

# Self-Promote with Ease and Authenticity

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Now another question that came in from the group was selling yourself, how would I sell myself? That I'm someone who can think on their feet? Because that's a big part of leadership, right? How did you think on your feet thinking on your feet is when you're able to make decisive decisions, and you are a decisive decision maker. And my answer to that is you don't need to sell it. You begin to think on your feet to increase trust in your gut and in yourself. Successful leaders have years of making split second decisions when under intense pressure. It doesn't happen on day one, they have a track record of years of making split second decisions. However, their overall success rate from making those split second decisions didn't happen on day one, they have years of experience, they have years of facing unpredictable failures under their belts. And they can't rationalize it. And they can't explain it when they're making those decisions. They simply trust how they feel. They'll look down at the facts on their files, they'll look at their team and get their opinions. And they'll look at everyone shaking their head at the table, who is disagreeing with the direction that they're proposing. And they act anyway, they act in spite of the feedback, they trust their instincts, they provide no scientific explanation, they just know. That's when you're able to think on your feet, you start trusting yourself, start trusting your gut. And you can go get the information that you need, go get the experience, if you need to read a book, or you need to watch a video, ramp up, I'm not saying winging it. I'm saying you develop over time, small levels of risk. That's what I mean by gutsy moves by going outside your comfort zone. As you become more confident and thinking on your feet from your lessons learned and learning to trust your instinct from those experiences, that then becomes stronger. Now a positive offshoot to this approach is that you also become desensitized to pressure over time, because you're comfortable making split second decisions. It becomes your new normal, much like any muscle in your body that kicks in. If you've ever ridden a bike, and it's been 20-30 years, since you rode a bike, and I asked you to get on a bike, you wouldn't have to learn, your body knows your muscles kick in. So your path becomes clear when your intuition becomes your best strengthen your decision making tool. Now you don't have to have the cure for cancer to make split second decisions. A split second decision is on any level, if someone just says you know, things go south, you know, Plan B has to kick in, and they're looking to you for some sort of leadership, even if you're not in a leadership role. If you are in a leadership role, they're looking to you to have to go with your gut.

02:31

Now let's talk about compliments. Compliments are the most underutilized thing that we have in our life. They are not meant to stroke your ego. They are energy. They are strong, instinctive impulses, pulses of energy, and they are motivators shown to improve higher achievement levels further. You build your confidence over time by recognizing the value of your work. So even in tonight's call in the assignments I'm giving you, I'm asking you to recognize the value of your work, and I'm asking you to share it with me. So just by doing that, it's building confidence, and taking on new challenging projects and roles. A lot of people don't really accept compliments for what they are, they're a grateful gift, and by not accepting them. In reality, you're pushing away opportunities and suppressing your self worth as

a valuable service provider. You're essentially saying I'm not worthy of this gift. Now, because we need the scientific explanation, right? This isn't woo woo. Research proves that successful leaders build confidence over time by recognizing the value of their work, and owning it, owning your authority, which in turn enables them to take on more challenging projects and roles. Successful leaders confidently seek out and accept new opportunities for advancement, because they have the confidence built up from a lifetime of much smaller achievements. And that's what gives you credibility to be up there to lead a meeting, to do a talk to speak up, that's what gives you credibility or to go for a position or a new role that you really wouldn't have assumed you would have went for but because you have that belief in yourself, when you look at it that way, you actually have quite a lot to share with people. Compliments also validate what you stand for, again, raises your self confidence. It grounds you to be in your own skin, which others will notice. People feel confidence. You gain respect. High fiving yourself gains respect people appreciate the value you bring. Now make note this doesn't mean they have to agree with you. They may not even like you, that's okay. You're not there to be liked. It's great if you're liked. We're going to talk about relationship building in another class, but they just have to appreciate and respect you remember that quote, right? There's more love for hunger for love and appreciation than there is for bread.

04:58

We also have to care less about what people think. And you have to care more about what you know, and why you're most qualified to talk about it. And those things that you know, is what I'm going to be asking you to do on your assignments. So please recognize compliments for what they need, and why you earned them. And also noticing notice for yourself when you're pushing them away, when someone even gives you a compliment, not related to work, your hair, your dress, how you manage that these five different things while so much was happening, right? these last couple of months in the world. How much strength have we gained? How much strength has the world gained from these last few months, the power of resilience? Recognizing, wow, you know what, I survived, I'm surviving, I'm still here. I'm here and I'm here for a reason. We're here on this planet for a purpose. And maybe you channel that through accounting or theater. I channel it through coaching. I was just talking to a client, she teaches Italian. Another person teaches education, it doesn't matter whatever you're on this, whatever your chosen vocation is on this planet. That's what you chose. It's your chosen vocation. The Latin word for vocation is vocare. The definition of vocare in Latin is being called to do something. So that's your chosen vocation. Let's not confuse that with your purpose. We're going to be going into this in a few minutes. So recognize the compliments, recognize when you're showing them away. Recognize when you're nodding your head, thank you, but still telling yourself you know what, that's not true. I don't really believe that. You will unstick anyone's perception of you just by being rooted in what you know, and believing in yourself. And as I said, they're energy. They're pushing away opportunities energetically. And you're basically saying I'm not worthy of this gift. And by saying that you're basically attracting like minded energy, which will respond to that message. It's where the naysayers and the whiners and complainers come into your life. And all of a sudden, you spill coffee on yourself. There's no, coincidence here, right? The thoughts that you tell yourself, the first conversation is the one you give yourself, that is what attracts the things that you have in your life. So if you would like to unmute yourself, and name any compliment that you have received whether recently, in the last year, five years, 10 years, or just over time, based on your work, why you deserved it in your career, what makes your work stand out, feel free to do that.

