

The Most Powerful You: *How to Recognize and Close Your Power Gaps And Rise To Your Highest Potential*



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Overview

WHAT WE'LL COVER

- What Is Power and Why We Need It
- The 7 Damaging Power and Confidence Gaps That Keep Women From Thriving In Their Lives and Work
- 7 Brave Pathways To Career Bliss
- What To Do First, To Shift What Is Possible



Why hundreds of professionals around the globe have come for career help...

**THEY FEEL UNABLE TO WORK, LEAD,
COMMUNICATE AND GROW IN THE WAY THEY WANT TO:**

- Don't feel recognized or valued
- Feel they're meant for something bigger or better
- Aren't advancing or receiving compensation they deserve
- Not doing work that feels right, good or purposeful
- Feeling there is too much struggle
- They want more, different and better

Overall, they don't feel able to reach their highest, most joyful potential

What is missing MOST?

BRAVERY – to recognize and face head on what isn't working and take the accountability to change it

POWER – To act with influence and impact on one's own behalf, to advocate for yourself and others and become the true author and leader of your life.

Why we need power

POWER IS AN ESSENTIAL COMPONENT TO A THRILLING AND IMPACTFUL CAREER, BUT MANY PEOPLE (OFTEN WOMEN) SHUN IT.

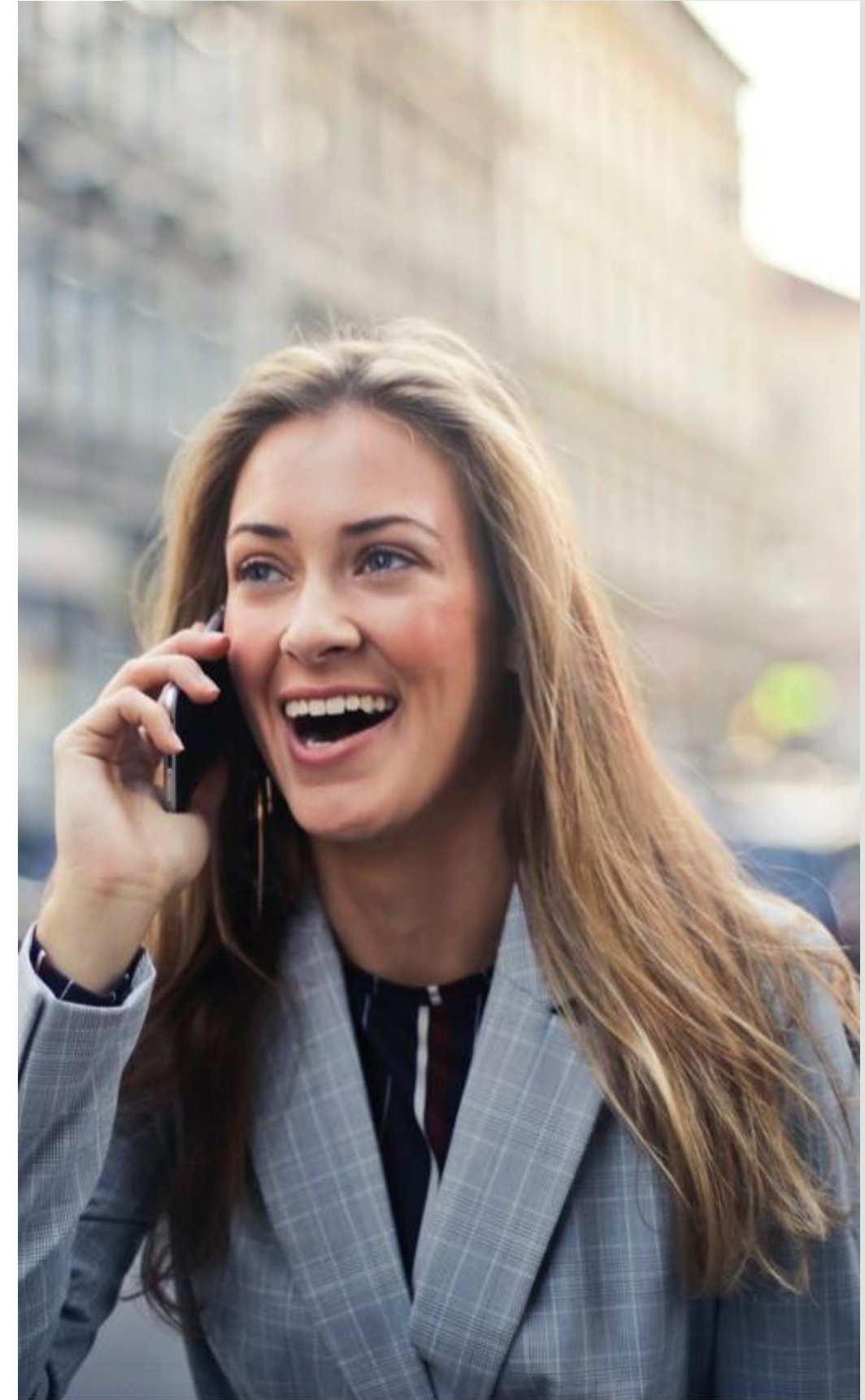
- ✓ Power TO, not power OVER
- ✓ Ability to accomplish, create and manifest
 - ✓ Strength to become a force for good
- ✓ Influence to make an impact and difference
 - ✓ Authority to lead and work as you wish
- ✓ Self-trust to share your ideas and visions

