

How to Grow Your Value & Skills for The Next Level in a Hybrid Workplace

Dr. Ginny A. Baro, CEO & Founder



My Story (then...

CEO & Founder of ExecutiveBound®

Creator of the innovative and proven method
C.A.R.E.S. Leadership Success System™

Lead Executive Coach of *The Fearless
Leadership Mastermind*™, supporting female
leaders to advance

But it wasn't always this way....



...and now)



Award-winning speaker & leadership coach

#1 Bestselling author of *Healing Leadership*
and *Fearless Women at Work*

Named Top 100 Global Thought Leaders

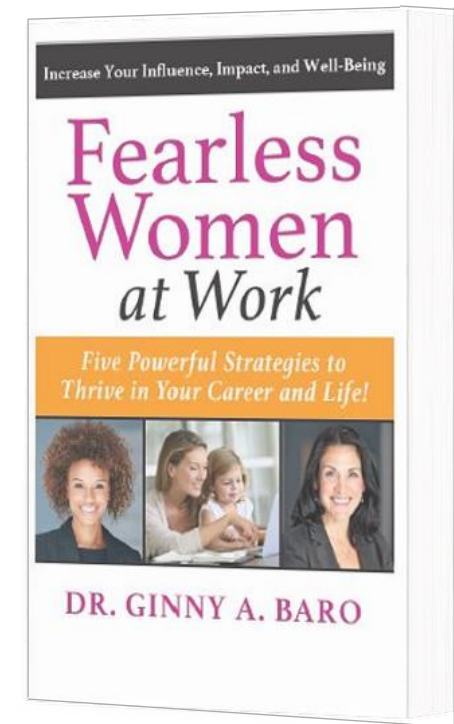
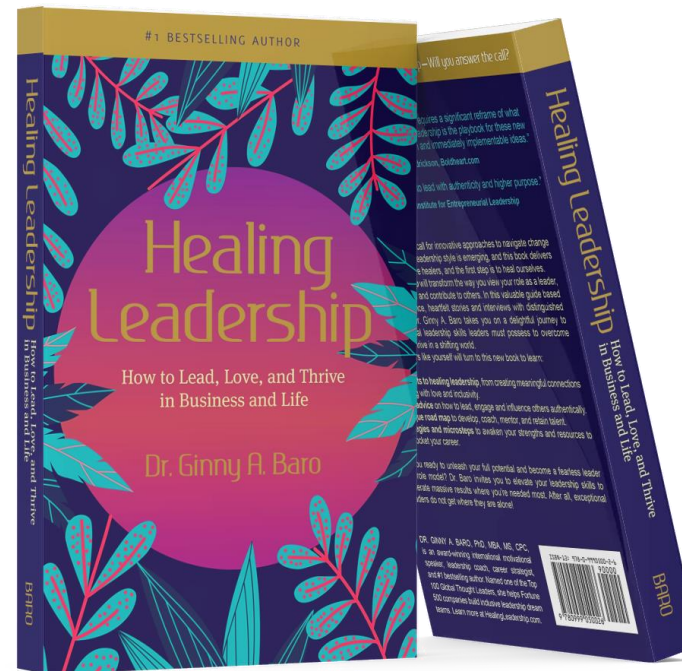
McKinsey&Company

Hispanic/Latino Executive
Leadership Program Coach

#1 Bestsellers

- ❖ **Healing Leadership: How to Lead, Love and Thrive in Business and Life, 2021**
- ❖ **Fearless Women at Work: Five Powerful Strategies to Thrive in Your Career and Life! 2017**

ExecutiveBound.com/book





Your Gift !

Private Resources Page:

Workbook, Tool, Presentation

Videos: 21 leadership qualities & skills leaders need today

And more...

Stay tuned for the link!

My Dad's Advice...



