



grown woman wednesday

Power Playback Guide



Daring to Decide

featuring Kendra Cato

mini lessons. maximum impact.



what's grown woman life?

The mission of the **Grown Woman Life** platform is to support the journey of mature professional women, the bold, brilliant, and badass among us in living a proud, purposeful, and unapologetically life.

I have created Grown Woman Wednesday to provoke conversation, provide entertainment and inspire. Join us on LinkedIn live every Wednesday at 1:00 PM EST.



You will:

- Meet inspiring women who personify the principles of Grown Woman Life
- Hear stories of success and encouragement
- Learn best practices of Grown Woman Power Players
- Recieve a Power Playback guide providing you with tangible, actionable takeaways

Let's Connect!





THIS WEEK'S

*grown
woman
power
player*



Kendra Cato

"When you take a big step into the unknown, you must look in the mirror and bet on YOU. Not even your parent, partner, or closest confidant will fully understand."



Kendra is a master connector and a fierce leader who drives results by understanding others at the deepest level. An energetic and analytical services professional with nearly 20 years of sales, marketing, research, and executive-level client management experience, Kendra has held leadership roles in industries spanning from investment banking and corporate law to procurement and talent management software.



Since joining Bullhorn in 2018, she can usually be found learning from the leaders of the largest and most innovative staffing and recruiting firms across the globe, implementing new initiatives to scale the enterprise business, or discovering how the latest trends may impact the future of work. In 2022, Kendra co-authored *Together We Rise*, a collection of stories from 15 incredible women who came together during the pandemic, exemplifying the power of Women Supporting Women.



Support Kendra by:

01



Follow Kendra on social.

02

Purchase [Together We Rise](#), proceeds support the American Staffin Association's Women's Scholarship.

03

Connect with Kendra to discuss potential speaking opportunities on a wide range of leadership, women's and DEI topics.



THIS WEEK'S

*power
play*

YOUR POWER PLAY

Create your personalized Power Play by synergizing insights from the podcast, our Grown Woman Life principle and quote of the week. Use our session prompts and develop your unique strategy.

LEARN



LISTEN

Listen to our [Grown Woman Wednesday LinkedIn Live Session](#)

LEARN

Consider the quote, the power player's insight and the Grown Woman Life Principle

LISTEN



LEVERAGE

LEVERAGE

Create your personalized Power Play by answering the Power Playback questions.

This week's quote

"Be okay with asking for what you need and continuing to pursue it. Trust your gut. Don't settle." Ruth Rathblott

Grown Woman Life Principle

Grown Women Operate Unapologetically

Right: Own your power and authenticity guilt free

Responsibility: Show up authentically. Make conscious choices and know that this choice is the best choice you can make at the time, and STAND firm. If it is a mistake, it is simply an opportunity to learn.

inspiring your bold, brilliant, badass self

Power Player

INSIGHTS

"Your decisions shape your destiny. Daring to decide is the first step towards creating the life and career you truly desire."

Kendra Cato



EMBRACE COURAGEOUS DECISION-MAKING

Making pivotal decisions in life requires courage. Having the courage to take action is necessary for personal and professional growth.



AUTHENTICITY BREEDS CONFIDENCE

Show up as your authentic self, as this will help you find the courage to pursue your goals and accomplishments. Confidence follows courage, so be true to yourself and embrace your unique qualities.



OVERCOME SELF- DOUBT

Impostor syndrome and self-doubt are common challenges that women face throughout their careers. Acknowledge these feelings but push through them, remembering that doubts don't define your abilities. Be courageous in the face of self-doubt, and use your voice to speak up when necessary.



PRACTICE SELF- ADVOCACY

Before making requests or seeking advancement, take the time to understand your goals and reasons behind them. Having clarity on your purpose will enable you to advocate for yourself effectively and confidently.

Power Player

PROMPTS

EMBRACING COURAGE

Reflect on a pivotal decision you have made in your life. What prompted you to gather the courage to make that decision? How did it impact your life? Identify any fears or doubts that you had to overcome, and think about how you can apply the same courage to future challenges and decisions.

MANIFESTING YOUR CAREER PATH

Reflect on your current career path and identify three specific goals you want to achieve. Write them down, and visualize yourself already achieving those goals. How can you incorporate these visualizations into your daily routine to stay focused and motivated? Consider specific actions you can take to manifest your desired career path.

UNDERSTANDING YOUR REASONS

Before making important asks or requests, it's crucial to have a clear understanding of your motivations. Take some time to reflect on a recent situation where you needed to advocate for yourself. What were your reasons for seeking advancement or change? How did you communicate your needs effectively? Use this reflection to develop a strategy for future moments where self-advocacy is required.

PRINCIPLES AND VALUES

Consider the principles and values that guide your life. Reflect on a recent situation where sticking to your principles helped you navigate challenges and make decisions with clarity. How do your principles align with your career goals and aspirations? Are there any areas where you may need to reassess or strengthen your values? Think about how you can integrate your principles and values into your career strategy moving forward.

inspiring your bold, brilliant, badass self