

*The Woman of
Impact Guide:*
Become the Best
Version of Yourself

Are you tired of comparing yourself to others and feeling like you're not measuring up? Do you want to discover your unique strengths and purpose, and make a positive impact in your community and beyond? If so, then this guide is for you.



Being a woman of impact is not about fame or fortune, but about making a tangible and measurable difference in your field or community.

Being a woman of impact is about using your talents, skills, and passion to create positive change, and inspiring others to do the same.

While a woman of influence can persuade others, *a woman of impact is known for her ability to create change and make a positive and tangible difference in the lives of others.*

So what's the difference between *being a woman of impact and a woman of influence?*

A **woman of influence** has the power or ability to affect other people's actions, decisions, or opinions. She might have a large following on social media, be a public figure, or hold a position of authority in her field. A woman of influence has the ability to persuade and sway others based on her ideas, opinions, and actions.

A **woman of impact**, on the other hand, is someone who is making (or has made) a tangible and measurable difference in her field or community. She might have initiated a program, founded an organisation, or led a project that has produced meaningful results.



The good news is that anyone can be a woman of impact, regardless of her background, education, or social status. You don't need a large following on social media, a global brand or excessive wealth to make a difference.

You just need to be committed to helping others. Women of impact are everywhere, in your workplace, your home, your family, your community.

Are you one? Let's find out by exploring the 10 common traits that women of impact share.



10 Common Qualities of *Women of Impact*

1. Authenticity

Living authentically means being true to yourself and your values, regardless of the circumstances or expectations of others. It means letting go of who you think you're supposed to be and embracing who you are. More than just “keeping it real”, authenticity allows you to build trust and respect with others and attract people who share your values and beliefs. It means being willing to sacrifice any relationship, situation or circumstance that violates your truth.

WHY AUTHENTICITY MATTERS

It can boost your confidence, increase self-awareness and help you make better decisions that align with your aspirations. It's crucial for building strong and meaningful relationships, achieving personal growth and living a purposeful life.

REFLECT ON THESE QUESTIONS TO DISCOVER WHETHER YOU'RE LIVING AS YOUR AUTHENTIC, TRUE SELF

- *Do you feel fulfilled and satisfied with your life?*
- *Are you doing things that align with your values and beliefs?*
- *Do you feel like you are being true to yourself in your relationships with others?*



Living authentically means being true to yourself and your values, regardless of the circumstances or expectations of others.



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2. Clarity

Clarity of self is about understanding who you are at your core and having a clear understanding of your goals, values, and priorities. With clarity, you can create a clear vision for the change you want to make in your life and in the world, pursuing passions and achieving your goals with purpose and intention.

WHY HAVING CLARITY MATTERS

Having clarity helps you to make better decisions, prioritise your time and energy and focus on what matters most. When you have clarity of self, you're less likely to feel stressed, uncertain or overwhelmed and can approach challenges with more resilience and confidence.

ASK YOURSELF THESE QUESTIONS TO GAIN CLARITY

- *What are your passions, purpose, and mission?*
- *How do you fit into the vision you desire?*
- *What is your "why"?*



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3. Commitment

Having commitment is about making a conscious decision to back yourself and follow through on a promise, goal, or responsibility. It's about being determined to see your vision through, no matter what challenges or obstacles you may face. Women who have commitment are often those with successful relationships, both professional and personal. Why? Because when you have commitment you develop a sense of purpose and direction that you wear like your favourite pants—that sense of ease is like a magnet for others.

WHY COMMITMENT MATTERS

The vision you have for your life is only achievable if you have the commitment to see it through. Commitment leads to personal growth, achievement and success.

USE THESE QUESTIONS TO CULTIVATE COMMITMENT

- *What are your long-term goals and aspirations?*
- *What specific actions can you take to achieve them?*
- *How can you stay motivated and focused on your vision?*



It's about being determined to see your vision through, no matter what challenges or obstacles you may face.



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4. Grit

Grit is a term that refers to a person's ability to persevere through challenges and setbacks over a long period of time. It encompasses qualities such as determination, resilience, and tenacity.

