

ACCELERATE PATH — SESSION 1

The Visibility Activation

90 Minutes to Transform Your Career Trajectory

"You're invisible. Let's fix that."

Your Complete Program Journey

Three sessions. One goal: Get you promoted faster.

Before We Meet

Pre-Session 1: Green Light Audit™, Visibility Pyramid, Current Situation Assessment, Mindset Reset

TODAY

Session 1: The Visibility Activation

Mindset reset, skip-level strategy, Echo Email system, Gravity Leaders mapping. *Leave with visibility systems running.*

Between Sessions

Pre-Session 2: Strategic Question Bank™, Echo Email Templates, Evidence Arsenal™ Tracker, Recognition Boomerang™ Templates

~1-2 Weeks

Session 2: The Promotion Conversation Mastery

Gap Analysis Contract™, Objection Playbook™, Service-Based Scripts™. *Master the ask without seeming desperate.*

Between Sessions

Pre-Session 3: Executive Presence materials, Cross-Functional Bridge Builder™, Soft Skills Engine toolkit

~2-3 Weeks

Session 3: The Reputation Wildfire

Executive Presence™, Managing Up Mastery™, Strategic Expansion. *Build a reputation that enters the room before you do.*



The Outcome: Promotion-Ready

You'll have systems running, relationships built, your case documented, and the skills to navigate any conversation. Promotion is no longer a lottery—it's inevitable.

Today's Roadmap



0-15 min

The Hard Truth

Mindset Reset



15-30 min

Green Light Audit

Where You Stand



30-50 min

Skip-Level Strategy

Get on the Radar



50-65 min

Echo Email System

Weekly Visibility



65-70 min

Gravity Map

Key Relationships



70-90 min

Mock Practice

Real Scenarios

0-15 min

Block 1: The Hard Truth

"Hard work is the prerequisite, not the differentiator."

✗ The Old Belief

"If I just work hard and deliver great results, I'll get promoted."

✓ The New Reality

"Visibility + Intentionality accelerate the timeline. Hard work alone is not sufficient."

Why this matters now: In this block, we'll dismantle three limiting beliefs that hold back even the highest performers.

The Math That Changes Everything

8 years

Average promotion cycle

= 4-5 promotions in a career

2-3 years

Strategic promotion cycle

= 10-15+ promotions in a career

The difference in compensation & influence is massive.

Three Mindset Shifts

Hard Work
Fallacy™

"My work should speak for itself" → **Your manager has 1% of attention for you.**

Everyone at your level works hard. It's the baseline, not the differentiator.

Self-Promote
Delusion™

"Self-promotion is sleazy" → **Nobody advocates for you like you.**

This isn't bragging—it's making people aware of genuine value so you can add MORE value.

Politics
Misconception™

"Politics is dirty" → **You can play strategically AND ethically.**

The game exists whether you play or not. Refusing to play means you lose by default.

15-30
min

Block 2: Green Light Audit Review

🎯 Goal

Review your 14-question audit. Identify the 2-3 biggest gaps.
Prioritize what to fix first.

Let's Review Your Answers:

- Which questions were "Yes"?
- Which were "No"?
- Any that surprised you?

Common Gaps We See:

- ✗ No skip-level relationship
- ✗ Manager doesn't know career goals
- ✗ No visibility beyond immediate team
- ✗ No promotion conversation in 6+ months

Role Saturation Threshold™

The 85% Rule

Have you extracted **85%** of what your current role offers in terms of **learning, influence, impact, and improvement?**

Signs You're NOT at 85%

- Still plenty you could do to improve your area
- Haven't mastered core aspects of the role
- Still learning fundamental skills
- Obvious improvements you haven't made yet

Signs You ARE at 85%

- Absorbed, mastered, and benefited from most of what role offers
- Continued growth will be slow, diminishing returns
- Hungry for more and role is "running dry"
- Made the major improvements available to you

If you're truly focused on adding value and learning, why move on when you haven't absorbed 85%?

After 85%, it's diminishing returns—the right time to think about the move.

30-50 min

Block 3: Skip-Level Strategy



Goal

Get your skip-level meeting scheduled this week. Remove all friction.

Why This Matters:

- Your skip-level **influences your promotion** more than you think
- Most people **never ask**—you'll stand out
- The ask itself signals **ambition and initiative**

Your Skip-Level:

From your pre-work:

[Their Skip-Level Name]

Skip-Level Request Protocol™

The Two-Step Request Process

Step 1: Clear It With Your Manager First

"I find it really useful to have skip-level meetings to hear about company goals, initiatives, and pain points from a higher level. And it's useful for [Skip-Level Name] to get perspectives from closer to the ground. I wanted to run it by you first —would you be comfortable with me setting that up?"

Critical Reassurance:

"You're not going to hear anything from me that would surprise you. I'm not going there to complain or drop any bombshells."

Step 2: The Outreach

Let your manager choose the approach:

- A. Manager reaches out to skip-level, CCs you
- B. You reach out directly, CC your manager

"I'd love to get some time to hear your perspective on [company direction / team challenges / specific initiative]. Would you have 15-20 minutes in the next few weeks?"