07:23

I just wanted to share something that really touched me when I got the compliment. One of the team members, someone who reports up to me told me that she thought I was wonderful with people, because I made a call to help her achieve one of the things on her desk that she needed to move forward with, right. And by the end of the call, the person that I reached out to was on our side, and was definitely going to help and be a great supporter of what our objective was.. And so but what touched me was just that she actually offered to go to our VP and tell him how great a job she thought I'd done. So it touched me that she thought it was that helpful to her. But I really respected that and appreciated it. But it was something at the time, I just kind of said a quick thank you to, and I wasn't sure I was actually ready to receive it. But now that I look back on it after this discussion, I really did appreciate it. And you know what you sound like you're owning it. And you sound like you're I can feel you owning it right now. And let me ask that feedback. Obviously, it's true feedback, because you're owning it. But was that your natural disposition? Is that just who you are? Or is that just to your are atwork? How different are you from the person at work than you are at home? IN that particular regard? Very interesting question, that day I was, who I am at work, and who I am at home, and I'm usually someone slightly different at work much more cautious, which you will see when you look at my DiSC analysis. And I tend to hide behind a little bit more formality. And that day, I didn't I just tried to relate to the person and explain where we were and I just listened but I didn't have to talk. I listened, which is a strength of mine, but doesn't always come across as a strength in Corporate America. Frankly, theperceived strength is speaking not listening. But that day, I just resorted to who I truly am, which is a listener and it worked out well. But yeah,

09:17

I love it. Thank you so much for sharing that you have no idea how just sharing this one compliment can help so many others. And I also want to mention that I didn't mention that before just sharing, you know, your stories here. Even if they're quick ones quick wins. You have no idea how you're helping other people just by sharing that that's why I try to give a little bit of myself in these programs. I so thank you and it also highlights in here story, that third part of the three part formula, which is our personality, that's who she is. And yet there are faces that we have to put on at work which is not our natural personality. And what does that do to yourself energetically when you're resisting and you're holding yourself back versus just saying what you need to say? Right? There's a great song by John Mayer, called Say.

10:02

That's something that I fight against a lot, myself, Jackie. And when I took the leadership academy class, and effects work, there was a certain level of concern. Now Jackie's leaving. And I was even called into a meeting. And I was even told like how much I was appreciated and how they would hate to lose me. And if I ever saw something that was open for a position where they could promote me, let them know. And that shocked me. But then later on, also, someone from my own unit left, and I took on her job. And there was a backlog of payments that had to be made for projects. And the goal was to catch up on a year's worth of backlogs and four months, and I was able to accomplish that. And my boss last evening, he turned around and said, Jackie, thank you, my God, this was so much to do. And, you know, he just gave me a great compliment. And I accepted that I was like, thank you. Because I

have not gotten up until that point, I did not have compliments from others bosses. And owning that and owning that. And what you also just described Jackie is your client, being your boss, your management, and you having his back? That's really what he was saying. Thank you for having my back. I know this was a shotgun project, or a shotgun project to take four months and whip it around, right? I'm sure they'll recommend our job. It was a shotgun project. We've all been in shotgun projects. It's just part of shotgun life. Right? Right now we're if you have children, you're in a shotgun life, right? I'm in a shotgun life. My children are cutting over to remote work, remote school, right? I didn't know how I'm going do that. That's life, right? We get it, we roll with the punches, but recognizing how you showed up in that situation, the attitude that you have, and how maybe you turned it around, if you didn't have a great attitude, but you turn it around, that's okay. Be good to yourself, right? Response versus reaction. It's just all human. And it's great. Unfortunately, not everyone gets that vocal appreciation, or they get the vocal appreciation, but they don't get the compensation or the title or anything that goes with that. So self promotion. Now, imagine if you took all those instances of when people gave you that feedback, and you put some metrics around it. And you said, you know what you just said four months turnaround time, you know, from three weeks to one week, imagine if you took all of those accomplishments now put some metrics around. And then when you're having your status meeting, weekly, daily, quarterly whenever that is, or when you decide to have your status meeting and you set. That's one of the things that came out of COVID. By the way, people weren't sure when they should have their meetings, because everyone was all over, right? They couldn't pop into office anymore. When do I have my meeting with my manager? When do I talk to my team? So you start making those meetings and use them as opportunities to self promote and advocate.

