NANCY FREDERICKS ONLINE BOOK . . .

7 Simple Steps to Becoming And Influential Leader in Business Today...

RIGHT NOW!!!

Imagine a scenario where you do only what you love and what achieves your best results in business…..

All of this while having a career that makes a difference.

All while feeling empowered and engaged at work.

All of which leads to upgrading your financial future.

This report will answer many of the tough career issues you're facing right this minute in your career and company.

Inside this Special FREE Report You Will Discover the ABC's for Your Career SUCCESS:

- ✓ **Action Steps** that will distinguish you as a high potential executive
- ✓ **Behavioral Shifts** that have you influencing all levels of your organization
- ✓ **Changed Results** that will boost your career progression and your salary

✦✦✦✦

Why Should You Listen to Me?

For over 30 years, I've aided countless executives to gain recognition, contribute, innovate, and lead. As one CEO says: ***NFI is our secret weapon! I can identify the executives who have taken your programs by the way they immediately start taking on true ownership for their position and the future of our organization.***

So, if you're interested in having a wise guru advising you on how to take advantage of today's seismic corporate global shifts and move your career into high gear, this report is for you.

Become the Influential Leader

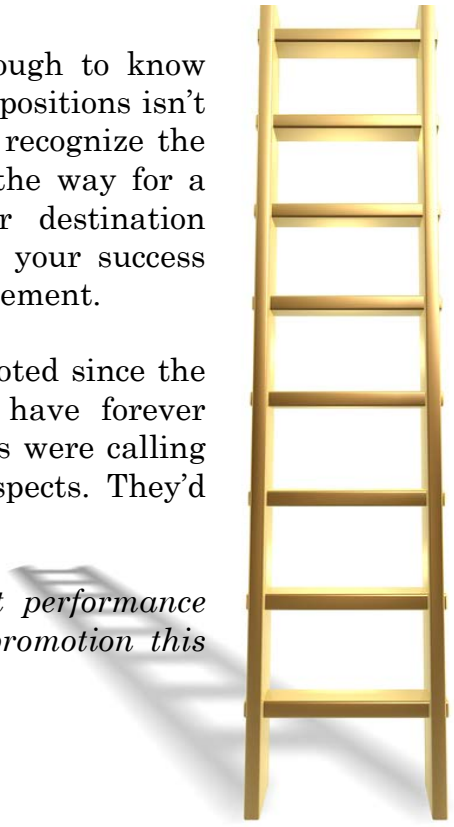
you always imagined was possible for yourself!

The time is right.

THE FACT is…

There is no perfect formula for the journey to leadership and success in the business world. It looks different for each and every executive. However, there are several actions, behaviors, and skill sets that will grease the wheels a bit for you.

Let's explore **7 Simple Steps** that will boost your career momentum as a leader and open the pathway to unlimited success!



You've been in the marketplace long enough to know climbing the corporate ladder to the senior level positions isn't easy—and it does involve influence. Unless you recognize the strategic points of change indispensable along the way for a successful career, you will never reach your destination because the thinking that was instrumental in your success today isn't the formula for the next level of achievement.

And it has gotten even harder to be promoted since the 2008 financial recession because corporations have forever changed. Several months ago, some of my clients were calling me frustrated and disappointed with their prospects. They'd say things such as:

My boss told me that I had the highest performance evaluation in the division but not to expect a promotion this year and probably not next year.

Clearly, the career brass ring they were going after was the next big promotion and to find out after all the hard work it wasn't going to happen is disappointing. But at the same time, companies have leaned down their management levels, so there simply aren't as many promotions to go after in today's marketplace as there were under the old hierarchical system where there were many, many, many layers of management.

I was curious what companies were doing to reset the expectation of their executives, so I surveyed human resources professionals in large corporations around the United States.

1st Simple Step Turning Point Question:
Are You a 10 Percenter?

What I found was startling to me, and it may be to you also. Every one of the human resource professionals that I spoke with said that if **10 percent of their employee population is considered high potential—their companies are *golden*.**

Yes, 10 percent!

I have to tell you every executive I've ever coached considers themselves high potential. Don't you?

But your organization may not see you the same way you hope they do and that is a massive barrier to you becoming the "influencer" you intend to be.

