

# THE ULTIMATE GUIDE FOR MOTIVATED WOMEN LEADERS

DISCOVER YOUR BEST

# LIFE'S WORK

(AND LEARN TO THRIVE!)

**K** KELLEY  
CONNORS  
Reignite. Reinvent. Renew.



## TABLE OF CONTENTS

<b>MY STORY</b>	<b>4</b>
<b>THE SHIFT YOU MUST MAKE</b>	<b>5</b>
<b>JOURNAL TO 3 BIG QUESTIONS :</b>	<b>6</b>
<b>WHO ARE YOU, I MEAN, REALLY ?</b>	<b>7</b>
<b>WHAT WOULD YOUR FUTURE BRAVE SELF SAY?</b>	<b>10</b>
<b>AMPLIFY YOUR VOICE WITH YOUR BIGGER “WHY”</b>	<b>13</b>
<b>WHAT’S CALLING YOU?</b>	<b>13</b>

Hello My Friend!

These are challenging times for many of us women leaders. Especially if you're wondering what to do next for work.

While you've been successful in the past there's likely something that is blocking your way forward and keeping you stuck. Perhaps you're frustrated or worried where you are in your career. For many successful women, you might be worried your future won't be as bright as your past.

I get it, really, I do. You're at that point where you think you've got all the skills and experience to, not just get a better job, but one that is fulfilling and rewarding. You're motivated and you've got "street cred".

As a female leader, the real problem is that you've had, over the years, to focus on just getting a lot of stuff done. Your task list has required you to dismiss and discard pieces of yourself, as you've reached your key performance goals. That's why every time you read an article on career reinvention, or changing jobs you wonder if it is the right thing to do during this time.

I'll just remind you that your self-worth is totally worth it. And, once you stop trying to prove yourself to family or friends, you'll have the freedom to discover your best life's work. This opportunity is closer than you think my friend.

Are you ready to discover your life's work and learn to thrive?

