

A close-up portrait of Micha Goebig, a woman with short dark hair and a slight smile, wearing a dark blue polka-dot shirt. In the background, a blurred image of a man in a suit is visible.

LEAD WITH CONFIDENCE IN MALE- DOMINATED ENVIRONMENTS

GO BIG
COACHING

Description

Many female professionals feel consistently underestimated and passed over, especially in male-dominated environments such as tech and automotive. Recent studies show that close to 80 percent of women struggle with a lack of confidence at work. In other words, a large number of women are held back in their advancement by self-doubts and low self-esteem, shying away from self-advocacy. In our day and age, however, confidence and visibility can be about as vital as expertise and experience in shaping a successful career.

Why are so many female professionals struggling with confidence? First, corporate continues to be a world primarily designed for (white) men. So women often have to work a lot harder for the same reward. Instead of recognizing this inequity, we tend to internalize the experience as a sense of “not enough”. Second, our brain is wired to trust past experience above all. In our fast-paced business world, time to do something over and over again – and gradually build experience and thus confidence in our skills and ability – is increasingly rare.

But the good news is: Confidence is a transferable skill, and in this session you will learn how to leverage it!

Takeaways

Confidence & leadership coach Micha Goebig will bust misconceptions about confidence and share her **5-step framework on how to step up your confidence and authentic presence.**

This session is for you if...

- ... you are done with feeling not seen and heard in your professional environment;
- ... you want to learn to show up authentically and create safety through self-trust;
- ... you need some input and strategies to tap your full potential in your career and your life.

The founder & CEO of GO BIG COACHING & COMMUNICATIONS, Micha Goebig helps women in tech and mobility lead with confidence in male-dominated environments. Micha is a public speaker, executive coach and published author as well as a member of the Forbes Coaches Council and the lead coach on the speaker team of TEDxSeattle. Before training as a coach, she founded, and still owns, a boutique agency that specializes in corporate communications for the German luxury car and supplier industries, a field in which she has 20 years of experience. Micha holds a master's degree from the University of Munich, taught at several colleges in the USA and Germany, has published extensively in both English and German, and trained with one of Germany's leading executive coaches as well as Rich Litvin and others in the USA.

For more information, please see www.michagoebig.com or contact team@michagoebig.com



Recent studies show that close to 80 percent of women and over 60 percent of men struggle with a lack of confidence at work. Why? We are constantly exposed to an accelerating pace of innovation which makes it hard to keep up. If we don't get the opportunity to practice something over and over again – and gradually gain proficiency – it becomes increasingly difficult to feel confident about it. This is especially the case in highly innovation-driven environments.

As a leader and an innovator, confidence may well be your currency to success. In general, people are more likely to trust those who appear confident – especially when we are about to break new ground, with no or very little substantiating data available yet.

Takeaways

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LEAD WITH CONFIDENCE WHEN NOBODY LOOKS AND SOUNDS LIKE YOU

Description

Being among people who don't look and sound like you can be an incredibly isolating experience. We humans are social creatures, and we need a sense of belonging to feel safe. Our “danger detectors” tend to go off when we feel we don't fit in. Being (or feeling like) the “odd one out” at work poses particular challenges, especially when your differentiator is easy to see or hear, like distinguishing features or an accent, and feeling unsafe and self-conscious is a common response. Add to that the new frequent call to “bring your whole self to work” and our brain may be sent right into a tailspin of flight or fight or freeze.

The boundary between fitting in and standing out is narrow, and this situation can only improve with companies truly prioritizing DEI matters. But there are also things you as an individual can do to tame your negative inner dialog and build your confidence.

Takeaways

- Prepare for situations of particular anxiety according to what you need.
- Seek out trusted coworkers for feedback and allyship.
- Reframe what you bring to the table: different experiences and perspectives.
- Apply “agency over authenticity” and decide how you show up at work.
- Build confidence for new roles and challenges.

This session is for you if...

- ... you are done with feeling like an outsider;
- ... you want to successfully navigate situations in which you feel judged based on something other than merit;
- ... you need guidance how to reframe your experience as an asset and not a limitation.

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BE MEMORABLE. HOW TO MAKE PEOPLE NOT FORGET YOU.

Description

There are few things that hit our self-confidence as hard as a person who reintroduces themselves to us while we remember clearly having met them before. No matter if at work or in private life, such situations tend to lead to a barrage of negative self-talk: “I’m just not that interesting”, “Of course, they only remember my coworker – they are so much more fun than I am”, or maybe “I’m an introvert, so it is what it is”.

The truth is that being more memorable does not mean you’ll have to be loud or shrill or share stories you consider personal. It involves knowing what makes us memorable to others in general – and what this could be for us. It also requires looking into our willingness to become more memorable as many of us grew up with messages from family and society that “being invisible” is safer.

Takeaways:

In this session, confidence & leadership coach Micha Goebig will share a framework for becoming more memorable and guide participants through discussion questions and exercises to find their own approach to making sure people won’t forget who they are, both in real life and their digital presence.

This session is for you if...

- ... you are done with those awkward situations in which people don't remember you;
- ... you want to make a stronger impression to advance your career;
- ... you don't know how to balance being memorable and protecting your privacy.

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UNLEARN WHAT HOLDS YOU BACK.

A 4-PART SERIES

Description

PART 1 – UNLEARN BEING YOUR WORST CRITIC

We all have negative chatter in our head that stands in the way of us being at ease with ourselves or tapping our full potential in our lives and careers. This inner critic does its best to keep us back – in the comfort zone that often isn't even particularly comfortable.

This session will show you what the mean voice in your head is all about, how to separate from it, and which steps to take to change its messages.

PART 2 – UNLEARN PERFECTIONISM

It's so easy to get carried away and strive for 100 percent at all times, going on and on and never finishing. But perfectionism is a waste of time and energy: it's chasing an illusion of "perfect" when in reality all we try to do is make sure that we are worthy and what we do is good enough.

We will discuss the difference between being a perfectionist and striving for excellence, how the desire to be perfect creates obstacles in our lives, and how we can overcome these and truly let go of our need to be perfect.

PART 3 – UNLEARN IMPOSTOR SYNDROME

Thinking that everybody else knows what they are doing and will soon find out that we are the only ones who don't feels terrible. Impostor syndrome can affect any of us, and especially people who are hard-working, well educated, and successful, but don't have a sense of belonging in their work environment (yet).

We will look into the reasons why we may experience impostor syndrome and what we can do to overcome it, taking an important step toward less self-doubt and more self-assurance.

PART 4 – UNLEARN PEOPLE-PLEASING

Do you catch yourself saying yes when you'd much rather say no? Maybe it feels wrong to you to let people down. Maybe you are afraid of what happens if you don't comply. But then you may feel resentful and even beat yourself up for agreeing and being such a people-pleaser.

We will talk about what turned us into people-pleasers and about how to set healthy boundaries in a way that actually benefits our relationships with others.

Further topics available: Decision-Making, Boundary-Setting & Unlearn Self-Sabotage

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