

## Victory Tips for Reinventing Your Career



Whether you're starting a business, ramping up your career or embracing a long denied passion, this reinvention is for you.

Midlife is the time when you can drop the facade you needed to get through the first half of life. Now that you're less concerned about pleasing others, try on some new behaviors, take some risks and get in the lead. Now's the time to really step into your feminine power and win – and you can do it!

## Finding Your Voice

The year was 2008. For many months earlier, Clinton seemed a shoe-in to win her party's nomination for president. But then a lesser-known candidate, Barack Obama, burst onto the scene and seemed to take the wind out of Hillary Clinton's sails.

After months of long and arduous campaigning, then-presidential hopeful Hillary Clinton seemed tired and off message. Then, at a rally in New Hampshire, Hillary let go of campaign rhetoric. Speaking with uncharacteristic emotion and from her heart, Ms. Clinton spoke about how passionate she was about making a difference. It was a critical moment for Clinton, one that affected many of that state's primary voters. For the first time, she really connected with the voters.

Later, thanking them, Clinton said, "I listened to you, and in the process, I found my voice."

On the surface, it might seem odd that someone who has a long history in politics with dreams of having her shot at the presidency could have a political identity crisis. Yet the pressures of her campaign distracted Clinton from her core beliefs – *the essence of her voice*.

Have you ever seen that happen to a woman where you work...maybe to you?

You know how it is. You get busy juggling your career with child and/or parental caregiving, home responsibilities, carpooling, family social calendars, *and...and....*the list sometimes seems endless. Your multiple roles often overlap and sometimes just wear you down. There are moments, or seasons, when finding a Voice for your passion, product or service can be the most challenging part of the job.

Like Ms. Clinton, your success often hinges on the use of Your Voice. Yet, finding and then using Your Voice will make just as big a difference for you as it was then *and is again* for Hillary Rodham Clinton. Now that she's running for that same office again, it'll be interesting to see what has changed and how the lessons from 2008 will strengthen Hillary's presidential bid for 2016.

### Finding Your Voice

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So how do you help yourself? Use these tips and techniques to get to your own personal best.

## 1. Understand what Your Voice is

Your Voice isn't just about the words you use. It's that sincere "something else" that:

- Comes across in how you promote yourself, conduct your business, serve your customers
- Convinces others that what you do, how you work or what you offer (a product or service) will improve their lives in some way
- Sets you apart from others

## 2. How do you find Your Voice?

Your Voice comes from your passion and from believing in yourself so much that you cannot help but talk about your skills or business with conviction. Your Voice comes from passion, belief or experience. That's how Sue found *her* Voice.

Sue was the victim of identity theft. She had a terrible experience. It took months and months of time and energy to clean up her credit. Now she sells the insurance that protects people from having their life ruined by identity theft. When she speaks to groups, Sue shares information and gives examples, but no story is more compelling than her own. It's the personal memory of her own painful experience that connects with people – and really sells her product.

How about you? What's your gut connection to your passion or product? If you need some help remembering, here are some questions to help get you going.

- What is it about your work that really jazzes you, gets you excited, and really fuels your passion? Why?
- How do your business skills improve your/your company's customer's life?
- What's *so good* about what you offer that other will want to work with you?
- What's so special about working with you...and *not* your competitor?

Jot down your answers and look them over. You'll quickly figure out what makes you tick. Do you love helping a company be more productive? Are you tickled when your customer finds more time because you cleared their office clutter? Do you have a private celebration because you helped your department solve a big problem?

If your answers leave you feeling energized, engaged and powerful, you're tapping into Your Voice. If you don't get a goose bump or two from your responses, you need to rethink either your answers...or your work.