13:14

So I am celebrating, celebrate celebrating both of you. One thing I forgot to mention, the key message here is that when you're getting a compliment, or appreciation or praise, whatever it is, if you don't accept it in the moment, and you just listen, and you're processing, that's fine. If it comes the next day, if it comes two days later, a week doesn't matter. It doesn't necessarily have to be instant, it just means that you have to own it, let it simmer, and then really acknowledge not just what you did, but who you are as a person, the integrity and I also want to celebrate the person that you mentioned that actually high fived your work and your accomplishments to your VP? How great was that? How many times do we not get that right? Was there anything in it for her to do that? No, No not at all. She named it. No, she, she liked the way she felt around you. And that's all that matters. That's why I say it's the feeling people know your value. They feel your integrity. And so I'm so glad that that this came up and you're going to be digging more into this in them in the assignments.

14:24

The next topic here is storytelling, small talk and storytelling. So we're going to be giving sight diving more into this in another class, but I do want to touch on it when it comes to selling yourself. Because you cannot sell yourself if you don't know how to tell stories. And I will just tell you I was never a storyteller. I never knew how to tell stories. I learned it over time. I learned it by watching people who told really good stories I learned when I became speaker. You know storytelling is from the beginning of human time, right? We learned how to tell stories on rocks, and then we tell stories on paper and now we tell stories electronically on video. Storytelling is key to your success. But there's two types of storytelling. And I don't want to make this complicated. There's only two types of storytelling. You either

recap the past, or you paint the future. And that's it. And that's a really simple formula. So when you're telling stories, just think about whether I'm recapping past or painting the vision, the future. People who put their faith in you, let's say, for a new role, and you're talking about a project that's to be or a position that's to be people are looking first for you to paint the picture on what you can bring to that role to that project. In other words, again, how can you benefit them? What are the results you can do for them, they're your client. So when you're talking to your client and your results, speaking to your results. You're painting that future vision, and storytelling as a strategy that conveys your value to speak to your future impact, or the future impact that you're promising. So when you're speaking about the vision, you're giving them the promises, you can't guarantee it, you can't say I'm definitely going to stamp this, as the end game, you can only speak to what you believe the future impact will be under your watch. Past achievements matter. And they're just as important to talk about, especially when you're talking about past results, because you want to use those past results to prove your future success. So they're important, right? They're your results that you have yet to bring to a role as if you've already been given an opportunity. So past is important too. I just want to mention here for all the guys, the men and the women that are listening here, an intriguing difference found between men and women, is when it comes to self promotion, is that women, and this is just an observation. Women tend to talk about what they achieved in the past past tense, they'll talk about what's happened in the past. But if you really listen well to men, right, men tend to speak to the future consistently, right? They are perceived to have no qualms self-promoting all of the projects, they that they will in the future, slam dunk in a few short sentences. It's just an observation that I made over the years, I worked in corporate, I'm not saying it, you know, it's a hard and fast rule, So know where you are, if and just be aware of what you when you're doing when you're talking about results if you focus on the past or the future. And if it's a new project or role, you have to definitely emphasize the future. Right now I'll share a story when I was a young 20 something in corporate maybe a year or so in my career, I felt that it took an awful lot an extraordinary amount of effort and energy when I saw people talking about stories putting in stories, I just wanted them to get to the point and do my job so I can run back to my computer and do what I need to do. I didn't understand why that was so important, right? Why does schmoozing was so important. I didn't understand that. Well, I was wrong. And I learned it quick. I finally understood and locked in my head when I began to observe even the most reserved men, the most reserved men advocating for themselves and squeezing in air time whenever they could, selling themselves securing their seniority. That's when I a little, a little light bulb went off. And I said, You know what, I don't like it. But I've got to do it. I got to learn how to storytell. So to showcase your authentic self, when you're leading from your gut, rest assured, you can navigate any discussion because you will tap into how you feel. And when you're storytelling you're tapping into on the fly, because it's not scripted stories are not scripted, right? You tap into stories, where you talk about the challenges you experienced in the past. You talk about the before picture, you talk about the after picture, that's also a form of storytelling, you talk about where you would hope to see a project where you hope to see your role or a person or function happening in six months.