The Human Resource Experts I interviewed suggested their **High Potential Employees** relate to their role in the organization differently than the rest of the workforce. They:

- Have a wide-ranging knowledge of the company;
- Participated in rotational assignments;
- Are open to lateral job changes as well as out-of-the-box career opportunities;
- Can focus up, down, across and around the organization;
- Step out of their "comfort zone."
- Drive improvements, growth and revenue for their company

Together in this report, we'll be addressing critical points of change you can effortless implement into your daily activities. These shifts which will have you arriving at your chosen intersection point of change with far less effort and far less stress.

My intention for this report is to generate conversations which will have you recognizing all of your skill sets, talents, education, and expertise is part and parcel of why your company hired you. It is not how or why you get promoted to the highest ranks of the organization.

Some concepts you will already have implemented, but read on because I guarantee you'll find some new points of change that will bring you more satisfaction and acknowledgment. These are the ones you will want to concentrate on acquiring for yourself.

It may entail some hard work on your part, but aren't you already working hard? It may have you opening your mind to transform the old model of success that you hold close to your heart, but isn't your future career worth it? As these new concepts become an automatic way of thinking in your life, you will completely transform the trajectory of your career. I promise you all that it entails is a little persistence on your part. Your actions will have you aligning more closely with your desires, not someone else's.

The Times They Are A Changing.

The leadership landscape is transitioning! Has your attitude?

I know you've already shown leadership. The fact is less than 10 percent of the executives who download a special report such as this one read past the second page. And guess what?

You're a winner already. You're on the 5th page

So, congratulations on taking action!

2nd Simple Step:
Are You Prepared to Take the Developmental Lead in Your Career?

You can't rely on others–despite what you might think—to build the magnificent, influential career you envision for yourself and achieve outstanding results.

The statistics tell the tale:

- ✓ SHRM reports: ***69% of human resource professionals believe that they are not developing their employees.***
- ✓ PEW Research Center reports: ***Only 46% of those who are employed between the ages of 18 and 34 say they have the education and training necessary to get ahead in their career.***
- ✓ Towers Watson reports: ***Only 39% of the global sampling agreed their leaders were effectively preparing the next generation for leadership***.
- ✓ Towers Watson: ***46% of the global sample agreed their manager has sufficient time for the people aspects of the job.***
- ✓ Gallup reports: ***70% of U.S. workers are not reaching their full potential.***
- ✓ Mercer reports: ***85% of organizations say that their talent management programs and policies need an overhaul.***
- ✓ Report on Senior Executive Succession Planning and Talent Development has demonstrated **the failure rate for external hires have decreased while the failure rate of internal transfers has crept up by almost 30%.**
- ✓

In today's marketplace, if you don't understand that you are the driver of your career, your advancement will be moving forward in slow gear. Have you made that transition?

Many of my clients unconsciously utilize *Reactive Career Progression*.

What is this? It is a natural adapting to meet the challenges of a new position as your job responsibilities gradually take on a larger scope of the business through assigned projects which entail stretching outside your comfort zone. It is you meeting the challenges of your current position and any new opportunities your boss sends your way. And through projects you've been offered whether lateral and/or upward in nature, you've transformed your skill sets to meet the needs of your company.

This incremental step by incremental step is your formula for advancement. You gradually and often randomly have transformed your mindset in preparation for assuming a larger slice of the organizational pie. Not a bad plan. The approach has done right by you. Look how far you've come in your career progression.

It's just not as powerful as it could be.

You see, there is no guarantee this methodology will secure you the attitudes, behaviors, and skills not simply for this job, but the next and the next as well. For some, this method may have you doing work you're not even passionate about nor does it energize you, which leaves you wondering how you ended up here *after* years of stellar performance.

Reactive Career Progression just isn't enough. *Reactive* isn't where the big assignments reside. Reactive doesn't have you leaping into a whole new professional field.

You are the only one responsible for attaining a long-term, viable future for yourself. Don't depend on others to do it for you though you do need high-ranking champions along the way. Take responsibility for developing the technical knowledge and skill sets you require *today*, but also the subtle, nuanced soft skills you will need *tomorrow*.

Start adding *Proactive Career Progression* to your repertoire.

What does that mean? It means you are orchestrating the necessary improvement steps to align your actions with the next position you intend for your career. It means *Proactively* creating your career milestones to transform your career into the *tomorrow you've* chosen for yourself. It's you taking the reins of your career. It's you expanding your *risk* comfort zone. It's you strategically determining who you want to be. It's you courageously asking for what you want. It's not exclusively relying on others. It is you owning the future.

The goal of *Proactive Career Progression*, should you chose the challenge, is to locate the intersection point between where your interests, strengths, passions and your company's bottom-line concerns meet and make it happen.

