

# 4 STEPS TO SPARK

*Tech  
Diva*

# SUCCESS

## ACTIVITY GUIDE

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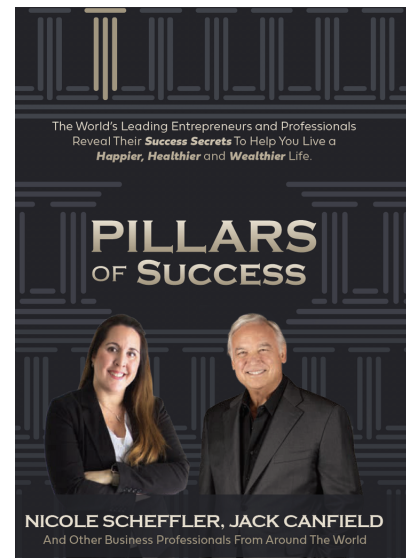
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**BONUS MATERIAL**  
Pillars of Success

**FOR MORE INFO**  
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In the book **Pillars of Success**, there was a chapter entitled **MISSION CRITICAL: ENGAGING AND EMPOWERING SUPERWOMEN IN TECHNOLOGY: FOUR STEPS FOR SUCCESS IN TECH**. In this Chapter, I reveal results from my research on the benefits of women in technology which aligns to my mission to spark tech diva success by leading and serving. Taking this a step further, I have created this interactive guide that is a great companion to the book content.



According to 2018 research, most Americans – nearly 80% – consider gender diversity in the workplace important. While by and large the U.S. population still champions the country's founding principles of equality and opportunity, in 2019 only 25% of women held computing jobs. Additionally, just 12% of engineers at lucrative, high-potential Silicon Valley startups were women. When it comes to the technology field, we still have work to do to achieve gender equality.

Through more data provided in the book, it is clear that diverse teams have many benefits to organizations:

- Nurturing gender equality draws top talent
- Team diversity boosts productivity, profitability
- Global challenges demand multifaceted approaches

Research shows why diverse teams are good for business, but the focus of this will be to expand on the four steps for success in tech for women. We will take a deeper dive into the four steps to success from the book and provide some activities you can do to apply them to help spark more tech diva success.

This guide is designed to inform you and refresh on the key concepts of the success steps outlined in the book, giving you immediate action you can take to spark your own success. If you like this, we encourage you to check us out online at: **TechDivaSuccess.com** and consider engaging with us on social media.

You can explore podcasts, content, blogs, and more all dedicated to women in technology. This guide is most useful when printed and completed in a focused session.



# TAKE 100% RESPONSIBILITY

Each of you are responsible for what you experience in your career and life. The foundation for success for women in tech and in both your internal and external experiences is to take full responsibility. It can be easy to fall back on excuses, blame others, or complain. Instead of looking outside yourself, you must look inside to see what you are creating with your thoughts, images, and behaviors. Taking responsibility gives you **power**.

There is a simple formula to help break this down for you.

$$\mathbf{E + R = O}$$

“**E**” stands for the “**events**” of our lives

“**R**” stands for the “**response**” to those events

“**O**” stands for the “**outcomes**” we experience

Every **outcome** of your life is a result of how you’ve **responded** to an earlier event. If you don’t like the outcome, then you can make two choices:

1. You can blame the event (**E**) for your poor results (**O**). This makes it not your fault. That is the easy way out and reflects your ownership of outcomes.
2. You can reflect on how you can change your responses (**R**) to the events (**E**) until you get the outcomes (**O**) you want. This can be done by changing your thinking, your communication, and even the pictures you hold in your head. You CAN break out of your conditioned responses and get a new outcome.

There are 3 responses (**R**) that you have control over:

- **Your behavior** – Even what you say and how you say it
- **Your thoughts** – Self-talk and beliefs, both conscious and unconscious
- **Your visual imagery** – Including images of the future

As mentioned, it is also important to evaluate when your response to events involve blaming, complaining, or making excuses. There are several ways you can change this mindset, but the best place to start is **awareness**.

From the moment you read this, listen to how you are responding to events in your life and consider for 30 days creating a count or tally somewhere of how often you do it. The awareness should help you control this response and allow you to take 100% responsibility to course correct.

# TAKE 100% RESPONSIBILITY ACTIVITY

Another way to look at taking responsibility is to see where in your life you can take more responsibility of your success. Let's start by looking at where you could take just 5% more responsibility to step up your game and spark success.

If I were to take 5% more responsibility for my **life and well-being...**

Example: I would... take a set amount of time for self development weekly.

- I would...
- I would...
- I would...



If I were to take 5% more responsibility for **my career...**

Example: I would... use more structure with mentors to get more out of the process.

