

*Alabama*  
**PANHELLENIC**  
*Association*

*The*  
**SHE BELIEVED SHE COULD**  
**UNIVERSITY**

**WORKSHOP SERIES**

*The*

**SHE BELIEVED SHE COULD**

**UNIVERSITY**



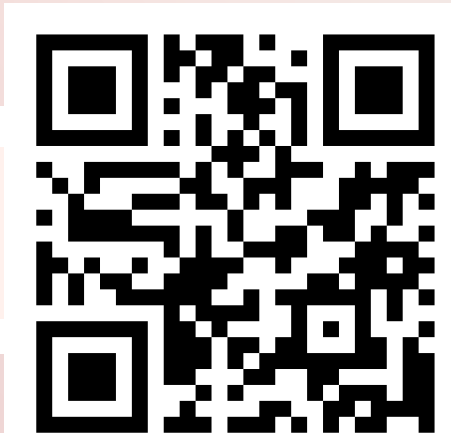
**DOWNLOAD NOW**



# Allison Walsh, JD

- Business, brand, and success coach with 300+ 1:1 success stories and 1000s of goal-driven community members
- Certified Positive Psychology Coach
- Corporate executive responsible for 7-8 figures in revenue monthly
- Motivational speaker reaching 150,000+ live audience members
- Podcast host, best-selling author, and course creator
- Nonprofit founder + board member
- Forbes Business Development + Entrepreneur's Leadership Councils
- Miss Florida 2006
- Elevating and empowering young women is my mission

Featured in...



WWW.SHEBELIEVEDBOOK.COM

(C) ALLISON WALSH ENTERPRISES, LLC





# WORKSHOP AGENDA

- Introduction
- Mindset + Confidence
- Goal Setting
- Personal Branding
- Wrap up





# SHARE YOUR FAVORITE QUOTES

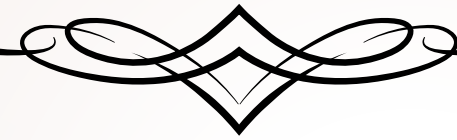
**Enter to WIN a VIP She Believed She  
Could Box!**

- Snap a pic of your favorite slides during the presentation
- Share to Instagram stories and tag **@allisonwalsh**
- Sign up to download materials
- One lucky winner will be announced tomorrow!





