

About Me

Director, Community Diversity
Engagement at Advocate Aurora Health

Wife and Mom to Energetic 9-Month-
Old Daughter, Eden

Joined EWL in 2016 – Member of the
2nd EWL Class

Transitioned to Tempo in April 2020 –
during the Pandemic

EWL to Tempo Transition

- Have you maximized all opportunities in EWL?
 - Chaired or joined a committee
 - Joined Conversations Circles
 - Connect with other EWL women leaders
 - Participated in Mentorship Program
- Think about where you are in your professional journey
- If YES – Have a trusted conversation with your Tempo Mentor or Tempo member about nomination support into Tempo
 - Your why? Discuss why and how you are ready to join Tempo
 - As a new Tempo member, how will you contribute and participate?

The Tempo Journey

- Personal and Professional Connections w/other Tempo members
 - Membership Committee
 - Mentor Circles
- Incredible Professional Development – Niche Programming
- Design your personal and professional Tempo journey
- Join! I would love to see other EWLers in Tempo!

TEMPO

MEMBER PROFILE



Professional Experience
10+ years professional experience



Additional Experience
5+ years of senior/executive-level or high managerial experience



Leadership
Her organization/company's top executive or engages/has direct working involvement with top executives



Community Involvement
Leadership in professional and/or civic organizations



Endorsement
Invite or strong nomination from current TEMPO member

EMERGING WOMEN LEADERS



EWL CRITERIA

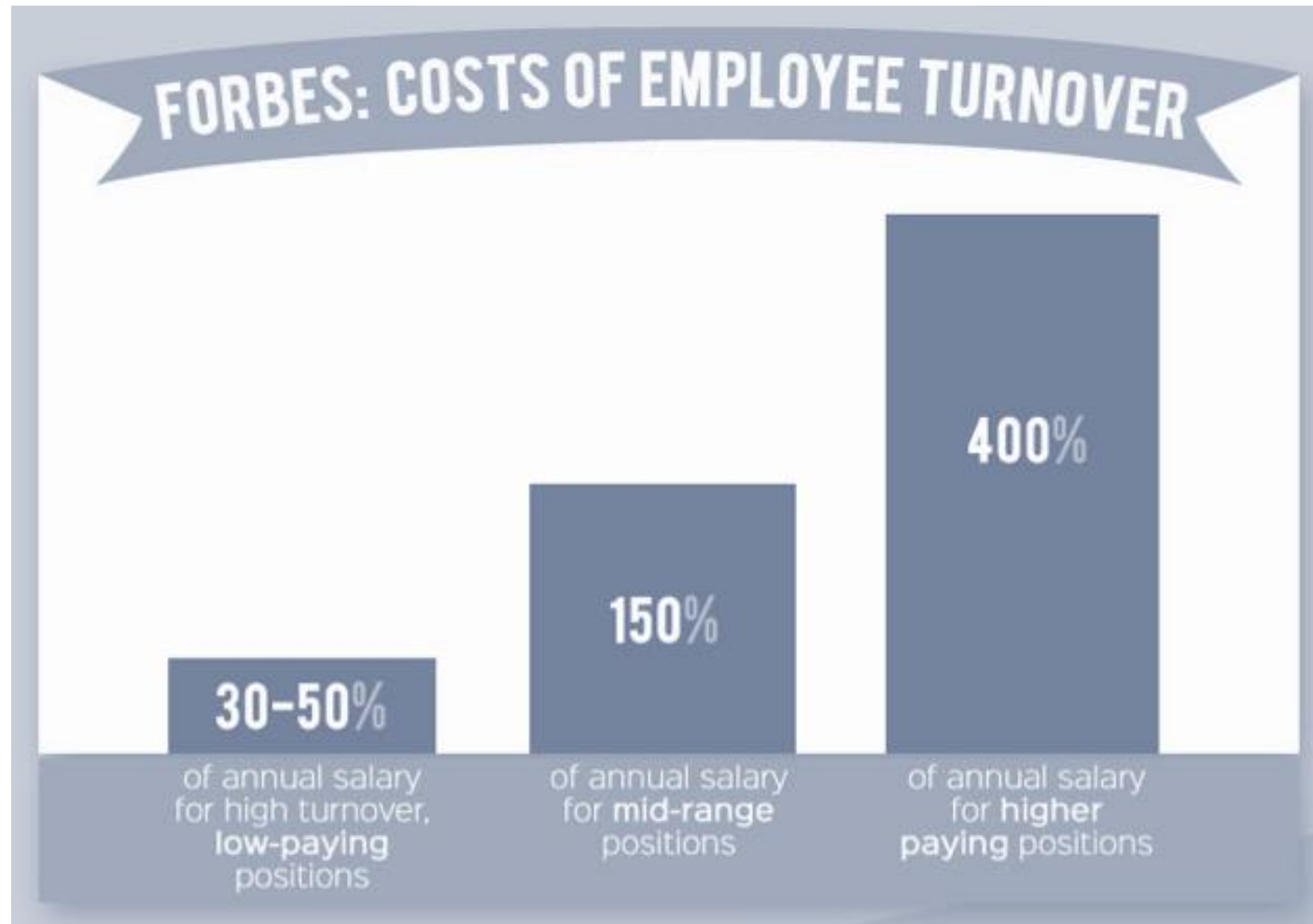
- **Professional Experience:** 6+ years in the workforce in a professional setting (time spent as an intern does not apply) with increasing responsibilities. During this time, she has developed a reputation as a "rising star," next generation leader, on the partner track, etc.
- **Community Involvement:** Demonstrates commitment to the community through involvement and leadership in professional and/or civic organizations.
- **Leadership:** Displays leadership within her company/organization.
- **Endorsement:** Strong nomination from a current TEMPO or EWL member who is familiar with the EWL criteria.

Nominations are processed biannually in the Spring and Fall.

Retaining Talent in “The Great Resignation”

Kimberly Thekan

What's the Big Deal?



