

Creating Positive Visibility Virtually

From your first day in the legal profession to your last, creating positive visibility is one of the "secrets" to a successful career. In a virtual world, effectively executing this important success strategy requires even more intentionality and attention to detail. Think about investing in your career in this manner: doing excellent and timely substantive work, while critically important, is merely table stakes. What will make the difference in whether you are perceived as being a high potential performer is whether you are effective at creating positive visibility and how much social capital you can amass.

Click here to read the full article originally published in [*PLI Chronicle: Insights and Perspectives for the Legal Community*](#). *

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