18:48

You talk about the hopes to talk about the dreams, you draw out the vision, but more relevant, demonstrating your beliefs in that vision. Because people want to believe what you believe. So when you're storytelling, it's really a belief. It's your belief system, right? thoughts. And beliefs are just thoughts that you think over and over and over again until they are locked in as truth. People want to

see the belief they want to believe what you believe, and they want to see the confidence, right? That you're feeling because if you feel confident, they feel confident in having you on that project in that role in that position, running that program, running that event, maybe it's a offshoot, it's not an everyday thing, maybe it's a two day or a five day thing. They just want to give it to you, but they want to know you have the confidence. So when you storytelling, I want you to think about the past, recapping the past the challenges, the pain, the struggles, the failures, right? How many times do you wake up and say, Well, I really respect them. They just called themselves out and admitted their mistake, right? How many times did we feel in the beginning, when I was starting out in corporate I would die if anyone calls out a mistake. I would go red if anyone outed of me in the room. Right? But I had to do it for myself. You have to do it for yourself. You know, sharing your failures and what you learn from that experience, all part of your leadership legacy and all part of what I'd like you to share on your assignment.

20:06

So let me give you a quick a quick formula on how to speak to the past and how to speak to the future. There's a quick and dirty formula, it's called Star. If you've heard of this star stands for situation, you describe the situation that you were in, or the task that you needed to accomplish. Action is what you did what you did to handle that situation. And the result is what happened, what happened as a result of taking that action? What did you accomplish? So let me give you an example, a situation, let's say and this is perfect for an interview, by the way, the star technique is perfect for an interview, but it doesn't have to be, that's when you're sitting down pitching an idea pitching a project, or talking about what needs to change, right? When you're talking about the Legacy The dinosaur people or resources or, you know, I excuse I don't need to say dinosaur people in terms of age, I mean, dinosaur in terms, people that need to be retrained that dinosaur resources that they need to tool themselves with, where they're just not getting the training, or dinosaur systems. Right? You're sitting as an example, let's just say, you know, you're talking about a situation where, one time you're speaking to someone, you're saying one time I was on a project it had a deadline, and it got moved up two weeks. And this project required a lot of time and research. So that's the situation your project deadline, deadline got moved. So that's the situation that's the S. And the task might be well, you know what I needed to send those results to my management by the following morning. In fact, the example that Jackie just gave us a perfect example of this, right, she needed to get things out four months of work quickly. That's the situation. So you set it up, set up the story, here's the situation, then you move right into the action. What did you do? I immediately put on hold some other projects that could wait. And I began working on it. I began working overtime, I began staying after hours, I began training, consulting, training others. I had a good rapport with other staff members, and they offered to help me I delegated. That's what I did. Those are the actions that I did. I also stayed on after work for a few hours. And what were the results? Results was I got it on time, I got the project done. And we knocked it out of the park. I mean, we did it on time, or maybe we were behind just one day, but we did it. That's what I mean by past, if you're really thinking about it, and this really does work, it's not really I wouldn't recommend, you know, thinking about this necessarily, if you're on the fly, having a quick small talk conversation. But you know, if it's more formal, and you're a little bit more prepared, this is how you sell yourself, right, you sell what you did, to show your past performance, that predicts future results that predicts future success.

22:40

Now, stories of the future work a little bit different. You talk about where you are, here's where we are.

22:49

And here's where we need to be point A point B, you get right to the point, a lot of times a lot of management, you know, your manager style. Now I know when I did the DiSC, I know some of us on this call, listening, have done the DiSC profile. And the DiSC profile tells you which of the leadership styles, you have one of them being a C style. And if you've done that, and you haven't yet met with me, we'll go into what these styles are. But you know, your management. So if your management is short and sweet, then get to the point and give them point A and point B, right? If your manager is more of a talker, and your executive team likes to schmooze a little bit before you get down to business, then, you know, you talk to that as well. But at the heart of it when you're, when you're talking about stories of the future. We talk about where you are, and you talk about where you need to be. And then the only other thing you're talking about is what do you need to do to get there. And that line in between the two dots is what you talk about. That's the future impact. That's the change you're proposing. That's the idea. That's the project. This is a really, really simple formula that you can do on the fly. You don't need to script this one, the STAR technique, maybe needs a little bit more time stories of the future point A point B, what are you going to do to get there? But what are the results? What are you promising me? I'm your client. What are you telling me is going to happen? And by when? how much by when? Metrics. How many days How many consultants, how many resources? How many people do I have to shuffle around? Give me the metrics. Give me the bottom line, that line in between the two dots, is where you're telling them the data, giving them the data, giving them the facts so that they can make a decision or coming up as a decision maker on your own and making that decision for them.

