

BE YOUR BRILLIANCE

# THE WOMEN'S CAREER HUB

ILLUMINATEGROWTH.COM.AU

*Mentor Insight with*  
**Judith Sturman**  
*How to Lead As An Introvert*

INTERNATIONAL  
WOMEN'S DAY 2021

#CHOOSETOCHALLENGE

WE LOVE PRACTICAL!

3 Simple Steps to  
Easy Confidence

Q1 2021

*Get Promoted!  
Get Paid Your Worth!*

# THE *Confidence* ISSUE



# WELCOME

Ladies, welcome! If you're a female manager, or an early leader, who wants more success, more money and more recognition in your career... well, you're in the right place!

Welcome 2021! Despite the last 12 months being somewhat of a rollercoaster ride, and without really knowing what lies ahead still, it is important for your self-esteem to still focus on what you *can* control.

Confidence is one of those topics that regularly comes up with our clients and the professional women in our community... and you might have found that your confidence has taken a knock this year...

Building confidence is definitely within your control... even if you think it is not.

I decided to dedicate this quarter's issue to 'building confidence' because there is no doubt about it: when you are more confident, all sorts of positive outcomes happen.

Like a domino effect, with more confidence you put yourself forwards for more opportunities; you speak your mind more; you share deep insights with greater conviction; you build your brand and build trust more easily; and...

... did I mention: you start looking at yourself differently and key decision makers do too?

This virtual magazine is intended to be digested on the go, over a cup of coffee and shared with friends.

Inside you'll find practical career tips, insights from some of our incredible Mentors, inspiration and always a dollop of goodness too.

As always, we welcome your feedback and invite you to [join our community!](#)

See you soon and always remember to *be your brilliance!*



Editor & Career Success Coach, Illuminate Personal Growth



REBECCA  
ALLEN



# IN THIS ISSUE



### 3 International Women's Day

Sharing the theme for IWD 2021...

### 4 Quick Training Videos

Sharing our most popular videos from the last quarter:

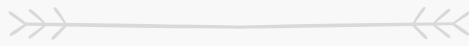
*How to Build Workplace Confidence* and *How Your Values Impact Worth & Success*

### 5 Mentor Insights

Judith Sturman, Executive Group Manager Transport Canberra, shares her views on leading successfully as an introvert

### 7 What Our Clients Say

Read about some of the results our clients are getting from our workshops, courses and 1-1 career coaching



### 8 Practical Career Strategies

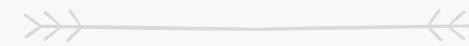
Dive into our bite-sized career strategies including, *'9 Actions That Will Triple Your Confidence'*

### 9 FEATURE 3 Simple Steps to Easy Confidence

We all lack confidence from time to time but building confidence isn't as complicated as it may seem

### 10 BE SUPPORTED IN YOUR CAREER

**Join our Inner Circle**  
Read about how you can trial our Inner Circle for free!



### 12 Get Social!

Connect with us and the other fabulous women in our facebook group and linkedin community! It's free!

### 13 Sharing Stuff We Love

Little bits and pieces to put a smile on your face and a spring in your step!

### 14 Looking for a Speaker?

Book Rebecca Allen for your next webinar series or virtual conference. We love to empower women professionals!

### 15 Enquiries

Connect with us!



# *INTERNATIONAL WOMEN'S DAY*

8TH MARCH 2021

*"Individually, we're all responsible for our own thoughts and actions - all day, every day.*

*We can choose to challenge and call out gender bias and inequality. We can choose to seek out and celebrate women's achievements. Collectively, we can create an inclusive and more gender-equal world.*

*From challenge comes change, so let's all choose to challenge."*

*IWD 2021 campaign theme:  
#ChooseToChallenge*

MOST POPULAR

# VIDEOS



**REALISING YOUR POTENTIAL WITH WORKPLACE CONFIDENCE**



**HOW YOUR DEEP VALUES IMPACT YOUR WORTH & SUCCESS**

“

Optimism is the faith that leads to achievement.

Nothing can be done without hope and confidence.

*Helen Keller*

*Want more career success?  
Subscribe!*

**Receive more career tips like these**

# MENTOR INSIGHTS

## LEADING AS AN INTROVERT



**MENTOR**

JUDITH  
STURMAN

Judith Sturman knows a thing or two about leading in challenging, pressurised roles and in male-dominated environments.

