



# KEY TO SUCCESS

*Envision your future and create the  
career of your dreams!*

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NICOLE'S SAVINGS  
ADVANTAGE

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# *Key to Success*

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If you're anything like me, you learn so much more by doing rather than listening or reading. Some of my greatest career accomplishments have come through the process of not only thinking about my goals, but actually writing them down. And that's why I've created the *Key to Success*. This workbook is a compilation of material from the books I've written and the seminars I've led wrapped up in one easy-to-use workbook.

This is your tool to envision your future, work through your challenges and create the career of your dreams.

...and that's what WORKS!

*The price of self destiny is never cheap and in some situations it's unthinkable, but to achieve the marvelous it's precisely the unthinkable that must be thought.*

Tom Robbins, *The Jitterbug Perfume*

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*Are You Ready To Live Your  
Unthinkable?*



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 ACTIVITY   
*Are you a WORKSgirl?*

01. What does being a WORKSgirl mean to you? Write about a situation in which you yourself acted as a WORKSgirl.

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02. Identify a person you find to be a WORKSgirl. Use at least three adjectives to describe her.

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*Start Personal to be Professional*



*Sometimes you have to be a bitch to get things done.*

Madonna

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# *Start Personal to be Professional*

Career success starts and ends with you. As a WORKSgirl you are committed to bringing the best of yourself to your work. You are continually striving to understand yourself better – your strengths, weaknesses, goals, fears (yes, WORKSgirls have fears too) – and you apply this knowledge to enhance your professional performance. You use your career to both explore and express yourself.

You have a solid understanding that you are never going to create more professionally than you believe you are worth personally.

 ACTIVITY 

*Get Honest With Yourself*

01. Write your own Career Confession.

- Why are you here?

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- Where are you at?

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- What are you afraid of?

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- What is holding you back?

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- Do you have a secret concern, hope or fear that needs to be acknowledged in order to 'get it out'?

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 ACTIVITY   
*The Rearview Mirror*

01. Look back on your career. Starting with where you are today, moving backward, trace the major milestones in your personal and professional life that have brought you here.

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02. What trends/themes do you see?

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03. What keeps coming up for you?

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04. Are there any ways in which your life might be preparing you for something?

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## *Your Tangibles*

Your education, unique experiences, talents, skills, relationships and health all make up your tangible assets. These are the things that an employer, banker, mentor or investor can see and feel. They differ from the intangible assets we'll assess in exploring the WORKS concept of excellence, in that they are the more "objective" elements of your worth – there is a standard assessment around their value. For example, an MBA has a common value in the marketplace.



# ACTIVITY

## Education

Make a list of all your educational experiences and achievements – degrees, courses, lectures you’ve attended and write down at least five key pieces of learning you took away from these experiences. Forget writing, “I can list each level from Maslow’s Pyramid of Needs” unless you really feel this knowledge impacts your worth in the marketplace.

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01. How has your education (or lack of) affected your career success?

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02. Are there courses, diplomas or degrees you need to accomplish your next series of goals, or does your learning need to take place in the marketplace?

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 ACTIVITY   
*Unique Experiences*

“My travel experience has given me a perspective that is valuable to globally minded companies (which is just about every company) and it helped me hone skills such as my “ability to deal with stress” and “ability to deal with ambiguity” – qualifications you often see listed on a job description these days. The experience was wonderful. It built my confidence in my ability to tackle any challenge and I would do it again in a second.”

*Lisa Butler*

01. What are the most unique experiences you’ve had? Write down the obvious, “likely to tell anyone who will listen to it” experiences, but also those heartfelt experiences that have shaped the way you relate to others and yourself.

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02. What are five things you need to experience before the end of your life? How can you create the time and space to live them?

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# ACTIVITY

## Talents

“No one can arrive from being talented alone. Work transforms talent into genius.”

