

My Subtle Brag

MY CHALLENGE

1

MY ACTION

2

MY RESULT

3

MY INSPIRATION

4

FINAL BRAG



THE ART OF THE SUBTLE BRAG

Interview with Jillian Kaplan, Telecom + 5G Thought Leadership
@ Dell Technologies

Sabrina Shafer
Jillian Kaplan

Turn your
mess into
your
message.

As women, we can really struggle with the subtle brag. Possibly because we're taught to be humble or not show off, or possibly because we just haven't been taught yet. Either way, one of the unwritten rules for women in IT is the art of the subtle brag.

I'm a big believer in rising by raising others. I think women worry that if they brag, they'll make someone else feel bad.

Comparison is the thief of joy. To master the art of the subtle brag, women in IT have to leave comparison behind. There is always someone who you **think** is better than you, but *you* are your only competition. Frankly, having a strong sense of self and confidence is a must-have for women in IT and subtle braggers.

The first part to mastering the art of the subtle brag is understanding the human psyche. That is, people innately want to cheer for someone. And we want to be supported. By sharing our own accomplishments, you can inspire someone else.

In other words, you're not saying "Look how awesome I am." You're saying, "I did this, and you can do it too." How powerful is that?!

When doing a subtle brag, the key is to share your accomplishment but also using it to inspire someone else. You're taking your mess and turning it into your message.

To do the subtle brag successfully, you have to get over yourself. Punch fear in the face and share authentically. Get over the fear of being judged. We are so afraid that someone is going to think poorly of us if we say something that makes us look good. By focusing your intentions on inspiring others, you will inspire through being your authentic self (at least to the right people).

An important component to the subtle brag is being vulnerable about why this is important to you. Vulnerability is what hits home with people and is absolutely key to a subtle brag!

Happy Bragging!



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- Jillian Kaplan



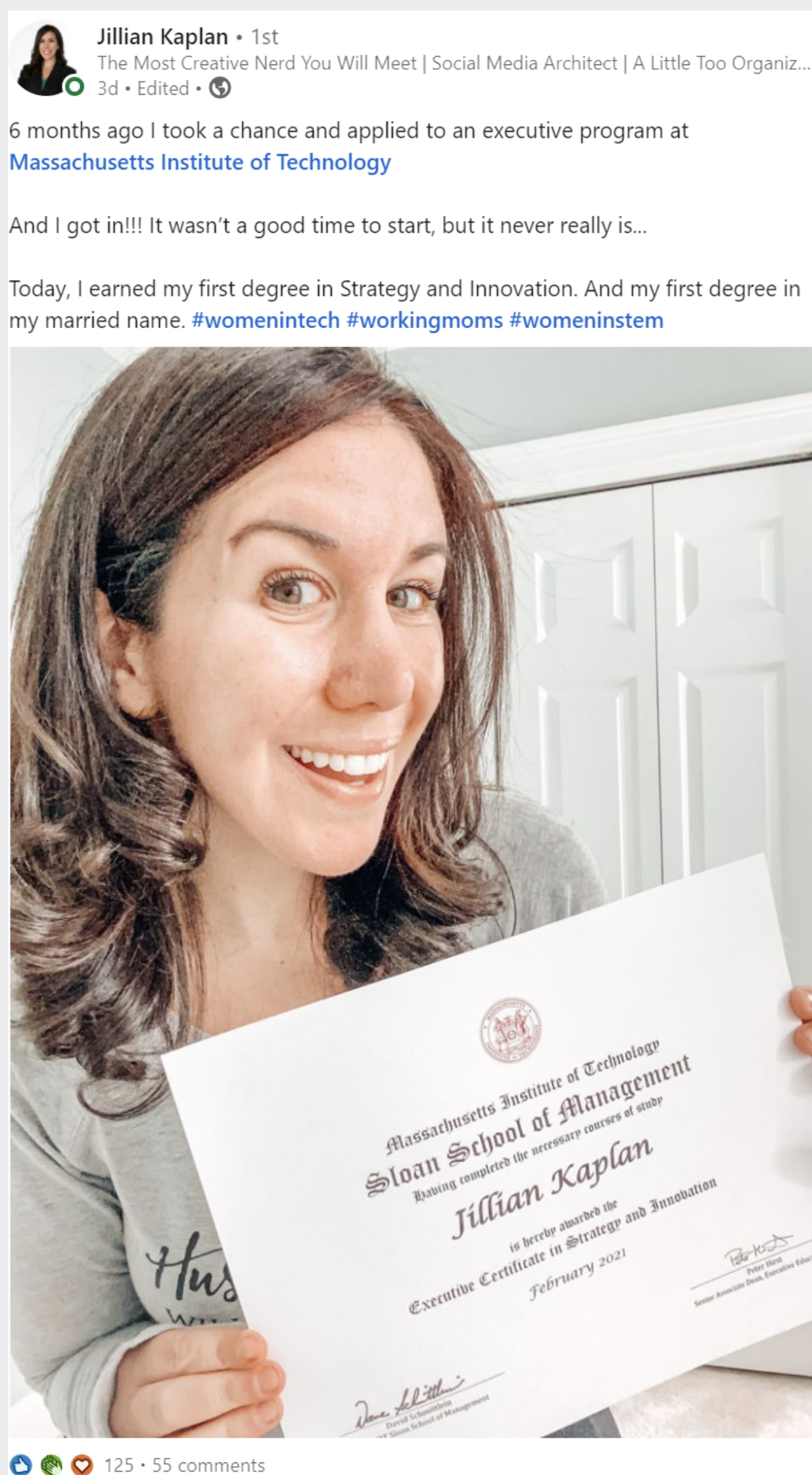
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TOP TIPS TO MASTER THE BRAG