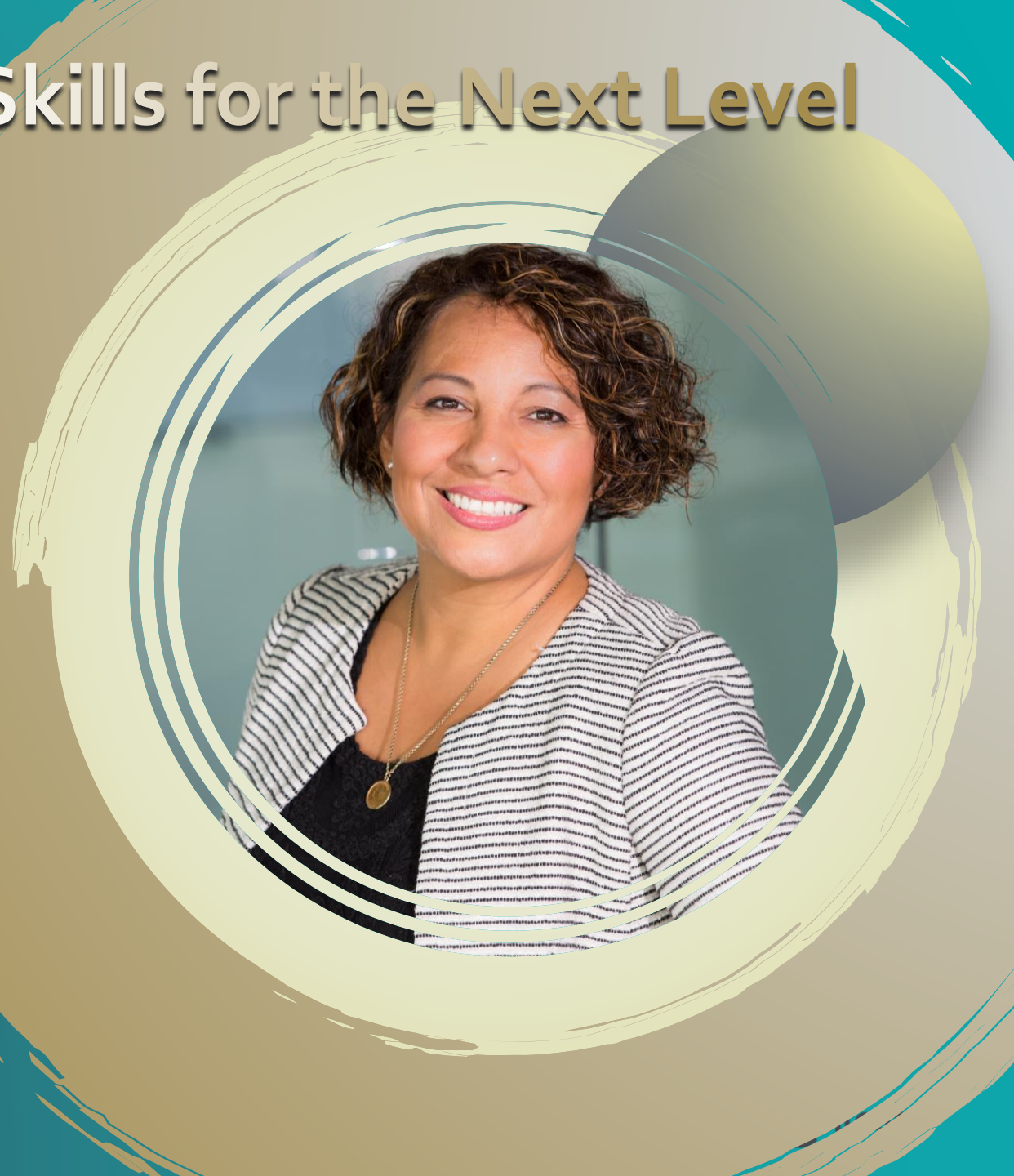
“Keep putting keys in your
pocket.”
[to open doors]

