

THE MAGAZINE DIGITAL ENTREPRENEURS HAVE BEEN WAITING FOR!

SEPTEMBER 2020 | ISSUE #31

# AUTHORITY

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**EXCLUSIVE!**

**WOMEN WHO  
EMPOWER ISSUE**

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YOUR PROFESSIONAL  
BOOMERANG**  
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**5 BECOMING A  
WOMAN OF  
PURPOSE**

**SHARON GILL**

USD \$0.00



**Biggest Issue**



# EDITOR'S NOTE

By Mary Henderson | Photos by Mauro Palmieri

I never thought I would see this publication get to over 40 pages and here we are week after week delivering meaningful content that is transformational.

I want to dedicate this issue to all the men and women who empower humanity. Those that put others first and themselves last. Those of you that are selfless and give so much of yourself that sometimes, you forget to put the oxygen mask on yourselves.

This issue is in honour of you.

Sharon Gill, who is on the front cover was a perfect choice for this issue. She has power and presence.

To support her story, I asked a group of heart felt women to contribute to this issue and they ALL over delivered.

We learn from storytelling. This is why I love this publication so much. It's a bunch of stories from different people in different parts of the world who have a different perspective on topics that matter.

This issue is about women who empower. You know the ones I am taking about. The women who are NOT afraid to place the light on other women. They don't fear on missing out. The women who DON'T need validation through vanity metrics and the women who DON'T need fame to feel relevant.

These women, in this issue, are real. They are business women, mothers, wives, daughters, friends and beautiful women with big hearts. Fortunately, I get to call them my friends.

Some of the stories in this issue will touch you and possibly move you.

I want to leave you with my final thoughts - Women can change the world but it starts in our home.

Enjoy!

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# SHARON GILL: BECOMING A WOMAN OF PURPOSE

By Mary Henderson | Photos by Sharon Gill

**When I was 12 years old, I frequently ran late for school. I grew up on a small Caribbean island where school buses were not always available. So, there was usually at least a one-mile stretch I had to trudge between home and school. On those walks, I would meet new kids, especially other girls.**

Most of these young ladies were typically outside of the popular cliques and I could discern even then that their self-esteem was challenged.

I would befriend many and would be a friendly face of encouragement when they felt left out at school.

My love for empowering and uplifting women was birthed out of those moments. It is exactly what I do today.

I still light up to see a woman believe in herself, and then take the next steps to fulfill her purpose and potential!

WOMEN WHO  
EMPOWER  
ISSUE

**Start  
with  
a small  
step,  
but  
just get  
started.**

### What are the main challenges facing women who seek your advice?

One challenge is a lack of clarity about the next steps in life. Another major challenge is the feeling of being stuck somehow.

It does not matter if the woman is a CEO, a new entrepreneur, or has no business at all. Much of what I do is to help lift the fog so that they can regain direction and positive movement in life.

Concerning clarity, I find that irrespective of outward levels of success, there comes a time when my clients realize they are not where they want to be or should be.

But there's some difficulty figuring out how to re-direct the ship. This may result in a feeling of going through the motions or feeling lost. These feelings rob them of a sense of growth and excitement.

This usually stems from failing to operate within their respective purposes.

So, the first thing we address is obtaining clarity around their deepest values, which is then leveraged into creating and doing purposeful work.

When that connection occurs, you can see the fog lift and the sun rising on their faces!

About being stuck, I help them to identify their mission and their non-negotiable values.

Their mission and values will then drive or form the foundation of their company's mission and values. This forms coherence which is the necessary precedent to forward motion.

Sometimes being stuck is self-generated. It flows from a lack of self-confidence. Even those who outwardly seem to have it all together may suffer from a feeling of impostor syndrome.

Others may be unable to enjoy success because it came at too high a cost—lost relationships or lost time.

I help them to see that no challenge is insurmountable, and no decision is irredeemable.

What is required is a clear vision about the future, and some courage and commitment to get there. As women, we can own our power. We can set healthy boundaries.

We can move beyond whatever has us stuck to design the life that we want and deserve.

### The word “purpose” is used so often these days; how do you define it?

I believe that your purpose is the person you were created to be and the assignments you were created to complete.

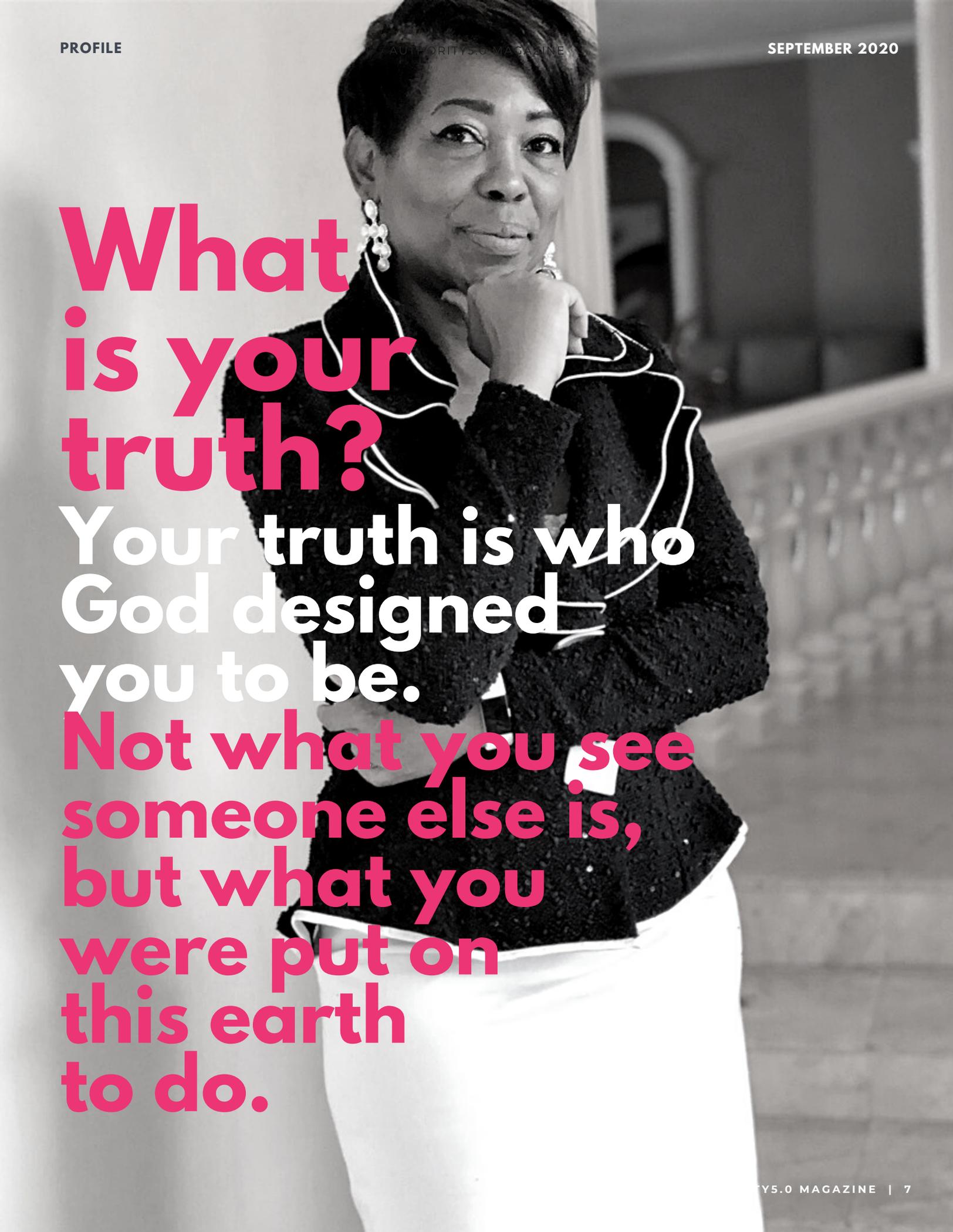
Everyone comes prepared with gifts, talents, and leanings that make them unique.

