

# The Confidence Effect: Every Woman's Guide to the Attitude That Attracts Success

Grace Killelea

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**Grace Killelea : The Confidence Effect: Every Woman's Guide to the Attitude That Attracts Success** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Confidence Effect: Every Woman's Guide to the Attitude That Attracts Success:

4 of 4 people found the following review helpful. While women have made great strides in the workforceBy Melissa NicklinWhile women have made great strides in the workforce, it doesn't seem to be the case when you look at leadership positions. There certainly are many reasons for this but I believe one of the major reasons is a lack of

confidence. In my own search for more confidence, I have found three books to be very comforting and helpful: Presence, the Confidence Code and now the Confidence Effect. The book underscores the importance of not only being competent but also the need to be confident. It is a quick read with a lot of helpful ideas and "to do's" for women looking to get more out of their careers. Just like exercise helps us get healthy, taking specific steps to build confidence will help anyone get more out of their work/career.

0 of 0 people found the following review helpful. The Confidence Effect had a tremendous affect on me. By DaRealMcKoy The Confidence Effect is a great read. I was in a place where I was trying to relocate my confidence. Grace Killelea's book not only helped with that, but with refining my definitions of confidence and the traits associated with it. The book is segmented into 4 easily consumable parts. It avoids the cliché advice and helped me to see that I don't have to remake myself. There are tweaks that can be made to get back on the right track. I really enjoyed that the author shared her struggles and journey to where she is today while not coming off as out of touch. She also includes the voices of other women leaders. This book has already opened me up to some self-awareness and self-reflection that has tremendously changed my viewpoint and my behaviors. This book has reminded me that I have the power, the right and the ability to make my own way in my career and in the world. It has given me the prompts for self-assessment to determine how to make it happen.

The Confidence Effect squelched my panic about finding my way back to confidence by laying things out into parts - the 4 Rs of Success. And before that, I was introduced to a definition of success that wasn't centered around hard numbers (bank account, direct reports, levels in the organization, etc.). Instead, success is defined as a balance between competence and confidence. Both, together. Well, I know I am competent; that's an understatement. I just needed the confidence part. I was able to assess my health in each of these areas and determine what I needed to do to strengthen in each area.

**Relationships.** This area goes beyond traditional networking. It encouraged me to first look at the relationships I currently have and assess that health of those. Do I have Mentors, Sponsors, Advocates Champions? Do I play any of those roles for others? Have I put myself in a position to do so? Having relationships where I am on both the giving and receiving side of the table is key to shaping my reputation into the shape I would like it to have. In this section, Executive Presence appearance was covered. She references a study from the Center for Talent Innovation that breaks Executive Presence into 3 main components: Gravitas, Communication, and Appearance. I hate the appearance discussion as I have my own self/body-image issues. But in The Confidence Effect, the author shares that she had the same hang-ups and how she moved (and continues to move) through them. Also, appearance is not approached in the 'one size fits all' approach I usually hear. This was refreshing.

**Reputation.** "Think of your reputation as the echo that lingers in the room long after you leave." Actually, in many cases, it often gets to the room long before you arrive as well. In this area, I was challenged with more self-reflection around how I am perceived. I had to accept the good and the bad. Interestingly enough, accepting the good was harder to accept. But, acknowledging what to hold on to and nurture is as important as knowing what to let go of. In this section, I was reminded of those articles and lessons about "speaking up", "raising my hand" and "promoting myself". However, the added piece here is making the effort to deliberately identify what I actually have to offer. What are the talents and gifts I bring to the table? Bring those with confidence and no apologies.

**Results.** This is where the rubber meets the road. This is the area women usually excel in, delivering results. This remains important in addition to the two Rs above. Long term success cannot be had on Relationships Reputation alone. It is the results that feed the two. The push pull between tactics and strategy show up here as well. The fact of the matter is that leaders think strategically. Women are usually relegated to being tactical, sometimes by others and sometime by our own hand. Grace Killelea identifies strategic thinking by "thinking about how people, opportunities and resources connect with one another to achieve results." Whether in the tactical role or strategic role or a blending of the two, it's important to be accountable and responsible for the results - good and bad.

