



Top 10

Achiever's Lessons



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FEMALE LEADERS



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INTRODUCTION

Picture this: you are scrolling through LinkedIn, responding to various posts outlining the great accomplishments that all kinds of ambitious women are posting about. One of them is discussing the last event she attended, perhaps even spoke at, and another just a bit lower on the page is talking about her latest promotion.

You also take a look at the comments and cannot help but think to yourself, I wish I would also get this kind of recognition. After all, I have the same qualifications and I have been working harder than ever, so why is it that I am not seeing the same response?

If you have found yourself in this situation, or even merely questioning how you can make yourself more seen to others for the projects you work on, the accomplishments you celebrate, and the steps forward you are taking, then you have come to the right place.

Being seen and recognized for your competencies can sometimes appear to be a strenuous task as you may feel that it involves all sorts of hurdles. Yes, it is a challenge, but it is nonetheless one that can be overcome. It starts with you, on the inside, and it transforms into actions and behaviors that grasp the attention of others.

This is a skill that you can learn, and this is what this book will begin to teach you. Learning to position yourself as a leader is a process that involves many steps and significant personal development work, but it is possible. Keep reading to find out just how this is done.



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BEING A LEADER IS MORE THAN JUST A TITLE

When you think about the behavior of a leader, what do you first picture? If you are like most people, you probably imagine a man standing in front of a group of people giving a speech or being asked to speak about a certain topic.

Throughout our lives, we have been conditioned to adhere to certain depictions of 'leadership,' and we have been brought up to follow behavioral patterns that are common in the corporate world which simply are not the only way to do things. In fact, seeing this with my own two eyes – and realizing that I had a role in the reproduction of this behavioral pattern! – made me change my career aspirations and has led me to do what I do today, which is empowering women leaders.

For example, did you know that globally, only 24% of those in senior leadership positions are women¹? While some tend to say that we should not focus too much on those who are in leadership positions as a way to measure the reach that women have in the labor market, or the evolution of women's power in the workplace, this is something I disagree with.

See, as human beings, we hire people most like us. Hence, if there aren't enough women who lead and make the decisions as to who is going to be hired next, the women who apply to the same company are already at a disadvantage.

That being said, being a leader is much more than just a title. For example, I climbed up the ranks when I used to work in the corporate world, and although I was reaching the top by becoming a C-level executive, I still never really felt fulfilled. More specifically, I felt as though although I was technically in a position of "leadership," I was not really a leader. I was not being myself, as a woman in a corporate environment, but instead, I was adapting to a world of men with guidelines and expectations that had been created for men as well.

Women make up 45% of the total number of employees. Nonetheless, they are only representative of 4% of CEOs

<https://www.catalyst.org/knowledge/women-ceos-sp-500>
Board Seats Held by Women, by Country; 2013.

Leadership is different between men and women. As women, we can and need to be embracing our own styles of leadership.

We have to communicate effectively to then position ourselves as leaders, we have to see what we have to offer which differs from that which we are so used to seeing, and then have to anchor ourselves on these differences.

¹ Forbes Insight Study. C-Suite Sees More Female Leaders Reaching Top; March 8, 2013., <https://www.forbes.com/sites/tatianaserafin/2013/03/08/c-suite-sees-more-female-leaders-reaching-top/>

What does leadership entail, you ask? Leaders have three key qualities: they stand by their convictions, they truly own who they are without backing down or changing themselves to fit the mold outlined by society, and they stand in their full power without fear of being judged (or some fear, but they do not let it get to them!).



Standing by your convictions is no easy feat! It also requires you to be crystal clear on your beliefs, what you feel is true and right, and what you will not budge on. Ask yourself this: if you were to be asked about your deepest beliefs, would you be able to stand clear on them and back up your perspective no matter how much they were questioned? Of course, you can be open to criticism and discussion, but your convictions need to be solid and anchored in what you feel is right.

Then, owning who you truly are has less to do with your beliefs, but with your **Self**. Who are you? If you had to describe yourself in a few words, what would they be? How do your friends picture you? How do your clients, employers, subordinates, or even interns see you? Do you agree with this vision of you, or do you feel like you are someone completely different but who struggles to let this personality shine? If you are hiding who you truly are, your ability to position yourself as a charismatic and powerful leader will be hindered.