*Anna Paulova*

01. Make a list of your talents. Photography, signing, dancing – break free from the traditional list. Are you naturally funny? Are you comfortable in front of a crowd? Are you a visionary? Do your plants thrive and bloom while others struggle to keep a cactus alive? This is not the time to be modest. Don't think you have any talents? You do and you're just scared. And you should be – looking at your talents is scary. Once you actually identify your talents there is a very innate sense of responsibility and it hangs on until you do something about it. I guess you have to ask yourself what's worse? The fear of revealing your talent or the fear of keeping it locked up inside you?

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02. Think about how you can take your talents to the next level. How can you enhance your natural gifts? Cooking lessons? A wine course? Showing your sketches to a trusted friend? Keep thinking.

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ACTIVITY



*Skills*

“Everyone has talent. What is rare is the courage to follow that talent to the dark place where it leads”

*Erica Jong*

01. What skills are you lacking to take your talent to the next level?

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02. Who are the leaders in your field and what do they know how to do that you don't? Ask for an opportunity to speak to your boss, another business owner or a “star” in your field. Ask how they developed their skill base and how they ensure they're always up to par.

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# ACTIVITY

## Relationships

"I'm really lucky to be able to include the people I love on this crazy roller-coaster ride"

*Mandy Moore*

01. Make a list of your primary relationships. Think beyond your boss and the woman sitting in the office next to you. How about your cheerleaders – those people in your life that believe in and support you? Do you have any corporate relationships you can leverage? For example, maybe you work for Citibank in New York and you want to transfer to the San Francisco office. Your "relationship" to the company will help you get the introductions you need.

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02. Your relationships should always be expanding. Who do you need to know?

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ACTIVITY

Health

01. How physically healthy are you?

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02. When was the last time you saw a doctor? When was the last time you had a physical?

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03. List all of your physical accomplishments – you ran a 5k, you put the brakes on a growing Starbucks addiction, you quit smoking.

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04. If you're still at a loss on this one, write down every single thing that you are thankful for as it relates to your health. You have legs to walk on, eyes to see with. You can take big breaths of air without pain. You have long, beautiful fingers that allow you to play the piano.

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🔑 ACTIVITY 🔑  
*Who Do You Admire?*

Sometimes, when beginning the process of exploring this inherently personal question, it is easier to reflect on others than it is to reflect on yourselves. In this strategy you will examine what you admire in others and will find out a little something about yourself along the way.

01. Make a list of five people you admire.

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02. Reflect on each of these people and describe the characteristics, attributes and abilities you most admire about them.

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03. Examine the essence of the words you have chosen to describe each of these individuals.

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 ACTIVITY   
*Crisis Learning*

The best opportunity to learn about Who We Think We Are is in times of hardship or crisis.

01. Make a list of all of the hardships or challenges you have experienced in both your personal and professional life.

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02. In each of these instances what did you learn about who you think you are?

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# Be Excellent



*I am careful not to confuse excellence with perfection.  
Excellence, I can reach for, perfection is God's business.*

Michael J. Fox

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## *Be Excellent*

The WORKSgirl understands the difference between excellence and perfection. What is excellence? It's trying your hardest – in every single situation. It's embracing competition as a means to discover your best self and test your limits. Excellence is not about conforming – it's about putting forward the best of what and who you are. Understanding and being able to express the essence of your tangible assets is at the heart of being a true WORKSgirl.

The WORKSgirl, put simply, is excellent.

 ACTIVITY   
*Living the Dream*

01. If others were to look at your life from the outside, what would others say are your most significant accomplishments? Would they describe you as successful?

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02. How did your parents define success? What did they want for you?

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03. How do you define success?

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04. What specific accomplishments make you feel successful?

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05. Has your definition of success ever changed? Why and how?

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06. Are you "living the dream?"