**Resilience.** I've gotten this far in my career, so I've shown resilience; but rarely deliberately. If the definition of resilience extends beyond "living to see another day", I have more work to do. Killelea adds another dimension to the definition, "overcoming adversity and winning; and adapting to avoid future challenges in the first place." She states that it has to be a transferable skill that moves the act of overcoming into transformation. I have overcome a lot in 16 years. I also run into the same wall more than once in my career. Again, self-reflection is required after overcoming a situation to figure out how to avoid it ever again. As I said earlier, this book has already given me the ability to sit up taller and step into my role with more confidence. My knowing what I plan to do to grow and develop my reputation and to make my resilience transformational, alone gives me confidence. Because I know that it's within my abilities to do so. Confidence is not something reserved for those born into it. We all have the ability to access it and I look forward to doing just that.

0 of 0 people found the following review helpful. Learn how to go after what you deserve... With Confidence and Competence, Anything is possible! By NSWA great guide for all women in their journey to be their best. It's a structured, succinct recipe for Success, based on Four Rs... Relationships, Reputation, Results and Resilience. With this comes Confidence to show off your Competence. I wish I had this when I started out in the corporate world years ago instead of navigating the waters with trials and error. I'm thankful for mentors along the way and was able to rise up to a VP of a global media company but a book like this would have been a great gift during my climb. I was not good at managing up and it felt unnatural for me to work on being "visible" among key internal influencers. I was just focused on getting things done. I had no problem managing high level relationships

among clients because it was my job and it was expected of me... the typical "if I just do my job well, my management would recognize it." I would showcase some innovative approach to our business which got some notice but not because I was strategic about it and it certainly wasn't consistent. I had to make sure everything was packaged perfectly before I could make a big splash before senior management. There's a quote in the book, "focus on progress, not perfection." This resonated with me... The desire to get things perfect can be a roadblock and limit you from being bold and speaking up all the time. The book provides great examples on how to shine and be more visible without being aggressive. All a part of nurturing crucial, powerful Relationships. I enjoyed the personal stories, examples and advice from Grace and all other contributing female leaders. It's always helpful to get a visual on how to apply the written guidelines and bring them to life. I will be sharing this gem of a book with my mentees, my sister and friends as well as my nieces and my daughter when she is a bit older. Enjoy the journey to a more purposeful, intentional life! It's worth it.... YOU are worth it! Thanks Grace!

Every day, talented, hardworking women are passed over for promotions. While it's easy to blame a corporate culture that favors men, seasoned executive Grace Killelea identifies another culprit: a surprising disparity in confidence. Men are prone to overestimate their abilities, while women too often sell themselves short. The Confidence Effect helps women speak out, take risks, and assume leadership positions with assurance. The book moves beyond research and statistics to focus on what's really important: how women can become more confident, one step at a time. Practical strategies show how to turn job competency into the kind of authentic confidence that gets noticed. Women learn to practice the Four Rs of Success—relationships, reputation, results, and resilience—dipping in for tips and tools on how to: Build circles of influence, seize opportunities they normally avoid, leverage and promote their skills, cultivate executive presence, use data compellingly, bounce back from setbacks, and more. With this powerful new book, women everywhere will find the confidence they need to step off the sidelines onto the playing field—and claim the success they deserve.

