

New Year, New Me

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As professionals, we are always focused on our careers, which is important. But 2024 is not just about your career. This year is about designing and creating the life that you want, both personally and professionally and setting up your environment to be successful.

Whether you want to enjoy more of the pleasures of life, make an investment, take care of your health or your wealth, I invite you leaning into any one or all of the three ways that put you on the path to go from where you are to where you want to be in your life.

They are based on a set of gutsy success principles where you are not required to *do, do, do*. We all know how to do very well in this life.

These principles are based on gutsy leader lifestyle change where you are *being*. Being present to what you need this year. Ready when you are!

Release Resistance

Too often we're focused on the things that we want to have and achieve. But what we don't realize is that in that quest, we're offering resistance at the same time, and we don't even realize it. While on that path we focus more on what we're heading towards and yet we willingly place roadblocks, giant stop signs if you will, that prevent us from getting there.

It's time to let go.

As we're seeking to achieve the things, we want, we can stand in our own way. It's no different than sitting in your car with one foot on the gas pedal and having the parking brake up at the same time.

It's so subtle, how we give our power away by resisting abundance. We essentially cancel out the things that we say we want. It's like saying "I want to write a book one day" and then going back home and saying "I'm not qualified, I'm not a writer. What would I have to share that's of value to anyone?"

These are two opposite energy frequencies that essentially cancel each other out where you're left with, well nothing— no results from all your efforts. Then we wonder why. "Why

am I not creating what I feel so strongly about?"

There's an expression that we refer to as "being uptight" where our body tightens up and we feel so much resistance. It's like we form this wall around us where no one and nothing can penetrate.

On one hand we say: "Give it to me universe/God/infinite intelligence. I want to have this. I want to achieve this."

And at the same time, we pull up that stop sign and say: "Oh no, but not right now. Not yet. I'm not ready yet."

Sound familiar?

It's time to release resistance. Look for when you feel your body becoming up tight, relax and release. Let it go.

This is what we mean by *being* versus *doing*. Being is emotional control when you find yourself off-course. Doing is a table flip feeling of frustration. It's a response versus a reaction. This is inside out self-leadership. It takes guts to take back your power in this way.

The reason why we have resistance is typically due to three fears that show up in everyday circumstances. In fact, I can guarantee you in the last 24 hours alone one of these three fears has prevented you from acting on what you wanted.

They are the fear of failure, the fear of looking foolish and the fear of rejection.

I believe that there's a reason why our fears are placed on our path. I believe they are there to give us a gutsy nudge to act in spite of fear and from our gut.

Follow your gut instinct and release resistance.

Words matter. It is not so much what you say to others, but what you say to yourself on a regular basis. And there are certain words that are proven to weaken us diluting our value and physically have us feel powerless.

A common word that your inner critic may be saying is: I CAN'T.

A gutsy reminder: your actions in the new year are a direct result of your choices. In other words, when you flip those words around to: I CHOOSE NOT TO, all of a sudden, we move from a state of powerlessness and lack of control over outside circumstances to one where you have freewill.

Your self-talk gives you the power to choose.

There are two types of actions that you can take in any given circumstance, the obvious actions, things that you just know how to do in your sleep. Perhaps you know how to whip up a resume if you had to send it out tomorrow.

Maybe you're a good negotiator. Maybe you interview well. These are things that you know how to do in your sleep.

And then there's the inspired thoughts, the instinctual thoughts that come out of nowhere. You have to be willing to trust those instincts and face those fears when they show up.

The problem is that people don't always act on those impulses, those impulses of thought. They don't call the person that they need to take their career to the next level.

They don't reach out to someone that they haven't spoken to in years for fear of looking foolish.

You have to be willing to follow those instincts. That's *Gutsy* Leadership

When you're leading with your gut, you're releasing resistance, and acting anyway, in spite of fear.

What's something that you can do right now? Make a list of anyone right now that comes to mind? Your only homework exercise is to get ready to be ready.

Preparation meets opportunity. You plant the seeds now to reap your harvest later.

Release resistance.

A gutsy reminder: **Everything I want is just outside my comfort zone.**

Let it go. Act anyway. Go with your gut.

Reset and Reflect

I invite you to also fiercely protect your energy and your time this year. Give yourself the gift of time to reset and reflect and commit to spending one block of time (one or two hours) in quiet reflection on the changes that you'd like to bring about in your life.

It's going to require you to plug the holes of where your time is going and getting out of your own way. Are you aware of where your time is going?

There may be family members and friends that are eating up a lot of your personal energy right now. Consider having difficult conversations with them, letting know what you need this year. You're not pushing them away. You need some time for yourself to reset and reflect. And that requires setting boundaries and setting expectations with others.

On the work front, are you able to block out an hour a day on your calendar where no one can book you then? Can you set office hours with your team? If you have a team of direct reports earmark certain hours when they can reach out to you so they know when you're fully present to what they need.

Claim your space and clear the clutter so that you can focus and make the commitment to pure focused YOU time.

If we're being honest, whose agenda have you been making more important than yours?

Reignite your Soul

The last gutsy move I invite you to lean into is reigniting what your soul needs. New Year New Me: enjoy the things that make you happy.

Have you given yourself permission to be happy?

When were you the happiest in your life? When you look back at all the greatest memories that you have, what were the common themes or elements?

This isn't feel-good advice. We all know that we should be happy. We all know that we should enjoy the finer things and pleasures of life. But what we may not realize is that if you're not in a state of joy and fulfillment, then you're not putting your full self out there and aligning with your why and your purpose.

Your purpose is to be of service using your unique gifts and talents.

A gutsy reminder: when there is no oil left in your lamp, there is no light left to shine. This is a non-negotiable.

What would life look like if you were living your top 5 passions and pleasures everyday?

We also have to take responsibility for communicating what we need to reignite our soul.

Energy flows where intention goes.

When you're happy and your soul is filled, you have a higher vibration and you are allowing the things that you want into your life. By no coincidence you're also releasing that wall of resistance we talked about earlier.

You're no longer doing the push-pull thing with the foot on the gas and the parking brake up at the same time anymore. You're completely open to receiving.

To change your outer game, you change your inner game first. There's a whole lot of noise at the surface of the ocean, lots of splashing but deep down below still waters run deep.

90% of your success in any area of your life is not based on what you're doing on a day-to-day basis but on who you are being.

New Year, New me. I invite you to make a commitment to yourself.

What's one gutsy move you make across any one of these three areas? What's showing up for you? What is your gut saying? When you feel that impulse of energy, act on it right away. Don't wait. The energy surrounding that pulse isn't the same even an hour later. You'll be supported when you 'go gutsy' and take the leap of faith in that moment.

Until then, thank you for having an open mind to read this report and for giving me a chance to show you that the success and freedom you are dreaming of is right around the corner for you – I truly mean that. Don't let anyone including yourself, that inner crow (you know who she is) convince you otherwise.

With guts and grace, to your career success! I am truly honored to have connected with you here.

Big squeeze coming your way.



p.s. if you enjoyed the presentation or this report, please drop me a line:

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I'd love to hear from you. I deeply appreciate all feedback. It goes back into every program we deliver for our gutsy village and professional community.

Thank you!



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://OwnYourAuthority.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 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. 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.