She is Executive Group Manager Transport Canberra at Transport Canberra and City Services. Her role is to drive strategic change in transport, working closely with leaders and frontline staff, the consumer experience and advising government Ministers in progressive initiatives.

I have known Judith for over 15 years (she has also been one of my clients) and what I love is her commitment to lead in her authentic style.

Judith identifies herself as an 'introvert' and recently shared some advice on leading successfully with this style:

*"As an introvert, my focus has been on how to build my career in a largely extrovert environment. And, at an executive level, the importance of being able to put your ideas forward confidently and be heard are vital.*

*Over the last 10 years, I felt that sharing my experiences were important, along with putting myself 'out there' and doing some conference public speaking."*


Judith says learning to put your hand up and stretching beyond your comfort zone are important steps forward.

*"At one conference, instead of arriving just before my presentation (as I usually did) I decided to be there during the tea-break, meeting every delegate at every table before I presented. Not only did this enable me to connect with everyone in the room, my presentation was made to be more relevant to them. I also left feeling I had shared my experiences in the most meaningful way."*

**Our Inner Circle members get access to video Mentor Insight interviews like this! Our mentor advice is gold!**

[Read more...](#)





***The way we  
see  
the problem  
is  
the problem***

Stephen R Covey

WHAT OUR

# CLIENTS SAY



**Sherrie Zheng**

15 m · 🌐

Good evening ladies! I wanted to take this time before the end of year to give a massive thank you to Rebecca for all the amazing work she's done with me over the past 2-3 months 🙏❤️

I started a 1 on 1 coaching program with Rebecca back in August. I felt like I was moving too slowly, and wanted solutions and strategies for my life and career that were *ambitious and challenging*, but also *realistic and aligned to my personality and values*.

From working with Rebecca, I got everything and MORE. Since working with Rebecca, I have landed two fantastic internships including a 6-month role in my dream industry. But more importantly, I've been able to discover my core values and understand what drives me - meaning I can have a vision and purpose for every aspect of my life from my career, to my relationships and health.

...

🔥 For everyone who has a goal in mind or wants to get clear on what their goals are, I couldn't recommend Rebecca more highly! Rebecca has an amazing ability to help you find the least resistance path to wherever you want to be. 🔥

Personal development is definitely not without its challenges. For example, it was confronting to face the reality that sometimes I let my values and needs be compromised because I didn't think I had the power to do otherwise. But the changes you make on the other side of self discovery, are entirely worth it 🌟

Rebecca has inspired me to keep making personal development a priority in my life, because I've seen that great outcomes always start with yourself!

**BOOM!**



**Karen Lee**

Client Solutions Project Leader. Marketing Communications Professional. Marketing Project Manager.

January 1, 2021, Karen was a client of Rebecca's

I was referred to Rebecca in 2010. I was feeling stuck personally and professionally. Rebecca helped me find/overcome my sticking points and really understand my values, which to this day, are my anchor points for all my decisions.

I have kept in touch with Rebecca and continue to enjoy being a member of her Lit Up & Illuminated Facebook community, partaking in her Best You Breakthrough workshop and various challenges - the most recent being Reset 2021.

Ten years on I still believe Rebecca is the best in bringing out the best in you. She also exudes positive energy that is infectious and genuinely cares for her community.

*That's my favourite bit right there!*





PRACTICAL CAREER

# STRATEGIES



9 ACTIONS THAT WILL TRIPLE YOUR CONFIDENCE



DO YOU HAVE A PROBLEM OR SOLUTION MINDSET?

More strategies...

10 AWESOME QUESTIONS TO BECOME YOUR OWN BEST CAREER COACH

3 FEMININE SUPER STRENGTHS TO LEVERAGE IN A CRISIS

4 SECRETS TO UNLOCK 'ANALYSIS PARALYSIS'



**Get Your Free Gift!**

'17 Strategies to Own Your Value & Steer Your Career'

CLICK TO RECEIVE WEEKLY CAREER TIPS

# 3 SIMPLE STEPS TO EASY CONFIDENCE

Women often talk about 'lacking confidence' but the truth is, they are just lacking a strategy to help them set themselves up for greater success.

Building confidence is all about The 3 Es: *Expectations, Experience and Evidence*.

Let's explore all 3!

## 1 Expectations

Over the decade that I've been a Career Success Coach, I have found that many women set themselves up to fail, which is largely caused by the fact that they set themselves extremely high (and often unrealistic) expectations. Have you ever berated yourself about an apparent 'failure', secretly knowing the ambition was just too lofty? I certainly have! But you don't need to flog yourself to get results. Quite the opposite in fact. Becoming more confident requires your starting point to be accurate... so adjust any ridiculously high expectations from the outset to prevent a landslide in confidence.

