

Own Your Expertise

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Write/Speak/Code

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Girl Develop It,
Leadership Summit

@WriteSpeakCode #OwnUrExpertise



<write/speak/code>

A few things...

-  Means time to DO IT!
- Written, partners, groups

Overview

- Write/Speak/Code & Owning your expertise
- Imposter Syndrome
- Finding Your Expertise

About Write/Speak/Code

- Visibility
- Thought leadership
- Having confidence in your expertise (owning it!)

Have you ever thought...

“Oh crap!

Everyone is going to realize I have
no idea what I’m doing.”

Described accomplishments using...

- “just”
- “only”
- “Well ...”
- “good timing”
- “luck”

Imposter syndrome

- Inability to internalize accomplishments
- Feeling of “I shouldn’t be here”
- Convinced you’re a fraud
- Successes are dismissed



Girls attribute:

Success

external factors

Failure

herself

What do we do about it?

“I've realized
almost everyone
is a fraud so I try
not to feel bad
about it.”

- Tina Fey



Remember what matters

What were the happiest, proudest or most satisfying times in your life?



Choose 3

Choose values related to those times:



- | | | |
|--------------------------------------|--------------------------------------|---------------------------------------|
| <input type="radio"/> Accomplishment | <input type="radio"/> Excellence | <input type="radio"/> Justice |
| <input type="radio"/> Adventure | <input type="radio"/> Family | <input type="radio"/> Knowledge |
| <input type="radio"/> Autonomy | <input type="radio"/> Friendships | <input type="radio"/> Leadership |
| <input type="radio"/> Challenge | <input type="radio"/> Growth | <input type="radio"/> Loyalty |
| <input type="radio"/> Commitment | <input type="radio"/> Helping others | <input type="radio"/> Meaningful work |
| <input type="radio"/> Community | <input type="radio"/> Influence | <input type="radio"/> Recognition |
| <input type="radio"/> Compassion | <input type="radio"/> Inner harmony | <input type="radio"/> Self-reliance |
| <input type="radio"/> Courage | <input type="radio"/> Insight | <input type="radio"/> Self-respect |
| <input type="radio"/> Creativity | <input type="radio"/> Integrity | <input type="radio"/> Will-power |

Look at the data

- Positive feedback
- Measurable progress
- Accomplishments



Victory Journal



Write 10 accomplishments

Helping Others

- Confidence
- Being a role model and cheerleader

Language

- “Just, only, well...”
- “Sorry...”
- “I’m not sure about this but...”

[Body] language

- Smiling
- Power postures



Power posing



Thank you



- Find a partner
- Describe one of your accomplishments
- Partner compliments you
- Receive compliment with a simple “thank you”
- Switch and repeat
- Repeat again (try it with more accomplishments!)

What is expertise?

Expertise starts with

- Experience
- Knowledge

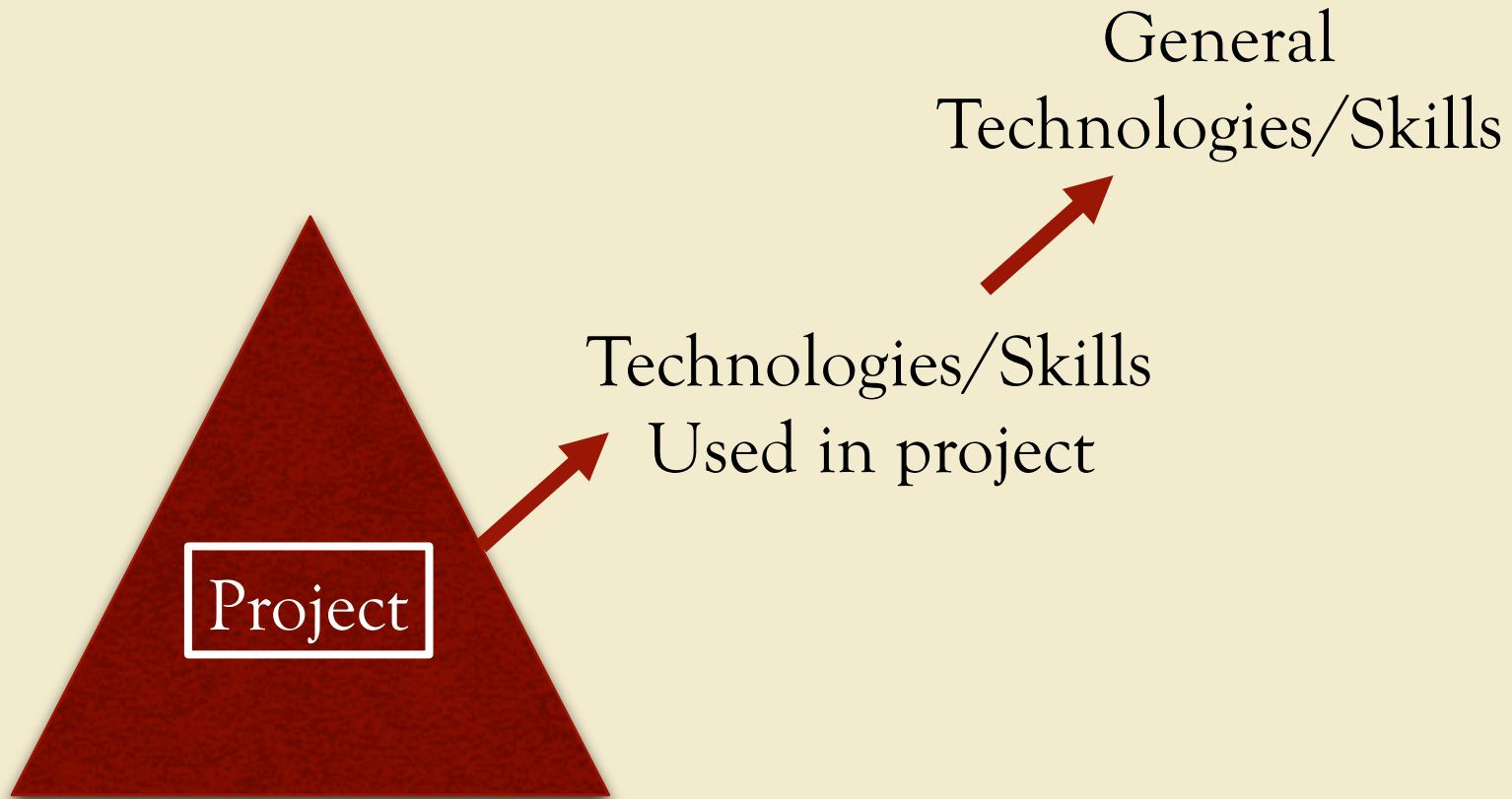
Pick an M&M



Answer question for your M&M color:

- Red: Something I could teach
- Orange: Describe how you helped someone recently
- Yellow: A recent bug/problem you solved
- Green: A unique experience you've had
- Blue: Your goal for 2015
- Brown: Favorite tool/technique/module/etc.

Expanding your knowledge





I'm an expert at

because

Credibility

- Knowledge
- Experience
- “Shiny Bauble”

Having many shiny baubles



- Think of 3 contexts where you might want a “shiny bauble”
- For each situation, construct your “bauble” of expertise.

Document share



Owning your Expertise

- Confidence
- Remembering your values
- Drawing on your knowledge & experience
- “Shiny Bauble”

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