

**THE
MOST
POWERFUL
YOU**

**63% SAY
“YES” OR
“MAYBE” TO
EXPERIENCING
THIS GAP**

POWER GAP



Not Recognizing Your Special Talents, Abilities, and Accomplishments

WHAT PEOPLE WITH THIS GAP OFTEN SAY:

“I have no idea how (or if) I’m special, unique, or talented.
I don’t think I have any special abilities.”

The eye sees only what the mind is prepared to comprehend.

—ROBERTSON DAVIES

I met Karen in late 2017 when she came to me for career coaching. Karen is an accomplished single Asian woman in her early fifties who has a role as an epidemiologist with a local governmental agency. Throughout her nearly twenty-year public health career, Karen’s work has had an extensive data-related focus—determining how much disease is present in given populations, who within those populations are most affected, geographical and other disease trends, and possible reasons for observed disease patterns. This critical information is used to target efforts toward prevention and control of identified public health problems in communities.

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Karen had been struggling with issues related to fulfillment, meaning, and purpose in her professional life. For her, it was missing a critical “human” element—a greater connection to those impacted by her work. Karen desired to leverage her analytical and problem-solving skills in a different capacity, one in which she could have authentic and direct engagement with people, while working toward tangible outcomes that she could see unfold. Ultimately, she felt blocked from experiencing herself as a person of positive impact in the world, which she so longed to be.

But as we dug deeper into Karen’s life and work, and into her thinking and emotions, another picture emerged that served as the foundation for what she had been experiencing personally and professionally. We both began to understand why she had been suppressing her own longings and dreams for many years, in part because of her cultural training as an Asian woman, and also because of experiences in young adulthood that taught her it wasn’t proper or right to put her needs and wants before others. Throughout Karen’s life, there had been a familial emphasis on stability, especially financial security. Karen had internalized these explicit and implicit expectations, which manifested in her fear of uncertainty and reluctance to initiate any significant life or career shifts.

Karen had grown up somewhat enmeshed with her family, meaning that the boundaries between her and other family members weren’t as defined as they needed to be in order for her to feel as if she were a separate, fully individuated, and “grown-up” person. As Karen progressed into midlife, she had begun to lose sight of who she was at her core, what she had to offer the world, and what she longed to experience both professionally and personally. Karen’s ultimate power gap was failing to recognize her immense knowledge, talents, and capabilities and how she could use those abilities for good in the world, in ways that were meaningful and joyful to her. At the time we first met, Karen lacked the understanding that

she was valuable and highly talented and indeed worthy of making the difference she dreamed of, to others, her community, and to the world as a whole. And she just couldn't see that she was a worthy person who deserved to be appreciated and respected in her work. And, as these two things often go hand in hand, Karen also didn't seem to recognize that she was worthy of being cherished and loved by a wonderful partner.

Karen Begins to Develop Brave Sight

We embarked on a coaching process of helping Karen develop what I call *brave sight*—seeing yourself in a brave new way, with greater love, self-respect, self-esteem, and appreciation for all you bring to the world.

In our coaching work, Karen was guided to take small but powerful microsteps (see page 7) that stretched her beyond her limited and incomplete view of herself. Development of that brave sight would require Karen to break out of the tight box that she had been trapped in. She needed to step into new experiences, with new people, that elevated her confidence and helped her make the difference she wanted to in her career. These microsteps, seemingly inconsequential at first, grew more and more powerful, allowing Karen to see much more clearly and start living a life that was thrilling and energizing. These phased planful steps helped her see herself very differently—as a woman who could wield the power and influence to make the impact she longed to but also could build new, supportive relationships with inspiring people who were also making a difference in ways that she admired.

I knew from years of therapy and coaching work with women that Karen could close this power gap of not recognizing her great talents and immense value. And that would lead her to stop putting herself

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last and devaluing her wishes and longings. I knew that if she could finally see the importance and value of her skills and talents, and start putting them forward in a bigger way, she would finally understand that she deserved—and could much more easily create—a fuller and richer life, with a career and loving relationships.

