

# Power Moves

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How Women Can Pivot, Reboot,  
and Build a Career of Purpose

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# What's a Power Move?

## Major Power Moves

- Quitting your job
- Taking on a leadership position
- Requesting a raise
- Advocating for a promotion at work
- Starting a side-hustle and/or company
- Investing in career coaching/therapy/etc.
- Asking for help
- Starting a Whisper Network
- Career transition to a new role/company/industry
- Ditching the career path you thought you wanted for what one that is truly aligned with you, your values, and life
- Re-locating you/your family
- Taking a step back in your career guilt-free
- Re-entering the workforce
- Managing family and work
- Breaking up with a friend who brings you down
- Taking time to mentor/ give back
- Disagreeing with your boss
- Removing "busyness" and replacing it with "focus"
- Having a good cry with a good friend
- Starting/growing your family
- Creating your own role in your company
- Showing vulnerability
- Taking/creating your own sabbatical
- Investing your money

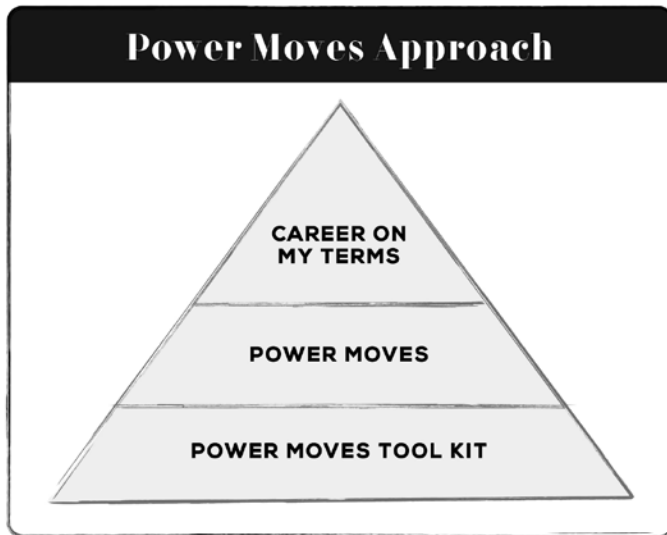
## Notable Power Moves

- Taking an online class/learning a new skill
- Joining a networking group
- Giving a speech/presentation
- Setting an OOO and following it for a digital-free vacation
- Volunteering for a work assignment (especially when it's new to you)
- Asking for the schedule you need to be a good employee/ good human
- Canceling plans with friends in the name of self-care
- Sharing your salary with a colleague or friend
- Investing in wardrobe/accessories that make you feel your best
- Scheduling weekly/monthly time to follow-up and/or build your network
- Setting quarterly goals with your money
- Job searching by focusing on the company first, job second
- Enlisting an accountability partner to help you reach your goals
- Creating (and sticking to) a weekly schedule
- Start a club/group at your company
- Scheduling quarterly performance reviews and taking feedback seriously
- Making a decision for YOU
- Offering solutions for large departmental problems

# Daily/Small Power Moves

- Replying to emails a few days later without apologizing for the delay
- Unfollowing social media accounts that don't make you feel your best
- Speaking up in a meeting
- Saying "excuse me, I'm not done with my thought" to interrupters
- Removing self-sabotaging moves like showing up late that keep you from the results you want
- Introducing yourself to your dream mentor at that event
- Saying "no" to things that don't align with your goals
- Don't flake on the things you do say "yes" to
- Scheduling non-work fun
- Keeping a work journal
- Maintaining a bedtime routine
- Sticking to the budget you set
- Giving feedback (good and bad) to coworkers
- Saying "good morning" to your team
- Embracing that every day is a new challenge. Happiness is just one feeling throughout the day
- Owning your mistakes
- Bringing your emotions to work
- Not second-guessing/over-analyzing every decision you make
- Supporting the success of others (especially when you might feel envious)
- Finally getting to the dentist/doctor
- Prepping your meals for work
- Creating a daily to-do list
- Asking a manager to mentor you
- Setting data-driven goals
- Take a moment before replying (saying yes, no, making commitments, etc)
- Turning your phone/email notifications off at a certain time
- Not comparing yourself to strangers on the internet
- Keeping a daily gratitude list

# The Power Moves Approach



# Get Your Mental Health House in Order

## Analysis Paralysis—Overthinking Kills More Ideas Than Failure

Overthinking Problem	Power Moves Solution
<b>THERE ARE TOO MANY OPTIONS</b>	DEVELOP A CREATIVE, ENGAGING SYSTEM FOR NARROWING YOUR DECISIONS – A PERSONALIZED POINTS METHOD OR A CHART THAT BACKTRACKS FROM WHERE YOU ULTIMATELY WANT TO BE AND HOW THESE DECISIONS MIGHT TAKE YOU THERE.
<b>YOU HAVE LITTLE CONFIDENCE IN YOUR ABILITY TO MAKE THE “RIGHT” DECISION</b>	CREATE A MANTRA FOR CONFIDENT DECISION MAKING, SOMETHING LIKE “NO ONE KNOWS WHAT’S BEST FOR ME BETTER THAN ME”
<b>YOU’RE OVER-COMPLICATING A SIMPLE SITUATION</b>	STRIP THE SITUATION DOWN TO ITS BAREST PARTS, TAKE OUT CONJECTURE, SPECULATION, AND ANYTHING THAT IS NOT A FACT.
<b>YOU WANT TO MAKE THE PERFECT DECISION SO YOU ARE OVER-RESEARCHING AND STALLING MAKING ANY DECISION AT ALL.</b>	REMEMBER THAT PERFECTION IS A FANTASY AND GIVE YOURSELF A FIRM DEADLINE TO COME TO A CONCLUSION AND A LIMIT FOR HOW MUCH RESEARCH YOU WILL ALLOW YOURSELF TO DO.

