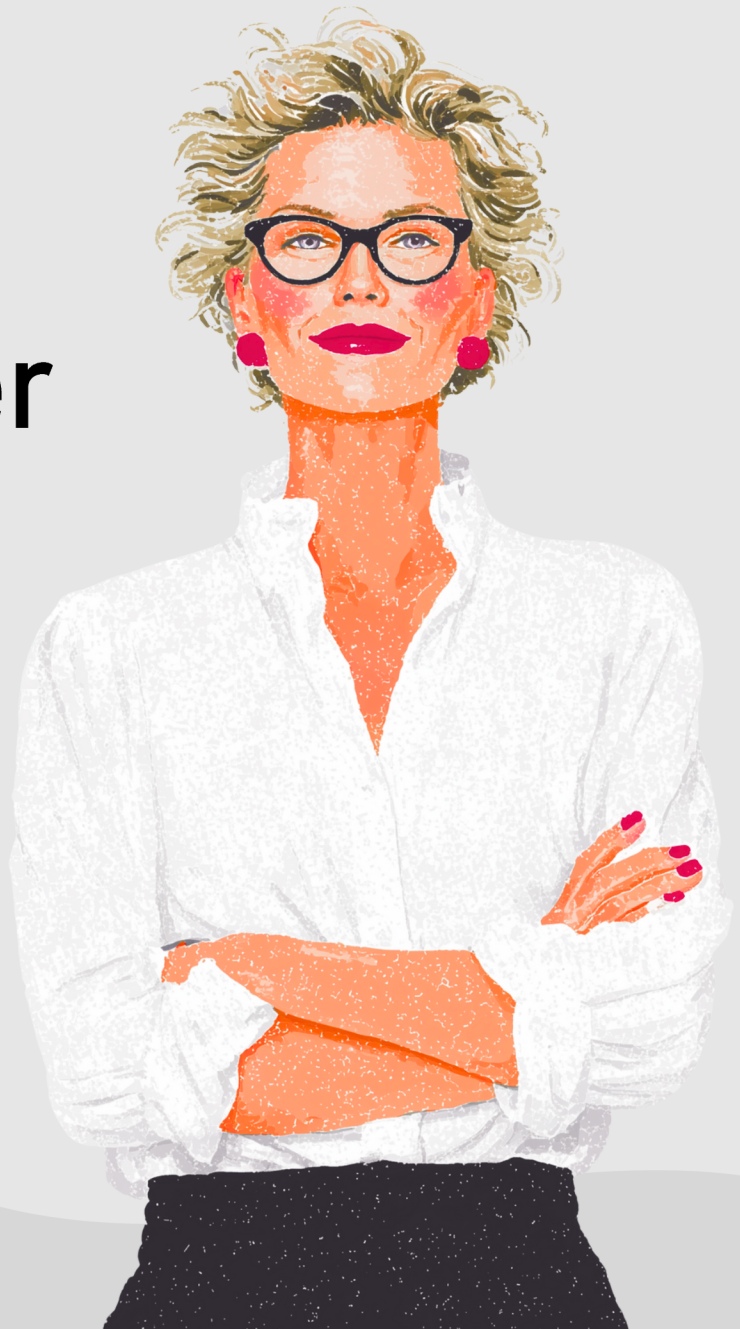


# **I cried when my best employee quit**

**It forced  
me to  
play bigger  
(here's  
how)**



# **SPOILER**

## **This advice isn't for everyone.**

- ✓ It's for those who want a seat at the important table.
- ✓ Who want to be known in their industry.
- ✓ Who are tired of watching others get what they want.

Here's what I learned about stepping up, even when you're terrified...



1

# Create something that forces you to show up

Build obligations that  
require you to be visible





# **Go big or stay invisible**

The big leagues don't  
happen incrementally



3

# **Nobody expects you to be perfect**

Share what you've  
observed, not just achieved



4

# **Say what everyone's thinking (but won't say)**

Lead with:  
'What nobody talks  
about is...'



5

# **Your industry needs YOUR perspective**

Ask: 'What would I want  
to hear if I were them?'





# **Put yourself in a position where you can't hide**

Visibility isn't optional if  
you want the big table







# **Setbacks show you what you've been avoiding**

Ask: 'What have I  
been hiding behind?'



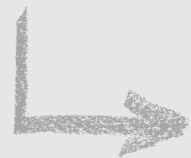
8

**You'll feel sick  
to your stomach  
– do it anyway**

The discomfort means  
you're onto something



**Your next  
breakthrough  
is waiting  
on the other side  
of the thing you're  
avoiding.**



**Find this useful?**



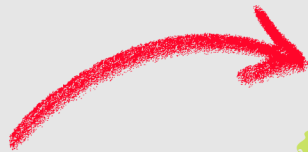
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