In our work together over a year, Karen found the strength to face and release some deep trauma. As a teenager, Karen witnessed the dramatic decline in her father's health. He passed away about one month after her sixteenth birthday. Karen was not able to process her father's death because there was no open discussion within her family about what they were experiencing emotionally. So, she shut down. This experience with her father's death silenced Karen's voice and had profound effects into adulthood.

As an adult, Karen avoided conflict and did not advocate for her needs, either in professional or personal situations. She became a “perfectionistic overfunctioner”—one who strives constantly to be perfect, accommodating, and pleasing to everyone around her, and who bends over backward doing more than is appropriate, healthy, and necessary and trying to get an A+ in all of it. Sadly, perfectionistic overfunctioning is an epidemic among women today, and 95 percent of the women who come to me for career and leadership growth support demonstrate this trait. I learned about this behavior in my training as a marriage and family therapist as it pertains to couples and their dynamics. I learned that in a couple, wherever there is an overfunctioning spouse, there is inevitably an underfunctioning partner who will not do his or her part.

This is a dynamic where the two are drawn to each other for a reason and their functioning levels complement each other (it's not random that you attract in a partner the level of functioning he or she has). Being locked into this dynamic keeps the couple in a homeostatic mode where nothing can change. That said, it's a dynamic that leads to many unsatisfying relationships and experiences.

NOT RECOGNIZING TALENTS, ABILITIES, ACCOMPLISHMENTS

Karen shared with me her belief that some of this mentality was the result of engrained cultural expectations. In Asian cultures, she explained, there is an overwhelming emphasis on excellence and responsibility.

For professional women, the upside of PO (perfectionistic overfunctioning) is that it pushes women to strive hard and achieve well. And that looks great *on the outside*. They perform at the highest levels and are often the top performers in their roles. Many times, they're the "go-to" person at the organization because they always get everything done at the highest level. The downside, however, is literally devastating. The overfunctioning flattens women, so that they chronically disregard their own feelings and refuse to see what they do as good enough or worthwhile. And PO behavior pushes women to keep raising the bar higher and higher in all that they do so that they can never feel satisfied with what they've created and achieved, or with who they are. They're simply never good enough. And that's a very depressing, exhausting, and hopeless way to live.

Developing brave sight for Karen meant peeling off the layers of this learned PO behavior and walking directly through her fears in order to come forward and put her life first, for once. Karen finally opened to recognizing that she possessed and had honed extensive talents, knowledge, and abilities. And Karen recognized that she was valuable, worthy, and lovable. She finally felt ready to start bravely honoring her longings to use her talents differently, in the ways she dreamed of.

Karen had the courage to explore—and eventually accept—an amazing three-week immersive volunteer project in the Republic of the Marshall Islands in the North Pacific. There, she served as an epidemiologist for an international public health project, which involved mass tuberculosis screening of an estimated 27,000 persons, and subsequent treatment of identified tuberculosis infection and disease.

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After she returned, Karen shared that this powerfully expansive experience pushed her way past her comfort zone, which in turn strengthened her confidence and self-esteem. Karen was able to “get out of her head” and really lean into the experience. She was able to truly immerse herself and focus on *experiencing* rather than thinking. Also, it helped Karen to see that it’s okay to be vulnerable, which made her more open to others. This experience led to many personal and professional breakthroughs, including helping her see how she could live more fully in the professional identity of an epidemiologist while having direct meaningful impact. And she saw firsthand how she actually had a great deal to offer the world in the way of helpful knowledge and skill.

Karen began to see that she could have a deeper impact, which in turn led her to see herself as a leader and a change agent, in ways that made her energized and wanting more. She engaged in a series of new and expansive actions that were confidence-building; each step led to another, more exciting step. For instance, she reached out to some amazing helpers and supporters in her network who began to open doors, and initiated a series of conversations with colleagues, to explore her visions for future work and professional options that might leverage her capabilities and leadership. These conversations helped Karen see possibilities for shifting her work—from feeling isolated in her existing role to being of greater impact.