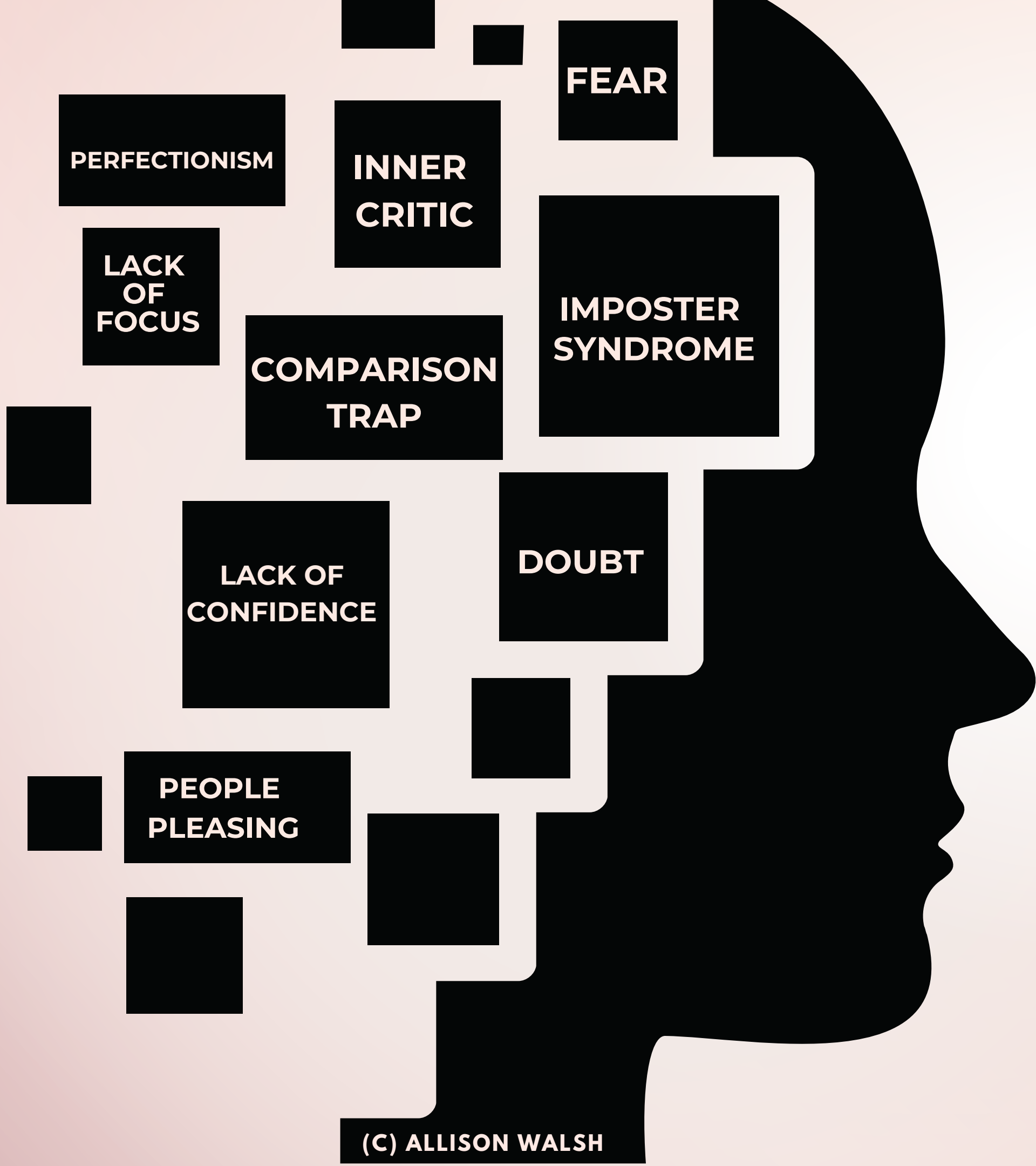
# Chapter 4



## MASTER YOUR MINDSET

**CONFIDENCE IS THE  
KEY TO SUCCESS**





PERFECTIONISM

INNER  
CRITIC

FEAR

LACK  
OF  
FOCUS

COMPARISON  
TRAP

IMPOSTER  
SYNDROME

LACK OF  
CONFIDENCE

DOUBT

PEOPLE  
PLEASING

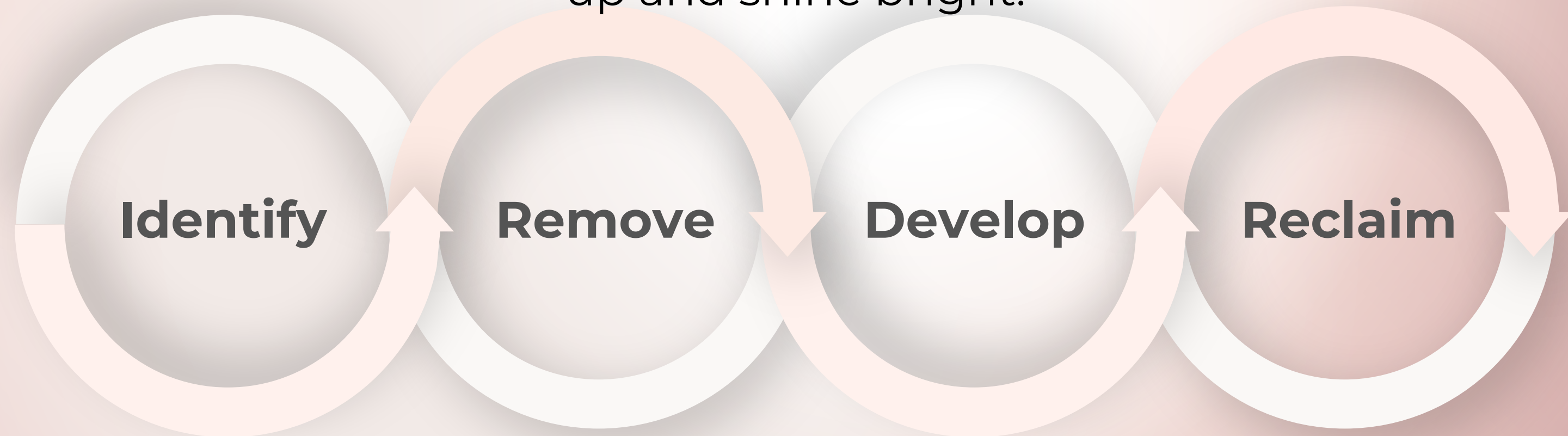
(C) ALLISON WALSH

**CHECK-UP FROM THE  
NECK UP:**

**IS ANYTHING  
GETTING IN  
YOUR WAY?**

*The*  
SHE BELIEVED SHE COULD  
WORKSHOP

The **confidence continuum** focuses on identifying what's holding you back, removing the barriers or influences that are limiting your ability, developing the skills to aid in your ability to continue to evolve, and reclaiming your internal power so that you can show up and shine bright.





