

The BOLD MOVES brief

EPISODE 1

OOPS, YOU THOUGHT THAT WAS ENOUGH?

Why hard work alone doesn't get you noticed

THE CORE TRUTH

Being brilliant at your job is the starting point, not the strategy.

**VISIBILITY > CAPABILITY.
CLARITY > COMPLIANCE.**

If you're not speaking up, shaping your story, and nudging forward, you're not stuck, but you are invisible.

KEY TAKEAWAYS

Your work doesn't speak for itself. You do.

If you're waiting to be noticed, you're stuck in "maybe next year" mode.

"Safe pair of hands" = career friend zone.

Translation: reliable, not remarkable. That's fixable.

People promote outcomes, not effort.

Don't list what you did. Say what it changed.

Clarity is your biggest career flex.

Want to be remembered? Be clear. On who you are, what you bring, and what you want.

Feedback fuels visibility.

Ask how you're perceived, not just what you've achieved.

ACTION MOVES TO TRY

Rewrite Your Email Signature

Turn it into a 1-line clarity statement. Examples:

- "Digital firefighter. Calm under pressure."
- "Fixer of things. Lifter of people. Bringer of cake."

Ask for Impact Feedback

"Hey, I'm working on how I show up. What impression do you think people walk away with when I speak?"

Plant a Seed in Your 1:1

"I'd love to lead X next. What would you need to see from me?"

CONVERSATION STARTER WITH YOUR BOSS

What's one thing you've done recently that made a real difference, but might not be on your manager's radar?

NAME IT. DISCUSS IT. CELEBRATE IT.

Build a habit of naming outcomes, not just activities.

ADD THIS TO YOUR BOLD MOVE BANK

What's your clarity statement (Your career tagline)?

A one-liner that captures how you show up and add value.

Think: *"This is me. This is what I do best."*

What do you want to be known for (Reputation Goals)?

2–3 words or phrases you want others to associate with you.

Think: *"This is the impression I want to leave behind."*

What one bold move did you make this week?

**MAKE
YOUR
AMBITION
VISIBLE.**