



# Perception & Positioning Audit: Your Executive Visibility Playbook

**Use this tool to uncover why your excellence may be going unnoticed—and how to shift your narrative to unlock next-level opportunities.**

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## Part 1: Self-Perception Check

Answer honestly:

- ☐ I can clearly articulate how my work ties to enterprise priorities (revenue, risk, growth, reputation, retention).
- ☐ I have a personal “leadership brand statement” others could repeat accurately.
- ☐ My value is understood outside of my immediate function or department.
- ☐ I’m regularly recognized for strategic impact—not just execution.
- ☐ When I speak, it shifts conversations or decisions at a higher level.

Scoring:

- 4–5 checks: You're well-positioned—now double down on visibility.
- 2–3 checks: You have strong performance but need to sharpen your narrative.
- 0–1 checks: It's time to rethink how you're being seen—and by whom.

## Part 2: Visibility Audit

Ask yourself:

Where am I showing up?

- ☐ Executive-level meetings
- ☐ Cross-functional initiatives
- ☐ Company-wide communications (emails, town halls, videos)
- ☐ Internal mentoring or leadership forums
- ☐ External events or industry conversations

Where do I need to show up more?

List 1–2 high-leverage spaces where your absence may be limiting your influence.

## Part 3: Perception Gap Finder

Ask 3 trusted peers or senior colleagues:

“What’s the first thing that comes to mind when you think of my leadership style or impact?”

Write down what they say.

Then ask yourself:

Does this match the brand I want to be known for?

What needs to shift in how I show up or communicate?

## Part 4: 90-Day Executive Visibility Plan

Choose one from each category to implement over the next quarter:

- ♦ Elevate Your Brand

Update your internal bio or “About Me” slide with strategic language

Share one thought leadership piece on LinkedIn or internal comms

- ♦ Strengthen Strategic Proximity

Schedule a skip-level meeting with your boss’s boss

Join a cross-functional or enterprise-level working group

- ♦ Signal Leadership Readiness

Volunteer to lead a stretch project outside your domain

Speak up with a strategic POV in at least 3 senior-level meetings



## **Final Tip:**

Ask this question every month:

*“What’s one thing I did this month to be seen as a next-level leader?”*

Because excellence is the foundation.  
But visibility, narrative, and alignment?  
That’s the elevation.