24:30

Where do you advocate for yourself? Everywhere. I mean, this is just an example. You know, vendors with business partners on the go conversations, you're on a zoom call, you throw it in, sitting on a taskforce, you're on a team, your presentation, right? Where are you advocating for your team? We talked a lot about you. We haven't even discussed the team. You have a team. How are you selling your team and their strengths? LinkedIn, a perfect opportunity right now. Everybody's on LinkedIn making relationships, emails, phone discussions, I people that I meet here at GLA people on these calls people in my programs, they find me from LinkedIn because I posted something not because I want a gain, or I do it because I share what I hear here in the gusty village and I want to share it, write a story, I give a little myself vulnerability. That's what sells in a very authentic way. Sharing how you feel Coffee Meets, although we don't have those as often anymore. You know, virtual Coffee Meets socially in any setting. I have heard more stories of people being in backyard barbecues coming out with opportunities than ever before. Not now, obviously not in the last few months, but in the past right barbecues, social meets, I'm in the grocery, wow, I just met someone, so I just picked up a coffee around the corner, and happened to run into so and so it's more informal. If you think about the textbook scenario of corporate or any organization where you have the Christmas party or the drinks after work, it's really not about the drinks after work. It's really not about the holiday party. It's about you having an informal opportunity to meet people to network, and to get on a level that's informal and socialize and make relationships and follow up with them in the daytime when business is on again. So that's what I mean by where do you advocate for yourself, and I'm sure you can come up with many other and many other areas. You could, you can, find people.

26:22

Senior management or executive management, your future management people have yet to hire you that are waiting to hire you. They don't call the qualified, they qualify those who feel called it's the belief in yourself, feeling called for something and seeing your value, seeing where you fill in where you fit the gap, and going for it feeling qualified to pitch your ideas. Right now, I'd like you to go back to the beginning of the call, what does that meeting or conversation that you need to have? What is that interview? What is that presentation, whatever that might be? And do you feel called for greater things in your life? Thoughts become things? Beliefs are just thoughts that you think over and over and over again until they become your truth. And successful people are not the most talented, successful people are the most passionate and the most purposeful.

27:11

And we're going to close here with the life purpose. A lot of you had asked, got a couple questions on how do I bring my true self to the workplace. And L just gave an example of how she did that, right? That's just one example. Everyone on this call listening can come up with a million examples. I'm going to give you a three step clarity on the life purpose, clarity, exercise on life purpose, where you are aligned to what your purpose is. Because purpose is your why. And once people understand your why and what your purpose is, you attract the resources and the opportunities and the people that you need to reach your goals. Your purpose is the why the reason you create your goals and pursue the activities you do in business. Why are we doing this project? You can't just tell me we're doing a project? Why are we doing it? The team needs to know why. Before the what a lot of leadership doesn't necessarily do that they go straight to the how and they don't tell the team why. Right? There's no buy in. Even though they don't have to do buy in. Maybe they don't feel like they need to. They have to. That's how culture's form. Tell me the why. It's the reason you strive to achieve the results you're looking for. This is why we're doing this. Goals are important, but they're just the what they come after the why. And your action plan your strategy is the how and you can't sell someone on the strategy unless you tell me why we're doing it. And we're going to cover this later on in the program. So let's dig in the DiSC profile also talked a little bit, the deep dive into who you are as a person as well. But this goes into another level. So when you think about purpose, there are three things that that really make up your purpose. There's doing what you love, which doesn't necessarily mean you're doing what you're good at, you're just doing what you love. You're doing what you're really good at. That's the second thing that you're naturally good at your talents, your gifts, we talked about that. That's a leadership asset. And then the third thing is accomplishing what's important to you. So doing what you love, doing, what you're good at and accomplishing what's important to you, your values, what really matters to you. So this is a another quick three step formula. Most of the best formulas in life are three steps. So here I want you to do this in your on your notebook. I'm also going to give you an exercise if you want to just listen in and sit back that's fine, but you have this after the class, I want you to list one or two of your unique natural qualities. As an example, enthusiasm, creativity, unique natural qualities. I'm using an example from a recent GLA student. We did this together a couple months ago. So I'm going to use her as an example. When I did this with her. She said I am naturally inspiring and I'm a genuine person. That's the feedback I've always been given and that's who I am. Natural quality. Please write one or two of those down. Next, I want you to list two ways that you most be you're expressing those qualities when interacting with others. Two ways that you enjoy expressing them. So this person said that I really enjoy expressing it



when I'm leading, maybe leading a meeting or leading a project. Whenever she's leading something that can even be on a personal level. I'm leading, by training my niece on how to dance salsa, you know, I'm just making this up. But how do you enjoy, you know, leading, I remember years ago, give a quick example. Before I had children, I remember we had some friends over two little girls. And while my husband at the time was making dinner, I went into the other room, and I was just playing with these kids. I really didn't have much experience around children, to be honest with you. I didn't have a huge family of kids. And I just started like teaching these kids. I was like, teaching them silly things. Nothing. I just loved doing it. And they turned to me, and I'm sorry, they turned to their mom. And they said, Wow is she a teacher? She seems like she's a teacher. And I just looked at her. And I said, No, I'm not. I mean, that wasn't even something I thought of as, as anything. This was years and years ago.