Power doesn't have to be:

Harsh - Critical - Aggressive - Angry - Hurtful - Abusive

What It Feels Like To Be a Brave & Powerful Professional

- **ENGAGE** in meaningful, rewarding work
- **EARN** the respect, recognition (and money) you deserve
- **LEAD** well and **LEVERAGE** your natural talents and gifts in service of others
- **BUILD** heart-connected relationships that are healthy, beneficial, and enriching
- **UPLIFT** others as you rise



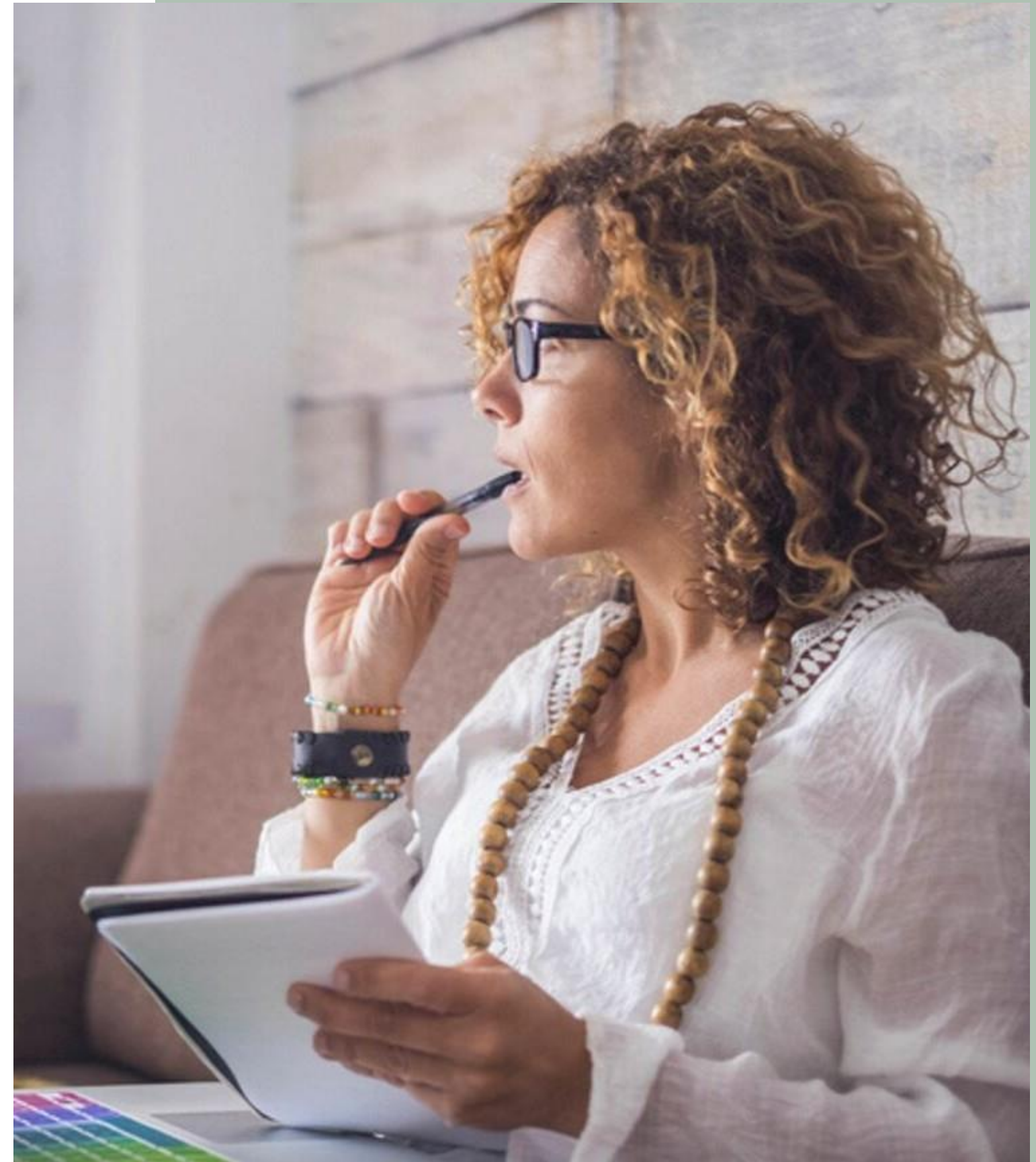
THE 7 DAMAGING POWER GAPS

that keep people from reaching their highest, most thrilling potential and impact in their studies, work, careers, relationships, and personal lives

98% OF THE 1,400+ WOMEN SURVEYED (and 90% OF THE MEN) ARE EXPERIENCING AT LEAST ONE OF THESE 7 GAPS

My latest survey revealed:

- 75% are having 3 or more gaps at the same time
- When you have these gaps, you *cannot thrive* to the highest degree



*THE TOP 7
POWER
GAPS that
women
experience*

#1
Not Recognizing
Your Special
Talents,
Abilities and
Achievements
(T=63%; Y=83%)

#2
Communicating
From Fear, Not
Strength (70%)

#3
Reluctance
To Ask for
What You
Deserve
(T=77%;
Y=85%)

#4
Isolating
from
Influential
Support
(T=71%;
Y=83%)

#5
Acquiescing
Instead of
saying "STOP!"
(T=48%; Y=57%)

#6
Losing Sight
of Your
Thrilling
Dream (76%)

#7
Allowing Past
Trauma to
Define You
(62%)

WHY STUCK?

IT'S ACTION THAT
CHANGES OUR LIVES,
NOT THOUGHT.

Why do so many struggle to make the changes they long for? Because *insight* isn't enough.

It's brave, empowered action that changes our lives. And it's consistent, committed action that's needed.





The Framework For Change

7 BRAVE PATHWAYS TO
CAREER BLISS

CLOSE YOUR POWER GAPS WITH 7 BRAVERY-BOOSTING PATHS:

