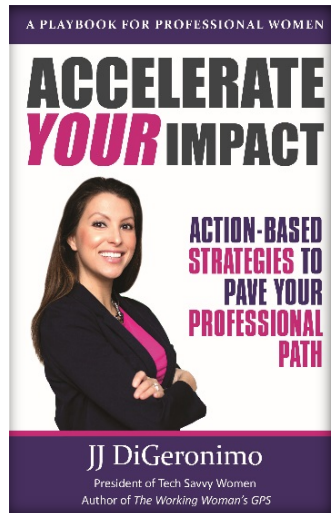
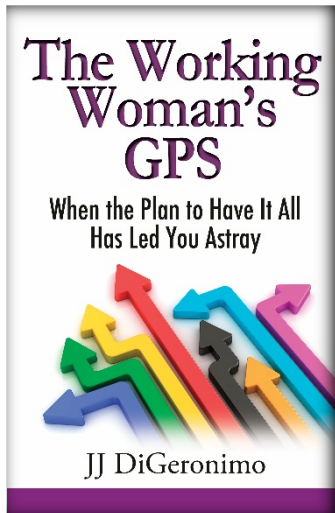


# Professional Branding

## Networks & Alignment



**JJ DiGeronimo**

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

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# Who Here, Stretched Recently?

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# Who Is Thinking About It?

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Forbes

# 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

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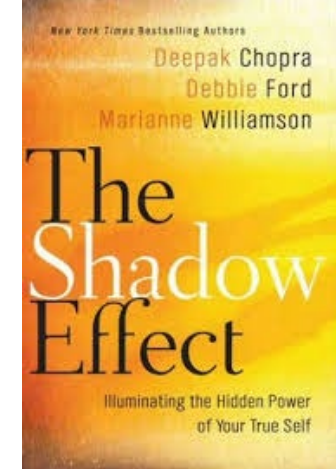
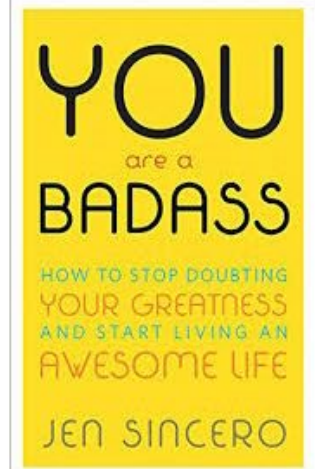
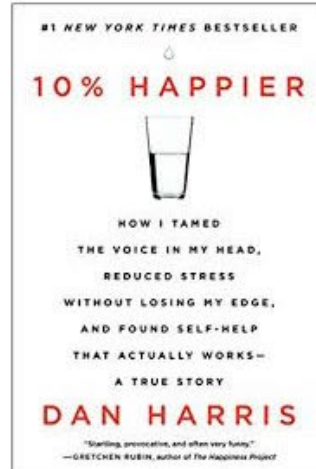
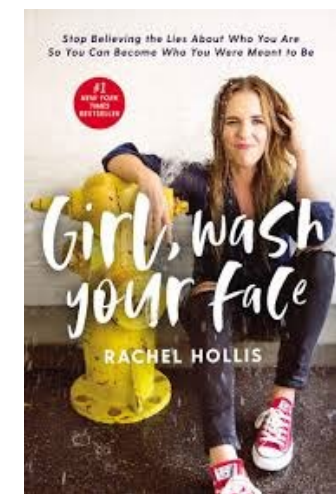
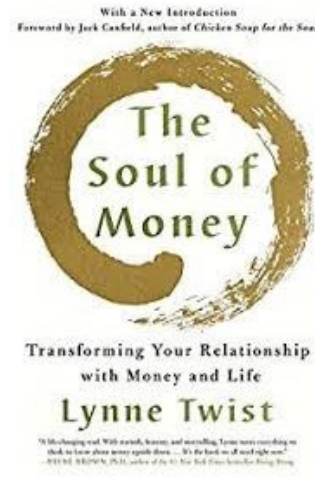
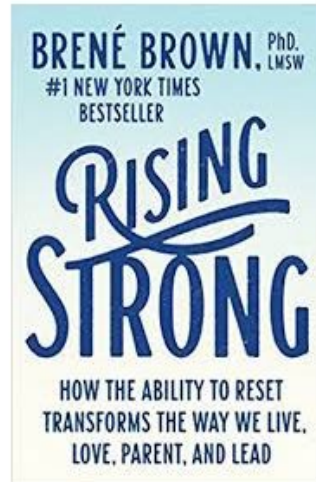
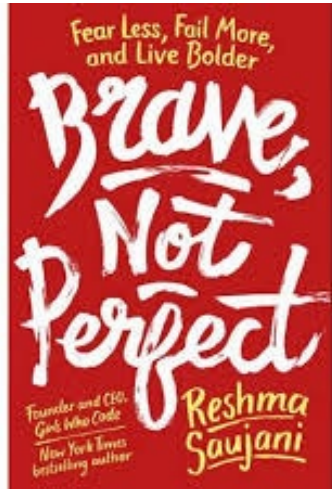
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# Working Around Self-Doubt