These gifts were not endowed by accident. They were given to each individual to be used in a way that benefits others.

I believe that is why some people suffer from feelings of being unfulfilled or unhappy. They are not working within their purpose!

If you go through life without discovering and doing your purpose—your unique contribution to mankind, you will always feel as if a part of you is missing. Because it is!

**Not having a clear sense of purpose leads to disquiet in the soul.**



**What  
is your  
truth?**

**Your truth is who  
God designed  
you to be.**

**Not what you see  
someone else is,  
but what you  
were put on  
this earth  
to do.**



You may do well financially, or even obtain a level of success or fame.

But if you've ignored your unique calling and contribution to life, you will always feel like a failure.

Contrast that with someone like Mother Teresa, who never became a CEO, or had a penthouse suite, but who lived a life of fulfillment, impact, and purpose.

And then there are those in lofty positions or high-paying careers—lawyers, doctors, and

others who call it quits to go and save the whales or save the trees.

This tells you that no amount of money or job security could make them self-actualize. Walking in your purpose does that.

**Why do you call yourself a faith-based coach?**

First, I am a person of faith! That means I believe my life is given and guided by a Higher Power than myself.

It also means that my life has

meaning beyond the here and now.

In my case, my faith is in Jesus, but I am blessed to be connected with so many people of diverse faiths, or no religious affiliation in particular.

For me, being faith-based means that I am driven by the values taught by my faith.

Thus, I strive to operate from a place of love, service to others, and of generosity.

From the standpoint of empowering women, one of the



things that I love about my faith is that Jesus uplifted women.

Sure, we humans have often misinterpreted and misapplied what that looks like in real life, but I understand that we are all a work in progress.

That is why I cherish opportunities like this that seek to bring real meaning to what it means to empower women of all faiths or no faith at all.

I also recognize that there are women who are afraid to embrace their faith out of fear

of ridicule, rejection, or reprisal.

But if they see me as an example, it gives them boldness to include this important part of their lives into the mainstream.

Faith and belief are a powerful ingredient to success.

Women who live for something greater than themselves are unstoppable!

**How do you help women become purpose centered leaders?**

I begin by helping women become better people first. And then they become better leaders, wives, moms, friends, etc, and then they evolve into purpose centered leaders.

What I mean by better people is that women tend to be hard on themselves. They are their worst critics, so I start with self-love and mindset.

It's hard to love others completely if we do not first love ourselves. Have you ever tried looking at yourself in the mirror and saying, "I love you!"

Many women start judging their physical appearances which never seems to match their ideal.

When I work with women, I allow them to come face to face with their own limiting beliefs and challenge those beliefs.

This is not an overnight process because it was years in the making. So, it takes some time and some TLC in undoing.

Usually, at the three-month mark, women begin to experience an awakening or a

breakthrough of sorts.

They begin to see themselves differently, their self-confidence goes up and now they are more able to empower and lead others.

Of course, many other skills go with becoming an effective leader, i.e. communication skills, empathy, visionary, people skills, but we really cannot lead others until we first learn to love and to lead ourselves.

I encourage my corporate clients to adopt a purpose

centered mindset or approach to their leadership.

In such an operation, leaders and their teams are encouraged to think beyond the office and toward solving real problems in their communities.

This creates a sense of shared purpose and greater meaning within the organizational structure.

It is also known to drive a deep level of satisfaction for all participants.





**If you could meet someone that is no longer living, who would it be, what would you ask and why?**

It would be a composite of all the women in history who were not given proper credit for their stupendous contributions to society.

There are so many that I've studied over the years, but one such woman is Rosalind Franklin, the woman who first deciphered and came up with the image of the double-helix for human DNA.

Someone wrongly showed her research to two other scientists who were also engaged in DNA research.

This enabled them to leapfrog their studies and to step up and take credit for the discovery. These scientists, James Watson and Francis Crick would go on to win the Nobel prize in 1958, while only giving a passing reference to Franklin, who would by then die of ovarian cancer.

Whether in science, music, the arts, politics, and even the church, women have long felt

the sting of being left out of the conversation or of being outright stripped of their rightful contribution.

I would love to sit with a few of these women and ask how they found the fortitude to push on despite the opposition.

Do they believe they fulfilled their purpose even though their efforts were largely unnoticed? I believe there is so much richness for women of all ages and generations in that query.

We can find strength because our forebears showed us how!

**"I BEGIN BY HELPING WOMEN BECOME BETTER PEOPLE FIRST. AND THEN THEY BECOME BETTER LEADERS, WIVES, MOMS, FRIENDS, ETC, AND THEN THEY EVOLVE INTO PURPOSE CENTERED LEADERS."**

## TIPS:

### 1 Invest in yourself!

Many of us talk about investing in business, stocks, real estate, currencies, etc., but the greatest investment and the best money spent is investing in your personal growth and finding your purpose.

### 2 Step up to this moment in time!

2020 is a tough year, but it's also a golden opportunity for enterprising women. There are unprece-dented opportunities that fit your purpose!

### 3 Take care of yourself!

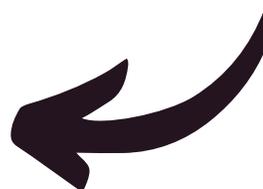
You have to put on your oxygen mask before you save someone else. In all your giving and taking; be sure to take some time for self-care. You cannot have an impact unless you are healthy.

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# WE EMPOWER WOMEN

# Make Networking Your Professional Boomerang



## BY GINA RILEY

Exercising my networking muscles has become a natural reflex.

