenge. Have you shared the types of work you are interested in pursuing? Is there a hi-vis project you can raise your hand for? Speak up in meetings. Make your career aspirations known.

A sponsorship culture also has the potential to enhance diversity and inclusion within an organization. Companies can create a culture of support and mentorship, which enhances employee engagement and motivation. It creates loyalty among employees as they feel valued in their learning, growth, and career progression.

It's vital to getting your name mentioned in the room where decisions are made, being included in career shaping projects, and eventually, landing that promotion. If other people don't know what you've accomplished/what you can do/what you want, you'll never achieve your full potential for advancement.

It's doable. You got this. People want to support and help. Start slow. It's worked wonders for the introvert in me.

Be Inspired. Be Inspiring.  
Stacie

## Client Story

VP Health & Safety at a Mining Organization

Working on re-building a strong set of relationships with colleagues to feel closer to her peer group, to get initiatives off the ground, and to elevate her voice. She wants to create an increased presence and visibility around the firm. To know and to be known.

She was realizing the importance of focusing on her internal network and being part of the conversation. She wanted to regain her key relationships in the inner circles of the firm. She saw other colleagues having tight bonds and wanted that back for herself.

We worked on creating her strategic network. She began to map out the stakeholders and colleagues that she needed to gain visibility with. We used the visual of a bullseye - an inner circle of primary relationships, followed by secondary and tertiary relationships.

Her primary relationships were key players in her world that could help move her big strategic initiative forward, provide feedback, and sponsorship. They had significant influence on others as well. Mobilizing these relationships would grant her more as she moved farther into her network map. We discussed what the objective is of each of these relationships and which of her initiatives/projects does the relationship tie into. What is the win-win for each relationship?

As she mapped things out, for her inner, second, and third circle relationships - what is the agenda, what is the frequency, how can we be allies. She realized the importance of planning - If she set an agenda, she felt more aware and less lost around the why. Being prepared helped her with key messages, staying on topic, and truly fostering her "revitalized" partnerships.

Demonstrating strategic thinking and networking capabilities is a key element that her leader also wanted to see, but more importantly, she found it elevated her own voice within the firm. Besides building her strategic relationships and gaining visibility, she realized another win - enhancing a greater understanding of the business and the organization. This serves her in adding to the strategic content of her projects and communicating with a greater connection to the organization's priorities.

*"WHEN A (WO)MAN IS OUT OF SIGHT, IT IS NOT TOO LONG BEFORE (S)HE IS OUT OF MIND. - VICTOR HUGO*