## The Five-Minute Rule

Battles with mental health can be insidious. If you are struggling with feelings of exhaustion, stress, and anxiety, here are a few resources to help from the National Alliance on Mental Illness (NAMI):

- [HelpWhenYouNeedIt.org](http://HelpWhenYouNeedIt.org) features over 350,000 listings for social services, mental health, substance use, legal, and financial assistance.
- *Psychology Today* offers a national directory of therapists, psychiatrists, therapy groups, and treatment facility options.
- Anxiety and Depression Association of America (ADAA) provides information on prevention, treatment, and symptoms of anxiety, depression, and related conditions (240-485-1001).
- National Institute of Mental Health (NIMH) provides information on statistics, clinical trials, and research. NAMI references NIMH statistics for their website and publications (866-615-6464).
- [HealthCare.gov](http://HealthCare.gov) provides specific information about coverage options in your state, including private options, high-risk pools, and other public programs (800-318-2596).
- Depression and Bipolar Support Alliance (DBSA) provides information on bipolar disorder and depression and offers in-person and online support groups and forums (800-826-3632).
- International OCD Foundation provides information on OCD and treatment referrals (617-973-5801).
- National Eating Disorders Association (NEDA) provides up-to-date, reliable, and evidence-based information about eat-



ing disorders (800-931-2237).

- Schizophrenia and Related Disorders Alliance of America (SARDAA) offers Schizophrenics Anonymous self-help groups and toll-free teleconferences (240-423-9432).
- Sidran Institute helps people understand, manage, and treat trauma and dissociation, and maintains a helpline for information and referrals (410-825-8888).
- Therapy for Black Girls is an online space dedicated to encouraging the mental wellness of Black women and girls founded by Dr. Joy Harden Bradford. Easily find and book a therapist online ([www.therapyforblackgirls.com](http://www.therapyforblackgirls.com)).

# The Shame Game Is a Losing Game

Instead Of	Try
<b>I THOUGHT I'D BE FURTHER ALONG IN MY CAREER</b>	I'VE ALREADY LEARNED SO MUCH.
<b>I AM SUCH A LOSER</b>	IT'S BEEN HARDER THAN I THOUGHT, BUT I'M STILL TRYING AND THAT'S WHAT MATTERS.
<b>I CAN'T BELIEVE I DIDN'T GET THAT JOB</b>	THAT WAS NOT THE JOB FOR ME, MY JOB IS STILL OUT THERE WAITING.
<b>I'M TERRIBLE AT THIS</b>	MOST PEOPLE STRUGGLE AT FIRST. COMMITTING TO LEARNING NEW SKILLS WILL HELP ME GROW.

# Your Personal “Circle of Champions”

Qualities of a High-Value Circle	Qualities of People You May Want to Ditch
ACTIONS ALIGN WITH VALUES	ACTIONS CONSISTENTLY CONTRADICT VALUES
HONEST, FORTHRIGHT	WITHHOLDING, SLIPPERY
CONSISTENT, SHOWS UP	FLAKES, CAN'T BE COUNTED ON
UNAFRAID TO DISAGREE, CHALLENGE OTHERS' BELIEF SYSTEMS	YES WOMEN, ALWAYS AGREE WITH ANYTHING YOU SAY
LISTENS	IS ALWAYS WAITING FOR THEIR TURN IN CONVERSATION
HAS FIRM, QUALITY BOUNDARIES	OVERSTEPS BOUNDARIES
CENTERS YOU AND YOUR EXPERIENCE WHEN YOU NEED THEM TO	CENTERS THEMSELVES ALWAYS
PRODUCES QUALITY WORK YOU ADMIRE	IS ALWAYS LOOKING FOR THE SCAM
RETAINS A MOSTLY HOPEFUL, POSITIVE OUTLOOK	CONSISTENTLY NEGATIVE, COMPLAINING, DOOMSDAY
IS DISCREET AND LOYAL, WILL HOLD YOUR SECRETS	USES PRIVATE/PERSONAL INFORMATION AS CURRENCY TO GET AHEAD
GENEROUS WITH TIME, OPPORTUNITIES	HOARDS WORK, IS SECREITIVE ABOUT PROJECTS
CHAMPIONS YOU AND YOUR SUCCESSES	DOESN'T HAVE TIME FOR, IS INDIFFERENT TO, YOUR SUCCESS

# The New Rules for Networking

## Keep Your Expectations Realistic

Here are some questions to consider:

- Can you tell me a bit about your career path and what led you to the role you're in today?
- What were some of your early roles in the field?
- What does a workday look like for you?
- What are some big projects you're working on now or that you've finished up in the last few months?
- What do you enjoy most about the work you do? / What are you most excited about right now?
- What do you enjoy the least? Or, is there something that surprised you about the role when you first started?
- What skills do you think are most important for someone interested in a job like yours?
- Do you think there's a personality type that's not well suited for this kind of career?
- What are some of the biggest challenges you face day-to-day?
- What about the biggest rewards?
- What do you wish you'd known when you were starting out in this career?
- Where do you see yourself in five or ten years?
- Do you have any recommendations for other people I should talk to or other resources I should explore?

- Are there any questions I'm not asking that I should be?
- Would it be all right for us to stay in touch?

