



Latinos Community

Reclaiming Your Why to Achieve Career Goals without Burnout

Dr. Ginny A. Baro, CEO & Founder



Benefits of Reclaiming Your Why to Achieve Career Goals without Burnout

- Use your Why to fuel you & make decisions
- Stay focused & productive on career goals
- Avoid overwhelm & “spinning plates”
- Reduce anxiety & self-doubt
- Share it to create new opportunities
- Engage others on your mission & vision
- Take personal responsibility for your goals



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

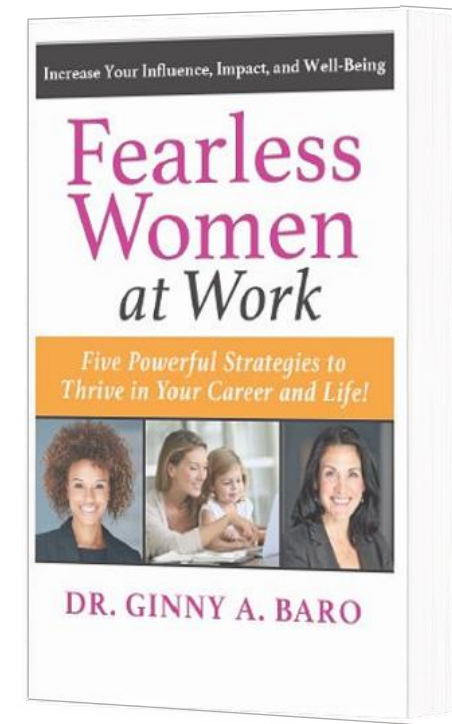
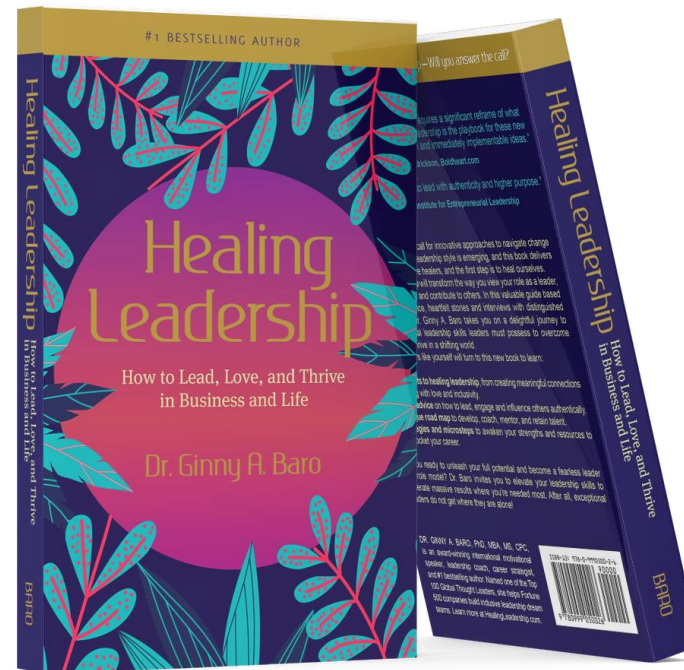
McKinsey&Company

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, Tools, Presentation

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

And more!

Stay tuned for the link at the end!

My Dad's Advice...



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

Reclaiming Your Why to Achieve Career Goals without Burnout

What is your Why & goals
today?

Share it! (A SURPRISE)

Remember to Self-care!



Reclaiming Your **Why** to Achieve Career Goals without Burnout

#1 What is Your **Why**
Today?





What is Your why today? Option #1

What do you live for?

What is getting in the way of what you live for?



Option #2

Let's play a game!

Why do you want to be successful in life?

[Enter your answer]

1. Why is [your answer] important to you?
2. Why is [answer 1] important to you?
3. Why is [answer 2] important to you?
4. Why is [answer 3] important to you?
5. Why is [answer 4] important to you?
6. Why is [answer 5] important to you?
7. Why is [answer 6] important to you?

