

CHAMELEONS & PEACOCKS

*HOW TO STAND OUT
AT WORK*



Founder & Principal
MOVE YOUR MOUNTAIN ADVISORY

Visibility Is Not The End Game

In this session we talked a lot about visibility, but it's easy to forget that visibility is not the end game. It's just a tool.

The end game is: Influence, Opportunity, and Getting Paid What You're Worth.

I've had countless clients prove to me that these two truths go together:

1. "I hate talking about myself."
2. "I'm struggling to get the position I want."

No matter how you feel about visibility, you need it to get to where you want to go. BUT, there is a way to develop visibility without feeling showy and becoming someone you're not!

This content shows you:

- WHEN you should blend in vs. stand out
- WHY your "value" is the missing ingredient (*and what that means*)
- HOW to move away from productivity to actual advancement

You can adapt this no matter what your background is, your personality, your situation now, and your goals.

Here we go....



#1 Balance Blending In with Standing Out

If you are a natural Chameleon, you are an expert at blending in.
If you are a natural Peacock, you can't help but stand out.

The key to meaningful visibility is to know which one to do, and when. Blending in and standing out are both good things. When done incorrectly, they are both bad things!

🦎 If you aren't seeing rewards for your good work, if you get overlooked for opportunities, if you're the glue that quietly holds everything together and you don't want to make waves...
You're a chameleon.

You are blending in too much. You're working hard, hoping they will notice, and they don't. So you do more. Blending in too much just gets you more work.

🦚 If you have no trouble speaking up and standing out but you still aren't getting opportunities as a result, you haven't done the proper preparation required of a peacock.

Without preparation, you might actually get the attention you deserve, but you might also get some negative attention that you don't deserve.

It's not about being the loudest, the flashiest, or the first to hit "Reply All." It's about understanding your unique value and making sure others see it, too.



How To Implement:

You'll need to tailor this for your own situation, but this is what worked for me:

Strategy #1 - In every single job I held, at every single level, I considered my job description to always be the same.

"Make my boss's job easier."

That looks a lot of different ways but anyone can do it.

Strategy #2 - In every single job I held, at every single level, I operated the same.

"Leave everything better than I found it."

I found gaps and filled them. I improved workflows. I added efficiency. If it was messy, I cleaned it up.

Strategy #3 - I realized that doing the first two strategies really well had a measurable impact on the organization. I kept track.

"Don't go for attention, go for impact."

Impact is measurable. When you are fighting for opportunity, data is irrefutable. The advantage goes to people who can demonstrate impact.

My biggest mistake was acting exclusively as a Chameleon when working on Strategies 1 and 2. Read on...



Balancing Both

The initial reason I wanted to make my boss's job easier was to appear to be an "easy" employee. My biggest fear was being considered high maintenance.

So, I operated in a mode that meant my boss never had to worry about me. This created an environment where no one had to think about me *at all*.

I course-corrected, but it shows the danger of using ANY strategy without balancing both sides.

“What if I’m completely invisible?”

USE IT. I got a lot done when I was flying under the radar. It's a huge confidence boost when you can approach management with a problem you identified along with how you've now made the organization better.

Being invisible meant I had the opportunity to try things, test them, fail, and try again.

What can you accomplish while being ignored??



#2 Redefine Your Value

Many of us know how to get things done but we don't know to play the game.

Yes, we hate the game. This stops us from playing it and we keep working harder and harder to make up for it. But that just goes nowhere.

The Peacocks who succeed know their value.

Your value is NOT all that stuff you get done. It's not your productivity or a specific skill.

Value is knowing what you bring to the table, outside of your tasks. If you pay attention while you're building up your "impact stats" then you are on your way to developing this.

Your value is that thing you do no matter what. You can't help yourself. It's not the outcomes from the earlier strategy, it's your ability to create those outcomes.



How To Implement

First, give yourself a test:

1. Can you quickly articulate your value today, without having to think about it?
2. Do you ever have trouble receiving a compliment?
3. Have you ever been frustrated by lack of influence, opportunity, or getting paid what you're worth?

If you said yes to any of these, don't feel badly. It doesn't mean you don't have value, it just means you aren't ready to peacock.

Peacocking without the value is just being showy.

And isn't that what you're avoiding? Being showy?

If you need a place to start figuring out your value, consider Richard J. Leider's "Calling Cards" as a really fun and low-cost way to help you think about it:



[Get the cards on Amazon by clicking **HERE**.](#)



#3 Professional Advancement is not Transactional

It sounds cliché but it's true:

“It's not what you know, but WHO you know.”

There is another version of this that is easier to visualize:

Know, Like, and Trust.

That is the concept to fill in every blank:

People **do business with** those they know, like, and trust.

People **promote** those they know, like, and trust.

People **hire** those they know, like, and trust.

And so on...

This is an uncomfortable truth that I truly find dispecable, but the more differences there are between you and the decision-makers, the more effort you must put in this concept.

This does NOT mean change yourself to fit in. It does not mean you have to prioritize being liked over doing good work.

It DOES mean you need to be *familiar*.

Your results and your value won't land if you can't trigger visibility, and the simplest way to do that is become familiar.



How To Implement:

You don't have to change who you are to fit in, but you DO need to fit in "just enough" to be effective at work.

Strategy #1 - Find the common connection.

The decision-makers might truly be your polar opposite, but make the effort to find something in common. It can be small and insignificant, but in the visibility game *nothing is small and insignificant*.

Strategy #2 - Manage how you are perceived.

Find a trusted colleague or industry peer who can give you feedback on your presence. How do you show up in the room? Are you hard to disagree with? Do you present yourself clearly and confidently?

Strategy #3 - Get unofficial allies. Develop relationships so that you can become familiar. Make it easy - for example, ask if you can walk with them while they get their coffee and share your thoughts on a project. Ask their input. Let them see how you think while being open to how they think.

Put Strategy #3 on a "Rinse and Repeat" cycle!



Important Considerations

Every person needs their own version of being a Chameleon and a Peacock, and there is no one-size-fits-all.

Your version of Peacocking might mean we see you coming a mile away.

It could also be subtle, reflected as a calm and confident response in a meeting room. OR communicating your value in a 1:1 with a leader.

It's worth doing the work to understand your value and develop the language and posture to position yourself with it.

BUT - there is another variable. The room you're in. Developing your Peacock Persona is also influenced by the players in the room.

- Is it a difficult meeting room where you are a minority voice?
- Is it a friendly room so you forget you must position yourself?
- Is it an interview room?
- Is it a virtual room so body language and speaking up are tough?

On my “Resources” page you’ll find an Office Dynamics Cheat Sheet as well as Visibility Bingo - some great ways to take another step forward:

<https://www.barbmonson.com/resources>



Still confused or stuck?

This handbook can't possibly cover every situation, but if you're still struggling, let me know! Feel free to send an email and share your questions or any big takeaways from this session.

My email: info@barbmonson.com

I firmly believe that everyone should be able to thrive at work, and I am passionate about working with leaders and their teams to improve execution and increase IMPACT.

Thank you for being a part of Chameleons & Peacocks: How To Stand Out At Work! [Connect with me on LinkedIn](#) and let's stay in touch.

Thank you!

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