

The savvy + soulful guide:
LIVING + LEADING
ON YOUR OWN TERMS



JAMI YOUNG
RISE TO YOUR OWN OCCASION

READY TO RISE TO YOUR OWN OCCASION?

Welcome to the first step of your exciting new journey!

I'M SO, SO GLAD YOU'RE HERE BECAUSE:

Women who create extraordinary lives, businesses, and organizations unquestionably possess an elevated command of personal leadership.

Ask a thriving woman who has achieved any amount of personal and professional success and she will tell you *without hesitation* that it was an inside job. Leadership is not a position - it's a constant, conscious, and courageous decision.

As women, we really need to start lovingly calling ourselves out more and fiercely step into our brilliance, gifts, and big ideas. As Marianne Williamson says,

"WE ASK OURSELVES, 'WHO AM I TO BE BRILLIANT, GORGEOUS, TALENTED, FABULOUS?'
ACTUALLY, WHO ARE YOU NOT TO BE?"

I couldn't agree more, which is why I created this guide - to help you unleash your superpowers, unearth your true talents and gifts, and unlock all that gorgeous potential you've been keeping under wraps.

I'm Jami Young - leadership mentor, accountability guide, and business strategist. My gift is helping women ***rise to their own occasions*** so that they can make unique and powerful contributions in the world.

The ten lessons on the following pages have been invaluable to me, as I've navigated the path of my own leadership and business journey. If you're contemplating a bold move, feeling stuck, or simply wanting to step into a more luminous version of your current self, taking the time to read this guide is going to help you immensely. However, if you ***really*** want to gain traction and be propelled forward with unstoppable velocity, it's ***essential*** you do the work and take inspired action.

For additional support on your journey, be sure to join my new private community, the ***Soulful Success Circle***. I'll personally answer your questions, serve up inspiration, and help accelerate your momentum. In addition, you'll get the benefit of connecting and masterminding with other brilliant women.

To your rising!

welcome!

YOUR PLAYING SMALL DOES NOT SERVE
THE WORLD. THERE IS NOTHING
ENLIGHTENED ABOUT SHRINKING SO
THAT OTHER PEOPLE WON'T FEEL
INSECURE AROUND YOU...

AS WE LET OUR OWN LIGHT SHINE,
WE UNCONSCIOUSLY GIVE OTHER
PEOPLE PERMISSION TO DO THE SAME.
AS WE ARE LIBERATED FROM OUR OWN
FEAR, OUR PRESENCE AUTOMATICALLY
LIBERATES OTHERS.

Marianne Williamson

lesson 1

COMMIT TO A REALITY RESET

Personal leadership really begins with the decision to consciously and consistently **choose** to see life as a playground of wisdom, wonder, and a wealth of opportunities.

Making the commitment to view the world through a lens of compassion rather than comparison, of joy rather than judgment, transforms your lived experience exponentially.

When you walk through your days actively seeking chances to create good, express gratitude, and celebrate others, the universe unfailingly reciprocates your efforts in abundance via relationships, resources, and divine downloads of inspiration.

TAKE INSPIRED ACTION

Create a regular ***gratitude practice***.

It's the essential foundation upon which everything else is built.

As you elevate your awareness by consistently practicing gratitude you'll begin to naturally notice new things, people, and experiences to be grateful for.

DO THIS:

1. At some point every day, make a list of five blessings in your life you are grateful for.
2. Don't stop there. Write WHY you are grateful for each blessing. (This is key!)
3. Go back and read your list, either in your mind or out loud. When you get to the end of each one, say ***"thank you, thank you, thank you."***

YOU MAY FIND THIS CHALLENGING AT FIRST, SO HERE'S A LIST OF POSSIBLE AREAS WHERE YOU MIGHT EXPRESS THANKS:

health + body	money	passion	love life	tangible items
work + success	relationships	happiness	nature	service

lesson 2

RELENTLESS SELF-CARE

Like food, sunlight, and meaningful connection with other people, unyielding self-care should be non-negotiable.

Yet, we often get so wrapped up in the busyness of life that we fail to take care of even our most basic needs such as sleeping enough, making nourishing choices, and keeping our bodies strong.

Given this, most of us definitely aren't making the time for the powerful practices of gratitude or meditation. We're also missing out on spending time in nature or pursuing creative passions.

