



Own your career in 2024: ADVANCE TO NEW HEIGHTS



With *Lida Citroën*

Find Your Voice

- Own your story
- Look within and find clarity
- Ask yourself:
 - How do I want to show up every day?
 - What do I want to communicate?
- Use your narrative to make an impact in the world
- Refine your message: communicate in fewer words
- Find opportunities to connect with others, create human connection

Watch: Secrets to Finding Your Voice

Advance in Your Career

- Find a mentor
- Enlist a sponsor
- Track your progress

Watch: Take Your Career to New Heights

Build Your Online Presence

- Be clear on your why
- Define your competitive advantage
- Develop an online strategy
- Speak your truth

Watch: How to Stand Out and Make an Impact Online

Communicate Effectively

- Practice active listening
- Be mindful of your body language in-person and online
- Receive and give feedback

Watch: Mastering Effective Communications

Add Value and Leave a Lasting Impact

- Decide before every meeting what you'll contribute to
- Take a risk and share your ideas
- Embrace silence strategically
- Share vulnerability

Watch: [Adding Value and Leaving a Lasting Impact](#)

Amplify Your Online Influence

- Find inspiration in your everyday experiences and use it to create authentic content
- Make time to engage and connect with people online
- Avoid mistakes that can affect your online reputation

Watch: [Building Your Digital Presence to Amplify Your Influence](#)

The Power of Storytelling

- Create your own story inventory (3 to 5 stories)
- The 3 components of every story: Hook, middle, strong ending
- Remember when telling a story you are not the hero
- Use storytelling to connect with people from other cultures

Watch: Mastering The Power of Storytelling

Create a Greater Impact

- Invest in yourself and others
- Self-promotion is your best friend
- Lean into hard conversations
- Never stop learning and growing

Watch: Leverage Your Online Presence to Create Influence and Make a Greater Impact

Elevate Your Voice

- Be empathetic in your communication
- Edit all your messages 3 times
- Define the urgency of a message and the medium to share it
- Be humble

Watch: Effective Communications: Elevate Your Voice

Building Influence Through Your Presence

- Be intentional about your presence and influence
- Define who is your audience
- Serve your audience
- Find commonalities without losing your authenticity

Watch: Building Long-Lasting Influence Through Your Presence

Let's Stay Connected!



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