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## Table Discussion

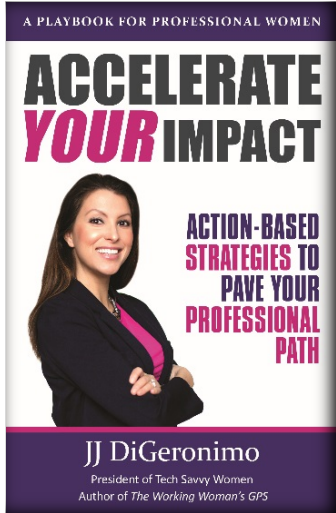
Share a practice or resource you use to  
increase your confidence

(30 seconds each)



# Starting With You!

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- Making Your Desires Known
- Work You Select,

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. ~~It~~ do 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.

- Commitments You Agree to,

- Networking You Make Time For,

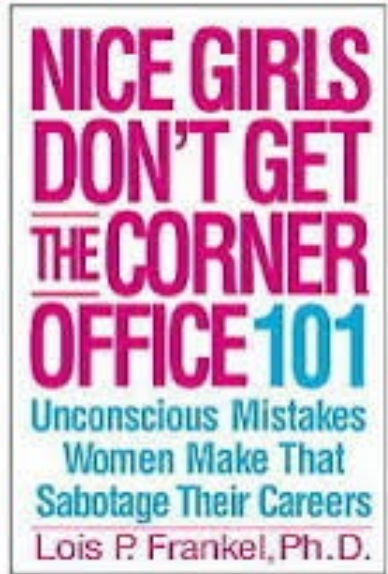
- Sponsors You Identify, and

- Words You Choose to Describe Your Value



# 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 \_\_\_\_\_.

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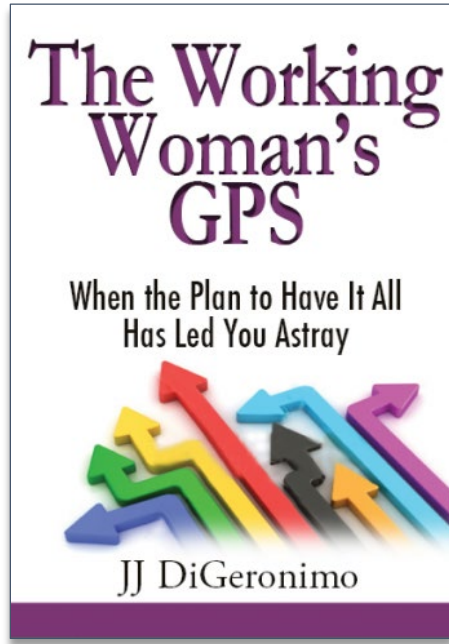
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# Group Discussion





# Alignment



- ✓ If I took this commitment on, would it be for the right reasons?
- ✓ How will it impact my other commitments?
- ✓ Do I need more information before I say “Yes”?
- ✓ Is this project aligned with my desired areas of influence and impact?
- ✓ Do I know what is expected of me?
- ✓ Do I need to remove something to add this to my commitments?

