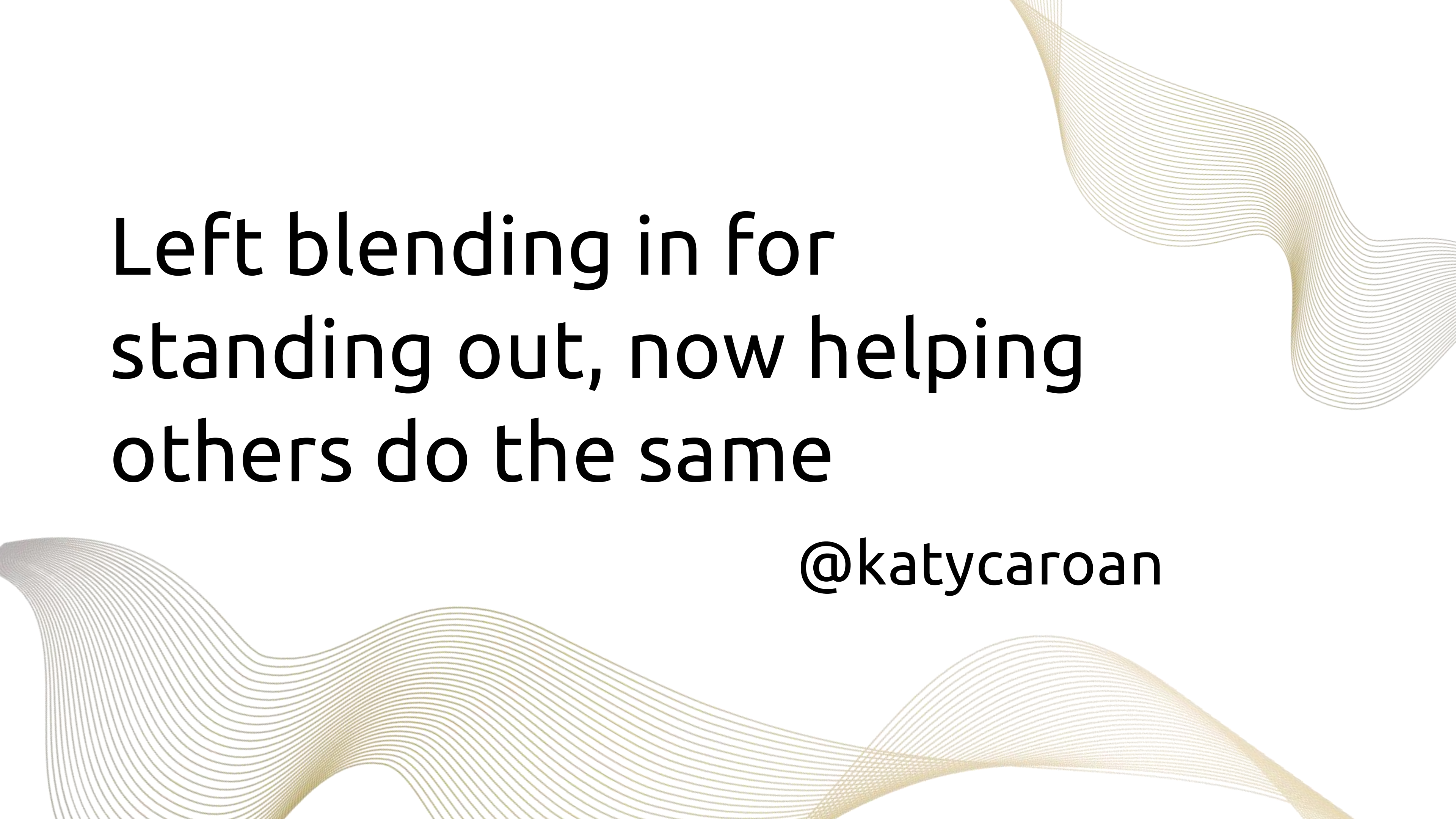


Subtle Mistakes That Make Great Leaders Invisible — and How to Fix Them



Left blending in for
standing out, now helping
others do the same

@katycaroan

What Blending In Sounds Like

"I didn't realize I'd become forgettable until someone introduced me and couldn't explain what I actually do."

"I was so focused on being easy to work with, I stopped being someone people noticed."

"It hit me when a less experienced colleague was chosen to lead — they had a stronger presence, not a stronger résumé."

Mistake 1: Blending In Instead of Standing Out

What leaders fear

- Being perceived as “just another executive.”
- Being overlooked for big projects or promotions.

Why it happens

- We focus too much on fitting in or pleasing everyone.
- We neglect to communicate what truly makes us unique.

How to fix it

- Analyze your professional reputation.
Find out how you are truly perceived, not just what you assume.
- Clarify and communicate your unique strengths and passions.
- Own your story and highlight your signature contributions consistently.

What Playing It Safe Sounds Like

“I kept doing what had always worked — until it suddenly didn’t.”

“I thought taking risks would damage my credibility. Turns out, not taking risks did.”

“I didn’t lose relevance overnight. I just slowly stopped offering anything new.”

Mistake 2: Playing It Too Safe and Avoiding Innovation

What leaders fear

- Failing in public.
- Damaging their credibility by trying new things.

Why it happens

- Past success can create comfort zones.
- Risk feels dangerous in high-visibility roles.

How to fix it

- Embrace curiosity and actively experiment with new approaches.
- Find small, low-risk ways to innovate and build confidence.
- Combine your current skills in unexpected ways to create new value.

What Passive Positioning Sounds Like

“I assumed my results were enough.”

“I didn’t want to come across as self-promotional, so I disappeared instead.”

“It felt awkward to speak up about my work. But staying silent cost me opportunities.”

Mistake 3:

Passive Positioning

What leaders fear

- Being seen as self-promotional.
- Losing credibility by “selling themselves.”

Why it happens

- Many believe their work should speak for itself.
- They underestimate the importance of visibility in today’s world.

How to fix it

- Clarify and strengthen your messaging across all channels — especially online.
- Be intentional and strategic about where and how you show up.
- Build genuine, trust-based relationships rather than simply broadcasting.

Concrete Actions You Can Take Now

**Analyze your
professional
reputation**

Gain clarity on your strengths and blind spots.

**Become an
innovative
contributor**

Become masterful at asking questions and bring insights to your team(s)

**Boost your
LinkedIn presence
strategically**

Make it easier for the right opportunities to find you.

7 Steps to Your **LinkedIn** Strategy

- 01** Define your target group(s)
- 02** Optimize your profile
- 03** Get clarity on your criteria for contacts
- 04** Monitor your stakeholders
- 05** Decide your niches
- 06** Implement a smart content strategy
- 07** Be of service



SIGN UP FOR YOUR FREE PROFESSIONAL ORIENTATION SESSION

<https://www.leaderindemand.com/contact-us>