

wheel of visibility



Welcome!

Visibility has never been more important.

Over the last few months, the topic I have been asked to present on time and time again is visibility. How to stay visible when working from home, and how to have online presence.

Your audience need to know what you do, where to find you and what it's like to work with you. What is it like in 'your world', what will they experience?

By being visible, showing up and sharing content, you are allowing your audience to build trust and recognise you as the visible expert, the go-to person in your field. When the time is right to buy, they know it's you they want to buy from.

The Wheel of Visibility has been created to support you with your own Visibility Strategy. It's a starting point to help you assess where you are now and your priorities moving forwards.

The Wheel has been provided for your personal use. We ask you not to share or reproduce it without the prior permission of Deborah Ogden Limited.

Please let me know how you go on, via social media.

Bestest

Deborah



Wheel of Visibility

The Wheel is a useful tool to gain an insight into your current strengths and areas for development.



1. Starting from the centre of the Wheel, consider each question and shade in each segment to the degree of satisfaction.
2. Make an honest assessment of where you are now. Is this something you need to start? Do you need more clarity? Are you showing up consistently?
3. Completely shaded means 100% satisfaction. Start with your least shaded - this is where you should focus your efforts.
4. As you work on each area, each segment of the Wheel will impact on other areas, therefore it is useful to review it every six months or so.
5. We can always improve, so it is unlikely you will ever be fully shaded in all areas!



I'd love you to connect.

I can be found across the following social media platforms:



www.linkedin.com/in/deborahjogden



www.twitter.com/DO_impact



www.instagram.com/DO_impact



www.youtube.com - search Deborah Ogden Limited



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