

# RSACONFERENCE2014

FEBRUARY 24 - 28 | MOSCONE CENTER | SAN FRANCISCO

Share.  
Learn.  
Secure.

Capitalizing on  
Collective Intelligence

## Roadster Amongst the Tonka Trucks

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## My Journey

"Lessons I wished someone had shared with me before I had to learn them the hard way."

# No one told me I couldn't...



“You have brains in your head. You have feet in your shoes. You can steer yourself any direction you choose. You're on your own. And you know what you know. And YOU are the one who'll decide where to go...”

*Dr. Seuss, Oh, the Places You'll Go!*

# Be Bold & Somewhat Fearless

- ◆ Mistakes and failures are great learning opportunities.
- ◆ You can't reach higher levels without "Stretching..."
- ◆ Remember, you CAN steer yourself in any direction you choose.



# Are They Listening?

- ◆ Go for the “EF Hutton Effect” and not the “Queen of Pontification”.
- ◆ Timing is important.
- ◆ Get a lay of the land before you open your mouth.



# Speak Truth to Power...

- ◆ Use wisdom
- ◆ Know your facts
- ◆ Call out the Pink Elephants
- ◆ Do it in a professional way
- ◆ Use the right timing
- ◆ It can be scary, but it earns respect



Never assume you are the best in the bunch...



HUMILITY...



## Be Transparent

Don't wear a mask, but also don't be an open book – BALANCE!



# Three Things to Avoid!

- ◆ Don't be a whiner...
- ◆ Don't dress for "distraction"
  - ◆ Men are visually stimulated.
  - ◆ Have them notice your brains and not your anatomy.
  - ◆ Find your style and be comfortable in it.
- ◆ Don't try to be "one of the boys"
  - ◆ Were different for a reason.
  - ◆ Don't diminish who you are.



Time to Up Your Game!



# Upping Your Game

- ◆ Get a mentor and cultivate that relationship.
- ◆ Consider a “sponsor” if you are looking for the next promotion.
- ◆ Ask yourself these questions and ask them often:
  - ◆ Am I adding value to the group or organization?
  - ◆ Am I passionate about what I do?
  - ◆ Am I being the best I can be?
- ◆ Take on a stretch assignment and learn something new!
- ◆ Get involved, pay it forward!



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**Thank You!**