Be Aware of the Triggers

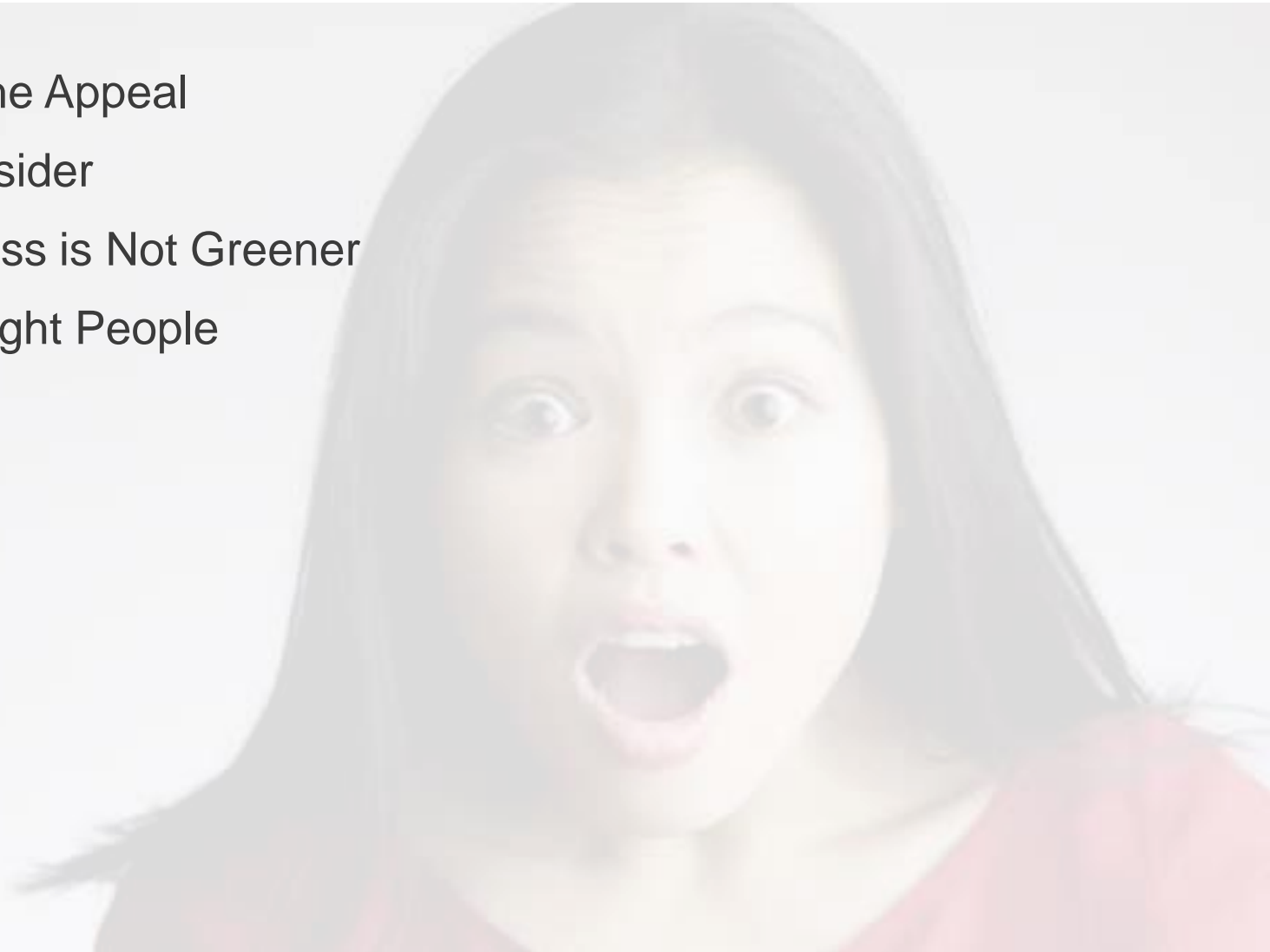
- ▶ “People leave managers, not companies” – *Marcus Buckingham*
- ▶ Compensation (including Benefits)
- ▶ Lack of...
 - Training
 - Growth
 - Feedback
 - Recognition
 - Certainty
 - Control and Autonomy
- ▶ Overworked
- ▶ “The Great Resignation”
 - Flexibility & Remote Options
 - Greater Pay in Lower Cost Markets
 - No Longer Desire to Work

Take Pre-emptive Measures

- ▶ Empower the Right Leaders
- ▶ Nurture Your Culture
 - Frequent & transparent communication
 - Trusting, respectful, empowering & supportive
 - Flexibility & remote options
 - Strategic togetherness
 - Celebrate
- ▶ Review Compensation & Benefits for Competitiveness/Uniqueness
- ▶ Integrate Wellness & Corporate Social Responsibility Offerings
- ▶ Demonstrate Growth Paths
- ▶ Conduct Engagement Surveys and/or Stay Interviews

Manage Surprises

- ▶ Understand the Appeal
- ▶ Ask to Reconsider
- ▶ Show the Grass is Not Greener
- ▶ Involve the Right People



Make Lemonade

- ▶ Be Supportive
- ▶ Recognize & Celebrate Contributions
- ▶ Stay Connected & Maintain Relationships
- ▶ Send a Card/Small Gift to New Employer





THE ART AND CRAFT OF FACILITATING A KILLER MEETING



 @focus_leaders

 FOCUS Training

EFFECTIVE

ACCOMPLISH THE PURPOSE

- Define & share clear outcomes
- Choose the right platform / setting
- Include key participants
- Assign roles (facilitator, moderator, scribe, etc.)

EFFICIENT

REDUCED INVESTMENT OF TIME

- Time-stamped agenda
- Meeting math: combine meetings, use breakouts
- Using naming “codes” for virtual breakouts

ENGAGEMENT

CONNECT PARTICIPANTS

- Give everyone a voice
- Personal/professional connections
- Atmosphere: music, small talk



Skill development for professionals delivered in a virtual cohort-style setting

THE INSTITUTES



For new and future leaders with content focusing on *productivity, influence* and *communication*



For experienced leaders with content focusing on *people, strategy* and *agility*

learn more at focustrainingpro.com/institutes



Let's Keep In Touch



WEEKLY
LEADERSHIP
BLOG

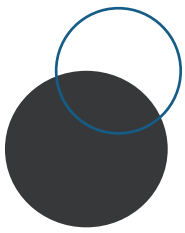
sign up at
focustrainingpro.com



LINKEDIN
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[linkedin.com/in/
melissagoltra](https://www.linkedin.com/in/melissagoltra)



INSTAGRAM
[@FOCUS_leaders](https://www.instagram.com/FOCUS_leaders)



Meeting Best Practices

Meet with a purpose & set clear expectations. Never call a meeting without specific objectives defined. Set specific engagement expectations, particularly when meeting virtually. (e.g. “You will be in a breakout discussion, so be prepared to have your video on”).

