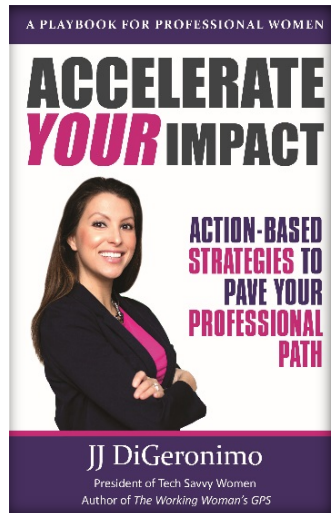
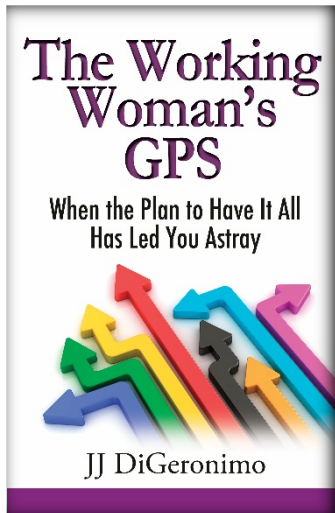


Professional Branding

Networks & Alignment



JJ DiGeronimo

President of *Tech Savvy Women*
Author | Advocate for Professional Women

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Who Here, Stretched in 2018?

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10 Ways To Conquer Self-Doubt In The New Year



Frances Bridges Contributor
I write life and career advice for twentysomething women.



Shutterstock

1. Stop Listening To Other People

It's hard to be honest with yourself when you keep trying to follow the advice of several people, so stop considering what others think, and focus on what you think and how you feel. Start being radically honest with yourself, so you can identify your hurdles and the best way to beat them.

Sources:

<https://www.forbes.com/sites/francesbridges/2018/01/26/10-ways-to-conquer-self-doubt-in-the-new-year/#65561fca27a3>
<https://www.thebusinesswomanmedia.com/make-self-doubt-imposter-syndrome-work/>
<https://www.forbes.com/sites/yec/2019/01/07/defeat-self-doubt-with-these-nine-simple-techniques/#629adca21bfe>

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CAREER WOMAN

How to make the self-doubt of imposter syndrome work for you

By [Valerie Khoo](#) on January 18, 2019



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Forbes CommunityVoice Connecting expert communities to the Forbes audience. What is This?

Forbes
556 views | Jan 7, 2019, 07:30am

Defeat Self-Doubt With These Nine Simple Techniques



Expert Panel Forbes Council
YEC Women CommunityVoice
Entrepreneurs

No matter how much you've achieved or how well your business is doing, everyone grapples with a little self-doubt now and then. Perhaps you're struggling to master a new skill or you just lost out on a big deal, and you're questioning whether you're really cut out for this.

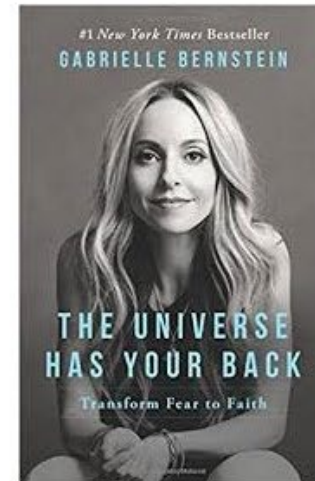
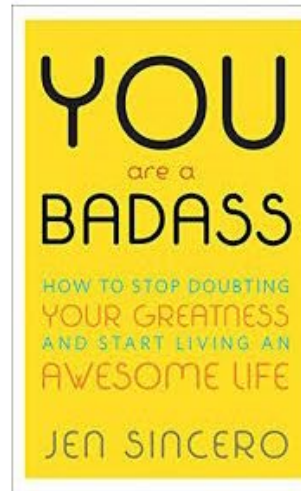
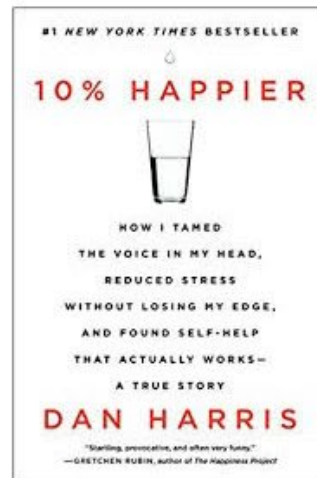
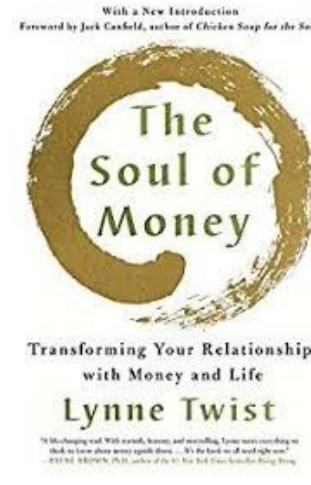
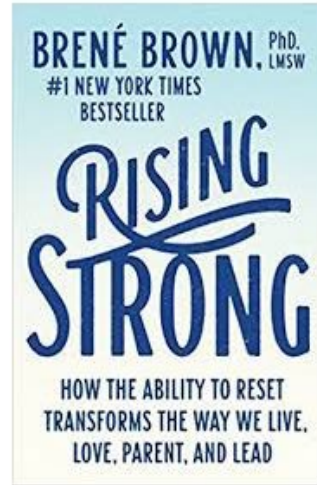
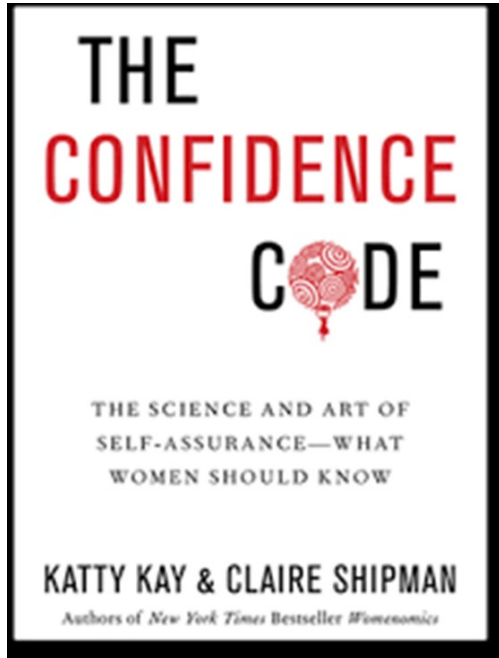
It's normal to feel frustrated in when things aren't going as planned, but it's important to not let these obstacles detract from everything you've achieved. Here's how nine members of [Young Entrepreneur Council](#) overcome their feelings of self-doubt and get back on the road to confidence.