Karen continued expanding her brave sight by addressing painful issues involving her mother and taking actions to separate a bit so that she could live a fuller, more independent life with greater freedom for traveling, building a richer social life, and contributing more fully in work that mattered to her.

These shifts also pushed open the door to a new awareness about what Karen longed for in her personal life—a loving and

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supportive partner with whom she could forge a meaningful life. Karen broadened her social experiences to engage in new and fun social activities that might open the door to meeting a life partner.

For Karen, these profound changes didn't happen all at once, or in one or two coaching conversations. They unfolded over a year's time, through Karen's brave commitments, decisions, and microsteps that allowed her, inch by inch, to experience life very differently. These microsteps allowed her to see through a new lens that focused on possibilities and illuminated a brilliant new path free from paralyzing fear and obstacles.

Here Is the Step-by-Step Path Karen Took, Which You Can Implement as Well

1. Seeing her true capabilities more clearly, by taking a deeper look at her trajectory to identify her special talents, skills, perspectives, and experiences
2. Honoring rather than disregarding her deep longings for a more whole, fulfilling, and purposeful career
3. Making herself "right" not wrong for wanting these new things, and unpacking her desires to understand what they meant for her specifically
4. Identifying and physically "trying on" new, thrilling directions, even without understanding fully where these directions would take her, with doable, practical microsteps
5. Reaching out to others, growing her support network, and building an empowering community that could support her visions
6. Identifying how her family circumstances, social and cultural conditioning, and past trauma were contributing

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- to living out of alignment with her true desires and visions, and doing something concrete about it
7. Getting professional help to begin the work of healing her past trauma and painful childhood programming
 8. Speaking up more authoritatively, to ask for and assert clearly what she needed and wanted, in the face of potential strong pushback from her “tribe,” her employer, and from her inner fears and self-talk

CREATING YOUR POWER SHIFT

Why do so many women today fail to recognize or honor who they really are—the talents and gifts they possess, the beautiful contribution they can make to the world? And why do they think that tremendous joy, impact, and fulfillment is reserved for someone else?

On my website, I post my Career Path Self-Assessment—a survey containing probing, thought-provoking questions I wished someone had asked me. (You can try it at <https://kathycaprino.com/free-assessment> if you like.) I have found that over 60 percent of women respondents can’t answer these three crucial questions:

- How are you special?
- How do you stand out in the world and in your work that makes you different from others?
- What do you hate being and doing, and what do you love?

These women don’t see themselves as their supporters see them: as extremely gifted, brilliant, talented, accomplished, valuable, and necessary in the world.

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If you don't see your amazing gifts, you can't act on them, and you will squander and waste them, perhaps even for your entire life.

When I was at Boston University, I studied journalism and English literature and loved books, ideas, and writing. I studied in London for a year, and I had big dreams about what I'd do in the world when I was older, imagining a career in publishing helping authors birth their big, important ideas.

When I graduated, I quickly bailed on all those dreams. I worried about money and thought I had to take the first job that was offered to me, an entry-level job as a marketing assistant at a scientific publishing company I wasn't interested in. I didn't like the work but ended up being good at it, and thought it would be a stepping-stone to something better. But ultimately, I built a career that wasn't a good fit with who I was and what I deeply cared about.

Interestingly, just two weeks after taking that job I didn't really want, I got the chance to interview for a dream job—an editorial assistant role at a renowned New York fiction publishing house that I would have killed to work for. But I said to myself, “How can I pursue this? I've just started this other job. I can't quit now—they'll think terribly of me.” That was a key mistake. The better move would have been to interview for the dream job, and if I loved it and received the offer, said “Yes!” to it.

Women often struggle in unhappy careers for years because:

1. They don't recognize the value they offer.
2. They weren't trained in how to engage in effective career planning.
3. They didn't seek guidance early enough to make better choices on how to create a fulfilling, long-term career.

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4. They had some incorrect ideas (or bought into common myths) about what brings success and happiness in working life. (Turns out happiness doesn't necessarily follow success—it's the other way around. The happier we are, the more success we'll create in our lives.)
5. They don't recognize that the talents they have are useful in the world and these can be leveraged in a more powerful way to earn money.
6. They've bought into the myth that doing what you love will make you go broke.

