

Women in Leadership

Mini-Programme

dcm THE
LEARNING
EXPERTS

 Member
Events





About Me

NICOLA MCGUINNESS

- DCM Trainer
- Career & Confidence Coach
- 20+ years in the public sector
- Lean In Network Leader
- Mummy to 4 children





Women in Leadership

1

Women Drivers

- ✓ Women in Leadership Challenges
- ✓ Self Leadership

27th March 2023

10am - 12pm

Zoom



Guest Speaker Louise Pheasant

27th March 2023

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Self Promotion & Self Advocacy

- ✓ Visibility for career growth
- ✓ Your personal brand

22nd March 2023

10am - 12pm

Zoom

4

Self Compassion & Resilience

- ✓ Self acceptance & staying in control
- ✓ Building your community

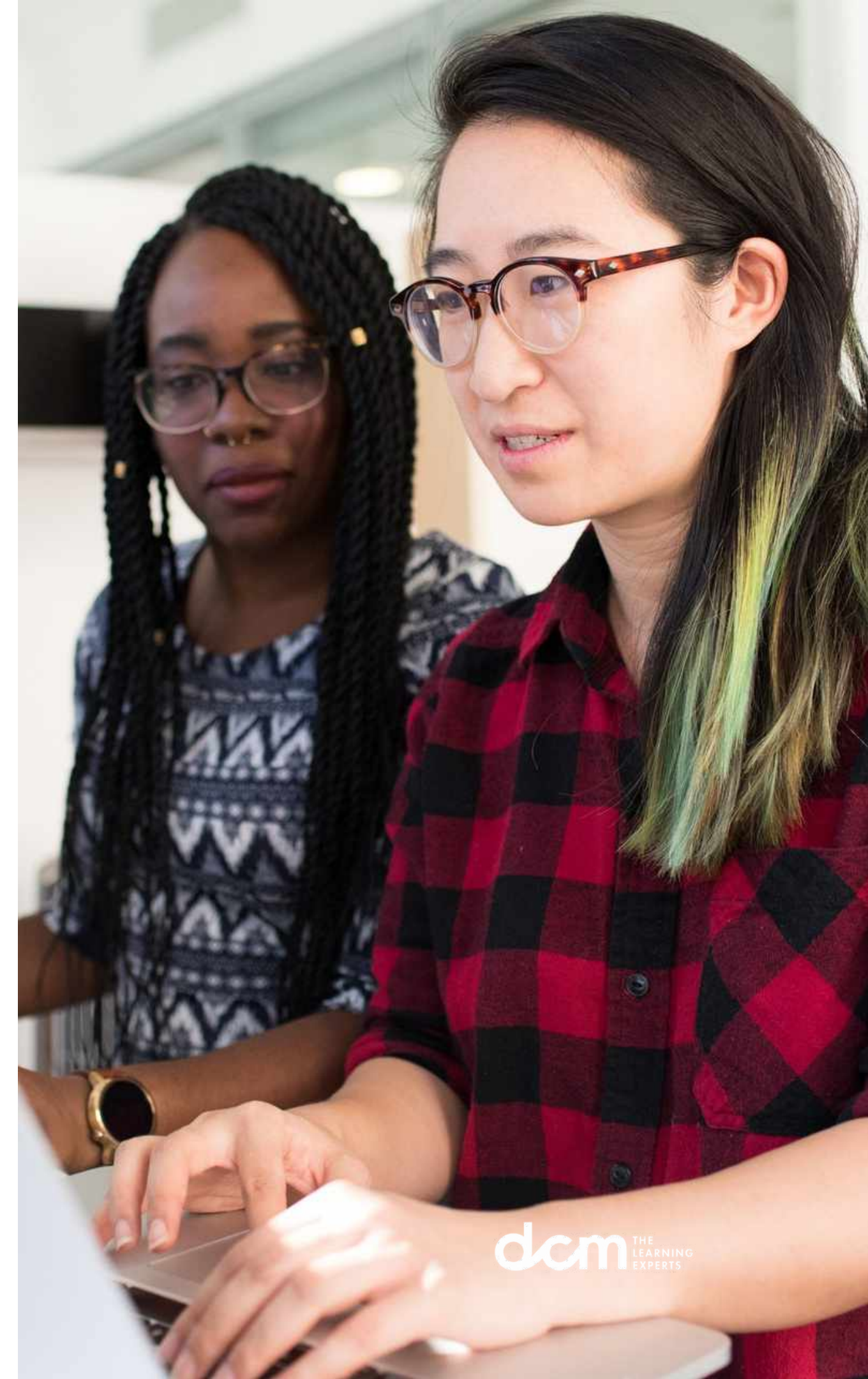
29th March 2023

10am - 12pm

Zoom



- **Self-promotion**
 - Limiting Beliefs
 - Imposter Syndrome
 - Authentic self-promotion
- **Personal Branding**
 - What's in it
 - How to take control of it





The economy is bad

I can do it myself

I already tried

I'm never lucky

I've been told that I ...

I'm too old/young

I'm not smart enough

I don't have enough money

I'm don't have enough
credentials/experience

These things always happen to me

I don't have time

I'll never be as good as ..

I'm can't ask because they'll
say 'no'

It's too late to
pursue my dreams

Thats not the type of thing I would do

I'm not ready

No-one will listen to me

I'll be judged

What if I fail

I'm not good enough

I can't

I'm not good at public
speaking/interviews/finance/art

I'll never make enough money doing that

I don't know who I am (anymore)





'beliefs that limit what you believe is possible for yourself or what you will allow in your life'





Limiting Beliefs



Confirmation Bias



Negativity Bias



Inner Critic



Armour against change





Limiting Beliefs



Formed in childhood



Emotion/feeling attached



Take action/words as truth

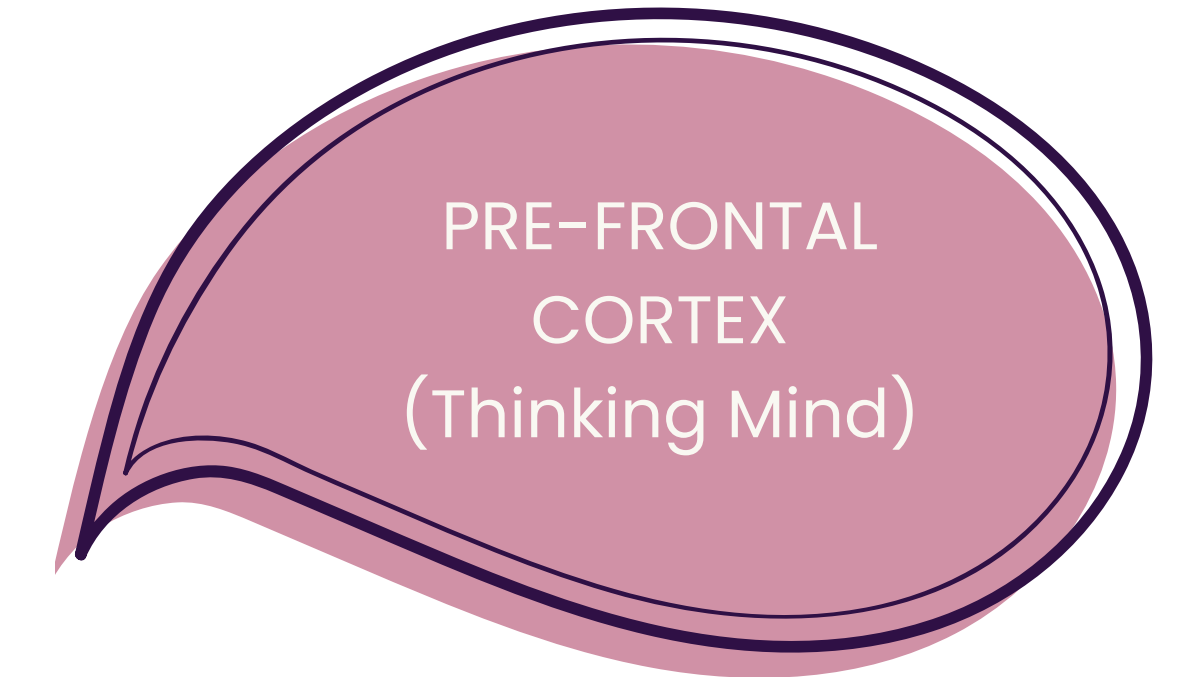


Feelings remain stuck in amygdala





The Mind





- Not simply about replacing the belief with a new one.
- Find root emotion/feeling - fear?





Take control of your stories








- Get aware & acknowledge reality
- Question

"I can't do X now, because Y happened before"





Take control of your stories

-  Is this belief accurate?
-  Where is the evidence to support this?
-  Is it based on facts & logic?
-  Is there a time when I didn't have this belief?
-  What changed or caused me to have this belief?
-  How is this belief serving me now?
-  How would I feel about this belief if my friend had it?