How to Grow Your Value & Skills for the Next Level in a Hybrid Workplace

Discover your Unique Value Proposition

Build your Centers of Influence

Execute your Action Plan



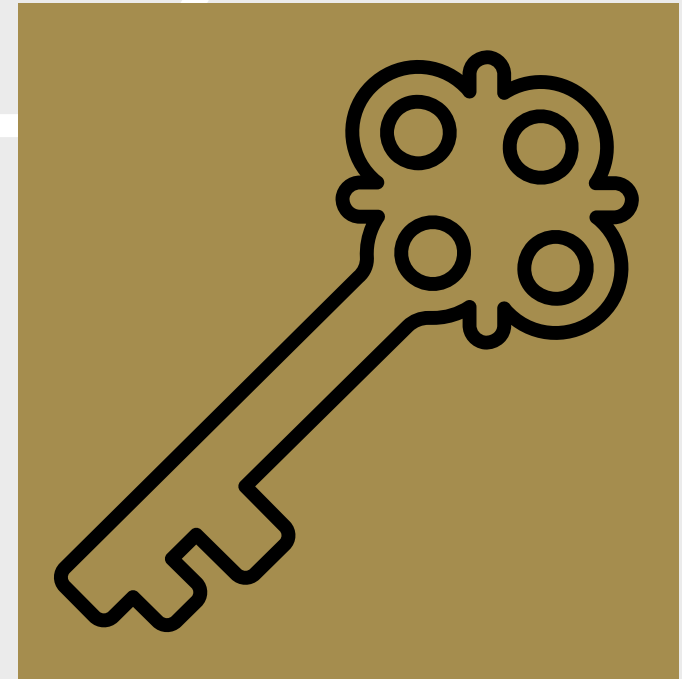
Benefits of Growing Your Value & Skills for the Next Level

- Develop your personal brand
- Boost your confidence & remove self-doubt
- Position yourself to create opportunities
- Make career and life decisions, say “No!” & “Yes”
- Advocate for yourself
- Influence & collaborate with your network and Centers of Influence
- Stay focused, productive on career & life goals



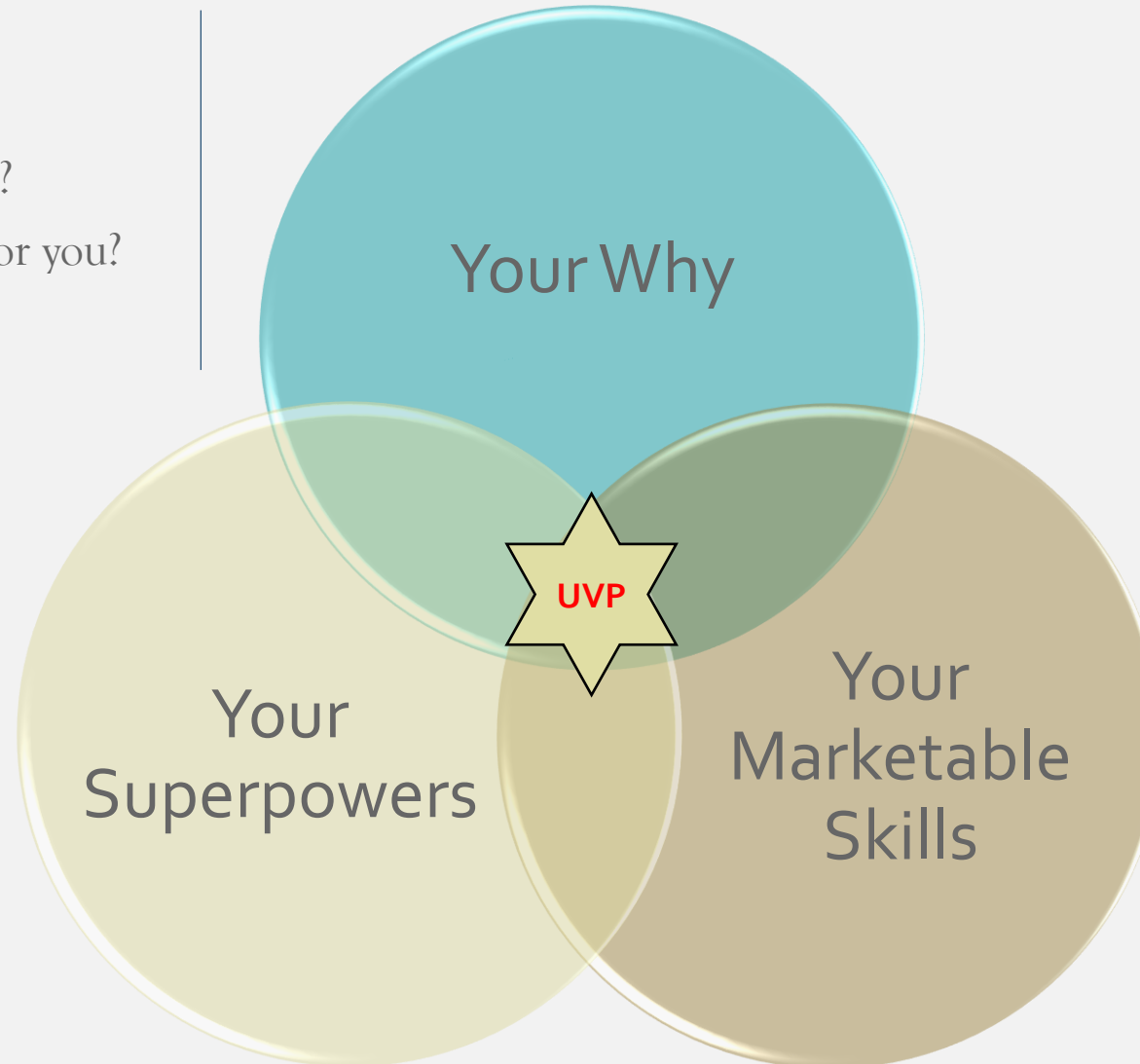
How to Grow Your **Value & Skills** for the Next Level in a Hybrid Workplace