31:05

But the truth was, I was a teacher I enjoy teaching, that's part of my expression, right being on these calls, like doing what I do. Even in corporate as an executive later on on before, I was always loving teaching. So I want you to think about ways you've expressed yourself all the way since childhood. It's funny, I threw a little thing on LinkedIn a couple of weeks ago, which I couldn't believe the interest, I threw a little picture of a boy and a girl playing cashier, and the little girl was behind the cashier and the little boy was buying something from her. And underneath that picture, I said, when you were five years old, which one were you? Were you the cashier? Or were you the shopper? And when I put that picture up there. Because I remember as a child, for Christmas, getting a little cashier thing and checking out my invisible friend named Grace. I remember checking her out, I was like, I am the leader. I am the cashier. I'm responsible for the money. I'm responsible for selling. Right. So what I'm asking you right now in this question is not just your career, I want you to go away back to five years old, right? What were you doing? What have you been drawn to? What are the books you read? Expressing those qualities? leading, singing? Writing, whatever it is, let's go back. And if you don't have it right now, you know, lean into it, it'll come later on. And then the third thing is, I want you to describe the world as you would like to see it right now as if it were perfect. In a perfect world, how is everyone interacting with everyone else? And how does it feel? A perfect world is a fun place to be. What would the world look like? In your point of view, with your sunglasses on? If I were to put on your sunglasses, what is everyone doing? How is everyone interacting with everyone? When I asked this person this question, she said, I see everyone just creating ways of coming up with ideas to make a global impact on teaching and learning. I believe that if everybody from the mailroom person, to the realtor, to the accountant to the lawyer, if everyone in this world contributed to teaching and learning, coming up with new ideas, we can make a global impact and grow as a planet. This is her why she's an educator. And actually, you know what reading this statement is actually my why as a trainer. A true, a genuine trainer doesn't do what they do unless they feel like they're making an impact some way and helping the world grow right in your own way. So this was her I want you to think about your your statement. If you don't have it right now. That's okay, lean into it, I gave you this example. And then all you need to do to get your life purpose is you string those three statements together in one statement, and this is what she came up with. And this was tweaked over time, she had a message it. My purpose is to bring my authentic self to the world by inspiring others, leading and designing projects that make a global impact on teaching and learning. That's her why. And guess what? This statement is not so different than the LinkedIn profile that we came up with. When I was coaching her. On her profile she has I'm a purposeful leader, I'm an empathic leader. My mission is to make a global impact on teaching and

learning. That's what you see at the top of her headline on LinkedIn. If you go to a website and you want to buy a product from a website that you don't yet know them, where's the first place you go? You go to the about that the About page, what is this company about? Who is this person about? Give me their Why? What is their mission? The first thing you're going to see is our mission is dot dot dot. You are an intrapreneur right? You're your own company, you have your own products, you have your own clients, what is your why what is your purpose? And what what drives you to get up in the morning. And by the way, this doesn't only have to do with just career you could do a purpose statement for career and life. If it really putting those together. And I'll reiterate, your purpose is doing what you love doing what you're really good at, and accomplishing what's important to you. And I will share my purpose I wrote this several years ago, it still applies. My mission is to empower others to trust their intuition and step into their fullest potential to design a career and life that they love. I believe that if you trust your intuition, if you trust your gut, your spirit it's not a religious thing. You trust your spirit, you have to believe you have a spirit. If you believe in your spirit. And you believe you have a voice inside you that's calling you for something, I believe if you listen to that, and you trust it, and you act in spite of any fear, you act in spite of any obstacle, anyone telling you No, I believe that you have the power to step into your fullest potential of why you're here on this planet, to design a life that you love, and a career. Career is important. But it's a life. Holistic you. Relationships, wealth, children. Recreation, things that you love, and enjoy.

36:06

So, I have a homework exercise, I'm going to give you a couple of homework exercise, which I will email you right after this class, you will also get the recording in a day or two, once we process. You will be getting a couple of homework exercises to share your accomplishments. Please note, although I give you a worksheet, you know this could be you can create another file and journal it out, you know a lot a lot of times people just say can I just can I just go all out and share it. It becomes like a confessional. You want to put that in a paragraph form. I don't care how you give it to me. So share your accomplishments and really own it. Because I'm going to ask you how you're sharing that and selling it on our next call. In that homework, you're going to be identifying your work product, and your unique value and really honing in on what you what your value is. You're going to be sharing your KPIs and metrics around those accomplishments. If it's just one or two, that's fine, you know, you'll run with it later. Give me the KPIs Give me the metrics, give me the numbers. We're going to be embracing. I don't have an assignment for this per se, I just want you to share it with me before the next call on email, embrace and giveaway, I want you to embrace the compliments, but I also want you to give away some genuine compliments to others. Because that's how we change the world by showing up receiving and then giving. It's a two way. Embracing it and then giving it away. I saw someone today randomly. I haven't seen her in many years. And she always wore the brightest colors. I mean, everyone was grays and browns. And she just always stoodout and I saw her today she was wearing hot pink. And I said to her Oh my god, you just light up anywhere I see you. You just make me feel good with these bright colors. I personally have never been able to wear bright, bright colors. But when she wears them, she owns it. It's who she is. And she's been wearing these bright colors, with a staff of people that have only been solid gray's browns, and tans. And that's okay, to wear those colors. But she was so gutsy all those years to wear these bright colors. And I just saw her today. And I was like, Wow, thank you. I'm so glad I met you today, a grateful gift, you made my day just seeing her hot pink, because that told me that she's still authentic to her style, in spite of everybody else in her team that