Instinctively, my mind moves like a pinball that lights up with ideas about who to meet or bring together.

I don't have second thoughts about how introducing two amazing people benefits me, because I have a generous mindset, What I give will boomerang back to me.

More than ever, connection

and networking are correlated to the ease of making career transitions.

Networking and relationship building are keys to unlock doors to collaboration opportunities or a new position created and customized to your unique value proposition.

***Your success depends on an interconnected network. You are responsible for its design.***

Are you confounded by the idea of professional networking? If so, let's start with what networking isn't.

Networking is not asking for a job. It is not an invitation to "pick someone's brain" without a plan or purpose. It is not calling a meeting and aimlessly describing your career history.

***Intentionality wins over winging it.***

Ways to design your professional networking strategy are numerous, leading to beautiful, productive outcomes.

One way is to recruit your own personal "Board of Directors" (BOD) to support you in your career journey.

Another way is to create and build a professional network outside of your company walls. Then, there is the innocent connection request that leads to a beautiful personal relationships with collaborative, professional outcomes.

I reached out to women I admire to ask them about their networking experiences.

I wanted to know how connecting with others fueled their personal and professional success and ways they built their network. Allow their stories to inspire you and call you to action!



IMAGE BY KASEY

## 1 Build your own professional “Board of Directors”.

Simply put, you are a “Business In A Business” and you need to nurture your career and attend to your brand so you are ready to seize the next opportunity when it presents itself.

One way to truly own your career is by constructing a professional Board of Directors (BOD).

According to Lakecia Gunter, Vice President and General Manager, IOT Global and Strategic Engagement at Microsoft, the purpose of a BOD is to act as an accelerator for personal and professional growth.

Gunter says, “Every successful company has a board of directors that consists of a diversity of people who offer different perspectives, knowledge, skills, and insights, all in service of one goal - to help the company drive phenomenal growth. Each of us must cultivate our own personal board of directors to help us elevate to the next level of success we desire.”

### ***And her advice as to who should be on your BOD?***

- You need a team of people around you who believe in you and can see a vision for you beyond what you can see for yourself. Identify individuals you can

partner with to co-create a better version of you (and them!).

- Enroll individuals who can help you navigate fear, doubt, and all those negative voices in your head.
- Identify people who inspire you and have qualities you want to develop.
- Recruit a truth teller - a person who isn't afraid to tell you the truth or call BS when they see it. They hold up a mirror to you or maybe even give you some tough love. The person who is not afraid to tell you when you're out to lunch!
- Enlist a devil's advocate to shine a light on your blind spots.

If you choose the right people, they will tell you things you may not want to hear.

They do it with love and support and you trust them enough to hear and own their feedback.

After talking to any one of your BOD members, you should feel like you can conquer the world!

### ***How do you go about asking a person to be on your BOD?***

Gunter's advice is when you find someone you may believe to be a good fit for your BOD, start by getting to know them and cultivating a relationship first.

Then, the ask becomes an easy one.

One key aspect of building a successful relationship is to ensure it is mutually beneficial.

Find ways to invest in your BOD in the same way they are investing in you, such as sending them articles on topics you know they are interested in, making an introduction to someone in your network, or reviewing a presentation they are preparing.

The key is listening and understanding their needs and finding ways to support their growth and development.

## **2 Find a professional network outside of your company.**

Having close professional relationships in our workplaces is one key to happiness on the job.

However, there are times when sharing our problems, concerns or career aspirations with our immediate counterparts may leave us feeling vulnerable and unsupported.

In the worst case, we tamp down our desires to seek growth opportunities.

There is an alternative way to go about surrounding yourself with the support you need.

Kasey Jones, a Thought Leadership Coach and B2B Growth Strategist, beautifully epitomizes how an interconnected network outside her organization can blossom into a full-blown support system.

She leads by example, finding ways to bring her networked community together and cheering them on to explore the possibilities through connection.

Whether it is hosting webinars, virtual book clubs, or a "Galentine's Day" party for local women on February 14th, Jones supplies her network with a generous stream of business-related content and personal growth information.



IMAGE BY KRISTIN SHERRY

When I asked Jones about the importance of her professional network outside of her organization, this is what she had to say,

“Your personal and long-time friends can’t understand and support your career transitions in the same way as your work friends. You don’t speak the same language.

Especially during a pandemic, the lines between the personal and professional are blurring at an accelerated pace.

We need ways to express our vulnerabilities by talking with professional peers who can relate to our work experiences.

If you are an entrepreneur, the isolation we feel is amplified.

I build personal relationships with people who come together, understand and magnify each other’s strengths, and serve as a sounding board for ideas. For me, it is all about collaboration and less about transactions.”

When asked why women especially need to attend to their network, Jones replied, “Because we are terrible cheerleaders for ourselves and amazing cheerleaders for each other.

We help shut down negative self-talk in others and serve as a hype-squad to

encourage positive action.

I recommend people be effusive and skip ahead in relationship building by being real and vulnerable.”

She went on to say, “I think we need to be expansive in our thinking. Things are changing with the upcoming generations. There are more seats at the table for women and with more options we can afford to lift each other up and help take on these leadership roles for the betterment of our communities.”

***Open yourself up to the unexpected – one pivotal moment can change everything.***

Kristin Sherry is a best-selling author and creator of the YouMap® Career Assessment Profile.

Her personal friendship and professional relationship with Lila Smith, Creator of Say Things Better, is a shining example of how a simple connection request turned into a heart-to-heart friendship and professional collaboration.

Their story played out something like this ...

On December 17, 2017, Sherry received this LinkedIn connection request, “Kristin! I keep seeing you around and I love what you have to say.



IMAGE BY LAKECIA GUNTER

I'd really like more of your voice in my community. Would you like to connect and make it LinkedIn official?"

Sherry had no inkling what was about to develop after accepting the invitation from Smith.

Since then, they have "leveled up each other's lives and careers" by first becoming a client of the other, referring business to each other, and in March 2020, they co-authored a children's book together called, *You've Got Values!*. Additionally, Sherry credits Smith with helping her shape the messaging that allowed her to further expand her frameworks and business into the global marketplace.

### Summary

Recruiting a professional BOD, building a network outside your organization's walls, and taking a risk to spark a conversation are three ways for women to own their own career with meaningful networking practices.

How will you build up and nurture your network? How does your network contribute to your long-term career aspirations? Why wait when personal and professional fulfillment are on the other side?

Remember, what you put out will boomerang back to you.

