The Visibility Gap Is the Problem. The Visibility Gap Framework™ Is the Solution.

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For years, I've been exploring a challenge that many professionals know all too well:

Great work doesn't always receive great recognition.

I call this phenomenon the Visibility Gap: the space between value created and value recognized.

The Visibility Gap isn't about self-promotion. It's not about being the loudest voice in the room. It's about what happens when meaningful contributions are difficult for others to see, understand, measure, or share.

The consequences are everywhere:

- Employees become frustrated when their efforts go unnoticed.
- Leaders make decisions using incomplete information.
- Organizations overlook hidden talent.
- Teams struggle to connect outcomes to the people who create them.

Recognizing the problem is only the first step.

That's where the Visibility Gap Framework™ comes in.

The Visibility Gap Framework™ helps individuals, leaders, and organizations identify, communicate, and amplify value. It provides a structured way to make meaningful contributions more visible without requiring people to become something they're not.

The goal isn't visibility for visibility's sake.

The goal is ensuring that value can be seen, understood, and acted upon.

Because when good work becomes easier to recognize, better decisions follow.

And that's where meaningful change begins.

The Visibility Gap is the space between value created and value recognized.

The Visibility Gap Framework™ helps leaders identify, communicate, and amplify value.

Together, they form a cornerstone of The Cookie Culture Method™.

Continue the Conversation

I'm Stephanie Marcus, founder of CanterPointe. I write about visibility, leadership, change, recognition, and organizational culture.

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