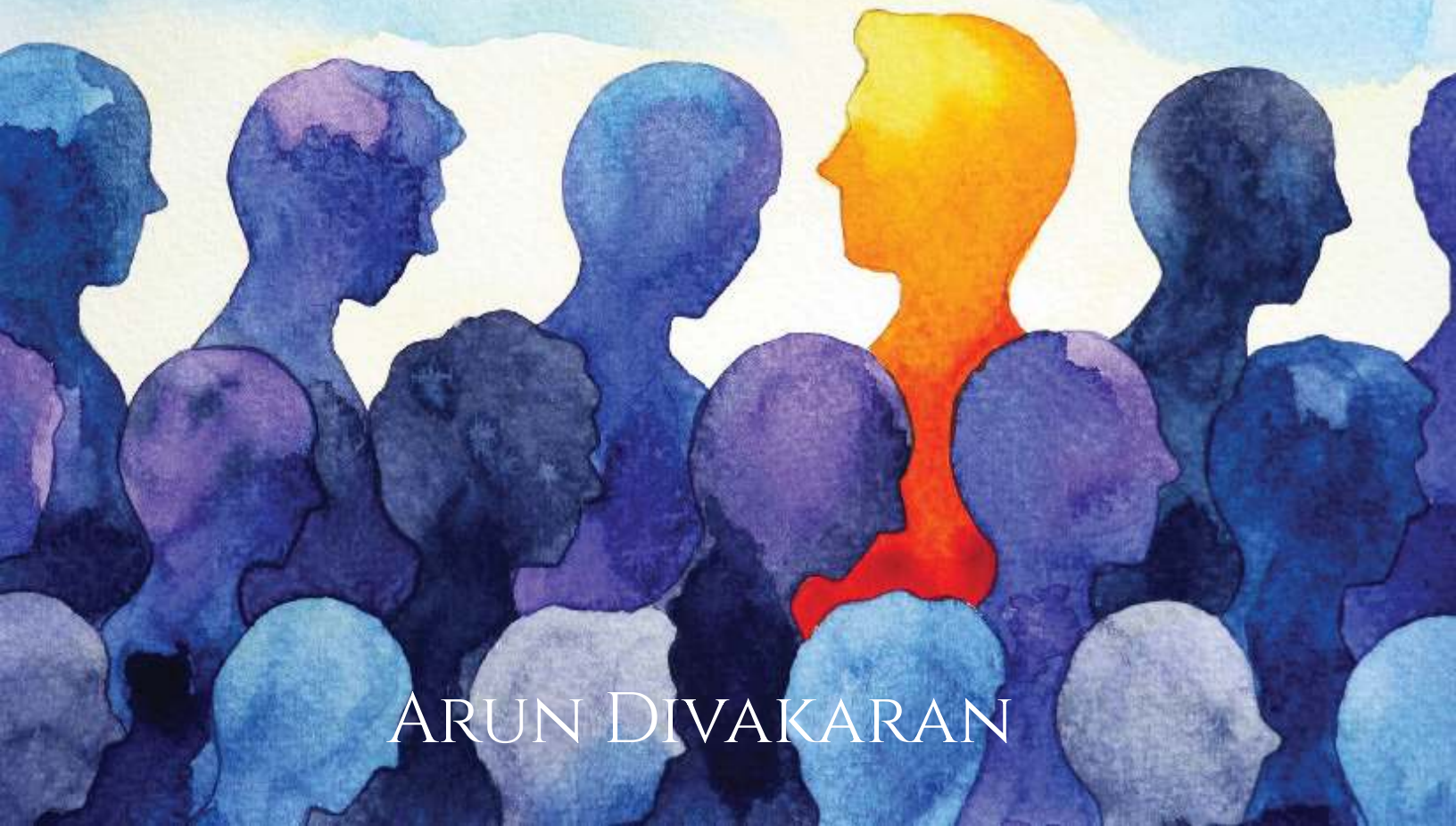


CORPORATE VISIBILITY

A Term or A TRAP?

A write up that links to the famous Peters Principle!



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"VISIBILITY" Is it a term or a trap? A write up that links to the famous Peters Principle!

"You have been a great performer and exceeded all of my expectations. However you need to improve your visibility", said my supervisor as he sipped his coffee during my first ever appraisal feedback session. He continued, the leadership doesnot recognize you for the value you are bringing in. You need to start focussing on improving your visibility with them in order for you to be considered in the upcoming promotion cycle, he quipped. Both my coffee and emotions became cold as i went clueless with what he meant then.

Now after 1.7 decades long IT Career, I realize that the term "VISIBILITY" is one of the most misintrepreted, misjudged, convoluted term in the corporate world. It is so unbelievable that even today, this term is still deeply rooted in the corporate culture. I have witnessed how this term has ruined many of my fellow colleagues career, constituted many peer pressures, contributed to several unhealthy means of working styles, reduced peace of mind, induced political shrewedness, yielded resignations/separations etc.

Let us understand what this term supposedly means. It simply means that "you need to be well known and be in good books, by the people who has the power to decide your career fate such as promotions, hike, bonus, job assurance etc".

Why is that this term is given such a huge emphasis? Infact this should have been the least to almost no significance in the corporate culture. You are hired for a particular role, as long as you perform well and execute the job in the best possible way, you are bound to be known in its own natural way. One need not apply any extra effort be be visible, it has to be a sub consious process. It is when folks start applying efforts consiously to be in the limelight, the problem begins as his focus is then shifted to finding ways to make himself/herself visible than improvising their skills to get their assigned job done.

How is this connected with the Peters Principle? Laurence J Peter's theory postulates that most competent people are promoted until they reach a position that is above their skill level, at which point they cease to grow. In other words every position in an organization tends to be occupied by an employee who is incompetant to carry out his duties.

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Once the people reach this stage, they find themselves incompetent and tend to adopt conscious efforts to gain "Visibility". Their natural ways to remain visible fades out. This behaviour pattern then negatively impacts the really skilled and capable people who are unable to reach the position they truly deserve. Hence Upskilling at each level is very important and people needs to constantly retrospect what they lack at every stage of career and find suitable ways to work on the skills. The conscious means to the visibility process then declines and promotes healthier way of working.

KEY MESSAGES FROM THIS WRITE UP

- "Promote people for what they can do in the designated role and not entirely by what they have done in their past!"
- "Your existence in any Organization is should be fulfilled by "What you Know and the value you bring in" and NOT because "Whom you know"
- Dont just stick to a role that you are comfortable with for ever. "Create New way for yourself and Pave Way for others". That is how the cycle of Transformative growth works.
- Contribute towards healthy and ethical practices in your working environment.

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About the Author

Arun Divakaran is a seasoned IT Professional and carries with him 18+ years of Rich Program & Digital Portfolio Management experience while working for Multi nationals such as Cognizant, UST Global. He has successfully spearheaded and implemented more than 25 large scale projects across multiple geographic locations during his 10 Year stint in the United states while serving several fortune 500 healthcare clientele. Arun is well known for his Innovative & Creative approaches to the programs he has led and carries an excellent track record on coaching and mentoring the Team on various topics such as Agile Transformation seminars, Digital Transformation, Data Science & Analytics, Life Skills workshops and has received several accolades in that front. As a social worker, He is highly passionate in evangelizing creative teaching methods for the teaching fraternity and mentoring the youth of today by applying ancient principles through his action-packed workshops. .