MODULE OVERVIEW

Your work won't speak for itself: Get noticed

Adaptive module | ~20 min

"Do good work and you'll get noticed": this promise holds less and less as organizations grow and go digital. This module grounds self-marketing in self-esteem, stating your true worth without underselling or inflating it, and builds it on three pillars: image, visibility, and career path. It comes with one strong tool, the mini 360-degree review by email, and an often-forgotten role: managers as amplifiers of their team's visibility.

LEARNING OBJECTIVES

01 Make an honest assessment of your image: values, talents (including Gallup's 34 talents), weaknesses, and what makes you unique.

02 Compare your self-image with others' view in a mini 360-degree review: three questions to about fifteen friends and colleagues.

03 Gain visibility in meetings and online: speaking up, cross-functional projects, and a profile maintained with AI support.

04 Steer your career path by stating your ambitions early, and, as a manager, amplify the visibility of your team members.

WHO IT'S FOR

Anyone who wants to be seen for what they bring, and managers who help their team shine.

- **Prerequisite:** none

HOW THE MODULE WORKS

Self-paced, with practice tailored to each learner.

1 **Self-assessment**: on 9 dimensions, to gauge current habits and guide the practice.

2 **Expert video**: 10 minutes, with 3 pauses for reflection.

3 **Practice scenarios**: the first 2 chosen from the self-assessment, then 16 optional ones. Every answer gets feedback: what it leads to, and one way to improve.

4 **Dated commitment**: one action to try, written by the learner or picked from the suggestions.

5 **Memo to download**: key takeaways, questions, commitment, personal notes and checklists.

ASSESSMENT AND COMPLETION

Pass mark: 80%

The score takes into account your answers to the practice scenarios, your commitment and, where relevant, any additional learning activities. Passing requires a commitment and a score of at least 80%.

METHODS & MODELS

- Gallup's 34 talents (CliftonStrengths), grouped into 4 domains (Executing, Influencing, Relationship Building, Strategic Thinking) – Gallup
- Personal SWOT – adapted from the classic tool for strategic analysis
- Mini 360-degree review – Afthonios method, similar to the classic 360-degree feedback used in HR

SOURCES & REFERENCES

- Gallup – the CliftonStrengths assessment identifies 34 dominant talents, grouped into four domains (Executing, Influencing, Relationship Building, Strategic Thinking)
- LinkedIn Help, Create a Good LinkedIn Profile – complete profile, professional visibility, and opportunities
- Albert Bandura (1977) – self-efficacy and mastery experiences
- Kristof-Brown et al. (2005) – fit between the person, the job, and the organization

Module created by Afthonios.com.

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