### CONTRIBUTING WRITER'S PROFILE

*Gina Riley Consulting & creator of the CareerVelocity System™. She is a career transition coach who helps leaders customize their career stories to land jobs where they can leave a legacy. She is an Executive Search Consultant for Talence Group.*



**OPEN  
YOURSELF  
UP TO THE  
UNEXPECTED**  
**1 PIVOTAL MOMENT  
CAN CHANGE  
EVERYTHING.**



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# MAKING MIDLIFE A TIME TO STEP FORWARD

BY CLARISSA KRISTJANSSON

**“What’s next?” You have finished one chapter and you have yet to write the next one.**

For women midlife is the most transformative transition of our life because of the unique combination of changes we experience partly physiological, partly emotional and partly societal.

Many women there is a newfound sense of freedom and personal growth.

But given the scale of change it is not unsurprising that this

time also throws up discomfort, vulnerability and unconscious fears.

In midlife we may find we are taking on caring for elderly relatives, have teens still at home, maybe increased challenges at work, either through promotion or feeling restricted by the Menopause Wall (as unconscious bias that can leave us feeling invisible or pressurized to hide the signs of aging.

It is not surprising that women start questioning their deepest beliefs.

In the workplace women often feel they need to mask these challenges, and this can impact on their confidence and performance.

For executives and leaders, it often shows up as issues around identity and ‘getting found out’ as not being able to cut it despite having had an extraordinarily successful career up to that point.

***Corporate women need to be supported through this transition on multiple levels:***

**1 Menopause and midlife are still taboo subject in many work-places and difficult to discuss.**

Clunky attempts at fans on desk is not the way forward. Women are seeking an enabling environment that provides flexibility and understanding.

A big step forward would be more recognition of older women as a valuable cohort who are full of potential.

Indeed, many women feel energized post menopause, and once freed from caring responsibilities, are raring to go in terms of their career.

**2 No woman must never have to go through major change alone.**

Transitions call for a ‘tribe’ with

a rich life experience and wisdom to share.

They will offer empathy, a healthy dose of humor and remind us of the gifts of getting older.

There is so much power in sharing our stories with a group of likeminded women who can laugh, cry, and commiserate with us. Women need to invest in friendships and networks.

### **3 Many women seek coaching because at some level they want something to change, and that in essence is an ambition.**

It is often not the striving externally facing ambition we had when we're younger - to have a bigger job, house or reputation; it may be an internal, purpose-led goal or a desire to create the business and lifestyle that nourishes them on a deeper level.

Coaching creates safe space to discuss their concerns and plan strategies for action.

For most it is about re-connecting with their strengths, their passions, and articulating their contribution to enable confidence.

Making space for grieving and letting go is a hugely important part of the process.

As Jung would say 'it is a process of individuation and putting yourself back together again'.

Resilience fundamentals are critical and often starts with looking at how midlife change impact on women's health and wellness. Lack of sleep, low mood and depression, and poor concentration exacerbate how we feel and cope with this transition phase.

It is important to stress self-care and prioritizing mental and physical well-being; often this can be about letting go of ingrained expectations of what is 'good enough'.

Our 50s and beyond are a time that bring potential opportunity for transformation. More and more mid-lifers are, in fact, choosing new and interesting paths as they plan for the years ahead. And with the right support we can draw on the gifts that improve with age: strategic thinking, sharp-wittedness, considerateness, wisdom, ability to deliberate and rationalize, control of life, holistic perception and language.

***It is truly time to step into the 'Second Spring' and thrive.***

## CONTRIBUTING WRITER'S PROFILE

*Clarissa Kristjansson is an internationally recognised Midlife and Menopause coach and creator of the Thriving Through Transition program.*

*She helps corporate women find the confidence to work out how they want to feel, and how to move forward into their 'second spring'.*

*She is an Amazon best selling author, speaker and host of the Thriving Thru Menopause podcast rated one of the top midlife women's podcasts of 2020.*



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# EMPOWERED WOMAN EMPOWERS THE WORLD!

## 3 SUPERPOWERS A WOMAN IS SUPREMELY BLESSED WITH

BY FALGUNI KATIRA

I believe it is a privilege in itself to be born as a human, undoubtedly, but it is an additional privilege (cherry on the top) to be a human that can act as a medium to bring other humans to life.

***I'm very grateful for a lot of things in life, but the most important thing I'm grateful for is being and identifying as a woman!***

I believe it is futile for woman to fight for equality. It is like fighting to equalize apples and oranges.

The only commonality between them is that they are both fruits.

Similarly, the only commonality between a man and woman is that they are both humans.

However, they both differ in appearance, choices, behavior, expression, and mental and physical strength.

Also, at the same time, I'm no way discounting the similarities in mindset, achievements and professional capabilities between both these sexes.

There is no doubt that women are more expressive, vulnerable, and welcoming than others, but in addition,

women have these three unique capabilities, their superpowers, due to which they own their shine and have an edge over their male counterparts. These capabilities make her a true leader without her even knowing it:

### 1 Endurance

Women are the strongest, most resilient human beings. Right from bearing a child, to dealing with the problems that arise monthly and yearly to prep the body for child bearing is awe worthy.

The strength to face the world, the strength to stand up for oneself, for her family and for her kids is in every women's DNA.

Women, of all sizes, ages and races are strong in their own right. They row their own boat, ride their own bike, drive their own car and run their own families as well as businesses.

According to The Department of Labor's Women's Bureau, mothers are the primary or sole earners in 40 percent of households with children under age 18.

Women lead teams, organizations, schools and businesses.

Each time a woman stands up for herself, she inspires many other women to do so too.

**"WE REFER TO OUR PLANET EARTH AS A MOTHER, BECAUSE IT TAKES A WOMAN TO ENDURE THE BURDEN OF EVERYONE WALKING ALL OVER HER AND STILL NURTURE US AND PROVIDE FOR ALL OF OUR NEEDS."**

## 2 Adaptability

Women adapt to change unlike anyone else.

They have the knack of blooming where they are planted.

No one other than a woman have the heart to accept their partner's family as her own.

Back in the day, women used to move to their male counterpart's house and what a challenge that must have

been to live with a whole new set of people, new lifestyle and amidst new family culture.

Nowadays the notion of moving in to the husband's house may have changed, due to independence and modernization factors, however the strength of adaptability is passed on thru generations.

The strength of adaptability also shows up in a women's life juggling between work,

personal life, social commitments, kids and their schedules etc.

Despite of carrying these several responsibilities, per The Salary Project™ research, 70 percent of total women respondents are looking for new opportunities for work.

This indicates that women have an inclination to grow and succeed.

Woman owned businesses are on the rise all over the world.

Often times in a hetero-sexual parenting equation, there is an unsaid rule with a skewed responsibility share favoring the men.

Women are clever and realize that it is better to change ourselves than to change others.

Women have a history of being more adaptable to changes and therefore they have an edge in the work-place too, where they embrace new challenges daily and enjoy greater job satisfaction than their male counterparts.

