

# THE MEMBERS' CLUB

AT  W NORTH



**READY. SET. GROW**  
**5 HACKS FOR PRIMING YOUR MIND**  
**TO PROMOTE GROWTH**

# MESSAGE FROM THE CEO OF WNORTH

As an entrepreneur with a thriving business and growing family, I am always on the lookout for a good hack to help me be a better leader, manager, partner and parent.

Since launching WNORTH in 2014, one of the things I have learned is that we are on a constant learning and development journey, and in order to move forward we need to develop and refine our ability to pivot, both in business and in life, in order to seize the opportunities that further this journey.

As we approach the last quarter of 2019, I would encourage you to take some time, and reflect on the year so far; identify what has worked well for you, and pinpoint some of the missed opportunities. I doing so, perhaps try to identify some tangible actions you can take, to make the most out of the remaining opportunities you may have in 2019, and to set yourself up for a fulfilling year ahead. To help you in this exercise, our team has compiled 5 hacks from our favourite industry experts, who shared their insights with us inside The Members' Club this year, on *Priming Your Mind to Promote Growth*.

I hope that you find these hacks useful, and that they serve you well in unlocking your full potential. Finally, I am thrilled to have you as part of The Members' Club at WNORTH. If you aren't already a member, stay tuned for our next intake in the coming months!



A handwritten signature in black ink that reads "Heather Odendaal".

Heather Odendaal,  
CEO & Co-Founder of WNORTH

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# READY. SET. GROW.

## 5 HACKS FOR PRIMING YOUR MIND TO PROMOTE GROWTH

### GET RID OF YOUR IMPOSTER SYNDROME

WITH RANBIR PUAR

*"Self Image: How you speak to yourself when you are alone with your thoughts? It's the greatest barometer of the quality of your inner life."*

### BRIDGE THE GAP BETWEEN WHAT YOU KNOW AND WHAT YOU DO

WITH ADELE TEVLIN

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### THINK BIG WITH A GROWTH MINDSET

WITH CAROLYN DE VOEST

*"Our personal views, experiences, and childhood imprints directly affect our mindsets and the way we run our lives. Our mindsets can either accelerate us to our dreams or hold us back."*

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### OWN YOUR FEMININE STRENGTHS

WITH AMY STANTON

*"Instead of trying to operate like men, let's operate like women. Let's use those masculine qualities when they serve us, but let's allow ourselves to use our feminine qualities when it's appropriate."*

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### GET GOAL FOCUSED

WITH DEVON BROOKS

THE MEMBERS' CLUB

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# THE GROWTH MINDSET

WITH CAROLYN DE VOEST



*"Our personal views, experiences, and childhood imprints directly affect our mindsets and the way we run our lives. Our mindsets can either accelerate us to our dreams or hold us back."*

Fixed Mindset is the idea that our qualities remain a certain way. Our skills, qualities, attributes are pre-determined and finite. On the contrary, Growth Mindset is the view that skills, qualities, and capabilities can grow over time.

How far back in your childhood memory to a time when you might have experienced shame, or a negative imprint might have been left that could contribute to a fixed mindset?

How is your current state of mind accelerating your career or keeping you idling? In many cases, people get into the Fixed Mindset when they are trying something new for the first time. It's important to remember that we have to work out our growth mindset like a muscle.

## Takeaway:

Maintaining a Growth Mindset and understanding how to take a negative and turn it into a positive takes regular focus and discipline. We are constantly being tested in life, business, and careers causing us to revert back to our fixed mindsets. Think back on that fixed mindset and have the courage to challenge and stretch yourself in any way that that fixed mindset is holding you back. We all need to remember that failing is inevitable.



For more tips and resources from Carolyn, head on over to her website [betteryourbest.ca](http://betteryourbest.ca)

