

# The VICTORIOUS WOMAN PROJECT

You CAN have more of a life you'll LOVE LIVING!

## A VICTORIOUS WOMAN GIFT FOR YOU!



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!**

## Ten Tips for Reinventing Your Career

Whatever stage of career reinvention you're in, these tips will help you get started and keep going. Suggestion: Read these tips over and then focus on one tip a week until you embrace all of them. Keep track of the changes you are making. At the end of ten weeks, notice how these tips have impacted your career.

### 1. Find Your Voice

Your voice is way more than the sound that comes out of your mouth. Your Voice is YOUR story, the story of who you really are and the message you want to send to the world. It's the whole package of you, the sum of all your experiences up until this very moment. Your Voice is what makes you positively different from everyone else. It's the way you can live our loud and in living color. Without your voice, you are living a life that is gray, or neutral or white-washed.

The greatest disadvantage of *NOT* finding and using your voice is that you'll watch other women who have found their voice living out their dreams. You'll notice and feel the pull on your heart strings. It's the "why her and not me" question. You'll pay the price in disappointment, lack of satisfaction, and inauthenticity.

Oh, you've already had that experience, haven't you?

You've heard the phrase "don't die with your song still in you." Finding and using your voice is the **first step** in singing the life song you were born to croon.

### 2. Decide what you want

One of the biggest challenges you'll ever face when it comes to your career is deciding what you want. When Sandra Fenwick, CEO of Boston Children's Hospital, made the

list of Forty Women to Watch Over 40, she had this advice for women: “Have passion, be nimble and be bold. There’s really no substitute for hard work, dedication and consistent high performance, but you must have a vision for what’s possible and a commitment to leading with honesty, humility and courage.”

Makes sense, doesn’t it?

If you’re like most women, you have a “dream” about what you *really* want. But when you think about fulfilling that dream, you’ll talk yourself out of it. You’ll decide you’re not good enough, not skilled enough, it isn’t coming easy or fast enough, you’re too old, started too late, don’t have the time or money...the list of “can’ts” could be endless.

Decide what you want and make a commitment to go after it. Yes, you could fail. But, most likely, if you make the commitment and take effective action, you won’t.

If you don’t, you’ll never know. You’ll live with a lot of “what ifs...” or “if only I had.” Those thoughts can be frustrating in midlife. Even worse, it could lead to depression in old age. Is your comfort level now worth that pain in the future? *It really isn’t.*

Decide what you want...*and then give it your all.*

### 3. **Focus**

In a recent Victorious Woman survey, distraction was the top reason for not following through on a goal. The results made sense. Most women want to be all things to all the people in their lives. So it’s easy to get pulled in a hundred different directions.

*You can’t.*

Focus means putting a spotlight on your goals and making them the center of attention in your life. If you want to reinvent your career, you must know what you want and make it a top priority. That means when your kid wants you to drop everything for something s/he wants at the last minute, you say ‘no’ unless (1) it’s literally life or death (and that isn’t likely) or (2) they’ve given you ample time to fit their request into your timeframe, and (3) they are willing to wait until you can help them.

You cannot underestimate the power of focus in the success of your midlife career reinvention.

### 4. **Decide what to leave behind**

Victory is the stretch you make out of your comfort zone that enables you to get from where you are to where you want to be. If you could get where you wanted to go and still stay where you are, you’d be there already. You aren’t. That means there’s something in your comfort zone that’s in your way – a person, behavior, relationship, place. Figure out what it is.

Here’s a common example of a behavior to leave behind:

You're shy and find it difficult to promote yourself. And, you think, if you do a good job, someone will notice and give you credit. So you keep working hard and waiting.

If that sounds like you, understand this: That story is nothing more than a false narrative. Yes, that *could* happen but you have a one in a thousand chance that it will. What is the most likely result of buying into that false narrative is that you'll develop a series of "good girl" behaviors...*ones that will get you nowhere.*

You have to swap out your passive behaviors for a set of self-marketing skills. It may take some time, but you can do it.

Once you know what you have to let go, it'll be easier to start moving forward.

## 5. **Have a specialty**

What do you do better than anyone else?

If you can't answer that right off, think about your greatest accomplishments. Write each one down, including what you did that helped you in each situation. Specifically, what skills and behaviors showed up each time?

