

## How To 'Use Your And' to Tap Into More of Your Potential

Now that you're more aware of labels, a great way to combat them is to constantly recognize and reflect on your unique qualities, attributes and characteristics. Here's what you can do with your new-found ANDs to tap into more of your potential:

- 1. Celebrate Your ANDs:** Do you ever stop to think how incredible it is that there is only one, unique you in this world? Truly living and being your ANDs requires consistent celebration, because women have a tendency to downplay their greatness. To do so, once a week, write down all of your wins, praises or successes that week and attribute each to one of your ANDs. For example, if your teacher or professor complimented you on a class presentation, can you associate that with being a "good speaker?" If your child is excelling socially or academically, can you attribute that to being a good "mother?" Regular acknowledgment of your achievements keeps you believing in your new dreams and goals.
- 2. Own Your ANDs:** Attitude is everything, so you want to own your ANDs to overcome any self-doubt about them. You can do this by creating a positive statement that defines who and what you are, or aspire to be more of, and repeating it weekly to reinforce your ANDs. For example, I have a friend who is smart & artistic & a mother & an excellent project manager—but she often minimizes her worth. A statement she can write to shift her mindset can be: "I am a blessed mother of 3 children who are happy and healthy. Managing their schedules, the home, not to mention my freelance illustrator projects makes me the ultimate multi-tasker. I feel lucky and gifted to be balancing motherhood with my professional passion. I am excited for what my future holds." Such affirming statements keep your attitude and actions positive, which opens up space for you to realize more of your potential.
- 3. Turn obstacles into more ANDs:** Without question, life comes with many obstacles, but obstacles can become great opportunities for growth, if you can see them in that way. How we handle these obstacles will reveal new or strengthen existing ANDs, helping you to develop personally and professionally. For example, years ago one major obstacle I had was becoming unhappy at a company I spent years building. I was terrified to leave, because that job was my entire identity. That challenge made me vulnerable to see problems that women faced in society and this gave me the courage to leave my old career to pursue the new dream I am living today as an empowerment voice for women. That challenge has made me a change-maker & social entrepreneur & visionary. AND it's made me courageous & creative & resilient. So the next time you encounter an obstacle, try to identify the opportunities to grow and change out of it; and not something negative or stressful. Then, embrace the change you need to make with excitement and see how that change will help you to expand your list of bold and beautiful ANDs.



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- 4. Share Your ANDs To Inspire Others' ANDs:** No matter where you are in the world, you can be a driver of this movement to tap into your potential and inspire other women and girls to do the same! Here are a few ways you can share your ANDs to help inspire your friends and family:
- Have an honest and open conversation with your friends about your dreams, what new ANDs you want to explore and how a label might have held you back.
  - Host an event in your area to join-in on Venus' movement and spark conversation among the guests by asking them to share their AND experiences.
  - Share socially your experience with a label and its positive or negative effects on your potential. When you have the courage to open up about something vulnerable, it inspires others to do so. The power to drive change is in the example, so I hope you #UseYourAnd to help spread the message loudly and widely.