"I can't do X now, because Y happened before"





Take control of your stories

- Get aware & acknowledge reality
- Question
- Rephrase





Rephrasing Your Story

- "I'm too old"
- "I'm too busy"
- "I can't afford it"
- "I can't do public speaking"
- "I'm alive, I have time"
- "This is important to me, how can I find the time?"
- "This investment will pay off in the long term, I'm committed to me"
- "I'm a quick learner, I can ask for help and practice"

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Take control of your stories

- Get aware & acknowledge reality
- Question
- Rephrase
- Take action





Those who look for reasons why things won't work, struggle to take action.

Those who look for reasons why things will work, make things happen.





Self-Promotion





No-one likes a bragger!



Don't blow your own trumpet

If she was chocolate, she'd eat herself

She never stops bumming and blowing

Self praise is no praise



Why we don't do it ...



- Feminine Modesty Norms

Stay under the radar

Be humble

Respect those with seniority

Be thoughtful

Be a good girl

Put others first

Don't be disagreeable

Try not to upset others

Making mistakes is bad

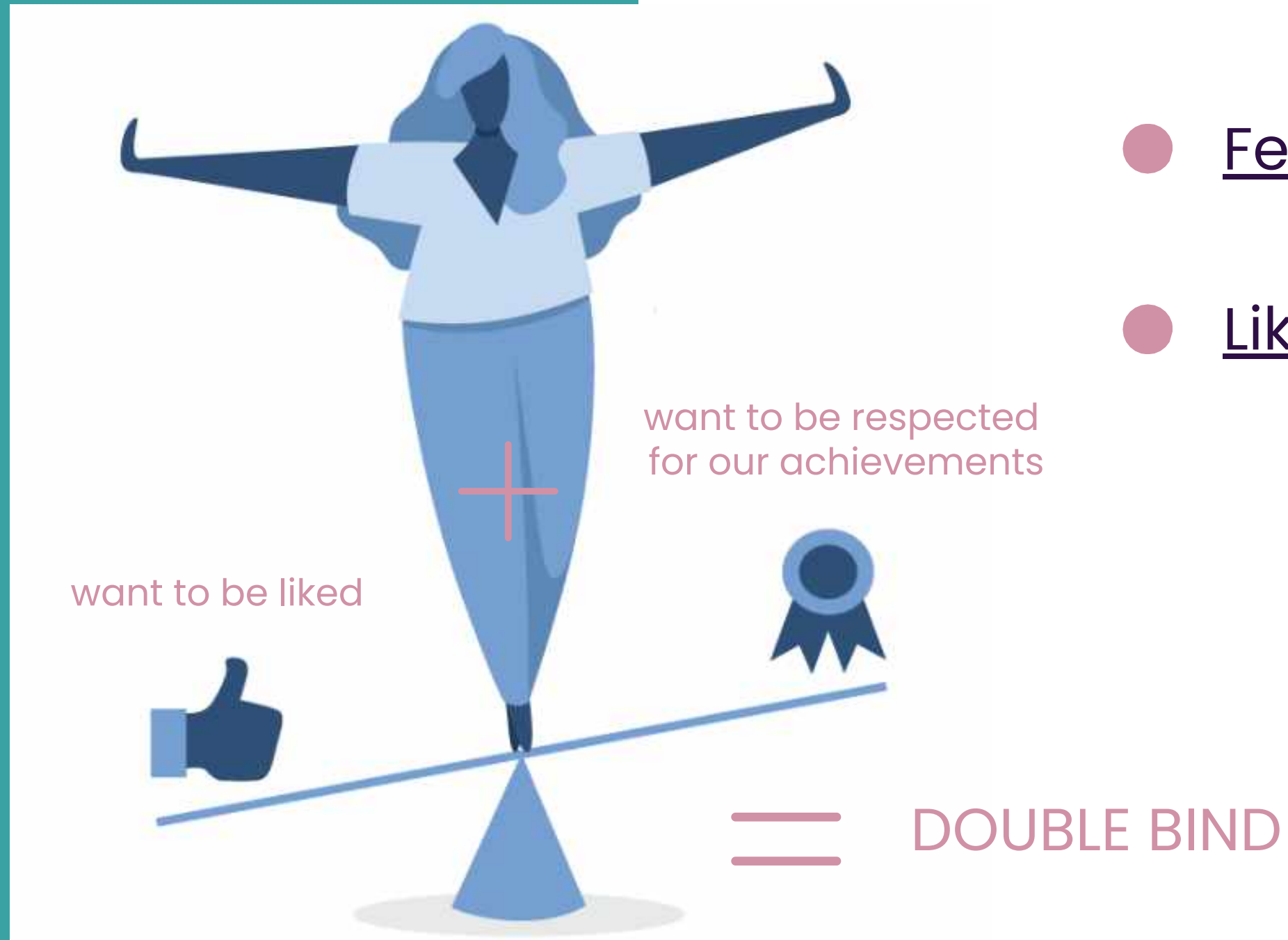
Stick to the rules

Work hard & don't take risks





Why we don't do it ...



- Feminine Modesty Norms
- Likeability Bias





We're allowed to be disappointed!





Why we don't do it ...



- Feminine Modesty Norms
- Likeability Bias
- Empathy for others





Why we don't do it ...

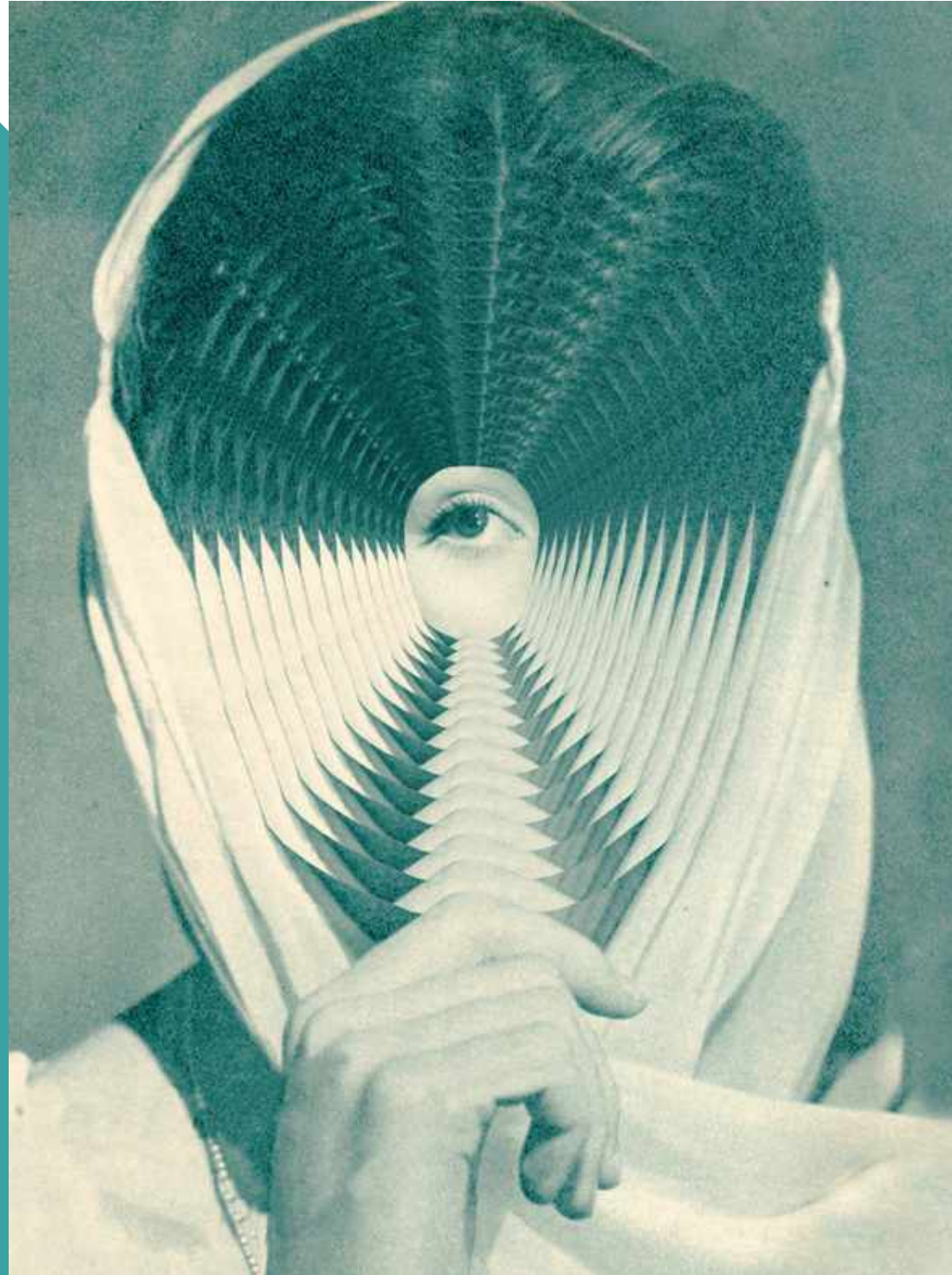


- Feminine Modesty Norms
- Likeability Bias
- Empathy for others
- Imposter Syndrome





