



Leadership Visibility Diagnostic™

Discover your #1 Growth Blocker &
Start Owning the Room.



www.luizanovac.com



Introduction – Why Competence Alone Isn't Enough

You're good at your job. People rely on you.

But somehow, when leadership conversations happen, you're not in the room.

The invisible ceiling?

It's not about skills. It's about how **visible** and **positioned** you are in the eyes of decision-makers.

This diagnostic helps you uncover where you are being overlooked – and what you can do about it.

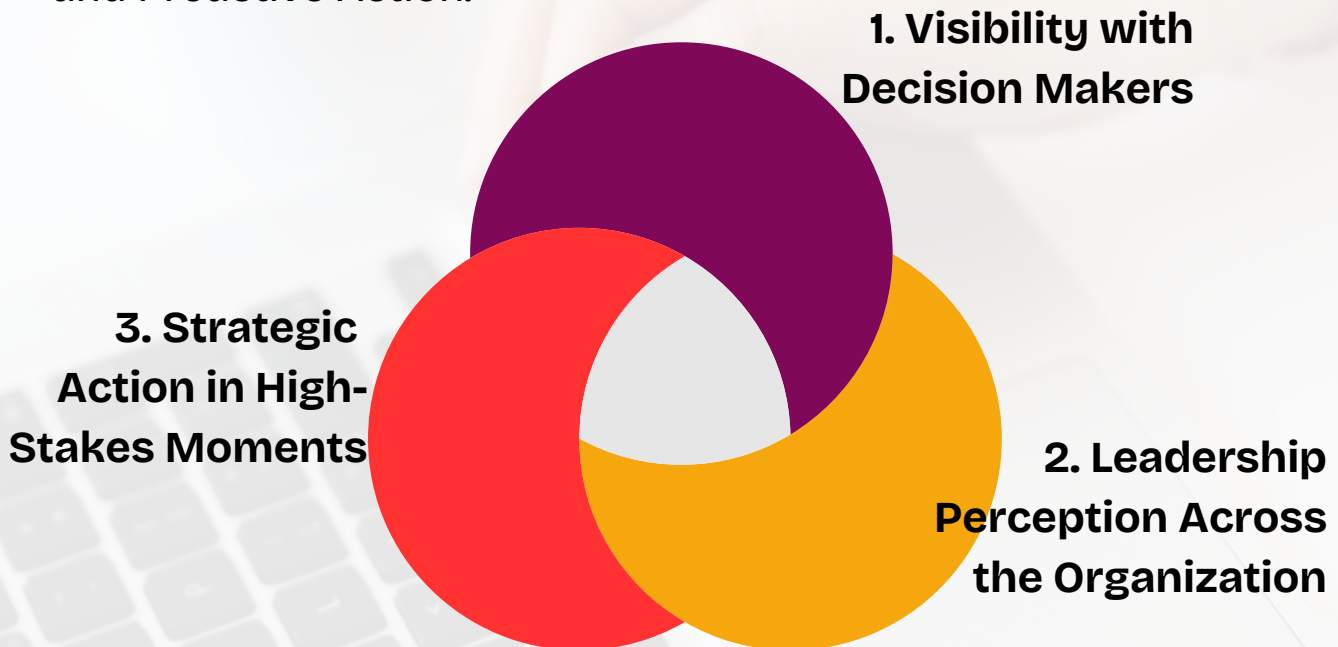
How to use this checklist

- Answer 15 questions across 3 categories, **scoring them 1 to 5**. [1-Rarely, 2-Occasionally, 3-Often, 4-Very often, 5-Always]
- Add your scores to find your Leadership Visibility Profile.
- Get a clear action focus for your next move.



The Leadership Visibility Map

Growth happens at the intersection of Perception, Presence, and Proactive Action.



Diagnostic Questions

Domain 1: Visibility with Decision Makers

- 1.I initiate strategic conversations with senior leaders, beyond my direct responsibilities.
- 2.I proactively share insights that align with the company's long-term vision.
- 3.My contributions are visibly recognized in cross-functional meetings.
- 4.I ensure my work and achievements are shared beyond my immediate team.
- 5.I follow up important discussions with concise strategic summaries to key stakeholders.



Diagnostic Questions

Domain 2: Leadership Perception Across the Organization

6. I am seen as a go-to person when colleagues face ambiguity or complex decisions.
7. My peers describe me as someone who “shapes direction” rather than just executing tasks.
8. I’ve been recommended by others for leadership opportunities without having to self-promote.
9. I am regularly invited into projects or task forces that have high strategic impact.
10. I intentionally cultivate relationships outside my function to broaden influence.

Domain 3: Strategic Action in High-Stakes Moments

11. I handle unexpected escalations with a calm, solution-driven approach.
12. When tensions rise, I am the one who reframes the conversation towards future outcomes.
13. I actively engage in decision-making processes during crises, rather than waiting to be consulted.
14. I challenge leadership when necessary, without damaging relationships.
15. I take ownership of situations that others tend to avoid or defer.



Scoring & Leadership Profiles

Calculate your score:

- Visibility with Decision Makers (Sum Q1-5): _____
- Leadership Perception Across Org (Sum Q6-10): _____
- Strategic Action in High-Stakes (Sum Q11-15): _____

Your Total Score: _____



Leadership Visibility Profiles

15–30 Points → The Invisible Expert

- You're excellent at delivering results, but you operate in the shadows.
- Decision-makers recognize your work, but not you as a strategic contributor. You're seen as reliable, yet replaceable.

Perception Risk:

- Seen as a high-performing executor, not as a strategic thinker.
- Others assume you are content in your current role.
- Your potential is invisible because you wait to be “discovered.”