Stepping into your leadership shoes requires that you regularly honor, nurture, and love yourself. Taking care of yourself not only benefits *you*, but also *the people you care about*.

Know THIS with every ounce of your beautiful being:

SELF-CARE IS TRULY THE FURTHEST THING FROM SELFISH.

Self-care empowers us to be more available and generous with our teams, loved ones, and clients, while modeling how we want to be treated. When we are committed to valuing and respecting ourselves, others inevitably value and respect us more too.

TAKE INSPIRED ACTION

If you're like me, if it's not on the calendar, it just doesn't happen! Having a structured and solid self-care plan is absolutely essential to your physical, spiritual, and mental wellbeing.

In order to reap the transformative benefits, your plan must go far beyond making it to the gym three times a week, sleeping enough, and staying properly hydrated.

The order of business here is not to merely enhance physical health, but rather to generate joy, cultivate creativity, engender genuine contentment, and significantly enrich every facet of your life.

DO THIS:

1. Make a list of 30 self-care activities that light you up or maybe even make you swoon with longing. These should range in time commitment and variety.
2. Schedule in one activity **EVERY SINGLE DAY** and do it. Yes, really.
3. I know some of this might feel indulgent right now. Remind yourself that it's not. Over time, your self-care practice will begin to feel like a natural and non-negotiable part of your routine. And you'll wonder how you ever lived without it!

WHEN WE NEGLECT WHAT MATTERS MOST TO
US, THAT THEN BECOMES THE MATTER WITH US.

Paula Reeves

SELF CARE INSPIRATION

LUXURIOUS

spa day | island getaway | red velvet cupcake

SIMPLE

reading fiction | walk in the park | afternoon siesta

RESTORATIVE

yoga | personal retreat | massage

CREATIVE

painting | home decoration | knitting

AFFIRMING

girl's night out | break from social media | coffee with mentor

EXCITING

flamenco class | ziplining | a gala event

ESSENTIAL

nutritious meals | work out | rest

lesson 3

ASPIRE WITH HEART + FIRE

Leading women are ignited into action by ***purpose*** and ***passion*** rather than ambition and recognition.

Your personal **WHY** is the driving force behind your action. It's the fuel and deeper purpose that propels you, your career, and your business forward. Your **WHY** should infuse every word you speak, every step you take, and every decision you make.

PASSION IS INFECTIOUS AND INSPIRING, PARTICULARLY WHEN IT'S GENUINE.

Becoming crystal clear on who you are and what you stand for makes you far more engaging, interesting, and impactful in every situation. Doing the deeper work of crystallizing your why and being able to articulate it with ease is likely the most important and powerful step you can take toward transforming your ability to consistently communicate with confidence, conviction, and clarity.

TAKE INSPIRED ACTION

If you haven't already, be sure to read Simon Sinek's insanely enlightening book, ***Start With Why***. Then, get to work on crafting your very own **WHY** statement.

The most compelling and concise why statements have two parts:

To _____ so that
_____.

The first blank is the contribution you make and the second blank is the impact of your contribution.

In this format, my **WHY** statement would read:

**TO SUPPORT, ENCOURAGE
AND INSPIRE WOMEN SO
THAT THEY CAN MAKE THE
UNIQUE CONTRIBUTIONS IN
THE WORLD THEY ARE MEANT
TO MAKE.**

WHY I DO WHAT I DO:

I believe leadership and business training for women should be infinitely more accessible and affordable across the world. I believe when women rise to their own occasions, they deepen their capacity to create extraordinary lives, communities, and organizations. I believe that a sisterhood of support is an essential element of that rising and thriving. And, I believe that far too many women try to go it alone.

lesson 4

DISMISS THE CRITICS

What other people think of you is really none of your business. When you start to play a bigger game in the world, those unfortunate sufferers of *tall poppy syndrome* inevitably begin to emerge in droves. As Aristotle once said, the only way to avoid criticism is to "say nothing, do nothing, be nothing."

The paradoxical truth is that leading women tend to fail harder, faster, and more frequently - simply because they repeatedly step into the arena and "*dare greatly*," while the vast majority of people sit idly, but certainly not quietly, on the sidelines.