To Your Own Courageous Journey,

*Kelley Connors*



**Kelley Connors, Life Work Coach & Workshop Facilitator**



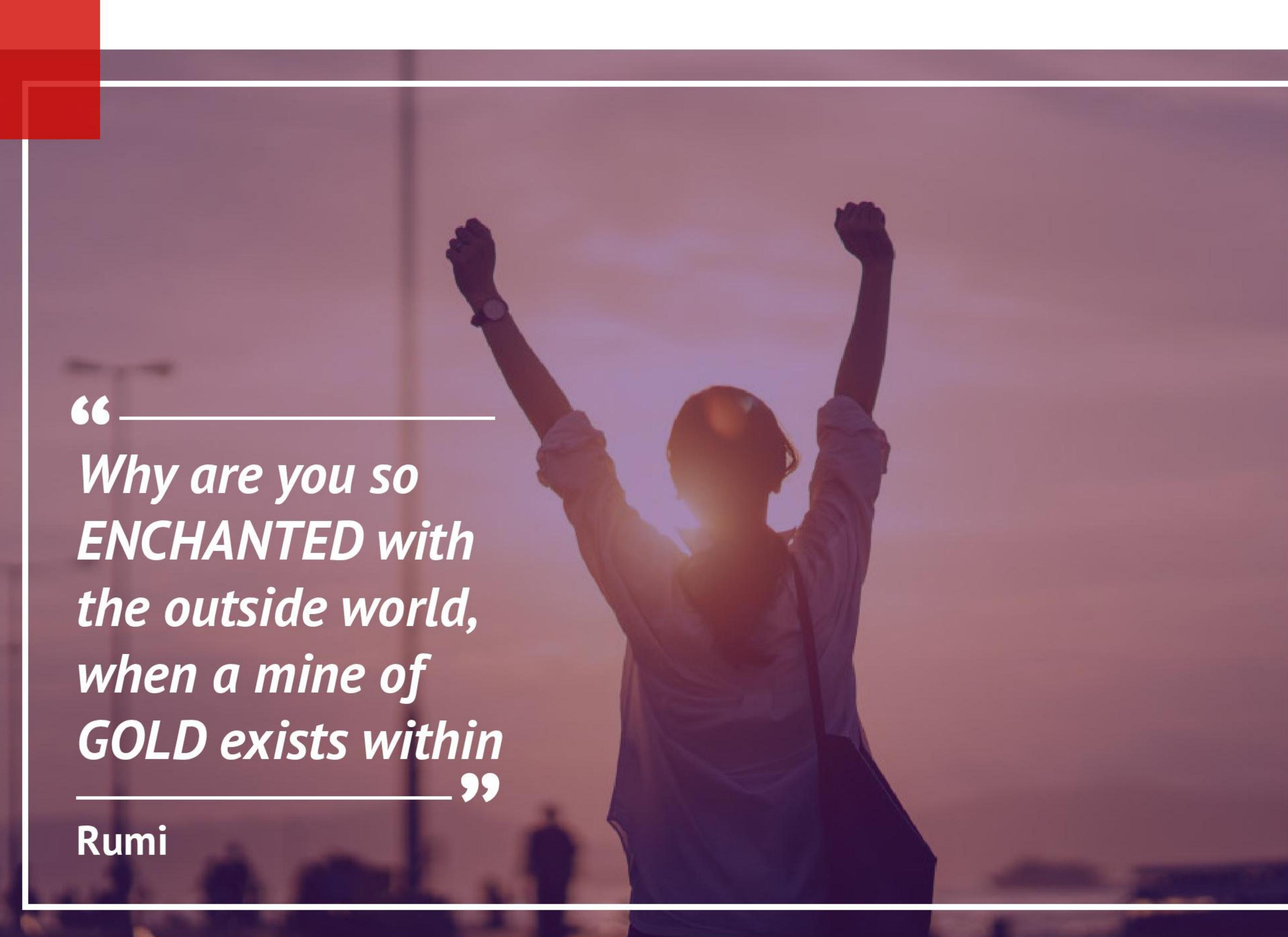
# MY STORY

I know what you mean when you say you need to do some soul searching. I understand what it's like to be an achievement-oriented person with goals and a track record of success.

For over 15 years I worked as a Senior Vice President in healthcare advertising and President of my own consulting firm focused on women's health. I amassed lots of expertise and skills, but my goals shifted frequently, as I neglected my inner compass and traded hours for money.

What I figured out is that when you want to make a transition to another line of work or even reinvent yourself in your industry, you have to deal with the ambiguity, fear and uncertainty of leaving what's known and what's worked.

As I prepared for a major university job interview in Boston, I recognized that I could not just leap from my consulting business to a new job like I had done before. I had to stop collecting skills and proving myself. I had to pause, self-reflect and connect with myself as an inspiring, intuitive, insightful leader before running faster on the hamster wheel!



“

*Why are you so  
ENCHANTED with  
the outside world,  
when a mine of  
GOLD exists within*

”

Rumi



# THE SHIFT YOU MUST MAKE: FROM FEAR TO CURIOSITY & COURAGE

*It's not your fault that you fear uncertainty. It doesn't make you less successful. It's the fear that must guide you to what's next, and why courage is essential to cultivate.*