Typical Patterns:

- You prioritize “doing the work” over “showing the value.”
- You avoid or feel uncomfortable with self-promotion.
- You rarely interact with leadership unless directly asked.

Your Next Focus:

1. Visibility Positioning: Regularly bring forward strategic insights in broader forums.
2. Leadership Narrative: Start crafting how you want to be perceived, not just how you're evaluated.
3. Proactive Engagement: Find excuses to initiate interactions with decision-makers.

Immediate Action Tip:

Start a weekly habit of sharing a short “insight email” to key stakeholders, highlighting strategic observations—not just updates.



31–45 Points → The Trusted Manager

- You are well-regarded, but stuck in the “safe hands” category.
- People respect your competence and leadership within your domain. But when it comes to opportunities with bigger strategic weight, you are not top of mind.

Perception Risk:

- Seen as a dependable executor of plans, but not as the person who shapes them.
- Peers and leaders rely on you, but don't elevate you into strategic conversations.
- You risk being boxed into operational excellence while others with less competence get promoted.

Typical Patterns:

- You are included in project execution, but not in vision-setting.
- Your network is solid within your team, but limited across departments.
- You may be missing from “informal influence” circles (task forces, strategic brainstorming, etc.).

Your Next Focus:

1. Strategic Presence: Shift conversations from operational updates to business impact discussions.
2. Influence Circles: Actively seek cross-functional visibility by joining initiatives outside your area.
3. Stakeholder Management: Build advocacy relationships beyond your direct reporting line.

Immediate Action Tip:

Schedule monthly 1:1s with 2-3 senior leaders outside your function. Use them to offer strategic insights, not to ask for favors.



46–60 Points → The Emerging Leader

- You're on the radar—but still not owning the room.
- You've done a lot of the hard work to be seen, but you now need to shift from “being noticed” to “being trusted with influence.” You're transitioning into strategic leadership, but need to cement your executive presence in high-stakes arenas

Perception Risk:

- You are seen as “promising” but not yet “ready” for top-tier leadership roles.
- Senior stakeholders may still be testing your readiness for bigger bets.
- You may unconsciously dilute your impact by staying in collaborative, rather than directive, postures.

Typical Patterns:

- You're invited to strategic conversations, but your influence in decision-making is inconsistent.
- You may hesitate to challenge upwards or to own bold positions.
- You blend in, instead of leading the tone and direction of key discussions.

Your Next Focus:

1. Executive Presence Mastery: Deliberately command attention through gravitas, concise articulation, and decisive input in meetings.
2. High-Stakes Ownership: Position yourself as the natural choice to lead complex, visible initiatives.
3. Strategic Storytelling: Build a strong leadership narrative that ties your past contributions to the company's future needs.

Immediate Action Tip:

For every high-level meeting, prepare 2 “power statements” that shift the discussion from task status to strategic implications. Claim ownership visibly.



61–75 Points → Strategic Influencer

- You are no longer waiting to be seen – you're shaping the conversations that matter.
- You've built a strong reputation across the organization as a leader who thinks ahead, acts decisively, and influences outcomes. Your visibility isn't accidental; it's intentional and strategic.

Perception Advantage:

- You are perceived as a trusted advisor by senior leadership.
- Your name comes up in discussions about future opportunities – even in rooms you're not in.
- You're recognized for your ability to lead through complexity, not just manage tasks.

Typical Patterns:

- You are invited to high-stakes forums and your input shapes decisions.
- You proactively navigate cross-functional dynamics to amplify your influence.
- You focus on elevating others, knowing that strategic influence is not about personal spotlight, but about steering collective impact.

Your Next Focus:

1. Consolidate Influence Beyond the Organization: Position yourself as a thought leader externally – industry panels, keynotes, strategic collaborations.
2. Architect Strategic Initiatives: Lead initiatives that have a long-term business or cultural impact.
3. Mentor Emerging Leaders: Cement your leadership legacy by developing others and expanding your sphere of influence.

Immediate Action Tip:

Identify a business-critical challenge where you can architect a cross-departmental task force. Position yourself as the strategic orchestrator, not just a participant.



Your Visibility Breakthrough Starts Now

You've identified where you stand today:

→ Whether as an **Invisible Expert, a Trusted Manager, or an Emerging Leader**,
the truth is – you've outgrown where you are.

But **hard work alone won't take you to the next level.**

What will? → **Strategic Visibility. Influential Presence. Executive Positioning.**

- The kind of positioning that makes decision-makers see you as the natural choice for bigger, more meaningful leadership opportunities.

What Happens Next?

I invite you to a **15-minute Leadership Visibility Call**.
But this is not a discovery call. It's a strategic micro-consultation where:

1. We'll pinpoint the **#1 Perception Gap** holding you back.
2. I'll share a **custom visibility focus area** you can start implementing immediately.
3. If I see you're a fit for the **Invisible to Unstoppable™ Program**, I'll walk you through how we could work together to accelerate your journey.

This isn't about generic advice.

It's about making sure your next level of impact is no longer invisible to those who matter.



Who is this for?

- ✓ High-performing professionals who are ready to be perceived as strategic leaders.
- ✓ Those tired of waiting for recognition, and ready to create it intentionally.
- ✓ Individuals who want to turn visibility into influence and influence into opportunity.

Let's Take the First Step Together.

➔ Book Your Leadership Visibility Call Here:

BOOK NOW



You don't need more credentials.

You need **the right strategy to transform how you are seen, heard, and valued** at leadership tables.

Inside Invisible to Unstoppable™, we equip you with the tools, frameworks, and personal coaching to make that happen – but it all starts with this conversation.

See you on the call.

– **Luiza Novac Nomicos** | Executive Coach & Mentor

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