## Don't Flake—Actually Show Up

Networking Don'ts		
<p><b>DON'T BE TOO THIRSTY IN PERSON</b></p> <p>BE AWARE OF SOMEONE'S TIME AND GAUGE THEIR INTEREST IN YOUR EXCHANGE.</p>	<p><b>DON'T STALK PEOPLE ONLINE</b></p> <p>RESPECT BOUNDARIES AND LEARN TO TAKE A HINT. IF SOMEONE DOESN'T RESPOND AFTER TWO ATTEMPTS AT CONTACT (THREE IF IT'S A CRITICAL CONNECTION) LET IT DROP.</p>	<p><b>DON'T SLIDE INTO DMS ON MORE THAN ONE PLATFORM</b></p> <p>MOST PROFESSIONALS WILL NOT TAKE KINDLY TO SIMULTANEOUS INSTA, TWITTER, LINKEDIN, AND FACEBOOK CHATS SO MAKE SURE TO SLOW YOUR ROLL A BIT.</p>
<p><b>DON'T SHOW UP UNPREPARED</b></p> <p>DO YOUR HOMEWORK ON POTENTIAL CONNECTIONS. KNOW AT LEAST A FEW FACTS ABOUT THEIR CAREERS, WHY YOU THINK THEY'RE COMPELLING.</p>	<p><b>DON'T MAKE IT ALL ABOUT YOU</b></p> <p>SHOW GENUINE INTEREST IN THE PEOPLE YOU'RE MEETING AND ENGAGING WITH, GET TO KNOW THEM A BIT, DON'T PUSH A NETWORKING AGENDA STRAIGHT OFF.</p>	<p><b>DON'T FORGET TO FOLLOW UP</b></p> <p>CRITICAL STEP. TOO OFTEN A PERSON WILL GO THROUGH ALL OF THE TROUBLE OF NETWORKING, MEET INTERESTING PEOPLE AND THEN NEVER EVER FOLLOW UP.</p>

# Abandoning the Elusive “Dream Job”

## Career Ideals

Let's identify your wants, needs, and nice-to-haves for all the categories that matter most to you. Get as specific as possible.

CATEGORY/ ITEM	NON-NEGOTIABLE I NEED THIS	I SEE IT I LIKE IT I WANT IT	THIS WOULD BE NICE-TO-HAVE
EX: Commute	30 mins. or less, one-way	Paid parking	Public transportations options

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# Target Companies

First, write down any and every company that interests you and why it made the list. Don't censor yourself. It's important to understand why you're interested in the company because you'll need to answer that in your resume, interview, etc.

TARGET COMPANY	WHY IT MADE THE LIST

## Target Company

CAREER IDEAL	TARGET COMPANY	RESEARCH
MUST-HAVE A COMMUTE 30 MINS. OR LESS.	ACME COMPANY	30 MIN. COMMUTE BUT ONLY IF I CAN HAVE FLEX HOURS AND THEY DON'T OFFER FLEX HOURS.

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# Company Research

For each company listed on your target companies list, you'll get to know the organizations way more extensively—and way more than what you read is a single job description by filling out one worksheet per company. From there you can cross off any target companies that are misaligned with your career ideals. And for companies that are aligned to you, it's time to start considering departments or roles you might be a good fit for and focusing your job search on just these specific companies. Job searches are more successful when you're focused on what company and job you want vs. applying to everything and anything. Think quality over quantity.

Company Name

If The Company Stays, Which Department or Role Will You Pursue:

WHAT YOU WANT TO KNOW	WHERE TO START YOUR SEARCH	NOTES AND RESEARCH	HOW DOES THIS COMPARE TO YOUR SPECIFIC CAREER IDEAL?
What does the company do? Why does it matter?	<ul style="list-style-type: none"><li>Company Website's About Page</li><li>Google</li><li>LinkedIn</li></ul>		
What type of company is it? How many employees?	<ul style="list-style-type: none"><li>Company Website's About Page</li><li>LinkedIn</li></ul>		
Who are their competitors?	<ul style="list-style-type: none"><li>Google</li><li>LinkedIn</li></ul>		
Who is their leadership/ leadership team?	<ul style="list-style-type: none"><li>Company Website's Team or Leadership Team</li><li>Google</li><li>Recent Press</li></ul>		



WHAT YOU WANT TO KNOW	WHERE TO START YOUR SEARCH	NOTES AND RESEARCH	HOW DOES THIS COMPARE TO YOUR SPECIFIC CAREER IDEAL?
What makes them unique?	<ul style="list-style-type: none"> <li>Company Website's About and/or Product/Services Page</li> <li>Customer Testimonials</li> <li>Social Media Channels</li> </ul>		
Who are their clients and /or customers?	<ul style="list-style-type: none"> <li>Company Website</li> <li>Client Testimonials</li> <li>Social Media Channels</li> </ul>		
When did the company launch?	<ul style="list-style-type: none"> <li>Company Website</li> <li>LinkedIn</li> </ul>		
Where is the company located?	<ul style="list-style-type: none"> <li>Company Website</li> <li>LinkedIn</li> </ul>		
Do they have other offices?	<ul style="list-style-type: none"> <li>Company Website</li> </ul>		
What is their work culture like?	<ul style="list-style-type: none"> <li>Company Career's Page</li> <li>LinkedIn</li> <li>Glassdoor</li> <li>InHerSight</li> <li>The Muse</li> <li>Career Contessa</li> <li>Speaking with Current or Former Employees</li> </ul>		