Imposter ~~Syndrome~~ Experience



syndrome



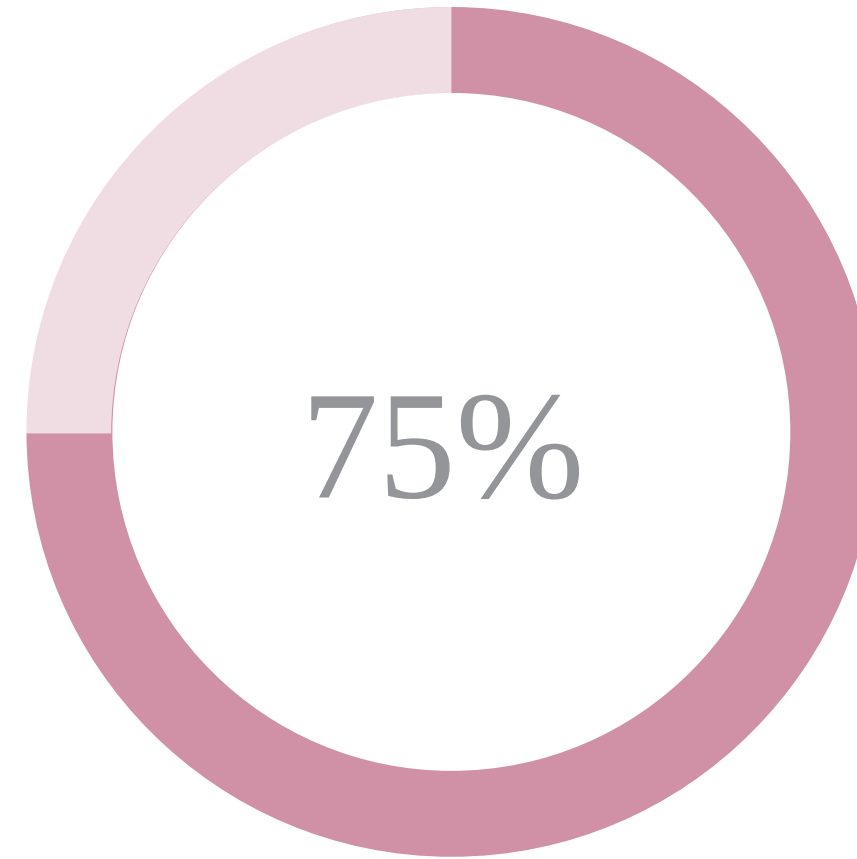
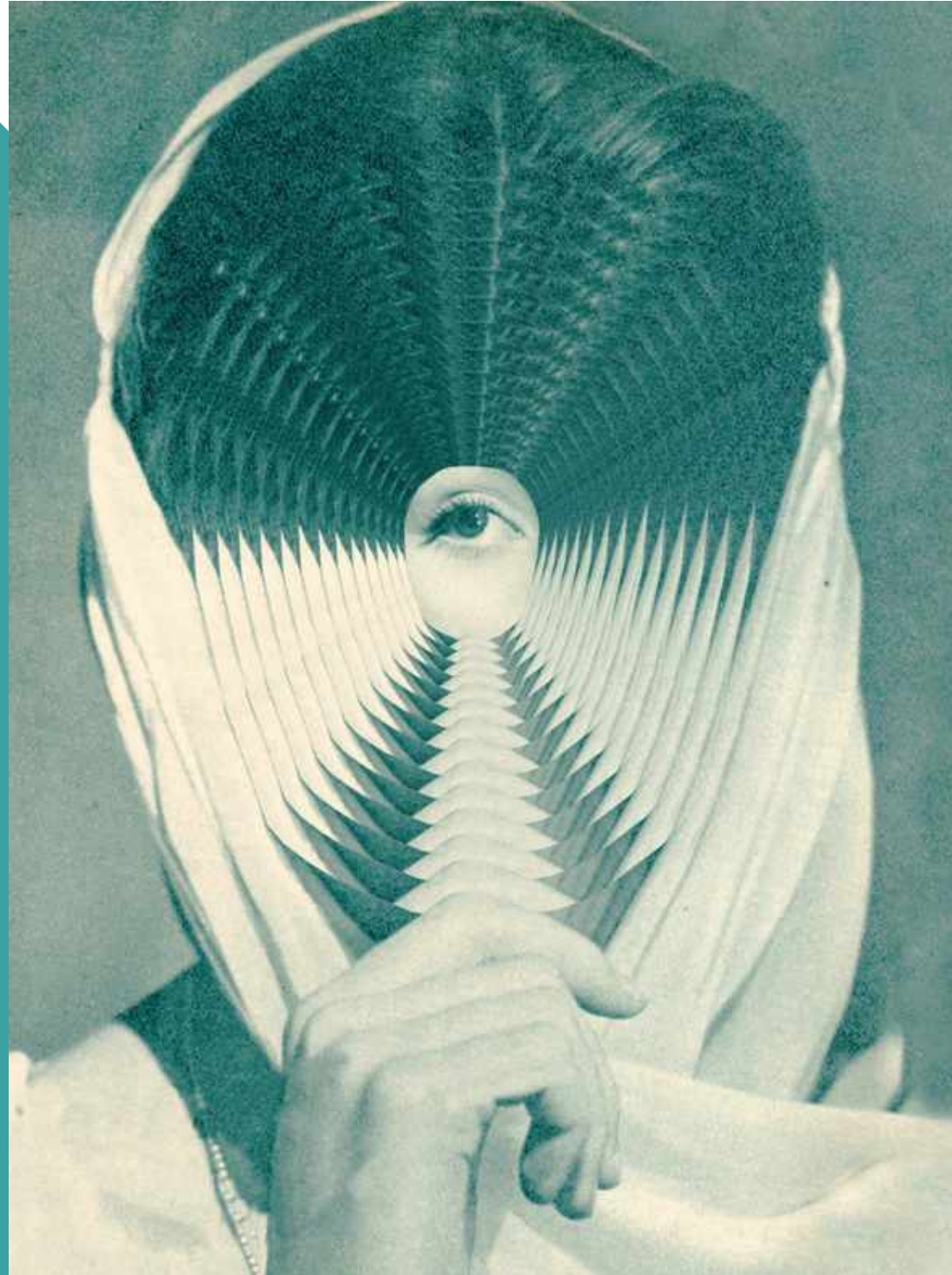
complex



