

**Career Courage Challenge:
How to Be Brave in Your Work (Without Being Stupid)**
by Darcy Eikenberg, PCC

2018 IABC World Conference

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Career Courage Challenge: How to Be Brave in Your Work (Without Being Stupid)

ThoughtStarters Before We Begin

While you're meeting others, pick a question to ask your neighbor:

- Why is career courage important to YOU right now?
- What's the visual image that comes to mind when you think of "courage?"
- Why did you decide to attend this workshop today?

Why Now? Real Life at the Communication Crossroads

- The three **flags** signaling the need for more career courage from today's communication professional:
 - **Red flags**, such as being considered a **commodity**;
 - **White flags**, such as **burnout**.
 - **Green flags**, meaning it's time to **GO!**
- Which are you noticing in your professional career?



What's Getting in the Way of Career Courage?

1. Fear that it'll be too hard.
2. Fear that it won't work.
3. Fear that I'll fail.

To combat the fear, remember that discomfort

is where the growth comes from.

How to Tackle Your Career Courage Challenge

Strategy 1. Mine Your Mistakes.

- Pain + reflection = progress.
- What's the biggest mistake I make regularly?
- What about it does my brain want to ignore?



Strategy 2. Create Your Career Courage Criteria.

➤ The secret formula:

(a) Who I am + (b) What I value +/-

(c) my assumptions & biases =

My Courage Criteria

Let's break it down:

(a) Who I am

-
-
-
-

(b) What I value

-
-
-
-

(c) my assumptions & biases

-
-
-
-



Strategy 3. Take Your Career Courage for a Test Drive.

➤ What's the specific action I'm considering?

On a scale of 1-10, how does it align with (a) Who I am?
#_____

- If it's not, what would it take to be a 10?

On a scale of 1-10, how does it align with (b) What I value?
#_____

- If it's not, what would it take to be a 10?

Which of my c) assumptions and biases are true here?

Which could be false?

Your Secret Weapon: Create Your Career Courage Community.

Who can support you right now? What do you need to teach, share, or ask?

- What's one action you'll take now to put these ideas to work for you?



Additional Resources (Free)

Visit my special page at www.RedCapeRevolution.com/IABC-2018 to get to these resources directly:

- **Get Your Ideas Heard at Work: Strategies & Scripts**
<https://redcaperevolution.com/get-your-ideas-heard-at-work/>
- **What to Say to Build Confidence at Work**
www.tinyurl.com/RCRConfidence
- **Planning Guide: How to Network While You Work**
www.tinyurl.com/NetworkwithDarcy
- **How to Create Job Stability in an Uncertain World of Work**
<https://redcaperevolution.com/create-job-stability/>
- **VIDEO: How to Brag (Yes, Brag!)**
<https://redcaperevolution.com/how-to-brag/>
- **How to Get Noticed Without Networking: 5 Simple Actions**
<https://redcaperevolution.com/get-noticed-without-networking/>
- **How to Say NO at Work: Thirteen Scripts & Strategies (Plus Free Download)**
<https://redcaperevolution.com/how-to-say-no-at-work/>
- **How to Ask for More Support at Work**
<https://redcaperevolution.com/support-at-work/>

Ready to think more deeply about yourself and your own career courage challenges? You're invited to schedule a 30-minute complimentary coaching call with me. It's free, confidential, and a great way to get new insights on what's next for you as a communication professional.

Go to AskDarcy.com & get started now.

About Red Cape Revolution

Our company provides **executive coaching and leadership development services**, plus **career and success content and tools that reflect today's realities, pressures, and opportunities**. With a sense of humor about a serious subject, we strive to be the place where smart leaders can change their life at work and find fresh ways to create success for the organization and for themselves.

Our mission is to help drive a movement—a revolution—redefining and recreating the rules around how choose to live our lives at work today. Our work out in the world and our ideas shared at our home, www.RedCapeRevolution.com, all aim to generate more clarity, confidence and control in our lives at work, no matter what's happening in any one economy, industry, or company.

We know from our work with hundreds of clients that **when clarity, confidence, and control accelerate, fear fades, and a more successful, happier, and productive workplace emerges**. And those results are equally good for individuals, companies, communities, and the world.

About the Founder, Darcy Eikenberg, PCC

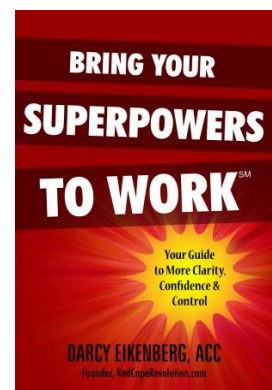


Darcy helps high performance professionals accelerate their leadership in ways that work for their organizations and for themselves. With a practical, real-life perspective, and with over 20 years' experience working with top companies such as The Coca-Cola Company, Microsoft, and Deloitte, **Darcy's clients consistently grow to greater levels of clarity, confidence and control in their work and lives—all leading to better business results.**

Before launching her own business, Darcy was a Principal at human resources consulting firm Hewitt Associates (now part of AON), where she served on both the Southeast and the North American Communication Consulting Leadership teams. In those roles, she was accountable for developing

and retaining talent, building managers and teams, and growing a healthy bottom-line. She also innovated and led an internal coaching program supporting high potential associates and high revenue teams.

In addition to her work with executives and leaders, Darcy founded career and success site RedCapeRevolution.com as a way to help everyday professionals at all levels discover their "superpowers" and make a bigger difference in their own corners of the world. Her book, ***Bring Your Superpowers to Work: Your Guide to More Clarity, Confidence and Control***, is available on Amazon and BN.com.



Darcy is a popular speaker, working with organizations such as the International Association of Business Communicators (IABC), the Society of Actuaries (SOA), and the Public Relations Society of America (PRSA). She's been quoted in the *Harvard Business Review*, CNN.com, *Atlanta Journal-Constitution* and *Forbes* among others. She graduated from Northwestern University and serves on several boards and service organizations in her local community. **She welcomes hearing from you!**

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