As your star rises, stand tall and stay classy by remembering this gem from Scott Stratten: "*Don't try to win over the haters; you are not a jackass whisperer.*"

TAKE INSPIRED ACTION

Watch Brené Brown's video:

WHY YOUR CRITICS AREN'T THE ONES WHO COUNT.

click here for the video

COMPLETE THE FOLLOWING EXERCISE:

1. Brainstorm five different things you would try, say or do if you weren't afraid.
2. For each one, identify the criticism you are most terrified of receiving.
3. Flip each criticism on its head by imagining an alternative interpretation.

EXAMPLE:

1. I would love to take a year off to do service work in a developing country.
2. My mother is going to tell me that this is a frivolous idea and a bad decision.
3. My mother is likely frightened for my safety and wellbeing.

MY LIFE DIDN'T PLEASE ME, SO I CREATED MY LIFE.

Coco Chanel

lesson 5

SHARPEN YOUR EDGES

Focus on sharpening your edges, rather than aiming to become well rounded.

Excelling in your life and career is a matter of maximizing and leveraging your strengths, not constantly trying to shore up your weaknesses.

We live in a culture that has an unhealthy and unnatural obsession with fault and failing, which means we focus on fixing what is wrong with us when we should instead be celebrating, growing, and leveraging our innate talents, skills, and passions.

Indigenous cultures call it our *original medicine*, Sir Ken Robbins has deemed it *the element*, and Gay Hendricks refers to it as our *zone of genius*. I happen to call it our *organic brilliance*. In all cases, it's a variation on the idea that there is a particular set of activities you are uniquely suited to do that tap deeply into the special gifts that you, and only you, can offer to the world.

There is a bright, powerful and natural essence that lives within each one of us, but it's often either stifled or smothered at an early age. Reclaiming and restoring our inborn power center is key to making the contributions in the world that we are truly meant to make.

TAKE INSPIRED ACTION

Grab your most beautiful journal and start playing on the page by reflecting on the questions below.

Your answers will serve as illuminated guideposts leading you back to your organic brilliance!

WHEN YOU WERE A CHILD, WHAT WERE YOUR BIGGEST SOURCES OF JOY, PLAY AND DELIGHT?

WHAT DO PEOPLE ASK YOU FOR OR THANK YOU FOR THE MOST OFTEN?

WHEN DO YOU FEEL MOST ALIVE, POWERFUL, PASSIONATE, EXCITED OR USEFUL?

WHAT ACTIVITIES CAN YOU GET LOST IN FOR HOURS ON END?

WHO DO YOU ADMIRE AS BEING INSPIRING, ARTICULATE, OR EDGY?

lesson 6

CONNECT BOLDLY + BRAVELY

Assuming Jim Rhon's assertion that we are generally the average of the five people we spend the most time with, leading women are inclined to surround themselves with other thought leaders, change agents, and light workers.

BRILLIANCE TENDS TO BE CONTAGIOUS, SO HARNESSING THE SHARED ENERGY AND CONNECTION OF MENTORSHIP, MASTER-MINDS, CONFERENCES AND WORKSHOPS IS AN INFINITELY WISE MOVE.

Leading women also know that it's always too late to build a relationship when you need it.

Routinely cultivating and growing your tribe guarantees a **support network** to carry you through challenges, as well as to propel you upwards when you set your sights higher.

TAKE INSPIRED ACTION

This week, commit to doing one or more of the following activities to grow your network and build new relationships:

SEEK OUT A MENTOR

HIRE A COACH

MAKE THE CALL FOR THAT COFFEE OR LUNCH DATE YOU'VE BEEN PUTTING OFF

JOIN A PROFESSIONAL ASSOCIATION OR INDUSTRY ORGANIZATION

JOIN AN ONLINE COMMUNITY IN YOUR NICHE OR INTEREST AREA

VOLUNTEER YOUR TIME FOR A CAUSE OR NON-PROFIT

SEEK OUT A LOCAL COMMUNITY EVENT AND ATTEND IT

RESEARCH AND REGISTER FOR AN INTERESTING CONFERENCE, CLASS OR SEMINAR

THE WOMAN WHO DOES
NOT REQUIRE VALIDATION
FROM ANYONE IS THE MOST
FEARED INDIVIDUAL ON THE
PLANET.

Mohadesa Najumi

lesson 1

KNOW + GROW YOUR VALUE

Janis Joplin said it best in her very last interview:

YOU ARE WHAT YOU SETTLE FOR.