# Project Alignment

	PROJECT: A	PROJECT: B



# Polling Question

Show of Hands

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





Tech Savvy Women

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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

View full playlist (5 videos)



### 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				

# Connect & Elevate

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JJ DiGeronimo • 10:04 PM

Hello Ladies,

Lucky for me, I saw you both today which got me thinking.

There may be a business benefit for the two of you to connect.

It seems both of your profiles are current so happy connecting,  
JJ



JJ DiGeronimo • 10:29 AM

Jessica,

I would like to introduce you to Tim Mueller. Not only is he a fabulous mentor, he has created and sold multiple tech startups.

He dropped me a note yesterday mentioning that he could share his expertise at future events around:

- \* Startups
- \* Mergers and Acquisitions
- \* Getting in position for an exit/sale
- \* Raising capital

Hi Tim, Jessica is new to Jumpstart as their Events & PR Coordinator and has years of experience and expertise!

Happy Connecting,  
JJ



JJ DiGeronimo • 11:50 AM

Hello!

I am pulling together a handful of fabulous women next Tuesday at 5:30 for a dinner at Table 45 in the InterContinental hotel. I would love for you to join us too:

Sue Luria: [www.linkedin.com/in/susanluria](https://www.linkedin.com/in/susanluria)

Amy Kubacki: [www.linkedin.com/pub/amy-kubacki/4b/146/200](https://www.linkedin.com/pub/amy-kubacki/4b/146/200)

Kim Kucinich: [www.linkedin.com/pub/kim-kucinich/5/a27/4ba](https://www.linkedin.com/pub/kim-kucinich/5/a27/4ba)

Sarah Mihalik: [www.linkedin.com/pub/sarah-mihalik/a/893/1b0](https://www.linkedin.com/pub/sarah-mihalik/a/893/1b0)

Hopefully it works!

Let me know,  
JJ

Hi JJ,

I am working on content for my website. I am hoping I can count on a testimony from you.

I have authored one below and am completely open to you making the changes you see necessary to make it true for you. Please make the adjustments necessary and let me know.

Thank you in advance for your support. If you decide that this is not a fit to post, I appreciate your consideration and deeply respect your - No.

Grateful for your contribution to me in ALL ways,

Kim

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# Inventory Your Sphere of Influence

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Person or Role or Situation		
Manager		
Business Partner		
Service Manager		
Family		
Schedule		

(+) – 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. Seek to understand their journey, interests, and goals first!

# How Do I Spot A Career Catalyst?

## Based on what you are planning to do:

- Does this person have connections or references to my future aspirations?
- Does this person understand the mentoring and sponsorship process?
- Does their experience showcase activities that could guide me toward my desired path?
- Does this person interact effectively with diverse talent?
- Would this person be willing to help?
- Could I likely trust this person to keep our conversations confidential when necessary?



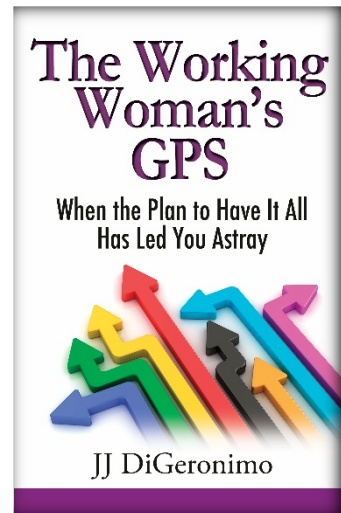
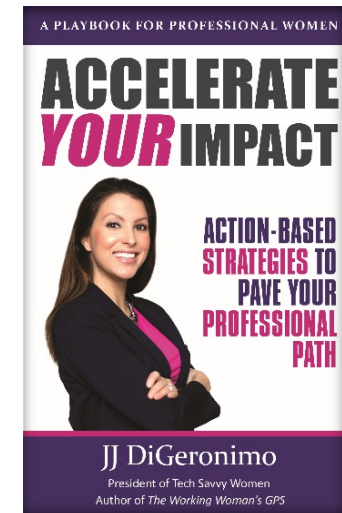
# What Will You Take With You?

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

Let's Stay Connected on LinkedIn!



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