In some ways, *Reactive* is easy because it's a heck of a lot more fun and it's a lot less stressful. In fact, research consistently reveals that people who feel the most

stress at work are the ones who have little to no control over their jobs. So, take control.

In other ways buying into the concept of designing a *Proactive Career Progression* for yourself is hard because you have to break out of the barriers of your mind. You have to give up, and I say this as gently as possible, any powerless thinking. Instead, you need to take responsibility for your future!

Keep in mind, a career rarely looks as you envisioned on the journey to your future. However, making your career decisions each day within the tension of "who you choose to be tomorrow" provides a compass for moving purposefully and confidently through the turmoil and emotional ups-and-downs that are absolutely part of every leader's journey to the top. After all—no matter your position within the organization—you're in the game for the long haul, so you must respond from that perspective.

Proactive Career Progression has your brain interacting with something it vividly imagines much in the same manner as it experiences reality. So, in the synapses of your brain, you are practicing leadership long before you are responsible for the reality of leadership. Every time you plan for or imagine your future, you are training your mental muscle. This early-career practice is essential in the rough and tumble environment of corporations.

3rd Simple Step:
Are you maintaining your relevance in the marketplace?

Why? It is at the root of your career success.

Year' ago, Lee Yuen Yew, First Prime Minister of Singapore is credited with transforming the country from a relatively underdeveloped colonial outpost with no natural resources to what we know the country to be today. Global leaders sought his advice up until his death. He responded to the following question by Charlie Rose, which I believe is pertinent to your leadership development: *For such a small country, how did Singapore became one of the global financial centers*? Lee Yuen Yew's answer is significant as well as applicable to realizing a powerful leadership mindset:

You can't maintain your relevance by just staying put. The world changes…. There are shifts in the geopolitics and the economics of the world.

We've got to watch it, and we've got to ride it.

What are you watching? How have you transformed yourself to ride the waves of change that are taking place right now in your corporate environment? Are you deliberately making time to be continuously involved in growing your career? Are you aware of the waves of change about to hit your organization—and are you prepared to "ride" them?

Though I think since you downloaded the report, you are at the leading-edge of your peers. However, if you're not proactively examining your landscape this way, after the statistics you've read so far, I don't know why not!

To remain relevant in today's ever-changing work environment requires staying in a career growth modality no matter what…and forever!

Test yourself:

1. What can I do to be more relevant *tomorrow* than I am *today*?
2. What should I be doing, thinking, learning, so I am identified by the organization as more relevant *tomorrow* than I am *today*?

Before we dig into specifics that will change the trajectory of your career, let's explore what Towers Watson Talent Global 2021 Study of Competencies for the Future identifies as crucial areas:

- **Digital** Skills such as working virtually and using social media. Without a doubt, the digital age is here to stay, and it is intersecting every area of the business world. Research out of MIT reveals ***87% of companies feel digital transformation is a competitive opportunity.*** And only ***30% of organizations have mentioned HR as being actively involved in skills development.*** Is this an area you need to develop?

- **Agile Thinking** particularly the ability to deal with complexity and ambiguity, and assess and plan for multiple scenarios. Research conducted by Korn/Ferry International with nearly 1 million executives demonstrates that **as you go up the corporate ladder, you need to become increasingly comfortable with uncertainty and sudden change.** No big surprise and yet, how good are you in the midst of turmoil?

  The reality is that as you increasingly take on responsibilities, your decisions live more in the grey arena than the more black and white situations you encountered earlier in your career. So, you need to be able to adapt, listen outside your preconceived mindset, and be open to new ideas outside of your comfort zone. Research demonstrates that **agility of thinking and learning is a reliable indicator of leadership potential.** How do you stack up in this competency?

- **Interpersonal Skills** effective—physical and virtual—teaming and collaboration. I probably don't have to tell you this, but your soft skills, your people skills whatever you call it is instrumental in inspiring others to action, in collaborative endeavors, in communication—actually everything essential to be successful as a top-ranked leader in business. Research indicates that **your abilities in this area will increase your chance of success**. What do you think about yourself in this capacity?

- **Global Operating Ability** managing diverse groups of people, understanding international markets and being culturally sensitive. All levels of large organizations are interacting with global leaders and peers. Are you adept at getting out of the way of any possible diversity/cultural prejudices as well as understanding that your way of looking and experiencing issues are not superior to that of others? You must look at this more global environment as a challenge and an opportunity for organizational growth and individual development.

When you look at these four skills, which one is your biggest challenge? Which one do you need to begin turning into your strength moving forward?