Shows Maturity

Going through your manager first shows respect and strategic thinking

Builds Trust

Manager feels looped in, not bypassed or threatened

Gets Buy-In

Sets expectation you'll represent the team well

Skip-Level Meeting Playbook™

What to Say in the Meeting

Core Principle: Weave PERSONAL and BUSINESS topics. Pure personal = run out of things to talk about. Pure business = just another meeting on their calendar.

🎯 First Meeting Strategy

- Keep it **MOSTLY** work/project/strategy focused
- Feel them out—if they're happy chatting personally, lean into it
- Have a **specific topic or question** to anchor the conversation
- Share a valuable perspective from "closer to the ground"

⌚ Ongoing Meeting Strategy

- Bring **ideas, perspectives, or information** they wouldn't otherwise have
- Make meetings something they **look forward to** (you're adding value, not extracting it)
- Weave in personal topics naturally over time
- Build the relationship gradually

🚫 What to Avoid

- ✗ Making every meeting about "how do I get promoted"
- ✗ Coming across as desperate to climb
- ✗ Only asking for things
- ✗ Complaining about your manager

💼 If You Discuss Career Growth

✓ Good:

"I know I have gaps in [area]. How would you suggest I develop there?"

✗ Bad:

"What do I need to do to get promoted?"

50-65 min

Block 4: The Echo Email System

🎯 Goal

Set up your recurring visibility system. Commit to sending your first Echo Email this week.

Echo Email™

Weekly wins email to your manager

Recognition Boomerang™

Give credit → Get credit back

Organic Broadcasting™

Share wins naturally, not braggy

Echo Email™

The Echo Email Templates

Core Principles

1. Keep it SHORT. Managers get tons of emails.
2. Share credit with others. Best visibility comes from recognizing others while being part of the story.
3. Don't brag directly. Never self-praise. Get credit through giving credit.

Template 1: The Team Win

When: After completing something notable with teammates

"Hey [Manager], Just wanted to let you know that we had a major bug come in yesterday late, and we were able to get it resolved. Wanted to give some recognition to **Zach and Kyle** who really helped me. Great teamwork all around."

Why it works: You're sharing credit, but you're obviously part of the win.

Template 2: The Value-Add Tool

When: You've built something useful beyond normal scope

"Hey [Manager], Just wanted to share that I built a new tool that can automate pulling test case reports. Thought it might be useful for tracking progress. I can set up a quick 1-on-1 to go over it if interested."

Template 3: Big Team Recognition

When: Major team accomplishment (goes to skip-level)

"Hey [Skip-Level], Just wanted to recognize the team for delivering [Project X]. It was a huge effort—especially **[Names]**. Wanted to give a quick positive shout-out."

Double win: You're part of the team + you're the one recognizing everyone (leadership credit).

📅 When to Send:

Situational after wins, not on a rigid schedule.
Quality over quantity.

✗ Avoid:

Self-praising directly • Making it long • Leaving out contributors • Sending too frequently

Why This Works



Paper Trail

Creates documented evidence of your contributions over time.



Makes Their Job Easier

Your manager has to report up too. You're giving them material.



Promotion Ammo

Becomes raw material for performance reviews and promotion cases.

"This isn't bragging. It's **keeping your manager informed** so they can advocate for you."

65-70 min

Block 5: The Gravity Map

Gravity Audit™

Core Concept: Not all leaders are equal when it comes to career impact. You must identify the **Gravity Leaders** — the ones who have magnetic appeal, attract resources, and are on an upward trajectory.

Who Are Gravity Leaders?

Look for leaders who are:

- ★ **Respected** — peers and superiors value their opinion
- ★ **Trusted** — given important projects and decisions
- ★ **Liked** — people enjoy working with them
- ★ **Impactful** — drive real results
- ★ **Visionary** — see ahead and plan strategically
- ★ **Forward-thinking** — embrace innovation

Your Gravity Leaders:

1. _____

2. _____

3. _____

4. _____

5. _____

These are the wagons to hitch yours to.

For Each Gravity Leader



Entry Point

How will you get
on their radar?

*Meeting? Project?
Email? Introduction?*



Value Add

What can you offer
them?

*Information? Skills?
Perspective? Help?*



Timeline

When will you
make contact?

*This week? This
month?*

One meaningful interaction per month is enough.

70-90 min

Block 6: Mock Practice

🎯 Goal

Practice 1-2 scenarios live. Build confidence through roleplay.
Leave with momentum.

Choose Your Scenario:

A. Skip-Level Request

Practice asking your manager for permission to meet with your skip-level.

B. Strategic Question

Craft and practice a question for an all-hands or town hall meeting.

C. Echo Email Read-Through

Read your draft Echo Email out loud and get real-time feedback.

D. Value Articulation

Practice your 60-second pitch when a VP asks "What do you do?"

Scenario A: The Skip-Level Request

The Scenario

You need to request a meeting with your manager's manager (skip-level). But first, you need to get your direct manager's buy-in.

Many people skip this step and go directly to the skip-level. This is risky—your manager may feel bypassed or threatened.