WHAT YOU WANT TO KNOW	WHERE TO START YOUR SEARCH	NOTES AND RESEARCH	HOW DOES THIS COMPARE TO YOUR SPECIFIC CAREER IDEAL?
What benefits do they offer?	<ul style="list-style-type: none"> <li>• Company Career's Page</li> <li>• LinkedIn</li> <li>• Glassdoor</li> <li>• InHerSight</li> <li>• The Muse</li> <li>• Career Contessa</li> <li>• Speaking with Current or Former Employees</li> </ul>		
What perks do they offer?	<ul style="list-style-type: none"> <li>• Company Career's Page</li> <li>• LinkedIn</li> <li>• Glassdoor</li> <li>• InHerSight</li> <li>• The Muse</li> <li>• Career Contessa</li> <li>• Speaking with Current or Former Employees</li> </ul>		
Recent Press	<ul style="list-style-type: none"> <li>• Google</li> <li>• LinkedIn</li> <li>• Social Media Channels</li> </ul>		

# Define What You Can't Control

## Use Your Words: The Gender Dictionary for Modern Times

PROBLEMATIC WORDS/BEHAVIOR	DEFINITION	HOW TO COMBAT IT
BENEVOLENT SEXISM	LESS OBVIOUS. KIND OF SEEMS LIKE A COMPLIMENT, EVEN THOUGH IT'S ROOTED IN MEN'S FEELINGS OF SUPERIORITY.	DON'T LET THESE COMMENTS SLIDE. WHILE THEY MIGHT NOT COME FROM AN OVERTLY 'BAD' PLACE, THEY ARE DAMAGING. COMMUNICATE THAT. TAKE A PAGE FROM THE OLD MANSPLAINER AND RETORT WITH A, "WELL, ACTUALLY..."
BROPPROPRIATING	STEALING AN IDEA FROM A WOMAN AND THEN MAKING IT SEEM LIKE IT WAS/IS YOUR IDEA.	ADDRESS THIS HEAD-ON. THERE IS NO EXCUSE FOR SOMEONE TAKING CREDIT FOR YOUR WORK. IF THIS HAPPENS IN A MEETING SETTING, YOU MIGHT SAY SOMETHING LIKE, "I PRESENTED THIS IDEA TO THE TEAM LAST WEEK, AND I ALSO HAD XYZ TO ADD TO IT."
CONCRETE CEILING	UNLIKE A GLASS CEILING WHERE YOU CAN SEE IT, THE CONCRETE CEILING IS A TERM TO DESCRIBE WHAT WOMEN OF COLOR FACE WHEN THEY'RE TRYING TO MOVE UP AT WORK. THEY CAN'T EVEN SEE WHAT BARRIERS ARE ABOVE THEM BECAUSE YOU CAN'T SEE THROUGH IT.	RISK-AVERSE LAYERS OF MEN NEED TO APPOINT HIGHLY-QUALIFIED WOMEN OF COLOR TO TOP POSITIONS—NOT JUST WHEN THE COMPANY IS IN TIME OF CRISIS. WOMEN OF COLOR NEED SPONSORS. THEY CAN ALSO BUILD UP THEIR OWN GROUPS WHO FACE SIMILAR CHALLENGES AND DISCUSS STRATEGIES FOR OVERCOMING THIS.
COWBOY UP. SHE TOOK IT LIKE A MAN. GROW A PAIR.	USING MALE GENITALIA TO DESCRIBE POWERFUL MOVES VERSUS FEMALE GENITALIA TO DESCRIBE WEAK MOVES.	REMOVE THIS LANGUAGE FROM YOUR VOCABULARY AND URGE OTHERS TO DO SO.
DISCRIMINATION	TREATING A GROUP OF PEOPLE UNJUST BECAUSE THEY ARE DIFFERENT CATEGORIES OF PEOPLE, ESPECIALLY ON THE GROUNDS OF RACE, AGE, OR SEX.	DON'T IGNORE IT. CALL IT OUT AND CORRECT PEOPLE WHEN THEY ARE DISCRIMINATING AGAINST YOU OR SOMEONE ELSE.

PROBLEMATIC WORDS/BEHAVIOR	DEFINITION	HOW TO COMBAT IT
EXOTICIZATION	THE PROCESS OF SEXUALIZING A GROUP, SUCH AS WOMEN, AND REDUCING THEM TO 'OTHER.'	DON'T REFER TO PEOPLE AS 'IT' OR 'OTHER.'
GASLIGHTING	MANIPULATE (SOMEONE) BY PSYCHOLOGICAL MEANS INTO QUESTIONING THEIR OWN SANITY.	GASLIGHTING CAN BE A REALLY INSIDIOUS MANEUVER IN THE WORKPLACE. IF YOU FEEL THAT SOMEONE IS GASLIGHTING YOU, IT'S MORE IMPORTANT THAT YOU STAND YOUR GROUND, STATE FACTS, AND RESIST MANIPULATION.
GENDER ROLES	'GENDER ROLES ARE SETS OF CULTURALLY DEFINED BEHAVIORS SUCH AS MASCULINITY AND FEMININITY,' ACCORDING TO ENCYCLOPEDIA. 'IN MOST CULTURES THIS BINARY DIVISION OF GENDER IS ROUGHLY ASSOCIATED WITH BIOLOGICAL SEX – MALE OR FEMALE.'	CORRECT OTHERS WHEN THEY USE GENDER-NORMATIVE LANGUAGE. NO LONGER LABEL THINGS AS EITHER MASCULINE OR FEMININE, HIM OR HER, ETC. REPLACE WITH THEY/THEM. BE MINDFUL WHEN YOU'RE REFERRING TO A PROFESSION, LIKE POLICEMAN, TO CHANGE IT TO POLICE PERSON. OR REFER TO A PROFESSION, LIKE A DOCTOR, AS 'HIM.'
GLASS CEILING	A BARRIER THAT WOMEN AND OTHER MINORITIES FACE, HOLDING THEM BACK FROM PROFESSIONAL ADVANCEMENT.	WHEN YOU EXPERIENCE SUCCESS, BRING ANOTHER WOMAN ALONG WITH YOU. KEEP AN OPEN DIALOGUE WITH THE FEMALE LEADERSHIP IN YOUR OWN COMPANY OR IN COMPANIES YOU ADMIRE.
HOLLOW GESTURES	MAKING CHANGES WITH ONLY WORDS AND NOT ACTIONS. FOR EXAMPLE, 'WE'RE GOING TO FOCUS ON DIVERSITY HIRING' BUT THEN IT DOESN'T HAPPEN.	DON'T SAY IT IF YOU'RE NOT GOING TO FOLLOW THROUGH. HAVE AN ACTIONABLE PLAN IN PLACE THAT YOU SHARE AT THE SAME TIME AS THE COMMENT.
HOSTILE SEXISM	OVERTLY NEGATIVE IDEAS AND STEREOTYPES ABOUT A PARTICULAR GENDER.	HOSTILITY AND SEXISM HOLD NO PLACE IN THE OFFICE. THE COMBINATION SHOULD BE SWIFTLY REPORTED.