mental illness



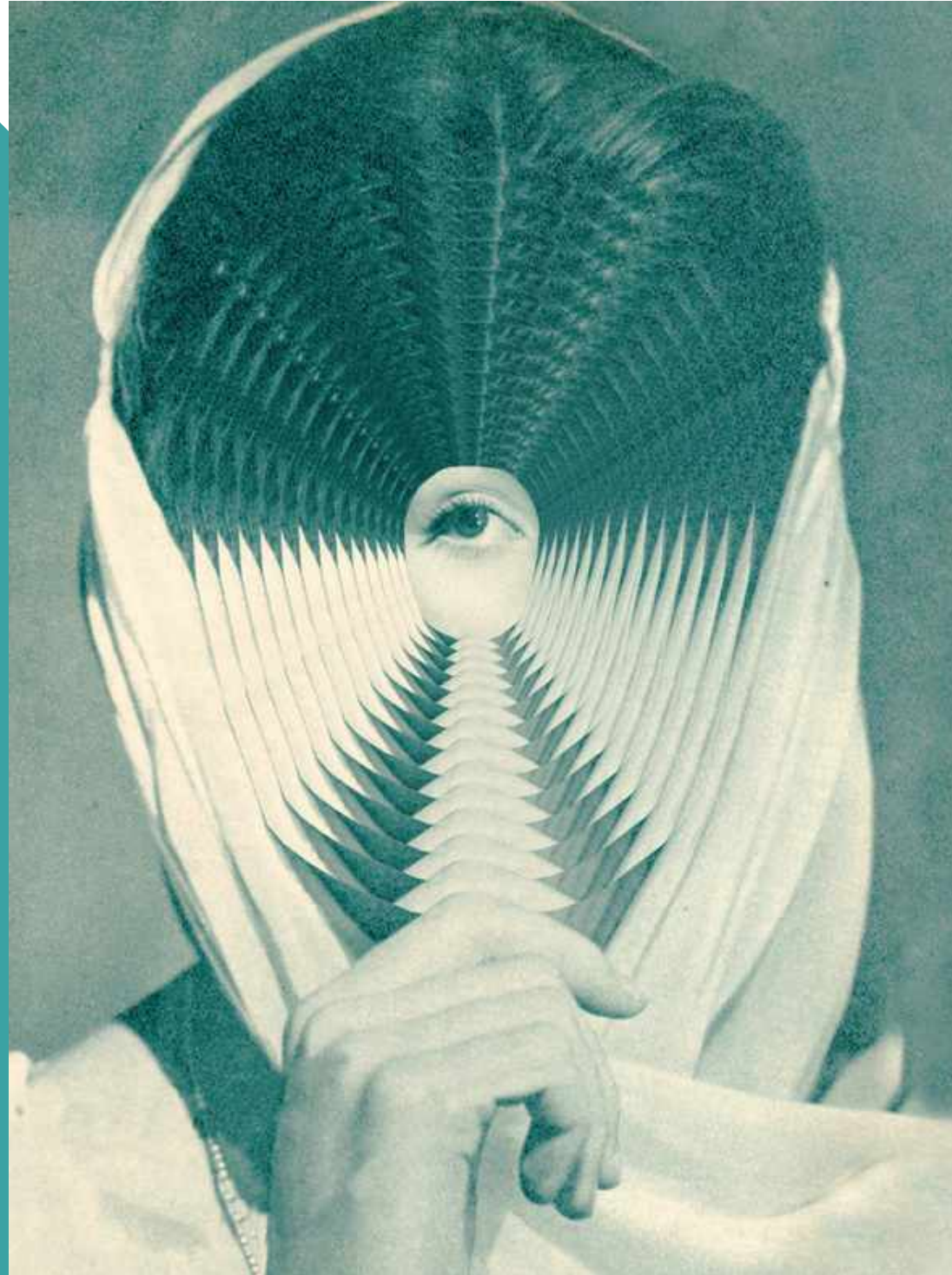
Imposter ~~Syndrome~~ Experience



Most evident in high achievers

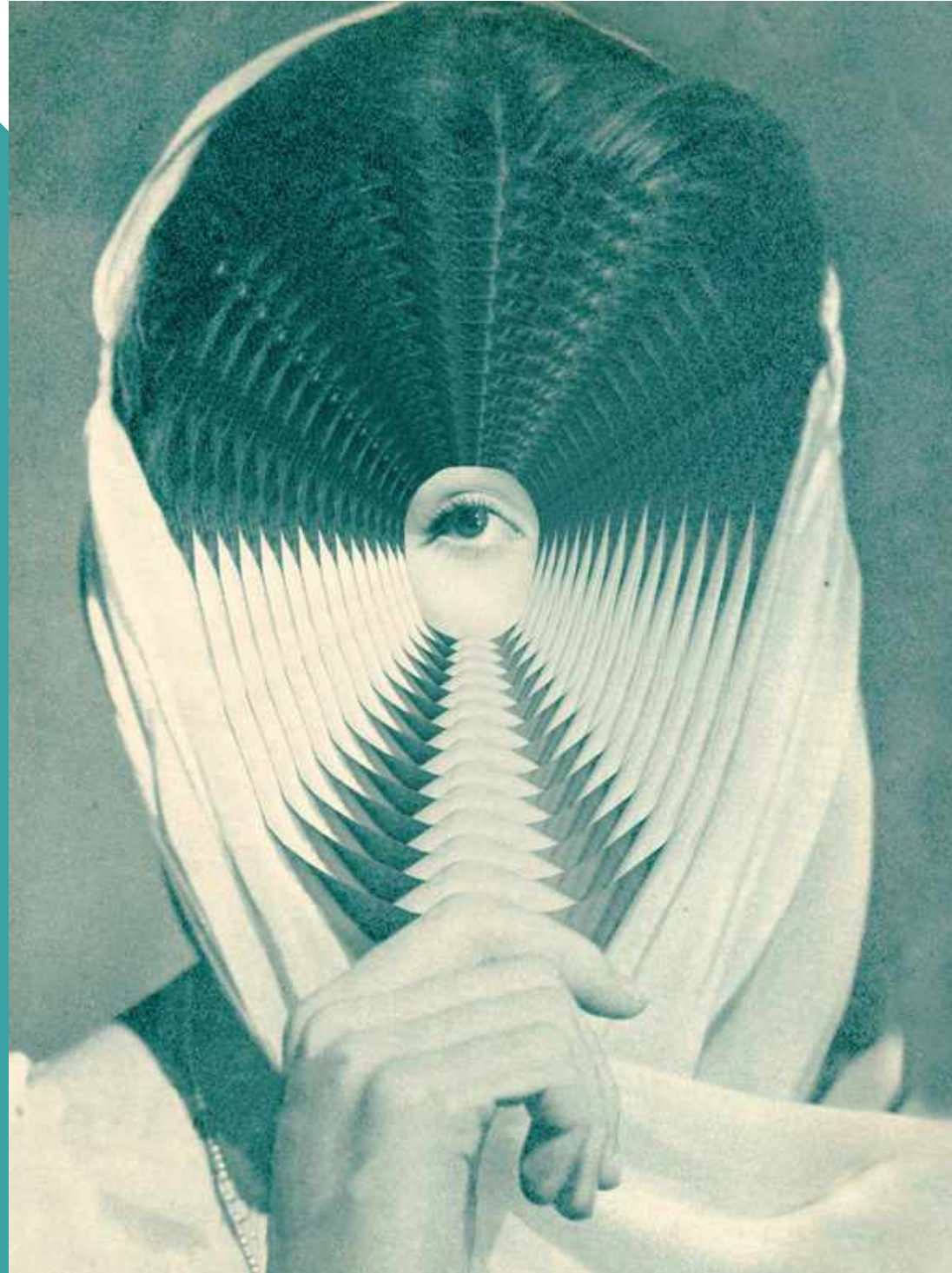


Why women?



- *Prevalence of gender stereotypes*
 - *Men less likely to talk about it because of 'stereotype backlash'*
 - *Women feel less competent/qualified than male colleagues*
 - *Women are part of an under-represented group*

5 Imposter Personalities



Perfectionist

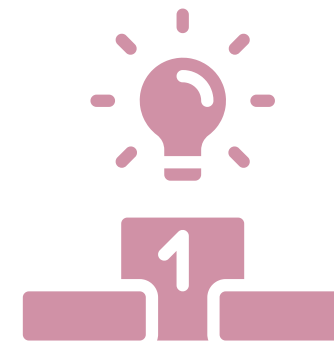
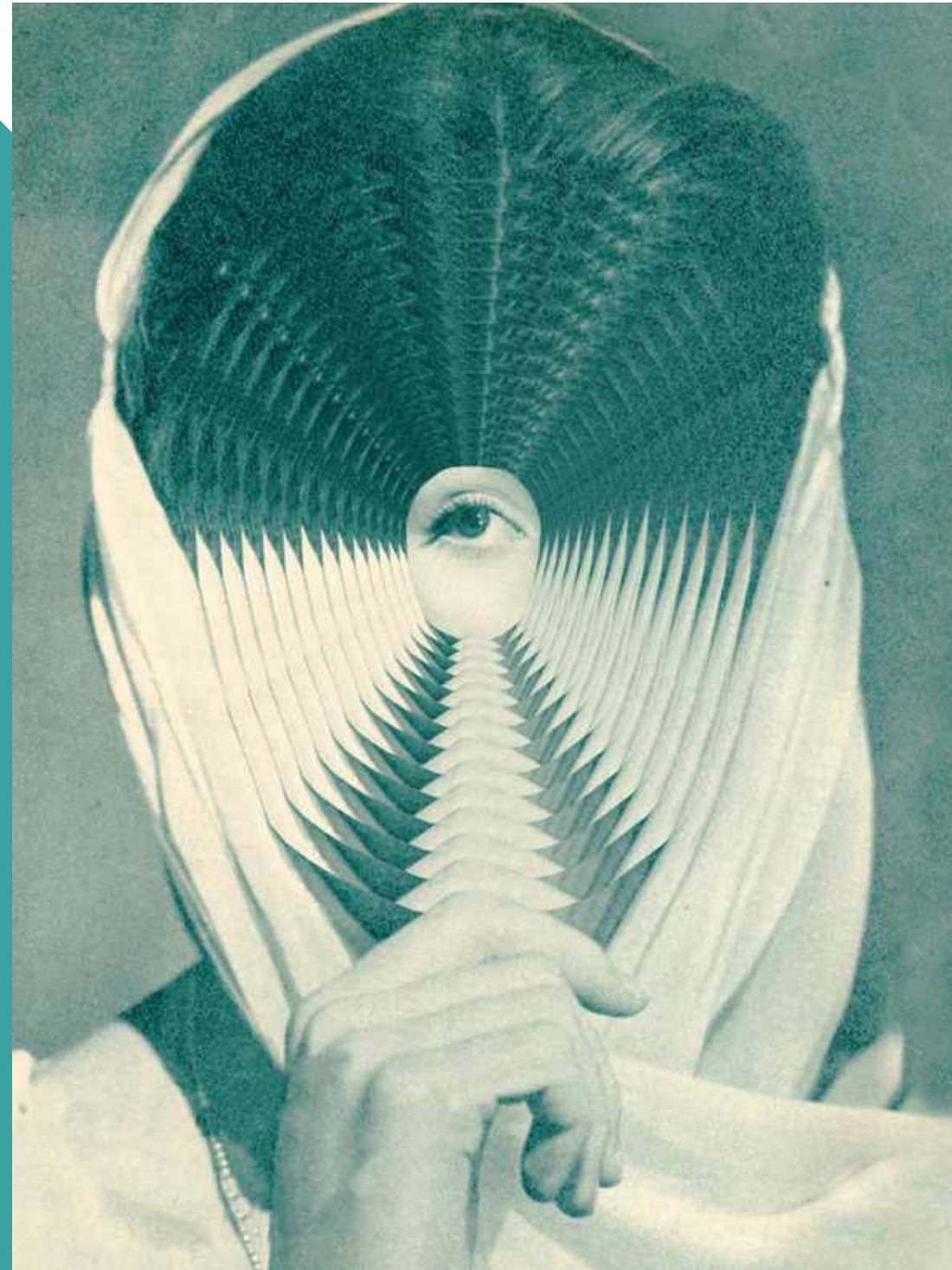