she's still wearing the browns, the blacks and the tans that stood out for me, I remember how I felt around her so many years ago. And it came right back when I saw her today. And I could see her face light up. I think I made her day by just sharing that. So I like to share, embrace the compliments and give away a compliment every single day.

38:29

And really, this should be number one, right? Right your life purpose statement, right, we should really start with with number one, but write your life purpose statement I want to share it, I want you to share it and if you feeling gutsy, you could share it with a group. Also, there was a question that was asked on the survey, where can I go with all my skills, or when you think about your accomplishments and your work product and your value and the metrics, that's where you're going to go, you've got to hone it, you're going to get clear on it. And you're clear everybody else is clear. And tie that to your life purpose statement, and you are good to go. You just have to start really leaning into this. And you have to read it regularly as well, right? It can't just be a one time we have to be our life purpose.

39:06

And now I always give out optional gutsy challenges. I promised you this before we started as a gutsy challenge, I'm going to give you two additional assignments, they are optional. But if you are up for the challenge, and you don't have to do them necessarily before the next class, but before we end these couple of weeks, the best way to know who you are and what your strengths are. We did the DiSC assessment. So you did that. That's great. That's external, very, very valid feedback scientifically proven, DiSC is a very accurate 99.9% accurate profile. However, the best feedback is from people who know you, right? who have worked with you. You can ask prior colleagues, ask them for the feedback. I'm going to give you a script on how to do that if you don't know or what to say. So I'm going to give you that. I want you to make a commitment if you're feeling gutsy and asking at least one person for the feedback on your work. Because that feedback is so valuable. It's part of the Gutsy Leadership System. It's one of the key steps that I teach. Please ask for that feedback, if not now during this course, sometime soon.

40:08

And the second thing I'm going to be doing is a personal strengths worksheet I'm going to be giving you, I want you to take the personal strengths worksheet, and I want you to give it to your friends and family, you probably don't want to, I mean, it's up to you. Most people don't feel comfortable taking the personal strengths and giving it to their professional colleagues. Because it's a little too touchy feely, they don't really know them that well, and your family or friends, they know the good, the bad, and the ugly, right? So make copies, send it on email, blast, email, and ask everyone to fill it out and get back to you in a week. And you're done. And get the feedback and see your reflection in the mirror. And maybe you'll hear some things you don't want to hear. But the feedback is, it's good feedback, right? So I want you to definitely do that.

40:48

All right, that concludes today's class, I apologize, we're a little over 15 minutes, usually I spend a little bit on logistics, which we had to do for our first call. But before we close, I want you to there's a personal mantra, which I talked about, it's called BIG. Be in gratefulness, be in gratefulness, end your day BIG,

celebrate everything that you do. Have a gratitude journal. Positive focus. What went well for me today? Right and keeping yourself accountable to these exercises, investing in yourself. And really being honest with yourself, having the difficult conversations with you, your partner, when you're doing the personal strengths, if you choose to do it. You know, that's where the growth happens. That's where the A-HA moments happen. So before we close here, if anyone would like to unmute and share anything that showed up for them, please do so you have the floor. That completes our first class.