## 2 Experience

The more action you take, the better. Why? Because many of us women have been taught from a very young age *not* to take risks and to 'do the right thing'. But the problem with that approach is it offers next to no challenge or new experience. To build confidence it is vital to *make* decisions, to *make* mistakes and to learn. Because without any of this, we can not grow. And with growth comes confidence.

## 3 Evidence

One of the fastest techniques on the planet to build confidence, is to brainstorm what I call an 'Evidence Audit'. Let's do one right now! Grab a pen and a pad of paper and start writing down all the positive impacts you are having and all the value you are adding. This audit provides *hard* evidence that you *are* on track, that you *are* valued and that you *are* adding real value. Try it! See what you uncover!

LOOKING FOR NON-JUDGMENTAL

# CAREER SUPPORT?



## Get 3 of our Virtual Courses FREE!

### *Would you like to...*

Feel supported personally and in your career?

Would you like 24/7 access to world-class bite-sized career training to help you build confidence, raise your game and be recognised for the impact you make?

Our Inner Circle is for women who want more from their lives and careers and who are excited about being part of an encouraging community of like-minded women...

### *Get 3 Courses Free...*

Get our Career Courses in "Mindset", "Personal Branding" and "Financial Worth" for FREE when you join our Inner Circle membership...

Inside you'll also get 24/7 career support, access to world-class training, mentor advice and so much more...

We can't wait to welcome you in!

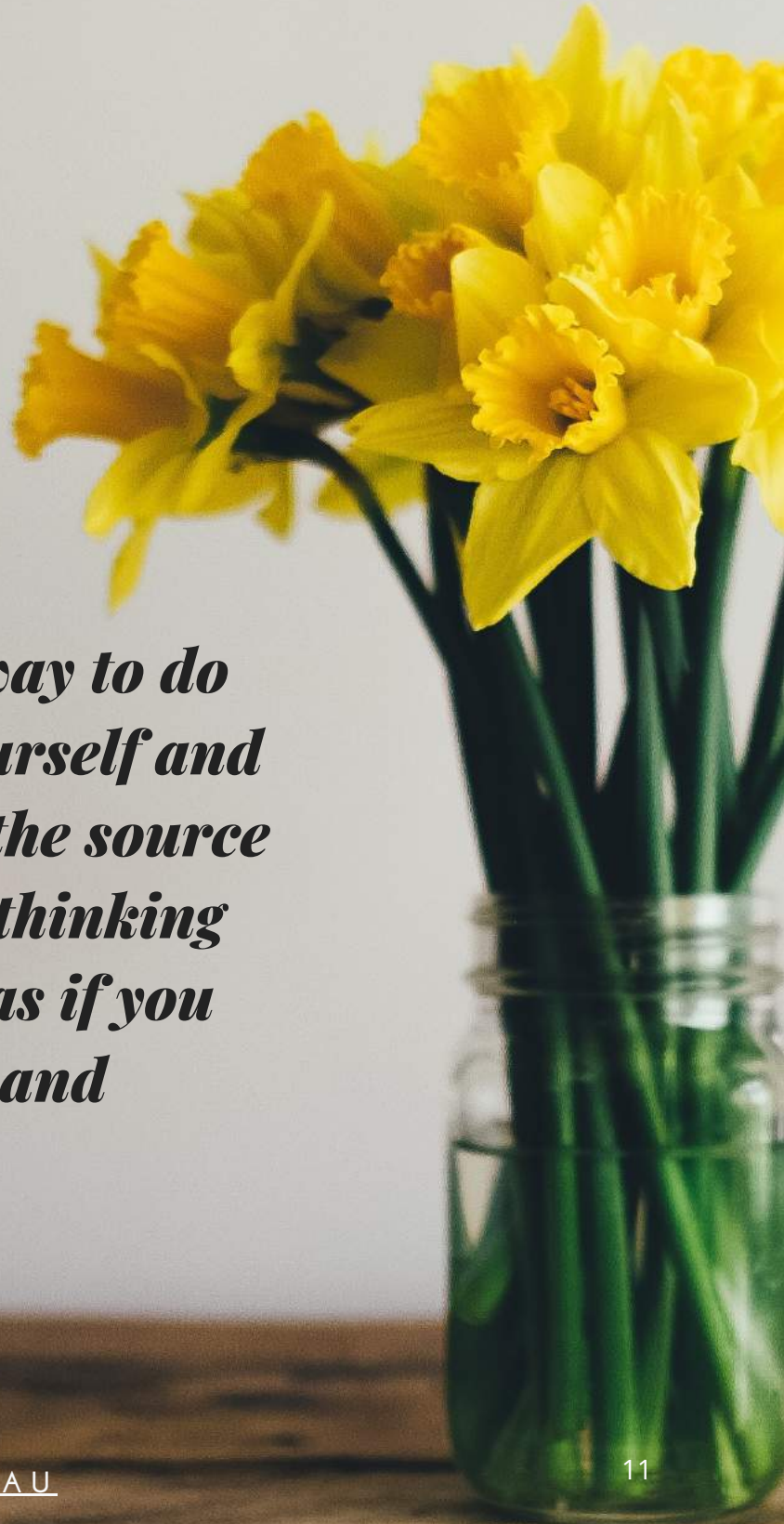
[Learn more](#)