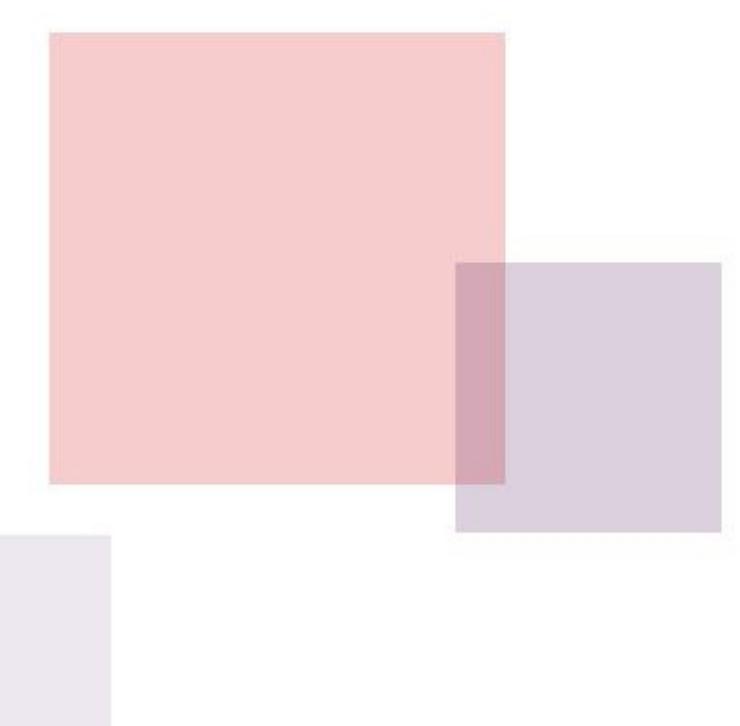
## **The Science for Certainty:**

Our brains are wired to seek certainty and avoid uncertainty, perceive threats from our surroundings, make choices based on our experiences, control movements based on past learning, form sensory preferences/likes/dislikes, and much more.

The limbic brain or reptilian brain, with the amygdala acting as the trigger to strong emotions, is the most primitive aspect of the brain. It relies on past experiences to trigger your responses to uncertainty and change.

But, you can override the past and the impulse to repeat it by asking questions, and being curious. Take this time during your transition to exercise the “curiosity and courage” muscle” to discover the work that is meant for you.

So, let's start with 3 questions and actions to guide you forward! Get curious and courageous!



# JOURNAL TO 3 BIG QUESTIONS :

“

**It takes COURAGE to ask yourself BIG QUESTIONS**

”

**Kelley Connors, MPH,  
Life Work Coach & Author**



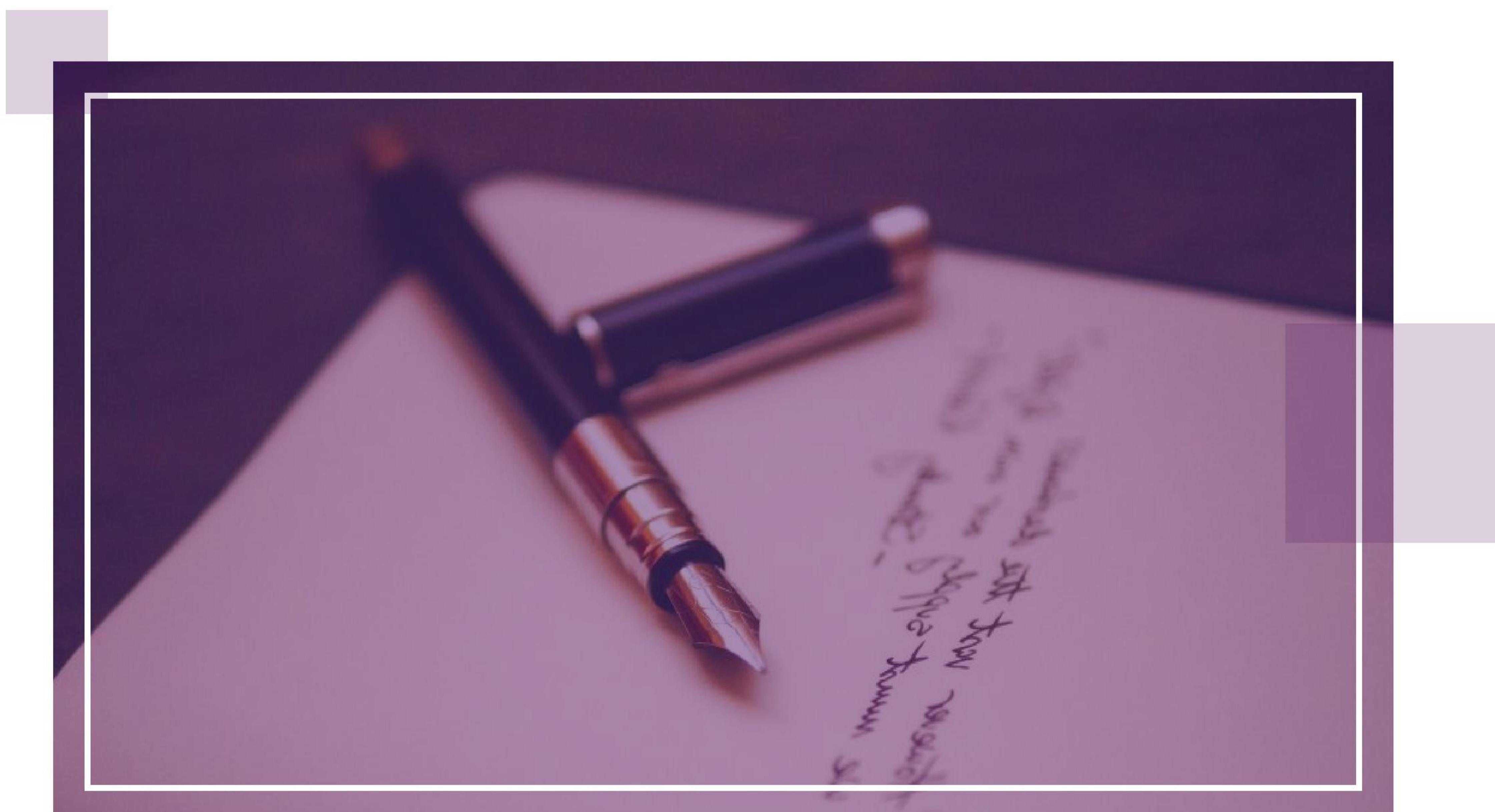
Who Are  
You Being?