Brave Sight

Brave Speak

Brave Ask

Brave Connection

Brave Challenge

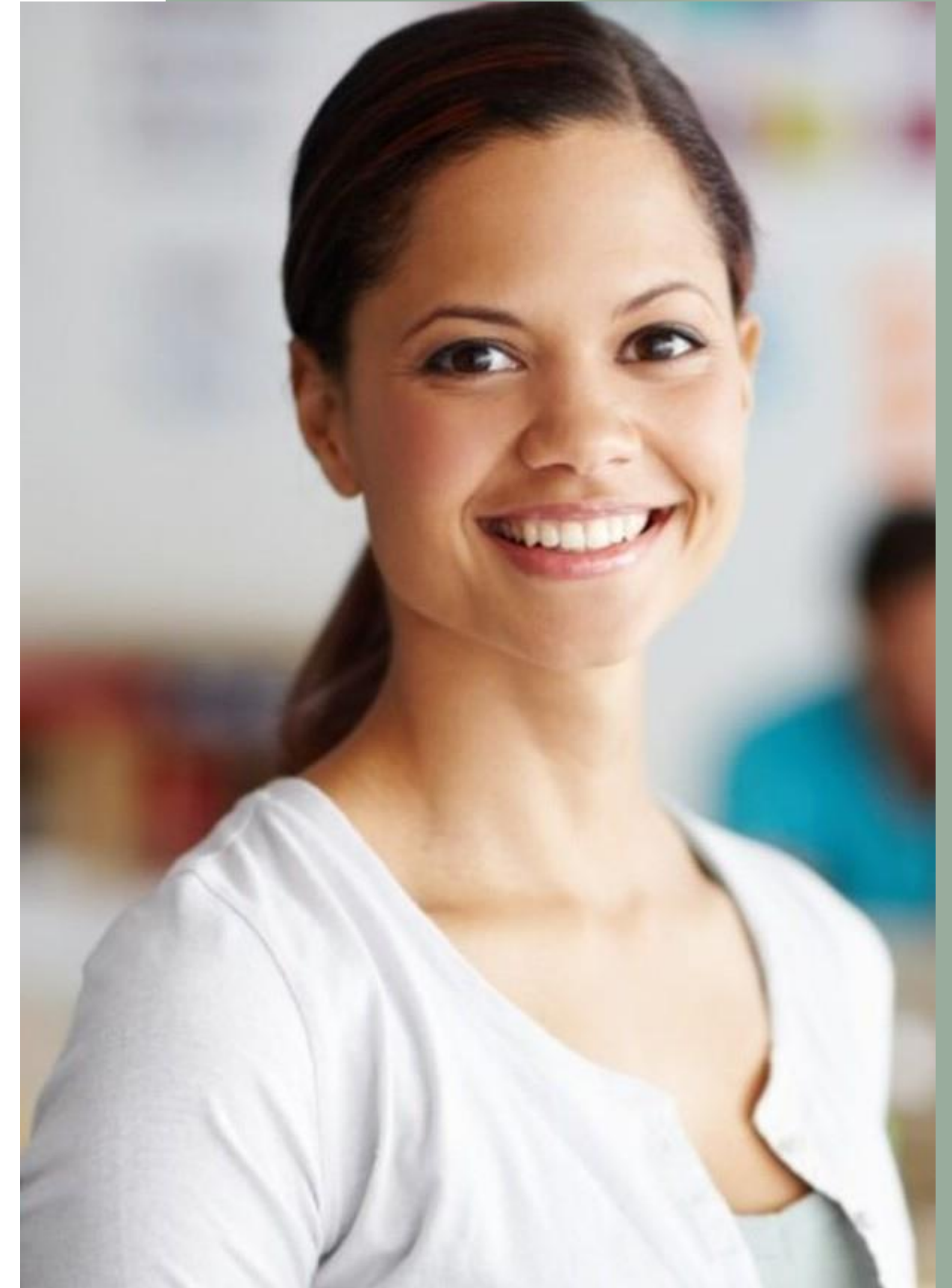
Brave Service

Brave Healing



The 7 Brave Pathways
significantly expand our
experience of:

- **Self-mastery**
- **Confidence and self-trust**
- **Executive Presence**
- **Communication Strength**
- **Leadership and Vision**
- **Relational Connection**
- **Joy, Fulfillment & Purpose**



#1: Brave Sight

Do you recognize how truly talented, gifted and valuable you are?

What are your natural **capabilities and strengths** - the powerful skills and talents that come easily to you that make a difference?



What are the "20 facts" of you?

What are the 20 most powerful and important outcomes you've achieved that make you most proud and excited, that can't be refuted?

What *special skills* did you use?

**Watch my TEDx Talk
"Time to Brave Up" for more.**

#2: **Brave Speak**

Start **TALKING** more powerfully and confidently about who you are and what you want.

