



Marisa Santoro, Winner of  
2015 "Women of Influence"  
award by New York Business  
Journal.



**Marisa Santoro, Career Leadership Expert, IT Executive Track Record on Wall St.**

***Teaching Women the Gutsy Moves to Lead with Confidence and Move Ahead.***



For 19+ years as an American IT executive on Wall Street, a career columnist for global financial news, a motivational speaker for corporate professionals and sought after speaker in the IT circuit, Marisa Santoro guides professionals on **how to reclaim their confidence, tap into their intuition, take on their inner dialogue using proven tactical tools and strategies of a proven step-by-step system (the Gutsy Leadership System™)** teaching exactly what to do in order to advance in their careers from the ground up, especially if working in an aggressive or male-dominated environment. Her **unique programs result in a mindset shift** towards being assertive and creative about molding the career that you want as you steadily attract opportunities to you, versus pushing so hard anymore.

She has served as a founding member of the Leadership Advisory Council for Forbes' top-ranked Swedish firm Qlikview, sat on the board of directors for the Manhattan chapter of the **National Association for Female Executives**, has obtained the **sponsorship of New York University's Women's Initiative** programs leading events for their female alumni and worked with organizations helping them kick off their own internal women's leadership movement such as **New York Life Insurance**, global law firm Salans LLP at their UK headquarters and Consulting magazine's top ranked firm to work for in the US: Slalom Consulting and many more making strides to elevate women towards more leadership. Most recently, she has been selected by American Business Journals honoring her as a "Women of Influence": a national recognition award for women's leadership.

### ***What separates my programs from other "career leadership" experts.***

You have me as a mindset coach, leadership mentor and career consultant expert. I teach exactly what you need to do, motivating and coaching your employees along the way following the steps I deliver. I'm not a jack-of-all-trades. I am very focused on anything and everything that works to get women professionals feeling confident, moving ahead in their career by promoting their skill sets. I have walked in their shoes and know exactly how challenging it is to get unstuck and move ahead. What you get with me is no-nonsense undiluted expertise from over 19+ years of my own experience moving my career ahead on Wall Street as a woman and single mom who created her own rules along with the lessons I learned over time from other senior managers who shared their own methods of leading in their lives. I throw in a dose of tough-love at times to gently get my clients out of their skin, keep them accountable, but never let them give up on themselves.

### ***Your Employees will Believe in Themselves. Speak and Lead with Confidence, Make Better Decisions***

All programs come with worksheets, action plans and cheat sheets guiding your employees on how they can get outside their comfort zone, take on new opportunities, get unstuck, leading in areas where they feel confident in all communication channels, advancing to a new level.

Delivering an authentic professional training program and toolkit, this unique education platform is a compilation of everything I have learned raising my own rank through Corporate America, working in global markets, going up, down and sideways, my interviews with senior level executives on their career lessons learned and my mentoring of many professionals along the way.

### ***Program Delivery***

- Inspiring Speed Networking & Mastermind events which will have your employees *GLOWING*.
- Evening Events, Retreats, Conferences, Workshops, Lunch n' Learns, Boot camps, Seminars and Webinars .
- Self-Study Guide & Workbook for busy professionals continuing your Leadership Initiative movement at home.
- Welcoming young women professionals starting out in your organization with a confidence and determination mindset.

[www.InRShoes.com](http://www.InRShoes.com)

*Gutsy Leadership Moves you need to advance today.*

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Inspire change in your employees by showing them **how they can Confidently Communicate, Recognize their Unique Value, Lead with a Short and Long-term Strategy** to grow your organization **being fulfilled in their career shoes, making better business decisions** ultimately **impacting your company's profitability and bottom line**.

The step-by-step system I teach is based on years of real on-the-ground experience on **what it REALLY takes** for professionals **to get out there with confidence, leading with an action plan to consistently reach their goals**. It's about **slaying the conversations in their mind which are affecting their confidence levels**, hence the decisions they make in their career. Once they overcome those self-limiting beliefs, they become comfortable and free to consistently take on more everywhere leading in your organization.

### ***This Gutsy Leadership 'thing' works!***

Because I receive testimonials from people in Europe and in the US, who rave about the Gutsy Leadership System™. They rave about the opportunities that open up and confidence levels they reach, getting a taste for the power to ask and then receive, leading as a key player in *every* area of their life.

Using this 5-step process, they become very comfortable in self-promote mode, recognize their achievements, get visible, lock-in a consistent 'voice' in all their communication with confidence, grounded by their awareness of self-worth. They ask for what they want and turn the rejection-filled word 'No' into 'Not Right Now', until they receive. They learn to look beyond the trees and see the big picture to consistently meet their own goals and strategic vision of your company, thereby driving bottom-line earnings, while learning to ask for support without feeling pushy. All of this equals a new-found resilient confidence, more success, freedom and gained credibility.

### ***Client Testimonials***

Here's what Kara Kent received **after her first two-hours of mentoring in the program**. **Kara was hand-picked by Apple (yes as in THE APPLE.com!), whisked away to their international headquarters in California on Apple campus for an all-day interview to meet her personally**, all based on implementing the self-promotion techniques provided to her.

*"Thank you for everything you have done for me Marisa as far as the motivation I have received. When we sat down I was at a point in my life when I was so discouraged and I couldn't put into terms how uncomfortable and complacent I was. I truly felt like I was dead-ending. It's not a good place to be in the middle part of your life. You want to feel empowered in your career and personal life. I was craving the ability to have that. You fluently put my abilities out there and had me recognize them. I feel like a million bucks. I can't believe that you made everything come through that I really needed. I can't wait to get on that plane and interview at Apple!"*

Here's what Ruth Larsen received **after just one 30 minute session of mentoring**.

*"Thank you, thank you, thank you. I've taken some risks based on your reminders of how far I've come and am now being coached to become a full-timer! I have just asked my boss for an appointment with her to chat on how I can step up on that full-time goal. I am mindful each day of **Confidence, Full-Time Hours, and Communication goals** I have set and appreciate how you've helped me with clarity of vision already. : )" Marisa demonstrates emotionally intelligent leadership through conducting workshops, her articles and through mentoring and coaching career development. In less than 90 days, I am already experiencing new levels of support at work and through my network and in turn, leading and influencing others. Thank you, Marisa and In Our Shoes! "*

Here's what Sharon Li received **after a 2-hour private Mastermind event**, held for New York University's women graduates.

*"Speaking with you was a breath of fresh air where I felt myself exhale. Sometimes, we get caught up by the busy day-to-day lives that we don't have a chance to sit back and reflect what we have done and where we want to go. I was able to analyze a career situation from a different perspective and come up with creative solutions that I could not come up with on my own. It is also inspiring to know that there is a sisterhood of driven women out there who are willing to share their life stories openly and honestly. This is education which felt custom-packaged just for me."*