

L² LaunchToLead



ACCELERATE PATH • Pre-Session 1

Visibility Pyramid Overview

Get Promoted Faster by Becoming Visible

Performance doesn't equal promotion. Learn the 4 visibility levels that determine who gets promoted—and identify which level is blocking your career advancement.



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THE HARD TRUTH

Performance is Not the Differentiator

The Myth Engineers Believe:

- ✗ "If I just work harder, they'll notice me"
- ✗ "My code quality speaks for itself"
- ✗ "Promotions come to those who wait"
- ✗ "Self-promotion feels like bragging"

The Reality:

- **Promotion is not a reward for hard work**—it's a byproduct of *influence*
- **Performance is the prerequisite**, not the differentiator
- There are **4 levels of visibility**—and most engineers are stuck at Level 1

The question isn't "Am I good enough?"

The question is: "**Do the right people know I'm good**

enough?"

THE FRAMEWORK

The Visibility Pyramid

4 levels that determine your promotion trajectory

Level 4

Genesis Protocol

Level 3

Relationship Building

Level 2

Skip-Level Awareness

Level 1

Competence Entry Fee

Most engineers never move past Level 1

1 Competence Entry Fee

Being good at your job. **Required but not sufficient.** This is just the ticket to play.

2 Skip-Level Echo

Your manager's manager knows your name and your impact. **Organic broadcasting** of your work.

3 The Bias Lever

Converting professional awareness into **personal attachment**. People hire people, not resumes.

4 Genesis Protocol

You don't wait for openings—**you create them**. Leaders create roles specifically for you.

VISIBILITY LEVEL 1

The Competence Entry Fee

Are you bulletproof in your core role?

Check all that apply:

I consistently meet or exceed all deadlines in my current role

I can do 80%+ of my core job responsibilities "in my sleep"

Team members come to me for help with problems in my area of expertise

My work product reviews are respected and my feedback is implemented

I've improved or streamlined at least one major process in my workflow

Your Level 1 Score: 5 / 5

Need 4+ to move to Level 2. If under 4, focus here first—no shortcuts.

 **Level 1 Insight**

If you miss deadlines or have quality issues, nothing else matters. Level 1 is the "entry fee"—you can't skip it. But once you're here, **staying here won't get you promoted.**

Level 1 Action Items

- Audit your last 3 projects: Did you hit every deadline? If not, why?
- Identify one task you do repeatedly and automate it this week
- Ask your manager: "What's one area where I could be more reliable?"

VISIBILITY LEVEL 2

2 The Skip-Level Echo

Does your manager's manager know who you are?

Check all that apply:

My manager's manager (grand-boss) knows my name

I've presented my work in a meeting that included skip-level leadership

I send summary emails that get forwarded up the chain

I've asked a strategic question in a town hall or all-hands meeting

If my direct manager left tomorrow, senior leadership would still know my value

Your Level 2 Score: 5 / 5

Need 3+ to move to Level 3. This is where most engineers stall.

 **Level 2 Insight**

The "Bus Test": If your direct manager got hit by a bus, would anyone in senior leadership know your name? If no, **you are invisible**. You need "Organic

Broadcasting"—not bragging, but strategic updating.

Level 2 Action Items

- Find out your skip-level's name and what they care about (ask your manager)
- Volunteer to present at a team meeting that includes skip-level leadership
- Send a summary email after your next project win (CC your manager, BCC yourself)
- Prepare one strategic question to ask at the next all-hands or town hall

3 VISIBILITY LEVEL 3

The Bias Lever

Are you a person, or just a spreadsheet row?

Check all that apply:

- A skip-level leader knows something personal about me (hobbies, goals, family)
- I've had a non-work conversation with an executive or senior leader
- When my name comes up in calibration meetings, leaders picture ME—not just my output
- I have a mentor or sponsor at the director level or above
- Senior leaders have advocated for me without me asking

Your Level 3 Score: 4 / 5

Need 3+ to move to Level 4. This unlocks the "affinity bias" in your favor.

Level 3 Insight

"People hire people, not resumes." When your name comes up in a calibration meeting, do they picture a spreadsheet or a person? Converting professional

awareness into **personal attachment** triggers the "affinity bias" in your favor.

Level 3 Action Items

- Identify 2–3 senior leaders and learn one personal interest of each
- Ask your manager to introduce you to a potential mentor/sponsor
- Start a 5–minute conversation at a company event (coffee, lunch, offsite)
- Follow up on a shared interest: "You mentioned hiking—did you make it to [trail]?"

VISIBILITY LEVEL 4

4 The Genesis Protocol

Can you make opportunities exist that didn't before?

Check all that apply:

I've identified a gap in my organization and proposed a solution



A role or project was created specifically because of my initiative



I've made a "speculative pitch" to leadership about expanding my scope



Leaders have asked me what I want to do next (unprompted)



I don't wait for job openings—I help create them

Your Level 4 Score: 4 / 5

This is the "God Tier." Score 3+ and promotions come to you.

**Level 4 Insight**

At Level 4, you don't wait for job postings—you influence leaders to **create roles for you**. "I see a gap in how we handle X. If I took ownership, we could save Y."