## Here are Carolyn's Top 10 Tips for Optimizing Your Growth Mindset:

1. Create a mindset goal/intention. Find that place in your career where you might have that fixed mindset, ie avoiding doing something because you know it's not in your wheelhouse and set your goal around that.
2. Adopt your mantra, create a growth mindset statement. Flip the script on something you feel you're not good at and tell yourself the exact opposite. Train your brain to believe these positive statements.
3. Get a full night's sleep.
4. Eat real food. Avoid packaged foods, you know the reasons why.
5. Limit your screen time, especially before bed and give your brain that time to power down properly.
6. Pay attention to the amount of alcohol and drugs you consume. We live in a pro wine culture, and the next thing you know, we wonder why we feel a little fuzzy or anxious about things.
7. Move every single day. If you can't actually get to the gym, go for a walk. Have walk-and-talk meetings. The oxygen flow helps our brains think better and quicker.
8. Power down consistently. This means literally getting quiet. Sit on the floor, meditate, have a power nap. Let the neurons in your brain get quiet.
9. Journal 15 minutes every day. Write about what you're grateful for, your mindset for the day, and do a mind dump. There's no right or wrong way to do this, just do a stream of consciousness out of your brain.
10. Surround yourself with like-minded growth mindset people who elevate and push you towards your hopes, goals, and dreams.

From this list, take a look at what you need to work on right now in order to optimize your growth mindset and make a commitment.

# GETTING RID OF YOUR IMPOSTOR SYNDROME

WITH RANBIR PUAR



*Self Image: How you speak to yourself when you are alone with your thoughts? It's the greatest barometer of the quality of your inner life. How you talk to yourself dictates everything. It puts the filter on how you see the world, how you perceive success, failure, and how you give and receive.*



Chronic self doubt is when you're telling yourself a story that concludes in you feeling insecure and unworthy. So the question is, how do you change the story you tell yourself? The answer is understanding your childhood. A lot of what we go through in adulthood has been planted and programmed there since the age of 10.

We sought the advice of Ranbir Puar. She's the Co-Founder of Pura ATMA Growth & Development Inc, TedX Speaker, Self-Image Specialist, and Coach to help get rid of our Imposter Syndrome.

## Takeaway:

Be vigilant and pattern interrupt to your inner dialogue. The best time to catch negative thoughts is during mundane tasks like washing the dishes, doing laundry, or in the shower. Use the conscious mind to get into the unconscious programming of imposter syndrome choosing to think negatively about ourselves. We need to ask ourselves if this thought pattern is leading us towards freedom.

## To help you Overcome your imposter syndrome, Ranbir suggests:

1. Take the time to acknowledge a job well done. We think we do, but we aren't really taking it in.
2. Many people make a decision to not need anyone anymore. When this happens, they stop asking for validation and in turn, stop themselves from receiving. Peel back the layers of your life, and find point in time of your life when you vowed not to need anyone.
3. Get to know your inner critic: Talk to yourself. Ask yourself questions, have that inner dialogue. What sorts of things do you tell yourself about why you're not deserving of success?
4. Our self-image was formed in childhood. Think about your parents (or caregivers) and what did they do to build your self image up? What did they do to hurt your self image?
5. Look back at why you feel your imposter syndrome. Are there any overlaps or threads in what you currently feel and how your parents hurt your self image growing up?



For more insights from Ranbir, subscribe to **Living Light Radio**, or head over to her website **freewithin.me**.

# OWNING YOUR FEMININE STRENGTHS

WITH AMY STANTON



*Instead of trying to operate like men, let's operate like women. Let's use those masculine qualities when they serve us, but let's allow ourselves to use our feminine qualities when it's appropriate.*



Traditionally, our exposure to "leaders" in the workplace has been men. Naturally, we have learned to lead like men because they were our only models. Since these were our only role models, we thought we had to be tough to be a leader. But now is the time where things, especially leadership can be re-thought out. There's a new sheriff in town.

To help you with this process, we are following the advice of Amy Stanton, Founder of Stanton & Company, focusing on healthy living and lifestyle. She is also the author of *The Feminine Revolution: 21 Ways to Ignite the Power of Your Femininity for a Brighter Life and a Better World*

## Takeaway:

We need to realize that the time is now to make an impact on female leadership. We don't need empowerment. We already have the power. For someone to empower us, there needs to be another person giving us the power. We are already powerful, let's use that power. It's okay to have those feminine traits come through in business. It's what makes women the ultimate leader. We have picked up on the tough male leadership traits, but we also naturally have soft traits to compliment them.