According to KPMG's Women's Study Report, 69 percent of women are willing to proactively ask to be involved in a project. 66 percent are willing to take on a project that is new to them.

### 3 Inclusivity

Let's take a look at what this one means to a woman.

She takes on the name of her husband and his family name without any inhibition and owns them.

She makes them an important part of her life, her identity and strives to become an important part of the family too.

Women know how to give, appreciate, celebrate and cooperate with others more than anyone else.

Women know the pain of not feeling included and have strived for generations to gain the 'seat on the table'.

Women are empathetic and know when we do not include everyone, we are less, weak and more vulnerable.

Women work for their country, for their family, for the society and strive to make this world a smaller place.

**We are in 2020 and the woman of 2020 is an expert at what she does, is smart and successful, confident and charismatic, vulnerable and strong.**

Do not miss any chance of celebrating the women in your life, because they are totally worth it.

## CONTRIBUTING WRITER'S PROFILE

*Falguni Katira is a professional transformation coach that helps leaders change their habits and thought patterns barring them from their path to holistic success.*

*Clients who participate in her coaching program are positioned to adapt to change and maintain their competitive edge in all the dimensions of life, including spiritual, intellectual, career, finance, love/ relationship, family, social, and health / fitness.*



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# THE MISTAKES PROFESSIONAL WOMEN MAKE WITH THEIR SELF IMAGE WHEN THEY MISS THE 'SELF IMAGE' GENE

BY HELEN ROBINETT

Most women in business are seriously good at what they do. They are women who are well educated.

They have worked in big corporate organisations and made the decision to leave and head out on their own.

They got sick of the long hours, endless politics and the patriarchy within these organisations. They knew there was a better way.

A way to be able to bring in the money, work with the clients they wanted and

spend more time with their family. They are sick and tired of poor leadership in business and in our current political climate.

You're at a cross road right now because you know there is more. You are capable of so much more. You are a deep thinker.

You care about the environment. You are a role model and a mentor.

You know it's time to start thinking about the legacy you will leave in this lifetime.

You have been knocked back for board roles despite the fact that you are well qualified.

You are wondering what the hell is going on here. You know you can kick ass and seriously contribute on boards. They actually need you and they just don't know it yet.

Over the past 18 years I have worked with intelligent, educated women who miss opportunities due to self image brand sabotage.

There are four mistakes I have seen over and over again. They are easy to recognise and take some skill to rectify.

The common theme with all five is a lack of congruency. This confuses people! Managing how others perceive you is a craft. Your job is to master it.

***Here they are:***

**1 Lack of awareness around who you are 'being' as a leader in your career or business. Doing is one thing. Being is another.**

The awareness of how being impacts you and your team will change your life! Consider current world events and the impact of being vulnerable, courageous and authentic.

Got it? Getting clarity on how you can take this forward for

your clients will produce powerful sustainable outcomes for all.

## **2 Your visual image is not aligned with the fee you charge or the clients you are seeking to attract.**

Now, you might think that it really doesn't matter what you wear.

If that were the case, we'd all wear a potato sack. It matters.

Most importantly it matters to you from a confidence perspective.

How you feel as you get up and get on with your day has an impact. Human beings are highly visual. First impressions are formed in the blink of an eye.

Congruency is the key here and your personal style needs to fit YOUR personal values and your personality.

It's a very simple formula that will make your life easy and save you cash.

I have worked with literally hundreds of really smart women who lack congruency with their visual image.

## **3 Your signature brand is the first thing people notice about you.**

It's the visual aspect of combining your values, personality, attitude and confidence.

It truly lets people know 'who' you are.

It may present isn how you wear colour, a particular style of shoe, your hairstyle or the type of jewellery you choose to accessorise with.

Whatever it is, you do it with automaticity and people can rely on you for it. Consistency here is crucial.



IMAGE BY GERD ALTMANN

#### 4 Your social media presence is a powerful tool to communicate who you really are.

This starts with the headshot you use. How old is it? Does it reflect your brand and the fee you charge.

Does it even look like you? Are you drop dead gorgeous on the image and plain Jane in person?

Using an photo taken on your iPhone wont cut the mustard at the level you are playing at now.

Having a range of 3 or 4 images for banners, blogs and profile images will make a difference to how you are being perceived.

People do business with people they like and trust.

What do your current images say about your brand?

Embracing the feminine is the one thing most women fear.

They play a man's game and do the structured corporate suit.

Essentially it hides our most powerful asset, our feminine presence. It is not something to hide.

It is there to be embraced and celebrated to its full potential.

To own the feminine is to say yes to life!

When we crush it, part of our soul is crushed in the process and we fail to bring one of our best assets to the business conversation.

# CONGRUENCY & CONSISTENCY IS KEY

## CONTRIBUTING WRITER'S PROFILE

*Helen is recognised as a Leadership Coach and Reputation Management Expert – and a Super Connector.*

*She is the founder of Get a Seat on a Board - a practical, hands-on, step-by-step program specifically designed to help smart, accomplished women manage their own reputation in a manner that positions themselves for a board role or that next big leap in their career.*



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# THE POWER OF A WOMAN'S BRAIN WILL CHANGE THE WORLD

BY JACQUELINE WAY

2020 has been a year that many are hoping to leave behind them as a page in history they would like to soon forget. COVID-19 changed everything.

The way we do business, the way we socialize, the way we shop, the way our children learn and the way we look at the world.

Depending on your own personal perspective it is the worst of time or the best of times. We have learned a lot as a global society.

We watched some leaders bring hope, compassion and unity – and many who did not.

One of the most interesting facts is the countries that “faired” the best during our time of crisis had a common thread. Women leading their COVID-19 Tasks Force who have now become icons of hope, calm and safety around the globe.

Dr. Bonnie Henri, Canada  
***“This is our time to be kind, be calm, be safe”***

President Tsai Ing-wen, Taiwan  
***“Taiwan can help – and Taiwan will help.”***

Prime Minister Jacinda Ardern, New Zealand  
***“We represent diversity, kindness, compassion.”***

The question is why? Was it their expertise or was it something else that has made women stand out as true the leaders and change makers our world needs?

**It's Our Brains Not Our Ass (or can change to Brawn)**

## ***Compassion***

Most people would agree women are more compassionate than men. Is this a sexist stereotype? Apparently not. Brain-imaging research suggests that, in this case, conventional wisdom is correct.

It finds women's brains process compassion differently than men's, apparently due to the distinctive way our respective neural systems evolved. Results suggest that compassion mechanisms evolved differentially in women.

Two areas of the brain—the thalamus and the putamen, part of the basal ganglia function very differently when compassion is needed.

These areas of the brain literally light up for women in MRI studies but not for men.

The findings indicate that women accomplish the complex emotional-cognitive process defined as compassion through a more elaborate brain processing than men by engaging prefrontal and cingulated cortices.