What We're Practicing

The conversation with your manager where you ask for their blessing to set up the skip-level meeting.

I'll play your manager. You practice the ask. We'll refine your approach together.

Why This Matters

Getting manager buy-in first shows maturity and builds trust. Your manager becomes an ally, not an obstacle.

The Key Reassurance

"You won't hear anything from me that would surprise you." This removes their fear of being blindsided.

Frame It Right

Position it around learning company direction and adding value—not career advancement or "getting ahead."

Scenario B: The Strategic Question

The Scenario

You're at an all-hands meeting or town hall. The CEO or VP opens the floor for questions. This is a rare moment when senior leadership is watching.

Most people stay silent or ask low-level tactical questions. You'll stand out by asking something strategic.

What We're Practicing

Crafting and delivering a question that demonstrates you think at a business level—not just your day-to-day tasks.

I'll play the executive. You practice asking your question. We'll refine it to maximize impact.

The Right Level

Ask about strategy, vision, competition, or organizational direction. Match the question to the leader's level.

What to Avoid

No "gotcha" questions, complaints disguised as questions, or tactical issues that should go to your manager.

The Goal

Leadership remembers your name and thinks: "That person is thinking at the right level."

Scenario C: Echo Email Read-Through

The Scenario

You've drafted your first Echo Email based on the template. Now we polish it together to maximize impact before you hit send.

The goal is an email your manager could forward up the chain without editing—making their job easier and getting you visibility.

❖ What We're Practicing

Read your draft out loud. I'll give real-time feedback on tone, length, structure, and how to make wins land harder.

You'll leave with a polished email ready to send within 24 hours—no more editing needed.

Keep It Scannable

Managers get 100+ emails daily. Bullet points, clear headers, 5-8 items max. They should get the gist in 10 seconds.

Wins with Impact

Not just "completed X" but "completed X, saving 3 hours weekly" or "reducing customer complaints by 40%."

Share the Credit

Recognize teammates who helped. You still get credit for the win AND for being a team player. Double win.

Scenario D: The Value Articulation

The Scenario

You're at a company event, in an elevator, or walking through the office. A VP or senior leader you don't know asks: "So, what do you do?"

Most people fumble through a job description. You'll deliver a 60-second pitch that makes them want to know more.

What We're Practicing

Articulating your unique value in 60 seconds or less. Lead with impact, not job title. End with a hook.

I'll play the VP asking the question. We'll craft your pitch using your accomplishments from the pre-work.

Lead with Impact

Not "I'm a software engineer on the platform team" but "I help our platform handle 2x more transactions without slowing down."

Include a Number

Specifics stick. "\$500K saved," "40% faster," "3 new features shipped"—something concrete they'll remember.

End with a Hook

"We're tackling [X] next, which I'm really excited about." Invites follow-up and keeps the door open.



Your Action Items

Complete these before our next session to maximize your momentum



Request Your Skip-Level Meeting

By: [Specific Day]

Use the Skip-Level Request Protocol™ we practiced. First, clear it with your manager ("I'd love to get more exposure to leadership. Would you be comfortable if I reached out to [Name] for a brief connect?"). Then send the request with a specific purpose—not just "getting to know you."



Send Your First Echo Email

By: This Friday

Pick a recent team win or project milestone. Write a summary email to your manager that highlights the accomplishment, gives credit to teammates, and is short enough to be forwarded up. Use the template from your pre-session materials as a starting point.



Connect with 1 Gravity Leader

By: Next Session

From your Gravity Map, pick one leader and find a way to add value to them. This could be sharing an article relevant to their initiative, offering to help with a project, or simply acknowledging something they did well. The goal is a genuine value-first touchpoint—not asking for anything.



Expand Your Visibility Pyramid

By: Next Session

Complete at least 2 more boxes on your Visibility Pyramid worksheet. This could mean volunteering to present at a team meeting, asking a strategic question at a town hall, or sending a Recognition Boomerang™ email. Track what you did and what response you got—we'll review this next session.



Coming Before Session 2

You'll receive these materials to review before our next session:

Strategic Question Bank™

Questions to ask in all-hands, town halls,
skip-levels

Echo Email™ Templates

Advanced templates for different situations

Alignment Signal™ Guide

How to signal alignment with leadership
priorities

Recognition Boomerang™ Templates

Scripts for giving credit strategically

Evidence Arsenal™ Tracker

Spreadsheet to track wins for promotion
case

Service-Based Script Library™

Preview of promotion conversation scripts

These prepare you for Session 2: The Promotion Conversation Mastery



What You Leave With Today



Mindset Shift

Visibility + intentionality accelerate your timeline



Clear Gaps Identified

You know exactly where you stand (Green Light Audit)



Skip-Level Request Ready

Message drafted, ready to send this week



Echo Email System

Recurring visibility, starting this Friday



Gravity Leaders Mapped

3-5 key relationships with connection plan



Confidence Boost

Practiced at least one real scenario



You're No Longer Invisible

The visibility activation has begun.

Before we wrap:

- What's your biggest takeaway from today?
- What's the one thing you're most excited to try?
- Any questions before we wrap?

Session 1 Complete | See you at Session 2