What's at the root of your reluctance to speak up for yourself?

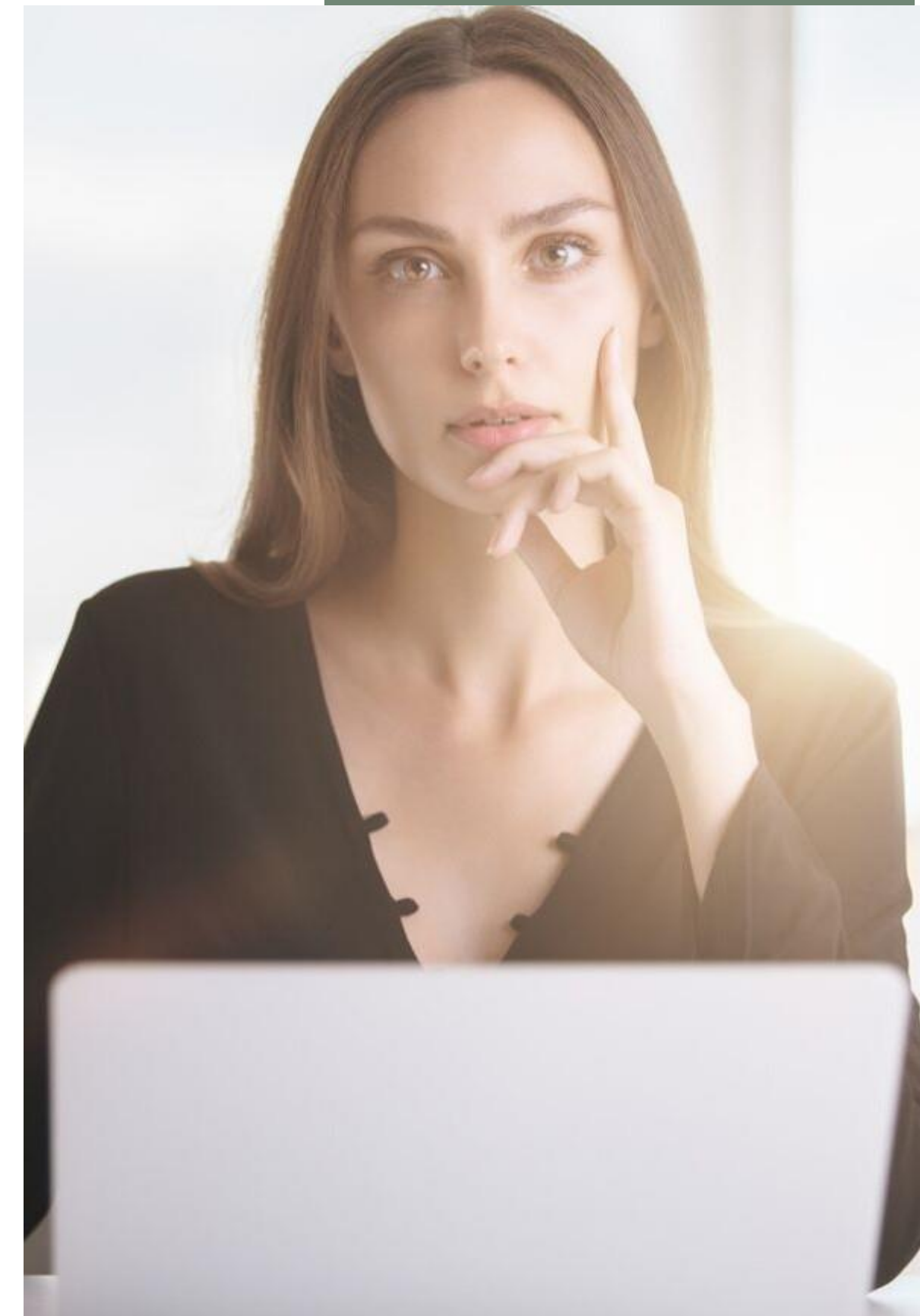


Watch your language – where do you apologize and communicate weakly, without confidence, command or authority?