So ladies: When the men in your life seem insensitive, try not to respond with scorn. The problem is one of brain circuitry.

It shouldn't be hard to take pity on them; after all, you have an enormous brain capacity for compassion.

### **Collaboration**

In studies on gender differences among leaders, Alice Eagly, professor of psychology at Northwestern University, says she found "the most robust difference [between men and women]... is a tendency for women to be more participative and collaborative in leadership, and men more authoritarian and top down."

Bottom line – women will empower teams of people to work together creating great change vs ordering people to get the job done.

### **Societal Standards**

Society puts "pressure on men to behave in masculine ways at work," which leads to a toxic culture.

Women, on the other hand, are held to very different standards from an early age.

They are supposed to be sensitive to the needs of others and listen.

Rather than being boastful, they're encouraged to be humble. They're willing to listen to others and willing to admit when they don't know something.

Rather than behave in unilateral fashion ... they're encouraged to be democratic.

If we want to live in a kind, compassionate, united, world...

**If you want the world to change – follow the women.**

**They will lead with heart and brain power.**

### **CONTRIBUTING WRITER'S PROFILE**

*Jacqueline Way has dedicated herself to social good projects both personally and professionally for over two decades.*

*Her company raised millions of dollars through the special event fundraising. Jacqueline is now the Founder and Executive Director of 365give with a mission to change the world 1give, 1 day at a time creating a happier world for all.*



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# A 'PUSH'



IMAGE BY PEXELS FROM PIXABAY

## BY JANELLE BOSTOCK

Sometimes we need a 'push' to make changes that we've been putting off for some time. Or just a break for the day-to-day to allow us to focus on the business, rather than in the business.

For many women in business, COVID-19 was that push.

And like many other businesses, Women's Network Australia (WNA) has had to 'pivot' to meet the needs of our members and take advantage of new opportunities.

WNA is Australia's longest running and most innovative women's organisation in the country.

The network responded quickly to pandemic by providing a national 'virtual' business update, and also by increasing our digital engagement with members to ensure they remained connected to a supportive group of empowered women.

Pre-COVID, WNA focussed on hosting face-to-face business

and networking events around the country. With this style of event "on pause", WNA has quickly responded to become a 'virtual' companion, providing both profession and personal support through digital platforms.

Since April, we have delivered two seasons of WNA Virtual Events, with multiple episodes featuring inspiring speakers and business leaders who openly shared their secrets to business success.

The opportunity to reach a truly national audience was a great benefit achieved through the virtual platform.

Experts provided much needed advice on finance, marketing, SEO, business growth and development to help women business owners and leaders make decisions that could make or break them at this present time.

Communication in a crisis is critical. And so is maintaining social connection. Member and professional organisations can play a valuable role at a time when workplace social and professional networks breakdown.

I've felt more connected to WNA members than ever before. This has been achieved by taking deliberate steps to reach out.

Through my weekly email communiques, along with many emails and phone calls, I've been able to highlight important information – both for business and for social and mental wellbeing – and continue to connect with the strong, generous and creative women that are part of WNA's DNA.

WNA members have also connected socially through what we call "Socialise at Sunset", a virtual cocktail hour (beverage optional) to talk, laugh and occasionally cry.

Most importantly, this virtual platform has allowed our members to stay in touch.

Business ownership is challenging. It takes confidence, a fighting spirit and passion to develop and succeed. We all know this year has been, and still is, a rollercoaster ride.

Regardless of which sector your business is in, one trend is common across all – economic fluctuations.

Success is about how you weather the peaks and troughs; how you survive the current market by being flexible, innovative and open to change.

The 'old ways' of doing things no longer works. We all need to pivot and adapt.

To do this, we also need to be mentally and physically cared for to remain poised to pounce when opportunities present.

Although we cannot press the restart button on 2020, we can launch into our new business model now.

For WNA, that business model will focus on value for members and delivering that "something special" that no other business groups can do.

The amazing thing about WNA is it ranges from small start-ups executive business women and owners.

We want every woman to have access to what we have – non-judgement, guidance and support—a network of women providing amazing opportunities to each other.

Giving back!



## CONTRIBUTING WRITER'S PROFILE

*Janelle Bostock is the CEO of Women's Network Australia. She's passionate about helping women achieve success in business by building powerful and supportive networks.*

*Janelle's career success includes over 25 years in the private and public sector, not-for-profit organisations and running her own successful businesses. She knows as well as anyone the tribulations and triumphs of being in business. Her work ethic is second to none and her purpose and passion ensure that each member of WNA has a voice and is heard.*



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# DEAR 2020 WOMAN

IMAGE BY M JURCEVIC FROM PIXABAY

## BY LOUISE TAYLOR

You have been born for such a time as this.

You live in the gap between the old ways and the new ways.

Today – together we are re-writing the playbook, a new way of being in the conversation of business, life and leadership.

### **Who is the woman?**

#### **At worst.....**

She becomes a slave to the needs of others.

She doesn't articulate her value the way she wishes she could, and so resents not being rewarded well for her work.

She misses out, burns out and sometimes flips out when overwhelmed.

She feels emotional or physical pain but puts up with it.

She used to dream big, but now stifles her dreams because they were not celebrated or encouraged.

The day to day demands of life cause her to let her needs be met last, or not at all.

She second guesses herself because she is emotionally in tune with the feelings of others, and so she listens to the voices in her head, the naysayers, the critics, imagined or real, rather than the voice of God, of her heart.

She hesitates, rather than stepping into the territory, category or industry that is designated for her. And yet, she knows she belongs there.

She underestimates her ability to create wealth, to lead, speak, to love, and sometimes stays too long in situations and environments she has outgrown, or which no longer serve her.

She can fear conflict, and excuses her silence with justification, but then resents this.

She sees wrong but won't address it, for fear of reprisal.

She is critical of how she looks, even when others see her beauty. Her kindness extends to others, but not so much to herself.

### **At her best....**

She rises within chaos, and curates good. She gets the job done.

She loses socks and buys more when the washing machine eats them.

She laughs regularly, loves a good chick flick and is ok with crying.

She doesn't always make her bed, and doesn't care. Or she does care, and so she does make her bed.

She is like a mother eagle. She sees far ahead, reading between the lines.

Knowing, sensing and seeing what others cannot. She has 360 degree vision – with many perspectives.

***Her instinct and insight is of value to the tribe.***

She knows how to feed the flock. She understands timing and seasons. Creation and nurture.

She seeks to go higher, be stronger. When she finds herself in the gap, uncertain, afraid - in transition between one mountain and the next - she still finds a reason to continue to move forward.

She is secure in who she is.

She is vulnerable and teachable and attends to her wounds.

