

Episode 24 – Know Your Worth

“I've learned that fear limits you and your vision. It serves as blinders to what may be just a few steps down the road for you. The journey is valuable, but believing in your talents, your abilities, and your self-worth can empower you to walk down an even brighter path. Transforming fear into freedom - how great is that?” Soledad O'Brien

There are way too many people walking around in the world who do not know their worth. They have been hanging on to the message that says “I am not enough.” They may have heard it from their parents, peers, bosses, teachers, or colleagues that they weren't measuring up but they didn't have what it took to reach the next level. They may have even been told that their dreams were too big and that they shouldn't stretch that far. When you listen to those messages or replay them in their mind over and over, you start to believe it the message. You become the story that you tell yourself. You integrate it into who you are. You become afraid to stretch out of your comfort zone and really step into the person that you're meant to be.



I believe that one time or another we have all had instances where we felt that someone has put us in our place. Sometimes it doesn't matter how much experience you have in a certain area, knowledge or expertise, there may be someone who doesn't see what you bring to the table. I've had an experience like this personally. When I learned that the person did not see my value, I looked inside myself to see how I may be reflecting that and in a conversation with this person I shared my value because I believe in my capabilities and I also know that I can step into any situation learn and grow as long as I've learned to work with my people. Processes can be learned and taught in relationships with people have to be built and nurtured over time. We teach people how to treat us and this is why it was so important for me to express myself when I saw someone didn't see the worth I saw it myself. Don't let others define your worth. Ask for feedback on how you need to show up and put the effort in. At the end of the day, I am glad that circumstance didn't turn out the way I originally hoped because other opportunities were standing bright in my future. Sometimes you have to say no to good in order to experience great.

Recognize Your Strengths

You need to take the time to recognize what your strengths are to help understand your worth. It is about knowing your value and what you bring forth to the world and your leadership style. Do not dwell on your weaknesses, focus on your strengths. It doesn't matter whether you're leading your household, community group, an organization, or running a business. If you don't understand what you bring that increases the value you will not make an impact. What do you

do that adds to your competitive advantage? What you offer that others do not? What makes you stand out from the crowd?

If you're struggling to come up with your strengths, you may want to ask others around you to discover which are known for- your signature. What is it when a project or situation comes up the first person they think of is you?

Create Goals That Challenge You

When you create goals that challenge and stretch you, you realize that you are more than good enough. You are capable of so much more than you often give yourself credit for. When you are fearful or intimidated from trying new things or taking on challenges you are less likely to take any action. Yes, there will be a learning curve. Yes, it will be a challenge. These challenges are meant to help you learn and grow and become stronger and more resilient. The best way to face the challenge is to increase your efforts. **The more inspired your action the greater results you will achieve.** Those who are most resilient are people who see their current situation or setback as temporary and not a permanent state. They know that if they take action that their circumstance can change. If they do nothing, nothing changes.

Value Your Work

Lou Tice stated, "No matter what you say you want to achieve or become - you aren't going to do it unless you first believe you deserve it and can cause it to happen." You need to believe that you deliver value and you deserve a positive outcome whether the monetary or in the form of relationship building. It doesn't matter if you are putting together a proposal, asking for a raise, or deciding to charge what you're worth for your product or service, you need to believe you are worth it and know your value. Arm yourself with facts. Keep track of your achievements and contributions and their impact no matter how big or small. Not only are these good for negotiating, they are also important for you to review when you may have a bad day. They act as reminders to let you know how far you've come.

You are not the same person from one year ago, three years ago, or five years ago. You have evolved into the person you are now and with that come knowledge, talents, skills, and abilities along with much experience. There is no one like you. Don't sell yourself short. Demonstrate how you have exceeded expectations and why you are deserving of what you wish to achieve. When you believe it and speak with conviction, others will believe it too. Step into your power.

I would love to hear about how knowing your worth – knowing your value has changed the way you show up in life. E-mail me at Debra@DebraKasowski.com. Thank you for listening to The Millionaire Woman Show where we talk about leadership, business, and human potential to help you live rich from the inside out. Subscribe to The Millionaire Woman Show. Give us a 5-star rating! Sign up for our Newsletter www.debrakasowski.com

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