Look Inside

If this resonates with you, I encourage you to take this week to think deeply about your own career. Are you doing work that you dreamed about when you were in high school and beyond? Are you making a difference in the world in the way you hoped? Are you using all those natural passions, talents, and abilities that you displayed as a young adult? Do you feel valuable and respected in the working world? Are you *shining*?

I've learned that, as adults, we are often happiest when we are drawing on those key talents, passions, and abilities that came naturally and joyfully to us when we were young. But instead we often focus on skills that we're good at, but hate to engage in. We're also happiest and most fulfilled when we are using our talents in service of something bigger than ourselves.

As Maria Nemeth shares in her wonderful book *The Energy of Money*,
“We are all happiest when we're demonstrating in physical reality what we know to be true about ourselves, when we're giving form to our Life Intentions in a way that contributes to others.”¹

NOT RECOGNIZING TALENTS, ABILITIES, ACCOMPLISHMENTS

To me, no truer words have ever been uttered.

You don't have to dislike intensely what you do for a living and feel thwarted, like an impostor every day, in order to make a good living. As long as you think you do, you'll be miserable in your work.

Drawing on your natural talents, passions, and gifts makes you feel alive and of value in the world. But a majority of working women I've met believe that, in order to make a sufficient living, they have to focus solely on what earns money and not what they'd feel joyful and passion-filled doing. They sacrifice work fulfillment and joy in order to pursue a good salary or stability, not understanding that the two are not mutually exclusive and never have been.

If you feel off-course and know you're in the wrong job or career, I'd recommend taking these three steps to move away from thinking and actions that are keeping you from reaching your highest potential and being of service in the way you dream of.

Move away from:

1. **Feeling victimized and stuck.** You're only stuck if you let yourself be stuck. Many of my clients and course members have shared that they understand what they should do to build more satisfaction and reward in their professional life, but struggle to physically *do it*. There are both conscious and subconscious mindsets that hold us hostage.

The first step is to identify as best you can what you're most afraid of in taking action that will stop your victimization. What keeps you from doing the thing you need to do? Get some help to figure out the root of what holds you back from taking the action you know you need to take. If you keep doing the same thing over and over, you'll struggle to bring about positive change.

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2. **Thinking you don't have what it takes.** We often hold ourselves back from a happier life and career because we believe we're faulty, lacking, or incomplete somehow—that we don't have what others possess to be happy and successful. This type of thinking is a guarantee that you'll stop yourself from going out and getting what you want. No one “has what it takes” in the beginning of an important journey. We acquire what's needed by taking brave, empowered action throughout that journey.

3. **Blaming the outside world for what you aren't doing.** Clients have shared all sorts of reasons why they haven't moved forward, but these reasons are, for the most part, excuses we make. I believe this because I made so many excuses in my career that kept me from making changes. From “I can't leave or shift this unhappy career now because I'm the primary breadwinner,” to “I'm afraid if I ask for what I want they'll fire me,” and, ultimately, “I can't change careers this late in the game.” Yes, there are challenges in improving our careers, but all of these situations can be navigated successfully, with a concrete, well-built transition plan that addresses the challenges wisely and effectively.

For thousands of women, it's not just the outside world that is keeping you where you are. There are many avenues through which positive growth and change are possible. We have to begin to understand how we may be co-creating or contributing to the situations that we're most unhappy with.

The Four Core Reasons We Don't See How Amazing We Are

My research has shown that there are *four core reasons* why women often struggle to grasp or recognize how amazing, powerful, and special they are; why it's hard for them to see their natural talents and gifts; how they stand out from others; and how they can use these talents to make the impact they dream to.

These four core reasons are:

1. What comes easily to them seems unremarkable and unimpressive.
2. The jobs that have gone badly have tainted their perspective.
3. They've failed to find a job they liked and think the problem is them.
4. They were encouraged to believe they aren't special or worthy of great happiness and success, and it's scary for them to think otherwise.