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# *Intangibles*

The evaluation of your intangibles is a lot different than your tangibles. Your Rolodex, the degree hanging on your wall, and the photo album from your trip through Europe are all things you can touch and feel. Your intangibles are more difficult to assess. They require that you explore your behavior, your emotions and your mannerisms with an open mind. The most important thing you need to be aware of in reading through the following section is that in 99.9 percent of cases, we underestimate ourselves. Your task here is to look at your self more than objectively; you need to look at yourself abundantly.

 ACTIVITY   
*Hope*

“Leaders are dealers in hope”

*Napoleon Bonaparte*

01. Do you consider yourself hopeful?

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02. Have you ever used hope as a strategy? How did it make a difference?

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03. Have you ever lost your sense of hope? How did it feel?

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04. Think of ten other people you know, how would you guess you rate in the hope department?

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 ACTIVITY   
*Listening*

01. How well do you listen? This is a question that may be difficult for you to answer objectively. Ask a close friend or colleague for her honest thoughts. Be willing to listen and really hear her response.

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02. Do you find that you generally ask questions that elicit the information you need?

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03. Have you ever left a conversation that left you feeling understood? What kind of questions did the person ask? How did they probe you in a way that allowed you to reveal yourself? Is there a technique they used that you could incorporate into your repertoire?

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04. Do you listen to yourself? Do you trust your instincts?

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05. Have you ever heard a whispering you didn't respond to? How did you feel? What were you afraid of hearing?

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 ACTIVITY   
*Dignity*

01. What does dignity mean to you?

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02. When have you acted with dignity?

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03. Have you ever acted in an undignified manner? How did it make you feel?

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ACTIVITY

*Compassion*

“You have not lived a perfect day, even though you have earned your money, unless you have done something for someone who will never be able to repay you.”

*Ruth Smeltzer*

01. Do you believe in what you do? How does it make a difference to the lives of others?

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02. Do you have compassion for your “customer/client”?

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03. What stirs your heart? An elderly woman struggling to cross the street? A lost dog? A woman packing up her kids to leave an abusive relationship? We all have our own causes or issues we feel passionate about, and they often come from our personal experiences.

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04. Are you harder on yourself or others?

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 ACTIVITY   
*Compassion*

05. When was the last time you were compassionate towards yourself?  
What did you do for yourself?

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06. When was the last time you helped someone else when it was  
absolutely inconvenient for you to do so?

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 ACTIVITY   
*Charisma*

“What probably confuses people is that they know a lot about me, but it quite pleases me that there’s more they don’t know.”

*Bjork*

01. Do you consider yourself to be charismatic?

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02. When have you used charisma to your advantage?

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03. How is flirting different than charisma? Is it easier for you to have charisma in your personal life or in your professional life? How is it different?

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04. What parts of your personality, your life, and your spirit could you share more openly with other people?

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ACTIVITY  
*Integrity*

"It's my experience that you really can't lose when you try the truth."

*Sharon Stone*

The core of integrity is truth. Your ability to express truth and integrity in all aspects of your life is the surest indicator of how intrinsically worthy you feel. You need truth to act on your intuition (to be able to hear your truth), to build intimate relationships (to be able to reveal your truth), and to express your passions (to be able to live your truth).

01. What does integrity mean to you? Would you put yourself in that category?

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02. Have you ever worked in a situation that just felt wrong? Or one that you knew was wrong? How did it affect your sense of worth?

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03. Do you always tell the truth? Is lying ever acceptable? In what circumstances have you lied?

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ACTIVITY

*Graciousness*

01. Would you describe yourself as gracious?

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02. Do you know someone who you'd describe as being gracious? What inspires you to define her as gracious?

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03. Are you authentically interested in the lives of those you work with?

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ACTIVITY

*Patience*

01. Are you more naturally patient or impatient?

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02. When have you had to be most patient?

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03. What is the hardest part of being patient for you?

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04. When you've been patient, where did you find the faith to sit still?

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05. When has your patience been most tested?

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ACTIVITY

*Courage*

“The moment somebody says ‘This is risky’ is the moment it becomes attractive to me.”

