



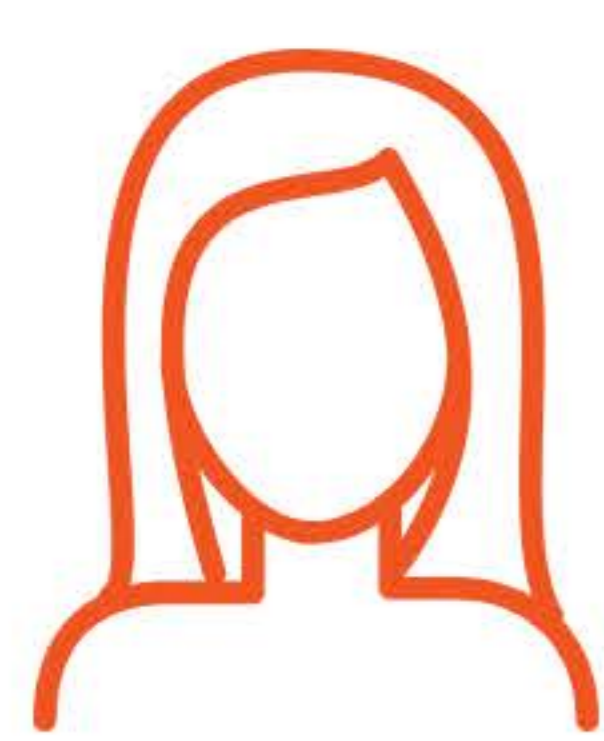
## Lean Forward & Own Your Career

Build on your strengths first, attend to weaknesses later. That's a key insight from our first Lean Forward Women's Leadership Summit.

C-suite panelists also offered their career development advice.

Scroll down to get the top takeaways to owning your career.

### Quick Bites



**Empowered women empower women**

**Feedback is a gift**



**Women get better at leadership as they mature**

**Take risks**



**Raise your hand**

### 8 Insider Tips from the C-Suite

**01**

**Create your personal brand**

and act on it. Identify your strengths and what you want to be known for; Own the story of you, so that others appreciate your talents and how you make a difference. Create your legacy.

**02**

**Step up**

to be included. Be bold. Initiate the conversation. Ask someone to go to lunch.

**03**

**Ask for feedback...**

even if it's hard. And make it easy for people to give it to you. Tell colleagues you seek genuine, constructive advice to improve.

**04**

**Find both a mentor and sponsor,**

and know the difference. A mentor can give you career advice, but an influential sponsor within your organization will advocate for your career growth.

**05**

**Build your squad.**

Create your mini board of directors, a team that knows you and has your best interest in mind, giving you honest feedback and freedom to bounce around ideas that may just be your next best thing.

**06**

**Reframe having it all.**

You can work and have a personal life. Think differently about how to achieve a rock star life. Shake up who does what, from shuttling kids to washing clothes. Delegation is your friend.

**07**

**Say "Yes!" to the difficult project when others don't.**

If you are comfortable in your new role, you waited too long. Seize uncomfortable opportunities. If it is easy, anyone can do it.

**08**

**Embrace failure.**

If you don't fail, you can't learn and grow. Throw fear out the window to set yourself on a new path.



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