***She is a nucleus in her world and wears many different hats, but the best one is being true to herself.***

She loves men and women. And sees them as individuals.

She considers wisely who should be in her world, and the role they must play.

She allows herself to be helped.

She knows her worth - in time, and money, and is not afraid to honor herself by asking to be paid well for what she brings.

She is present with those she loves. She feels connected.

She watches the sunset and swims at the beach.

She feels the grass under her bare feet.

She is childlike. She explores.

She doesn't strive to be superwoman, resisting outdated models of how she should be as a woman in business, career, life.

She recognises her strengths are unique, regardless of gender.

She's not waiting for the prince, but if He comes, she'll let him love her.

She can sit at any table - alongside strong men and women, with authority and grace - and express unique and intelligent ideas.

She loves her body, her mind and feeds her spirit and soul by creating space and habits that bring her peace, joy, connection, adventure and fun!

She has favour and authority. She knows why she is here.

She can be complex, misunderstood, lovable, hormonal, funny, loving, angry, masterful, serious, kind, mean, hesitant, bold, gracious, critical – all within the same hour.

Come – Join the table of women who empower, who love and lead with confidence, authority, finances, courage, adventure and grace.

***Girl, ask yourself this...***

- Do you have a hidden message or idea that is burning within?
- Is there something you are hiding because it has not been celebrated and received by others.

- The world needs to hear your unique message, see your gift, idea or product unfold.
- Do you act on your intuition and pursue your goal?
- Are you giving and not receiving?
- What areas of your life need to become more balanced in this way?
- Who makes you laugh? Spend more time with them.
- What advice must you seek so that you can fast track?
- Do you have a team around you who are there wholly for you?
- Do you regularly re-architect your life, take stock?
- What do you need to let go of, or delegate to make room for what is important to you?
- Do you value yourself enough to invest into your business, career, mental and physical health – if not, will you start?
- What is it that you bring which adds value to your profits, team or business?
- Who do you need around you to provide a scaffold for the next promotion, the next financial goal, the next project?
- How can you lift up other women, and let go of the competition?
- Are you honouring yourself for the effort, work and skills that you bring – by asking to be paid what you are worth?
- Are the things you are doing daily serving your higher purpose?
- How can you contribute more to your own time, energy and life goals?

## Raise a glass for yourself. You are magnificent.

Most importantly - Anyone else waiting for Season 3 Big Little Lies?



## CONTRIBUTING WRITER'S PROFILE

*Louise Taylor is a globally respected Speaker, Peak Performance Coach and Neuro-strategist and Creator of Neuro-flow™ system, Money Mindfit™, Sales Mindfit™ and Clarity Programs.*

*Louise specialises in helping individuals and companies to develop a positive money mindset, emotional agility - and approach leadership & business challenges with innovative commercial and people strategies.*



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# THE EMPOWERED WOMAN

BY MONIQUE RUSSEL

## Intentional Motherhood and Caregiving

Take the fear of messing your kids up out of your mind because the fact that you have that concern tells me you are a woman who cares about her family and her offspring.

You #1 goal is to give them unconditional love. That means the love you give them has to be without any conditions.

Not when they get good grades, return your calls instantly, date your person of choice, or, do what you feel they should do.

They must get it because they deserve it.

And they deserve it because of who they are and not what they do.

This is hard to do this until you get to a place where you are able to believe that this same unconditional love is something you also deserve.

Many women have been conditioned to feel appreciated, respected, valued, seen and heard with conditions.

Conditions of achievements, ability to cook, clean, take care of the home, look and dress and act a certain way, climb the way to corporate or business success, but I am here to tell you that the way to receive this gift is to first give this unconditional love to yourself.

## How do I know when you are at that place of unconditional love?

Our inner world is reflected in our outer world. Look at your language, your behavior, your actions, your partnerships, the way you extend grace to others, and the way you stand up for others because those are the indicators that you are able to do the same for yourself.

To the contrary, you feel afraid to speak up for yourself, or maintain focus.

You often feel stuck and the fear of taking action stifles you, so you procrastinate.

You lean heavily on credentials, certifications and material status to prove that you do love yourself, but deep down inside, you are deathly afraid of looking foolish or coming across as though you don't know what you are doing or talking about.

You may feel this way at work, and transfer the feelings to your home life where the guilt of not being enough, and doing enough piles on.

Even if your self-esteem and value has been in a place of liquid concrete for years and knowing where to start seems impossible, with the power of intention, you can transform the way you view yourself, and your life.

## I'll Use Public Speaking to Build My Confidence Once and For All

Many women come to me because they want to improve their public speaking skills.

What they don't realize is that the tactical work is easy, but the transformative work is hard. Let me explain.

One of my clients wanted to improve her public speaking skills. We extracted stories but her behavior demonstrated that she was not showing up for herself.

She would show up for meetings late, and not do the work required, then beat herself up on why it was not working for her.

BUT, this was something she wanted, and had invested heavily in because she knew she wanted to grow.

What she didn't know was that the growth she needed was not in the tactical steps of public speaking, but in the awareness and confidence of being true to herself.

Luckily, I saw what was happening and we quickly switched gears to get her stronger in this area first.

## Tactical Results Are Prescriptive. Transformational Outcomes are Agile.

What this looked like was setting clear boundaries. Honoring and respecting her word.

Treating others the way she would want to be treated as a business professional.

Learning how to managing her time, flow and energy. Sitting in the wins and celebrations of her success; and as she got stronger and stronger over time, she began to see herself from a place of unconditional love.

She began to challenge herself, her beliefs and set boundaries. She started voicing her opinions and speaking up. Her language, her behavior, her relationships started to display what it looked like to feel and to be an empowered woman.

This calls for celebration!

What we are celebrating is that although she did not know the outcome, she knew within herself, that there was something she wanted to develop and strengthen from within.

Her intention led her to public speaking, which led her to powerful self-awareness.



IMAGE BY TRÉVOY KELLY FROM PIXABAY

# EVERY JOURNEY BEGINS WITH A SINGLE STEP.

## WHERE SHOULD I START?

### START RIGHT WHERE YOU ARE.

- First, acknowledge that you need help. Then, seek it.
- Honor the guidance and direction you feel when you think about where you want your life to be.
- Expose yourself to new environments that can amplify your energy.
- Learn as much as you can about yourself and have a skilled and trusted listener sit with you, listen to you and ask you probing questions.

There is no one size fits all approach.

Like an airplane with multiple routes to a final destination, some routes are longer and shorter than others.

***What matters is that you have the destination in your mind, and with intention you are moving in the direction of where you want to go.***



## CONTRIBUTING WRITER'S PROFILE

Monique Russell is an executive coach, leadership guru, and communication expert. She teaches effective communications and leadership skill building strategies that enhance the quality of personal and professional relationships.



