



LEAD WITH AWARENESS. LEAD WITH IMPACT.

PRACTICAL INSIGHTS FOR WOMEN LEADERS
NAVIGATING TODAY'S CHALLENGES.

Becoming a Confident Leader

Confidence comes from self-awareness. In my work, we use a tool called **Know Yourself to Lead Yourself**. The idea is simple but powerful:

Our tendencies influence our actions.

Our actions create consequences.

Those consequences become the reality we experience.

When we do not like our current reality, it is worth asking:

How might I be contributing to this situation?

One of the most important questions a leader can consider is:

What is it like to be on the other side of me?

How do people experience your communication, decision-making, energy, expectations, and reactions? Which of your natural tendencies are helping your team—and which may be making it harder for others to work with you?

Self-awareness is not only about identifying weaknesses.

Sometimes we avoid taking an honest look at ourselves because we are afraid of what we might find. But that avoidance can also prevent us from recognizing what we do exceptionally well.

What makes it awesome to be on the other side of you?

Identify those strengths. Double down on them. Leverage them intentionally.

At the same time, be willing to tame, tone down, or stop the behaviors that create unnecessary tension, confusion, or frustration.

Confidence does not come from believing you always get it right. It comes from understanding yourself well enough to know your strengths, recognize your impact, and adjust when necessary.

Consider:

What could you augment—or address—about the way others experience you?

Self-awareness is the first step toward becoming the confident leader you want to be.



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**Firecracker Leadership is launching
a Women in Leadership Program
this September.**

**This program is designed for
women who want to:**

- Strengthen their confidence
- Increase their self-awareness
- Lead with greater clarity and courage.

**Space is limited reach out for
details or to save your spot.**