

The WOW Factor:

Wake Up, Own It, Walk Bold into Your Next Opportunity

The biggest obstacle is not out there. It's what you've decided about yourself.

1. WAKE UP

To wake up is to *become aware* of what's holding you back.

Real confidence starts with awareness. You need to spot the negative thoughts, lies and doubts, then drop them.

2. OWN IT

a) Own your talents. Own your power.

Confidence doesn't come from just having talents. It comes from *owning* them.

You can't walk bold if you don't claim your power.

b) Own your struggles too — the gaps, breaks, pivots, and layoffs. So that you can accept responsibility for your experience, integrate lessons, and understand how they shape you.

Confidence comes from reframing these experiences as part of your growth and *strengths*.

Examples:

"I wasn't just laid off. I was released into a season of realignment. I used that time to re-skill, re-centre, and return more prepared, self-aware, and focused than ever."

"I didn't just wait for a job. I worked on myself. I used this season to grow my skills, mindset, and confidence, and I'm showing up ready to contribute."

"I didn't abandon my career. I evolved. I made a conscious decision to pivot into work that reflects my strengths and passion, and now I bring both lived experience and renewed purpose to the table."

5-Step Reframing Guide™: Turn Your Struggles into Strength**✔ Step 1: Name It Honestly**

Describe your situation clearly, without shame.

Ask yourself:

- What happened? (e.g., layoff, caregiving, burnout, health, pivot)
- What were the facts, without judgment?

💡 *Example:*

“I took a 2-year break from work to care for my parents.”

✔ Step 2: Acknowledge the Emotions

What did you feel and how did you grow from it?

Ask yourself:

- What were the challenges?
- What strengths did I develop through it?

💡 *Example:*

“It wasn’t easy, but I learned resilience, emotional strength, and how to prioritize what matters.”

✔ Step 3: Identify the Value

What did this experience add to your personal or professional growth?

Ask yourself:

- What life experience, perspective, or skills did I gain?
- What did I learn about myself or my goals?

💡 *Example:*

“I became more resourceful, patient, and intentional about my next move.”

✔ Step 4: Connect It to the Present

How does it shape who you are now and what you bring forward?

Ask yourself:

- How did that season make me better at what I do today?
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- What qualities or insights can I now offer because of it?

🧠 *Example:*

“I now bring a deeper sense of empathy and leadership to my work, especially in high-pressure situations.”

✅ Step 5: Craft Your Empowered Statement

Rewrite the story in one strong sentence. Make it clear, confident, and future-facing.

📄 **Formula:**

“I wasn’t just [what happened]. I was [what you were doing/learning/growing into].
Now, I [who you’ve become or what you bring].”

🧠 *Example:*

“I wasn’t just unemployed. I was investing in caregiving, rediscovering what mattered most, and gaining clarity for my next chapter. Now, I bring empathy and leadership to my work, resilience, and purpose into every role I pursue.”

Remember:

Your story isn’t your setback — it’s your setup.

3. WALK BOLD

Confidence isn’t a *pre-requisite*.

It’s a *byproduct*.

You don’t wait to feel confident. You act, and confidence follows.



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