



The Empowered Introvert: How Embracing Introversion Made Me a Better Businesswoman

Christine Lambino-Cunliffe

Owner, Bobo Strategy

BoboStrategy.com

[Linkedin.com/ChristineCunliffe](https://www.linkedin.com/in/ChristineCunliffe)

My Story

What others said

- ▶ I lacked an “executive presence”
- ▶ Was told to wear a suit jacket instead of a cardigan and to switch out my flats for something with a heel
- ▶ My career wouldn't progress because I was too quiet
- ▶ I looked like I didn't care

What I did that worked

- ▶ I never accepted that feedback and held firm in the belief that listening more and speaking less was what successful and confident people do.
- ▶ Grew a successful business based on my own style and definition of executive presence

Embracing Introversion: My Three Tips

1

Let Your Work Speak for Itself

2

Redefine Networking

3

Embrace Authenticity

Let Your Work Speak For Itself

Results have more impact
than a sales pitch.

Let Your Work Speak For Itself

Know What Problems You Solve

Your Title Alone
Doesn't Make You
Memorable

Experiences Add Value

Avoid "I think" or
"I feel"

Experiences give
you more
credibility than
opinions do

Brag About Your Work

Pay attention to
your brand

Volunteer

Put your thoughts
out there

Redefine Networking

Network to learn.

Redefine Networking

1

Ideas for Growth

2

Lessons Learned/Things to Avoid

3

Business Cards

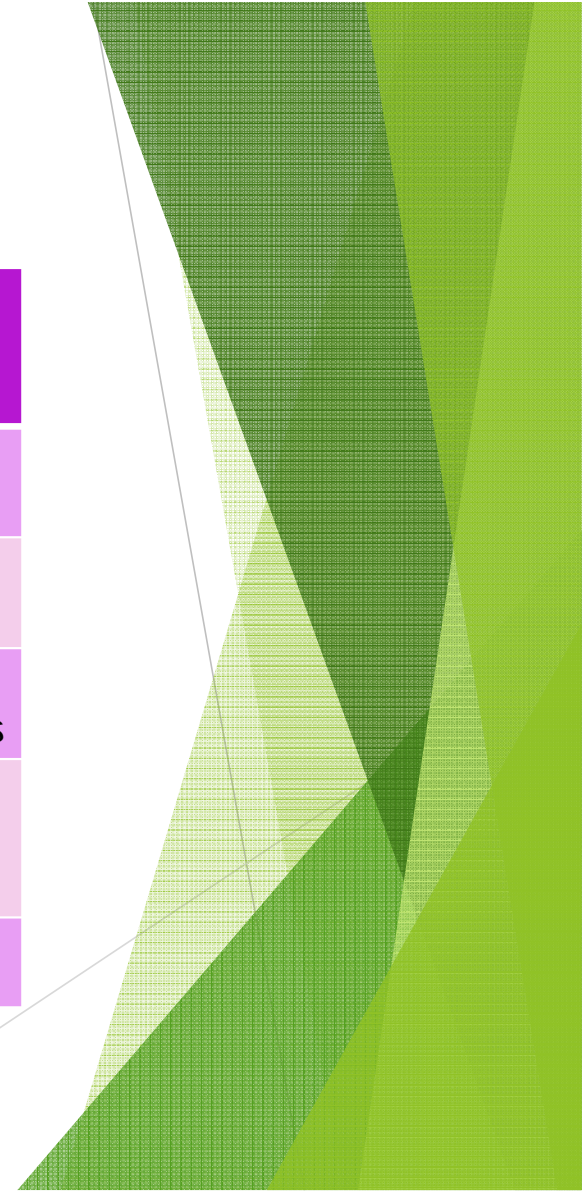
Embrace Authenticity

"I had no idea that being your authentic self could make me as rich as I've become. If I had, I'd have done it a lot earlier"

-Oprah Winfrey-

Embracing Authenticity

Characteristics of Executive Presence	How I Show It
Commanding	Being comfortable with the word "No" Understanding leverage
Skilled Public Speaker	Making sure what I say adds value Focus on solving problems
Appearance	Dressing comfortably produces my best work Preserving my decision making abilities for what matters
Level-Headed	Listen, Listen, and Listen Being proactive Being okay with not pleasing everyone
Accountability	Being upfront and direct





Christine@BoboStrategy.com

[Linkedin.com/ChristineCunliffe](https://www.linkedin.com/in/ChristineCunliffe)

<http://BoboStrategy.com>