Learn to accept mistakes /
part of success



Celebrate achievements

5 Imposter Personalities



Perfectionist



Natural Genius



See yourself as a WIP

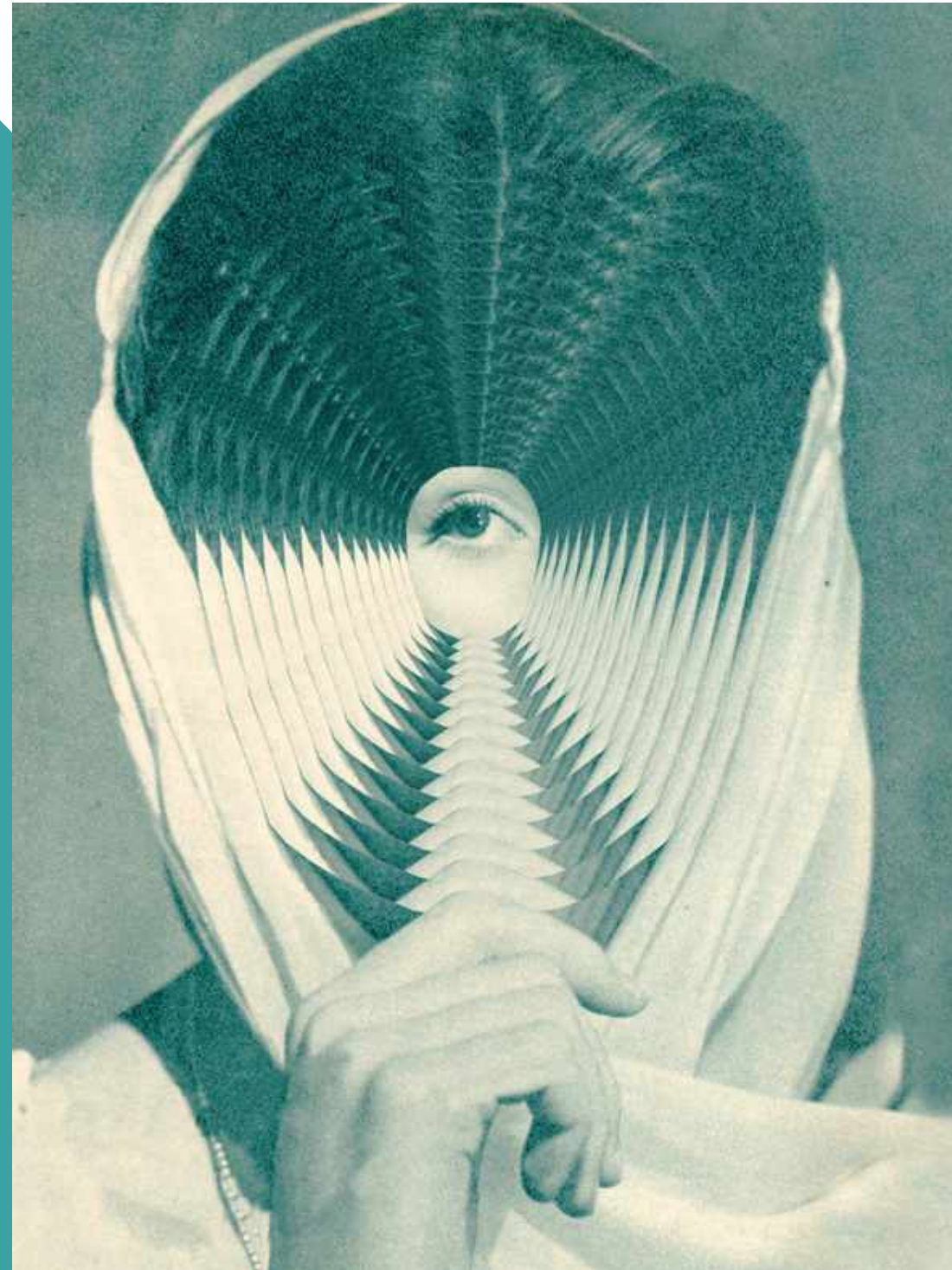


Practise skills you can't master immediately



The **journey** is to be applauded

5 Imposter Personalities



Perfectionist



Natural Genius

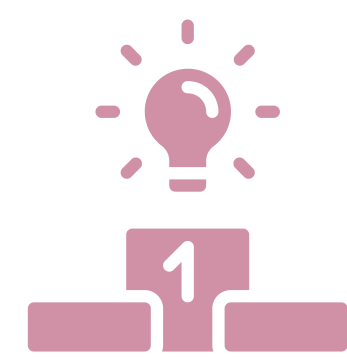
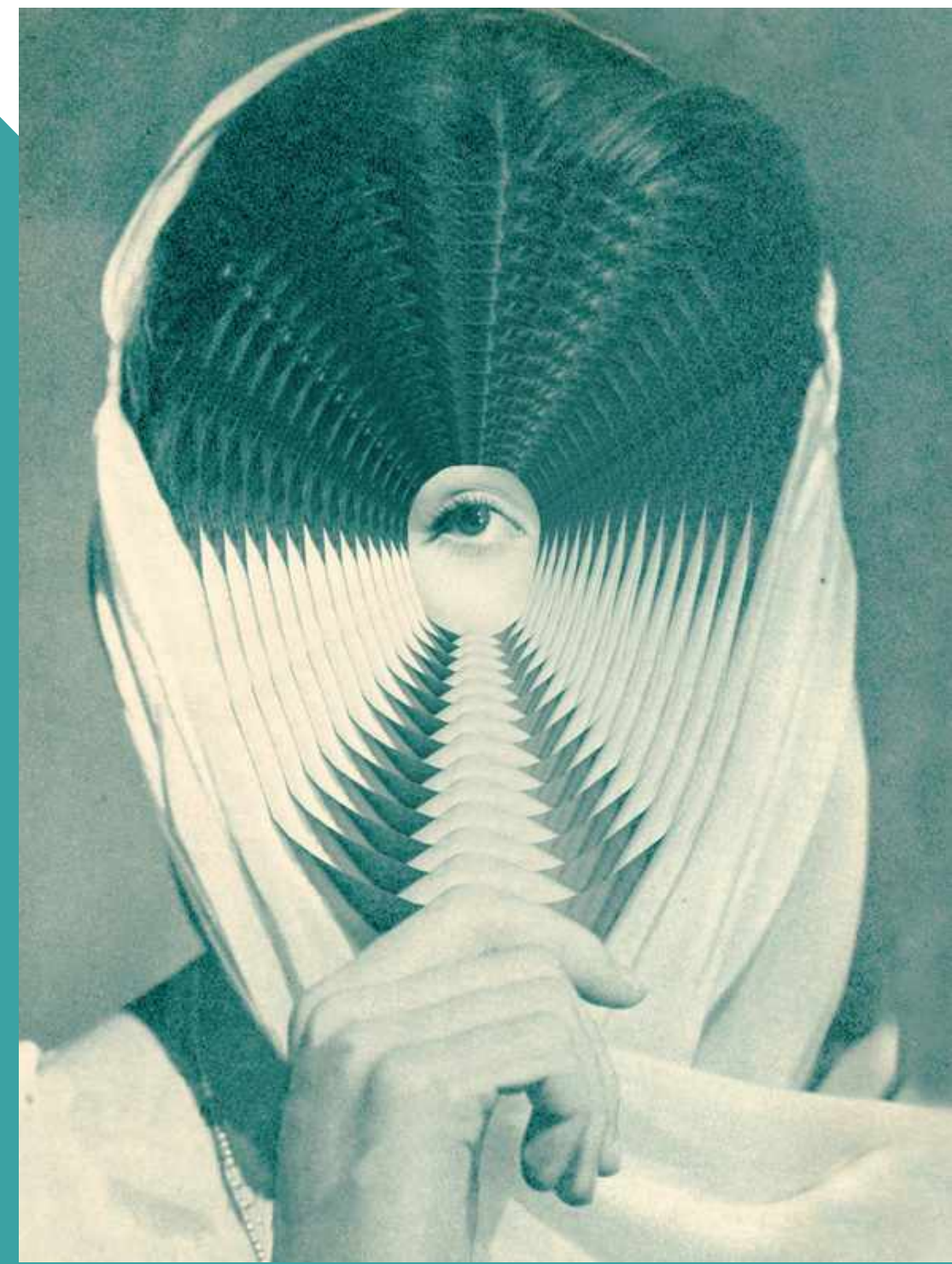