# Chapter 7



## GET STRATEGIC

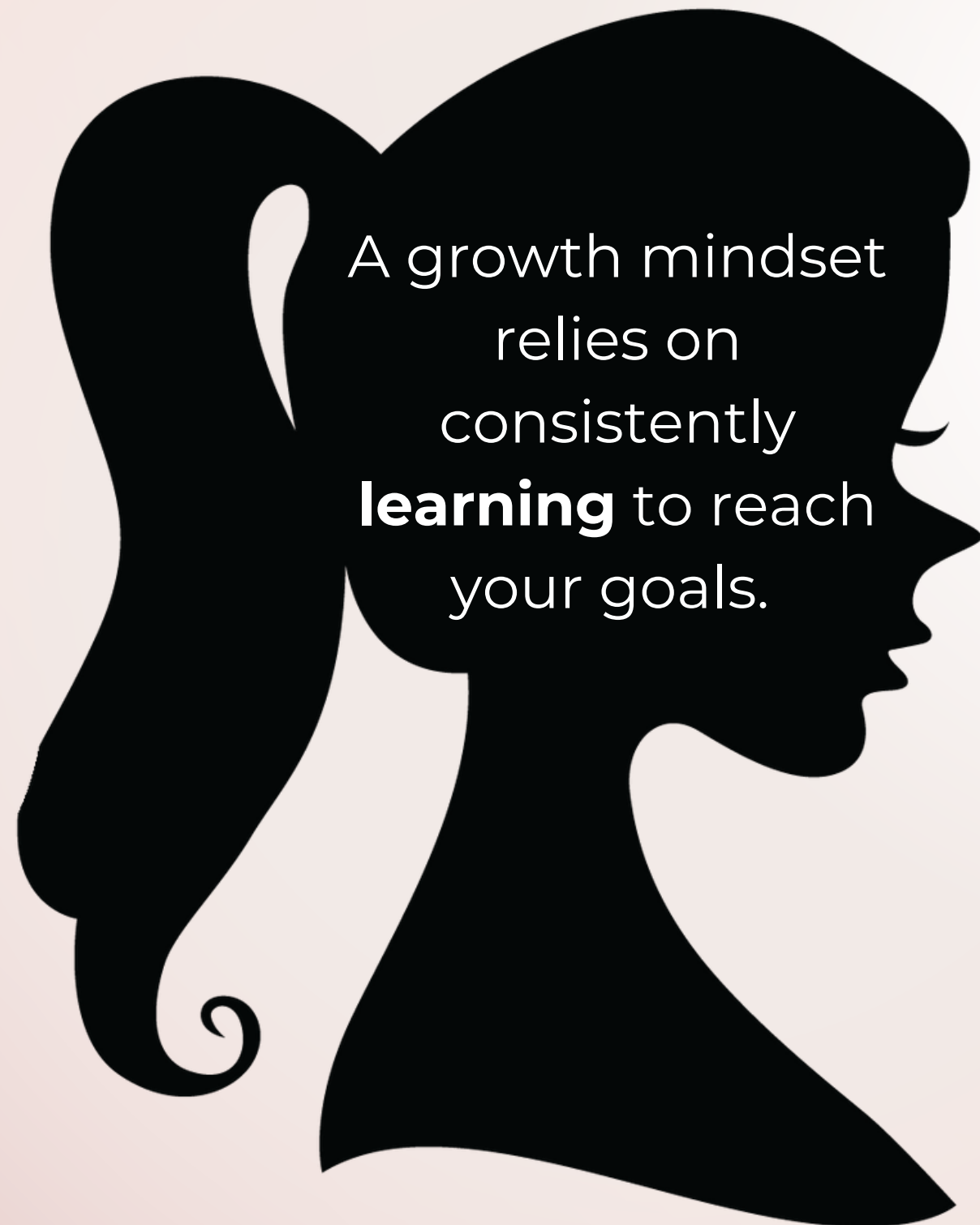
**SET AND ACHIEVE  
MEANINGFUL GOALS**

*The*

# SHE BELIEVED SHE COULD

WORKSHOP

## GROWTH VS. FIXED MINDSET





*The*  
SHE BELIEVED SHE COULD  
WORKSHOP

**ADOPTING A**

**10%**

**BETTER MENTALITY WILL  
MAKE A MASSIVE DIFFERENCE IN YOUR LIFE & CAREER**

*The*  
SHE BELIEVED SHE COULD  
WORKSHOP

WHY DOES  
**GOAL SETTING MATTER?**



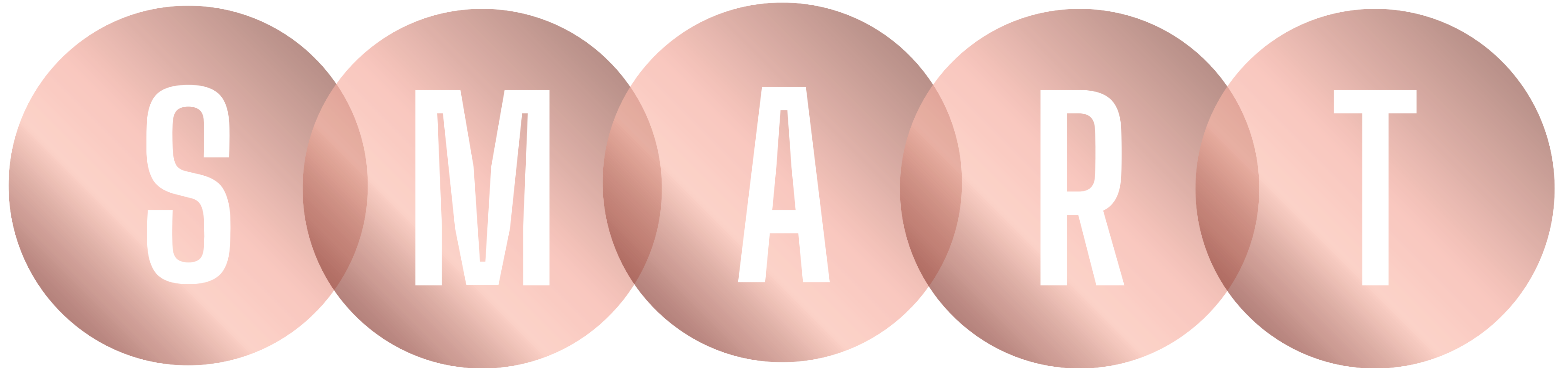
*The*  
SHE BELIEVED SHE COULD  
WORKSHOP

**DID YOU KNOW YOU'RE**

**42%**

**MORE LIKELY TO ACCOMPLISH A GOAL YOU WRITE DOWN?**

*The*  
SHE BELIEVED SHE COULD  
WORKSHOP



**Specific**

**Measureable**

**Achieveable**

**Relevant**

**Timebound**



*The*  
**SHE BELIEVED SHE COULD**  
**WORKSHOP**

**S**

## **Specific**

Make sure your goals are focused and identify tangible results. Without specifics, your goals run the risk of being too vague to achieve.