Overcome:

- **over-apologizing**
- **weakening your message**
- **agreeing when you don't**
- **staying silent when you should speak**
- **not taking credit where credit is due**

Who in the past stopped you from speaking powerfully?



#3: Brave Ask

It's time to **ASK** for what you need and want.

Women are far more reluctant than men to negotiate and ask for what they want and deserve.



Identify what you want and accept that you are worthy and deserving of it. *Then build your case.*

Want a better role? A more exciting project? More leadership responsibility? More help from others?

Identify very clearly what you want, why it will help others for you to have it, then make a stand for it. Don't cave.

#4: Brave Connection

Do you have people in your corner who would do anything for you and who have the power to help in BIG ways?





You need the help of others
if you want to build an
amazing life and career



STOP ISOLATING AND START CONNECTING,
NETWORKING, AND SHARING



BUILD YOUR A POWERFUL SUPPORT
COMMUNITY ON LINKEDIN AND BEYOND

Build an amazing support network that enlivens you.

- Power up your LinkedIn profile this week. Share your thought leadership.
- Reach out to people on LinkedIn who are 10 steps ahead of you, doing what you want to, and be of service to them.
- Get in the "right" room and build your community of mentors, sponsors and ambassadors.



#5: BRAVE CHALLENGE

Thousands of women and men (and particularly younger people) are acquiescing instead of saying “STOP!” to mistreatment, gender discrimination and bias, stereotyping, and other unfair practices.

What are you accepting that needs to be addressed?



Recognize What You Need to Address and Take a Step

- Get clear on what is no longer acceptable
- Do the internal work to understand how you have in some way allowed it
- Decide (with outside help if necessary) how you will address it
- Take a stand today, with support.
- Address your hidden fears about standing up for yourself.

Potential options:

Speak to your boss or HR

Get advice from your mentor or sponsor

Work with a coach or coaching buddy

Consult an outside advisor

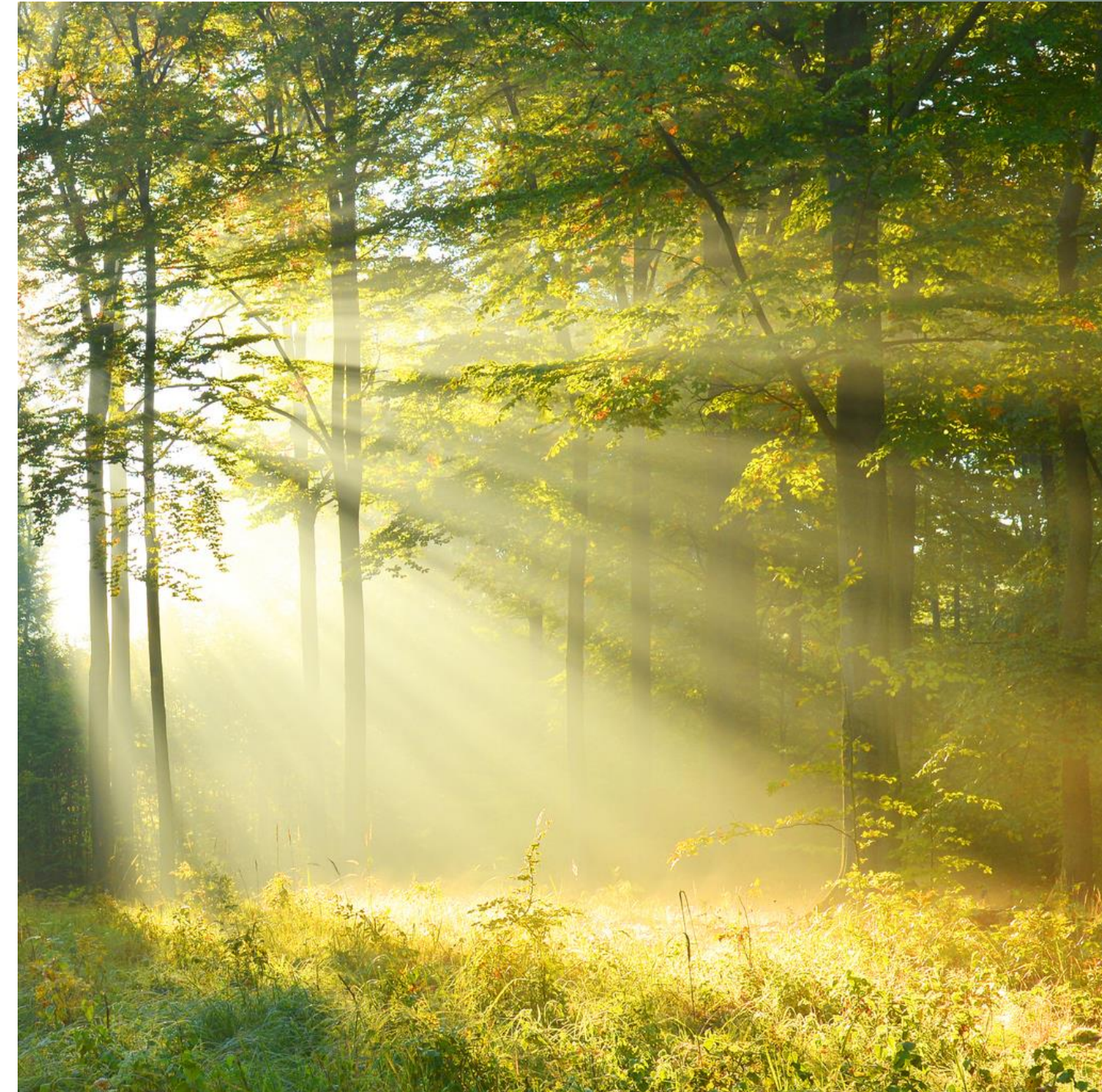
#6: BRAVE SERVICE

“People are happiest when demonstrating in physical reality what they know to be true about themselves, giving form to their Life Intentions in ways that contribute to others.”

Maria Nemeth – The Energy of Money

You don't have to risk
ANYTHING to get on the
path to more thrilling
work.

Just **EXPLORE** it.



**If you knew
you couldn't
fail and it
would all work
out
beautifully,
what would
you explore or
pursue?**

Writers write, teachers teach.

If you want to be a writer, start writing a blog or an article.

Become the person you say you want to be.

Don't wait to do ideal work. **Start now.**

Pursue in doable, risk-free ways the new direction(s) you're passionately drawn to.

Start telling everyone you know about this new direction you're interested in.

Just start talking.