***Cultivating love for oneself means adopting positive, habitual ways of thinking about yourself...***

***The most efficient way to do this is to forgive yourself and others and release the source of your patterns of thinking that led you to live as if you were (ever) limited and inadequate.***

Akal Pritam



GET

# ***SOCIAL!***



*Would you like to...*

Read quickfire career strategies, thought leadership and career success videos!

Follow our LinkedIn Company Page.

**Follow the LinkedIn Company Page**



*Maybe facebook is more your thing?*

If you love some discussion and encouragement, this is for you! We also run a weekly Career Q&A in our facebook group where you get access to me, ask your career questions and get answers real time! It's awesome!

**I'm in! I want to join the facebook group**

# WE LOVE

## 7 Tips To Be More Self Confident

by Madeleine Frank Reeves, writing for Oprah Magazine



## Self-Confidence versus Self-Esteem

by Neel Burton, writing for Psychology Today

## Why Caution Holds Women Back

Mamamia



Photo credit: Reuters



# NEED A FEMALE LEADERSHIP ***SPEAKER?***

*Does your Professional Association or Organisation  
Need a Speaker on Female Leadership & Success?*



Looking for fresh, engaging content?

Perhaps for an interactive webinar series,  
virtual conference or training?

Rebecca coaches and trains on a range of  
topics to set your women managers and  
leaders up for greater success. Topics include:

- How to Own Your Authority & Become Deeply Respected For Your Expertise
- How to Have Courageous Conversations & Influence Others
- Strategic Career Planning to Create Fresh Opportunities that Help You Shine
- Money Mindset: The Art of Successful Salary Negotiation
- How to Own Your Professional Value to Enjoy Greater Confidence & Recognition

Email Rebecca with your brief: [rallen@illuminategrowth.com.au](mailto:rallen@illuminategrowth.com.au)



"Rebecca Allen considered our specifications and put together a very thoughtful, informative presentation on *"Having Difficult Conversations & Managing Conflict"* for 100 of our women within PwC.

Rebecca was fantastic, very engaging and informative. The session was interactive and had the right mixture of science and fun.

I would highly recommend Rebecca to anyone looking for a speaker or a facilitator. Rebecca is extremely capable and very professional."

*Lyndal Fisher, PwC Australia*



## COPYRIGHT

Published by Illuminate Personal Growth (we,us) (ABN 12615662049) in Sydney, Australia and distributed worldwide.

No material may be reproduced in part or in whole without written consent from the copyright holders Rebecca Allen, Illuminate Personal Growth.

We do not accept responsibility for any action our readers may take, or any loss as a result of reading this publication. All rights reserved.

## ENQUIRIES

**Are you looking for a speaker or for tailored content for a Professional Association or Women in Leadership group?**

Email Rebecca: [rallen@illuminategrowth.com.au](mailto:rallen@illuminategrowth.com.au)

**For any online course enquiries:**

[courses@illuminategrowth.com.au](mailto:courses@illuminategrowth.com.au)



## CONNECT WITH US



FOLLOW  
OUR  
LINKEDIN  
COMPANY PAGE



JOIN OUR  
PRIVATE  
FACEBOOK  
COMMUNITY



GET FREE  
GIFTS WHEN  
YOU  
SUBSCRIBE



[info@illuminategrowth.com.au](mailto:info@illuminategrowth.com.au)

[www.illuminategrowth.com.au](http://www.illuminategrowth.com.au)