Here's how to address those reasons:

#1: Realize That What Comes Easily to You *Is* Special, Essential, and Remarkable.

Each of us has our own exceptional set of skills, talents, and abilities. Some of these have been forged through education, hard work, and effort, but others have come easily to us, from early childhood onward.

In my own life, I was a singer and performer from an early age, and I loved the stage. I was a competitive tennis player and enjoyed

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competing, and I loved writing, thinking about new ideas, literature, psychology, and helping my friends sort out their challenges. These things came easily to me and that's one reason why the work I do now is joyful—because it taps into what I naturally love to do and have an aptitude for.

Great talents that have been with us since the beginning often don't seem remarkable or valuable, but they are. And these are the same talents we can leverage for a happier, more financially and emotionally rewarding career.

Take Action

Tease out the great skills you have that reflect you at your happiest and best. Take some time this week (at least an hour or two) and do a full inventory of your career trajectory. Make a list of every job you've ever had, and write down what you loved about it, what was challenging, what you never want to do again, and what you would like to bring forward in the next chapter. Then dimensionalize the actual skills, talents, and capabilities you utilized to get this job done well. Wherever you are in your career today or what field or role, write down every skill or talent used, then the important outcomes this talent or ability helped you achieve.

As an example, one woman I worked with who served as a marketing manager continually struggled to recognize her “wins” for the company and understand how she'd been instrumental there. After receiving some great recommendations and endorsements from colleagues and digging deeper, she was able to powerfully articulate the key business outcomes she delivered while utilizing skills she enjoyed.

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Here was her new list:

- Built important client relationships that led to substantially increased revenue and new business development (skills: listening, relationship building, client development).
- Mediated key differences between the firm's clients and the internal marketing team to create more effective and successful promotions (skills: mediation, marketing, promotion, client relationship management).
- Devised and delivered successful new products based on market research to help the company diversify its offerings (skills: innovation, product development, planning, product management, marketing).
- Conducted market and other research on potential acquisitions to ensure these new investments were sound (skills: research, analysis, acquisition).
- Presented proprietary research data and findings in a compelling way to the leadership team, to help identify and validate new marketing, business development, product development, and member acquisition strategies to move the company forward (skills: communications, analysis, research, public speaking, presentation skills, and follow-up).
- Oversaw large-scale change initiatives that involved hundreds of employees across every department to successfully integrate two separate businesses into one (skills: project management, coordination, organization, assessment, analysis, marketing, project management, and collaboration).
- Worked with their outside PR firm, to help land PR opportunities to highlight the work of the firm's leaders and position them as thought leaders in their industry

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(skills: public relations, writing, research, thought leadership training, media relations).

What Great Skills Are You Using Today in the Work You Do?

Once you've done this exercise, you'll see more clearly the talents and abilities you have and the measurable positive impact you've made in the jobs you've loved most.

#2: Don't Allow Failure in the Workplace to Traumatize You: Outcomes That Seem Negative Don't Mean You Are a Failure.

The second reason women often fail to identify and leverage their most joyful and valuable talents and abilities is that their confidence has been crushed by jobs that went poorly.

Most everyone has had some role or other go sour in their career. Either the boss was toxic, or they failed at a key aspect of the job, or it was a poor fit from the beginning and they stayed too long and got hurt.

Sadly, I've seen over and over that toxic jobs, bosses, and colleagues can leave professionals, particularly women, like "bloodied, wounded soldiers on the battlefield" in corporate life, not knowing what hit them. Traumatizing work experiences leave them shattered, insecure, and lacking in the ability to see themselves clearly, or to recognize their valuable skills and talents. They allow this one experience to wash away all their confidence and clear thinking about who they really are and what they're capable of.

What to Do About It

If you've experienced pain and trauma in a job, even if it was many years ago, don't let yourself tell only a crushingly negative story about it. (See Gap #7 for more about how not to let past trauma defeat you.)