...women stand out as both competent and confident to realize the professional achievement they deserve...how to speak out, take risks and assume leadership positions with assurance. --Life Health Advisor "Easy to implement yet effective toolkit for pursuing success...challenges women to practice the simple alterations to our personal brand to improve how we are perceived by others at the workplace." --PM World Book ...fool-proof tips to help you speak up, raise your hand and network your way to the top. --Brit+Co ...missing out on promotions, or want to prepare for a promotion, or recognize that your professional confidence is low, then this is a great book. --A Girl's Guide to Project Management From the Inside Flap Even if you're great at your job, delivering quality work, meeting deadlines, and working well with colleagues—when promotions are discussed, chances are your name never comes up . . . No, there's nothing fair about it. But getting passed over is a problem with a solution. Grace Killelea, an expert in women's leadership, sees confidence as the main roadblock holding women back. We've been socialized to wait to be noticed. We're reluctant to speak up, take risks, and project an image that is as capable and strong as the work we produce. The Confidence Effect shatters this "good girl" conditioning, and provides the practical tools you need to showcase your qualities and skills—without being cocky or annoying. Instead, you'll draw from your core of competence to build a professional brand that attracts attention, resources, and promotions. Packed with personal stories and lessons learned, key findings from the new science of confidence, and interviews with a diverse group of high-profile women, The Confidence Effect breaks down this elusive quality into a set of concrete, easy-to-practice skills—the Four Rs of Success: 1. Relationships: Build a supportive network of managers, peers, mentors, advocates, and others—and help each other achieve personal and career growth. 2. Reputation: Cultivate a reputation as a dependable, trustworthy person with whom others want to work—and repair any dents in your brand. 3. Results: Deliver the stellar results that fuel your confidence—and avoid empty promises and underwhelming outcomes. 4. Resilience: Overcome obstacles, process disappointment, adapt to change—and put learning from challenges at the heart of your leadership. Confidence is the X Factor in career decisions and job offers. You have the power to change the way others perceive you. The Confidence Effect helps you stand out as both competent and confident, and assume the leadership positions you deserve. Grace Killelea is founder and CEO of Half The Sky Women's Leadership Institute, principal of Grace Killelea Consulting, and a sought-after speaker on leadership, personal branding, and professional development, who coaches women to help them achieve sustained professional and personal success. Previously, she spent 35 years in human resources and talent development, including executive roles with Comcast Cable Corporation, Lifetime TV, and other organizations. Grace is a certified Birkman Consultant and holds a master's degree in human resources from American University's Kogod School of Business and Public Affairs. Connect with Grace Killelea: Twitter @gracekillelea www.gracekillelea.com From the Back Cover Women are told to step up and lean in—but how? By cultivating 18 confidence-boosting skills that move you from stuck to success. Every day, talented, hard-working women are passed over for promotions. While it's easy to blame a corporate culture that favors men, seasoned

executive Grace Killelea identifies another culprit: lack of confidence. The Confidence Effect helps women develop their confidence one step at a time. Practical strategies and inspiring profiles show you how to turn job competency into the kind of authentic confidence that gets noticed. Dip in for tips and tools centered on the cornerstones of success: relationships, reputation, results, and resilience. You'll learn how to: Build circles of influence; Seize opportunities that are often avoided; Leverage and promote your skills; Delegate more and achieve twice as much; Cultivate executive presence; Nurture people and lead collaboratively; Be strategic in mapping out success; Use data to make decisions and sell others; Bounce back from setbacks; Focus on progress, not perfection; And much more. **ADVANCE PRAISE FOR THE CONFIDENCE EFFECT:**

"This book reads like a recipe for courage and confidence: one part each of relationships, reputation, results, and resilience. Put them together and you're on the path to your corner office." — Lois P. Frankel, Ph.D., author of *Nice Girls Don't Get the Corner Office* and *See Jane Lead*

"What is the secret to success for women in business? This book articulates that while know-how is part of the equation, our confidence is paramount to our success. This is a riveting read for all women who want to take their careers and their lives to new levels." — Michelle Patterson, President of California Women's Conference and CEO of Women Network

"Killelea has written a groundbreaking and enlightening book that explores the unique connection between confidence and competence. You'll race through these pages with ideas and strategies that can help you boost your confidence with ironclad resilience." — Sophia Nelson, author of *The Woman Code* and former White House Correspondent for JET magazine