

# SHAKE IT OFF LEADERSHIP WORKBOOK

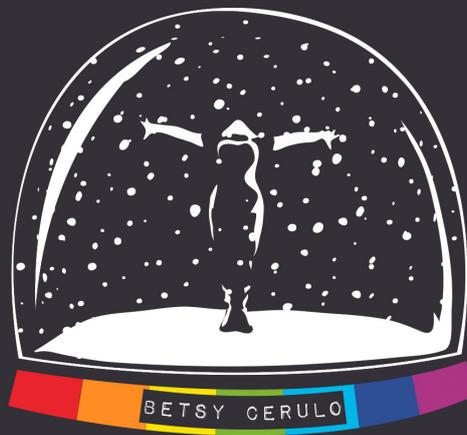
SHAKE IT OFF

LEADERSHIP -

ACHIEVING SUCCESS

THROUGH THE EYES

OF OUR LABELS



Exercises to help you reach and maintain the success you seek.

[BETSYCERULO.COM](http://BETSYCERULO.COM)

SHAKE IT OFF LEADERSHIP

# THE AUTHOR



## BETSY CERULO

Betsy Cerulo is the CEO of AdNet/AccountNet, a successful certified LGBTE, WBE and 8(a) management consulting firm focused on professional staffing and executive search, based in Baltimore, Maryland, and Co-Founder of the Maryland LGBT Chamber of Commerce. Betsy is the author of Miss Crabapple and Her Magical Violin, a children's book that was inspired by lighting up a dream for a child through their imagination. She is also a contributing author of two compilations: Women Living Consciously and Keys to Conscious Business Growth. Betsy lives in Baltimore with her wife, Susan, and their treasured Weimaraner, Grace Kelly. Their son and daughter-in-law, daughter, and three grandchildren complete the picture with lots of love, creativity, and laughter.



*I raise up my voice—not so  
I can shout, but so that  
those without a voice can  
be heard ... we cannot  
succeed when half of us  
are held back. —*

**Malala Yousaf'zai**

# WHO ARE YOU?

***So, who are you? Take some quiet time, grab a journal, and answer these questions. Let the words flow and don't worry what it looks like. This exercise is just for you. Here goes. Now be honest and let yourself dream.***

- 1** What drives you?
- 2** What matters to you?
- 3** What are the things in your life that you want to change?
- 4** What do you like about your life?
- 5** Is there a personal or professional relationship that is no longer serving you?
- 6** What would your life look like if this person or behavior no longer had power over you?
- 7** What is the worst that could happen if you changed this relationship?
- 8** What do you think is holding you back from making this change?
- 9** What are you most fearful of right now?
- 10** On a scale of 1 to 10 with 10 being the best, how happy are you with your life?

# YOUR LABELS

*Write down the labels that you associate yourself with as well as the characteristics that are GREAT about yourself.*

YOUR LABELS

YOUR GREATNESS



*We are not a team because  
we work together. We are a  
team because we respect,  
trust, and care for each  
other... —*

**Unknown**



# YOUR WORKPLACE

*I ask anyone who is a small business owner, a key employee, a manager, or an employee to take an honest look at your current organization and ask these questions. Write out your response and please be honest with your answers. You'll get to the solution if you take the time to explore the situation deeper.*

- 1 Is there a member of your existing team who wears the labels of bully, toxic, or manipulator who makes coming to work a challenge?
- 2 Is this issue causing you to lose sleep or impacting your personal life?
- 3 If you knew there would be no repercussions, how would you change the situation? (There are certain workplaces, where you have to navigate organization politics to make change, so this is not always an easy change. But if you had the power, what would you do?)
- 4 If that person no longer worked for the company, how would you feel? Why?
- 5 Is the issue bad enough for you to fire the person or look for another job for yourself?
- 6 Who do you trust in the organization to share your experience with the goal to find a a solution? This is not "water cooler" complaining. This conversation occurs with the specific purpose of finding a solution.
- 7 If this were your company, how would you handle it?
- 8 If you were the employee within an organization, how would you handle it?
- 9 What is the worst that could happen if you fired this person?
- 10 That person is really nice but are they performing their job improperly after a great deal of ongoing training? Why are you keeping them on your team?

# RISK = REWARD PLAN

***Having an effective plan requires taking time to stop, think, write, and act. A plan with no action gets you nowhere. Your actions will determine your rewards. And you are worth it!***

***Write out the challenge in detail. This is your plan, so no need to abbreviate or be brief. Be clear and honest.***

**I** What am I afraid of?

**II** What would \_\_\_\_\_ look like if I overcame this challenge?

**III** What do I need to overcome in myself to reach my outcome?

# RISK = REWARD PLAN

(Continued)

**IV** Who do I need to involve/engage to accomplish my plan?

**V** What are the steps that I need to take to accomplish my plan?

What:

Due By:

# RISK = REWARD PLAN

*(Further Instruction)*

***Check-in: How am I doing? (Based on your end date, build in several check-ins to see how you are doing. Sometimes this plan is urgent where you'll need to take immediate action, and other instances where the outcome is accomplished in a one-, three-, or six-month timeline.***

***What action steps need to be changed?***

***Do my "By When" dates need to be adjusted?***

***OUTCOME: Write down the exact desired result. Be clear and honest.***

NOTES:

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*If you have a dream and it  
means that much to you,  
take it all the way. —*

**Betsy Cerulo**

# LEGACY

*If there is a nagging passion in your heart to leave the world a better place, take the time to put yourself in places that will tap into your inspiration, name it, dream it, and make it real.*

*Take some quiet time to grab a paper & pen and write about your passion. Answer the following questions:*

If you could pick anything that mattered enough to make your life or the world a better place, what would it be?



What difference would you want to make for the up-and-coming generation?





SHAKE IT OFF LEADERSHIP

# HIRE BETSY TO TRAIN & SPEAK TO YOUR TEAM!

Let us explore together how I can serve your teams best— whether that is through a customized training, individual leadership coaching, or public speaking. Reach out to me in the following ways:

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