Create an agenda. The best way to keep a meeting focused and productive is by clearly mapping out what will be covered, and in what order. An agenda reminds everyone what needs to get done in the time allotted and keeps people on task. Be sure to distribute your agenda to all participants in advance so they can adequately prepare.

Manage your time. Start on time, end on time, and keep the meeting moving. It is helpful to include a moderator, particularly in virtual meetings, to allow you as the facilitator to focus on actually running the meeting versus having your focus taken away trying to run background tasks. As the facilitator of a meeting, it is your job to keep the team focused on the topic at hand to avoid tangents or redundant discussions. Additionally, consider limiting your total time to minimize fatigue. If your organization tends to schedule meetings at the top of the hour, try making your meetings 45 or 50 minutes to allow participants time to effectively switch to the next task.

Manage conflict. Debating is a valuable method of improving your ideas. Ensure your team is focused on constructive analysis of the issues and table any conversations that go off topic or take away from other tasks that need to be accomplished during your time.

Infuse creativity and fun. Meetings do not need to be “serious business” all the time. Make a little time for fun, creativity and engagement. A simple icebreaker can turn a boring meeting into a pleasant experience. When in the virtual environment, consider tapping into tools that your platform offers, such as chat functions, polls or breakout rooms.

Keep everyone involved. You shouldn’t invite someone to your meeting if you don’t want their input. Create opportunities for all to share opinions. Intentionally engage participants in both the live and the virtual environment to make sure no one group overwhelms the conversation.

Capture and transfer results. Make a plan to comprehensively capture and document all important discussion and decisions made in the meeting. Assign responsibility and deadlines to appropriate individuals for any reporting, tasks or projects.

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Let's Keep In Touch



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sign up at
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melissagoltra](https://linkedin.com/in/melissagoltra)



INSTAGRAM

@FOCUS_leaders

A woman with long dark hair, wearing a light-colored turtleneck sweater, is smiling and waving her right hand. She is sitting at a desk in a home office. On the desk, there is a laptop, a red telephone, a desk lamp, and a basket of fruit. The background shows a bookshelf and a window with blinds. The text "The First 90 Days: Making an impact in any new role" is overlaid on the image in white, bold, sans-serif font. There are also some white geometric lines in the bottom right corner of the image.

The First 90 Days: Making an impact in any new role

There are a lot of resources on this topic

about 6,760,000,000 to be exact

Google

how to be successful in your first 90 days



<https://www.indeed.com> > ... > Starting a New Job

How To Succeed in Your New Job: First Week, 30 and 90 Days

Mar 14, 2022 — 1. Introduce yourself frequently · 2. Ask well-timed questions · 3. Seek out a friend · 4. Learn how to navigate and enjoy **your** new workplace · 5.

You visited this page on 3/11/22.

<https://enterpriseproject.com> > article > remote-work-...

How to succeed in your first 90 days of a new job when you ...

Sep 10, 2020 — 7 ways to **succeed in your first 90 days** as a remote worker · 1. Be intentional about meeting people · 2. Make one-on-ones productive · 3. Ask about ...

<https://community.themomproject.com> > the-study > sta...

Starting a New Job? Here's What To Do In The First 90 Days

Sep 23, 2021 — Believe it or not, you can set yourself up for **success** within the **first 90 days** in **your** new role. **Ninety days** seems to be a magic number in ...

You visited this page on 3/23/22.

<https://www.monster.ca> > career-advice > article > thing...

What Should You Achieve in Your First 90 Days at a New Job?

By Joe Issid · Know **your** "product" · Embrace the team · Become autonomous · Solicit feedback · Recommend improvements.

<https://www.forbes.com> > sites > learnvest > 2014/06/11

How to Ace Your New Job in the First 90 Days - Forbes

Jun 11, 2014 — Build key relationships early. Ask **your** boss, "Who is it critical that I get to know?" And then invite those people to coffee or lunch and pick ...

<https://workmonger.com> > first-90-days-2

How to Rock Your First 90 Days on the Job - WorkMonger



So I'm going to talk to you about My Journey & My Approach

nielsen

44,000 employees



291,000 employees



409,000 employees

KOHL'S

110,000 employees



275 employees



My first 90 days

...or 59 if you're counting

- It's exhilarating, and it's exhausting
- My harshest critic ... surprise, it's me!
- I'm talking a lot, and listening more
- Setting my boundaries
- I'm celebrating the small things
- Assessing me, and them



Build Your Personal Brand





Start with your boss,
direct reports, critical
stakeholders



Build your network



Be intentional



Be authentic

Build Relationships





Be Curious.

Embrace “I Don’t Know”
Ask Questions, especially those that feel dumb
Go Down Rabbit Holes
Make Learning the Goal
Share your curiosity, and what you learn

Be inspired.

▶ Celebrate the Wins,

no matter

the size



Regular Check ins



A gravel path winds through a dense forest of tall green trees. The path is light-colored and curves through the lush greenery. The trees are tall and thin, with dense foliage. The overall scene is a peaceful, natural setting.