Members share a few ways you can tackle — and overcome — doubts. PHOTOS COURTESY OF INDIVIDUAL MEMBERS

Working Around Self-Doubt

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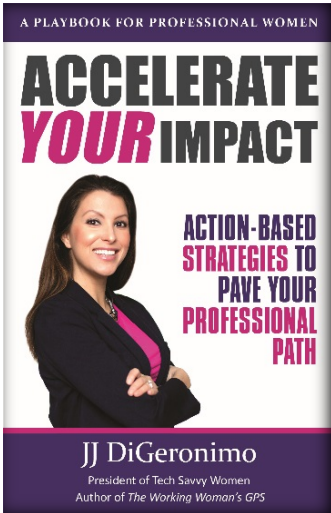
Group Discussion

Share a practice or technique or resource
you use to increase your confidence

(30 seconds each)



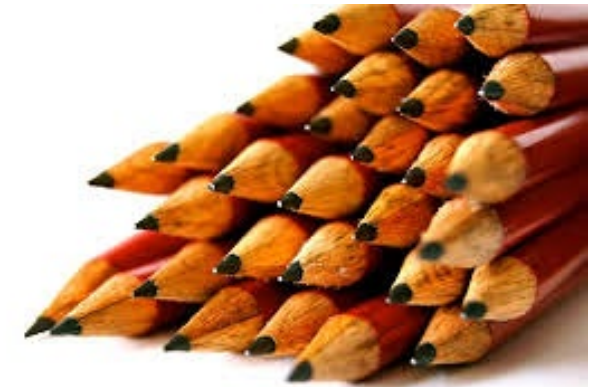
Making Your Desires Known



Candace Benson, a woman in tech and founder of Camp Tech, recently made this statement when talking about having a professional vision: *“Don’t talk about it...BE about it.”*

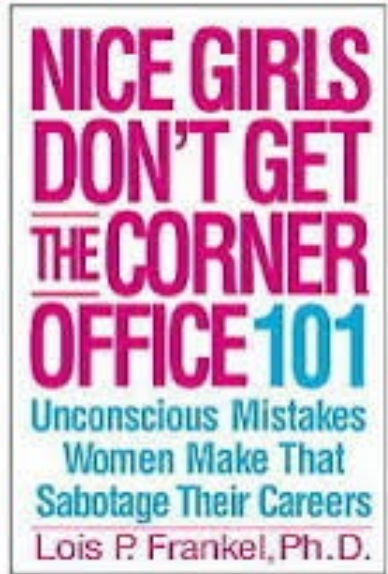
How does her statement resonate with you? To me, it is about making our ideas, desires and areas of interest a focus each day.

It’s about recognizing that the work you select, commitments you agree to, networking you make time for, sponsors you identify and words you choose to describe your value and future goals pave a noticeable path.



Consciously Build Your Brand

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Lois Frankel, Author of Nice Girls Don't Get the Corner Office approach in the [Women for Hire interview](#) aligns to the advice I often share with professional women which is,

“Consciously build your brand.

- We are all brands in the workplace.
- Write down what you want people to say about you when you leave a room.
- Then attach specific behaviors to each of these words so that you act in ways that enable people to see you as you want them to see you.