4th Simple Step:
What gets you promoted?

It's not the "Detail" or "Doing" which moves you up the top levels of the ladder!

There is no question that fire-fighting, production skills are the key to the much-coveted "getting noticed and rewarded" early in your career—it's just not the name of the game from mid-management and above. Now, those hard-won skills and attitudes that earned you praise in the early stages of your career can work against you.

A continued focus on "doing" will keep you tied to lower level roles. This lack of understanding is what is holding you back.

The rules have changed!

Think about your C-suite executives for a moment. Are they competent in performing the work you do? Can they produce the results you do? In most situations, the answer is a resounding, "No!"

As you enter the upper echelons of your organization, success has more to do with *communicating* the game-plan, concepts, and principles rather than *doing* the priorities, projects, and tasks. The emphasis of leadership is on establishing strategy—not merely completing a "to do" list. It has more to do with using your soft skills to inspire others—not relying exclusively on your expertise.

5th Simple Step:
Have you turned on your Relationship Building skills?

In this faster, more hyper-connected whole, wide, wild, competitive world of business, Relationships are a vital commodity for employees interested in being

highly-touted contributors. As Jessica Stillman wrote in her article "This Is the Biggest Predictor of Career Success" *being in an **open network** instead of a closed one (closed networks are people who already know each other) is the best predictor of career success.*

Just think about how often your company reaches outside its borders for strategic partnering opportunities. Or reflect on how valuable employee advocacy is to the spread of company products, services or brand. Or think about how often human resources, perhaps even you, have connected with an external network to fill job openings with competent employees.

The larger your network of contacts—both internally and externally—the more powerful a contributor you are within the organization; and the more influence you will bring to the table. A Hinge Research Institute study, "Understanding Employee Advocacy on Social Media," reports ***96 percent of respondents say their involvement in social media for professional purposes has helped their career.*** It also revealed that ***76 percent of the interviewees say that social media assists them to keep up with industry trends.***

Executives are expected to develop *Relationships* as a method to access information and resources not available in your company to produce outstanding results. Such a far-reaching network mandates consciously plugging into *Relationships* and information to expand your knowledge to remain not only relevant but cutting-edge in your industry. These *Relationships* will prepare you for the future and provide you with insights on broader strategic issues.

Your future will be filled with unforeseen challenges you've never faced, perhaps never imagined solving before. It is not enough to lead from the isolation of only *what you know* and *what your organization knows*. Today's marketplace demands a much broader perspective grounded in a robust network of *Relationships*.

It's hard to imagine anyone rising through the ranks without the ability to build powerful *Relationships* as part of their leadership proficiencies. It's just too tough to navigate the corporate ladder today without strategic partners throughout the organization, and externally in your industry, supporting your ideas as well as your career progression. You get to choose.

A small part of you may persist in thinking: *No! It is about the work, not Relationships. And if it isn't, it should be.* As long as you maintain that attitude, even if just in small measure, you hold yourself back from reaching your true leadership potential as well as losing the benefit of powerful network *Relationship* partners.

Why should you take the time to expand your network of *Relationships*? Because:

- Networking grants you **access to the treasury of the kingdom**. It connects you to people, advice, information, resources, favors and support that would typically not be available to you.

- Powerful *Relationships* provides you with a cross-organizational body of executives advancing positive buzz or turning around negative perceptions about you and your abilities—**even when you aren't present**.

- With corporations measuring performance quarter-to-quarter, combating acquisition attempts, facing restructuring and layoffs even the brightest and best may run into performance dips or corporate bad times. Your network **helps protect you**.

- You'll gain a broader understanding of the corporation. This wider view of your organization is what companies expect from their high potential executives. Your network across your organization as well as externally will **offer you an advantage for your entire career**.

Stand back and study your company with new eyes. Do you see how *Relationships* become more important the higher you move up the organizational chart? Do you see how more opportunities open up because of *Relationships*? Do you see how much more work gets done outside of the "big" meetings through *Relationships*? Do you see how your organization relies on wide-ranging *Relationships* to access information and resources not easily available?

Begin right now building *targeted*, *strategic Relationships* for your career advancement. It isn't easy to carve time out on your calendar to build these *Relationships*, which in all likelihood will not reap rewards for you short term. Yet, if you don't spend time now, you'll never benefit from the rewards of powerful *Relationships* down the road when they make a difference to you and your career.

How hard would it be to add one or two new *Relationships* to your CRM (Contact Relationship Management) system each month?

