



Six Tips for Empowering Women Leaders in Business

Discover how you can empower women leaders with tips from the podcast episode hosted by Heidi Schalk and featuring Ursula Pottinga on the "Business Grow Spotlight".

- 1. Adopt a Growth Mindset:** Be open to change and recognize that comfort zones can become restrictive. Embrace the rapid changes in the business landscape, especially with new technologies and generational differences in the workplace.
- 2. Foster Meaningful Interactions:** Go beyond transactional relationships by promoting personal growth and consciousness. This enhances business effectiveness and leadership.
- 3. Leverage Neuroscience:** Use insights from neuroscience to understand human emotions and reactions, which can improve leadership effectiveness.
- 4. Cultivate a Vision:** Develop a clear vision for your future self to guide your daily tasks with purpose. This helps in overcoming internal limiting beliefs and obstacles to growth.
- 5. Build Relationships:** Use a "Three Cups of Tea" approach to nurture connections without an immediate agenda, which can be an effective marketing strategy. Focus on how you can serve and support rather than outcomes.
- 6. Prioritize Tasks:** Manage numerous responsibilities by prioritizing tasks that align with your goals, and be receptive to feedback to guide decision-making. Sift through and manage multiple priorities by using different color sticky notes, to do list and mind maps. By externalizing our brain can now see what might not be visible when we are just "thinking" about it. (reference Annie Murphy Paul's book "The Extended Mind")

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