#1 Discover Your Unique Value Proposition



Your Unique Value Proposition (UVP)

- What do you live for?
- What fuels your goals?
- What is meaningful for you?



In your Workbook...

- What are you great at?
- What makes you special?
- What brings you joy?

- What do you get paid to do?
- What skills have you learned?
- What makes you successful in current and prior roles?

How to Use Your UVP: Craft Your Elevator Pitch

In your Workbook...

Elevator Pitch: 1 to 2-minute introduction to you. It lets them know...

1. Who are you?
2. What is your Why?
3. What's your expertise & who do you help?
4. What impact do you have (a big win)?
5. What are you about outside of work?





Your Elevator Pitch

INTRODUCING YOURSELF!

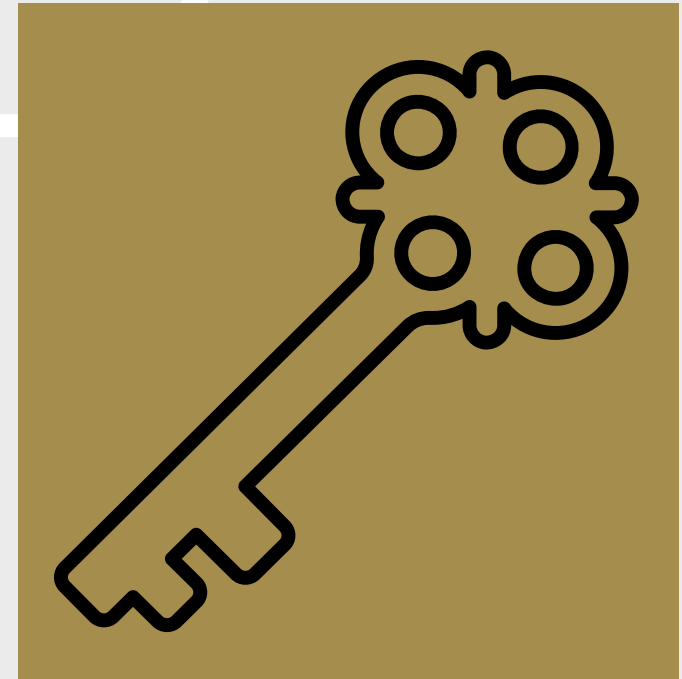
Hi, my name is **Dr. Ginny Baro**. I'm an international transformational speaker, leadership coach, career strategist, and #1 bestselling author. **I have over 25 years of experience** in the financial services and technology industries. **My Why today** is to fulfil my potential and to help my son Kyle and clients achieve theirs. **I specialize in** developing leaders by delivering keynotes, coaching and leadership training programs for organizations, ERGs and Fortune 500 companies. **In 2020, I created the Fearless Leadership Mastermind** program to help women advance- and have graduated five cohorts so far! **When I'm not working ☺, I enjoy** hiking, biking, meditating, traveling, and spending time with loved ones, especially my teenage son. It's a pleasure to be here."