What Would Your  
Brave, Wise Self Say?



What is Your Bigger  
Why or Purpose?



# WHO ARE YOU, I MEAN, REALLY?

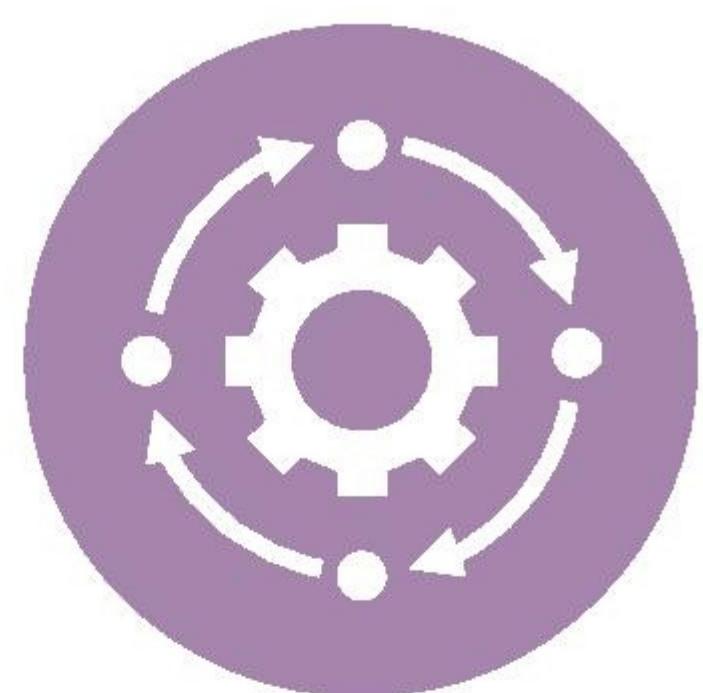
“ I'm curious about other people. That's the essence of my acting. ”

Christina Baldwin

**Be Brave Enough to Ask Yourself!** Often neglected questions require courage because we fear what we may discover. We may realize some goals were not reached and be disappointed. We can also discover the barriers we have overcome and celebrate all we have become. It's your choice to view your story as glass half full or half empty but you must know you are always capable of evolving and that's what discovery is all about!