For example, did you build productive relationships? That could mean you're a good team builder or team leader? Or, are you always the peacemaker? Maybe that means you have a skill in conflict resolution.

If you can't think of anything yourself, ask five friends and five colleagues (or even two or three) to tell you what you're good at. When they tell you ask them for a time when they remember you showing that talent. Take notes.

You have something special that you do better than anyone else. Find out what it is and capitalize on it.

## 6. **Find a mentor**

A mentor is someone who can help you find the right direction or help you develop solutions to career issues...or something else. When looking for a mentor, who can help you learn what you don't know and is willing to help you take your next steps.

Traditionally, a mentor could be someone who has been there, done that and knows the ropes. But, in MidLife, a mentor could also be someone who can help you learn to master social media skills or help you or your company or an industry with fresh eyes.

Also, you can have more than one mentor. You can have one mentor to help you with specific skills and another to help you figure out how to navigate a transition.

## 7. **Take smart risks**

Flying under the radar will keep you out of trouble. But playing it safe will also get you nowhere and nothing but frustration.

When you take a risk, you push out of your comfort zone. You get experience and learn lessons that are likely to become the foundation for solving problems. You become an expert. Doors to opportunities could open that you might never have imagined.

Best of all, taking risks explodes your confidence and inspires you to take more risks.

The one thing you need to know about taking a risk is this: Risks aren't about following ideas on a whim. Risks are also not about a bunch of half-assed decisions. Before you take a risk, educate yourself. Prepare by learning all you can, think about what could happen if it doesn't work. Get comfortable with how you could feel if you don't make it and consider possible solutions.

Once you know both sides of a risk, and it makes sense, go for it.

8. **Ask for help.** You don't have to be a one-woman show. While it's important to capitalize on your strengths, it's equally important to get help in the areas where you aren't as strong. Rather than fumble around and waste time, get the help you need.

For example, if you don't have a good bio, have a professional write your bio, or resume or Curriculum Vitae (CV). Find someone who will ask you questions and probe a little. Then let them turn what they learn into a picture of the most fabulous you.

Or, what if you are weak in answering job interview questions? Make a list of interview questions and find someone who will help you practice until you can give meaningful answers with confidence. Find someone in Human Resources, or ask a business owner or corporate executive or hire a coach.

You don't necessarily have to spend a lot of money. You do need to find someone who knows what you don't...and is willing to help.

Once you get pointed in the right direction, take action.

9. **Improve Your Presentation Skills**

Whether it's a job interview, a one-on-one meeting with your boss, a business meeting or a networking event, growing your career depends on how well you present your ideas to others.

Presentation skills include organizing your message, your tone of voice, how well you deliver the message, eye contact, body language, and confidence. A halting presentation or one filled with ahs and ums or darting eyes will sabotage your efforts.

If you have the money, you can hire a coach. If you don't, the next best way to improve your presentation skills is to find your local Toastmaster club. Toastmasters provides a

process for you and a safe environment in which to practice getting better, becoming effective through practice and encouraging feedback. In addition, Toastmasters is inexpensive.

To find a club near you, go to [www.Toastmasters.org](http://www.Toastmasters.org)

#### 10. **Act as if**

If you achieved your goal, that is, you're already on the other side of your reinvention, how would you and your life look? Any successful reinvention needs for you to step into that new role long before you are in it.

Say, for example, you want to be promoted to the next level in your corporation. Start noticing what women (and men) who at that level, or higher, do on a regular basis. What does s/he do that is typical of their management level? Is it better interactions with people, strong management or leadership skills, networking with other department heads? Or is it a style of dress, going to outside corporate events or something else – or a combination of all of them?

Each of those are behaviors and they have one thing in common: a belief system that supports them. You can't be a better manager if you think of management as "them" and yourself as one of the employees. If you do, that's where you'll stay.

Watching what other people do is a start. Also incredibly helpful is using a Vision Board to help you step into your future role.

Whatever your reinvention is, imagine yourself already there, and start looking and acting the part.

Don't plan to do all of these at one time. It's better to do one thing and finish it than to make three plans, get overwhelmed and then not finish any of them. So take a step today, a step tomorrow...and the next day. Even small steps matter because they add up. Start now!

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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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