**M**

## **Measurable**

You must have a clear definition of success. This will help you to evaluate your achievements as well as your progress.

**A**

## **Achievable**

Your goals should be challenging, but still reasonable to achieve. This component can reveal any potential obstacles that you may need to overcome in order to be successful.

*The*  
SHE BELIEVED SHE COULD  
WORKSHOP

**R**

## **Relevant**

It's about being real with yourself and making sure what you want to achieve works for you. Determine if this aligns with your values and if it is a priority focus for you.

**T**

## **Timebound**

Every goal needs a target date, something that motivates you to actually apply the focus and discipline needed to achieve it.



*The*  
SHE BELIEVED SHE COULD  
WORKSHOP

**S**

**SPECIFIC**

WHAT DO I WANT TO ACCOMPLISH?

**M**

**MEASURABLE**

HOW WILL I KNOW WHEN IT IS ACCOMPLISHED?

**A**

**ACHIEVABLE**

CAN THE GOAL BE ACCOMPLISHED?

**R**

**RELEVANT**

DOES THIS SEEM WORTHWHILE?

**T**

**TIMEBOUND**

WHEN CAN I ACCOMPLISH THIS GOAL?

The  
SHE BELIEVED SHE COULD  
WORKSHOP

**SMART GOAL EXAMPLE:**

***Secure a paid marketing internship by May 5, 2024***



*The*  
SHE BELIEVED SHE COULD  
WORKSHOP

# SMART GOALS

Using the S.M.A.R.T. acronym, set specific, measurable, achievable, relevant, and timely goals.

Is it S.M.A.R.T.?

*The*  
SHE BELIEVED SHE COULD  
WORKSHOP

**SMART Goal Example:**

***Secure a paid marketing internship by May 5, 2024***

**Micro-goals:**

- Identify 20 aligned opportunities by 1/31/24
- Build a cohesive resume/brand by 2/14/24
- Audit online presence by 2/28/24
- Reach out to your network by 3/10/24
- Apply for 20 positions by 4/1/24
- Prep/mock interviews complete by 4/1/24
- Interview for at least 5 internships by 4/15/24

*The*  
SHE BELIEVED SHE COULD  
WORKSHOP

# SMART GOALS

Now let's break your big goal into micro-steps. Simplifying each goal, tracking progress, and re-setting as necessary increases your chance of completion.

STEP 1:

STEP 2:

STEP 3:

STEP 4:

STEP 5:



*The*  
SHE BELIEVED SHE COULD  
WORKSHOP

# W.I.N. FRAMEWORK

# W

## **Your Why.**

What's the **why** behind your goal?

**Why** does it matter to you?

# I

## **Get Intentional.**

What are you going to **intentionally** do to accomplish your goals?  
What's your plan?

# N

## **No Excuses.**

How are you going to **overcome** your own objections?  
How will you navigate potential obstacles?

*The*  
SHE BELIEVED SHE COULD  
WORKSHOP

# W.I.N. FRAMEWORK

It's not enough to set goals! You must connect to your WHY, set INTENTIONS, and approach your goals with a "NO EXCUSES" mentality.

A dark grey arrow-shaped icon pointing to the right, containing a white letter 'W'.

W

A dark grey arrow-shaped icon pointing to the right, containing a white letter 'I'.

I

A dark grey arrow-shaped icon pointing to the right, containing a white letter 'N'.

