



*Moxie* SAVAGE

FIND YOUR MOXIE, BE A LITTLE SAVAGE

FEARLESS LEADERSHIP:  
TAKE RISKS & ABANDON YOUR COMFORT ZONE



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## Breakout 1: Overcoming Imposter Syndrome

- ⇒ [Amy Cuddy's Harvard research](#) on posture and presence ("Power Pose" TED Talk)
  - How many of you are familiar with or have seen this [TED Talk](#)?
  - There have been many opinions shared about her research. Amy Cuddy's research tells us that posture has a big impact on our chance of success. She popularized the notion of "power-posing" before an important meeting or event and her research shows that "opening up your body posture" can have an impact not only how others see us, but how we see ourselves.
- ⇒ Confidence plays an important role in fearless leadership
  - You can – and often must – fake confidence, until you feel it.
  - Give yourself a superhero name or an alter ego. (like Moxie Savage)
- ⇒ EVERYONE – even the highest achievers – has experienced Imposter Syndrome
  - Tips and ideas for boosting confidence and minimizing feelings of inadequacy:
    - Improving posture; paying attention to body language; taking up more space; walking with your head held high.
    - Surrounding yourself with mentors, sponsors and supporters. Remember – you are the average of the 5 people you spend the most time with. Choose wisely!
    - Positive self-talk matters. Act like you belong, because YOU DO!
    - Everyone should have their own Board of Directors, people who can help guide our careers and help remind us of our many amazing attributes.
- ⇒ The Importance of tracking your accomplishments
  - We should all have a Brag Book and we should update it regularly.
  - Meet with friends, supporters and mentors regularly – accountability is key.
    - Set up 'walk and talk' sessions. Get some exercise and talk about your goals or discuss lighter topics.
    - Hold regular Zoom calls with mentors to stay on top of your goals and receive advice.
    - It's important to discuss other interests outside of career goals.
- ⇒ What steps can you take to become a fearless leader?
  - Take small risks when the stakes are low, when you don't have anything to lose. This will help you begin to be ok with that uncomfortable feeling, but somewhat safely. Examples:
    - Start speaking up in meetings. If that scares you, start by asking a good question. Questions feel safer than statements or opinions.
    - Take a literal seat at the table. If you're invited to a meeting, you're supposed to be there, you're supposed to share your opinions and thoughts.

- Test out negotiation skills when the stakes are low, when you aren't fully invested in one outcome or another. (Ideally when you have some leverage.) Practicing negotiation tactics with a friend or mentor will help you feel more comfortable. It sounds silly, but you really need to practice saying the words out loud. It helps.
  - Pay attention to your body language as well as your actual language (oral and written/email). Stop apologizing and limit the number of emojis and exclamation points you're using in written communication. Yes, these seemingly small details matter.
- Lead from where you are.
- Proceed without waiting for permission. Many people wait for permission to act (for example, waiting to receive a particular promotion or title before you start to act like a leader, when you can really lead at any phase of your career).
- **Understand that fearless leaders still feel fearful** at times, but they have learned how to keep this fear from holding them back.
- Fearless leaders accept the inevitable chaos of life and are flexible in their thinking.
- Fearless leaders are decisive and, even when they are wrong, they own their decisions.

## Breakout 2: Reframing Your Story

- ⇒ Let's talk about 'scripts' and how they impact our lives.
  - Money scripts, career scripts, lifestyle scripts
  - We acquire and accept scripts about ourselves without thinking about them.
  - It's important to acknowledge and in many cases, revise, these scripts. (Scripts about how we should live our lives or about who we should be can hold us back from our full potential.)
  - Many articles have been written about how "[Knowing How to Write Your Own Script is Key to a Successful Career](#)" and the correlation between self-worth and salary.
- ⇒ How have you acknowledged and flipped some of those scripts in order to see yourself differently, more authentically.
- ⇒ What is your story? We all have many stories, many experiences.
  - We must think like storytellers.
  - Engage mentors and supporters to help you reframe your story.
  - Learn to brag a little.
- ⇒ Steps to begin crafting your story
  - Remember the key communications principles:
    - Know Your Audience