And finally, standing in your full power relates to this as it involves being certain of who you are and, as a result, knowing that you are powerful without backing down or feeling like you should not be in this position. As women, we often grow up being told to be quieter or to make less noise. For example, you may have been told that you sounded too bossy, or that your way of speaking was “authoritative” – something that you were not sure was a compliment.

Indeed, we are brought up to feel like whenever we stand our ground and are confident about what we say, we shouldn't stand in our full power: we should always acknowledge that we don't know everything, that we aren't “all that,” or that we perhaps do not know what we are talking about. We are brought up in a way that teaches women to be nice and especially polite – if we speak too loudly or find that our way is the best, we are impolite as we do not give in to the opinions of others. And yet, ask yourself this: do men who are in power receive this kind of feedback? In most cases, men with this approach are told that they are confident and influential leaders.

Now, this book is not meant to pin us against men – instead, here, I invite you to ask yourself whether you have been struggling to be recognized for your competencies because you have been trying to fit into a mold that was not meant for you – a woman – in the first place. We have our intrinsic strengths, and we can channel them in order to become more influential than ever.

And, if you know me, you will know that I strongly believe that female leadership is the biggest untapped potential in the world!

As such, when you have power, own it! You know your stuff, you know where you stand, and you are in this position for a reason.

Own it!

Ulrike Seminati

A 2020 study has shown that a lack of self-confidence can lead to “impaired job performance, job satisfaction, and burnout among various employee populations”.

In other words – it’s no joke. You need confidence to perform well, especially if you are looking to be an impactful, charismatic leader.

Imposter syndrome does not only stop you from feeling secure within your job, it affects your ability to be confident and self-assured, and as a result, to achieve the results you aspire for.

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7174434/>

TEN PRINCIPLES TO MAXIMIZE YOUR POTENTIAL



I’ve taken all my experience, years of working – and excelling! – in the corporate world and the enlightenment I came to by coaching hundreds of ambitious and hard-working women like you.

Today, I consolidated my insights into the following 10 principles that are all impactful step stones allowing you to flourish, realize the root causes of your struggle, and finally land that leadership spot you’re after!

1 HAVE A CLEAR VISION OF YOUR CAREER

Are you having a clear vision of your career? And by this, I do not mean that you have an answer to the question of where you want to be in 3 or 5 years in case your supervisor or HR manager asks you. Having a clear vision refers back to a higher purpose a kind of final destination – the ONE thing that you want to achieve in your life, the person that you ultimately want to be or become. But before asking yourself these big questions, it is most useful to first understand why you are where you are right now.

For many of us, the choice of our course of study and later our choice of job has been influenced from the outside. Maybe you heard from your parents that it's good to study computer science because you'll get a good salary, or you set your sights on an MBA because with a background like that you'd have the best chance of making it to the top of an organization. When you took on your first role, you may have ended up in HR by coincidence, simply because the opportunity presented itself.

To understand where you want to go, you first have to honestly answer why you are where you are today.


How much of that is due to chance or the advice of others?

How much did you consciously and strategically steer?

With these insights, you can make the choice of what you want to release from your life and if you want to give your career a different or more powerful direction.

When you are then ready to work on creating a clear long-term vision don't shy away from thinking big. And with big, I mean REALLY big!

It is about defining a best-case scenario for yourself without any restrictions. There is nothing wrong with having big dreams. On the contrary, having big and inspiring dreams direct our attention to everything that helps us realize those dreams.



**Try to reach out
for the moon,
even if you miss
it you'll land
with the stars!**

Our brain automatically creates a filter and opportunities become visible where there were none before. You probably know this mechanism from other areas.

When you think about buying a new car, you suddenly see exactly this type of car everywhere. You can use this mechanism of our brain in your favor by setting big goals, believing in them, and thus changing the way you see the world.

2 SET CRYSTAL-CLEAR PRIORITIES

Having a plan B makes it much less likely for you to achieve your plan A.

Once you've defined your vision you can start setting your priorities accordingly. This is important because it allows you to focus on the tasks that will bring you closer to your vision and you can focus on lower priority tasks later.

Setting clear priorities on a monthly, weekly, and daily basis takes time, but you will get this time back many times over, as you will become more efficient in the long term and your efforts will lead to better results.

If you don't take the time to prioritize, you'll have a hard time getting things done and you'll be permanently stressed and less productive because you try to keep all the balls in the air at once.

Everyone has things they need to get done. Often people keep track of everything they need to do by making a list. While a list can be very helpful for keeping track of things, you need to take those items and figure out what you need to focus on NOW to get things done while keeping your short AND long-term results in mind.