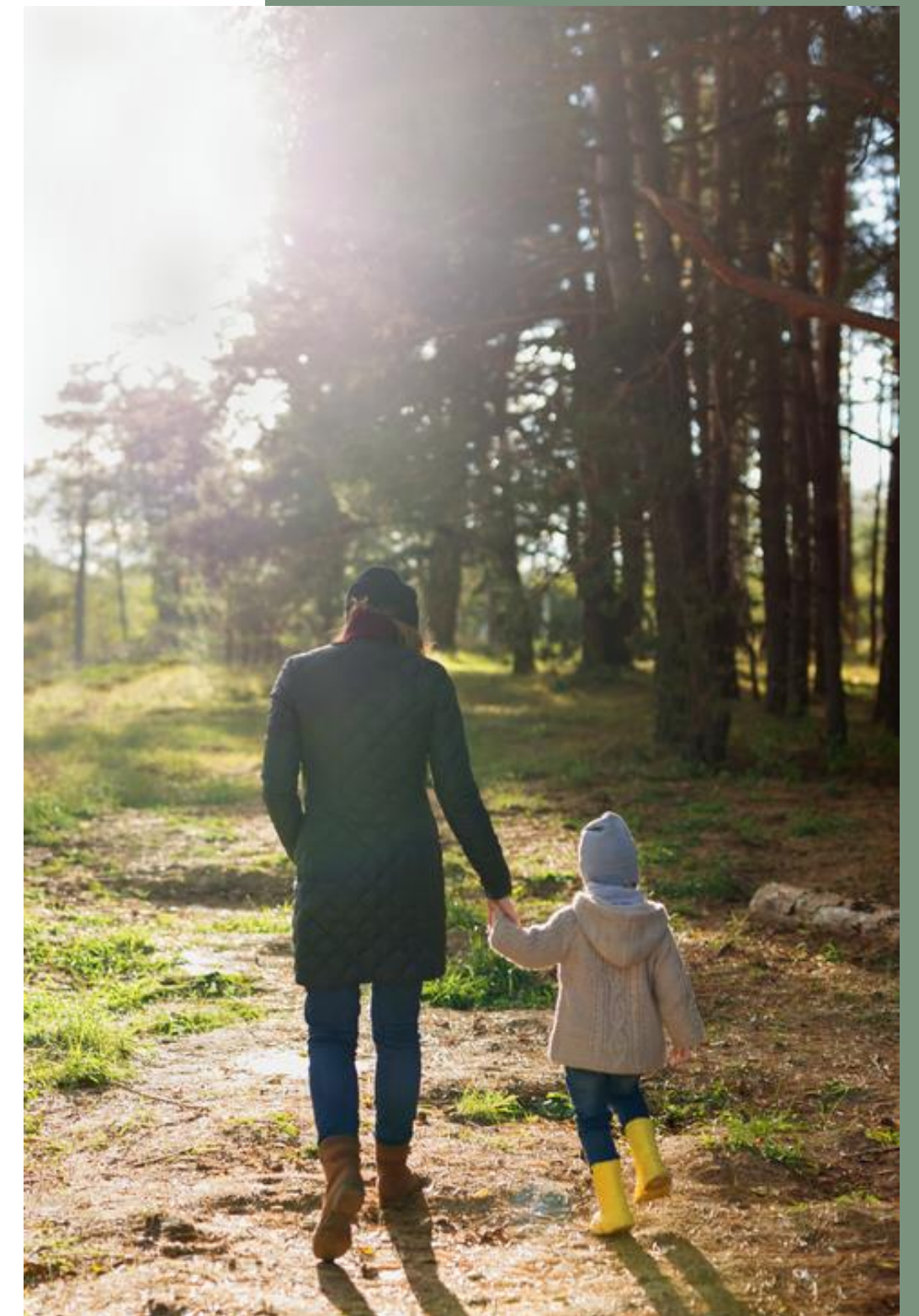
#7: BRAVE HEALING

You are what your childhood and past taught you to be (unless you've unlearned and healed it.)

What messages and coping strategies did you learn that are no longer serving you?

Did you face suppression, emotional manipulation or narcissism that pushed you “underground?”

Address what needs to be healed or the wound will continue.



Who did you crave love most from as a child, and who did you have to be to get it?

- *Tony Robbins*

**YOUR LIFE AND CAREER
AREN'T JUST "HAPPENING" TO
YOU. YOU'RE CO-CREATING IT
EVERY DAY.**

**WHAT CHRONICALLY REPEATS
THAT'S NEGATIVE AND
HURTFUL?**





**Are you ready for a thrilling life
and work of meaning, purpose
and significance that you love
and are proud of?**

If not you, *who?* If not now, *when?*

“ *It’s time now...*
Become the most powerful
version of you – and illuminate
the world with it. ”

- *Kathy Caprino*



Which *finding brave* path speaks to you most? Take one tiny step today...

Brave Sight

Brave Speak

Brave Ask

Brave Connection

Brave Challenge

Brave Service

Brave Healing

*It's YOUR
time to
shine!*



RECOMMENDED RESOURCES

For Assessments mentioned in this program, visit:

<https://kathycaprino.com/assessments>

Recommended programs and books, visit:

<https://kathycaprino.com/career-help>

Kathy's video training courses:

[The Most Powerful You](#)

[The Amazing Career Project](#)

Kathy's [LinkedIn Support](#)

Kathy's [Forbes blog](#) and [Personal Blog](#)

Kathy's [Finding Brave](#) Podcast

Sign up for [Kathy's Newsletter](#)

Book: [*The Most Powerful You: 7 Bravery-Boosting Paths to Career Bliss*](#)

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QUESTIONS?