

Top Myths Holding You Back from Purposeful Work

Break through the myths
that have been holding you
back from more money,
meaning, & impact!

Get More!

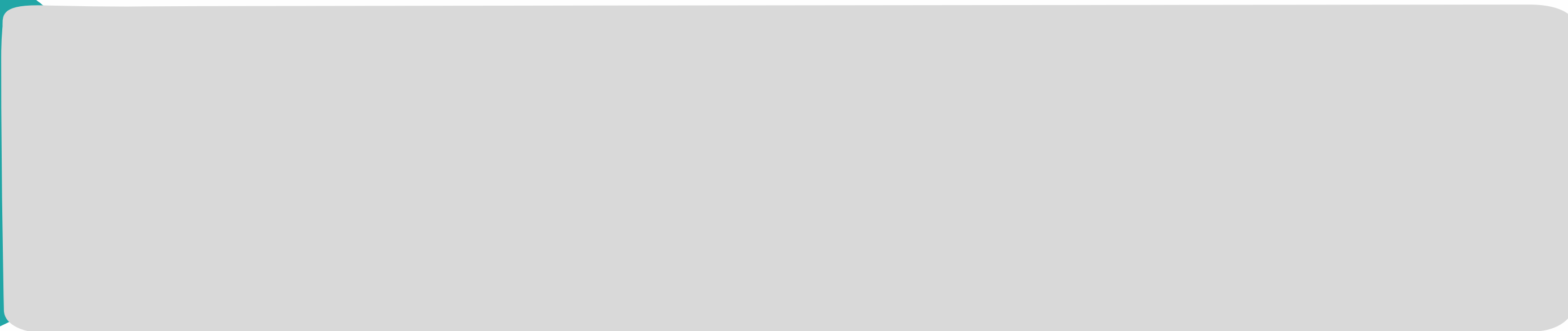



Ally Bubb, MBA

Action Plan

Worksheet

Take a few minutes to capture your thoughts about money, meaning, and impact. Which dimensions align with your vision for where you want them to be?



Career Myths Keeping You from More Money, Meaning, & Impact

1

My **work** will speak for itself.

2

Talking about myself is **creepy** and salesy.

3

I'm **too old** / have been here too long.

4

I have to **wait** for ____ to get promoted.

5

It's **rude** to brag or even humble brag.

6

Career stories **HAVE** to be **boring**.

7

I don't have **enough experience** yet.

8

I have to **do it all** perfectly first.

As an executive career coach, these are the myths I hear most often from people. If any of them sound familiar, it's time to change your approach so you can change your trajectory. I can help you get MORE!



Ally Bubba, MBA



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Worksheet

What are the top 3 myths I need to demolish in order to step into my next level of leadership?



Rise & Shine Strategies

It's time to stop making these common myth-takes.

We're going to demolish the myths so you can accelerate your career path.

Get ready to RISE to your next level of leadership and SHINE brightly!

Rise & Shine Strategies

1 My **work** will speak for itself.

FACT: Everyone is busy with no extra time to monitor to your work. YOU need to speak on behalf of your work, not the other way around.

- Harvard Business Review did a study that found a large gender gap in self-promotion with men rating their performance 33% higher than EQUALLY performing women. Anyone who identifies as female needs to work extra hard at getting their career story out there and heard.
- What's your superpower? Think about how you can leverage your strengths to advocate for your own work and the work of your team.
- Challenge yourself to talk positively about your work at least once a day. This can be during meetings, informal discussions, via email or messaging tools, and more.

2 Talking about myself is **creepy** and salesy.

FACT: Telling a career story that stands out is your fast track to bigger meaning, fulfillment, impact, and money.

- Embrace who you are to tell a better story. Find ways to talk about your work that don't feel creepy to you. If 1:1 is more your jam, focus on that to start.
- Practice! Everything feels awkward the first time you do it. Practice talking about your work until it stops feeling salesy.
- Get to know your authentic self. Discover your strengths, interests, values, and more. When you're comfortable with who you are authentically, talking about yourself becomes a lot easier!

