



HOW TO BLAZE A TRAIL WITHOUT BURNING OUT!

3

WINNING

STRATEGIES

FOR SUCCESSFUL WOMEN LEADERS

Let's be honest, being a woman leader with aspirational goals both personally and professionally and who seeks a life that is properly paced and fulfilling is not an easy chord to strike. There are simply unique demands that face women and especially women leaders in that journey.

Some key players in our personal and professional lives may easily acknowledge and support the factors that are unique considerations to the woman leader's journey, but many are still not fully accounted for or appreciated. And often it is that many are not fully accounted for or appreciated by us women firstly because of the consistent pressure of competing with necessary outcomes and bottom lines regardless of our gender. For many, it's easier to keep hustling and doing, even if the doing is a broken process, than fully process and strategize with all things considered.

The pressures can often outweigh a valued consideration of the unique, and often, additional requirements of the successful woman leader's journey for fear of further overwhelm. And indeed it is that regardless of those unique factors, at the end of the day, the job has to get done and it has to get done in excellence whether stilettos or oxfords are under the boardroom table, right?...Sure!



A photograph of a desk setup. In the upper left, a large, polished brass desk lamp is visible. In the center, a clear glass vase holds a bouquet of vibrant pink roses. To the right, a clear plastic stapler with gold-colored accents sits on the desk. In the background, a corkboard displays a group photo of women and a sign that says "Share your".

But when we first acknowledge the power in our unique journey as women and our sure purpose in positions of influence, we can with more ease settle into a confidence that we also will have as unique and fully capable a means to accomplish excellent outcomes successfully. So then, how can we blaze a trail at work, lead meaningful lives and avoid burnout in the process? In working with aspirational women leaders as an executive coach, certainly each woman has their own story and unique journey that gives foundation to what would be fresh and in alignment for a re-imagined and vibrant journey for them. But through this guide, I want to empower you with three strategies that can help any woman leader begin to make significant shifts in their successful and harmonious leadership journey.



1. GIVE YOURSELF GRACE

Women are strongly wired to nurture and therefore can often take on more responsibilities, problems, territory and commitments than they should purposefully own in roles. So there are two key mantras I want to encourage you to embrace as we give ourselves a bit more loving grace and shift from being as hard on ourselves as women leaders as might be the case. Those are:

1. Know thyself to “No” thyself
and
2. Delegate to Replicate

1. Know Thyself to "No" Thyself

One of the first things I consistently walk through with any executive coaching client is assessment of their personality and behavioral profiles as well as their spiritual gifts profiles as a start. When we gain a strong sense of self-awareness and affirmation of our beautifully and uniquely designed selves, we can then more confidently lead with more clarity of purpose and from a place of our strengths. When you know thyself, you can then more precisely know what projects, task and parts of the process could be better served by your "no". You will begin to make more strategic moves by making room to operate in your brilliance and shine in those ways for which you are purposefully designed. Simply put, your unique genius has the space to not be overwhelmed and diminished by misalignments the more committed you are to "know thyself so that you can 'no' thyself".

That brings us to mantra number two as you work to give yourself grace along the way and that is:



2. Delegate to replicate

Here, you get back so much more when you give. Delegation, as obvious or logical as it may sound can really be a challenging skillset for women leaders for wanting to maintain ownership, control, and responsibility of outcomes. But for the woman leader executive, delegation is a must and this does not just mean in the work place, but personally as well where it is possible and consistent with your values. What parts of the project are outside of your strengths or genius and could be delegated to a better fit? Even where budgets or systemic cultures limit the flexibility to delegate as you ideally would best see fit, what creative solutions can you brainstorm to maximize your time in operating from your places of strength such a electronic automations, app integrations, online resources, procedural restructures and streamlining budgets to shift resources.





2. SHARPENING THE SAW

In the book *The 7 Habits of Highly Effective People*, Stephen Covey names habit seven as sharpening the saw. This means preserving and enhancing your greatest asset-you. To be a more successful and effective leader, you have to develop a habit of self-renewal. This is a non-negotiable for a successful woman leader because you can not flow abundantly from an empty well my friend. In my book, *Life Re-Imagined: From Frustrated to Fulfilled*, I share on the importance of having 360-vision when operating in our most “fulfilled” spaces. This is about having “complete” vision that connects holistically with seven core areas of our lives. Taking the time to commit to uncover a picture of what is authentic for you in each of these areas is a powerful foundation to self-renewal and in inspiring an energy towards your personal vision that is refreshing and motivating. You are incapable of being the best leader you can be if your saw is blunt.

Sharpening the saw also fuels a top asset...your productivity. Your productivity is connected to your energy, health, sense of well-being, mental alertness, and sense of vitality. And ALL of these areas are directly affected by your commitment to self-care. As you ascend and take flight in your leadership journey, you have to take care to put on your oxygen mask first so that you can be in position to serve others and your mission well. In other words, when you take care of yourself, you are capable of taking care of the people and things around you as well.