N

*The*  
SHE BELIEVED SHE COULD  
WORKSHOP

# GOAL SETTING JOURNEY

WRITE  
EXACTLY  
WHAT YOU  
WANT TO  
ACHIEVE AND  
WHY IN  
DETAIL

PRIORITIZE  
GOALS  
INDIVIDUALLY  
BY THEIR  
IMPORTANCE

BREAK  
DOWN EACH  
GOAL INTO  
SMALLER,  
MICRO-  
GOALS

SET REALISTIC  
DEADLINES  
FOR MAIN  
GOAL AND  
MICRO-GOALS

CREATE  
STEP-BY-  
STEP ACTION  
PLAN

CELEBRATE  
YOUR  
PROGRESS!!!

AUDIT YOUR  
RESULTS  
AND SET  
NEW GOALS



The  
SHE BELIEVED SHE COULD  
WORKSHOP

SHE BELIEVED SHE COULD

*90 Day Planner*



# *Chapter 9*



## **BUILD YOUR BRAND**

**YOUR STORY IS YOUR  
SUPERPOWER**



*Ah-Ha Moment*

Your personal brand is the  
**expertise, experience, and  
personality** that you want everyone  
else to see.





*Ah-Ha Moment*

Your brand = your reputation.  
Protect it at all costs.  
You are **ALWAYS** "on stage".



*Ah-Ha Moment*

The greatest threat to your  
personal brand is letting someone  
else define it.

*Allison Walsh*

# YOUR PERSONAL BRAND: WHAT IS IT COMPRISED OF?

Adapted from Cynthia Johnson's "Platform: The Art & Science of Personal Branding"



## PERSONAL PROOF

Education, Experience, etc.



## SOCIAL PROOF

Guest Bloggers, Speaking Engagements, and References.



## ASSOCIATION

Includes companies and people you work with, volunteer for or associate with. You are whom you hang out with and who you associate with.



## RECOGNITION

Top lists, Competitions, Acknowledgements, etc. As you evolve, some of your recognition will become less relevant, so always ensure you remain current.



*The*  
**SHE BELIEVED SHE COULD**  
**WORKSHOP**

## THE 4 M'S OF PERSONAL BRAND BUILDING



The  
SHE BELIEVED SHE COULD  
WORKSHOP

# 4 M'S OF PERSONAL BRANDING

<i>Mindset</i>	<i>Messaging</i>	<i>Marketing</i>	<i>Monetization</i>
Is there anything internally holding you back?	What are YOUR core pillars/points that you want to convey?	Where do you need to show up in order to make the biggest impact?	How will you monetize your brand?

(C) ALLISON WALSH ENTERPRISES, LLC

WWW.SHEBELIEVEDBOOK.COM



*The*  
SHE BELIEVED SHE COULD  
WORKSHOP

*Reminder:*

**YOU ALREADY HAVE  
WHAT IT TAKES**

*Allison Walsh*

[WWW.SHEBELIEVEDBOOK.COM](http://WWW.SHEBELIEVEDBOOK.COM)





# SHE BELIEVED SHE COULD

## UNIVERSITY

*Preparing young women for abundant success through...*

*Online Coaching*

*Workshops and Trainings*

*One-on-One Coaching*

*Books and Success Tools*

*Keynote Presentations*

*Fireside Chats*

### **MISSION:**

To provide personal and professional development opportunities that empower and equip collegiate women with the knowledge, skills, and resources necessary to achieve success.

Utilizing positive psychology and a strengths-based coaching model, we focus on developing **self-confidence**, promoting **educational excellence**, defining **personal and professional goals**, teaching lifelong **leadership and communication skills**, establishing **personal brands**, and creating a **supportive community** that helps young women thrive and reach their full potential. Our goal is to ensure that every young woman who dreams of success has exactly what she needs to be able to achieve it.

*schedule a free call*








Let's Connect!

