**Killing It**

**(A girl’s guide to KICKING ASS in her career and life)**

# **ABOUT THE PROGRAMME**

KILLING IT (a girls guide to KICKING ASS in her career & life) is a virtual coaching programme I have specifically designed to help women equip themselves with the tools they need to KICK ASS and achieve the goals THEY want to achieve in both their career and life.

# **A PERSONAL NOTE TO ALL WOMEN**

Not every woman knows how to clearly define what it is they want… let alone how to go about getting it. So the best place to start is at the very beginning… what is it you want and what’s holding you back… then we really get to work honing your Ninja warrior skills.

Most of the lessons in the programme are those I have learned the HARD WAY and because I preach that you must be BRUTALLY HONEST with yourself… I have included a lot of very honest stories from my own background. Sugar coating the truth is banned here ladies!

No one can do it FOR you – but the programme is designed to guide and support you as you transition and transform. I am your coach… so together we will run the drills that will give you the opportunity to hone your skills in the safety of ‘Ninja school’ before taking your weapons out into real life. YES it’s hard work and YES it requires dedication – but it’s also going to be a hell of a lot of fun.

Although I can’t do it for you I have made it easy for you to see results through the PRACTICAL approach I take. We will look at YOUR life through YOUR eyes and determine what skills and power you already have in your toolkit, what might be holding you back and where we might just need to do some sharpening.

**It’s not a cure… because there’s actually nothing WRONG with you.**

**It’s a journey to where you want to be.**

# **A BIT OF BACKGROUND**

My name’s Bob. Well actually it’s Kate but people call me Bob. I have an ‘outrageous’ personality (according to ‘the establishment’ that is). I laugh too loud, tell too many jokes, swear too much – let’s just say you usually know when I walk into a room but not everyone is always pleased to see me. It’s not on purpose I swear! I was really just born without two things considered necessary for ‘ladies etiquette’…. a volume button and verbal filter.

For years I tried to deny my true personality and ‘fit in’ and made myself miserable in the process. Seriously miserable. I was racked with self-doubt, second guessed every decision I took and left every business meeting wishing I could go back and do it over.

I have always worked in male dominated environments and ABSOLUTELY understand the additional ‘burden of proof’ and obstacles some women face in terms of positioning their credibility and worth in a business environment – especially when you’re ‘blessed’ with a personality like mine!

In hindsight my misery was a LOT to do with being a female in those environments and trying to live up to the conflicting ‘expectations’ of what that meant. I am naturally a leader and a go-getter but was struggling with the conflict between the pressure to be ‘demure & ladylike’… yet still deliver the goods. I am naturally argumentative but felt the burden of acquiescing to ‘those who knew better’… yet still provide valuable contribution and innovative ideas.

I am inspired by the likes of Cheryl Sandberg and Ariana Huffington – but when it comes to PRACTICAL things women can do to PROACTIVELY improve their prospects and advance their careers there’s not a lot out there.

Yes there are life coaches, development retreats and about a gazillion articles on the internet… but try as I might I couldn’t find a cohesive programme that women could (literally) carry around in their handbag and apply to their everyday life… so I decided to fix that.

# **OK – SO WHAT’S IN IT?**

Like a coin the programme has two sides and each without the other has little value, but when combined they create a powerful yet adaptable approach to developing your ASS KICKING skills.

## **The book:**

Achingly full of wisdom, humour and insights the book itself is delivered on a USB so you can download it to any device you like…as many times as you like. Tablet, laptop, smartphone… or all of the above, the portability and flexibility of having digital copy removes many of the obstacles often associated with ‘finding time’ to work through programmes like this.

## **The workbook:**

This little puppy is the exact opposite – and only available in hard copy. Writing things out by hand (especially exercises that require thought and honesty) makes the words ‘more real’ and therefore more valuable.

All the tools and information you need to work through the programme are included in a sleek glossy A5 workbook that will slip neatly into any handbag… we even give you a pen so you REALLY have no excuses!

And if you value your privacy or the thought of other people knowing what you’re writing down makes you blush FEAR NOT. The elegant and simple design of the cover deliberately gives no clues as to what has you so engrossed!