*Kate Capshaw*

01. Would you define yourself as courageous?

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02. What is the most memorable thing you’ve done that required courage?

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03. Have you ever been too courageous and scared yourself?

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# Nothing Comes From Nothing



*Sometimes you just have to take the leap, and build your wings on the way down.*

Kobi Yamada

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# *Nothing Comes From Nothing*

If you don't like your current job, change it. If you know you are destined for more, go after it. WORKSgirls don't wait for opportunities to come to them. They take initiative and create opportunity. The WORKSgirl knows that to obtain career success, she is ultimately responsible for going out and getting it. Courage and confidence are the hallmarks of the WORKSgirl. She understands that action builds confidence, that confidence builds momentum and that momentum builds success.



# *What Are You Waiting For?*

01. List out all of the leaps, challenges, and risks you're facing.

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ACTIVITY

Timing

“Sometimes if you wait too long, the chances just go away.”

*Sarah Michelle Gellar*

01. List all of the reasons why it's good to take a risk at this time in your life.

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02. List all of the reasons why it's a bad time to take a risk at this time in your life.

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 ACTIVITY   
*Intuition*

“Intuition is knowing without knowing why.”

*Gavin De Becker, The Gift of Fear*

01. Take some time to not think, but sit quietly with each of the risks you are facing. What is your gut telling you?

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ACTIVITY

*Courage*

“One isn’t necessarily born with courage, but one is born with potential. Without courage, we cannot practice any other virtue with consistency. We can’t be kind, true, merciful, generous or honest.”

*Maya Angelou*

- **Brainstorm a list of all the risks you have taken in your life.**  
Take the time to write down each and every experience you’ve had that has pushed your limits and required courage.

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- **Remember in detail the actual risk.**  
Think about the exact point where you left what you knew with a sense of trust and faith to experience something more or different. Leaping is the space between what you’ve known and what you are about to know. What did the leap feel like? Describe it in as much detail as possible.

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ACTIVITY  
*Confidence*

01. What experiences have you already faced that give you the sense that no matter what, you're going to be OK?

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ACTIVITY

*Fear of Discomfort*

“What will determine the course of your life more than any other one thing is whether or not you are willing to tolerate necessary discomfort.”

*Barbara Sher*

01. How comfortable are you with the concept of discomfort?

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02. What makes you uncomfortable?

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 ACTIVITY   
*Get Honest With Yourself*

Close your eyes and imagine your ultimate vision of success. Ask yourself:

- What, if anything, will change if you reach your goals?

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- Who is with you at “the top?”

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- Who, if anyone, is threatened by your success?

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- Do you fear the amount of work or the commitment it will take to arrive at this point?

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- Is your life more complicated? Is it simpler?

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- Do you now face pressure to “outperform” yourself and take your success to an even higher level?

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- Does your success require greater accountability? Are “all eyes on you?”

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- Do you fear an inevitable decline? Do you still fear failure?

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ACTIVITY

*Fear of Failure*

“You may be disappointed if you fail, but you are doomed if you don't try”

*Beverly Sills*

When you think about it, in the face of failure we most often have two fears:

What is your dominant fear?

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Are you more afraid of disappointing others or yourself?

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01. Close your eyes and imagine the risk you want to take. Without getting anxious or upset, think about what it would mean to “fail.” Be gentle with yourself, but be honest.

- If you did, indeed, fail, what would you do next?

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- What other options would emerge?

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- How would you handle the failure?

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 ACTIVITY   
*Fear of Failure*

02. Think about a time when you have failed.

- Why did you fail?

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- How did you handle the experience?

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- What did you learn?

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- How did the failure affect where you are now?

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ACTIVITY

# *Fear of the Spotlight*

Sometimes our greatest fears go past sheer success or failure. When we put ourselves “out there” and accept a challenge, we become vulnerable. Suddenly, all eyes will be focused directly on us, and we will have to answer to a firing squad of critics and casual observers. Leading the way, standing out from the crowd, positioning yourself at the top - whatever you want to call it, breaking out from the pack requires a special kind of risk.

