

THE
high potential
PATH



LAURAWELDY.COM



Welcome!

I'm Laura Weldy, a high achieving woman who dropped out of corporate so you don't have to.

You've heard of the Old Boys Club, right? It refers to the idea that men tend to network with, develop, and promote other men, helping men get and stay ahead in the workplace. One of the established male leaders would informally 'take a team member under their wing' and show them the ropes of getting ahead at the company.

As you can probably imagine, this system was flawed. Bias meant that the Old Boys were selecting more candidates for leadership that were just like themselves. Diverse leaders struggled to get ahead without a sponsor.

At some point in recent history, after realizing that diverse leadership at all levels was not only ethically right but also financially sound, the OBC got a massive rebrand. Leaders largely eliminated the informal mentorship and instead started referring to certain employees as being high potential - aka worthy of extra development.

But many women still struggle to get on the high potential list at their workplace because it feels as gatekept as ever - even with the shiny new branding.

Luckily, there is a lot you can do to hack your way onto your company's high potential list and I'm sharing everything I know! In the next few pages I'll share the exact professional skills you need to hone to get noticed, get ahead, and create career confidence.

You deserve a voice at the leadership table.

You are full of potential.

THE *high potential* PATH

The exact skills and traits you need to cultivate in order to set yourself apart from the pack

STEP 1: GROWTH MINDSET

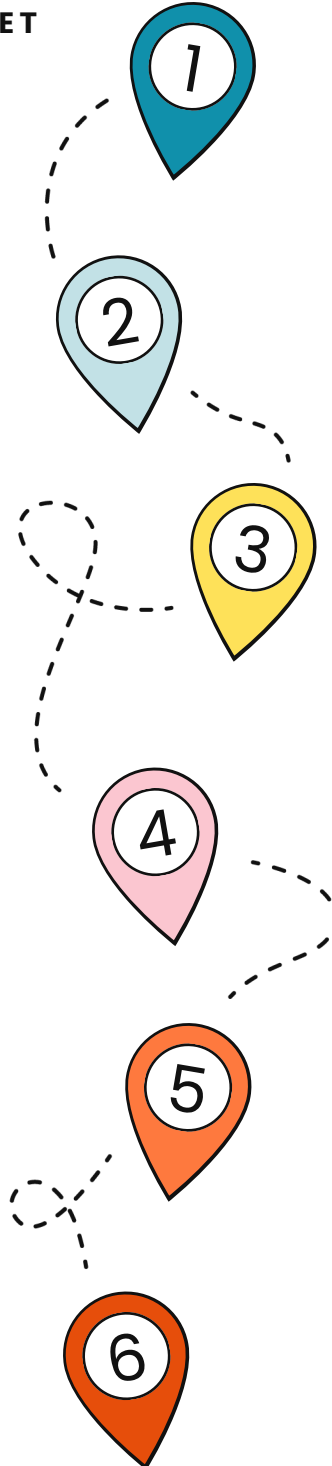
Learn to think like a leader: see every success or failure as an opportunity to grow, learn and improve.

STEP 3: EMOTIONAL REGULATION

The most powerful and influential leaders are in control of their emotional responses during times of stress. You must build your capacity to 'be with' ambiguity and overwhelm in a healthy way.

STEP 5: FEEDBACK

Learning what feedback matters and how to utilize it effectively is critical to your success as an ambitious employee.



STEP 2: PERSONAL BRAND

Be able to succinctly tell the story of who you are, what you value, and the direction your career is heading.

STEP 4: COMMUNICATION

Develop your voice and delivery so that your brilliant ideas can actually be heard & implemented.

STEP 6: CONNECTEDNESS

Your career is not simply designed by you - build a network of individuals that are willing to support you in your growth.

STEP ONE

cultivate a growth mindset

BREAKING IT DOWN

Companies want to invest time, money and development into employees who are forward focused, non-defensive, and able to continually learn and adapt. These qualities make up what we call a growth mindset.

Unsurprisingly, growth mindsets are rare – most people hold a fixed mindset. A fixed mindset is stagnant, stuck in routine and resistant to change. The growth mindset is so valued because it leads to innovation and keeps high performers (like yourself) highly engaged.