In order to prioritize more effectively, I recommend classifying your tasks and activities according to two criteria: important and urgent.

All too often we fall into the trap of putting only the urgent and important matters at the top of our priority list. Quite often most of our daily tasks fall into this category and we don't see any other possibility than to get on with it.

However, it is almost always the "only" important things that lead us closer to the realization of our vision. Think about it: Where would you put things like personal development, learning a new language, or having a healthy diet? All of these have a significant influence on your long-term goals, but they are not urgent.

**Urgent and
important**

**Not urgent
but
important**

**Urgent
but not
important**

**Neither
urgent nor
important**

Stephen Covey: The 7 Habits of Highly Effective People

Instead of postponing acting on these topics identify the ones that count for you and then set your priorities by putting enough focus on the tasks that bring you closer to your vision – even if they are not urgent – and start to declutter your daily agenda from some of your urgent AND important tasks.

3 LEARN FROM THE BEST

How often are you looking at other successful female leaders and think "I'd like to be like that?". Many of us spend our lives trying to please others and to fit in – and we don't even realize it.

We try to build self-confidence by comparing ourselves to others who we feel are superior. And we measure success on a scale that is not ours and wonder why we are never satisfied.

Instead of getting drawn into this negative spiral of self-criticism look at other, more successful leaders with the intent to learn from them. Observe carefully how they act and what messages they convey, and get informed about what decisions they have taken and where this was leading them to.

And last not least, if you have the possibility to seek feedback from people who are where you want to be in the future, go and grab this feedback. This may be just the clue that changes your life forever!

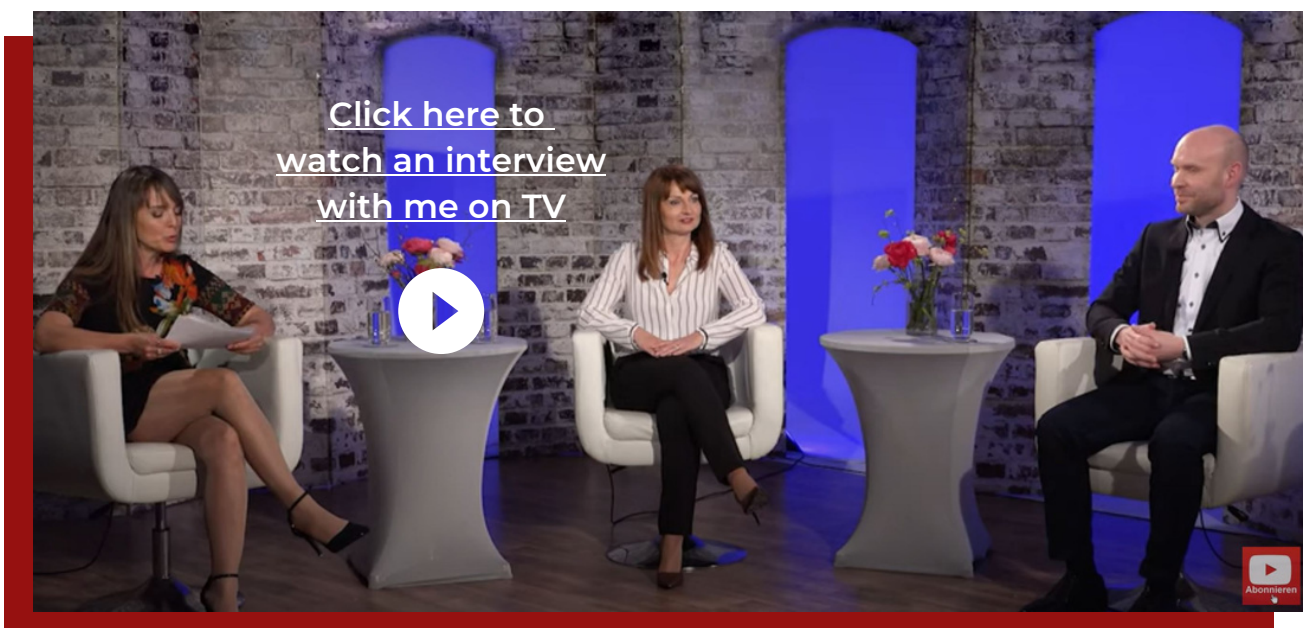
I know that is not always easy to observe more successful people - even more so if they have achieved what you are trying to make a reality for yourself. We quickly tend to think "Why do they have it all and I have to fight so hard to make just one little step forward?"

