

The BOLD MOVES brief

EPISODE 2

LET'S TALK ABOUT THE CLUB

How invisible networks shape your career (and how to shape your response.)

THE CORE TRUTH

- The Club exists. It's not always cruel, just comfortable. **But comfort ≠ competence.**
- Visibility, not just effort, determines momentum.
- Meritocracy sounds lovely, but belief in fairness can blind us to bias.
- Exclusion hurts (literally.) It's not "sensitive," it's neuroscience.
- Waiting to be noticed isn't noble, it's naïve in a system built on familiarity and vibes.

KEY TAKEAWAYS

If you're not in the Club, you've likely felt it

With the missed nods, the recycled ideas, the quiet sideline or being overlooked.

The Club isn't all-powerful.

It runs on assumptions, patterns, and unspoken norms.

You don't need to become someone else.

You do need to make your value undeniable.

Don't just spot the game.

Learn to reposition yourself inside it.

ACTION MOVES TO TRY

Interrupt the Pattern

Say no to the next helper-hustle task and instead ask: "What's coming up that would stretch me more strategically?"

Narrate the Outcome

Swap "I worked hard" for "This increased X by Y—and here's how."

Make the First Move.

Spot a conversation worth joining? Try: "I'd love to support that. Could I explore some ideas and come back to you?"

Reposition Yourself

Ask: "What does leadership look like here?" Then take up that space (even just a fraction more.)

LEARN
THE
CODE

CONVERSATION STARTER WITH YOUR BOSS

"I've noticed I'm often in a support role. I'd like to be seen as someone ready to lead. Can we explore a project where I can step into that space more visibly?"

ADD THIS TO YOUR BOLD MOVES BANK

Rehearse & Drop Your Outcome One-Liner

Craft a 20-second sentence that links your recent work to a business goal or outcome. Drop it (naturally) in a meeting or catch-up. Example: *"That update we launched last week reduced call time by 15%. I was chuffed, we worked hard to simplify that flow."*

Why it works: Strategic storytelling rather than just hoping they connect the dots.

Create a 'One-Pager' of Wins

Design a one-pager that outlines your current work/ projects, outcomes so far, and next opportunities. Send it before your next 1:1 or check-in.

Why it works: Gets ahead of being overlooked. Shows you're intentional about growth.