Because you have the relationships (L3) and trust (L2), they say yes.

⌚ Level 4 Action Items

- Identify one organizational gap that no one is owning
- Draft a "speculative pitch": problem, your solution, expected outcome
- Test the idea informally with your sponsor before proposing officially
- Schedule a meeting with a decision-maker to pitch your proposal

YOUR RESULTS

Your Visibility Scorecard

Add up your scores from each level

L1

5

/5

L2

5

/5

L3

4

/5

L4

4

/5

Total Score

18 / 20

0–5 Points: Stuck at Level 1 (Invisible)

You're doing the work, but no one sees it. Focus on mastering L1 and start L2 tactics immediately.

6–10 Points: Stuck at Level 2 (Visible but Not Strategic)

People know your name, but you're not in the "inner circle." Time to build real relationships.

11–15 Points: Stuck at Level 3 (Strategic but Not Leadership-Ready)

You have relationships, but you're not creating opportunities. Time for the speculative pitch.

16–20 Points: Promotion Ready (The Pull Market)

You don't apply for jobs—they come to you. Your reputation creates its own gravity.

LEVEL 2 TOOL

Skip-Level Introduction Email Template

Use this template to request a meeting with your manager's manager

Subject: Introduction & Career Development Check-in Request

Hi [Skip-Level Name],

I'm [Your Name], a [Title] on [Manager's Name]'s team. I've been at [Company] for [X months/years], primarily focused on [brief description of work].

I'm committed to growing my career here and would love to learn more about your perspective on the team's direction and what skills are most valuable for advancement. [Manager's Name] suggested that connecting with you would be valuable.

Would you have 20-30 minutes in the next few weeks for a brief introduction call? I'm happy to work around your schedule.

Thank you for your time,
[Your Name]

Why This Works

- **Brief context** — They know who you are immediately
- **Manager endorsement** — Reduces awkwardness
- **Career focus** — Shows you're serious about growth
- **Low ask** — 20-30 min is easy to say yes to

⚠ Pro Tips

- **Tell your manager first** — Don't blindsight them
- **Prepare 2–3 questions** — Don't waste their time
- **Send a thank you** — Brief follow-up within 24 hours
- **Reference something** — Use their advice later

LEVEL 2 TOOL

The Echo Email™

Recognize others, get noticed yourself — the visibility tool that doesn't feel like self-promotion



Why Echo Emails Work

When you publicly recognize a teammate's contribution, you demonstrate leadership behavior while creating natural opportunities for your name to appear in front of senior leaders. It's visibility through generosity.



Echo Email Template

Subject: Shoutout to [Teammate Name] for [Specific Win]

Hi team,

I wanted to take a moment to recognize [Teammate Name] for their work on [specific project/task].

[1-2 sentences about what they did and why it mattered]

This [saved us X hours / prevented Y issue / enabled Z outcome]. Great example of [company value or team quality].

Thanks [Teammate Name]! 🙌

[Your Name]



Best Practices

- **Be specific** — Vague praise doesn't land
- **Include impact** — What did their work enable?
- **CC strategically** — Include their manager and yours
- **Keep it brief** — 3–5 sentences max
- **Be genuine** — Only recognize real contributions

The Hidden Benefits

- **Your name reaches leadership** — They see you lifting others
- **You demonstrate leadership** — Recognition is a manager behavior
- **Builds your reputation** — Known as someone who elevates the team
- **Creates reciprocity** — Others may recognize you back



BONUS ACTION: Send Before Session 1

Before our first session, send one Echo Email recognizing a teammate. This is your first visibility action—and we'll discuss how it went in Session 1.

Quick Prompt:

Think of someone on your team who did something helpful in the last 2 weeks. Send them a quick shoutout email using the template above. CC your manager and their manager.

ACTION PLAN



Do This Week

Based on your diagnostic results, take these immediate actions

L1 If You're Stuck at Level 1

This week: Have a candid conversation with your manager

"I want to make sure I'm meeting expectations. Is there any area where you'd like to see me improve?"

L2 If You're Stuck at Level 2

This week: Send the skip-level email (template on previous page)

Goal: Get on their calendar within the next 2 weeks

L3 If You're Stuck at Level 3

This week: Research your potential sponsor

Find their LinkedIn, recent company announcements, or shared interests. Prepare 1 personal conversation starter.

L4 If You're Ready for Level 4

This week: Write your speculative pitch draft

One paragraph: "I see [gap]. If I owned [solution], we could achieve [result]."

📌 **Accountability Tip:** Screenshot your action item and set a calendar reminder for Friday to check your progress.

You've Just Unlocked the Framework

The Visibility Pyramid shows you where you're stuck. But there's more to getting promoted than just knowing the levels.

What You'll Learn in the Accelerate Path

- **The Organic Broadcasting:** Share your wins without sounding like you're bragging
- **The Sponsor Strategy:** Turn professional contacts into career champions
- **The Genesis Protocol:** Create roles that didn't exist before you proposed them

You're Already In!

You'll learn all of these strategies in your Accelerate Path sessions. Bring this overview to Session 1 so we can discuss which level needs the most attention.

Questions before Session 1?

Email: contact@lauchtolead.io

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