- I would...
- I would...
- I would...



If I were to take 5% more responsibility for **encouraging more women to join and stay in tech...**

Example: I would... set goals on how many people I mentor each year.

- I would...
- I would...
- I would...



*What else can you think of that you can take 100% responsibility for?  
Feel free to make up your own.*

# SET GOALS AND ACT

Now that you started with taking full responsibility, you can move towards pursuing your vision by creating clear, measurable and specific goals.

**High achievers set goals** and I want to help all the tech divas achieve their dreams.

Here are some reasons why people **don't** set goals:

- Never modeled to set goals by parents or teachers
- Discouraged or teased when they did set goals
- Never taught how to set goals and why
- Fear or rejection or failure

What makes a goal a reality?

- It is specific and measurable
- It's believable to you
- It's communicated to others
- It has a time limit
- Internal and external roadblocks are accepted as a natural part of the journey and are dealt with positively

What supports a goal becoming reality?

- **Visualization** – Keeps it front of mind
- **Affirmations** – Present-tense affirmations help create an image of the desired result
- **Reception** – Written down and posted where you can see and review regularly
- **Share** – By sharing goals, you clarify your vision and state it openly
- **Considerations** – Obstacles, Roadblocks, Fear – allows you to plan and stay on track. An idea about what might get in the way

**A GOAL WITHOUT A PLAN  
IS JUST A WISH**

# GOAL CREATION ACTIVITY

There are actually two types of goals.

- 1) **Result Goal** – End result of what you want to achieve
- 2) **Process Goal** – What you will do to reach your result goal

For example:

**Result Goal:** To achieve a promotion with a raise at work by Jan 1, 2021

**Process Goals:**

- I will make sure I am executing on my current role above and beyond expectations, measuring my impact, and collecting any impact/positive feedback from co-workers/leaders along the way.
- I will take on a stretch assignment to help grow the business and dedicate 2 hours a week to this extra effort.
- Overall, I will collect all evidence and documentation of performance to provide to my manager for justification. Most of all, I will ask for this one time per month while expressing my target date.

Can you write down one goal to give it a try?

**Results Goal:**

**Process Goal(s):**

Maybe go for one more. You got this! After, make sure you share them and look at them often. Act as if you have achieved it. You can try a different area in life like financial, health, relationships, spiritual, family, etc

**Results Goal:**

**Process Goal(s):**



# VISUALIZE THE ACHIEVEMENTS YOU DESIRE

Jack Canfield Principle #11 is **“See what you want, get what you see.”**

This is ultimately how I ended up in a book with Jack, but also how I have found incremental success in my full time tech career. The mind is powerful.

**Visualization** is the next step in this process and is one of the most powerful tools that can help YOU accelerate your success. This is usually not taught in schools, so I will give you a high level overview and a tool to take your goals and make them real.

Here are three ways that visualization greatly accelerates success:

- 1) It activates the creative powers of your subconscious mind.
- 2) It focuses your brain by programming its Reticular Activating System (RAS) to notice available resources that were always there but were previously unnoticed.
- 3) It magnetizes and attracts you to the people, resources, and opportunities you need to achieve your goal.

This is the MOST underutilized tool you possess. Use the activity on the next page as a way to get started and take your goal to the next level. Taking time to imagine or act as if we have achieved our goals has substantial benefits.

**Visualization is the human beings vehicle  
to the future - good, bad, or indifferent,  
it's strictly in your control.  
-Earl Nightengale**

# VISUALIZATION ACTIVITY

Try this visualization activity using the goal from the last activity. Pick something impactful and realistic. This will help bring together your goal and visioning.



## Vision/Goals Activity

**My One-Year Vision:** Write down what ACHIEVEMENT of the goal would look like in one year. You can use a more developed version of your results goal.

**Example:** In Jan 2021, I will have that promotion and be the manager for my division leading my team to success.

### What is your One-Year Vision?

Write below what it is like to accomplish your results goal.

**Goals/Objectives:** What are your goals or objectives to meet to get there? Make sure you focus on how much by when. Think about the process goals from the previous activity.

1)

2)

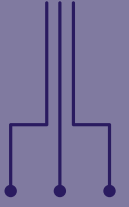
3)

**My affirmations (Ideal Scene):** This part gives you a positive statement or set of statements you can repeat that would frequently to reinforce your *FEELING* when you accomplish those goals.

**Complete this sentence:** I am so happy and grateful that I now.....



# FIND YOUR TRIBE AND GIVE BACK



This last concept covers the key areas of networking and mentoring. The idea is to create a diverse network or as discussed in the book a “personal board of directors” that you can call on throughout your career for different reasons. Finding your tribe is a result of the effort to connect with a diverse set of leaders and other women in tech in a mutually beneficial value exchange.