01. In the face of “exposure” what are you most afraid of?

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*Expect Nothing But the  
Very Best*



*You won't grow in an easy crowd; go where the  
expectations and the demands to perform are high.*

Jim Rohn

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# *Expect Nothing but the Very Best*

WORKSgirls have standards. If you are WORKSgirl you know that wanting and expecting the very best is directly tied to what you actually receive. This is not about quitting after a rough day. Setting high standards means having the confidence to walk away from inappropriate co-workers and abusive working environments. You know what you want and you're not afraid to demand what you deserve.

As a WORKSgirl you come from an abundant perspective and your expectations for yourself and others serve to inspire.



# ACTIVITY

## *What Do You Want?*

Killer abs, a Louis Vuitton purse, a vacation in the tropics, world peace – don't we all? This section looks at what you want to get out of your *career*.

There are six primary "rewards" that the majority of us want to take from our work: Time, challenge, relationships, status, passion, and money – everyone is working for one or some combination of these values.



# ACTIVITY *Time*

Time is one of the most important values you need to assess in your career.

- How many hours are you willing to work a day, a week?

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- How much flexibility do you require?

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- Is it important to know your schedule in advance?

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- Do you need your weekends off?

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- How many weeks of holiday do you require each year?

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- At what point in the day or week are you most productive?

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- Where do you spend your time? Are you satisfied?

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ACTIVITY

*Challenge & Learning*

01. How important is learning to you?

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02. How important is it to feel challenged?

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03. Do you want a job where you're comfortable that you "know the ropes," or one where everyday you're faced with a new situation (and new problems!).

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# ACTIVITY

## *The No-Brainer*

- **Not only do you not enjoy the no-brainer, you actually despise it.** “Hate” energy is just that – energy, and the more you waste on hating your job the less energy you have to direct towards your dream.
- **Your no-brainer job eats your sense of confidence and belief in yourself.** This often happens when you’ve been at it for too long. You started to believe that you can’t do anything more than this – that no one would hire you for anything else. When your no-brainer starts to define who and what you are – instead of freeing you to live that definition on your own terms – run for the door.
- **Your body is sending you signals.** When asked my actor friend this question she said, constant diarrhea is always a key indicator. While we can convince our minds that this is the right choice, our bodies are less willing to believe the lie. If you are suffering with chronic headaches or stomach upset, re-think your no-brainer.
- **Your no-brainer job saps all your energy.** This is the biggie that I’ve found many people overlook. If you’re an artist and work a “nine to five” to support your talent, but come home exhausted and unable to lift a brush, this is a big sign. When you actually stop doing the dream work you’ve taken this job to support – get out.

Are you distracting yourself in a no-brainer?

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# ACTIVITY

## Relationships

“The problem is not that you attract unavailable people – the problem is that you give them your number.”

*Marianne Williamson*

The line is crossed.

“I didn’t mean to make out with my boss at the office party.”

You can think about your boundaries, until your head throbs, but it’s pointless to live in fear of stepping over the line. Why? You’ll truly understand your limits when you cross them. Your body will send immediate signals.

Even if you do step over your boundaries, you’re free to come back. The experience will actually help you draw better limits next time. So you made out with your boss. You’re not going to do it again, and you’re definitely not doomed to a life of professional prostitution, nor has this event defined you.

01. Consider an instance where you crossed your own line.

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02. What did you learn from it?

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ACTIVITY

*Relationships*

Work is not a popularity contest.

“I’m not going to tell him to back off; I want him to like me.”

The “him” in this scenario is a young woman’s boss and in one form or another, I hear this sentiment way too often. Please repeat after me: Work is not a popularity contest and there is an immense difference between being liked and being respected. People respect others who respect themselves enough to establish personal and professional boundaries - people who have opinions, people who demand what they’re worth, people who say no.