Rugged Individualist



ask someone you look up to who helped them

5 Imposter Personalities



Perfectionist



Natural Genius



Rugged Individualist



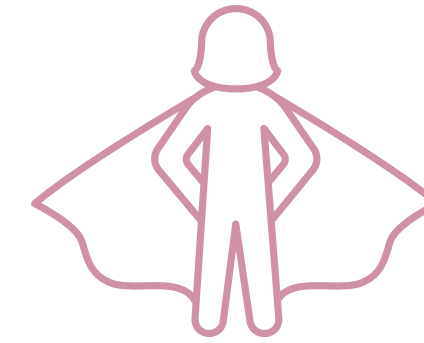
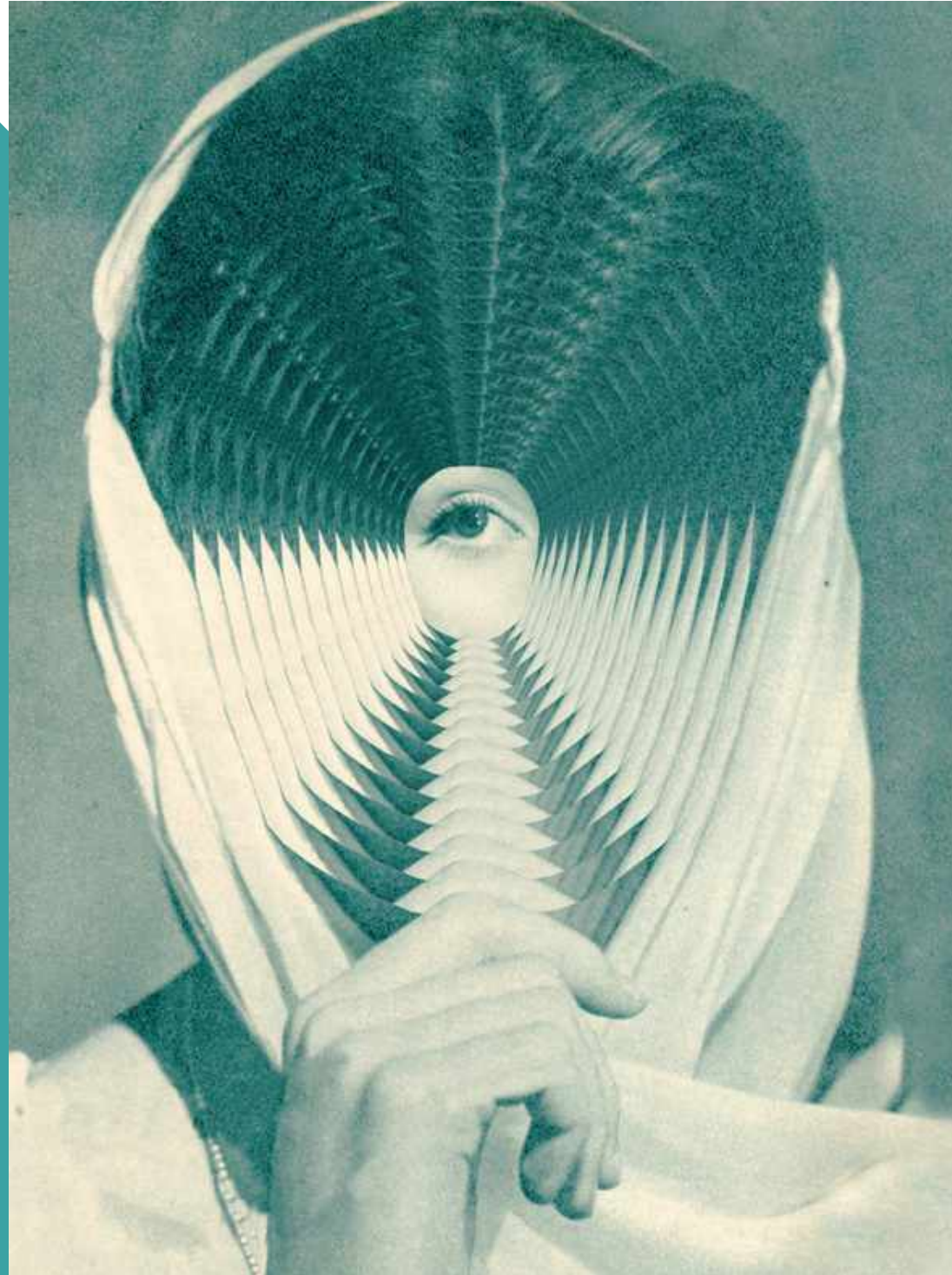
Expert






Try learning on the go



5 Imposter Personalities

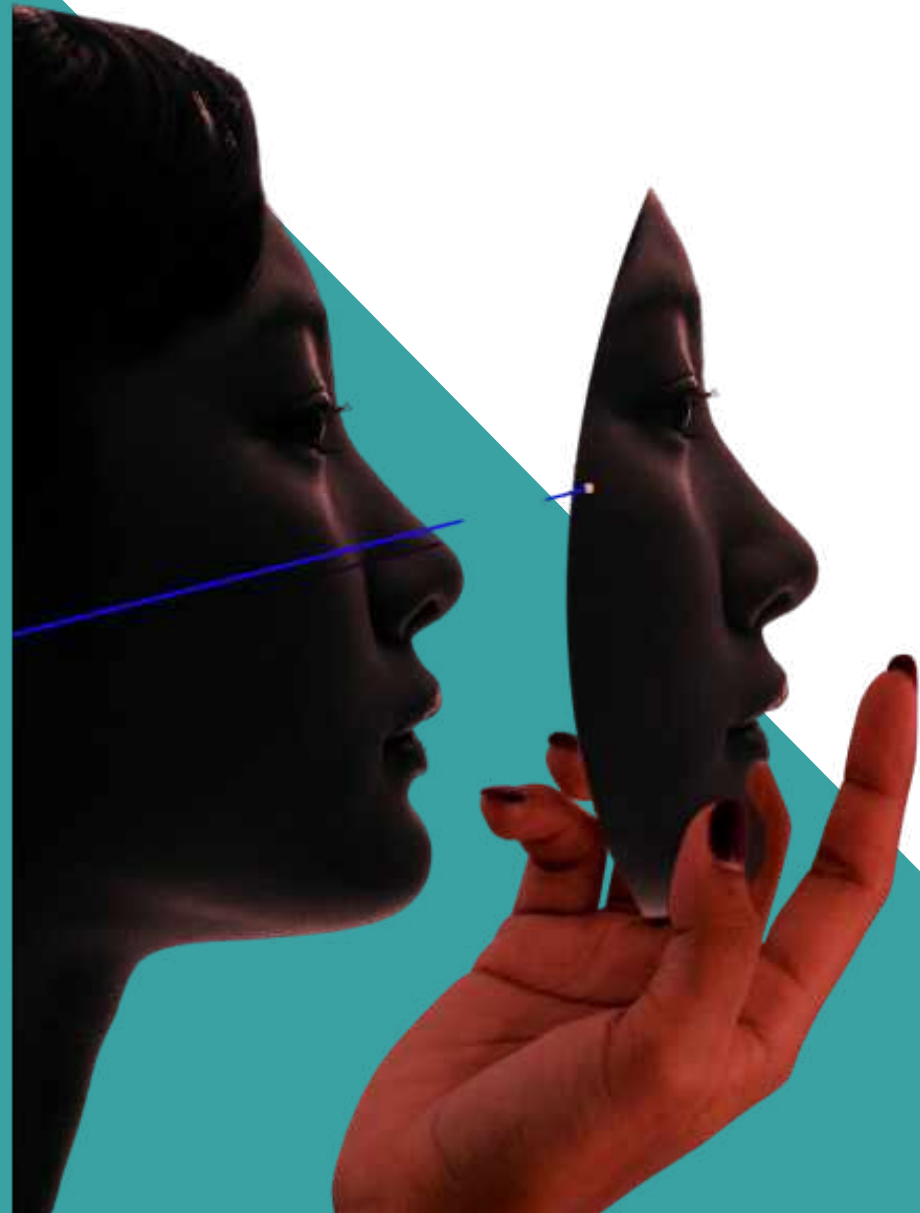


Superhero

-  Resist the lure of external validation
-  Healthy boundaries between work & private time
-  Find other ways to define your identity



Imposter Syndrome Experience



- A real imposter won't worry about being an imposter
- No-one is coming to 'out' you
- It's a sign you are ready for growth and to learn more



