



*"Rules are mostly made to be broken and are too often for the lazy to hide behind."
General Douglas MacArthur*

Warm Up:
Reflect back on a time when you realized that a rule no longer applied to you.

- ▶ How did you deal with this?
- ▶ How did others react?

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True Confessions Time

- ▶ Turn to a person sitting near you and share about a rule you outgrew or ceased to believe in.
- ▶ Allow each person to speak without interruption for 1-2 minutes.
- ▶ How has this rule-breaking experience affected your path in life?

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**Well behaved
women rarely
make history.**
-Laurel Thatcher Ulrich

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4

**Key #1:
How To Think From a
Place of Possibility,
Innovation, and
Opportunity**

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Key #1 Creativity Tips:

- › Invite a sense of wonderment to your life. Look at things from a child's perspective.
- › Practice gratitude and appreciation daily.
- › Before you make a decision, ask yourself if you can find another way to solve the problem.
- › Try to make at least one person each day think you're absolutely, completely, certified Loca*. (That's a good sign that you're thinking outside the box.)

** Within the confines of the law, of course!*

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6

Key #2
Identify and Eliminate
Limiting Beliefs

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Key #2
Identify and Eliminate Limiting Beliefs
Signs of a limiting belief:

- ▶ That's the way we do things around here
- ▶ That's just the way it is
- ▶ There is NO other option
- ▶ I can't.
- ▶ I won't.
- ▶ People will think I'm a completely, certifiable loca and I've got a reputation to protect!

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Key #3
Work From Your
Strengths

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Key #3 Work From Your Strengths

- ▶ What comes **easily** to me?
- ▶ What do I **enjoy** doing?
- ▶ Your "genius work" = That which comes easily AND you delight in doing it

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Key #3

- ▶ Take a few moments to jot down **EVERYTHING** you do over the course of the day. Make one column for work related tasks, the other for personal.

Work Home

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Key #3
Now it's time to get real...

- ▶ Look at your "work" list. Compare it to your "genius work" list from the last exercise.
- ▶ Put a ★ next to things you do everyday that reflect your genius work.
- ▶ Put an ➡ next to things you do that are NOT in your genius work.
- ▶ **Now ask yourself:** If I could spend **80% or more** of my time in my genius work, what could be possible in my business, career, and life?

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Key #4

Create a Personal Board of Directors

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Key #4 Create a Personal Board of Directors

Name of person	Trust?	Respect?	Cheerleader?

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Key #5

Find Your Sizzle! How to Stand Out From the Rest

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Key #5: Find Your Sizzle! How To Stand Out From the Rest

- › What is your brand? (personal or professional)
- › What do you stand for (values, sense of purpose)?
- › How do you communicate that in your actions, decisions, interests, involvement, programs, products, packages, etc?
- › What personal qualities can you embrace and feel proud of that help people remember you and the impact you make?

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16

Next Steps

- › Pick one key to focus on intensely for the next 48 hours.
- › Visualize the success you can have
- › Stay connected to positive people and environments
- › Be an agent of change! Start being the role model you always wanted, foster creativity and success in all those around you.
- › Concentrate on being forward thinking and watch success land easily in your lap!

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17



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18

About the Presenter:

Nancy Marmolejo is a recognized expert in business and creativity. Known for her spirited style, Nancy encourages entrepreneurs, leaders, and career professionals to think beyond the walls of their minds and explore innovation and creativity as highly valued tools for success.

With over 100 media credits to her name, Nancy has shared expert commentary with Univision TV, Redbook, SmartMoney.com, Hispanic Business, Latina magazine, Latino Perspectives, Latino Futures, KPBS radio, The Orange County Register, Orange Coast magazine, The Arizona Republic and many more.

In 2006, Nancy was one of 10 national recipients of the Anna Maria Arias Award from Latina Style, the US Hispanic Chamber of Commerce, and Wells Fargo Bank.

You can find Nancy online at www.VivaVisibility.com and sign up for her free 7 part audio course.



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19