- Make your story interesting and relevant to that audience.
- Answer the question, “Why should they care?”
- Provide something unique or tell them something they didn’t know.
- “Mad Lib” Your Life/Career
  - I’ve used this technique in many circumstances. As a storyteller, I often put together a template or outline with key pieces I know I want to communicate (like Mad Lib) and then fill in the details. Ask for input from others.
  - Think like a storyteller – what’s the title or headline? What do you want it to be? Then, go from there.
  - I often will have a vision for what I want the story to be, so I write that down and then I see if it fits the scenario. It’s like reverse-engineering, or so I call it.
- Create a vision board to help you “see” what your story could/can be.
- Craft an elevator pitch. Write it down and practice it, so that when you need it, you’ve got it. Think about if you were to run into someone in an elevator and they asked you who you were and what you were about – say you have 30 seconds to do so.

### **Breakout 3: The Art of Asking**

- ⇒ Read all of the books, podcasts and articles on negotiation tactics.
  - There are so many – pick the ones with an approach that resonates with you.
  - Join webinars and trainings hosted by groups such as The Negotiation Institute.
  - Find a mentor who has been successful in negotiating and seek their advice.
- ⇒ Again, start to work toward being ok with being uncomfortable.
  - For most of us, negotiation never truly becomes second nature, but we can improve our skills.
- ⇒ Know your value and worth
  - This is where friends, supporters, sponsors and mentors come in again and are so important.
  - Asking for something is so much easier when you have data/experience/knowledge/prior successes to back up the ask, in other words – leverage!
  - Write it down. Say it out loud. Check in with supporters and mentors. (Just doing these three things will dramatically increase your chances for success.)
- ⇒ Why is negotiation/asking so scary?
  - We are deathly afraid of the word NO.

- Many of us would rather not ask than risk being rejected. In fact, a number of polls reveal that upwards of half of all Americans don't feel confident negotiating.
  - Guess what – NO is just the beginning. From there, you can figure out what is necessary to achieve what you want.
  - Feelings of inadequacy/being unworthy – again this can be attributed to things like Imposter Syndrome or 'scripts' that we've accepted about ourselves.
  - Sometimes it's scary because we don't know what to ask for. Sometimes it's scary because we are unsure of how we will be perceived if we 'ask for too much.'
- ⇒ Soft Skills are the New Hard Skills. I've been saying this for close to a decade now – and I stand by this 100%.
- Being able to 'read a room' and react/respond accordingly.
  - Knowing when to push back or when to let something go.
  - Knowing how to influence others and be persuasive.
  - The importance of likeability – this is a hot button
    - This doesn't mean being a YES person; This doesn't mean everyone must like you. It is much better to be respected than liked.
    - But the fact remains, we do better when the people around us believe we have their best interests in mind.
- ⇒ Specific skills & tips for fearless and successful negotiations
- **Silence is golden.** (Yes, it can also be VERY uncomfortable!)
    - Learn to make your ask and then stop talking. Resist the urge to fill the gaps with more words. Wait for the response. This takes practice.
    - Research. You've heard this time and time again. You have to arm yourself with as much data as possible.
    - Leverage is key. Often times, we have leverage and we don't even realize it. Again, this is where sponsors and mentors come in.
    - Ask early and often. Negotiations shouldn't be a one-and-done event, rather they are an ongoing series of conversations.
    - NO is just the beginning. If you're told No, find out why and learn what you'll need to do to turn that into a YES.
    - Timing and approach matter. Like any good communicator, a strong negotiator will consider their audience and timing.
    - Know your walk-away' point and also know which concessions you're willing to make.
      - If you know you won't settle for less than "X," then that is your walk-away point.
      - It's generally a good idea to ask for more than you expect to get, so that you can 'give up' certain concessions and compromise.