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# LADIES, IT'S NOT A BAD THING TO ALWAYS WANT MORE

BY SHELLY ELSLIGER

I have heard it often, "You seem to always want and need more!"

In the past, I would hear that and then ask myself, "why" thinking that I was "more-hungry" and obviously suffering with some hidden, deep-frothing issue that I urgently had to get help with.

I have come to realize that it is not a bad thing to always be wanting more.

It would be nice to think that every well-earned addition I add to my LinkedIn story would be the achievement, or accolade, that would be the

one; the one that would keep me going so I wouldn't have the desire to look for more. It has never happened.

Almost as quickly as I add something new, and share it with the world, the immense joy quickly fades away and I am pondering about what is next.

I am not alone.

In fact, you may be like me, deciding you want more but often being told that you are never satisfied, too competitive, never happy, too greedy, and way out of your league.

So, I asked myself, "What is a true sign of a happy and well-lived life?"

Honestly, it rests in that constant desire and drive to seek and fulfill my goals and my dreams.

I am always wanting to advance professionally, have more fulfilling and meaningful relationships, find new modes of expression and creativity, discover a new "why", and simply grow as a human being.

Our instinct to find the next thing to accomplish on the to-do list is completely normal.

We will never expand, grow, or be happy if we are not called to do something next.

In fact, Neuroscientist Jaak Panksepp and his theory of SEEKING states, ***"if you are no longer inspired to seek the environment, your mental life is so compromised, you cannot live happily."***

**So, as you move forward wanting more, do not look back and keep these important messages top of mind:**

- The world is ever evolving and so are you
- There will never be an end to creating new goals and taking on new challenges

- Family, friends, and co-workers do not know what your happiness looks like
- The “desire to seek” is innate and completely normal
- The idea of having more is not your selfish ego speaking, but rather your soul lovingly nudging you
- Harshly judging yourself is an endless, limiting, and unnecessary trap
- Status quo is not for you
- Your ability to fulfill your unique internal drive

fulfills your true potential and determines the happiness and quality of your life

- Every accomplishment helps build your unique story; your LinkedIn story is a journey not a destination
- Wanting more does not make you unhappy, ungrateful, or greedy

I want to do more, I want to learn more, I want to give more, and I want to be more!

I want to continuously keep moving ahead and bring others along with me.

The great Mary Morrissey says it well:

**“WE HAVE DECADES OF PROGRAMMING THAT TELL US THAT IT’S NOT OKAY TO “WANT”, THAT “WANTING” MUST MAKE US GREEDY. BUT YOU CAN ABSOLUTELY WANT MORE FOR YOUR LIFE AND AT THE SAME TIME BE GRATEFUL FOR WHAT YOU ALREADY HAVE.”**

**CONTRIBUTING WRITER'S PROFILE**

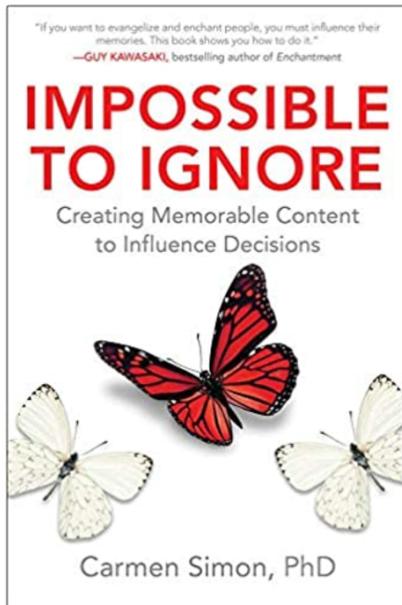
*Shelly is a globally recognized LinkedIn Trainer, Speaker, Career Specialist, Forbes writer, Thrive Global, Women of Inspiration, Chief Kind Club Officer (CKCO), Social Reciprocity, Kindness, & Inclusion and Founder of #decidetobekind on LinkedIn.*



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# Book Of The Week



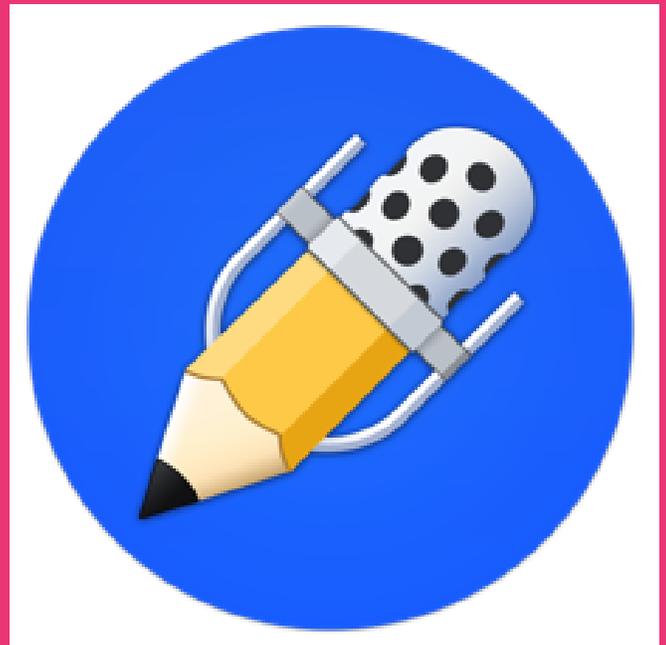
Available at  
**amazon**

Many experts have offered techniques on how to improve your own memory, but not how to influence other people's memory—and impact their decisions.

Drawing on the latest research in neuroscience and cognitive psychology, Carmen Simon, PhD, reveals how to avoid the hazards of random recall and deliver just the right amount of content. No more redundant meetings, rambling e-mails, or anemic presentations. In *Impossible to Ignore*, she shows you how to execute a proven three-step plan for persuasion:

1. Create cues that attract attention and connect with your audience's needs
2. Use memory-influencing variables to control what your audience remembers
3. Turn today's intentions into tomorrow's actions

# App Of The Week



Improve the way you take notes with Notability.

Streamline your workflow; convert handwritten notes; open multiple notes at once; import and share files; record audio and back your files up on iCloud. With Notability, note-taking and productivity are now made easier.

<https://apps.apple.com/au/app/notability/id736189492?mt=12>



# PODCAST OF THE WEEK



NAME OF PODCAST: **Mindfulness Mode**

Increase your calm, focus and happiness through mindfulness & meditation. Learn from business experts and entrepreneurs like Andres Pira, Pat Flynn, Jeffrey Gitomer, and Dr. John Hagelin so you can be more relaxed, earn more money and be happy & contented.

Interviews, tips and strategies to live in the moment and & be more centered. For entrepreneurs, executives, business owners, CEOs, teachers & parents. Hosted by Bruce Langford.



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