Quiet Quitting



Quiet Firing

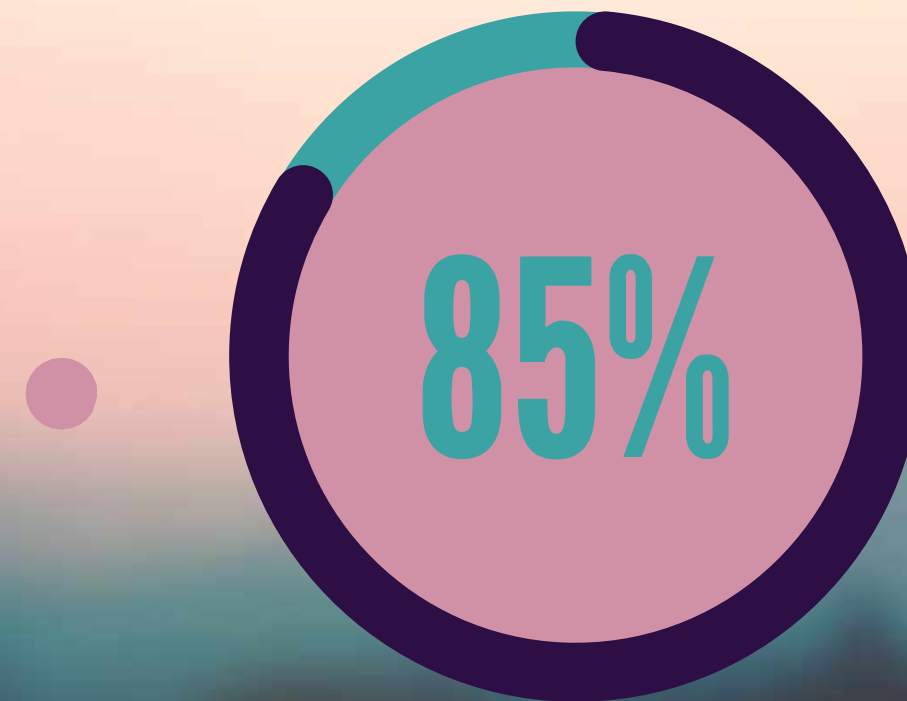


Quiet Winning



Why we NEED to do it ...

- Accomplishments don't speak for themselves



Human Engineering Skills



Technical Skills



How to do it (authentically)





Know your values





Own
your
achievements





Beware
your
inner critic





Watch your language

Sorry, but ...

I just ...

I actually ...

I think maybe ...

Does that
make sense?

It wasn't that
important

I'm no expert,
but ...

Could I just have
a few minutes of
your time?

It's not that
big of a deal



Find a role model





Set a stretch goal





Track your successes





Work your network



Focusing on connections & visibility – take you further than skills alone.



Practice
Practice
Practice





Get accountable





Ignore
the
judgement





I was once afraid of people saying *'Who does she think she is?'* Now I have the courage to stand and say, *'This is who I am.'*

Oprah Winfrey





Remember ...



Declare it



Feedback is
a 'gift'



You do you





**"Own
your
career,
and
declare it"**

Louise Phelan





Your Personal Brand

*Your unique value proposition that makes
you stand out from others.*

- Who you are
- What you want
- Where you want to make an impact
- What you want people to know & think about you



Your Personal Brand



Your visual identity



Your communication style



Your values

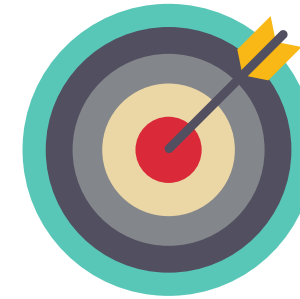


Your strengths

Your Personal Brand



Your credibility



Your why / purpose

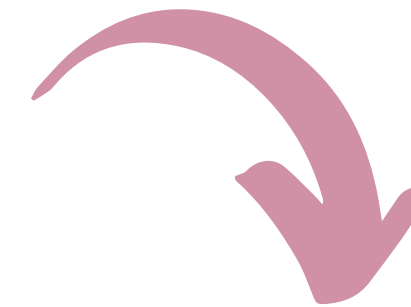
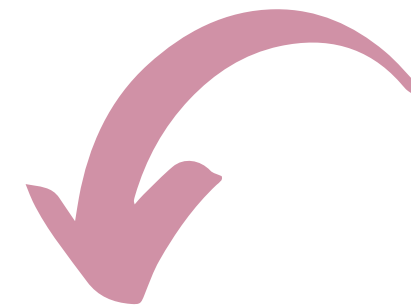