01. Consider an instance where you were unable to say “no” to a boss.

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02. How would you react differently now? How could you have said “no” effectively, and professionally?

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# ACTIVITY

## Relationships

### Call your bully's bluff.

"I swear she picks on me."

Bullies can sniff out fear a mile away. They sense your vulnerability, get poised to attack and they're relying on the fact that you won't call them on their actions. Just like in the schoolyard, bullying is rooted in insecurity – theirs, not yours. I can almost promise that if you can call your bully's bluff and expressly define your unwillingness to take her bullshit, she will back off and find a new victim.

01. Consider a time you were bullied.

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02. How would you react differently now? How could you have said "no" effectively, and professionally?

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03. Reenact the scene for yourself right now.

# ACTIVITY

## Relationships

### People will believe you.

"I'm so stupid, I can't believe I told her I forgot the deadline."

What are you telling people about yourself? You might be surprised. While it's crucial to define what others can say and do to you, don't forget about what you're revealing to others. Monitor your conversations. What do you tell people about yourself? People will believe what you tell them, so refrain from saying, "I'm so lazy" or "I'm so stupid." Tell them you are smart and they will believe you. If you tell people you're tired and lack focus they will believe you, and even worse, you will believe you.

### Your boss is not your friend.

"I thought we really made a great connection, but she didn't say hi on the way to her office."

You will make amazing friendships in the work place – maybe even with your boss – but please remember, unlike in mutual, healthy friendships, there is a definitive power imbalance within a reporting relationship. It's your boss writing up your performance review, signing your paychecks and assigning your projects – not your friend. If you do find yourself with a budding friendship at work, take time to acknowledge and define the boundaries between your personal and professional relationships.

ACTIVITY

*Who's the Boss?*

01. Who's your boss – client, employer, investor – whom are you accountable to?

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02. Is your boss someone you respect?

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03. What is your expectation for your boss – to inspire you, teach you, leave you alone?

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ACTIVITY

*Profile & Status*

01. Do you value the status a successful job brings, or the profile you'll gain as you rise through the ranks?

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02. How important is building profile – creating a reputation others know and identify?

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03. How important is it for you, when asked, "what do you do for a living?" to respond with something others identify as valuable? Is that a value for you?

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ACTIVITY  
*Ambition*

"I worked very hard and earned all the attention I'm getting."

*Anna Kournikova*

01. How do you feel about women who are in pursuit of profile?

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02. How do you feel about your own pursuit of profile?

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03. How do you define ambition?

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04. Are ambition and integrity congruent?

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ACTIVITY

*Passion & Fulfillment*

“To love what you do and feel that it matters – how could anything be more fun?”

*Katharine Graham*

What does passionate fulfilling work look like?

- It makes you feel stronger, more competent, more confident
- It gives you the opportunity to contribute something uniquely you
- It stretches your limits
- It gives you the chance to express yourself
- It makes you feel valued and more valuable
- It allows you to create change for the better

01. Are you passionate about your work?

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02. Are you passionate about your work?

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03. Do you feel like you deserve to follow your passion?

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ACTIVITY  
Money

“We can tell our values by looking at our checkbook stubs.”

*Floria Steinem*

01. How important is money to you?

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02. What would your checkbook tell you about your values?

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03. How much money is enough?

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04. What does money mean to you?

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# Money

“Money is only a tool. It will take you wherever you wish, but it will not replace you as the driver.”

*Ayn Rand*

One more thing. It's all relative. Money never exists in a vacuum. Maybe your value security, so you took that new job with a major – league salary and a hefty benefits package. But, you also value challenge (FYI: it's totally normal to have values that pull you in two different directions at the same time), and this position isn't giving your brain a creative workout. Does the money make up for the lack of challenge, or would you actually take a pay cut to flex your skills even further? It's up to you. Money is a value all its own, but it always has to be weighed against your other must – haves in order for it to really have meaning.