If you wait too long, you will start doubting your ability to find time to target and then, cultivate strategic *Relationships* with executives outside of your comfort zone, so kick-off your commitment immediately.

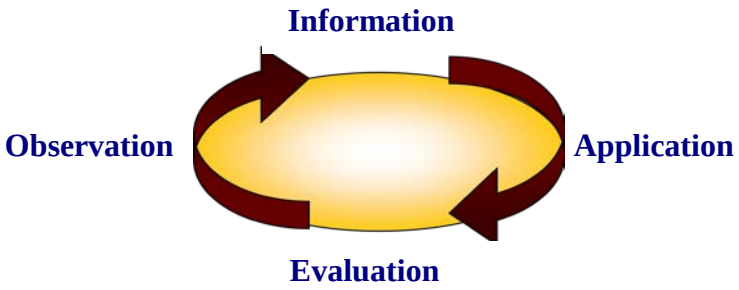
You just can't get around it: *Relationships* are foundational for your success. A leader can't produce results in a vacuum, any more than a quarterback can complete a pass without a receiver. The *Relationship* building skill isn't merely an added-value aspect of a career; it is an essential!

You do have a better chance of getting noticed, gaining more recognition, becoming more influential, compelling leader and achieving your career desires by consciously expanding *who knows you* and *who you know*. In the final analysis, *Relationships* are the secret….don not forget that.

6th Simple Step:
Are you ready to commit to committing to the Reinvention Process?

Wow! I know I've presented a lot of information to digest and begin implementing. Development and grooming your skills is nothing more than examining your career as you would any other process; and then, start improving one element at a time. It starts with an attitude—one that has you committed to continually running to the edges of "not knowing." Study the diagram below and take it on as a lifelong habit.

REINVENTION PROCESS



- **Observe/Evaluate/Listen to Others**

- **Observe/Evaluate Yourself**
- **Develop a New Skills List**
- **Read and Reflect and Learn from Others**
- **Correct, Apply and Refine**

As you begin to realize self-awareness is an essential element of leadership, you will lean into this area of your career with the same vigilance you do any other required skill set. Never stop consciously developing and grooming your abilities to meet the challenges of today because that's how you stay relevant, and that's how you become valuable to your organization. You can't afford not to do so.

This cycle is a never-ending, refining the process. And then, it is important to realize that all the "Aha's" you receive to change your career trajectory are not enough. You receive the benefits only as you apply and take action to the information that you receive.

Thinking: "Soon" isn't a plan. As Martin Luther King, advises: *Don't fall prey to what he calls a mythical concept of time by always waiting for a more convenient season.* Where he charges: *The 'Wait' has almost always meant 'Never.'*

7th Simple Step:
Are you Internally Commitment based?

After reading the 7 ***Simple Steps of Influence***, I bet you're wrestling with the practicalities of introducing the concepts into your weekly schedule.

Are you overwhelmed and instead of doing what needs doing for your career advancement, you don't? If you've ever experienced this, you have to understand that you're limiting your future, and your company will miss out on much of your greatness. The reality is that just because you're busy doesn't mean you can afford to ignore what you know needs doing even when the activities don't have deadlines or urgency attached to them. You'll lose long-term if you continue employing deadlines as your *primary criterion* for spending your time and attention.

To be successful, you must be the leader of your calendar because you're the only one who knows all the moving pieces and the heart of your true desires. Is your calendar overflowing with daily production/execution work with little to no time spent on future activities as they don't have *urgent* stamped all over them? Look at your calendar that will reveal all you need to know regarding what you account as your genuine priorities.

Let's take a moment to contemplate what the typical career journey looks like and reveal how to avoid the pitfalls where many stumble!

Success early in your career relies on *External Accountability* linking your assignments and deadlines to executives who determine whether you are a high potential employee—or not. There are negative career consequences associated with not completing tasks promptly—"sticks." Conversely, "carrots" are the rewards attributed to timely completion such as raises and promotions.

A quick peek into a leader's day reveals a very different career building *Accountability* muscle. Their activities have few visible deadlines. Most of the projects they touch do not yield measurable outputs immediately. Yet, the future profitability of the organization emerges from their activities. Much of a leader's success comes from focusing on areas of the business where they aren't being evaluated or where they won't win a gold star for *today*; but they know if they don't work on these critical activities *today*, there will be no gold star *tomorrow* for themselves or the organization.