Your beliefs

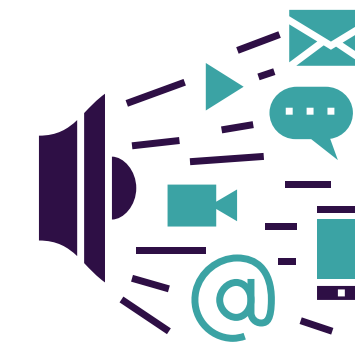


Your visibility

Your Personal Brand



Your network



Your online presence



3-4 sentences



Simple



No limits



Make it definite



Present tense



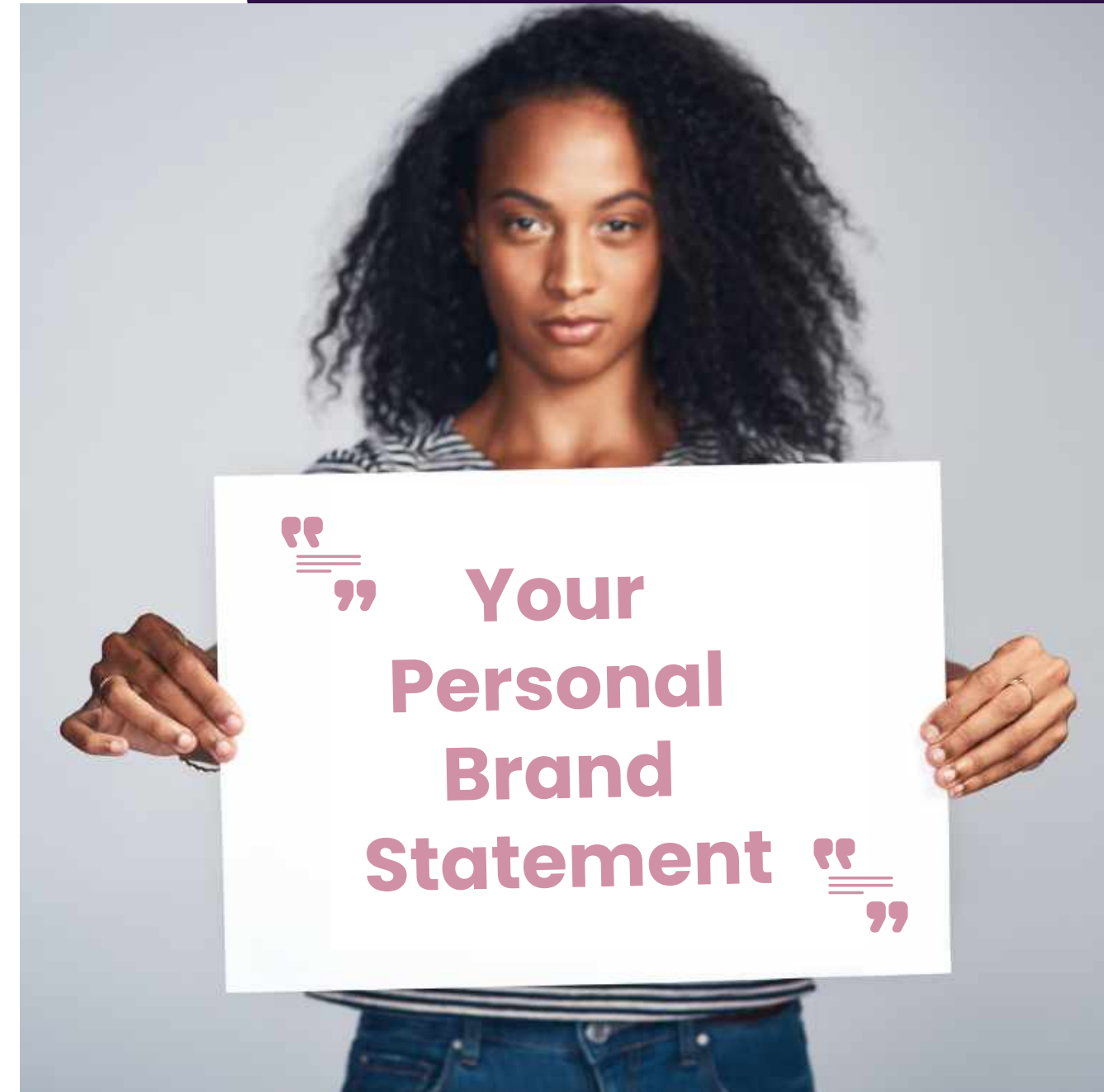
Connect to your core, your heart



Bold, powerful words that you love



Get feedback



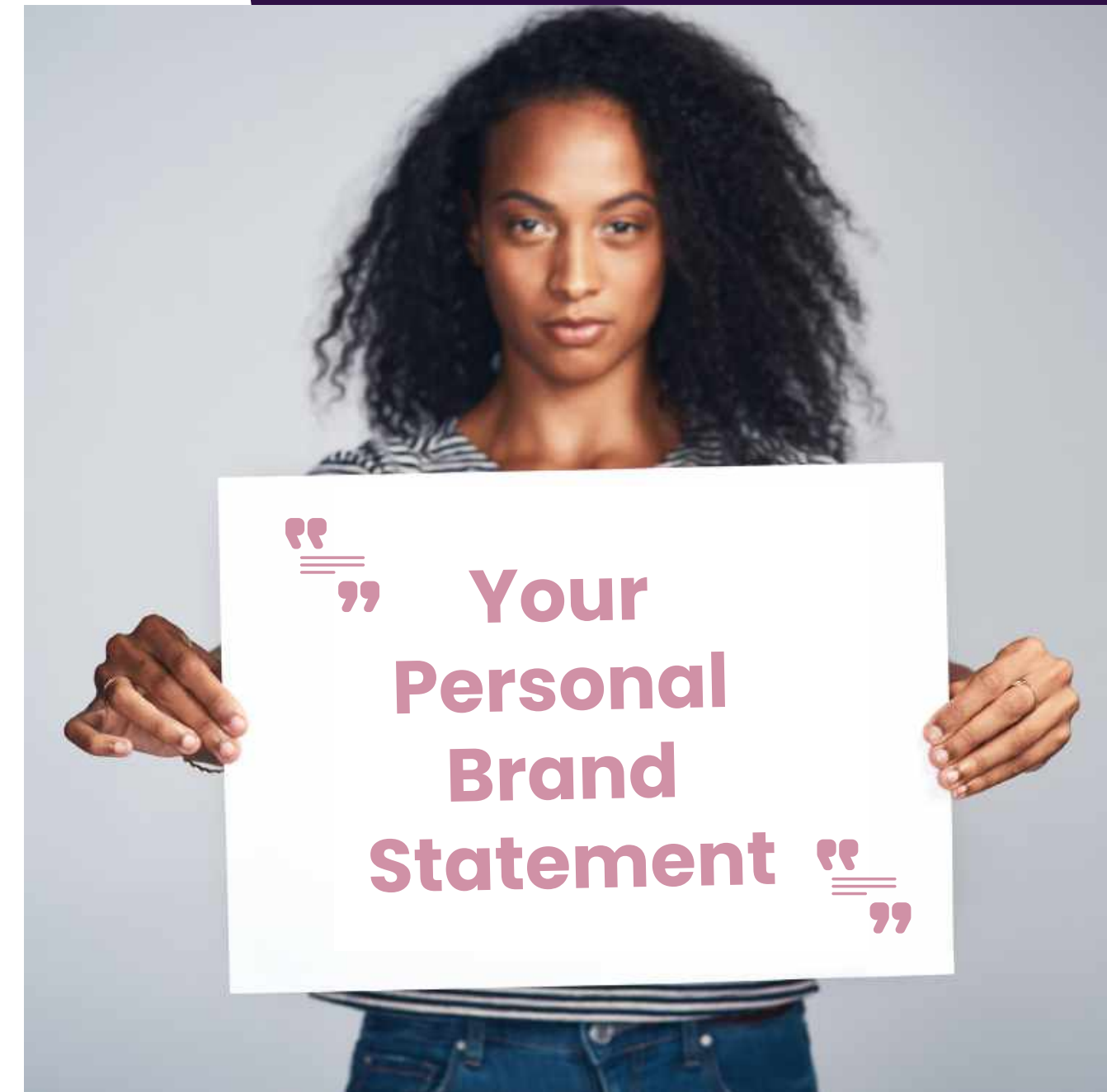


1. **Your Intent** – I am ... (choose your metaphor or descriptor)

2. **Your Identity** – I care about this ..., I love ..., I excel at this ..., I believe in this ..., I was made for this ..., I am inspired by this ...

3. **Your Behaviour** – As I lead you should see me doing this ...

4. **Your Impact** – So that I can accomplish this ...



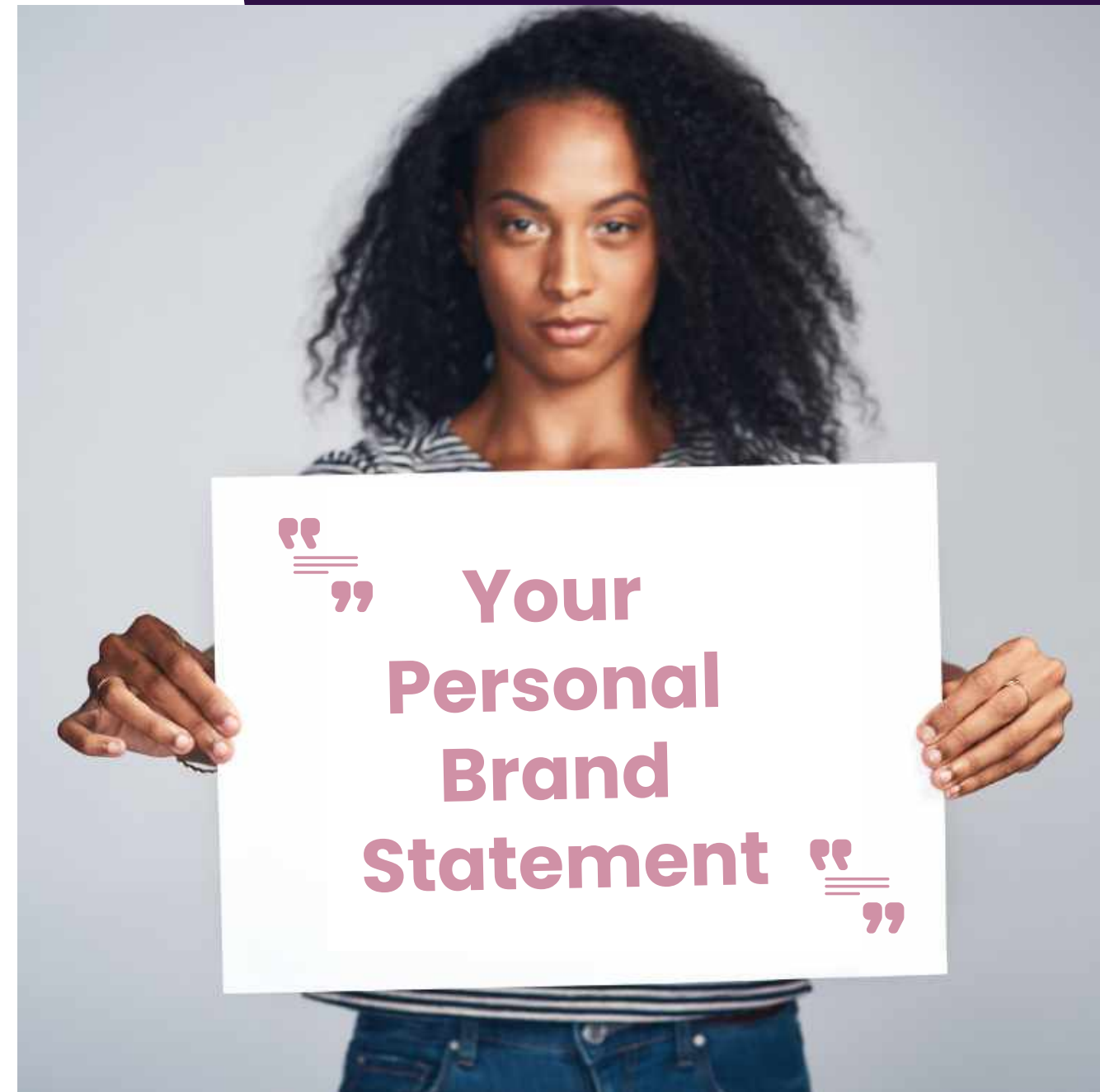


I am a strong, ambitious woman, wanting to leave an imprint on the lives of those I work with and care deeply for.

My path to today has led me to be a; mother, daughter, sister, wife and friend.

The fire within me burns bright when I am in the presence of other strong women.

I was made for carving a path for those who come behind me by taking hard and courageous steps so that they too can do the same.





Inform the Narrative

- How can you do more to inform the narrative that is floating around about who you are, and how you lead?
- What might you do more of in order to create the brand and reputation you want to have?
- What might you do less of?





what's your
ONE
thing ?



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Upcoming Member Events

Free for Members

April
12

**Improving Employee
Retention**
with Orla Donagher

Free for Members

April
28

**Mental Health
Champion Session**
with Sue Landsberg

Free for Members

April
19

**Resilience for HR
Professionals Session**
with Sue Landsberg

Free for Members

April
26

**Sourcing
Talent Session**
with Orla Donagher

Contact Ruth, at ruth@dcmlearning.ie for more information.