<b>PROBLEMATIC WORDS/BEHAVIOR</b>	<b>DEFINITION</b>	<b>HOW TO COMBAT IT</b>
INFANTILIZING LANGUAGE	USING CUTE LANGUAGE TO DOWNPLAY A WOMAN'S EXPERIENCE. FOR EXAMPLE, 'OH THAT'S SO CUTE, BUT_'	CORRECT PEOPLE WHEN THEY USE THIS LANGUAGE AND SET BOUNDARIES. ALSO, LEAD BY EXAMPLE AND DON'T USE THIS LANGUAGE EITHER.
LOCKER-ROOM TALK	OFFENSIVE COMMENTS MADE BY MEN THAT ARE EXPLAINED AWAY AS SOMETHING MEN WOULD SAY IN PRIVATE TO EACH OTHER.	THIS HAS NO PLACE IN THE OFFICE. CALL OUT THE BEHAVIOR ON THE SPOT AND REPORT TO HR.
MALE GAZE	THE ACT OF DEPICTING WOMEN IN MASS MEDIA AS SEXUAL OBJECTS FOR THE PLEASURE OF MALE VIEWERS.	THIS TYPE OF BEHAVIOR HAS NO PLACE IN THE OFFICE. IF YOU SENSE THAT IT IS HAPPENING TO YOU, A COLLEAGUE, OR A CLIENT, REPORT IT.
MANSPLAINING	WHEN A MAN EXPLAINS SOMETHING TO A WOMAN IN A CONDESCENDING, OVERCONFIDENT, AND OFTEN INACCURATE OR OVERSIMPLIFIED MANNER.	WHEN SOMEONE BEGINS TO MANSPLAIN SOMETHING TO YOU, IT'S BEST TO ADDRESS IT OUTRIGHT. WHILE YOU CAN CHOOSE YOUR OWN TONE WITH WHICH TO RESPOND, IT'S BEST TO BE DIRECT IN RESPONDING BY SAYING SOMETHING LIKE, "WELL, YES, JOHN. I HAVE MY PHD IN LINGUISTICS, BUT THANKS FOR MANSPLAINING THIS TOPIC TO ME."
MANINTERRUPTION	A BEHAVIOR WHEN MEN INTERRUPT WOMEN UNNECESSARILY. THIS CAN LEAD TO MEN CONTRIBUTING MORE TO A CONVERSATION THAN WOMEN.	THIS BEHAVIOR, OFTEN SEEN IN MEETING SETTINGS, CAN BE SHUT DOWN WITH A SIMPLE STATEMENT LIKE, "THANKS FOR YOUR INPUT, GENE, BUT I HAVEN'T FINISHED MY THOUGHT."
MICROAGGRESSIONS	THE SUBTLE YET HARMFUL FORMS OF DISCRIMINATORY BEHAVIOR EXPERIENCED BY MEMBERS OF OPPRESSED GROUPS.	FIND SOCIAL SUPPORT TO TALK THROUGH THESE FEELINGS. BEING VALIDATED IN HOW YOU'RE FEELING CAN HELP YOU CORRECT YOUR MICROAGGRESSOR IN THE FUTURE.

