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Phoenix, Arizona



**Security LeadHER 2024**

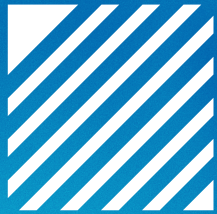
**Inspiration, Education and Empowerment  
From Security LeadHER**

Presented by





## Security LeadHER 2024



ADVANCE



**We must promote ourselves. Competence is the foundation. It is self-promotion that makes the difference."**

Debby Stone, CEO/Executive Coach, Novateur Partners

**Advancing within the security industry takes skills that are not always inherent, like self-promotion. But luckily, advancement doesn't have to be a solo job.**

- While hard work and competence are critically important, it's just not enough these days. Self-promotion and telling your story are critical for moving your career forward.
- Self-promotion gets a bad rap, but that's because we're thinking about it all wrong. It's about shining a light on the good work you've accomplished.
- Key mindsets to help you promote yourself and be successful include being real and authentic, being humble and being proud of your strengths.
- Practice building your confidence by taking a compliment, not downplaying it or returning a compliment to the person giving it. Simply say, "thank you."
- Be prepared in how you tell your story and share your strengths with others – whether it's your boss, an interviewer or staff. Be ready to tell your stories concisely and succinctly – you have as little as 20 seconds to share your story and keep people's attention, so use it wisely.
- Women can help others advance within the security industry by focusing on the importance of recruitment, mentorship and leadership. It's essential for women to support each other because through these actions they can generate positive impacts, like facilitating networking among female colleagues and dedicating time to mentor other women.



- Men's allyship is a form of active support, and there's a need for it as women work hard to be heard and seen in leadership positions. Male allies are the people who will advocate for a woman when she's not even in the room, help encourage involvement, celebrate accomplishments and work as mentors.
- We make the biggest gains where there's room for the most improvement. Doubling down on your strengths isn't enough in our changing market – you need to also get stronger in the areas where you're weaker.

## Secure Your Worth: Dynamic Negotiation Tactics

Want to be a better negotiator? Wendy Davison, owner of Rocky Mountain Consulting, noted that there are three main concepts impacting a woman's abilities and perception in negotiations: identity, intention and influence.

**Preparation is key.** "Knowing as much as you can about your negotiation partner allows you to tailor your negotiations," Davison said. "Understanding your negotiating partner and not only their positions, but deeper interests, is critical. It can really influence the outcome of a negotiation." Your preparations are the only thing you can control in a negotiation.

**Negotiations rely on trust.** Not only does it make the process more efficient, but it can also be used as a tool to decrease demands. Consider providing a trust menu before negotiations start, an offering of rearranged action items that the other person can ask you to do to quickly foster trust.

**Listen to your gut.** Separate your amygdala, which can lead you astray, and your gut, which processes a lot of unconscious information and can help you make decisions on instinct. Feed your gut with data and listen to it and know when to walk away.



Wendy Davison  
Owner, Rocky Mountain Consulting



Debby Stone  
CEO/Executive Coach, Novateur Partners



**Self-promotion is confidently, gracefully and authentically telling your story. ... You cannot assume your work speaks for itself."**

Debby Stone, CEO/executive coach, Novateur Partners

**Debby Stone**, CEO/executive coach at Novateur Partners, shared strategies for effective self-promotion and storytelling that will hold people's attention and help you succeed.

- **Establish/reinforce credibility** (e.g., "I'm a former practicing lawyer."). What you share here may depend on your audience!
- **Create curiosity.** Don't just explain everything about yourself; instead, inspire curiosity in the person you're sharing with.
- **Engage in self-reflection** to identify your top strengths, accomplishments, passions and experiences, as well as your brand. Pull those things forward when presenting yourself to others.

## INSPIRE CURIOSITY IN THE PERSON YOU'RE SHARING WITH



Julaine Simmons  
Vice President of Security and Electronic Systems, M.C. Dean

## TELL YOUR STORY



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“ I think a big step in what we need to do is [show] the men how to support us.”

Julaine Simmons, vice president of security and electronic systems, M.C. Dean





There are several ways to be more effective in connecting with others, including being more authentic and more influential.

- Being an influencer isn't just about a career in social media. Authentic influence is a professional tool, and it can help advance both your career and mission, emphasizing the value that you bring to an organization. Influence is a quality of seriousness and respect, and it can empower you to be more in control of your relationships with others because you are more aware and intentional in how you are perceived.
- Being an authentic leader encourages employee engagement and connections past your immediate teams, as others want to connect with people who appear authentic.
- When you don't presume to have all the answers, you will learn to solicit and genuinely consider the advice of others.
- We have five generations in the workplace now, and each generation has its own historical context, predominant work style and communication preferences. We have a natural bias toward people who are in the same phases of life as we are, but it's important for workplaces and teams to build connectiveness and make people feel seen, valued and heard no matter their age.

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“Our differences make us more innovative ...There's so much we can learn from each other.”