# **THE CHAPTERS**

There are 12 chapters that each cover a different topic but relate back to each other at different points in the book.

## **Key Ingredients**

Just like when you’re baking a cake it is important to make sure you have everything you need to hand before you start mixing…

## **How To Get Lucky**

Luck is an interesting concept. It’s vague, indefinable and impossible to control. Here we’re going to work through how it is possible to make your own luck.

## **It’s all about me (and why shouldn’t it be?)**

I’m willing to bet that YOUR LIFE isn’t actually all about YOU. I get it. As a Mum, Wife and Daughter a lot of MY life isn’t about me either and that’s OK. But I’ve have learned how to make my WORK life all about me – just as it should be!

## **Perception is reality**

Now we have had a good look at ourselves from the inside out it’s time to start looking from the outside in!  It’s kinda obvious that how we portray ourselves to the world – or rather how the world perceives us – is critical to the path our lives take.

## **Failure is a Virtue!**

If you are reading this there is a 100% chance that your previous failures have not actually killed you. You will fail again – but failure is not something to be feared…. It’s a part of the journey.

## **The Complex art … of Simple Communication**

The ability to communicate clearly and effectively is the single most important factor in determining success in ALL areas of your life. Getting communication right can be complicated – but mastering the art of communication lies in making it very, very simple.

## **How to be Heard**

It’s one thing to know how to communicate – but that’s just no good if you’re not speaking the same language! By comprehending how different personality profiles speak different languages, and of course understanding your own language you can be sure you can always get your message across.

*In this chapter our Ninjas can also opt to complete an authentic DISC personality profile, and receive a personalised ‘debreif’ with an accredited DISC trainer. This multiplies the value of this chapter and the readers ability to apply to learnings to real life situations.*

## **Give me a B!**

All Change is HARD – but changing yourself is potentially the HARDEST OF ALL! It takes time, it takes energy and sometimes you will feel like you have failed SO EPICALLY you will want to give up. It’s at times like this you will need your own personal cheerleading squad.

## **Lead like a NINJA … Get what you need by giving others what they want!**

Most people find it difficult to SPECIFICALLY PINPOINT what anyone other than themselves is looking for... So what if I told you that without psychic ability or magical powers it’s actually really easy to pinpoint exactly what people want?

## **When life gives you lemons… Paint them and sell them as oranges!**

In ‘**How to get lucky’**we looked at taking problems and IMPROVING the situation… but here we’re going to look at how you can USE the situation to your advantage. That slight wording change actually required a MASSIVE mind shift. It requires you to stop seeing problems as problems, and start seeing them as opportunities.

## **Even when you’re the sensei – remain the student:**

Everyone has something AMAZING to teach you – EVERYONE.

## **New job… new you**

It seems so much simpler to have a ‘fresh start’ and go to a new employer where ‘things will be different’. Sometimes a new job IS the answer – but don’t forget there are downsides of starting from scratch.

Whatever the reason if you DO decide to leave, there are some essentials to ensuring you do it in the RIGHT way and move to the RIGHT situation.

# **ABOUT THE AUTHOR**

Kate is an experienced and qualified Change Management practitioner with experience working in both large corporate, multinational environments and NZ owned and operated businesses. She spent over a decade working in the Banking Industry in London before returning home to New Zealand in 2008 (as a result of the GFC) where she took up roles working as a Business Partner, a Real Estate Agent and 2 General Management positions.

For the last two years Kate has been working as a Business Advisor with Advantage Business – which was founded in 1998 and is one of the largest, non-franchised business advisory
groups in New Zealand. She specialises in assisting SME business owners in the Wellington region ‘solve the tough stuff’ and achieve their goals – which she finds fulfilling on many levels.

In July 2016 Kate was elected to the board of Advantage Business, making her the youngest ever and first female Director.

Whist continuing her work as a Director and Advisor through Advantage Business, in 2016 Kate decided to fulfil another of her passions - helping other women forge their way in the Business world… and so ‘KILLING IT’ was born.