Whether it's toxic people, the status quo, the dead-end job, or an unhealthy life-style, it's simply a fact that people often choose the familiar over the unknown - even when the familiar is really, really bad. And, while it's hard to admit, many of us find a certain solace in shifting accountability for any adverse circumstances outside of ourselves.

Pervasive self-doubt or an unwillingness to take ownership of our stake in the game serves to keep so many women royally stuck.

PERSONAL LEADERSHIP REQUIRES THAT YOU RECOGNIZE IT'S BETTER TO BE ALONE THAN POORLY ACCOMPANIED.

TAKE INSPIRED ACTION

Make a list of 25 of your most monumental achievements, quiet victories, and personal milestones.

DIG DEEP.

Think creatively and blow your own trumpet loudly (remember - nobody's actually going to hear you)!

If you're struggling, reach out to a few of the people who actively adore you for help and ideas. ***And, don't limit yourself to adult experiences!*** The point of this exercise is to poignantly remind you of your greatness and capabilities, when you're otherwise feeling weighted down.

IDEAS FOR YOUR LIST:

- + Keep it tucked safely away for times when you need an extra dose of encouragement.
- + Pick a word or phrase that captures each individual experience and write a mini manifesto.
- + Make a collage of images representing these successes. Frame it and hang it on a wall where you see it often.
- + Burn the list in the back of your mind and then literally throw it in a fire!

lesson 8

ANSWER ONLY TO WHAT CALLS YOU DEEPLY

Activating your **organic brilliance** and living in your genius zone often requires saying “no” more frequently than “yes.”

Women, more so than men, routinely say yes to tasks, commitments, and people who are entirely incongruent with their passions and priorities. By repeatedly saying **yes** to others, we are constantly screaming **no** to ourselves.

It is absolutely vital to actively make room for that all-important and sacred white space – that wide-open and glorious arena where you can live, love, play, dream, plan, and create.

Agreeing to unnecessary obligations and undertaking tasks that you ultimately resent will keep you playing small.

Mastering the art of persistently and politely declining **busy work** and soul-sucking activities (and individuals!) isn't easy, but it's the most liberating thing you'll ever do.

By making a habit of answering only to what calls you deeply, you'll empower yourself to spend more time as a **human being**, rather than a **human doing**.

TAKE INSPIRED ACTION

Start with this mantra in mind:

NO THANK YOU, NOT ANYMORE, NEVER AGAIN.

- + What can you outsource or delegate? For instance, housecleaning, cooking, bookkeeping, gift buying, ironing, website management, or yard work.
- + Are there invitations or requests you need to be firmly declining? Coffee dates, lunches, excessive volunteering, free advice, or spending time with that person who is a complete drain on your energy?
- + Where is some clean up absolutely critical? Your email inbox, office, or home?
- + How are you numbing? Mindless shopping, unconscious eating, one too many glasses of wine, Facebook marathons, or incessant email checking?

DESIGN AND EXECUTE A REALISTIC ACTION PLAN TO REMOVE THESE DISTRACTIONS, TIME-EATERS AND NUMBING BEHAVIOURS FROM YOUR CALENDAR, AND YOUR LIFE.

Some heavy lifting and up-front effort will be required, but the end result is freedom – the lightest, most spacious, beautiful thing in the world!

lesson 9

BEGIN BEFORE YOU'RE READY

Nearly every day I encounter a woman who tells me she will "start" - launch her business, go for the promotion, or share her creative work - once she takes one more course, gets one more credential, or makes one more important connection in her industry.

While women point to their lack of experience or expertise for inaction, the truth is that most of us are either buying into the myth that we need to be *more* to be worthy or we are just comfortably shackled to mediocrity.

IT'S IMPORTANT TO RECOGNIZE THAT THESE TYPES OF PROCRASTINATION AND PERFECTIONISM ARE REALLY ABOUT FEAR.

In other words, it's your ego's artful way of protecting you from the vulnerability that accompanies visibility.

Get cozy with discomfort and prepare to feel unsure, unqualified, and unprepared at times, but meet yourself where you're at and *just get going*.