**“Define success on your own terms,
achieve it by your own rules, and build a
life you’re proud to live.”**

-Anne Sweeney

Slide 1



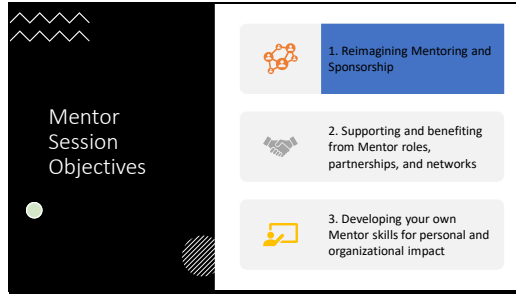
Slide 2



Slide 3



Slide 4



Mentor Session Objectives

1. Reimagining Mentoring and Sponsorship
2. Supporting and benefiting from Mentor roles, partnerships, and networks
3. Developing your own Mentor skills for personal and organizational impact

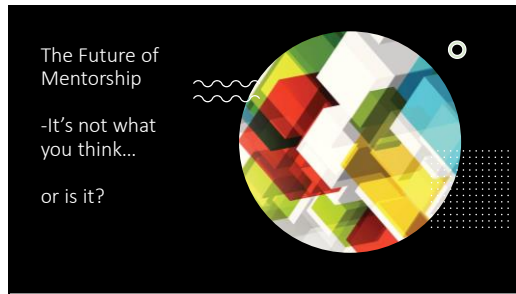
Slide 5



"In a world of change, *agile* learners shall inherit the earth, while the learned shall find themselves perfectly suited for a world that no longer exists."
- Eric Hoffer

"Explore or Expire"
- Buzz Aldrin

Slide 6



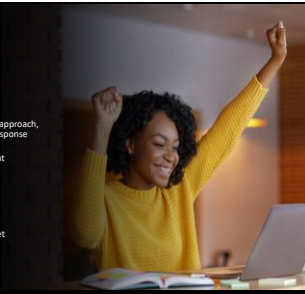
The Future of Mentorship

-It's not what you think...
or is it?

Slide 10

3 steps to establish comfort and maximizing Mentor benefits

1. Expectations – Facilitation, time, meeting approach, experiences, communication approach, response time, confidentiality
 - Leverage Partner mentoring agreement
2. Set 1-3 SMART goals
3. Set a schedule for consistency
 - "Call me when you need me" safety net



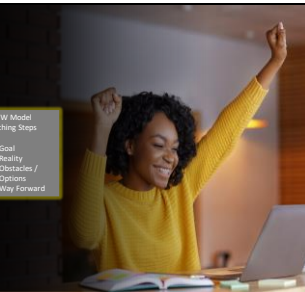
Slide 11

Process to maximize Mentor benefits and results

1. Expectations
2. Defining coaching vs. mentoring
3. Setting goals
4. Understanding the reality
5. Developing options
6. Committing to a plan
7. Providing feedback / Building trust
8. Overcoming roadblocks
9. Reaching the end / celebrating achieving success
10. Wrapping up

GROW Model Coaching Steps

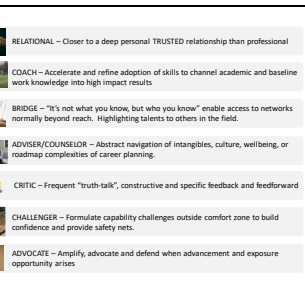
1. Goal
2. Reality
3. Obstacles / Options
4. Way Forward



Slide 12

Mentor Roles

- RELATIONAL** – Closer to a deep personal TRUSTED relationship than professional
- COACH** – Accelerate and refine adoption of skills to channel academic and baseline work knowledge into high impact results
- BRIDGE** – "It's not what you know, but who you know" enable access to networks normally beyond reach. Highlighting talents to others in the field.
- ADVISER/COUNSELOR** – Abstract navigation of intangibles, culture, wellbeing, or roadmap complexities of career planning.
- CRITIC** – Frequent "truth-talk", constructive and specific feedback and feedforward
- CHALLENGER** – Formulate capability challenges outside comfort zone to build confidence and provide safety nets.
- ADVOCATE** – Amplify, advocate and defend when advancement and exposure opportunity arises



Slide 13

Sponsor Roles

- SEEKS GEMS** – Leverage their position of power and influence to seek out overlooked leaders and encourage others to own talent mining. Identify high potential diverse talent.
- ENLISTS MEN** – Enroll more men to advance women, people of color, and disabilities. Lobby and influence ally tribes to address “women being over-mentored and under-sponsored”.
- STRETCH ROLES** – Offense and Defense – Determine, influence, and design stretch role or initiative with high visibility, agility, profit / loss and high strategic value or profile clients. Make certain mistakes do not derail protégé; defend behind closed doors and tactfully in public.
- CRUSH IMPOSTER SYNDROME** – Provide frequent micro and iterative feedback that encourages experimentation and fast failure in psychologically safe environment. Amplify successes.
- SECURES RESOURCES** – Insists and helps secure right resources are in place to help protégé succeed; reports, time, and budget.
- MAVES THE WAY** – Champions promotions, roles, recognition, wellbeing. Actively engage powerful network to elevate access and influence. Add a seat at the table for key meetings or co-locate / delegate presentation opportunity.
- FORTIFIES BROAD FEEDBACK** – Insist influential consortium of leaders provide candid feedback to protégé including robust dialogue with direct boss. Integrate assessment and 360 tools and peer reviews to build broad base to operate.

Slide 14

Mutual Benefit of Sponsor and Protégé Roles

Sponsor Benefit:

- Expands perception of capabilities and potential
- Makes connections to other senior leaders
- Promotes visibility
- Provides stretch opportunities
- Gives advice on “presentation of self”
- Makes connections to key constituents
- Provides honest / critical feedback on skill gaps
- Helps define a “high octane” Personal / Professional Board of Directors

Protégé Benefit:

- Outperforms and contributes 110%
- Is loyalty to Sponsor and Organization
- Contributes a distinct personal brand
- Trustworthy and Discreet
- Promotes Sponsor’s Legacy
- Brings “value added” – unique perspectives / skill sets
- Leads with a “yes and / how might we”?
- Helps build “A” teams and networks
- Provides reverse mentoring

Slide 15

Supporting & Benefiting from Mentor / Sponsor roles, partnerships & networks

Establish and refresh your Personal Board of Directors!

PERSONAL BOARD

PEER – Supportive, collaborative, and non-competitive. Provides a safe space to share challenges and celebrate successes. Offers practical advice and encouragement.

CHEERLEADER – Provides emotional support and encouragement. Celebrates achievements and helps maintain a positive outlook.