What is Your why today?



The 7th answer is your Why today!

Caveat:

- Do not try Option #2 alone!
- Find a “buddy” at UNIDOS.
- Tag a “growth-minded” friend.

What are meaningful career goals today?

Imagine...

You and I are meeting 12 months from now (9/29/23) and you've had a wildly successful year, the best of your career yet..

What happened?

Get detailed...



Reclaiming Your **Why** to Achieve Career Goals without Burnout

#2 Share it!





SHARE IT

SURPRISE!


CREATE YOUR ELEVATOR PITCH

Your Elevator Pitch

Is a 1 – 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?

In your Workbook...




You Matter.

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 delivering keynotes, coaching and leadership training programs for organizations, ERGs and Fortune 500 companies, helping leaders drive business growth without burning out. In 2020, I created the Fearless Leadership Mastermind program and have graduated five cohorts so far! When I'm not working 😊, I enjoy hiking, biking, meditating, traveling, and spending time with loved ones. It's a pleasure to be here."



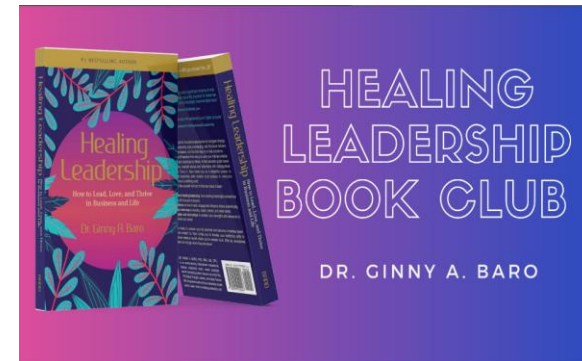
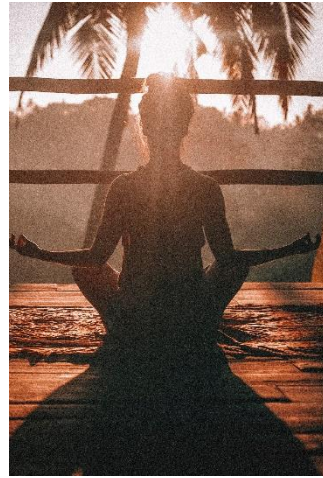
You Matter.

Reclaiming Your **Why** to Achieve Career Goals without Burnout

#3 Remember to
Self-Care



Dr. Ginny Baro: What Self-care looks like



"Change is the only constant" Heraclitus



**Family,
Relationships**



**Career
Finances**



**Health
Nutrition
Wellness**



**Personal
Development
Fun &
Recreation**



**Community
Spirituality**

Self-Care

Resilience

Well-Being

Resilience

THE CAPACITY TO GO
THROUGH PERIODS OF HIGH
DEMAND AND LAND ON YOUR
FEET: OVERCOME; TOUGHNESS

Self-care supports us to
become more resilient



What gets in the way of Self-care?



1. Not enough time!
2. Lack of support at work/home
3. Not asking for help
4. Lack of motivation or structure
5. Other (type in the chat)

How can you do more Self-care?

Put on the Oxygen Mask first

Fill your cup
Recover from your work week
Prioritize it & work around it

Ask for Help

Delegate, automate,
eliminate
Let go of control!
Let others “contribute”

Schedule it

Be intentional about it
Put it on the calendar!

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leaders need today**

And more!

<http://www.ExecutiveBound.com/latino22>



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

Brené Brown

Reclaiming Your Why to Achieve Career Goals without Burnout



Apply these concepts & tools

Call to
Action



Go to your Resources page

www.ExecutiveBound.com/latino22



The
“Hiding Under
the Bed”
Feeling.



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

Dr. Ginny A. Baro

Thank you!

-  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](https://www.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



Ingredion



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.**”