Practice
Practice
Practice!

How to Grow Your **Value & Skills** for the Next Level in a Hybrid Workplace

#2 Build your Centers of Influence



Your Centers of Influence

In your Workbook...

Build relationships with...

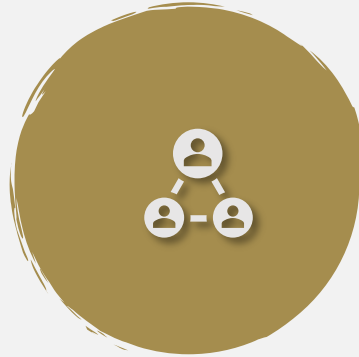
- Managers & peers, Sr. leaders
- Peers
- Your team, direct reports
- Mentors & sponsors
- Clients, partners, other stakeholders
- “Your army of allies”





INVITE THEM TO
CYBER-COFFEE/TEA

Connect



CONTRIBUTE TO
THEM

Share your impact



GET CURIOUS

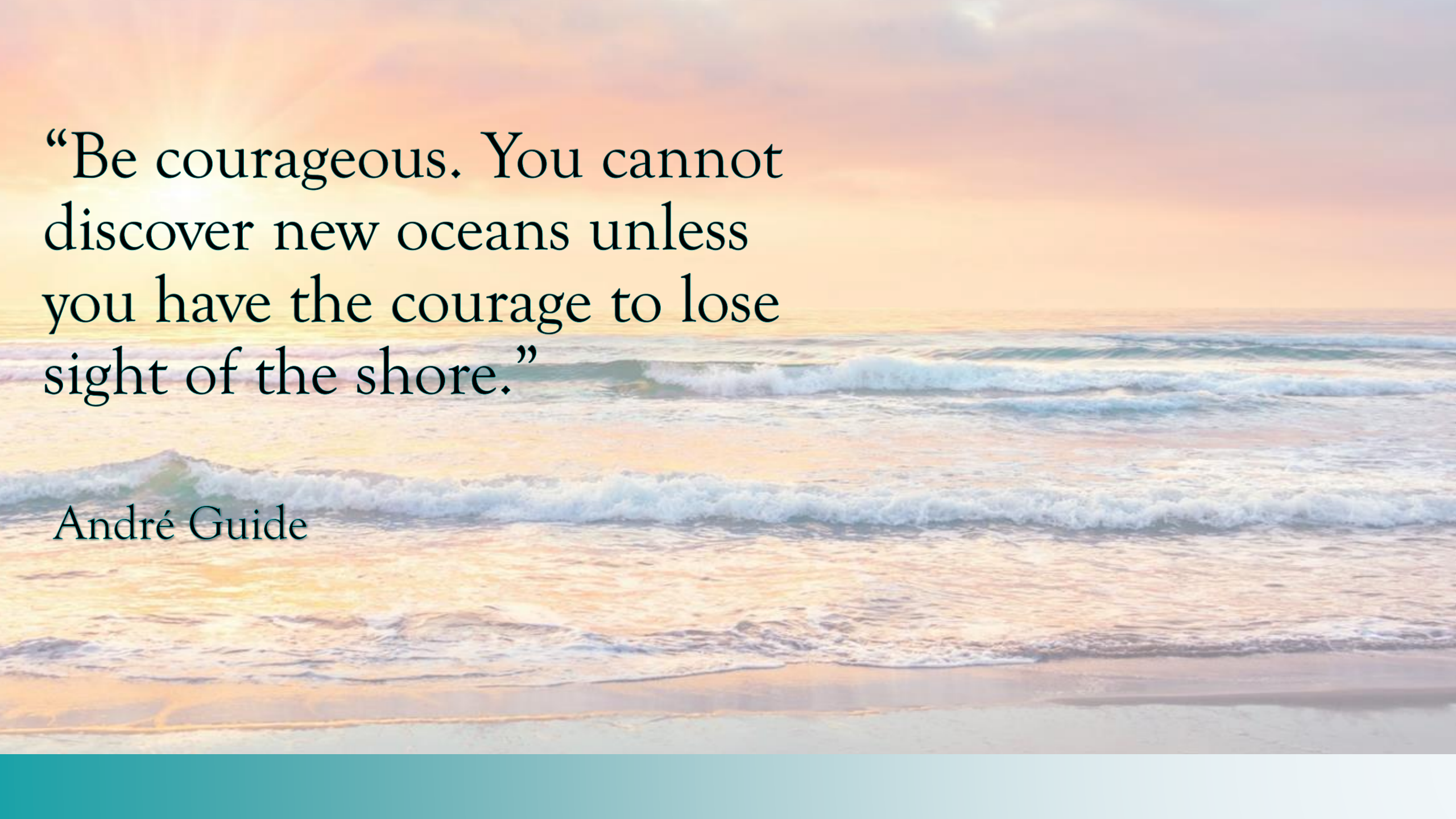
What are they an
expert at?