 Women have a lot more scrutiny in the way we lead than men. Everyone is still adjusting to it. Here are Amy's suggestions on how to take our feminine characteristics and become better leaders:

1. **Bring Awareness:** Start to pay more attention to your femininity throughout the day. How are you bringing your femininity forward and how are you repressing it?
2. **Be Seductive:** Use this trait as navigation. Take in what's going on at the table, assess it, be silent. And when the time is right, bring up your thoughts in an enticing and seductive way.
3. **Compliment masculine traits:** Bring forward feminine qualities like collaboration and connection (aka soft qualities) to balance things out instead of battling toxic masculinity.



For more information on Amy, visit her company website [stanton-company.com](https://stanton-company.com)

# BRIDGING THE GAP BETWEEN WHAT YOU KNOW AND WHAT YOU DO

WITH ADELE TEVLIN



*"Anxiety and excitement are the same thing,  
only anxiety is the fear of the future"*



Being a mission-driven leader is hard. We're only human, so it's natural that sometimes we develop some less-than-healthy habits or behaviours along the way. They might help comfort us in the short term or feel good in the moment, but deep down we know they aren't really conducive to being quite as healthy, optimized, or balanced as we can be.

## To Uncover your own impact, and understand your impact on others, Adele suggests:

1. Situation as a Trigger: It's not the situation we react to, but rather our thoughts about the situation.
2. Automatic Thoughts or Permission Thoughts: It's likely an unconscious thought, but once you're in it, the correlated behavior is already in motion.
3. The Vicious Cycle: The reactive behavior then reinforces the automatic thought that then elicits the detrimental behavior.
4. CBT is Evidence Based: It deals with what's happening in reality, and it's important to deal with the evidence objectively. Someone else should be able to look into your life and see it happening.
5. Balanced Thought or Pattern Interrupt: A balanced thought is a fact based thought meant to replace the automatic thought. It's actually more valid than the automatic thought and is meant to elicit a new behavior.
6. New Pattern: How do you feel with this new thought? What do you think your new action/behaviour will be? A new thought + an alternate behavior + new pattern.

## Takeaway:

When writing about your ideal self, stop playing small. Write your dream version of your life. Every thing you've ever created has started with an image, a picture, and a thought. If your ideal self is only a slightly better version of your actual self, you won't achieve it. There isn't enough excitement or enthusiasm. We manifest everything based on our feeling state. By having our ideal self as something exciting, we'll feel joy and elation. From that vibration, we start to manifest what we're thinking about.



For more resources from  
Adele, check out her website  
[adelewellness.com](http://adelewellness.com)

# GET GOAL FOCUSED

WITH DEVON BROOKS



*It's not about seeking answers; growth is about asking good questions.  
The answers to change.*

No two goals are the same, nor should they be. The most important place to start is in the idea that ambition is relative. Your goals are yours. They're unique to you, your journey, ambitions, and your business.



## Takeaway:

We don't need to go at it alone. The most successful people are the ones who are the most diligent in surrounding themselves with an unbiased thinking partner who can hold them accountable to being their highest selves. We need to constantly check in with ourselves, our goals, and our accomplishments.

 To help you get goal focused, we sought the advice of co-founder of Blo Blow Dry Bar and founder of Sphere, Devon Brooks to set you up for goal setting success:

1. Understand your Drivers: Discipline vs Motivation. On days when we know we're lacking in one driver, we can always rely on the other to get to that goal.
2. Identify Your Conditioning: What narratives do you have about yourself that is no longer serving you (like time or confidence)? When you start to feel that story coming out, identify it, name it, and find a way to reverse engineer that story so you can move forward in a beneficial way.
3. Assess Environmental Factors: We need to be able to look at the landscape of our situation and identify the environmental factors that could potentially derail us from achieving our ambition or goals.
4. Get Reality Checked: Don't go after your goals alone. Have someone there to hold you accountable and ask you the great and critical questions to continue to give you those reality checks.



To learn more about Sphere, visit [sphereishere.com](https://sphereishere.com).

The Members Club at WNORTH is a global network of women who are aiming for, or already on, a senior executive leadership track. WNORTH connects top female business leaders in corporate, public and entrepreneurial sectors through the annual Whistler Conference, the Membership as well as events and programming in six chapter cities; Vancouver, Toronto, Seattle, San Francisco, New York and London. The Members' Club connects you with other accomplished and driven leaders around the world and grants you access to exclusive experiences and digital forums.

## Interested in joining The Members' Club at WNORTH?

Visit [wnorthconnect.com/membership](http://wnorthconnect.com/membership)

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