

AIMING4AWESOME Ltd.



That Promotion, Nailed



- **TED.com Motivational Mindset Speaker**
- **Accredited Emotional Intelligence Coach**
- **Co-Founder & Co-Chair Lean in Ireland**
- **Company Director, AIMING4AWESOME Ltd**
- **Ex-Director of Emotional Excellence, Leadership & Coaching, Finance Industry**
- **Prince 2 Accredited Tech, Culture & Business Transformational Specialist**
- **Ex-Lieutenant, Irish Reserve Defence Forces**
- **Woman of the Year, WIF 2021**
- **Women In STEM Mentor of Year Finalist 2023**

The Back Story...



Evolution is the key driver to Success



Why Gender Balanced Promotions...?

- Diversity of Thought at Senior Decision-Making Forums will deliver more **balanced, healthier, Decision Making**.
- More women will have safety & security in retirement.



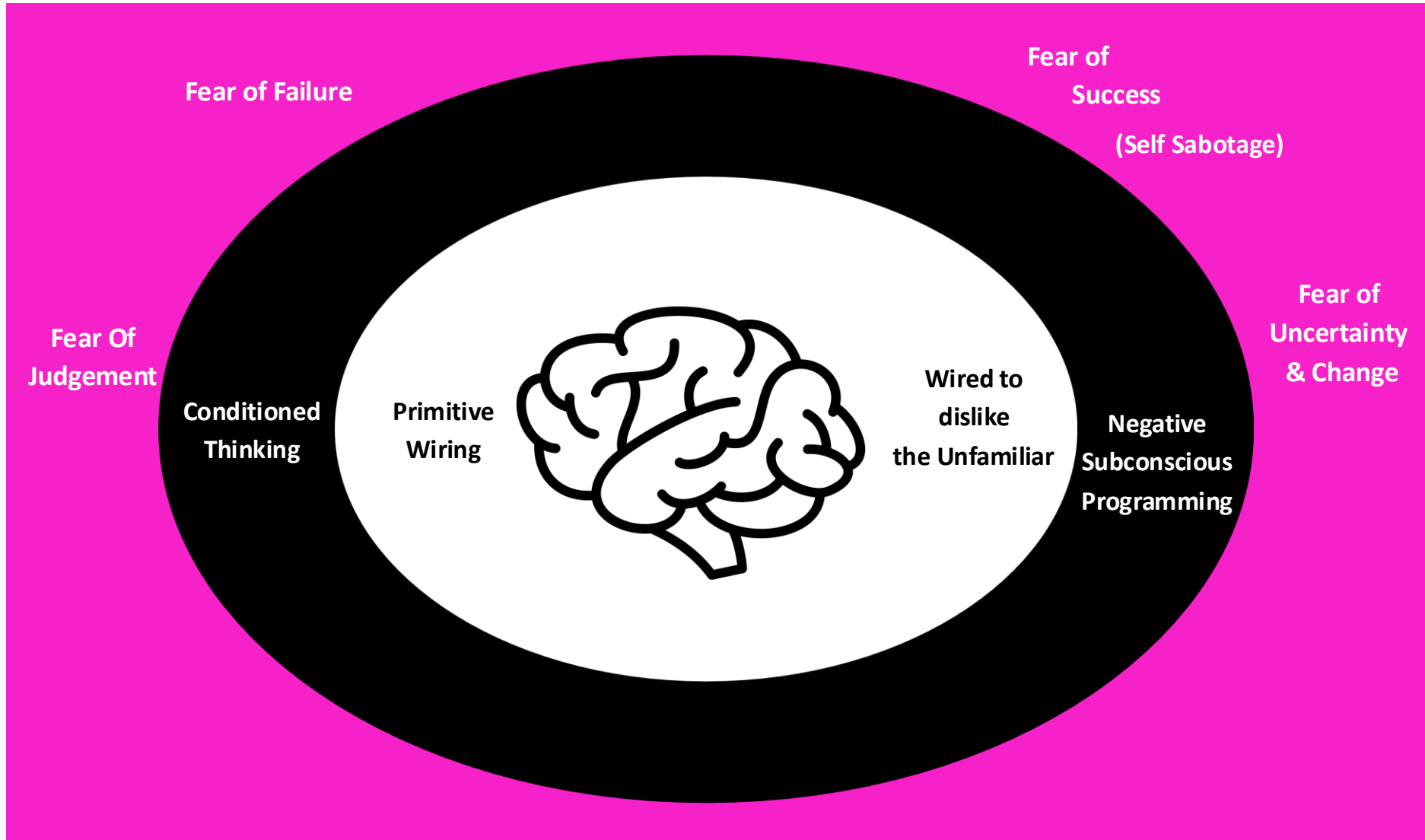
<https://www.un.org/en/ecosoc/phlntrpy/notes/ClintonGlobalInitiative>

The Myths Buster...

- **“I’ll have to work longer hours”.**
 - Many Senior People are working similar hours to you.
- **“I won’t be capable enough to do it.”**
 - Consult the bank of evidence of how you have navigated everything so far! Deep water is the most efficient teacher.
- **“I won’t be able to cope at home with all the extra responsibility.”**
 - Good Leaders know how to Delegate and Outsource low value chores.
- **“I don’t meet all the right requirements.”**
 - Men apply for a job when they meet only 60% of the qualifications, but women apply only if they meet 100% of them.

<https://hbr.org/2014/08/why-women-dont-apply-for-jobs-unless-theyre-100-qualified>

Mastering your Mindset 4 Success



The Ongoing Consistent Preparation....

- ✓ **Visual & Vocal** Representation.
- ✓ Having at least 4 mentors that evolve into **Sponsors**.
- ✓ Mentor others.
- ✓ Know what you want from your Career and Why.



Your Radical Action

- ☐ Build a Vision Board.
- ☐ Would you hire you and if not, why not?
- ☐ If you are afraid, do it afraid! Apply Anyway.
- ☐ Ask your mentor to review your application.
- ☐ Mirror Rehearsals.

SPELLING

I am ENOUGH

I am WORTHY

I Deserve the BEST

- Thank You
- Q&A
- High👉

**BREDA
McCAGUE** Motivator,
Empowerment &
Transformation Specialist 

Enquiries via www.bredamccague.com

Come Connect with me!
DM's on Linked In or Insta always open.