BE PROACTIVE

Follow up

Engage with Your Centers of Influence



“Be courageous. You cannot
discover new oceans unless
you have the courage to lose
sight of the shore.”

André Guide

How to Grow Your **Value & Skills** for the Next Level in a Hybrid Workplace

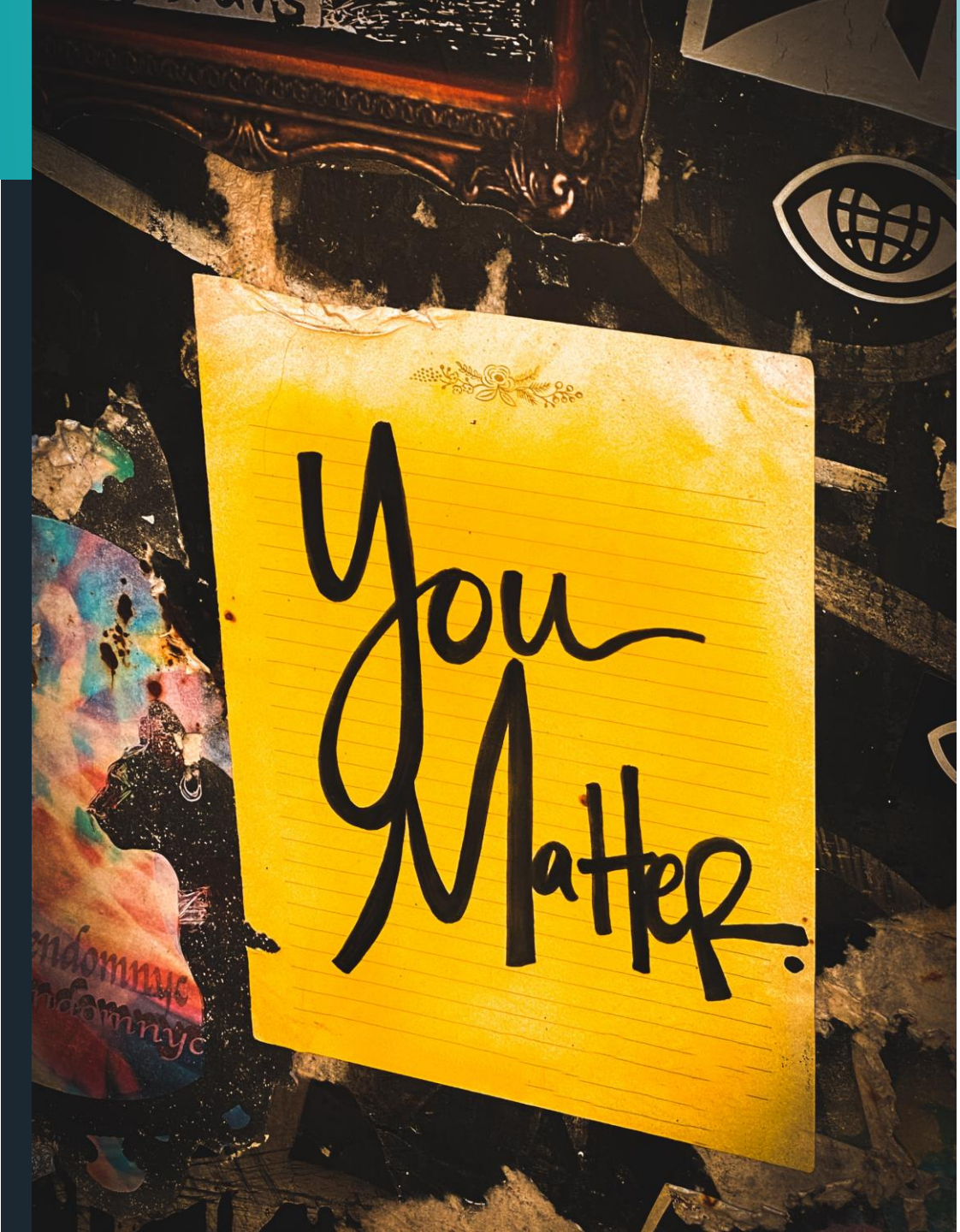
#3 Execute Your Action Plan



Execute Your Action Plan

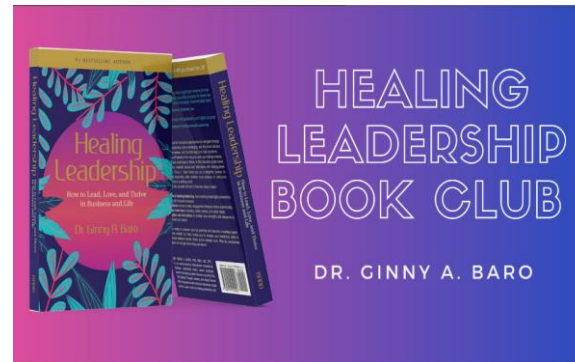
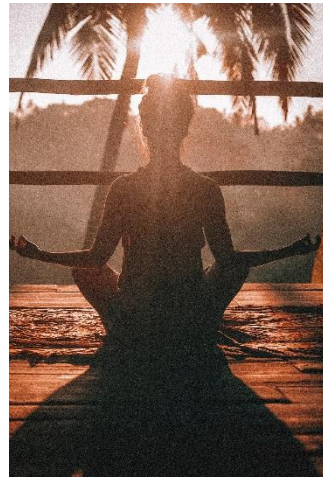
Implies...

That you have a compelling vision
& goals



You Matter.

Dr. Ginny Baro: My compelling vision & goals



What are meaningful career goals for you?

Imagine...

You and I are meeting 12 months from now (10/4/23) and you've had a wildly successful year, the best of your career yet..

What happened?

Get detailed...

In your Workbook...



Execute Your 12-Month Action Plan

What When How

What will you do? (12-month goals)

By when will you do it?

How will you get it done – steps?

Why It Matters

What is this goal important?

How will you feel when you achieve it or if you don't?

Who Can Support You

Who can you enlist to help you?

What resources are available?

In your Workbook...

What gets in the way?



1. Not enough time!
2. Lack of support at work/home
3. Not asking for help
4. Lack of motivation, structure, discipline
5. Fears
6. Other...

How to Grow Your Value & Skills for the Next Level in a Hybrid Workplace

- ✓ Discover your Unique Value Proposition + Elevator Pitch!
- ✓ Build your Centers of Influence
- ✓ Execute your Action Plan





Your Gift !