Go back in time and identify all the good that happened to you in this job and what you learned from it that's helpful. Think about what you *did* accomplish that was positive—the great relationships you built, the positive innovations or outcomes you created and participated in, the difference you made as a leader and manager, even though the end result was not what you hoped. If you could see the long arc of your life and career, you'll see that often losing a job or being fired was the *best* thing that could have ever happened to you. Although of course, at the time, it sure doesn't feel that way.

#3: Your Numerous Unhappy Jobs Are Not Because You're a Loser.

This is much more common than you'd imagine. Thousands of professional women have actually never held a job or role that they've enjoyed and thrived at. This leads them to question everything about themselves and doubt that they have any talent or skill at all.

Why does this happen? Usually it's because they've pursued the wrong career right from the starting gate. In some cases, they were pushed into studying a field that they didn't enjoy in school and university because they felt they had to (often because of cultural pressure, financial concerns, or living up to others' expectations). Another reason for people never liking the work they do is that they're actually meant to be entrepreneurs, innovators, or business founders but have attempted to fit themselves into a corporate box that ends up feeling wrong.

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What to Do About It

If you've intensively disliked every job you've ever had, that's a pattern (not a random occurrence). It's critical to understand why this pattern is repeating. A repeating pattern means there's something we are doing in these situations that is either attracting, co-creating, or sustaining the problem. It's time to take a different course of action now so you don't repeat the unhappiness and waste your precious time.

Answer These Questions

1. What exactly have I disliked about my jobs?
2. Was my unhappiness in these jobs related to the culture, leadership, or management—or was it about the fit of the role to my skills and interests?
3. Why did I take and stay in a job I hated?
4. Looking back before I had these negative job experiences, what is clear about the skills and talents I *do* have? What did it feel like when I used talents that I enjoy?
5. Where might I be able to apply these skills in a more rewarding experience?
6. What types of organizations, fields, and areas truly interest me? Where do I want to make a difference?
7. What's the legacy I want to leave behind when I die? What do I want to have said, done, and contributed to leave my mark?
8. How can I get on the path (and what different actions can I take) to building that legacy now?
9. What are the three biggest things that hold me back from committing to improve my career and do work I truly love?

#4: You Are Worthy of Great Success and Reward (Even if You're Scared to Believe That).

I've written a great deal about narcissism and emotional manipulation, and I'm always floored at the response. At least 60 percent of women who come to my programs for career help have grown up with some degree of emotional manipulation from their parents, which has created damaging wounds.

According to the research, it's clear that there are hundreds of thousands of people around the world who were raised by at least one narcissist, and it wreaked havoc on their self-esteem, their feelings of well-being and safety, and their confidence and courage.² Being raised by a narcissist or an otherwise emotional manipulator gives rise to a belief throughout our lives that we are just not good enough despite everything we try and bending over backward to please others.

And it damages your boundaries, which are the invisible barriers between you and your outside systems that regulate the flow of information and input between you and these systems. Healthy boundaries are an essential ingredient to a happy, well-lived life and rewarding career. Ineffective boundaries can thwart your ability to communicate authentically and powerfully. Unhealthy boundaries can taint your own self-concept, which in turn negatively affects your relationships and your ability to thrive personally and professionally in the world. Most adult children of narcissists, for instance, don't recognize how their boundaries were impacted and so don't get the help they need to recover and heal because they have no idea that what they've experienced as children was unhealthy and destructive for them.

Often, people who experienced emotional manipulation in childhood can be overly sensitive, insecure, unable to see themselves as good, worthy, and lovable in their adult lives. Sadly, they have

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become so familiar with this type of manipulation that they unconsciously attract it over and over through their adult relationships, and in their work cultures and careers.³

Whatever programming you received in your childhood about your worthiness and value, I can tell you with 100 percent confidence that you were on the receiving end of faulty, damaging messages if you were led to believe that you are not special, lovable, worthwhile, valuable, and very important just as you are.

How can you figure out just how you're special and talented, and recognize more clearly what your natural gifts and abilities are that you'll want to bring forward in the next chapter of life and work?