PROBLEMATIC WORDS/BEHAVIOR	DEFINITION	HOW TO COMBAT IT
MISOGYNOIR	MISOGYNY DIRECTED TOWARD BLACK WOMEN.	WHETHER YOU EXPERIENCE THIS OR WITNESS IT, IT'S CRUCIAL TO TAKE SERIOUS ACTION. DOCUMENT THE BEHAVIOR AND IMMEDIATELY BRING IT TO HUMAN RESOURCES. IF THERE ISN'T AN HR DEPARTMENT, REPORT THIS TO THE EEOC (EQUAL EMPLOYMENT OPPORTUNITY COMMISSION).
MISOGYNY	HATRED OF WOMEN.	MISOGYNY HAS A LONG HISTORY IN THE WORKPLACE, BUT THAT HISTORY IS DRAWING TO AN END. ANYTHING YOU PERCEIVE AS MISOGYNISTIC IN NATURE SHOULD BE DOCUMENTED AND REPORTED.
PERIOD/PMS-ING. SMILE MORE. RESTING BITCH FACE. CALM DOWN. OVERLY AMBITIOUS. AGGRESSIVE. BITCHY.	ALL THE THINGS INSECURE PEOPLE SAY TO WOMEN OR ABOUT WOMEN WHEN WE'RE NOT LIVING UP TO THEIR/SOCIETY'S UNREALISTIC EXPECTATIONS.	ENCOURAGE SOMEONE TO REMOVE THIS LANGUAGE FROM THEIR VOCABULARY. WHILE THESE SORTS OF PHRASES MIGHT HAVE BEEN "FUNNY" IN 1997, THEY HAVE NO PLACE IN A WORKING ENVIRONMENT.
UNCONSCIOUS BIAS	SOCIAL STEREOTYPES PEOPLE HAVE ABOUT INDIVIDUALS THAT FORM OUTSIDE THEIR OWN CONSCIOUS AWARENESS.	BECOME BETTER AT RECOGNIZING IT AND CORRECTING YOUR PATH. WHEN YOU RECOGNIZE YOUR OWN UNCONSCIOUS BIAS, ASK YOURSELF QUESTIONS AROUND WHY IT EXISTS—AND DO WORK TO SQUASH IT.
WORKING MOM. MOMMY HOURS.	REVEALS THE ASSUMPTION, OR PRESCRIPTION, THAT IT IS WOMEN WHO TAKE CARE OF KIDS.	SHUT IT DOWN. IT'S NOBODY'S BUSINESS WHO DOES WHAT IN YOUR HOUSEHOLD OR IN YOUR FAMILY. A SIMPLE, "I'D ADVISE YOU NOT TO MAKE ASSUMPTIONS ABOUT ANYBODY'S HOME LIFE" SHOULD SHUT DOWN THESE COMMENTS. IF YOU FEEL THERE IS MOTHERHOOD OR PREGNANCY DISCRIMINATION IN YOUR WORKPLACE, TAKE THIS MATTER TO HUMAN RESOURCES OR THE EEOC (EQUAL EMPLOYMENT OPPORTUNITY COMMISSION).

# Celebrate Your Mistakes as Successes

## Take Accountability

Instead Of	Try
<b>I'M A FAILURE</b>	I'M HUMAN, IT'S OK TO MAKE MISTAKES
<b>I'LL NEVER GET IT RIGHT</b>	I NEED TO BE PATIENT WITH MYSELF AND KEEP TRYING
<b>I'M NOT CUT OUT FOR THIS</b>	I'LL NEVER KNOW UNLESS I TRY
<b>EVERYONE HATES WHAT I DO</b>	WHAT ARE PEOPLE ACTUALLY SAYING ABOUT MY WORK? HOW CAN I USE IT TO HELP ME IMPROVE?
<b>MY BOSS HATES ME</b>	I NEED TO FIND A WAY TO GET MY NEEDS MET IN THIS JOB – WITH OR WITHOUT MY BOSS'S APPROVAL
<b>I'M ASHAMED</b>	HOW CAN I TURN THIS MISTAKE INTO AN OPPORTUNITY FOR GROWTH AND LEARNING?
<b>THEY'LL NEVER GIVE ME A GOOD ASSIGNMENT</b>	I'LL NEVER KNOW UNLESS I ASK

## Manage Your Fear of Failure

Source of Fear		Failure Value
INTERVIEW FOR A SENIOR-LEVEL JOB		LEARNING TO COMPETE AT A HIGH LEVEL
PUBLIC SPEAKING		BECOMING ACTION ORIENTED, PUSHING THROUGH ANXIETY
ASKING FOR A RAISE/PROMOTION		KNOWING YOUR VALUE
MAKING MISTAKES		LEARNING ACCOUNTABILITY, GETTING BETTER FOR NEXT TIME
CONFRONTING A PROBLEMATIC WORK SITUATION		PRACTICING SELF-ADVOCACY



## Realign Your Perspective

# Perspective Realignment

MISTAKE	POSITIVE CHANGE FOR MISTAKE	ACTION
EX: I delivered a terrible presentation.	I learned to come to meetings more prepared.	I'm going to sign up for Toastmasters to learn how to be a better speaker in public.

# Become Your Own Career Coach

## Understand When and How You'll Be Evaluated

### Create SMART Goals

Complete the following chart for each goal you want to set right now.  
The more concrete detail you can add, the better.

	GOAL #1	GOAL #2	GOAL #3
<b>SPECIFIC</b> Why do you want to achieve this goal?			
<b>MEASURE</b> How will you know you accomplished your goal?			
<b>ATTAIN</b> What will be the action items you need to take?			
<b>REALISTIC</b> Is this realistic within your timeframe?			
<b>TIMELY</b> When do you want to accomplish this by?			

Bonus

<b>BARRIERS</b> List all the obstacles in your way.			
<b>RESOURCES</b> What tools are necessary?			

