

VISIBILITY

It's not a
numbers game.

It's a **memory**
game.

Reach and trust are **different** accomplishments

Likes and impressions tell you a post traveled. They say nothing about whether anyone now trusts how you think.

You lost more than the **title**

When you left the org, you lost the thing that vouched for your judgment — the brand behind you, the internal reputation that meant the work found you.

The background is a solid orange color with abstract, wavy, organic shapes in various shades of orange and brown. A subtle dotted pattern is visible in some of the darker, more saturated areas.

Reach is a
symptom.
Judgment is
the **asset**.

— Michael Ashley

The goal isn't to
be seen more.
It's to be seen
thinking.

Share how you'd approach a
messy situation, the question
you'd ask before a big call,
what a project taught you.
You're not chasing attention.
You're compounding evidence.

200 right people beats **10,000** strangers

A post that reaches 10,000 and changes no one's mind is worth less than one that makes three of the right people think: I want this person in the room when I decide.

Look back at what
you've shared this
year. Does it show
people
how you think
— or just prove that
you posted?