IMPLEMENTATION IDEAS

- Ask for feedback regularly
- Identify broken processes & propose solutions
- Eliminate fixed language from your vocabulary
- Share learnings at the end of completed projects
- Listen to subliminals to retrain your mind
- Take a course to expand your skills

HOW AM I CURRENTLY DEMONSTRATING MY GROWTH MINDSET?

WHAT ACTIONS CAN I TAKE TO FURTHER SHOW MY GROWTH MINDSET?



STEP TWO

clarify your personal brand

BREAKING IT DOWN

You already have a personal brand at work. The real question is: are you the one telling the story? Personal branding can feel a little self indulgent but has become even more vital in a remote first work world.

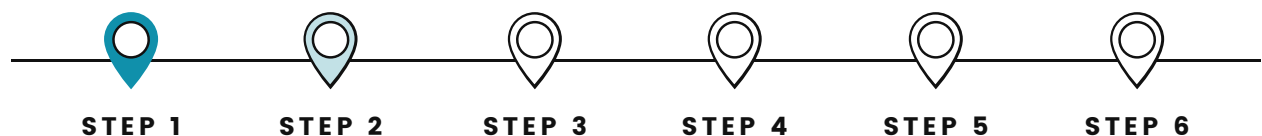
Without a personal brand, you can only be in one room at a time. With a strong personal brand, you can be in many rooms by sticking out in the minds of key decision makers. Your personal brand should tell the story of now just your current role but the direction your career is heading.

#manifestation am I right?

IMPLEMENTATION IDEAS

- Write a two sentence brand statement
- Ask your peers how they see your brand
- Add your personal brand statement to your email signature
- Invite others to share their brand in a meeting
- Share thought leadership that aligns with your brand
- Tell your team what your priorities and values are

HOW AM I CURRENTLY SHARING MY PERSONAL BRAND?	WHO NEEDS TO BE CLEAR ON MY PERSONAL BRAND TO SUPPORT ME?
--	--



STEP THREE

practice emotional regulation

BREAKING IT DOWN

Have you ever worked for a boss or with a peer who had a tendency to fly off the handle? Maybe you've had a team member whose face has subtitles and they can never keep a neutral expression.

If so, you know just how much emotional regulation matters in creating a psychologically safe environment. The ability to stay calm and collected under stress is a highly coveted one. If you wish to have a long tenured career, emotional regulation is also key to preventing burnout and boosting your happiness.

IMPLEMENTATION IDEAS

- Use EFT tapping to handle stress
- Prepare language for difficult conversations ahead of time
- Use a mantra to stay calm
- Prioritize activities that help you feel at your best
- Practice pausing before responding
- Discharge stress with a short walk or break

HOW DO I CURRENTLY DEMONSTRATE MY ABILITY TO EMOTIONALLY REGULATE?	WHAT ARE MY EMOTIONALLY TRIGGERING SITUATIONS AT WORK?
---	---



STEP FOUR

communicate strategically

BREAKING IT DOWN

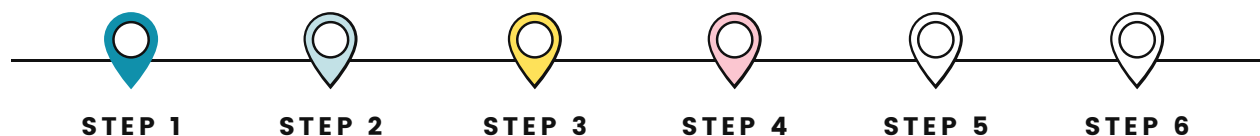
Many brilliant professional women have a busy brain. They're always thinking, analyzing, and innovating to create new solutions. The problem is that we don't have a glass skull - so unfortunately without communication skills, nobody can understand and value your brilliance.

Lack of communication skills is one of the biggest obstacles to your career success. And remember, a confident communicator puts everyone at ease!