If you have this kind of thought focus again on what you actually want to learn. The fact that they are successful does not mean that there is no place for you.

Success is like sunshine on the beach. No matter how many people are there, there is enough for everyone.

Watch out for any feeling of jealousy as this is counterproductive and value what they've achieved instead.

To make your vision a reality you need to believe in your big goals and feeling resentment or jealousy towards people who are already where you want to be signals to your subconscious that you actually don't WANT to be like them!



4 CHANGE THE NARRATIVE OF YOUR STORY



When we are born we are an empty canvas but quickly the messages we hear from our parents, teachers, and the many other people in our lives fill us with beliefs that ultimately paint a picture of what we consider to be our reality.

We have a certain image of who we are and who we CAN be, which is often in contrast to who we WANT to be.

And therein lies the crux. If we don't look closely into our very own inner programming, we believe that we have set everything in motion that is necessary to achieve our goals. And we don't realize that our subconscious inner voice is systematically sabotaging our efforts, because we are internally programmed for a certain level of success.

For many of us this level of success is far below of where we'd like to be. A compelling example for such an inner set up is our attitude towards money. Even though we'd like to earn more, from a certain amount onwards we feel guilty of "earning so much".

As long as we are not aware of these inner glass ceilings we give ourselves a hard time in trying to achieve our goals.

In other words, our subconscious doesn't allow us to live up to our full potential because it wants to keep us in a seemingly safe comfort zone.

To get around this inner brake, we first need to understand what our limiting beliefs are and when they come into play. Only then can we gradually replace these beliefs with more constructive ones and create a new much more empowering narrative of our own story.

From experience, I know that the power of our beliefs – in the positive and the negative sense – is an area that tends to be underestimated as it is difficult to grasp and even more difficult to measure. Yet this is precisely what paves the way for us to achieve even our most ambitious goals.

That's why the core of all my trainings focuses on giving you the means to get hold of your beliefs because only if they are positively aligned to match your vision, you can implement what you will have learned at 100% in a sustainable and powerful way.

5 CHOOSE AUTHENTICITY NOT PERFECTION

Authenticity refers to the state of being true and real with yourself – in other words, completely owning who you are, shamelessly.

When we are authentic, we genuinely believe in the message that we are sending across to people. We tell them things that we believe in, we share a message that we hold dear to our hearts, and we make sure that this message comes across exactly as we think of it.

For example, I am authentic in that I believe that women need to unite to change the narrative around leadership, one that brings true development and advancement in a world that predominantly follows one form of leadership. As women, I sincerely believe that we do not need to adapt, please or apologize to others for being too “female”. Instead, I feel that the differences need to be acknowledged, and more importantly, celebrated.

A problem arises when we choose to focus on perfection rather than on the message that we convey. Many women have high expectations of themselves – they want to perform not only well, but they also want to be perfect in everything they do.

The world wants perfection, yet it craves for authenticity.

I often experience with my clients that this focus on perfection emerges out of a need to please.

Hence, perfectionism can suck the energy out of you. It also sucks out your charisma because it makes you focus on making sure that no mistake is being made, rather than on the emotion and message you are trying to convey.

Being authentic is much more powerful, especially in the corporate world! It is rare, and it is an impressive trait to have.

However, it requires you to have a decent level of self-acceptance and courage as you have to open up to your own vulnerability. Being accompanied by a professional coach, so that your ego can no longer stand in the way of your development is the quickest way to get there.



6 HAVE THE COURAGE TO MAKE MISTAKES

Fear of making mistakes can prevent us from creating at all. However, we need to get into action mode if we want to bring our full potential to life and this requires some bold moves and many little and big steps out of our comfort zone.

Most of us tend to avoid mistakes and view them as failures. We might even take advantage of this opportunity to blame ourselves.

**I'm not a failure
because I made a
mistake. I am a success
because I tried.**

But actually, mistakes are a wonderful opportunity full of information that can help us improve. Understanding the importance of mistakes and how to use them to our best advantage is what separates out the great leaders from the rest of the crowd.

Handling mistakes and understanding how to turn them into opportunities for leadership excellence is a skill that we can learn to use in our favor.

Instead of trying to hide our errors, we should be using them to highlight our leadership skills and character.