CAREER COACH – Provides guidance and advice on career development. Helps identify opportunities and set goals.


MENTOR – Provides guidance and advice on career development. Helps identify opportunities and set goals.

CONNECTOR – Provides access to valuable networks and resources. Helps build relationships and expand professional connections.

WELLNESS COACH – Provides support and guidance on mental and physical health. Helps manage stress and maintain a healthy work-life balance.


Slide 19

Supporting & Benefiting from Mentor / Sponsor roles, partnerships & networks



Possibilities are the **NEW** Promotions

Redefining Career Development with a contemporary multi-dimensional approach



GROW

1. Contribution
2. Competence
3. Connection
4. Confidence
5. Challenge
6. Contentment
7. Choice

Source: Promotions Are SO Yesterday, John White-Baker

Slide 20

How to support and benefit from Mentoring / Sponsoring?



HOW RADICAL ADAPTABILITY
SEPARATES THE BEST FROM THE REST

COMPETING IN THE NEW WORLD OF WORK

KEITH FERRAZZI
KIAN GOHAR AND NOEL WEYRICH


HARVARD BUSINESS REVIEW PRESS

1. Position yourself in a boundaryless capacity to transform individuals, teams, and the world.

- Accelerate "Mindshift" as a leader; be a catalyst in your organization and community in Co-Elevation Practices
- Read Keith Ferrazzi's new book!
- Consult GRASPHR & GROWTHMENTOR.com - remote workplace culture and virtual mentoring made easy, scalable, and effective

Slide 21

How to support and benefit from Mentoring / Sponsoring?



HOW RADICAL ADAPTABILITY
SEPARATES THE BEST FROM THE REST

COMPETING IN THE NEW WORLD OF WORK

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HARVARD BUSINESS REVIEW PRESS

1. Learn into radical adaptability behaviors to help your workforce, local digital leaders get spotted and connected.

- New social architecture mentors:
 - Angela Damiani - "Strange on Purpose" How to build an engaged community, ROI Collective, NEWeeks
 - Ian Abston - Talent Curator, Director Hean Bridge and Co-Founder Forward48
- Shift to Hybrid "Board of Directors" approach:
 - Identify stable and dynamic mix
 - Personal and professional
 - Adopt LEGO distributed workforce approach
 - Establish younger Dynamic Dozen "shadow boards" extending beyond "high potential" for diverse cohorts like 40 under 40

Slide 25

Developing Mentor & Sponsor Skills

Leverage TEMPO's Mentoring Resources and Programming

1-TO-1 MENTORING
Sponsored by **RUAN**

Established in 2017

307 mentees & mentors to date

Reverse Mentoring Opportunity

100% program commitment

Kickoff Event

Countless Success Stories

Slide 26

Developing Mentor & Sponsor Skills

- Leverage TEMPO's vast mentoring resources and programming
- Thinking about Business Resource Groups and Alliances in New Ways
- Put your hand up, assess risks, secure assurances together

The infamous Wall of Presidents
Creation of Women's BRG
"Bust Rituals for Growth"

Raise your hand role model for women in under-represented industries
"Marquette Graduate School of Banking"

Slide 27

How do you know if your future fit mentor program is working?

1. Improved talent retention and mobility

2. Enhanced culture with higher engagement, gender balance, and diversity (DEI)


3. Efficient upskilling across generations and tenure

Slide 28

"My fruit grows on other people's trees."
Bob Buford: 3H: Humility, Heart, Honesty

Transfluent Purpose

- Transformative and Influential
- Success: Using your knowledge and experience to satisfy yourself
- Significance: Investing your life and experiences to change the lives of others



Slide 29



"Of all the roads she traveled, the journey back to herself was the most significant."
-RD

- YOU ARE A MASTERPIECE!
- YOU'RE STORY IS STILL UNWRITTEN!
- YOU ARE WORTHY!

"Despite trials, we choose to LOVE!"
-WSD



Slide 30



A Future Network of Champions:
Mentors, Mentees & Sponsors

Jayne Hladio
EWM Master Class Presenter

Q & A
THANK YOU!



*Connecting the
Dots:*

*Applying
Strategic Thinking
Practices to
Everyday Work*

CHRISTY L. BROWN, J.D.
CHIEF EXECUTIVE OFFICER,
GIRL SCOUTS OF WISCONSIN
SOUTHEAST

Agenda

- What is strategic thinking and why is it important?
- What are examples of specific strategic thinking skills and how can I use them in my everyday work?
- What techniques can I use to enhance these skills or demonstrate efficacy?



What is Strategic Thinking?

Why is it important?

- Strategic thinking skills are any skills that enable you to use critical thinking to solve complex problems and plan for the future.

Harvard Business Review

- When leaders are asked what skills are needed for new leaders 97% say strategic thinking. They are critical to career advancement.

Kornferry - Management Leadership
Group Survey



What are examples of specific strategic thinking skills?



Being forward-looking, curious in nature, ambitious



Reasoning and analytical skills, problem-solving skills



Big picture perspective, different perspectives, global perspective



External focus, intelligence gathering, sociability

How can I use strategic thinking practices to be effective in everyday work?



Decision-making, managerial responsibility



Action plans to achieve specific goals



Project execution, from conception through completion



Accumulated work experiences

What techniques can I use to enhance my strategic thinking skills?



Have clarity of vision

Ask good questions

Make time for observations and reflections

Demonstrate your effective use of the skills

Five Essential Questions

- Wait, what?
- I wonder, why or if?
- Couldn't we at least?
- How can I help?
- What truly matters?

James Ryan, President
University of Virginia



strat · e · gic /strə 'tējɪk/
relating to the identification of long-term or overall aims and interests and the means to achieving them.

think ing / 'THiNGkiNG/
the process of using one's mind to consider or reason about something.

Thank You





Cultivating a Culture of Belonging: Inclusivity in the Workplace and On Your Team

March 30, 2022 | TEMPO Emerging Women Leaders | Krista Brookman





If inclusion is so good – why is it so hard to do?





What does this mean for you?

