



## Habits of High-Visibility Leaders

*Simple steps towards increasing your authentic leadership impact and effectiveness*

### What's a "High Visibility" leader?

We humans believe in the things we see. When we see and feel the presence of leadership, we are swept up in the vision and mission of the company and our team. When our leaders are visible, engaging us and communicating about this purpose, working alongside us, ready to listen, this builds trust, inspires and empowers.

So often, our leaders live in another world. Back-to-back all day, at board-level events by night, multitasking during meetings sends the message that our leaders are not really present with their teams. When we don't see our leaders, we quit. Some 82% of us leave a bad manager.

Inspiring leaders share certain characteristics. They are seen and heard, present and engaged. They are role models and mentors, confident and respectful. They embody company values on a human scale with their actions, large and small.

Visible leadership is a practice of consistent habits that can be learned and incorporated into a daily routine. Five simple tips that don't take up too much of your time to increase your leadership visibility and leverage AI to help you as a content creator.

### In this training, you will...

- **Understand** how visible, engaging leadership inspires trust, builds empowerment, and fosters a sense of purpose within teams.
- **Learn** why employees quit or disengage (including quiet quitting) and how leadership behavior directly influences workplace satisfaction.
- **Explore** how leaders can create a sense of belonging and connection to the company's mission, values, and team.
- **Develop** core leadership skills such as listening, empathy, intuition, humor, and warmth to better connect with employees.
- **Master** the art of being both physically and digitally visible by strategically engaging on platforms, publishing content, and interacting with teams in person.
- **Learn** the practical optics of visible leadership, including how to present yourself in a way that fosters approachability and credibility.
- **Understand** the value of creating or participating in speakers' pools and informal mentoring groups to build influence and support others.

- **Discover** how to use AI tools effectively to create and manage leadership communication content, saving time while increasing impact.
- **Implement** simple, sustainable habits to make leadership visibility a daily practice without overwhelming your schedule.
- **Learn** strategies to consistently communicate the company's vision and mission effectively, ensuring alignment with team goals.

Meet your trainer...

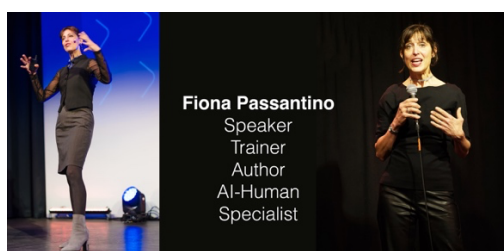


**Fiona Passantino** is a passionate AI Integration Specialist, dealing with the Human elements of our Engagement, Communication and Culture. She is a trainer, workshop facilitator, professional executive coach, helping leaders and teams understand and integrate AI into their workflows.

Fiona is growing a considerable international following as a speaker, blogger, coach, podcast host and the author and illustrator of the 2023 UK Business Book Award-winning "[Comic Books for Executives](#)" series, which include the Handbook for Engagement and Communication. She is the host of the podcast "[Working Humans](#)". Her latest book is "[AI-Powered Professional](#)".

Before her launch as an independent consultant, Fiona was embedded in corporate communications for 15 years, working for some of the largest international companies in Europe. She received an MBA in Management from the University of Amsterdam in leadership with a concentration in AI.

Fiona is a trainer with Schouten & Nelissen, IMK, Suas and de Baak. She is a Stewart Leadership Co-Active Coach and ICF member.



**Fiona Speaker Reel**

READ MORE...

**Embodied AI**  
**Keeping Data Safe**  
**The AI-Powered Comeback**  
**Voice-Activated AI**

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AI Tech Bro Culture  
Right-Brain, Left-Brain AI  
AI-Powered Onboarding  
Quantum Computing  
The EU AI Act Explained

## RECENT TALKS

Business Insider-Vodafone TechTalk  
HRCore Academy: AI for HR  
Sterkmakers: Hoe weet ik dat mijn organisatie klaar is voor AI?  
HRCore: Becoming an AI-Human Co-Creator  
HR.COM High-Visibility Leadership for Women  
Creative Rebel Podcast with David Chislett

## TESTIMONIALS

S. Loughran: "Great session - brain aching with new information!"

H. Baldwin: "Fantastic insight - thank you. Very helpful event."

L. Biro: "This was mind-blowing, thank you!"

M. Purton: "Fascinating stuff, thank you!"

S. Walmsley: "Great content and useful information. Thank you!"

S. Riley, HR.com: "I thought the presentation was great! I love how passionate and relatable she is."

N. Morelli, Rotary Club The Hague: "The AI presentation was much appreciated! Personally I learned much more about AI and, thanks to her clear explanation, I have a better idea of how it works and if how it can be applied!"

L. Carola, HR.com: "The facilitator was so very knowledgeable and I would recommend this presentation to anyone who is a novice in AI; she was excellent!! You all will need to invite her back again for another similar presentation."

M. Shortle, HR.com: "So interesting! Far more information that I've had in other presentations on AI."

F. Baily, HR Lead CLL: "The team thoroughly enjoyed the keynote speech and the interactive session that followed. It was a great meeting for learning more about AI."

G. Wilkinson, TheTruthWorks: "Just wanted to say thanks again for your brilliant contribution to the panel. You brought such energy and interesting discussions."

T. Pavlova, Learning & Development Manager, Yara International: "Really great and insightful presentation".

K. van den Berg, Head of Talent ABN AMRO bank bv: "Really great and insightful presentation!"

D. Van Damme, Salesmarketeer.nl: "Fiona Passantino's masterclass was so inspiring and educational for Sales Marketers! It is indeed exciting to see how AI is transforming our understanding of the world and enabling us to develop new skills. It was particularly instructive in sharing knowledge and exploring the potential of AI. This is crucial in our rapidly evolving technological world. Here's to more inspiring and educational experiences in the future! 🙌"

V. Veleva, Female Ventures NL: "Fiona has the unique ability to balance practical tips on ChatGPT and Mid Journey with a wealth of knowledge on AI. I had the chance to witness her powerful presence when she gave a workshop held for 70 people with the aim of encouraging female leadership, where she successfully translated the theory of Artificial intelligence and Machine Learning into a captivating message with a wonderful sense of humour met with enthusiasm from the participants. We are grateful Fiona volunteered her time and gave a workshop for Female Ventures."

H. Simpkins, Senior Internal Communications Business Partner AXA UK: "Thank you, Fiona, for a really thought-provoking session. Left me with a lot of thoughts around the role of AI in speeding up what we do, and how we

*can use it to improve the visuals of our messages. It's always been the costliest part of comms to create engaging stories; but as you say, Fiona, such opportunity if we do."*



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