# Your Professional Values Evaluation

What comes next is an evaluation tool to help you examine and assess your values in totality. You might want to review the preceding value descriptions to help you assess your stance. As you go through this evaluation, remember that you're assessing the relative importance of these six values. In an ideal world, you'd have money, time, challenge, passion, relationships and status all rolled into one perfect job. In this world, you'll probably have to put one ahead of the other. Here's how it WORKS:

01. Rate your values – what you want to get out of your career – on a scale from one to five. One indicates that this value is not important and five indicates that the value is extremely important.

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02. Think about your current reality, then ask yourself the questions to assess how well your values are being met. One indicates that your values are not at all being met, and five indicates that your values are extremely well covered.

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# *Your Professional Values Evaluation*

03. Identify the gaps. If you've discovered that you value passion in your career and your heart rate barely registers a flicker as you walk through the front door, you have a problem.

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ACTIVITY

*Unthinkables*

“Fate loves the fearless.”

*James Russell Lowell*

Unthinkables expand the mind and encourage us to think beyond our estimated capability.

01. Think about a time when you have surprised yourself. A time when your efforts have created something that at one point would have been unthinkable. Describe the situation and your feelings in as much detail as possible.

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03. Think outside the box. Stretch your imagination to its farthest reaches and ask yourself this; what, at this stage in your life, feels absolutely unattainable – What is your unthinkable?

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 ACTIVITY   
*Working Backwards*

01. In this activity we are going to look a year into the future – where do you want to be in relation to your unthinkable?

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02. What is your goal?

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03. What three tasks are going to get you there?

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# Get Over Yourself



*I take my career seriously but I don't take  
myself seriously.*

Kate Hudson

NICOLE'S SAVINGS  
ADVANTAGE



# *Get Over Yourself*

The WORKSgirl is able to laugh at herself and the sometimes precarious positions she will inevitably get herself into. If you are a WORKSgirl you get that your career development is a lifelong quest and that it is infinitely more fun when you step out of yourself to help others and gain some perspective. To appreciate the adventure and excitement that makes career development worthwhile, you need to remember one essential thing: get over yourself!

ACTIVITY

*Personal Equity*

01. How much have you personally invested in your business or your career?

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ACTIVITY

# *Competitive Advantage*

01. Who's your competition?

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02. What's your advantage – price, quality of service, unique market segment?

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03. What makes you better? If they're facing five applicants for the same position, what gives you an edge? There are thousands of people out there who can design ad campaigns. You're not the only one who's smart, educated, creative and driven. Are you ethical? Have you worked with some of the best names in the business? Have you already hit a home run in the advertising industry? If you understand your competition, you're in a far better position to play – and win – the game.

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 ACTIVITY 

# *Don't Try to Hide Your Mistakes*

01. What are three of the biggest mistakes you've ever made?

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02. What did you learn through the process of making and recovering from these mistakes?

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03. How can these mistakes be positioned as an asset to your client or employer?

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04. How would you answer the question, "Tell me about your weaknesses?"

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🔑 ACTIVITY 🔑  
*Management / Advisors / Mentors*

“The person who knows how will always have a job. The person who knows why will always be his boss.”

*Alanis Morissette*

Who supports you in your career or business?

- Who are your Great Ones? These are the icons (living and dead) high on your mental pedestal – from Oprah to Gandhi to Ella Fitzgerald.

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- Who are your Everyday? Your mom? A caring friend? A teacher? It could be even the man running your local newsstand who inspires you with his amazing work ethic and good humor.

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- Who are your Believers? These are the people who have always said, “Yes you can.” They support your dreams and encourage you to pursue excellence.

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 ACTIVITY   
*Get Inside Their Heads*

“There are two kinds of people, those who do the work and those who take the credit. Try to be in the first group; there is less competition there.”