Three C's of Inclusive Leaders



#1: Distinctive and Communal Collaborator

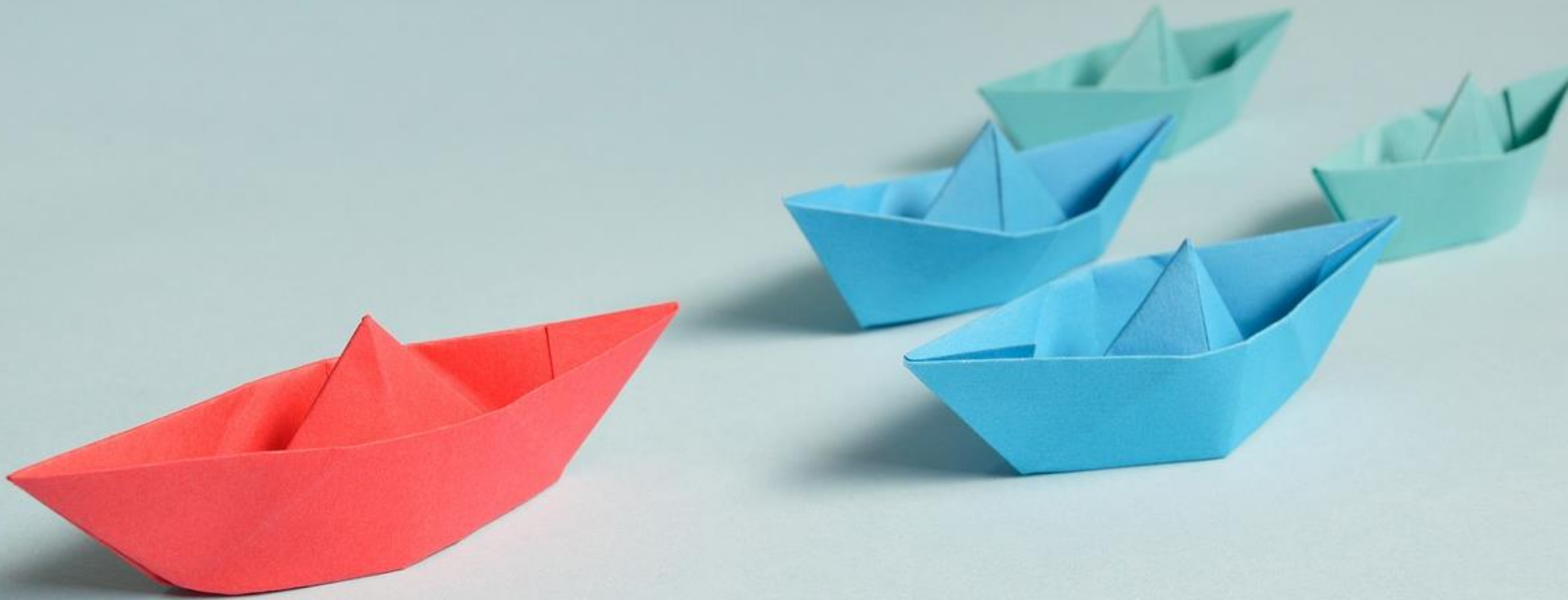


#2: Intentional and Purposeful Connector



#3: Clear and Compassionate Communicator

Ideas into Action





“Use your heart, your courage and vision to fix, to heal, to empathize, because living life for something bigger than yourself is a hero's journey.”

VIOLA DAVIS



Effectiveness in the Workplace: Managing Up & Across the Organization

MARY BURGOON • ROCKWELL AUTOMATION • 03.30.2022



PUBLIC

Managing Up – Why?

Managing upward and laterally benefits the company and the individual leader's career

What Managing Up is not...

- “Sucking up”/people-pleasing
- Manipulative/Self-serving
- Political
- Waste of time and energy
- Micro-managing
- Not a 1-time event

What Managing Up is...

- Key part of your role as a leader
- Building a strong working relationship is an investment in your success
- Understanding your manager's
 - Priorities & Goals
 - How they like to operate at work (work style)
 - Preferences /expectations of you and your team

**Your Boss has a Boss – help them be successful and you will be successful
Mutual dependence.**

What does effective “Managing Up” look like?

Building trust, rapport and partnership



Be proactive.

Understand what is **important/priority/meaningful** for manager. Bring ideas, thoughts, suggestions.



Communicate early and often.

No surprises! Keep your manager in the know in the preferred format & frequency.



Come with solutions.

When you bring a problem, always have a recommended solution. May not be perfect, but it is a starting point.



Actively work to make your manager’s job easier by being exceptionally **reliable** and **dependable**.



Adjust your work and communication style/approach to better fit your manager’s preferences.



Be **flexible and willing** to take on the “dog” projects that no one wants.



Speak truth to power when necessary; be the one willing to tell the boss the ugly truth when others won’t.



Managing Across/Sideways

Build relationships – Herd cats – Gain Influence!

- How work gets done in modern workplaces – teams with members across org. who do not report to you.
- Formal and Informal Networks – build stakeholder map
 - Who can support the work/project?
 - Who has ability to stop/delay the work?
 - What am I looking for from each member?
 - Do I have a relationship with each person?
- Identifying common ground – mutually beneficial goals to achieve outcomes.
- Socialize ideas across key stakeholders in advance.
- Encourage open communication.



Managing Sideways



Networking and relationship building

**Who is in your network?
Can they make an introduction?**

Once the door is open, develop the relationship.

Build relationships across the org. before you need them.



Persuasion and Negotiation

Why should others care?

Can you communicate ideas and share a vision that key stakeholders can buy into?

Garner support and buy-in.

Active listening.

Relatability - the likability factor



Build trust and respect

Why should others listen to you?

Build credibility - expertise and relationships

Recognize expertise of others.



Questions?