IMPLEMENTATION IDEAS

- Develop a few communication formulas
- Speak on an exhale to sound more confident
- Volunteer to speak for an upcoming presentation
- Prepare 2-3 shares for meetings you're attending
- Practice speaking in front of a mirror
- Draft email templates for common requests

HOW DO I CURRENTLY DEMONSTRATE COMMUNICATION SKILLS?	IN WHAT SCENARIOS DO I NEED TO IMPROVE MY COMMUNICATION?
---	---



STEP FIVE

utilize qualified feedback to win

BREAKING IT DOWN

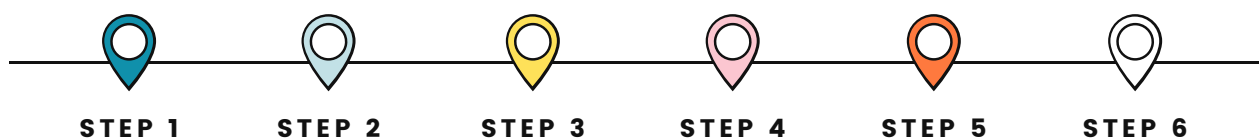
Nothing will break your confidence down more quickly than listening to all the feedback you're offered. It will also overwhelm you - instead you need to learn to identify whose feedback matters and how to reverse engineer your success.

Knowing the difference between qualified and unqualified feedback (offered by people you don't directly work with, people with bad motives or simply feedback that isn't relevant) is what will set you apart and help you demonstrate your ability to grow and learn.

IMPLEMENTATION IDEAS

- Ask for feedback from clients, not just peers
- Present on feedback you've implemented
- Track feedback given and the solutions you created each annual review cycle
- Ask your manager for feedback re: your goals & current priorities
- Develop a screening process for feedback

HOW DO I CURRENTLY DEMONSTRATE THAT I UTILIZE FEEDBACK WELL?	WHO DO I CONSIDER A QUALIFIED FEEDBACK PROVIDER?
---	---



STEP SIX

build an authentic connection web

BREAKING IT DOWN

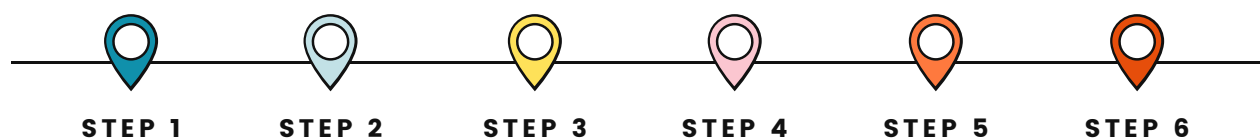
People are what business is all about. Having a strong network allows you to maximize your performance in your current role by unlocking new partnerships and deals as well as set future you up for success. Most professional women that I know avoid networking because it feels like a transaction, which is why I teach my HRT method for authentic network building.

Having both internal and external network contacts is vital to your continued growth and success. Build it before you need it!

IMPLEMENTATION IDEAS

- Look into industry events and conferences to expand your connection web
- Build internal AND external relationships
- Prioritize frequency of connection
- Find ways to be of service to new connections first
- Use conversation starters that prioritize connection
- Go deeper with an inner circle of other career women

HOW DO I CURRENTLY DEMONSTRATE THAT I AM A GOOD NETWORKER?	WHO COULD I CONNECT WITH MORE INTENTIONALLY?
---	---



three tips for success

PACE YOURSELF

I know it's tempting to make a massive professional development to-do list and try to transform yourself into a career it girl overnight. But you deserve to be acknowledged for your high potential now - no complete personality overhaul required. Start small, by making changes that ensure your professional skills are being noticed more often, and celebrating each step of the journey.

FIND A PARTNER

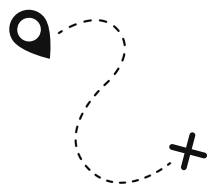
A 2019 study referenced in Science Daily "showed that more than 75 percent of high-ranking women maintained a female-dominated inner circle." Consider intentionally building your inner circle full of other ambitious, supportive women leaders in order to help each other succeed.

SEEK COACHING SUPPORT

Something as personal as crafting your career path can bring up a lot of challenges. This is why leadership coaching is so instrumental in helping middle manager level women get noticed and get ahead: because having an external support system means you have someone to help you contextualize, conceptualize and adjust your plan as you go.

READY **TO RECLAIM YOUR CAREER?**

Book a call



You now know the HiPo Path.

Knowing the steps to get somewhere is one thing. But knowledge is *nothing* without implementation.

And when it comes to a bold move like reclaiming your career and putting yourself on the HiPo list, you can't afford the mistakes (and time!) it will take to do it alone. Get personalized support from me to reach your career goals and unlock your fullest potential.

SIGN UP NOW