These four journaling questions reveal who you are, what inspires you, what has made a difference in your life and what makes you fulfilled.

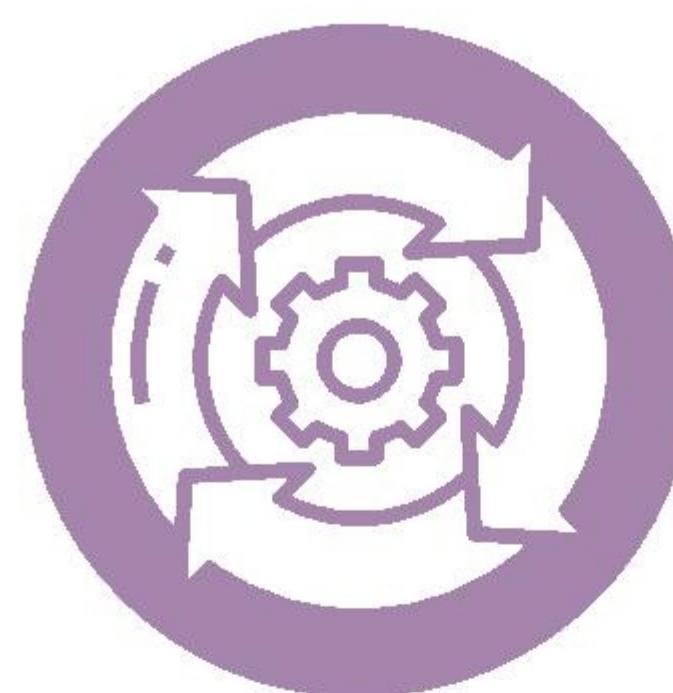
Take ten minutes and journal to any one of these questions. Enjoy the reveal!



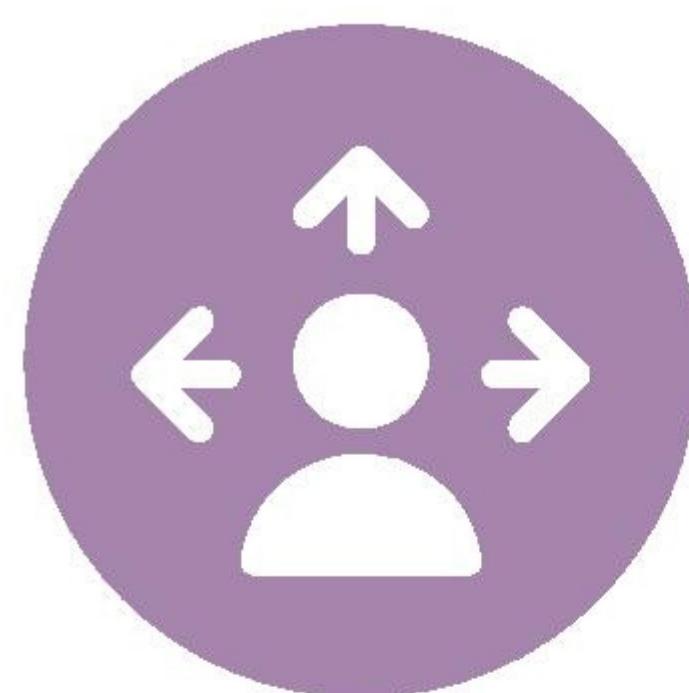
What gives you inspiration and joy today? What inspires you?