**“Everybody can be great...  
because anybody can serve.”  
-Martin Luther King Jr.**

Service is key. Helping use your technology skills in the community or volunteering for good is a wonderful way to both feel fulfilled, but make an impact. I have met some amazing people and gained a lot of experience from community opportunities. As a leader in community organizations, you can obtain experience prior to getting a formal title in your career. I have also learned a great lesson that **“if you can get people to work for free and enjoy it, then you will be a great leader when people work for you in a paid job.”** Use giving back to contribute your skills, grow your leadership, and most of all make an impact!



To practice this, I created a basic checklist as the activity.

See how many you can work to accomplish and consider setting some goals around them.

- Find a Mentor
- Become a Mentee
- Set goals around # of women to mentor or impact
- Find a local Women in Tech group for networking and support
- Go out on social and follow/support strong women in tech or organizations
- Subscribe to a Women in Tech Podcast (Like Tech Diva Success or Diva Tech Talk)
- See if your favorite local non-profit needs and help you can offer with your technical skills

# INTRODUCING YOUR TECH DIVA



Nicole Scheffler is a modern digital renaissance woman — a “Digissance Woman,” with robust technology skills, broad business background, and a passion for empowering women to succeed in tech. Nicole created the Tech Diva Success collection of inspirational podcasts, blogs, videos, and tools to spark tech diva success by leading and serving.

Her Cisco career spans tenures as a systems engineer, technical marketing engineer, and security consulting engineer. Most recently, she migrated to Cisco’s Channel Operations. There, she leads strategy for the Americas Partner Engineering Organization, throughout North and Latin America, while managing a highly experienced technical engineering team.

Nicole co-founded the award-winning “Diva Tech Talk” podcast – a collection of women sharing their motivational career journeys in technology to inspire other women to pursue and expand their own careers in the space. As the first women in tech-focused podcast to market, “Diva Tech Talk” has won significant honors since its 2015 launch, including seven prized Association of Women in Communication Clarion Awards. Most recently, it received a 2019 The People’s Choice Podcast Award nomination.

In 2020, she started another podcast called Tech Diva Success which is designed to offer success secrets from a variety of guests in a short format. She has also received Clarion Awards for her work as a Global Lead for Women of Cisco Employee Resource and her personal inspirational blog. Nicole also covered women in technology as a MITechNews.com Associate Editor.

Nicole’s formal education includes a bachelor’s degree in Business Computer Information Systems and a master’s degree in Information Technology from the University of North Texas, where she was chosen to speak at graduation. Her work as an adjunct professor began at age of 26 covering the Information Warfare/Security, Wireless Security, Biometrics Fundamentals, and VoIP Fundamentals arenas. She’s also taught through Cisco’s skill-building Networking Academy, offering Cisco Certification courses, and she’s earned multiple industry certifications, including the Cisco Certified Networking Associate up to the Cisco Certified Internetwork Expert written.



# HOW TO ENGAGE



Motivating and empowering others is in Nicole's DNA. Every day, she works to positively impact communities worldwide while also investing in her Cisco teams. She leads and volunteers generously for organizations that include Michigan Council of Women in Technology Foundation and Women of Cisco. She's also founded both a nonprofit and a technology user group. As a longtime advocate for Women in STEM, she embraces the idea that **"One person can't do everything, but everyone can do something."** Nicole also volunteers for many local organizations, often leveraging her branding and social media skills.

She also has a track record of sharing her passion through speaking engagements; to date, she has delivered over 10 keynote addresses and over 30 general talks and panels. Her areas of expertise include Women's Empowerment, Success, Networking, Security, IoT, Leadership, Programming, and Gratitude.

Nicole lives her principles of leadership, community, giving, and teaching, daily – and works to inspire others to follow suit. In 2020, she was featured in a Jack Canfield book Pillars of Success, completed her Canfield Success Principles Trainer Certification, will create courses to share these with other women in tech, and is working to publish a kids' book to encourage girls in STEM. She happily lives in Michigan with her husband and daughter.


## TECH DIVA SUCCESS

Collection sparking #TechDivaSuccess with podcasts, events, and most of all empowering, positive content for women in tech.

Visit us online: [www.TechDivaSuccess.com](http://www.TechDivaSuccess.com)

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## OFFERS

In addition to her book and information guides like this, you can engage on her site to listen to her award winning podcasts, engage her as a keynote speaker, read her inspirational blogs, check out her courses, add her collection on social media and most of all get that extra spark you need to find success as a woman in tech!

