

# WHAT'S IN THIS ISSUE FOR YOU

*I'm Back! What now?  
What's next?*

WOMEN IN LEADERSHIP  
TODAY

Resilience Training – You  
can't afford to avoid  
incorporating this soft skill

VICTORIA CRAMER, LLC

*I am*  
**BACK!**

ARE YOU READY TO "DO EPIC SHIT" WITH ME?

- EXECUTIVE COACHING
- SMALL GROUP COACHING
- ADVISORY BOARD MEMBER
- KEYNOTE SPEAKING
- BUSINESS GROWTH CONSULTING

**IF YOU THINK YOU CAN'T AFFORD ME THEN YOU'RE WRONG AND YOU CAN'T AFFORD TO WAIT TO MAKE A GREATER IMPACT ON YOUR PEOPLE AND YOUR PROFITS!**

**IT'S TIME TO GREEN UP THE HUMAN SPIRIT!**

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## *What Now? What's Next?*

BEING BLINDSIDED ISN'T FOREIGN TO ME BUT THIS TIME REQUIRED ME TO TRULY FIGHT AND LEARN WITH AN INTENSITY NOT EXPERIENCED BEFORE. YES I HAVE METASTATIC BREAST CANCER. YES I'M STRONGER AND NOW HAVE A "BIONIC LEG". YES, I AM EVEN MORE DETERMINED TO MAKE AN EPIC IMPACT ON TRULY SPECTACULAR LIVES. WHAT'S NEXT? I WILL CONTINUE TO FIGHT CANCER EVERY DAY BUT NOW I LIVE MY LIFE FEARLESSLY. OH YOU THOUGHT I ALREADY DID? WELL, I'VE BEEN DIALING IT UP AND WILLING TO TAKE MORE RISKS. YES, I AM BACK. CAN YOU HANDLE THAT? HA HA...YOU SHOULD BE SCARED!

SO, WHAT'S NEXT?

- I AM GOING TO CONTINUE WORKING ON BOOK #2 AND SEEK OUT A PUBLISHER (THAT'S NEW).
- I AM GOING TO SEEK OUT 1-2 ADVISORY BOARD ROLES AND USE MY LEARNER MINDSET TO ACHIEVE BOARD MEMBER CERTIFICATIONS AND REALLY LEARN ABOUT INTERNATIONAL LAW (THAT'S NEW).
- I HAVE STARTED EXECUTIVE COACHING AGAIN AND PUBLIC SPEAKING AND WILL ALSO CONSULT BUSINESSES ON HOW TO BE MORE ATTRACTIVE AS AN EMPLOYER AND WORK TO MITIGATE THE GREAT RESIGNATION (THAT'S NEW)

**DOES YOUR COMPANY HAVE AN INVESTMENT STRATEGY? A PEOPLE BASED INVESTMENT STRATEGY? CULTURE, RIGHT PEOPLE ON YOUR TRAIN, AND INVESTING IN TRAINING AND COACHING WILL IMPACT YOUR PROFITABILITY! BE ATTRACTIVE!**

*VOICE OF MY NETWORK:*

**"VICTORIA MAKES ME FEEL MOTIVATED ABOUT LIVING MY LIFE"**

# Women in Leadership Today

BUSINESSES ARE SEEKING DIVERSITY IN THINKING AND INCLUSION AND EMPATHY IN ACTION. LAWS ARE QUICKLY CHANGING AND REQUIREMENTS NOW EXIST FOR WOMEN TO HOLD BOARD SEATS. DON'T GET ME WRONG, THIS DOESN'T MEAN ITS EASY BY ANY MEANS BUT IT DOES MEAN THAT IT'S THE RIGHT TIME TO BE YOU AND TO MAKE A DIFFERENCE.