# Let Go of Your Fear of Money—for Good

## How to Honestly Assess Your Financial Picture

### Financial Glossary

Liquidity	Measures how quickly and easily you can convert different financial assets into cash. Cash, savings, and checking accounts are considered the most "liquid," while CDs, stocks, and mutual funds are harder to change to usable funds.
Portfolio	This has nothing to do with art or creative work. In finance, your portfolio is your assets: Your savings, your bonds, your stocks. Ideally this is multiple financial assets with varying levels of risk.
Pension	A plan requires employers to contribute to a fund for your retirement. The company invests that money into stocks and bonds, and the earnings become your salary once you retire. Most companies also allow workers to contribute part of their own income to their pension fund, typically via a 401(k) or a 403(b) plan.
Broker	So you don't have the time or know-how to suss out and sell stocks on top of, you know, your real job. Brokers are people and businesses who, for a fee, will do the dirty work for you. Discount brokers will buy and sell orders that you place online for around \$5-15 per transaction. Full-service brokers offer more advice on retirement planning and investing, but they'll charge a higher commission for it.
Principle	The initial money you put into an investment.
Compound Interest	With compounding interest, you'll collect interest on both your principle and any previous interest you've earned. By saving money, you're making money. The average interest rate on the stock market since 1929 has been around 7-8%. If you earn the same average return of 7 percent on your investments over the next 20 to 30 years, plus compounding, you're setting yourself up for a much more comfortable retirement.
Net Worth	Net worth is a simple calculation of a company's total tangible assets (basically everything but copyrights, patents, and intellectual property) minus the company's debt.

Income Statement	Consider this a report card for your investments. The income statement will provide some information about the company's performance (over a specific time period) that affects its stock price, including its sales and earnings per share. Consult statements to select and evaluate your stocks.
Capital + Capital Appreciation	If you're investing in a company, you also need to guess how it's going to perform next year—and the year after that. As we've seen often, even the most profitable companies can fail quickly if they generate a PR controversies or a competitor beats them to a new technology. Capital signals a company's future strength, measuring both its revenue and the people, technologies, and tools it can use to gain more revenue later on. If a company has more capital, more people will invest in it and its stock price will rise. So when companies use their profits to improve their products or the company itself, they'll increase their capital and their stock price. When that happens? Your stock is now worth more (i.e., the capital has appreciated), and you can sell it for a profit.
Dividends	Other companies will share their profits directly with stockholders in the form of a dividend (either with money or more stocks).
Mutual Fund	You can't afford a studio in your favorite neighborhood, so you and your friends find a three-bedroom apartment there and split the rent. Mutual funds work the same way, except that you and other people pool your money to make larger investments than you could alone. Money managers will invest it, and your group will receive the ultimate earnings (or losses). But because you're holding professionally managed stocks in a range of industries, mutual funds are typically less risky than individual stocks.
Passive Income	This is consistent money one earns no matter if they are actively working or not – for example, rental income.
Maturity Date	The date that the CD expires and you get your money plus interest.
401 (k)	A 401(k) is an employer-sponsored retirement plan that you can contribute to directly and automatically, from your paycheck. You won't have to pay taxes on it until you withdraw it (starting at age 59 ½ without penalty for all retirement plans). Many employers will also match your contributions up to a certain percentage, which means free money.

403 (b)	Essentially a 401(k) for employees of nonprofits.
529 Plan	A 529 plan is a college savings plan, which some employers now offer alongside retirement plans. Like 401(k)s and 403(b)s, you can contribute to 529s straight from your pre-tax income. In several states, you can use a pre-paid tuition plan to pre-pay future tuition costs at participating colleges. If your state doesn't offer a pre-paid option, choose a 529 savings plan, which invests in stocks and bonds. As long as you spend your earnings on qualified college expenses (typically only tuition), they won't be subject to federal or state taxes.
Defined Benefit Plans & Defined Contribution Plans	Twist! These are essentially the same as 401(k)s.
Traditional IRA vs. Roth IRA	The difference between them comes down to taxes. For a Traditional IRA, you won't be taxed on any of your contributions now, but you'll have to pay taxes on your withdrawals in retirement. With a Roth IRA, you'll pay taxes on your contributions now so you can skip them once you're retired. To choose between the two, compare your current income with what you hope to make on a fixed income when you retire. Choose a Roth if you're currently earning under \$118,000 per year (\$186,000 for married couples), but plan to make more in retirement. If you're rolling in cash now and cutting back in retirement, pick a traditional.
Financial Plan	A financial plan captures your financial goals and targets, and establishes how you plan to achieve them. Identifying your goals and making a plan increases the likelihood that you'll achieve what you've set out to achieve. A typical financial plan helps you envision the future by capturing your income, savings and investing activities in pursuit of your goals—whether that's building an emergency fund, saving up to buy a house or investing towards your future.
Financial Advisor	The biggest thing to point out here is that "financial adviser" can mean lots of different things, and there's no hard and fast rule for who can call him or herself one. Basically, a financial adviser is someone who can give you advice on your money, sometimes including investing. The key here is to do your research about their backgrounds. There are also services online that offer digital era financial advisers.
APR	Annual Percentage Rate, which means the yearly rate you'll be charged for borrowing money.
APV	The adjusted present value is the net present value of a project or company if financed solely by equity plus the present value of any financing benefits, which are the additional effects of debt.
The Vanguard Group	This is the largest provider of mutual funds (IRAs, 401ks) in the world with more than \$5 trillion dollars in assets.

# Really Track Your Spending

## The career contessa Budgeting Tool

Take control of your spending with this financial calculator:

### MONTHLY SAVINGS

Emergency Fund:	\$
Investments:	\$
Retirement:	\$

### INCOME

Monthly Pay:	\$
Annual Gifts:	\$
Annual Tax Return:	\$
Other:	\$

### MONTHLY EXPENSES

Food:	\$	Household:	\$
Clothing:	\$	Transportation:	\$
Shelter:	\$	Health:	\$
Student Loans:	\$	Personal:	\$
		Other:	\$

### ANNUAL EXPENSES

Tuition:	\$	Taxes:	\$
Home Insurance:	\$	Vacation:	\$
Car:	\$	Other:	\$

$$\begin{aligned} & (\text{Total Monthly Income}) - (\text{Total Monthly Savings}) + (\text{Total Monthly Expenses}) \\ & + (\text{Total Annual Expenses} / 12) = (\text{Your budget}) \end{aligned}$$

## When in Doubt, Use This Salary Equation

### The Math

Average Monthly Expenses  $\times 2 \times 1.2 =$  Ideal salary on a monthly basis

Then, multiply by 12 (months)  $=$  Ideal salary on a annual basis

## The 14-Day Career Detox Power Move

We would like to take this time to insert micro-Power Moves throughout your entire workday, one element at a time. Take the next 14 days to challenge yourself to disrupt your day in different ways. Whether it's changing up your commute to work, taking lunch with coworkers you haven't gotten to know, or limiting your social media screen time, these are all habits that can feed into big change.