Stefanie Adams, CEO,  
WNY People Development





Stefanie Adams  
CEO, WNY People Development

## Strategies for Fostering Connection at Work

- Immerse yourself in things you don't understand (check yourself for bias, assume the best intent, practice active listening and create intentional opportunities for relationship building).
- Acknowledge and highlight individual strengths. Ask, "what can I learn?"
- Be a change agent, no matter your position in the organization.
- Create opportunities for shared experiences (e.g., volunteer opportunities, "about me" lunch and learns, switching up work teams so people can connect with those they don't typically work with, offering peer mentorship programs).

Stefanie Adams, CEO, WNY People Development



**Authenticity builds trust."**

Maggi Heyer, physical security director, Seagate Technology



**Be your genuine self, and don't try to present yourself as something else. That builds credibility."**

Alyssa Nayyar, director and chief of staff, Sibylline



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# EMPOWER

Professionals may struggle with several internal obstacles while striving to become more effective and be seen as a capable leader. But it is possible to overcome them.

- Self-confidence is perhaps one of the most important aspects of empowerment. Our “roots” – or core beliefs – are the foundations of our actions and can cultivate unshakable and unconditional love for ourselves.
- Awkwardness – or a fear of awkwardness in the workplace – can prevent someone from taking a risk and speaking up in meetings, asking a hard question or engaging in countless other interactions. But if you deliberately practice dealing with those awkward work situations, then you can move past your fear, continue learning and find success.
- Anyone can undermine themselves with imposter syndrome, or the sense that they are underqualified, regardless of accomplishments or qualifications. When that happens, turn that doubt into a leadership strength. Remind yourself to be humble and curious, use it to fuel a relentless pursuit for excellence and ask for feedback on your performance.
- Harnessing emotional regulation – managing stress, anxiety and the rollercoaster of emotions that accompany your pursuit of excellence – can help you not just survive, but thrive in your personal and professional life. One key element of this is getting some space between what’s happening in your internal environment and what’s happening in your external environment. When you are triggered, first stop, then take a step back, observe and proceed.



**Focus on the outcome [you want to achieve]. What does success look like? ...Focus on tasks... something tangible, something specific.”**

Julaine Simmons, vice president of security and electronic systems, M.C. Dean

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**New learning pathways, new neural pathways only have a chance to happen when we do something, get feedback and do it again. It's the only way that they grow. And the only way to build those pathways is getting down and dirty in the awkward."**

Henna Pryor, author and executive coach, Priority Group



Henna Pryor, Author and Executive Coach, Priority Group







**We want our ideas to be heard, but we don't always speak them into the room."**

Henna Pryor, Author and Executive Coach, Priority Group

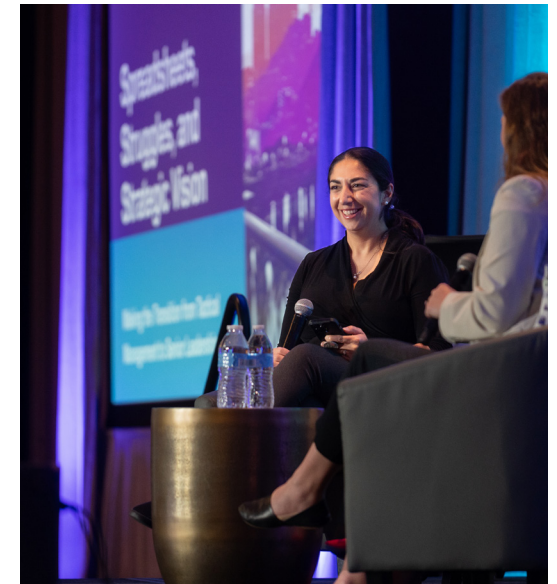


**Whatever happens on the outside of me doesn't need to be about me. I get to decide how or if I'm going to react."**

Mikki Bey, CEO/life coach, Mikki Bey Consulting



Amanda McPherson, Confidence Coach and Speaker



## **IF YOU WANT TO DEVELOP UNSHAKABLE CONFIDENCE, REMEMBER TO ACT.**

**A:** Accept 100% responsibility for your life.

**C:** Congruence (aligning your thoughts, feelings, and actions) breeds confidence.

**T:** Take action, and confidence will follow.

Amanda McPherson, confidence coach and speaker



# Emotional Regulation for High Achievers



## Signs of emotional dysregulation:

- Overly intense emotions
- Impulsive behavior
- Lack of emotional awareness
- Trouble making decisions
- Inability to manage behavior
- Avoiding difficult emotions

## Mantras for emotional regulation:

- Everything works out for me.
- Everything that happens to me is for me.
- It is what it is.
- I can handle it!

## Ways you can create more peace in your life:

- Mindful breathing
- Body scan meditation
- Gratitude journaling
- Guided imagery
- Mindful movement
- Digital detox
- Nature connection
- Mindful eating

Mikki Bey, CEO/Ulife Coach, Mikki Bey Consulting







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