In my subtle brag here, I was excited because I had applied for an executive program when I wasn't an executive. So I used the language "I took a chance..." because that's truly what I did. And, more importantly, the fact that I was successful at taking such a huge risk meant a lot. Vulnerability is what hits home with people and is at the center of the subtle brag.

So, here's a simple way to get started:



1. LIST YOUR BIGGEST ACCOMPLISHMENTS.

Ask yourself *why* you accomplished them. What could be inspiring about that? By sharing your biggest accomplishments, including the *why*, is incredibly powerful.

2. EMBRACE YOURSELF. YOU'RE NOT YOUR COMPANY.

No one wants to look at a company bot. Besides, the most important thing you can be is authentic. You are not your company. Embrace yourself. And write in your voice – don't write in the voice of your company or someone else's voice. Share your own story.

3. BE AUTHENTIC. SHARE YOUR STRUGGLES.

You can't always show up speaking about a win, that's not real life. Talk about why something was hard and how you overcame it. Again, through the lens of helping. Take your mess and turn it into your message.

BREAKING DOWN

the Subtle Brag

SHARE YOUR CHALLENGE

Why was this a challenge for you?



SHARE YOUR ACTION

What did you do to overcome this challenge? What action did you take?

SHARE YOUR RESULT

What results did you get?



SHARE INSPIRATION

Inspire others to do the same, leave people with a feeling & evoke an emotion.

Big Picture Plan

Studies show that you are far more likely to accomplish your goals when you write them down.

Take a moment to think BIG about each of these categories. Write down what is important to you and what you want to accomplish for each category. Use this as a roadmap or a guide to build out your big picture plan for how you're going to change the world!

FINANCES

CAREER

DEVELOPMENT

PERSONAL

EMOTIONAL WELLBEING

My Top Goals

I remember seeing a meme that said, "remember, Beyoncé has the same number of hours in the day as you." Likewise, Steve Jobs was quoted as saying, "the people who are crazy enough to think they can change the world are the ones who do." What strikes me is just how much one person can accomplish when they're convinced they can do it.

By writing down your goals, you invite yourself to dream big and ultimately start building your blueprint to help change the world.

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