The fear of making mistakes hinders us to step out of our comfort zone, which in turn is crucial to learning and growing.

It is also standing in our way when we do not have the courage to apply for a job for fear of being rejected or when we don't give ourselves the visibility we deserve for fear of failing in front of a larger group of people.

So, what can you do to overcome this anxiety?

1

Make it a habit to regularly take on new tasks or try out something new. By doing this often your anxiety to step out of your comfort zone will start to shrink.

2

Ask yourself: "What is the worst thing that can happen?" and then realize that while this may be unpleasant, it certainly won't break your neck. Similar to anything else unpleasant that happens to you, you can decide how much you let it drag you down.

3

Ask yourself how many seconds of courage it will take to take the actual ACTION (usually, this only takes a few seconds, e.g. speaking up at a specific moment, asking an important question to your boss, etc) versus taking into account all the time you waste anxiously thinking about what might happen.

And one last tip!

When you feel anxiety take it as a clear sign that there is an opportunity to grow!

7 LEARN TO COMMUNICATE WITH IMPACT

When we think about communicating with impact, we tend to focus on the message that we want to send out by mainly emphasizing the story that we want to convey.

For example, when we share our accomplishments, we speak about how we achieved something – the steps it took for us to get there, the strong will, the long hours, and the pride that we feel as a result. Perhaps we also share how we learned new skills or important information in the process. That being said, simply saying what we have achieved and why this is something to celebrate rarely goes a long way. Sure, we may get some recognition, but in most cases, this is not enough to leave a truly lasting impact.

What makes the difference between getting only a lukewarm message across and communication that is impactful?

The key is simple and composed of two elements:

- 1**
Being grounded
in who you are
- 2**
Focus on your audience
and take in the messages
you receive from THEM.

Good communication is always a two-way process of sending and receiving. Yet almost all of us focus far more on the sending part than on the receiving.

If we want to gain the attention of our counterparts, we have to make THEM the focus of our attention. We all want to be seen and heard, and the people we are speaking to are no different. They too want to be heard and are primarily interested in how what we say can serve them.

In order to focus on our audience, we must first be able to direct all our attention outward. This is only fully possible if we no longer feel the need to think about our appearance and our performance.

**Good communication
is first and foremost
an inside job.**

It is not enough to present the best-formulated message. Connecting with the audience determines whether or not our communication achieves the desired effect.

This is expressed in active, empathetic listening or in connecting with the audience first before making our case. However, it is also important to turn off the inner mind carousel, which draws our attention fully to ourselves, because how else are we supposed to find the brain space we need to be open and receptive?

In my trainings, I work using exactly this approach, to create a solid foundation from within, in order to then be able to apply the learned skills with impact.

8 BE BOLD

Being bold is tough to achieve without true self-confidence and self-assurance. To be bold we need to know what we are talking about, where we stand, and we need to be certain of our convictions.

For example, a woman who constantly battles with imposter syndrome is much less likely to stand by her opinions.



Being bold is, quite clearly, an inside job as well. And to set this mind shift in motion, we can start by figuring out why we're not as assertive as we'd like to be.

Are you wanting to be liked and have difficulties saying no?

How about being respected rather than being liked?

And what behavioral changes would you have to make to get there?

You can approach the topic of being bold from two sides at the same time:

1- You work on your beliefs and find out what stands in your way

2- You learn techniques for how to deal with difficult people and situations.

The topic is strongly linked to your inner set-up and it needs some work to become aware of your sabotaging inner voices to be able to apply the techniques in a self-assertive way.



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BULLET-PROOF**

I dedicate a whole day to the topic "Becoming Bullet-Proof" where you learn how to master simple and powerful tools for becoming bold, daring and able to manage any situation at work and in your private life!

Get in touch by email or click on the image on the left to learn more!

9 PROMOTE YOUR ACHIEVEMENTS

Many women shy away from proactively communicating their successes because they perceive this as bragging. I myself was brought up to be modest and first had to learn to jump over my shadow and communicate my knowledge and achievements without belittling them.

For our professional advancement, promoting our achievements is a great and quite easy-to-apply accelerator. To address it, you can observe yourself and take notes for a week on when you achieve something and if and to whom you communicate that achievement. Then you can make a concrete plan to whom else you can communicate that achievement that can bring you a small step closer to your vision.

And then, you just do it! Go out there and do some self-promotion!

That's for many of us easier said than done. Many of us need to practice this.