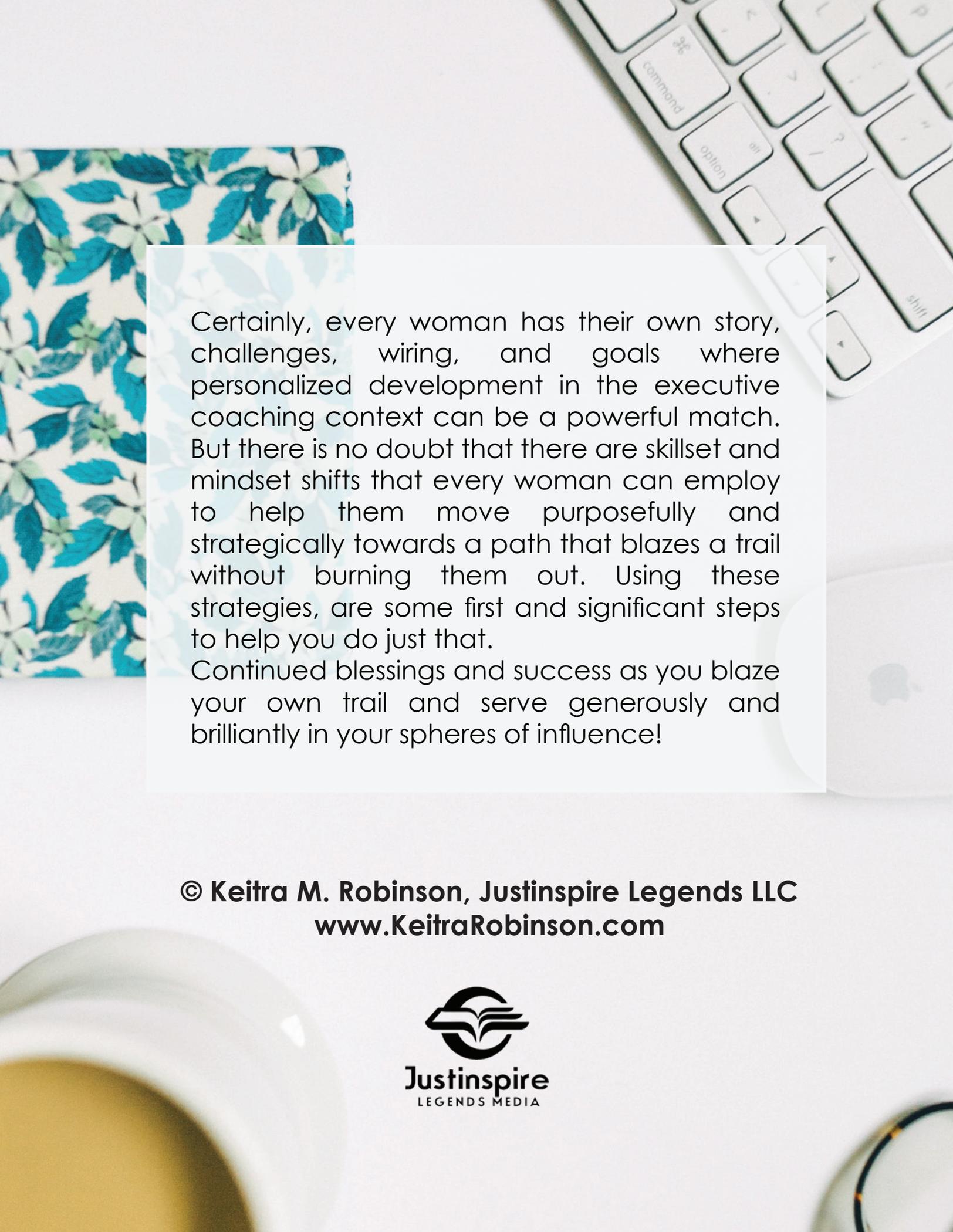




3. Bring others with you

“It is lonely at the top, take someone with you”- John Maxwell.

One useful strategy women leaders can use to succeed in leadership positions is to operate with intention towards empowering those around them. Investing in building those around you as “leaders” is strategic and wise. It helps build confidence in your team that they are capable independently while you also multiply the impact of that commitment by imparting your leadership signature to those who can help you carry the burden. You must lift up to lead. Think about those in your organization for whom your time in coaching, mentorship or simply through a more bolstered relationship could prove beneficial for both you and for them. Sure, time may not always appear to be on your side as an executive and leader, but you would be surprised with what a little done consistently will do in the way of mentorship to others. A monthly call or lunch, email support, a consistent schedule of connection, or even inviting involvement in meetings, appropriate calls, or professional development to which that they might not otherwise have access but for your intention. These all are simple ways, by way of example, that can go a long way in taking others with you and building supports.



Certainly, every woman has their own story, challenges, wiring, and goals where personalized development in the executive coaching context can be a powerful match. But there is no doubt that there are skillset and mindset shifts that every woman can employ to help them move purposefully and strategically towards a path that blazes a trail without burning them out. Using these strategies, are some first and significant steps to help you do just that.

Continued blessings and success as you blaze your own trail and serve generously and brilliantly in your spheres of influence!

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