*Indira Gandhi*

01. **I don't want or need your fear.** What does your boss/client fear? How can YOU work to alleviate that fear?

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02. **I'm not your babysitter.** What can you do to take initiative and solve or support your boss/team/client challenges?

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03. **I never would have thought of it that way.** How can you approach your job differently? How often do you think “outside the box”?

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04. **You look like me, you sound like me. You're hired.** What do you need to better understand about your boss/client?

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04. **Yeah, yeah, yeah just get it DONE!** Are you a starter or a finisher?

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ACTIVITY

*Are You Willing?*

"If you do things well, do them better. Be daring, be first, be different, be just."

*Anita Roddick*

01. Who can you ask for help on your quest?

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02. What specifically are you going to ask for?

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03. How can you prepare for making this request?

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04. How can you reciprocate and/or express your appreciation?

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# *Stand Out from the Crowd*



*I want people to be blown away when I do what they  
don't expect.*

Drew Barrymore

NICOLE'S SAVINGS  
ADVANTAGE



## *Stand Out from the Crowd*

You know when a WORKSgirl walks into a room. She radiates an energy that is at once elusive and undeniably present. As a WORKSgirl you have a personal style that is distinctly yours and yours alone. You express your style through everything you do from the words you use, to the clothes you wear. In the highly competitive world of work, WORKSgirls know how to stand out from the crowd and understand that they are their best asset.



# *What Do You Have to Leverage?*

01. **Balls**

How willing are you to jump in and do what scares you?

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02. **Knowledge**

What do you know that others don't?

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03. **Momentum**

Make a list of all the accomplishments you've had in the last six months to year? How can you bring them to your customer/client/boss's attention?

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04. **Competition**

If you were to be fired tomorrow, who's your next employer/client? Do you have a relationship with them now? Why not?

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05. **Personal Brand**

What are you known for? How would you describe your communication style? How would you describe your personal/clothing style?

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🔑 ACTIVITY 🔑  
*Step Up and Step Out*

“People laughed at the way I dressed, but that was the secret of my success: I didn’t look like anyone.”

*Coco Chanel*

**Speak up**

List the conferences, tradeshow or panel discussions that you can contribute to.

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**Do it differently**

Are you unique?

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**Write it down**

Draft an opinion piece for your local newspaper or write an article for your industry trade journal. If this is too daunting, start by suggesting a story for the company newsletter and better yet – write it yourself.

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ACTIVITY

*Step Up and Step Out*

### Show up

Conference, trade fairs, presentations and workshops. Go to where the movers and shakers do their thing, and learn from the best. You never know what you're going to learn or who you'll meet, so just show up. Take a deep breath and introduce yourself. Simply and authentically compliment your role models and pass on your business card.

### Join in

Sit on a board or join a group in your field. You'll make amazing connections and get great leadership experience.

 ACTIVITY   
*Negotiation*

01. What do YOU want?

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02. What do THEY want?

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03. How can you bring these together to create a win/win?

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04. How willing are you to walk away?

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 ACTIVITY   
*Making the Sale*

01. What do you believe in and why?

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02. What is the difference between a hard and or a soft sell?

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03. What are some soft sell techniques?

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04. How well are you able to “read the room”?

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05. What’s on the line for your buyer? Who is your buyer’s customer/boss?

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06. Who’s your advocate? What does she need to know?

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 ACTIVITY   
*Making the Sale*

07. How can you make the sale process more fun? How can you create an "experience"?

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08. Is this the biggest opportunity you can sell?

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09. What are you asking for?

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ACTIVITY

*Womanhood*

01. How has being a woman affected your career development?

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02. What have you found to be the greatest challenge attached to being a woman at work?

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03. What have you found to be the greatest asset attached to being a woman at work?

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04. What career related considerations are impacted by the fact that you are a woman? (i.e. planning for children.)

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05. Have you ever used sex appeal to your advantage?

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