TAKE INSPIRED ACTION

- 1. Make a list of 5 things that you are longing to start, do, have, or achieve the most.*
- 2. Select the one that you feel most called to focus on first.*
- 3. List five reasons why this calling or accomplishment seems unreasonable, unattainable or far-fetched.*
- 4. Now list five reasons why this could be the best thing that ever happened to you and explore the ways in which it would positively impact your life.*
- 5. List five potential actions (large or small) you can take immediately that will generate forward moving progress.*

START DOING THOSE THINGS NOW!

lesson 10

BE SHOULDERS TO STAND ON

Leading women always aim to elevate the women beneath and beside them.

Genuinely savvy and successful women spend a substantial portion of their hard-earned influence, prominence, and position as currency to promote, educate, and empower the women they lead, serve, and support.

GIVEN THAT YOU'RE HERE RIGHT NOW, TAKING INSPIRED STEPS TO ELEVATE YOUR OWN LIFE AND CAREER, I'M MORE THAN CERTAIN YOU HAVE EXPERTISE, CONNECTIONS, AND WISDOM THAT COULD BE OF SIGNIFICANT BENEFIT TO ANOTHER WOMAN WHO'S NOT QUITE WHERE YOU'RE AT JUST YET.

When you take the opportunity to be generous with your time, talent, and encouragement to uplift others, you're not only being of deep service, but you're strengthening your own network and making an investment in a resource that you may be able to draw on at a later date.

TAKE INSPIRED ACTION

This week, make the effort to inspire, embolden, and encourage the other women in your life by doing one, or all, of the following:

- + REACH OUT WITH AN UNEXPECTED CALL TO COMPLIMENT A JOB WELL DONE.
- + MAKE AN INTRODUCTION BETWEEN TWO WOMEN IN YOUR CIRCLE WHO COULD BENEFIT FROM KNOWING EACH OTHER.
- + TAKE THE TIME TO SEND A HAND-WRITTEN NOTE TO SOMEONE WHOSE WORK HAS HAD A MEANINGFUL IMPACT IN YOUR LIFE.
- + OFFER TO BE A GUEST SPEAKER AT A LOCAL GROUP FOR PROFESSIONAL WOMEN IN YOUR COMMUNITY.
- + SHOW YOUR SUPPORT BY FOLLOWING UP-AND-COMERS ON SOCIAL MEDIA.

GIVING IS THE ANTIDOTE TO
EMPTINESS. IT IS THE MEANING WE
SEEK, THE CURE FOR SOUL
WOUNDS, THE SPARK OF
ENLIGHTENMENT.

GENEROSITY IS THE TRACTION OF
SPIRITUAL EVOLUTION:
WE GIVE, WE GROW.

Danielle LaPorte

AND...YOU'RE FINISHED!
EXCELLENT WORK.

how do you feel?

If you enjoyed this guide and want to continue the journey or dive deeper with me, here are three ways we can make that happen:

1.

Be sure to watch for my monthly emails, where I share personal stories and deep insights, along with **loads of encouragement** and **valuable resources** for your life and business. Gmail users, move that first email into your **PRIMARY** folder. I'd hate for Google to keep us apart!

2.

join the soulful success circle

The Soulful Success Circle is my brand new smart and sacred community for courageous and conscious women leaders building lasting legacies in their lives, businesses, and organizations. We're a growing collective of corporates, creatives, change-makers, and entrepreneurs who come together for connection, contribution, and celebration.

Looking for support and solidarity, in a place where brilliance tends to be contagious and lasting friendships are cultivated?

YOU'RE INVITED! [CLICK HERE]

3.

Want my personalized support and strategy as you take the next leap in your life, career, and business? Apply for a **Shine Session**. **[CLICK HERE]**

I'm passionate about guiding women to create soul-fueled businesses and purpose-driven lives. If you're curious about my customized mentorship programs, group courses or workshops...

CLICK HERE!



MEET JAMI YOUNG

Jami Young is a writer, speaker, and teacher who helps women step into their highest potential as leaders, entrepreneurs, and change-makers.

As a business strategist and leadership coach, she brings more than a decade of knowledge and expertise in marketing, communications, and resource development from both the corporate and non-profit sectors.

In addition to formal training and credentials in communications, fundraising, change management, organizational leadership, and governance, Jami is a licensed *Desire Map* facilitator.

Jami is the creator of *Rise by Design*, an innovative leadership training program for women.

She is an award-winning community builder, regular contributor to the Huffington Post, and her work on leadership, business, and personal growth has also been featured across a variety of other media outlets.

RISE TO YOUR OWN OCCASION