- We can start by accepting compliments with a smile and a sincere thank you **WITHOUT** making them smaller.
- We can point out to our line manager a project goal that we achieved with flying colors instead of waiting for them to stumble upon it on their own.
- We can specifically bring up past success stories when it comes to wanting to take on this new great project.

The possibilities are many, but they all have one thing in common: Only when we start to act consciously can this accelerator work for us and we alone determine how intensively and effectively we want to tackle the matter.



10 CREATE A SUPPORTIVE NETWORK

When asking women about their priorities they mostly say that first of all they want to get their job done to the best of their abilities and to be up to the duties they face in their private life.

And they leave out everything that doesn't fit into this scheme. For many women, this means that building a supportive network falls by the wayside. It is precisely in this area that large discrepancies between men and women are still observed in the work environment today.

What about your connections within your organization?

Are they mostly based on sympathy or hierarchy do you also maintain strategic contacts, e.g. with people from whom you can learn something as mentioned in principle 3 of this book, or who can speak positively about you in committees that decide on filling the next interesting position?

What about your network outside your organization?

Do you maintain contacts with peers in other companies you might want to work for in the future? Do you make a conscious effort to interact with people who are in a field you want to grow into?

I know that these tasks take time. However, if you act according to principle 2 and prioritize important tasks over urgent tasks, you will be able to take the time to create a supportive network and instead let some urgent (but not important) tasks be. The long-term effect will speak for itself. Just give it a try!

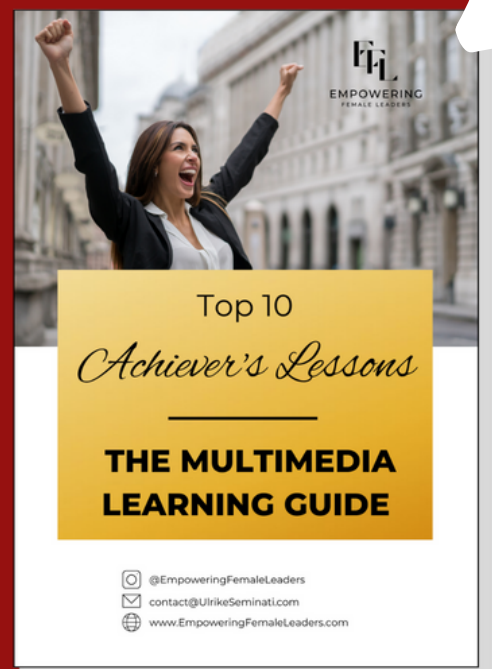
These 10 principles are efficient and powerful elements to help you get onto your own path to fulfill your ambitions. I not only believe that anything you can imagine is possible, but I have also seen the breath-taking results of countless women who have decided to invest in their personal success journey.

ARE YOU IMPATIENT TO MAKE ALL THIS A REALITY?

Get the multimedia learning guide and embed these 10 powerful lessons in your life via:

- 15 self-reflective exercises
- 7 engaging video tutorials
- 2 personal assessments
- 3 audio downloads of mind-programming exercises

CLICK HERE:



WHY YOU CAN TRUST ME

My name is Ulrike Seminati, and like many women my age, I was taught that I needed to hustle, fight ten times as hard for any high-end corporate position, and collect every certificate I could find along the way.

My corporate journey started in 1996 as an assistant. Fast forward to 2015, I managed to reach the top of the hierarchy and was promoted to the C-level suite of an international pharmaceutical company.

During my career in the corporate world, I have designed award-winning global engagement initiatives and successfully implemented numerous leadership and corporate culture and communication programs.

But after years of working in an influential leadership position, I found myself following patterns and behaviors that looked nothing like me, just because I was programmed to believe that this is what “works”.

I was left me wondering: “What if I never got to see what is called 'my best self'? What if I never feel great about what I am doing?” and these questions were enough for me to drop my corporate career.

So, I made it my mission to train and educate ambitious women to be bold and daring so that they can thrive in their career with joy and peace of mind.

Now, I've taken all my experience collected during years of excelling in the corporate world and combined it with powerful coaching techniques to allow women like you to flourish, realize the root causes of their struggle, and finally land that leadership spot they've been after!

Ulrike Seminati

Founder & CEO of Empowerel and Empowering Female Leaders

CCA Certified Transformational Coach
Member of International Coaching Institute



**BE BOLD.
BE DARING.
SHINE BRIGHT.**