## 3. How do you use Your Voice?

The more you use it, the better it gets. Here are three ways you can develop Your Voice into its *strongest* sound:

- **Focus on Value**

- **Listen First.** There's little worse than someone exuding tons of enthusiasm to a listener who has no interest. Remember the salesperson who wanted to hard-sell you something that was either too expensive or too big and wasn't what you wanted? Why? S/he didn't listen to you, the customer. It's a mistake everyone makes sometimes. If you do it sometimes, make sure it's an exception, not your norm. ASK QUESTIONS and then LISTEN to the answers to find the place where you can use Your Voice to...
- **Provide Solutions.** You're talking to the owner of the company, or a co-worker or your boss. You listened to the problem and you know how you can help. Here's where Your Voice kicks in as you clearly outline how what you have will solve the problem. As you explain, let Your Voice exude confidence and excitement because (a) you know what's important to them and (b) you really believe you can make a difference in their situation.
- **Speak Up!**
  - Offer to give a talk or be part of a panel for your target group. Or, join your local Toastmasters chapter. When you speak, let Your Voice exude the courage of your conviction.
- **Showcase Your Voice**
  - Write on topics related to your business and share the unique perspective of Your Voice. Submit articles to you company's newsletter, trade publications for your company, your skillset or what your target market reads.

Starting now, as you go through your work day, make some time to think about Your Voice and how you project it to the executives or managers and co-workers and customers. Are you making yourself invisible through lack of point or focus? Are you more concerned with staying "under the radar" than advancing your skills?

Clarifying and strengthening Your Voice is one of the best business – and personal – investments you'll make. Start it today!!

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## About Annmarie Kelly



Annmarie Kelly has firsthand knowledge of the transformative power which determination & motivation can have in a person's life. While growing up in Havertown Pennsylvania, Annmarie was shy & introverted. She became a teacher at a local Catholic School and started to come out of her shell. She was engaged at twenty-two and was on course to follow a "traditional" life path. But a few months before the wedding, she broke off an engagement and started rethinking her life course. During that time, Annmarie realized she was following a path that could only lead to disappointments, regrets & lost opportunities. She made significant changes & her persistent efforts paid off. They enabled Annmarie to BE more, DO more & HAVE more of

the kind of life that, on her old course, would only have been a dream. Now Annmarie helps other women do the same, helping them get inspired and empowered while building the skills they need to:

- handle adversity
- transform obstacles into opportunities
- achieve positive change both at home and at work, and
- become leaders in their lives, careers and communities.

With energy, empathy and a "yes, you can do it" attitude, Annmarie helps her audiences, readers, and clients find inspiration and direction and build skills so that they can shape their challenges into new beginnings...and fabulous victories.

Annmarie Kelly is the CEO of The Victorious Woman Project for women's empowerment and SkillBuilder Systems, focused on leadership and management development and communication skill-building. Annmarie is the author of three books: *Victorious Woman! Shaping Life's Challenges into Personal Victories*, *Victory by Design* and *Five Year Marriage* (2016), Host of the Friday Happy Hour on WCHE1520 in West Chester PA, founder of the annual Victorious Woman Writing Contest (October) and The Girlfriend Gala (May), a Literacy Hero nominee and has received the:

- ASTDPHL Leadership Award
- International Women's Day Outstanding Service Award
- President's Call to Service, awarded by President Barack Obama

Annmarie grew up in the Philadelphia suburbs living in Havertown, Aldan and Drexel Hill. As a kid and young adult, Annmarie enjoyed being "down the shore" in Wildwood, Avalon or Cape May, New Jersey. That's still where she goes for getaway weekends. But a part of her heart is always in Maine, where she and her spouse, Joseph, have been vacationing for the past twenty years. Annmarie is an avid Phillies fan and has been since her father first took her to a Phillies game when she was five years old. Since moving to Chester County in 1998, she's been active with the community, including supporting local charities through the annual Girlfriend Gala, held each year during May's Victorious Woman Month. She loves traveling, ballroom dancing and spending time with Joseph and her friends

To book Annmarie for a Keynote or an interview, call her at 610.738.8225, [Annmarie@AnnmarieKelly.com](mailto:Annmarie@AnnmarieKelly.com)

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