Remember what gave you joy and happiness as a child



Write a letter to your teenage self & share your wisdom

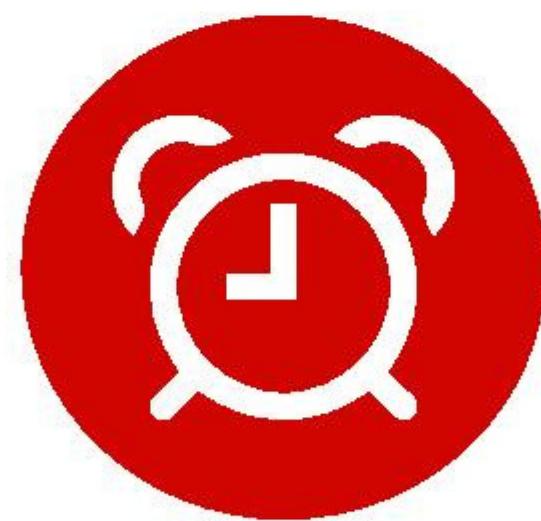


What was a catalyzing event or adventure that changed your life?

## Tools:



Journal or notepad



10 minute timer



Comfortable chair with window light



Fast-writing pen, like a gel pen



## How to Journal:

- Just writing down your answers will release energy and blocks that have hampered you in connecting with who you are. This journaling exercise takes just 10 minutes a day, consistently and with intention to clear your mind and heart.
- Start each day with a glass of room temperature water and slice of lemon before coffee. Take three or four sips and breathe in the morning before your morning coffee.
- Continue taking breaths that relax you, in-breath through the nose and out through a lightly closed mouth. This breath is your center and your life force. Make your exhale slightly longer than your inhale for a deeper relaxation.
- Begin to become aware of the room around you and get ready for journaling.
- Begin where you are and write whatever comes to mind. Don't force anything just let your thoughts emerge and write them down. Use the discovery questions above to get you started. Or try any of these as well: What's emerging for you? What are you aware of in this moment? What's your deepest desire? What are you grateful for? What's happening now?
- Don't edit it at all. Just keep writing what comes to mind as you explore each discovery question.
- Every two minutes, pause and write down what you're grateful for.
- Don't judge what you write and don't review it after you've written it.
- Keep your journal and celebrate all you have become and all that you are.

## The Evidence:

This activity will guide you forward by helping you connect with your head and your heart, and fully integrate your past experience and future self into your mind. Journaling can also help you reduce specific sources of stress or aid you in reaching an important goal (perhaps reducing your overall stress).



“

**Life SHRINKS or EXPANDS  
according to one's courage**

Anais Nin

”



# WHAT WOULD YOUR FUTURE BRAVE SELF SAY?

## How:

Take yourself 5, 10, or 15 years into the future to meet your brave, wise self and discover your pathway with a guided meditation. After the guided meditation, take some time to journal and explore the questions I ask below:

## Why:

You've spent a lot of time searching for other's answers on your next role or job. It's now time to meet, listen to and honor your inner brave, wise self and stop looking outside your-self for answers and solutions.

“  
**Your PASSION is waiting for  
your COURAGE to catch up**  
”

Isabelle Lafleche

## Tools



Journal



Comfortable  
Chair



Quiet place,  
natural colors,  
uncluttered space



Coffee or Tea



Candle or votive



**Click Here to listen to my voice & guided meditation**

As I guide you in this visualization to Meet Your Brave, Wise Self and follow the journal prompts below:



## Journal Your Brave, Wise Experience:



What was your brave, wise self like? What was her home like?



What did she tell you was most important about the past twenty years? What was the overall feeling in the visualization?



Without being too literal, you might have envisioned her through feelings or symbols. Describe what you experienced.



How can you start to live each day more like your brave, wise self and begin to see how she influences your self-leadership.



What message might she have for you as you reinvent your life's work? What direction is calling you?