Checklist for Managing Your Boss

Make sure you understand your boss and her/his context, including:

- Goals and objectives
- Pressures
- Strengths, weaknesses, and blind spots
- Preferred work style including communication style

Assess yourself and your needs, including

- Strengths and weaknesses
- Personal style
- Predisposition toward dependence of authority figures

Develop and maintain a relationship that:

- Fits both your needs and styles
- Is characterized by mutual expectations
- Keeps your boss informed
- Is based on dependability and honesty
- Selectively uses your boss's time and resources

Key questions to ask your boss – whether new manager or existing to deepen relationship for success

- What are the things you care most about and are trying to accomplish in your role?
- What are your biggest challenges?
- How would you describe my role and responsibilities?
- What are your pet peeves that I should avoid?
- Who is someone you had a great working relationship with that reported to you and why did it work so well?



Workplace Flex: Using a strengths- based approach to career exploration

Tempo Milwaukee
2022 EWL Master Class
Presenter: Tammy Belton-Davis
March 30, 2022

Today's Convo

- **The Great Flex**
- **Flex & Leadership Branding**
- **Know You, Do You, Be You**
- **Flex on Sista**



The Great Flex



Introduce Yourself

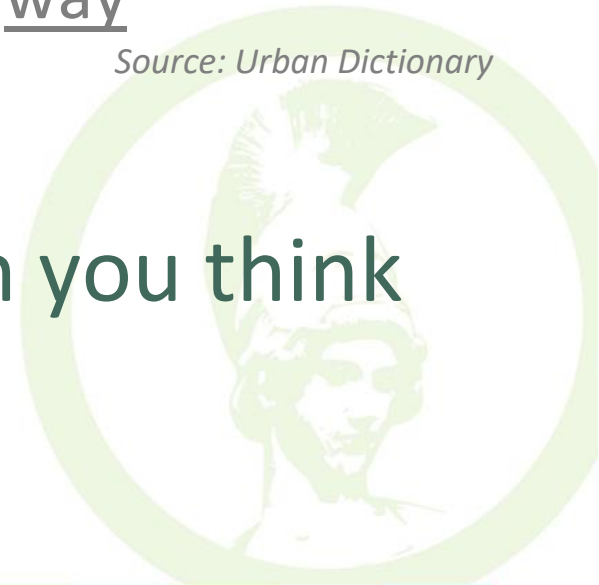
✓ Great flex

Flex defined

Showing off your valuables in a non-humble way

Source: Urban Dictionary

✓ What word comes to mind when you think
of **flex**?





BRANDING:

Is simply the self-knowledge, strategy, planning, and actions that go into crafting your personal brand and displaying it to the world.

Andréa Guevara

“Your **leadership brand** expresses who you are as a leader. It describes what **you stand for.**

It should differentiate you from other leaders. The real question is: are you **managing your brand** or is your brand managing you?”

~Forbes.com



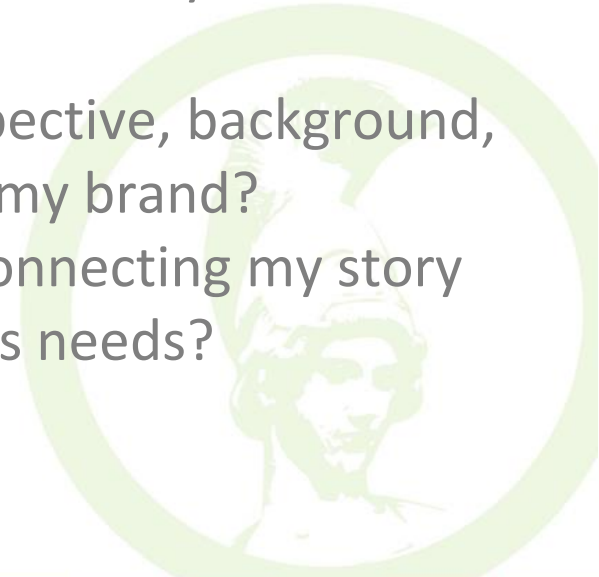
Know Your Story

**WHAT'S
YOUR
STORY?**



Start simple, and dig deep

- Why do you exist and what makes you unique?
- Know your story: Who are you and where are going?
- How does my perspective, background, and experience lift my brand?
- Am I strategically connecting my story to my organization's needs?



Walk in Excellence

Excellence is a Mindset

- Excellence is possessing a quality of being outstanding.
- To walk in a spirit of excellence is to go above and beyond what is required of you.
- Be authentic and fully engaged – always.
- Show up prepared.
- Excellence is a journey and not a destination.



Know Your Worth

KNOW YOUR
WORTH

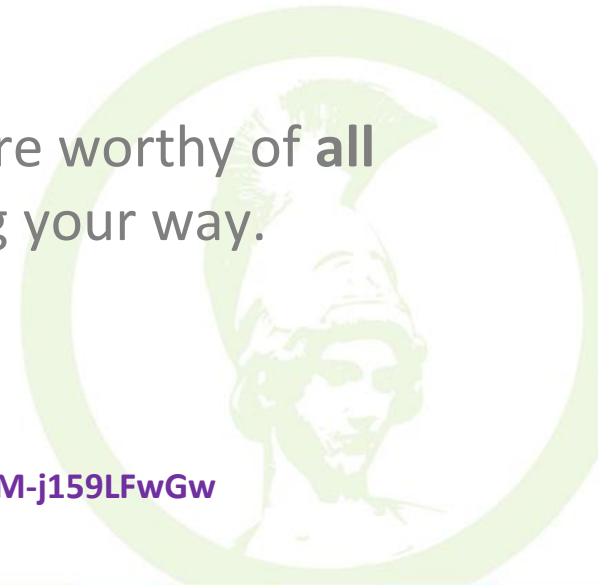
You matter, you matter

- Build your confidence.
- Prioritizing learning over performance.
- Lean in – always.
- Define your value.
- Recognize that you are worthy of **all the goodness** coming your way.



