



## CEO of Female Quotient, Shelley Zalis' **Success tips**

"If you obey all the rules, you miss all the fun"

Katherine Hepburn

### Paths to success

- 1 **Femininity at work**
  - Feel like a woman, act like a woman and be a woman.
- 2 **Heartbeat moment** (SZ noun)
  - Feeling a choice come to life not in your mind, but in your heart.
- 3 Use criticism to fuel you out of your comfort zone.
- 4 If you wait and watch, you get left behind.
- 5 **Bring emotion to work**
  - Empathy isn't a weakness, it's a strength. Passion is a strength.
- 6 Overcome imposter syndrome by shutting the voice in your head up.
- 7 "Be yourself. Everyone else is taken" - Oscar Wilde
  - When someone tries to turn your qualities into a negative or a "stereotype", use it as strength and a confidence moment because you know yourself better. (When someone tells you you're bossy, tell them, "I'm not bossy, I am the boss!")
- 8 **Flip the script** (SZ verb)
  - Taking an accepted idea or stereotype, reframing it, and making it part of your narrative.
- 9 **Conscious leader** (SZ noun): understanding that the best leaders consciously put their people first.
- 10 **Rewrite the rules**
  - Just because it hasn't been done before, it doesn't mean it's bad - it just means that it's new.

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Here for every woman's journey to success

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### **Reframe your thinking** around financial success

Be happy with what you have.

Financial success is a combination of money, vacations and lifestyle.

**First define what makes you happy** then define the financial benefits of that.

**Don't compare** your financial success to other people.

### **Funding tips**

Never underestimate yourself, your business or your negotiating power.

**Put your strengths and your values upfront** when you pitch, not at the end.

### **Purpose meets passion**

Hire for purpose, **train for passion.**

Continue to define yourself.

**Go for it!**

Bring your girlfriends along with you.

#SheOwnsHerSuccess