Why Is Valuable Work So Hard to See?

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Most organizations spend enormous energy communicating what is happening.

Project updates are shared.

Status reports are distributed.

Meetings are held.

Dashboards are built.

But despite all of that communication, people often struggle to understand the value being created around them.

Not because the value isn't there.

Because value and activity are not the same thing.

A risk avoided doesn't create a dramatic story.

A problem solved before it becomes a crisis rarely makes headlines.

A smooth implementation often looks like nothing happened at all.

Yet these are often the moments that create the greatest value.

The question isn't:

How do we tell people what we did?

The question is:

How do we help people understand why it mattered?

That is where visibility becomes important.

Not visibility as attention.

Not visibility as self-promotion.

Visibility as context.

Because when people understand value, they make better decisions, build greater trust, recognize meaningful contributions, and invest in the work that matters most.

Maybe the challenge facing many organizations today isn't a recognition problem.

Maybe it's a value translation problem.

Or, as I describe it in *Making Your Good Work Impossible to Ignore*, a Visibility Gap™ problem.

Continue the Conversation

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