The rules change rather dramatically as you take on additional responsibility. You limit your future growth if you hold on to a narrow *External Accountability* view of work which you mastered early in your career. You need to expand by adding *Internal Accountability* to your arsenal. It is this mental muscle that enables you to stand apart from your peers.

Where are you most at ease? Are you great at completing tasks consigned to you, but not so great at completing work you identify as needing to be done? You know the promises you've made to yourself about correcting a process breakdown no one else has noticed. Or perhaps, you need to address customer concerns that require real-time-now-solutions that have not been recognized as a problem by others as yet. This *more expansive awareness mindset* is you exhibiting *Internal Accountability*.

Keeping promises both to others and yourself is an indispensable foundation for a vital career. You always measure yourself against everything you say and do. You can't help it. This *values commitment* is where that little knowing part of your being determines whether you are worthy or not; where it determines whether you deserve the keys to the kingdom or not; where your power resides to be turned on or not.

If you believe you are not acting like you say you will; it diminishes *the you* the outside world experiences. Acting out of integrity limits your future. Without being *Internally Accountable*, you consistently erode your effectiveness. When your words and activities don't align, you are perceived as weak or unworthy or ultimately untrustworthy in your mind as well as others—and trust is a foundational element for your advancement.

Both *External* and *Internal Accountability* are essential to having a successful career. Is your *Accountability* muscle more robust on one side than the other? Remember, it is hard to achieve your dreams when you are not keeping promises to yourself. Your future does rest in your hands.

Wise executives are willing to take in information, and learn from new insights. After all, you have ears to hear, eyes to see, and a brain to think. These are your basic Reinvention Equipment.

As you follow these **7 Simple Steps to Become an Influential leader in Your Business Today**, you will discover something magical occurring. Your career will gain momentum as your organization identifies you as a high-potential executive, you will have more information at your fingertips, you will be more sought after, and you will have more influence…. and much, much more.

Success and enjoy always,

Nancy

If you enjoyed this special **FREE** report then you'll like this too.

I see you're looking to improve your influence and visibility in the organization to achieve greater status.

I'd like to help you do that.

If you're interested in booking a quick **FREE** 10-Minute Call with me to see if I can help you, please click the link below.

There is absolutely *nothing for sale*.

I am simply seeing if I can help you.

Are you interested? Click the link below:

www.nancyfredericks.com/10

Who is Nancy Fredericks?

She is a preeminent **business executive strategist, author and thought leader**. Corporations like Johnson & Johnson, PepsiCo, Adobe and Transamerica have retained her to optimize individual and organizational performance through her strategic coaching, developmental programs, keynote speeches and insightful business writings.

For over thirty years, she's been a gifted coach who partners with executives to produce sustainable, powerful results. Nancy's speeches and developmental programs are interactive, content rich, powerful and provocative as she draws on her extensive consulting background with Fortune 500 companies as well as years of leading developmental programs for organizations around the country. As one client said, *Nancy generates lightning throughout the room.*

Client endorsements regarding NFI:

> *After speaking with Nancy, I identified the major internal barriers to my success, created a plan of action, and made some important self-discoveries. The biggest of those self-discoveries was realizing for the first time how much influence I have, how to effectively leverage what I influence and how doing so created opportunities for me and also for my company. I have finally hit my stride at work and feel engaged at a whole new level. I highly recommend you*

hire Nancy if you're looking to create massive change in your organization. Head of Corporate Strategy and Support, Financial Industry

For the second time in a year, my company is being acquired. With Nancy's support, training and wisdom, I now look forward to going into work and feel engaged at a whole new level. I am able to navigate the changing business environment while focusing on my continued career development, because of Nancy's coaching. Implement Nancy's advice and it will transform your life and your business. Senior Manager, Pharmaceutical Industry

Nancy's insights on people, corporate culture, gender intelligence, and personal development strategies have been very beneficial to me and in turn, my company. I would highly recommend Nancy as strategic coach to anyone looking to increase their personal effectiveness. COO, Electrical Manufacturing Supplier

Nancy is very effective in promoting strategic thinking and supporting my goal to address issues in the most effective manner with C-Suite and senior executives. I have experienced some very high impact outcomes as a result of her advice. Vice President, Pharmaceutical

She helped me inspire my workforce to feel more determined, more ready and more motivated. Vice President, Realty

Amazing gift for being able to quickly and astutely size-up the complex way people think and act, and points out the results that will (or won't!) be achieved by continuing along that path. The best part is, she then goes on to help you develop and adjust into a new paradigm that will achieve the outcomes you desire. Human Resources, HealthCare