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- [Are You a recognized leader or best kept secret?](#)
- [Check out Liz's interview w/ Brad Segall on CBS radio's Philadelphia Agenda!](#)

Recognized leader or best kept secret?

How to rapidly boost credibility, recognition and influence

I'd like to tell you about one of my favorite clients. For today's discussion, I will call him Ted.

Let me begin by saying this. Ted is an extremely smart guy. He's a true technical expert who can rapidly analyze and simplify even the most complex information. Ted is, by nature, calm, steady and a self-described introvert. Over the years, he has been promoted to leadership positions of increasing responsibility due to his rockstar intellect and impressive base of knowledge.

So far so good, right? Well, yes and no. You see, although Ted's got the big job, the impressive title and a terrific team, he has been struggling to gain adequate recognition as a true leader within his company. He's seen as a very smart guy, yes, and the person anyone would want on the team... but not as an influential leader with endless potential.

Perhaps you are a bit like Ted. Maybe you are a tech guru, financial whiz, strategy genius, marketing maven, scientific innovator or engineering mastermind. Whatever your particular line of work or functional area, if you have risen from technical expert through the ranks of leadership, chances are, you can relate to Ted's dilemma.

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What Clients Are Saying



Liz helped me integrate, in the best possible way, into my new organization. I greatly appreciated her commitment to making this process a success. Liz

Although **you know** you've got what it takes, although you are already leading a remarkable team and advancing your company's goals, you're having a heck of a time demonstrating that to the leaders around you. With your peers and superiors, it's as though you are a well kept secret.

So here's what I told Ted to do: *Prioritize relationships and ramp up communication.* It worked wonders for him. It will work for you too. Here's how to do it.

Take stock of your most important relationships. Be completely honest with yourself. Which relationships call for more time and attention than you're currently giving them? Which relationships are good-but not yet great? And which relationships are in need of a major overhaul? Figure that out, create a relationship-building plan (I call it a Stakeholder Priority Plan or SPP) and stick to it.

It's pretty straightforward. If you don't have top-notch relationships, you can't influence. If you can't influence, you can't lead. Get your relationships in order.

Prioritize the time with others. Good relationships and meaningful conversations won't just happen. You should schedule consistent meetings with your key stakeholders and keep them on the calendar. Be available for ad hoc conversations, too. This is a great way way to find out what's most important, exciting or worrisome to your team, peers, managers, customers, business partners and industry influencers. Uncover and explore divergent points of view. Be genuinely open to new ways of thinking.

Find your moments of impact. If you listen more than you talk, that's great. But don't allow others to misperceive your silence. If you fail to speak up and interject your point of view, you may come across as disengaged, confused, or lacking in leadership. So find your spot to ask a thought-provoking question, pose a new perspective, or add an important nuance to the discussion.

Remember those hold old EF Hutton commercials? *When EF Hutton talks, people listen.* Channel your inner EF Hutton.

That's what Ted did and when Ted talks, people listen. He's gained leadership recognition, increased his influence and positioned himself for a wide array of leadership opportunities.

How about you? Are you a recognized leader or still a best kept secret?

About Liz Bywater

Dr. Liz Bywater is a one-of-a-kind leadership expert. Working at the intersection of business and psychology, she brings together practical experience (advising top executives across the Fortune

creates trust and uses her natural talents (intellect, open mind, multi-cultural awareness, dynamic personality) to make it happen.

Liz's insights and straightforward advice made it easier for me to build a strong foundation for moving into my new role. After working together, I'm even more convinced of the added value of a strong coach during important personal and professional transitions.

Stef Vermeiren, Vice President, Global Supply Chain, Ethicon, a Johnson and Johnson company

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500), advanced education (she's earned a PhD in Psychology) and a dynamic personal style to inspire, engage and advise her clients.

For over a decade, top global organizations have requested Liz's help in resolving issues such as creating extraordinary client relationships, increasing market persuasion, and driving productive collaborations in an increasingly complex world.

Liz advises senior leaders at some of the world's most successful companies, including Johnson & Johnson, Thomson Reuters, Bristol-Myers Squibb, AmerisourceBergen, among others. Drawing upon her expertise in human behavior, she helps her clients drive commercial success, propel innovation, exert influence and lead their organizations through change.

A thought leader in organizational excellence, Liz provides expert commentary for such publications as the Wall Street Journal, NY Times, Fast Company and USA Today. She is also a featured guest on such radio broadcasts as CBS Philadelphia's Philadelphia Agenda with Brad Segall and BenFM's Woman of the Week with Marilyn Russell.

Liz earned her PhD in Psychology at the Derner Institute for Advanced Psychological Studies. Her undergraduate degree is from Cornell University, where she graduated Phi Beta Kappa and Cum Laude. She is a member of the American Psychological Association and the Society for the Advancement of Consulting.

She is also a popular speaker and author of the eagerly anticipated forthcoming book, *Slow Down to Speed Up: How to Make the Best Decisions and Get the Right Things Done!*



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