



#1 Take 100% Responsibility for your Results

· Event + Response = *New* Outcome. Success formula:

$$E + R = O$$

- What are you pretending not to know?
- Give up the blame game and become solution oriented.
- Your point of power is always in your response.

#2 Be Clear on your Why. Clarify your purpose.

- Your purpose is your WHY. Goals are the WHAT you will accomplish.
- Without purpose as the compass, goals and How-to action plans are meaningless.
- Effective leaders are go-givers who take the time to support others.

#3 Decide what you want. What's your vision?

- Write your goal on your business card as your commitment.
- Does your team know their success factors?
- What is a goal that would uplevel everything you do?

#4 Believe it's possible. Shift your limiting beliefs.

- Observe your inner dialogue. Harness the power of thoughts.
- Share your vision with others.
- Protect your environment. Tune out the negative.
- Clear the clutter.

#5 Unleash a Breakthrough Goal

- Leverage the power of focus.
- It's 12-weeks from today, what would be true for you?
- Systematize your success with Results and Process goals.
- Implement the Rule of 3.

#6 Visualize what you want

- Visualize your goal as if it is already achieved.
- The mind cannot distinguish between what's real and imagined.
- Program your brain on a daily basis with imagery. It will figure out how to reach the outcome you desire.

#7 Release your Fears and Take Action

- Take Obvious and Intuitive Action.
- Scale Down the Action into Chunks.
- Everything you want is just outside your comfort zone.
- Share how you overcame fear with others with vulnerability.

#8 Ask for and Welcome Feedback

- Give timely feedback and hold mini-performance conversations.
- Ask: "On a scale of 1 to 10 how would you rate the quality of our work?" and "What would have to happen...?"
- Without feedback, you can't course correct.

#9 Practice Uncommon Appreciation & Acknowledgement

- Tune out WII FM radio. It's about how you make people feel.
- Acknowledge others' contributions. Ask for their opinions.
- Have an attitude of gratitude.
- Appreciate yourself daily for any big and small accomplishments

#10 Mastermind your way to Success

- Build your Board of Directors
- Look up the ladder to learn from others.
- No one ever got to where they want to be, by winging it alone
- Success leaves clues



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MARISA SANTORO, a former Wall Street IT executive with a 21-year career in Financial Services is the founder of the career leadership platform and Gutsy Leader community, **In Our Shoes** (InRShoes.com). She is a corporate leadership trainer, keynote speaker, career coach, diversity and inclusion consultant, and author of [Own Your Authority](http://OwnYourAuthorityBook.com) (McGraw Hill). (OwnYourAuthorityBook.com). Her dynamic and relatable style engages audiences and leaves them with real, practical tools they can hit-the-ground-running with immediately. Her signature style invites participants to make ‘gutsy moves’ – take small incremental action that have the potential to increase their impact over time.

Her expertise in leadership and professional development, as well as effective business communication, has been brought in to support business leaders across industries at organizations such as Pfizer, Merck, American Express, UBS, Anheuser-Busch, Allianz Global Investors, Sony Music, S&P Global, State Farm, Royal Bank of Canada (RBC), New York Council of Nonprofits, Women in Tech International (WITI), Aetna Healthcare, New York University (NYU), NYU Langone Medical Center, New York and New Jersey municipalities and many more.

She is also a TEDx speaker, and honoree of the Woman of Influence award from New York Business Journal and BizWomen.com for her years of mentoring and coaching midcareer leaders, executives, healthcare professionals, and sales leaders to achieve higher levels of influence.

She also writes a [career column for American City Business Journals](#), covering their how-to career and business strategy sections, with articles published across 44 cities in the United

Her [TED talk, “Speaking Without Apology,”](#) guides on how to detach from language that feeds into the “Sorry Syndrome” and make subtle tweaks in your speech to springboard you from diluting your value to spotlighting your assets immediately.

She guides professionals how to reclaim their confidence, tap into their instincts and embrace their inner dialogue using proven tactical tools, and strategies in proven step-by-step career leadership programs coaching on ways to authentically build trust as leaders and advance in their careers.

She delivers seminars, workshops, webinars, coaching, microlearning “just in time” modules, and self-paced multimedia courses to fit your organization’s training needs. Her work has been integrated to launch Women’s Leadership Initiatives, Leadership Academies, Diversity and Inclusion Initiatives, New Hire Programs and used in learning and development programs across government agencies, nonprofits, and organizations in the financial services, health care, real estate, education, and wine sectors.

In the world of leadership development, there’s no shortage of advice on what to do to drive career success—but very little is said about who to be and listening to your intuition. While leadership skills are important, self-trust is the foundation that great leadership is built upon—and developing it is a deeply personal process. In [Own Your Authority](#), career leadership expert Marisa Santoro provides the knowledge, tools, and insights you need to understand and embrace your authentic personality and trust your intuition.

“This is the heart of increasing confidence in any area,” she writes, “taking on risk in small increments, stepping into new territory, facing fears, learning, failing, growing, and circling back to take on more risk that will stretch but not freeze you.”

Great leaders communicate clearly, speak up when it matters most, and thrive on taking on measured risks. Through self-awareness, they embrace acts of discomfort every day—all in the name of learning, growing, and achieving higher levels of influence and leadership.

And it all comes with self-trust and confidence.

CERTIFICATIONS

In Our Shoes® is proud to be a woman-owned M/WBE certified diverse supplier, Wiley Everything DiSC® partner and Canfield Success Principles® partner.