41:45

I just want to say thank you, Marisa, this has been fabulous. I've learned so much I have to go digest it, which will be a surprise to you. But thank you so much for the opportunity. Really? Oh, you're welcome. You are welcome. You are welcome. And I should say thank you as well. And I had a kind of like starred some stuff that we talked about earlier, which was the fears and the fears. I think the biggest one there for me is still looking foolish, because I think we're all a little bit afraid of fear of failure and rejection. But looking foolish was a big one for me. Something that I've had in my childhood. And later on, stuck a bit. And, you know, there's times when when I don't care, but there are times, depending on the person that I do, you know? Yes, when I do step out, and I am like, kind of feeling like I was made to feel foolish. So you know, I mean, so and I am afraid to attempt to do something in front of that person again. Right? Well, I have a little, I do have some feedback on that. When you and I, we both know that no one can make you feel the way you feel, right? They can't control that, right? You have the power to control so they're not doing it. But you control your thoughts and feelings. However, whenever we feel like someone has, has done something to us, they have probably touched, it's almost like we have a little button inside that they touched. Right? It's and it hits home. And it's so painful. Right? Right. But it's also a beautiful thing, because you can say to yourself, and sometimes there are patterns, right? Different people different circumstances, but they still hit that one little button, still hitting that button. It really is a it's like an awakening when you have to ask yourself, if that's happening, even if it's just with one person or one situation. Ask yourself, what am I being called to step into here? What am I suppressing? Where's this coming from? And then being aware of it, just like I said earlier with the fear, being aware of it. And honestly, I love to say everyone on this call, fears go away. They never come back. That's not true. I believe fears are deliberately placed on our path, so that we can grow and challenge them and take them on and move on and expand the universe is expanding and so must we. So the fear of foolish it's a very common thing. That's why I mentioned it is a whole bunch of fears, but those are the top three. And if this person is on the professional sense, and you have to deal with them, then I would absolutely take it on because you know it is holding you back in your career if you plan on staying there. And you have to really nip it in the bud and just ask yourself, what's showing up for me where I have to where I have to really call it out and step into it anyway acting in spite of the fear and often we'll go back to that number one metric speaking up, right? Do I need to speak up? And sometimes that has to happen too. Having the difficult conversations, I will tell you nine out of 10 times sweeping under the rug does not work. That's why it's so important. No one can ever give you an example of when they swept under the rug. And it was a successful thing, right? Never, never, never successful. And it goes right to the one that I starred, which was care less what people think. I care less about what people think.

45:35

Yeah, I'm always trying to remember that. Because I have to do what I have to do. And I have to pursue my dream, the purpose I feel in my heart. And you know, no matter what people say, I mean, even, for example, my mom, may she rest in peace never understood my going back to school to pursue what I love, which is theater, and she always made comments about I can't I don't even know why you even bother. I don't understand why you, you know what I mean? And it's like, I, you know, I love you, you're my mom, I care about you, but I can't care about what you're saying. Because otherwise, I won't get my degrees I won't get to where I want to go with this. This love that I have in my heart for theater and helping young people. Family, there are people, your network, your family loves you. But that doesn't mean that they always know what's best for us. Right. And I relate to that, Jackie, because I walked away from my 20 year career in a very lucrative career many years ago, and switched gears. So I know, the family and just loved ones, right? They care about us. And you have to turn it around, and really recognize they're coming from a good place. But that also, like I talked about the ego, you have to love them, and you have to appreciate them. And then you have to tune them out. It's just like a radio station, you got to tune them out. And that's where the mindset comes in. And the mental game comes in. It's having the courage. Gutsy leadership is courage. listening to your gut is courage. It's stepping into the noise and saying, I'm going to do this anyway. And it could take years, 20-30 years, I met people that just started writing a book and they want to write a book now. And I say, great, you have the power to write a book, you can be 80 years old and write a book doesn't matter. So, you know, when you talk about your talents, this all goes into your legacy, your leadership legacy you're going to give me theater would be in there, right? How do you bring and just so you know, right. I know plenty of executives that have taken acting classes to do presentation. Toastmasters, Toastmasters is based on theater. I mean, not technically, they don't. They don't it's for those of you in Europe that I know Toastmasters is international, but many people don't know it. Toastmasters is, is an international organization to help you speaking in a public setting not be scared, right? Most people naturally are scared to public speak. It's just a matter of being human. Well, you can't be a good speaker. If you can't tell stories, and you can't put some drama or natural drama, but put some authenticity and drama that keeps the audience entertained. It's called edutainment, right. You're not there to entertain and to juggle, but you're there to educate, and you're there to entertain. Well, the concept of edutainment, you have to have some theater, right, there has to be something in there that gets you to do that and to engage people. Otherwise, it's just like, you know, I am so sick of this guy's meetings. I am not attending, you know, the town hall. I'm just not going. So I will tell you for years, and I even had executives asking me, why don't you go take these acting classes? Marisa, they're great. They changed my game. I didn't feel like those were right for me, but I appreciated and I understood what they were, you where that, I sourced my, my speaking from different places, but it is a strategy, it works. And actors even use it in that field. To go the other way, right. They're actors, but now they want to talk business, and they want to talk about their career. And they don't know how to do that. So they have to leverage their drama areas, to sit at the table and negotiate a better salary on a movie or whatever, it goes both ways. So I'm really glad. And that's what I mean by your life purpose, you know, theater and juggling whatever it is that draws you. Bring it to the table, bring it to who you are as a person and ask yourself how do these gifts that I've been blessed with that I've been drawn to? How do they relate to my life today? And how can I leverage that in my career, my life, my personal relationships. So thank you for bringing that extreme example, right. I don't get a lot of theater people sharing that with me I've got another careers. That's a unique skill, a unique talent. And so you want to open that up and really think about that and how it supports you in your life. So, thank you.