

LEADERSHIP

OWN YOUR SWAG

Turn "Too Much" Into Your Superpower

Too many of your leaders have been told they're "too much" their whole lives. But what if that's what makes them influential?

Whether it's being told to tone it down, speak softer, take up less space, they've been conditioned to shrink their natural strengths instead of amplifying them. But here's what nobody tells them: **the very qualities they call "too much" are exactly what make them influential.**

In other words: their "too much" is your competitive advantage. It's time to help them own it.



Key takeaways:

- Why "fitting in" is killing their influence and how to leverage what makes them different instead of hiding it.
- The SWAG Inventory that turns their authentic strengths into executive presence and undeniable credibility.
- How to communicate their value so powerfully that people stop questioning their worth and start recognizing their impact.
- The difference between confidence and competence—and why they need both to create the influence that opens doors.

Perfect for audiences who:

- Have been told they're "too much," "too aggressive," or "too direct."
- Are high achievers but struggle with imposter syndrome
- Want to stop justifying their worth and start getting recognized for their value.
- Need to amplify their authentic leadership style instead of copying someone else's.

Attendees will walk away with:

- A clear understanding of their unique SWAG factor and how to leverage it for career advancement.
- Practical tools to build authentic executive presence without losing what makes them distinctly themselves.
- The confidence to stop shrinking and start taking up the space that's rightfully theirs.