INTERNAL EXPLORATION

Answer these ten questions as a start:

1. What have been the **ten** greatest accomplishments and achievements you've made in a) school, b) each job you've held, and c) your personal life?
2. What about your personal history, upbringing, family life, culture, etc., has given you a unique perspective on life that others don't have?
3. Think about the *early* you: What did you absolutely love to do (natural talents, hobbies, activities, passions, interests, etc.) that made time fly and made you happy to be alive?
4. What comes easily and naturally to you that others struggle with?
5. What has made teachers, parents, friends, and colleagues remember and praise you?
6. Has there been one defining moment or period in your life (positive or negative) that significantly shaped your future?

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7. What values do you hold dear? (See <https://kathycaprino.com/wp-content/uploads/2014/04/WBDC-Values-Exercise.pdf> for a great Values Assessment from the Connecticut Women's Business Development Council.)
8. What are the areas in which you've received special training or experience?
9. What do you love doing and being?
10. Where have you made the biggest difference in someone's life?

EXTERNAL ACTION

For people who struggle with seeing themselves as talented and accomplished, these exercises are powerful:

1. **Find out.** Ask ten people in your life whom you respect and admire what they see in you that is special and different. Ask your friends, "Why are you drawn to a friendship with me? What do you see in me that makes you want to continue to have me in your life?"

Ask your family, "You've known me all my life. What do you think makes me stand out as an individual? What special talents and abilities do you think I have?"

2. **Work it.** I've found that how you "do" LinkedIn is exactly how you're doing your career. I can see a great deal in a person's LinkedIn profile in five minutes that they often don't know they're communicating. It's clear when folks are hiding, or not passionate about what they do for their career, or are confused about their strengths. And it's clear when you are challenged with sharing what

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you're great at and why people should want to connect with you.

Work on your LinkedIn profile this week and month to build your profile to the highest level that reflects who you really are. (See <https://kathycaprino.com/coaching-services/linkedin-support/> for a link to a helpful webinar that teaches you how to Power Up Your LinkedIn Profile for Success.)

3. **Connect with it.** After you've tweaked your profile to show off the outstanding achievements and outcomes you've achieved and why those matter to you, and after you've created your list of thirty skills that you possess and select those on LinkedIn for others to endorse, then connect with thirty people you've loved working and collaborating with, and ask them if they'd give you a recommendation, and share what they think is special about you and how working together was beneficial for them. I promise you, you'll be blown away by the glowing words they share about you. Just that act alone will boost your self-confidence.

A Powerful Reframe

Here's how to shift the way in which you're seeing and thinking about your current situation:

There have been experiences and learnings in your life that have taught you not to see clearly enough how amazing and talented you are, and how important the outcomes are that you've achieved. But you can unlearn that negative teaching starting today.

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Know that you *are* amazing (every individual on the planet is), and the world needs your talents desperately. Can you trust and accept the fact that you are special and unique, and that it's time to recognize more clearly just what you have to offer others and the world?

It's not arrogant or selfish to recognize and appreciate that you have greatness inside of you. Just the opposite. When you leverage your wonderful talents and abilities in service of others, you're finally making the difference you're meant to and you're helping others in the process. You've stopped wasting time and are now standing firmly in the truth of why you came here to this planet at this time—to make a positive difference and make your mark and leave the world a better place. And you will also be more able to help future generations and other women in the world rise and grow as you rise. And that is a life-changing experience in and of itself.

The success and fulfillment you long for will come to you only when you can recognize greatness in yourself and begin to share it more powerfully.

Remember, in the end, it's up to each of us to identify clearly and powerfully what we have to offer in the world, and make use of it, in service of others. No one is going to do that for you. But when you finally decide and commit to honoring and leveraging your talents, and when you believe that it's possible for you to create a professional life you'll love and be proud of, and take brave actions (different from anything you've done in the past) to move closer to that vision, then your future will inevitably improve, and you will finally see new ways and opportunities that will allow your talents and gifts to burst forth.

Make this the month you start becoming the person your young self knew you could be, and use your amazing gifts to illuminate the world.