MY WHOLE LIFE HAS BEEN SPENT EARNING THE RIGHT TO EXIST, BECAUSE I CHOSE TO BE A FEMALE SKYDIVER WHEN WOMEN IN THE SPORT WERE RARE. I CHOSE PATHS IN MY CAREER WHERE MOSTLY MEN WERE AND WOMEN WEREN'T ALLOWED IN THE "CLUB" FOR MUCH MORE THAN ADDING COLOR TO THE ATMOSPHERE. EVERYWHERE I HAVE BEEN IN THIS LIFE, I HAVE HAD TO BRING RELEVANCE, DIFFERENTIATION, AND MEMORABLE QUESTIONS AND THOUGHTS TO CLEAR A PATH FOR BEING HEARD. WHEN I WAS TOLD THAT I WOULD NEED TO LEARN TO GOLF AND BE WILLING TO TAKE CLIENTS TO STRIP CLUBS, I COUNTERED WITH, "NOT HAPPENING. I WILL GET THIS JOB DONE ANYWAY AND THE CONVERSATION MIGHT NOT OCCUR ON THE GOLF COURSE BUT IT WILL OCCUR. YOU SEE, I WAS WILLING TO GO BOLDLY FORWARD BUT IT WAS NOT ALWAYS POPULAR AND BEING BOLD HAS BEEN PAINFUL AT TIMES.

IF YOU WANT EQUALITY IN PAY OR EVEN IN ROLES, THEN YOU NEED TO LEARN HOW TO ASK FOR IT, RECEIVE COACHING ON HOW TO BE HEARD AND GO FOR IT!

IF YOU ARE IN A LEADERSHIP ROLE, RECOGNIZE AN OPPORTUNITY TO ELEVATE AND MENTOR WOMEN, CREATE A CULTURE AROUND GIVING WOMEN A CHANCE TO BE SUCCESSFUL, AND MAYBE JUST MAYBE OUR DAUGHTER'S WILL SEE MORE INCLUSIVITY AND MORE EQUALITY IN PAY, CONTRIBUTION, AND OVERALL OPPORTUNITIES.

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## Resilience Training – You can't afford to avoid this soft skill

RECENTLY WHEN ASKED IF I COULD CREATE A WORKSHOP ON RESILIENCE TRAINING, IT CAUGHT ME OFFGUARD BECAUSE I SPEAK ON RESILIENCE BUT HAD NOT CREATED SUSTAINABLE HANDS ON TRAINING AROUND THE TOPIC. I MEAN POPPING SOMEONE IN THE FACE AND ASKING THEM TO BOUNCE BACK FROM IT, ISN'T LIKELY TO GET ME VERY FAR.

HOWEVER, THE REALITY IS THAT RESILIENCE TRAINING IS WHAT I DO EVERY DAY AND IT HAS MADE IT POSSIBLE FOR ME TO JUGGLE TWIN INFANTS AND FIGHT CANCER, JUGGLE TWIN TODDLERS AND FIGHT CANCER AND NOW JUGGLE TWIN GIRLS AND FIGHT CANCER AND DO IT AS IF IT IS JUST A MINOR SPEED BUMP IN LIFE. SO, FROM THAT WAS BORN RESILIENCE TRAINING – SECRETS OF A WARRIOR.

HAVE YOU EVER REALIZED THAT ADVERSITY REVEALS GENIUS AND PROSPERITY CONCEALS IT (YES, IT'S ONE OF MY FAVORITE QUOTES). PEOPLE WILL SHOW UP TO A CHALLENGE BUT ONLY IF THEY HAVE BEEN TAUGHT HOW TO JUST SHOW UP OVER AND OVER AGAIN FOR THE "EASY STUFF", SO THAT WHEN FACED WITH THE HARD STUFF, THEY ARE ALREADY PROGRAMMED TO NOT ONLY SHOW UP BUT TO PERSEVERE WITH POSITIVITY.

I'M BETTING YOU CAN THINK OF WAYS TO CREATE "THE EASY STUFF" FOR YOUR TEAMS AND TO TEACH THEM WITHOUT THEM REALIZING THEY ARE NINJA WARRIORS IN TRAINING. IF YOU NEED IDEAS, SEND ME A NOTE.

### **VOICE OF MY NETWORK:**

"VICTORIA IS LIKE ADDING GASOLINE TO MY ALREADY BURNING PASSION - SHE IS AN IGNITER!"