



Lead with Impact

Once you have stepped into a new role or project, your clients and constituents, your management, your peers and your team will look to you for instituting change. This applies regardless of the level or title you have at any organization. It's about *demonstrating* leadership.

Your thoughts, ideas, recommendations, and strategies all lead up to creating change and are often referred to as being a change agent.

Here are some questions to consider:

- What challenges do your clients struggle with and how can you and/or the team solve them?
- How will you walk them through a process, you've worked through and tested?
- Which workflows and processes should be run more smoothly?
- What are the new operations and procedures you will communicate to others?
- In what ways can you make your team, their overall work product and function more efficient?
- Do you have an understanding of the strategic direction and if there are changes, what the impact is?

These questions are to help you get started. In this exercise, complete what you feel makes the most sense to focus on in your role as their advisor and professional who can lead them through change.

Draw from your experience, wisdom, lessons learned, education, stories, struggles gathered over time. *Lead* them. There are people waiting for you to *lead* them.

The gaps and voids that are to be filled are:

The heart-centered approach I / we will take is:

The engaging team experience I / we can create is:

The blind spots I / we will highlight are:

The expected challenges I / we will address are:

The kind of community I / we will create is:

The improvements and efficiencies I / we will make, are:

The strategies, processes, systems and best practices I / we will repurpose are:

The legacy processes, systems, methods, and old way of doing things I / we can retire are:

The Plan B and contingency plans I / we will develop and put in place are:

The expertise and support I / we will enlist, will be from these resources:

- Also, think of who can help you and your team. Whom can you partner with?
- What material (books, discussions, blogs, news) can you read to get up to speed?
- What have other leaders done in the organization? Look up and across the ladder. Externally, whom can you reach out to?
- Who in your network has similar expertise which you can leverage and bounce ideas off, of?

5 Top Strategies to Own Your Authority and Advance your Career

[Free Leadership Audio Course]



A 40-minute motivational step-by-step blueprint for professionals seeking to advance their careers (includes transcript):

- Project yourself with leadership presence and purpose.
- Know your value and career assets to market yourself effectively.
- Command respect and recognition by clearly communicating your results.
- Build meaningful relationships that support you for a lifetime.

Leadership Audio Program

Introduction

▶ 6:51 / 6:51

Part 1

▶ 0:05 / 10:55

Part 2

▶ 0:10 / 3:22

Part 3

▶ 0:00 / 6:26

Part 4

▶ 0:00 / 4:38

Part 5

▶ 0:00 / 5:45

Your Host



Marisa Santoro
Former Wall Street executive, career coach,
author of "Own Your Authority"



MARISA SANTORO, a former Wall Street IT executive and the founder of the career learning platform In Our Shoes (www.InRShoes.com), is a keynote speaker, career coach, corporate leadership trainer, diversity and inclusion consultant, and author of [*Own Your Authority*](#) (McGraw Hill).

Her expertise in leadership and professional development, as well as effective business communication, has been brought in to support business leaders across clients in diverse industries such as Merck, American Express, UBS, Anheuser-Busch, Allianz Global Investors, Sony Music, S&P Global, 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 city governments and many more.

She is 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 States. 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.

Prior to any coaching or training program, she delivers a pre-assessment clarity questionnaire to every participant in order to assess where they are struggling in their career, what the pain points are and where they would like to be in their career, in 3, 6, 12 months’ time – their breakthrough career goals.

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.