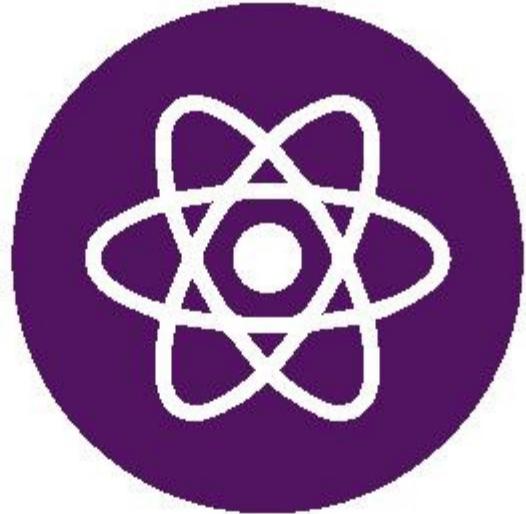
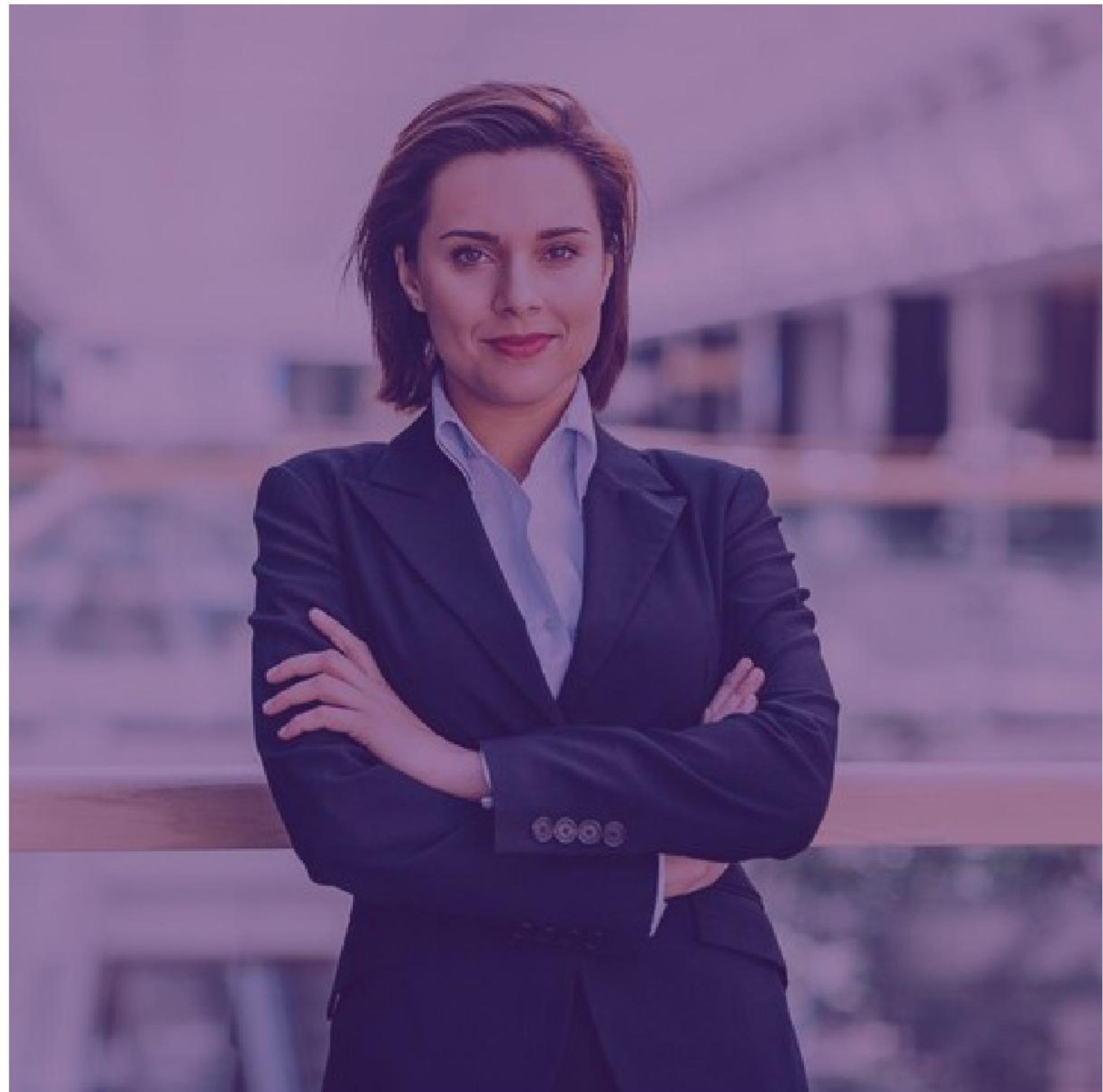
Keep your vision to yourself for a while as this is a sacred discovery. If you choose to share it with others, be sure it's with those who can meet your sharing with respect and reverence