KNOW YOUR WORTH – Khalid

<https://www.youtube.com/watch?v=M-j159LFwGw>



Manage Your Personal Brand

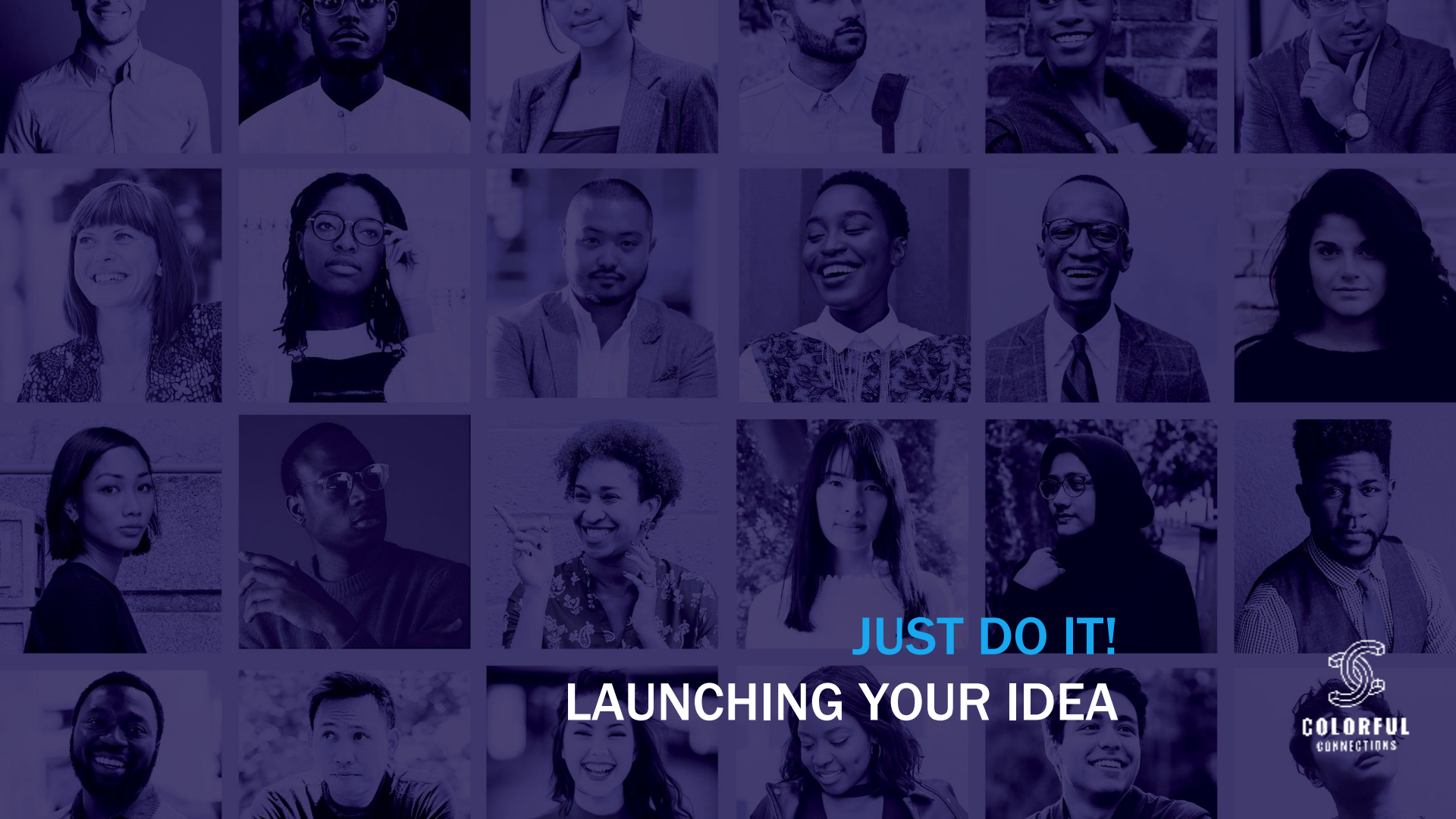
- Excellence – work ethic and delivery
- Integrity – word and action is bond
- Conviction – lead with passion
- Commitment – determined not to be derailed
- Perseverance – pressure under fire
- Finisher – saying and doing
- Knowledge – an “expert” in my passion

**REPUTATION
MANAGEMENT**



THANK YOU





JUST DO IT!

LAUNCHING YOUR IDEA





NICE TO MEET YOU!

Morgan Phelps (she/her)
Founder, CEO of Colorful Connections
Diversity & Inclusion Thought Leader
Communications Expert
Equity Champion
Marquette University, Adjunct

ABOUT | Colorful Connections is a diversity recruiting and retention firm. We are a social enterprise.

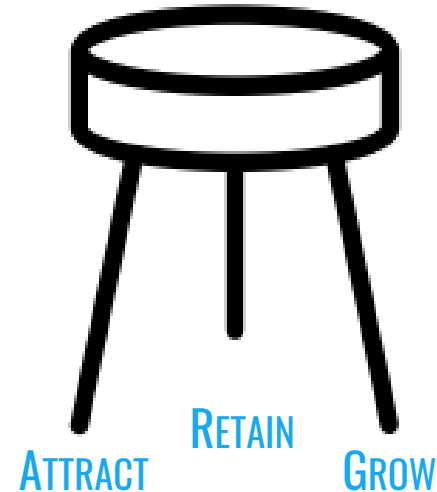
MISSION | Help organizations and people become better versions of themselves, while supporting the advancement of the underrepresented and underestimated.

OUR VALUE

- Colorful Connections partners with leaders to create diverse and inclusive teams with a built-to-last mindset, like the stability offered by a three-legged stool.
- We help underestimated candidates secure fulfilling work with employers committed to diverse and inclusive teams.



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INSIGHT FOR YOUR JOURNEY

You don't need a Cadillac,
when you don't have a car.

- It's okay, if it's not perfect.
- Minimum Viable Products (MVP) give flexibility to gradually scale and adjust as needed.

Design and develop according
to those whom you serve.

- Build company, team, product and process from a socially responsible perspective.
- Innovate and market with end user in-mind.

Have funding before you
launch your idea.

- Savings? Friends & Family? Crowdfunding? Investors? Sponsors?
- Incubate start-up within established company.

Expand support network.
Prepare for haters.

- Accelerator programs. Mentors. Industry professionals.
- Therapy and peer groups for start-up founders.

Stay true to your purpose.

- Your vision, mission and values will drive your business/ideas.
- Know your value prop.
- Refine and update as needed.

Be a servant leader.

- Your team matters as much as your idea.



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