Your Impact to Date is Essential

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“Women are judged on their actual performance. . .”

[The Surprising Ways That Networking Fail Women” Vivan Giang’s Fast Company](#)

“It’s more difficult for women to talk about their career successes, but if you don’t, no one will know to “sponsor” you, ask you to speak at their conference or invite you to be on their board.”

[Voice of Experience: Alaina Percival, CEO, Women Who Code](#)

Value Statement

- **Accomplishments or Impact:** I help/advance/lead _____.
 - **Vision or Goal:** I am looking to get involved in _____, and
 - **Ask:** need help/advice/sponsorship with _____.
-
- **I advance** Company X by leveraging my sales and strategy experience. My team and I identify and onboard new customers that can benefit from our technology-based surgical products to minimize surgery recovery time.
 - **I am looking** to get on a board of a technology medical startup that can leverage my sales and go-to-market experience, and
 - **need help with** meeting someone that funds medical startups in this area.

Group Discussion

Share Thoughts on the Value Statement

30 seconds each)



- The Work
- Your Network
- Your Advisory Board

Project Alignment

	PROJECT: A	PROJECT: B
Alignment to Your Current or Future Goals		

Polling Question

Show of Hands

**Are You Getting the
Experiences You Need to
Catapult in Your Desired
Direction?**





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Nonprofit Boards: 7 Key Focus Areas for Board Members

Tech Savvy Women

4 years ago • 3,265 views

Did you know there are 7 key focus areas for nonprofit board members? This video includes a condensed and informative list of the roles and responsibilities of Nonprofit Board members...



Joining Nonprofit Boards: 3 Key Strategies from Board Consultant, Tracy Houston

Tech Savvy Women

3 years ago • 128 views

Are you a woman aspiring to join a public nonprofit board?



Navigating Nonprofit Boards

Tech Savvy Women

A Diverse Board, Key Influencers & the Truth: Professional Advice from Valerie Jennings 3:00

Joining Nonprofit Boards: 3 Key Strategies from Board Consultant, Tracy Houston 3:54

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The Benefits of Women Joining Nonprofit Boards

Tech Savvy Women

4 years ago • 192 views

Why should professional women get involved on nonprofit boards?:



Choosing the Right Nonprofit Board to Join

Tech Savvy Women

4 years ago • 313 views

Learn strategies for professional women to finding the right nonprofit board or committee with special details on questions to ask before agreeing to join a nonprofit board. It also ...

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Network with Purpose

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Investigate. Do your research before you agree to attend.

Interview. Locate a few people already participating.

Identify. List a few potential opportunities or benefits you may experience.

Identify Additional Synergies

Are there opportunities to create additional synergies and alignment with your existing networks to prepare for your professional future?

	Networking Group A	Networking Group B	Networking Group C	Networking Group D
Purpose of the Group				
Your Contributions				
Direct Benefits				
Additional Activities				
Professional Connections				

Inventory Your Sphere of Influence


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Person or Role	Supports My Current Work and Contributions	Supports Me as I Stretch to New Levels of Impact
Manager		
Business Partner		
Service Manager		

(+) – Yes, this person supports me

(/) – Supports me some of the time or I am unsure and have to be more mindful to determine if it is a (+) or (-)

(-) – does not encourage or support me

- 
- ***Start small:*** Reach out to a person you think could be influential to your goals to schedule time.
 - ***Keep it simple:*** Suggest grabbing a cup of coffee or scheduling a 15-minute call.
 - ***Refrain from too much too fast:*** Resist showing up and jumping right into your goals.

Advisory Board

Coaches, Mentors & Sponsors	Qualities	Potential Actions to Help	Reciprocal Actions to Help Them	Now, Next or Both

For a Copy of Chapter 11: Text TSW to 66866
Data Rates Apply

- **Coach/Mentor/Sponsor:** List a few of your mentors, sponsors or coaches.
- **Qualities:** Next to each name, list a few of this person's qualities as it relates to your meetings, discussions and actions.
- **Potential Actions to Help You:** For each person, list potential actions they could do to help you.
- **Reciprocal Actions to Help Them:** List actions you are able to do for this person.
- **Now, Next or Both:** Is this person well-suited for where you are now? Where you plan to go next? Or both?

Group Discussion

Share an example of people you have or need
on your Advisory Board?

(30 seconds each)



What Will You Take With You?

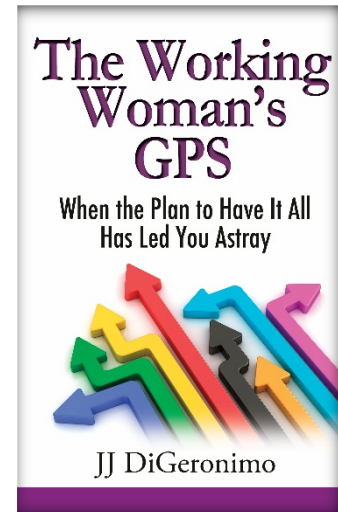
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