 ALLISONWALSH

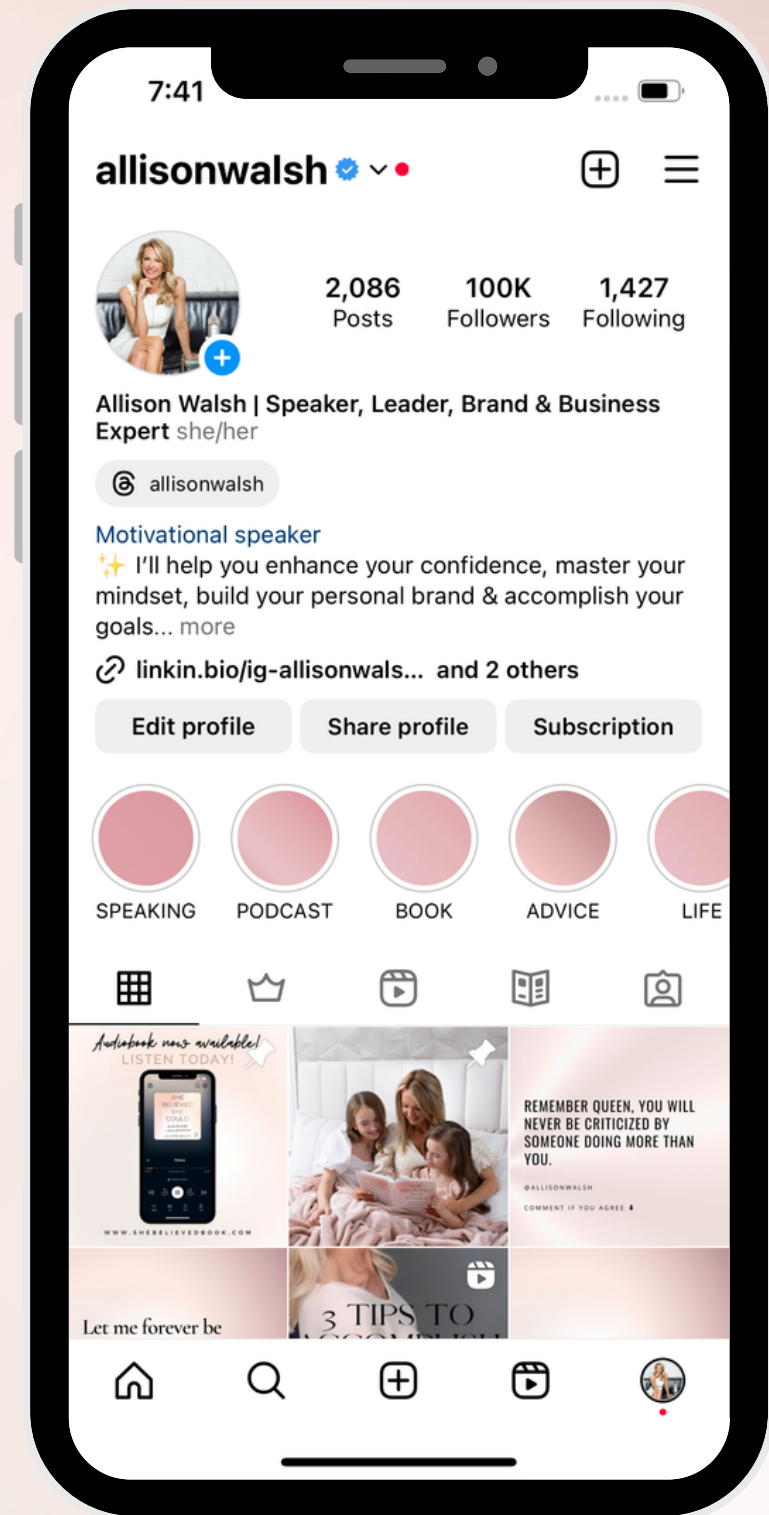
 SHE BELIEVED SHE COULD PODCAST

 WWW.SHEBELIEVEDUNIVERSITY.COM

 321.231.0791

 SHE BELIEVED SHE COULD BOOK  
WWW.SHEBELIEVEDBOOK.COM

 WWW.ALLISONWALSHCONSULTING.COM



Allison Walsh

SPEAKER | AUTHOR | LEADER | HOST | COACH | CONSULTANT

schedule a free call



**I BELIEVE IN YOU 1000% AND MY  
GOAL IS THAT YOU DO TOO**

**@ALLISONWALSH**