Rise & Shine Strategies

3 I'm **too old** / have been here too long.

FACT: The biggest growth opportunities happen during times of change. You can more fully live into your purpose no matter your age or tenure.

- Remember: The only time is now. And right now is the perfect time!
- You're never too old to do something different. But don't take my word for it... my 98-year-old uncle continues to do new things and he insists that age is nothing but a number!
- If you've been at an organization for more than 3 years, it's time to assess where you're at and what you're doing. If you continue to learn and grow and feel challenged and fulfilled, great! If not, it may be time to try something new.

4 I have to **wait** for____ to get promoted.

FACT: Waiting is an ineffective career strategy. Waiting doesn't make a promotion happen. Waiting costs precious time and energy that are better spent being intentional and purposeful about what's next.

- Good things don't always come to those who wait, whether it's waiting for an age, a milestone, or a certain number of years of experience.
- Take control of your future by telling a compelling career story!
- Strategize on how you can step more into your leadership and set your own direction rather than waiting. Be clear when you start a role on how long you plan to stay!

Rise & Shine Strategies

5 It's **rude** to brag or even humble brag.

FACT: Owning your brilliance is the kindest thing you can do for yourself and others. You're being kind when you truly understand your unique gifts and you share them with others through your career story.

- You're helping other people understand you and your value proposition without them having to figure it out for themselves.
- There are lots of ways to talk about your awesome work without sounding like you're bragging. Like what? Try these!
 - *I want to make sure everyone is aware of what our team's been working on...*
 - *Just a quick note to share how proud I am of my progress on...*
 - *I know you're busy, so I want to share a quick update on...*

6 Career stories **HAVE** to be **boring**.

FACT: Authentically you is the **ONLY** way to be! Your career story can be as quirky and unique as you are... and your career story will be **WAY** more effective when you **STAND OUT!**

- Added bonus: When your career story stands out, it will help you find the right job or role or assignment that aligns with your purpose and your wonderful, authentic self!
- Think there's nothing interesting that you can add to your resume or LinkedIn profile? Think again! Small tweaks like descriptors (thorough, innovative, data-driven) can have a large impact.
- Personal details make all the difference in helping others connect with you! Don't be afraid to talk about the things you're interested in!

Rise & Shine Strategies

7 I don't have enough experience yet.

FACT: You are enough, right now, as is. Sure... keep learning, keep growing... and be ready to say yes BEFORE you feel ready.

- You don't have to check every single requirement for a job description before you apply (50-70% is enough).
- Assess your current skill set and determine if there are any gaps preventing you from moving to the next level.
- Ask your network for suggestions on what experiences will be most beneficial to where you want to go next. You may be surprised to discover they think you're ready already!
- Take that extra time on more experience and put it toward living your purpose. That will WOW people a lot more than the current “it” skill.

8 I have to do it all perfectly first.

FACT: Doing too much can derail your career advancement. I know that sounds counter intuitive because we're taught from a young age to work hard and try our best at everything.

- I've seen this regularly with my clients where they end up on a plateau in their career because they are doing too much. Or more accurately doing too much of the wrong things. They aren't focused on top priorities which slows their career advancement.
- Set (and keep!) boundaries to prevent overwork and burnout. Reassess whenever things feel out of balance.

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Progress starts with focus. Pick ONE myth to work on for the next month. I commit to complete the following steps:







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About Your Coach

Ally Bubb, MBA has a punk rock soul cleverly disguised in a middle-aged mom's body. She combines enthusiasm and authenticity into her work as an executive career coach and speaker, teaching people to tell compelling career stories and step into their next level of leadership because when people genuinely love what they do, our workplaces, homes, and world are transformed. After 20 years in corporate technology roles, she is passionate about fixing the leak in the tech pipeline by equipping women and non-binary individuals to leverage their distinctive strengths in leadership creating more equity at all levels. Ally is the founder of the [Best Ever](#) mastermind, a transformational coaching program that enables people to make their biggest dreams reality. She is also the bestselling author of [Success Authentically](#).



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