## What Courageous Conversation or Act is Waiting for Your Leadership?

Commit to cultivating courage by doing at least one new thing each week that stretches you out of your comfort zone. Courage is like a muscle and the more you work it, the more it develops. **It can be spiritual, physical, relational, intellectual or emotional in nature.**



### The Science:

Neuroscience has demonstrated that the brain can reproduce mental imagery from all of the senses, including visualization.

Visualization acts directly on the brain, altering brainwave activity and biochemistry, and its effects branch out into every aspect of life. There is a lot of research that shows how mental practice boosts confidence, enhances mood, helps the healing process and has a positive effect on performance of cognitive and physical tasks.

1. M. Lin, M. Hsu, H. Chang, Y. Hsu, M. Chou, & P. Crawford, "Pivotal Moments And Changes In The Bonny Method Of Guided Imagery And Music For Patients With Depression." *Journal of Clinical Nursing*, 19, 2010, pp. 1139–1148.
2. F. Goldberg, "The bonny method of guided imagery and music," *The Art & Science of Music Therapy: A Handbook*, 1995, (T. A. Wigram, B. Saperston, & R. West, Eds.) Sydney, Australia, Harwood Academic Publishers, pp.112-128.



## AMPLIFY YOUR VOICE WITH YOUR BIGGER “WHY”

You may have been working for several years in a culture that may be ill-fitting or toxic, so it's time now to use your transition time wisely.

It's time to take stock of your bigger “why” or your purpose. In doing so, you'll be able to face the challenges around change, like fear and ambiguity and selfdoubt. The exercise of finding your bigger why or purpose is a head and heart connection.

“  
**What is the problem you are solving that  
ONLY YOU are positioned to perceive in this world?**

”  
Ruth Bader Ginsberg

## WHAT'S CALLING YOU?

It's not so much “what is your calling” as “**what is calling you?**” Do you see elements of your “why” or “purpose” when you reflect on your life story?

Likely, this is something you do or think about that's fulfilling. Somewhere along the way people may have told you that you inspired them. What were you doing in that situation?

From your own perspective, what is missing in the world that you believe must change, improve or transform? Is it human health? Social justice? Transportation? Education? Healthcare? What's calling you to make a difference?

What are your thoughts about making money and being on purpose in your life's work? Do you have assumptions that need to be tested?

Use this diagram to identify how you can work on purpose more. Just fill in the circles and see what intersects and what is missing.





As you connect with who you really are, and reflect on purpose ...you will be moved to use your voice in support of what really matters to you. What is the problem you are solving that **only you are uniquely positioned to perceive?**

### **The Evidence:**

A 2016 study published in the Journal of Research and Personality found that individuals who feel a sense of purpose make more money than individuals who feel as though their work lacks meaning.

So, the good news is, you don't have to choose between having wealth and living a meaningful life. You might find the more purpose you have, the more money you'll earn.

It's important to know if unresolved fear is your master, as opposed to the more positive mindset associated with your purpose. **Choose purpose to motivate you!**

# BOOK YOUR FREE DISCOVERY CALL!

Are you ready to discover your best life's work and meet your brave wise self? I'll take a stand for you on this in a FREE discovery call and help you see what is blocking you from discovering your best life's work. And paint a path forward for you if you're open to new possibilities.

As a coach and experienced businesswoman, I will also inspire you with a pathway forward that is insightful and totally within your awesome power to reach during this challenging time.

**Book Your Call with Kelley**



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