


# Be the change

How you might create your future



Empowering Women  
in Leadership  
**LCI**

What you think you become  
What you feel you attract  
What you Imagine you create



## Agenda

- Introductions
- Change Stages
- Mary's Journey
- Stella's Entrepreneurial Journey



- Changing The Situation
- Changing Your Mindset

There are two ways to be happy: change the situation, or change your mindset towards it

Author Unknown



## Change Journey Stages (Prosci's ADKAR®)



- |                  |  |
|------------------|--|
| 1. Awareness     | Change is needed   |
| 2. Desire        | Change is wanted   |
| 3. Knowledge     | How to change  |
| 4. Ability       | Able to make the change with the skills and behaviors needed |
| 5. Reinforcement | How to sustain the change                                    |

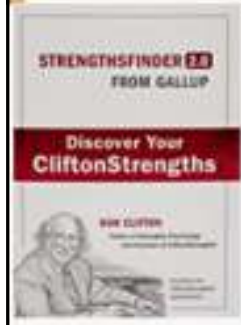
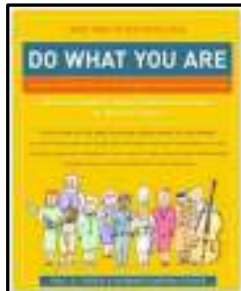
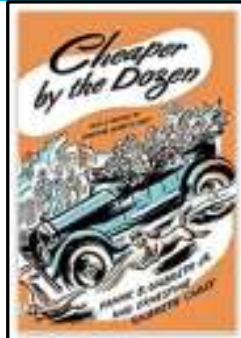
# Need To Change

## Change Stages

- Awareness
- Desire
- Knowledge
- Ability
- Reinforcement

## Changes Needed (Awareness)

- Retirement as Employee Unlikely
- Project Management - Missing Something
- Self Awareness
  - Process Improvements ([Cheaper By The Dozen](#))
  - Too Afraid To Speak Up
  - Not A Leader
  - Tests:
    - Equal Extravert/Introvert, Judging/Perceiving, Sensing/Intuition, Thinking/Feeling ([Myers-Briggs](#))
    - Input/Learner/Activator/Achiever ([StrengthFinders](#))



# Need To Change



## Change Stages (ADKAR®)

- Awareness
- Desire
- Knowledge
- Ability
- Reinforcement

## I Want To Change (Desire)

- Self Awareness (Mindset Changes)
  - Speak Up!
  - Used my “Learning” to go to training
  - Networking for career planning & feedback
- Career Planning - Consultant
- Change Management

# Changing



## Change Stages (ADKAR®)

- Awareness
- Desire
- Knowledge
- Ability
- Reinforcement

## How To Change (Knowledge)

- Speak Up! (Toastmasters)
- Jobs: Managing Consultant Budget
- Prosci Change Management
- Self Awareness
  - I Knew What I Wanted
  - Asked Consultants Questions
  - Learned Charges, Billing Process
  - Successful Consultants WOW
  - Self Paid for Prosci Training



# Changing



## Change Stages (ADKAR®)

- Awareness
- Desire
- Knowledge
- Ability
- Reinforcement

## How To Change (Ability)

- Consulting
- Change Manager
- Self Awareness
  - Video Games allowed me to experiment
  - Making the Jump
  - Overcoming Self Doubt
  - Surprised When I Was A “Natural”

# Need To Change



## Change Stages (ADKAR®)

- Awareness
- Desire
- Knowledge
- Ability
- Reinforcement

## Keeping The Change (Reinforcement)

- Continue to Learn
- Network! At Work, PMI, LinkedIn!
- Mentoring
- Self Awareness
  - Ask for Feedback Everyday
  - Tell People I Like Feedback
  - Coach Others
  - Inspire Through My Story
  - Love My Job
  - Extrovert, Thinking, Intuition, Judging
  - Jump To Business Owner/Self Employer...Not Yet

# Need To Change



Stella

## Change Stages (ADKAR®)

- Awareness
- Desire
- Knowledge
- Ability
- Reinforcement

## Changes Needed (Awareness)

- Learn about a unfulfilled need
  - Video Store New York in Port Authority Bus Terminal
- Network!
  - Who I know to make this change happen?
- Self Awareness
  - What are my strengths ?
  - What am I missing to execute (Plan, People, Funding)?
  - Inspire others to invest their time and money to support the Vision
  - Change to a Business Owner

Gallup talent: Individualization, Learner Achiever, Analytical, Relator

# Need To Change



## Change Stages (ADKAR®)

- Awareness
- Desire
- Knowledge
- Ability
- Reinforcement

## I Want To Change (Desire)

- Working at Time Warner as a Strategic Manager
  - Wanted to be my own boss
  - Working in a large corporation was a way to make a living and help support my future
  - What was the Plan
- Self Awareness
  - Learnings and networking to approach owner of Benjamin Books
  - Growing up in entrepreneur family
  - Saving money to get over start-up

# Need To Change



## Change Stages (ADKAR®)

- Awareness
- Desire
- Knowledge
- Ability
- Reinforcement

## How To Change (Knowledge)

- Enroll in MBA Program
  - Learn business organization and financing
- Self Awareness
  - Knew What I Wanted
  - Ask Questions of Other Video Store Owners
  - Learn Billing and Tracking Processes
  - Took advice from my partner and my network (Advisory group)
  - Self-Paid for completing MBA Training

# Need To Change



## Change Stages (ADKAR®)

- Awareness
- Desire
- Knowledge
- Ability
- Reinforcement

## How To Change (Ability)

- Consulting
  - Using my ability to persuade and share in people's interest and pain points
- Change Manager
  - Being able to see the end state of my plan
- Self Awareness
  - Making the Jump
  - Overcoming Self Doubt
  - Revising the Plan
  - Changing Environment
  - Loving Video Games

# Need To Change



## Change Stages (ADKAR®)

- Awareness
- Desire
- Knowledge
- Ability
- Reinforcement

## Sustaining The Change (Reinforcement)

- Continue to Learn
- Network! At Work, PMI WIL LinkedIn
- Market my product which is me
  - Blogs, Social Media
- Self Awareness
  - Love the work everyday
  - Mentor and share my story
  - If I fail, fail fast and pivot
  - Learn how to take past experiences and be persistent

# Q&A

We want to hear your thoughts and questions



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