Private Resources Page:

Workbook, Tools, Presentation

**Videos: 21 leadership qualities &
skills leaders need today**

Free assessments & more!

ExecutiveBound.com/ab



“A leader’s job is to figure out what the next right thing is and then do it.”

Brené Brown

How to Grow Your Value & Skills for the Next Level



Apply these concepts
Shift to prioritize yourself

Call to
Action



Go to your Resources page
Download your Workbook & go for it!

ExecutiveBound.com/ab



The
“Hiding Under
the Bed”
Feeling.



The Five Reiki Principles

“rei” (universal) “ki” (life energy)

- Just for today I will not worry
- Just for today, I will not be angry
- Just for today, I will be grateful for my blessings
- Just for today, I will work with honesty and integrity
- Just for today, I will be kind to myself, others, and every living thing



“My Why is to fulfill my potential and to help my son, Kyle, and clients achieve theirs.”

Dr. Ginny A. Baro



Thank you!

Enjoy the journey!

- 👤 Dr. Ginny A. Baro
- 📞 +1 (201) 388-6318
- ✉ info@ExecutiveBound.com
- 🔗 ExecutiveBound.com
- 🔗 FLMProgram.com
- 🔗 [LinkedIn.com/in/ginnybaro](https://www.linkedin.com/in/ginnybaro)



APPENDIX



Dr. Ginny A. Baro



Dr. Ginny A. Baro, PhD, MBA, MS, CPC, CEO, Founder at ExecutiveBound.com, immigrated to the U.S. at age 14 with nothing more than a dream. Today, she is an award-winning international transformational speaker & leadership coach, career strategist, and #1 bestselling author of [Healing Leadership and Fearless Women at Work](#). Named one of the Top 100 Global Thought Leaders, Dr. Baro has successfully delivered leadership training and coaching programs for Fortune 500 companies and keynotes impacting global audiences. She has been a leadership coach for *McKinsey&Company's Hispanic/Latino Executive Leadership Program* since 2021.

In 2020, Dr. Baro created the [Fearless Leadership Mastermind™](#). Since then, the program has successfully helped talented female leaders in STEM fields, financial services, and Fortune 500 companies gain critical leadership skills to lead, engage, influence their teams, and advance in their roles. How? By design, it strategically leverages experiential, virtual mastermind circles within cohorts of up to 10 talented female peers for six months, executive group and individual coaching, mobile-friendly leadership training modules, personalized tools and assessments, accountability, community, and ongoing support for 12 months total.

She earned a Ph.D. in Information Systems, an MS in Computer Science, an MBA in Management, and a BA in Computer Science and Economics. She is a Certified Professional Coach (CPC) accredited by the International Coach Federation and is fluent in Spanish. To connect and learn more, please visit www.executivebound.com.

A Sample of Clients & Partners

verizon



PGIM



MERCK

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Ingredion

LinkedIn

McKinsey & Company

BAUSCH + Health



Baker Hughes

S&P Global

Schroders

TD
Ameritrade



A proven “Gold Standard” in leadership development delivering results for talented female leaders in STEM fields, financial services, and Fortune 500 companies since 2020.

What Do Our Members Say?



To learn more, visit www.FLMProgram.com – Our next cohorts start January 2023



Kathy McKeon

Senior Account Executive, Merck

“The Fearless Leadership Mastermind program has been a personal and professional **game-changer** for me! Now I have **more tools** to continue to grow as a leader, to build mutually beneficial relationships, and take care of myself, my team, and the people I care about.”



Tom Tysz

Director, Human Resources

“When we started working with Ginny, we needed assistance with several managers who had **challenges interacting and motivating** their staff. Ginny built relationships and gained the trust of our employees. Her influence made an **immediate and lasting impact** on the way our leadership engaged with their teams.”



Mercedes Tarlati

Director, Head of Study Design, Merck

“When I joined the program, I was a manager with ten people reporting to me in Argentina. I couldn't find the career opportunities I was looking for. Everything is changing as I'm moving to the U.S. for a Director position with 19 people reporting to me. **Making this investment in myself was absolutely worth it.**”