



Success Strategies to Lead with Confidence, Clear on your Impact

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Recognize How You Drive Change and Lead with Impact

Once you step into a role, your clients and constituents, your management, your peers, and team will look to you for instituting change. This is your empty canvas where you serve as their advisor and change agent.

The ideas, recommendations, and strategies that you share are how you can consistently lead with impact.

- What challenges does your domain area struggle with and how will you and the team address them?
- Which workflows and processes do you see as opportunities to be improved and run more smoothly?
- What are some operational procedures you will institute and communicate?
- How can your team, their work product and the overall function run more efficiently?
- What's the strategic direction you propose to drive the change that's needed?
- What are some opportunities outside of your direct domain where you and the team can deliver value as service providers to build partnerships?

These questions are to help you get started thinking about the impact you create for your clients – the transformation as their resident advisor.

These are all impact areas you can focus on. Although they may not be officially stated in your job description, it is understood, and you have a pulse on building a reputation as a leader who can drive change.

Looking back, what has made your work stand out? Create a brag folder that will remind you of your accomplishments.

Examples below:

- Drive: You took the initiative to go beyond your role and collaborate with others on a project.
- Leadership: You supported your team members, trained or mentored a junior colleague.
- Strategic outreach/ networking: You connected with stakeholders to improve your team's and/or your boss' reputation .
- Demonstrated Emotional intelligence: You resolved a conflict between colleagues.
- You communicated with impact — developed a presentation, shared key findings and disseminated that data.

When you have (a) clarity and confidence on your skillsets and talents and are able to (b) communicate the results you deliver (c) using your natural authentic personality that's when you have dialed into your Unique Value. It's also when you become comfortable advocating for yourself, promoting yourself and no longer feel like you're bragging. You're not selling yourself. You're being yourself which is energy others can feel.

In the following exercise, draw from your experience, wisdom, lessons learned, education, stories, skillsets and challenges gained over time to recognize your impact opportunities.

If we were sitting here one year from today, what are some ways you will have led impactfully and instituted change in your leadership role? Reminder: even if you do not have a manager or director title or direct reports, this is about *demonstrating* leadership.

Use the below worksheet below to reflect on future impact opportunities. These prompts can be a gutsy trigger to reflect on areas where you can develop and grow, gaining further clarity on your IMPACT.

The thoughts I have had about bragging which have turned into beliefs are:

<name the fear>

The thoughts I have about communicating my results as a non-negotiable to managing my career are:

<name the opportunity>

The communication gaps and voids that can be filled are:

The ways I engage and cultivate my team are:

The blind spots I can highlight for others, so they can work smarter are:

The unspoken challenges I highlight, and address are:

The kind of community and culture I create is:

The key improvements and efficiencies needed, are:

The strategies, processes, and best practices to be repurposed are:

The legacy policies, systems, and methods to be retired are:

The Plan B and contingency plans to be developed are:

The expertise and support I will enlist, can be pulled from these resources:

Those in the organization whom I can partner with and whom can support our team are:

The educational material (training, books, discussions, blogs, videos, news) I can leverage to have a pulse on trends and opportunities in my field are:

The common challenges of my clients are:



The results that I deliver for my clients are:

The results that the team delivers for our clients are:

The areas in which the team can grow further while being of service to our clients are:

The colleagues that I can share performance feedback with, are:

The colleagues I can ask for feedback based on my own performance are:

I draw upon the insights, trends and opinions in my industry by:

The ways in which I challenge the status quo are:

The opportunities I take to articulate the vision and the goals of my clients and team are:

The way in which I prioritize activities against stated goals to create alignment are:

The performance metrics of my manager are:

The way I socialize my manager and team's agenda are:

The ways I expand beyond my role and responsibilities are:

The ways in which I balance the needs of multiple stakeholders and set realistic expectations are:

A compliment that I have owned based on my performance and why I deserved it is:



The way I show appreciation for other's work is:

The way I share positive feedback is:

I facilitate the flow of crucial information that helps others do their job better as a Bridger every time I do this:

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Other Gutsy Career Resources: <https://inrshoes.com/resources-for-your-career>



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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

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