Here are just a few ideas to start making small (but meaningful) power moves throughout your work day.

### MAKING POWER MOVES IN YOUR MORNING ROUTINE

- ☛ Don't press snooze
- ☛ Keep your alarm clock far from your bedside table
- ☛ Eat breakfast
- ☛ **EXTRA CHALLENGE:**  
Make yourself a delicious breakfast
- ☛ Make coffee at home (if you usually buy it)
- ☛ Have tea instead of coffee
- ☛ Exercise
- ☛ Go for a walk
- ☛ Hang out with your dog or cat
- ☛ Read a book (before you look at your phone)
- ☛ Don't look at emails until you get to work
- ☛ **EXTRA CHALLENGE:**  
Don't look at your phone until work
- ☛ Get to work early
- ☛ **EXTRA CHALLENGE:**  
Be the first person to the office
- ☛ Bring your coworkers doughnuts (I am secretly hoping someone at Career Contessa will accept this challenge)
- ☛ Have everything ready the night before (clothes, keys, lunch, etc.)
- ☛ Pack a lunch
- ☛ Call your Mom (or your Dad, or your sister)

### MAKING POWER MOVES IN YOUR COMMUTE

- ☛ Listen to a new audiobook or podcast
- ☛ Take a different route
- ☛ Leave before traffic (if possible)
- ☛ **EXTRA CHALLENGE:**  
Walk or bike to work
- ☛ Call Mom (or Dad, or sister) from the car
- ☛ Carpool with a coworker or neighbor
- ☛ Get a ride to work
- ☛ Avoid listening to the news
- ☛ Sing in your car
- ☛ Get off the train a stop early and walk
- ☛ Go to the gym directly from work

### MAKING POWER MOVES AT LUNCH

- ☛ Go out to eat with a new coworker
- ☛ Take your lunch outside
- ☛ Go for a walk
- ☛ Eat something new
- ☛ Try a new restaurant in the neighborhood
- ☛ Start a weekly team lunch
- ☛ Start a gratitude journal
- ☛ **EXTRA CHALLENGE:**  
Get lunch with your entire team (including your boss)
- ☛ Read for 30 minutes during lunch



### MAKE POWER MOVES DURING MEETINGS

- 🕒 Bring a new idea to a meeting
- 🕒 Add your input
- 🕒 Ask one question
- 🕒 **EXTRA CHALLENGE:**  
Create a stunning visual presentation
- 🕒 Create your own agenda for typically uneventful weekly meetings
- 🕒 Take a meeting to discuss something with your boss
- 🕒 Talk to your boss about meetings that seem unnecessary
- 🕒 Create new meetings for your department to gain clarity on projects

### MAKING POWER MOVES WITH YOUR COMMUNICATION HABITS

- 🕒 Forget Slack and talk to a coworker
- 🕒 Keep your personal phone out of sight
- 🕒 Try getting rid of filler words like "just" or "sorry" in emails
- 🕒 Check email only during allotted times (ie. 9-10 a.m, 3-4 p.m.)
- 🕒 Make dedicated time to check in on all correspondence
- 🕒 **EXTRA CHALLENGE:**  
Proofread everything you write (even on Slack) before sending
- 🕒 Mind your emoji usage :)

### SMASH DISTRACTIONS WITH THESE POWER MOVES

- 🕒 Log out of all social media for one hour
- 🕒 Log out of all social media for one day
- 🕒 **EXTRA CHALLENGE:**  
Log out of all social media for an entire week
- 🕒 Put headphones on to limit outside interruptions
- 🕒 Ignore your work wife for an hour (she will understand)
- 🕒 Install a productivity-based Chrome extension
- 🕒 Close out your 30+ open tabs
- 🕒 Create an away message on Slack or Google Chat (and use it)

### POWER UP THE 3 O'CLOCK SLUMP WITH THESE POWER MOVES

- 🕒 Delete all spam emails
- 🕒 Unsubscribe from promotional emails
- 🕒 Make a to-do list for tomorrow
- 🕒 Clean your laptop screen (hello, fingerprints)
- 🕒 Listen to a new podcast
- 🕒 Take an online class to refresh your skills
- 🕒 Join a live webinar
- 🕒 Go for a quick walk
- 🕒 Update your email signature
- 🕒 Make a list of hobbies you'd like to learn
- 🕒 **EXTRA CHALLENGE:**  
Start a women's committee at work
- 🕒 Tackle our list of things to do when you're bored at work

### REINVIGORATE TIME MANAGEMENT WITH THESE POWER MOVES

- 🕒 Say no to happy hour
- 🕒 Say no to unnecessary meetings
- 🕒 Delegate some of your work
- 🕒 Front load your morning with work
- 🕒 **EXTRA CHALLENGE:**  
Do your least favorite + most cumbersome task first
- 🕒 Create some to-do lists
- 🕒 Prepare the next steps for all to-dos