Contrary to what you may read in books, grit is not an innate trait but can be developed. Having grit means you're able to push through adversity and maintain focus on your goals, despite facing obstacles or setbacks along the way. Having grit allows you to see challenges as opportunities to learn and grow.

WHY DEVELOPING GRIT MATTERS

Grit allows you to be adaptable and flexible. Life is full of unexpected twists and turns, and being able to pivot and adjust your plans as needed can be a key factor in achieving success. No searching for a lifeline, just standing confidently on your own two feet, ready to face anything that comes your way. Developing grit will better equip you to maintain a positive attitude in the face of tough times and setbacks, which are inevitable on the path to success. It will also help to reduce stress and anxiety, and improve your overall mental, physical, and spiritual well-being.



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4. Grit

ASK YOURSELF THESE QUESTIONS TO DETERMINE WHETHER YOU HAVE GRIT

- *Have I persisted in pursuing a challenging goal or task even when faced with obstacles and setbacks?*
- *Have I bounced back from difficult situations or failures and continued to pursue my goals?*
- *Do I maintain a positive attitude and a growth mindset even when faced with challenges and adversity?*



Having grit means you're able to push through adversity and maintain focus on your goals, despite facing obstacles or setbacks along the way.



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5. Passion

Life is about the heart connection—with others and with your purpose. Passion drives you to pursue your interests and desires with enthusiasm and purpose. It is the feeling of being truly engaged and fulfilled by the work you are doing, and it is an essential ingredient for achieving success and making an impact.

If you're missing passion in your life, it's time to look deeper for what you really need and desire.

WHY PASSION MATTERS

Passion gives you a reason to push through challenges and setbacks. When you are truly passionate about something, you are more likely to stay committed and persevere even when the going gets tough. If the passion for the project is not there, why would you do it? You need to truly believe in what you are doing and the importance of the change you are striving to create. If you don't, you'll feel frustrated by not fulfilling potential and seeking purpose, and people will sense your heart lies elsewhere.



Passion drives you to pursue your interests and desires with enthusiasm and purpose.



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5. Passion

USE THESE QUESTIONS TO HELP CULTIVATE PASSION IN YOUR LIFE

- *What actions can I take to make my passion a regular part of my daily life?*
- *How can I connect with others who share my passion?*
- *Are there obstacles I can overcome to help me more fully pursue my purpose with passion?*

STILL DISCOVERING YOUR PURPOSE? TRY ANSWERING THIS:

What would you do willingly with all your heart, even without payment?



It is the feeling of being truly engaged and fulfilled by the work you are doing, and it is an essential ingredient for achieving success and making an impact.



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6. Creativity

As a woman of impact, creativity is your secret weapon. It means you use your imagination and resourcefulness to tackle challenges and are able to inspire and empower others in ways no one else can. It's not just about being creative in an “artistic” sense, but about having the courage to take risks and explore your own creativity without fear of judgement or failure.

By living creatively, you're tapping into your full potential and discovering new paths to growth and fulfilment.

WHY CREATIVITY MATTERS

Growth comes in a place of safe uncertainty. Thinking outside the box to find innovative solutions to complex problems and expressing yourself in unexpected ways can have the wonderful side effect of strong mental and emotional health, because it's proof that a woman is making the most of the resources she has available to achieve her goals. It's the old adage about making lemons into lemonade—It really doesn't matter what you do with what you have, as long as it's meaningful to you.



You use your imagination and resourcefulness to tackle challenges and are able to inspire and empower others in ways no one else can.



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6. Creativity

QUESTIONS TO FOSTER CREATIVITY IN YOUR LIFE

- *What are some ways you can approach problems in a new, different or unconventional way?*
- *How can you tap into your creativity to better express yourself and communicate your ideas?*
- *What are some things you can do to stretch yourself creatively and explore new avenues?*



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7. Collaboration

Whilst this is your journey, you don't do it alone. Being a woman of impact means that you lean into other people to build partnerships and networks to create the desired positive change. You know it takes a strong woman to ask for help and look for community rather than isolation. Teaming up—with friends, family members, colleagues—leads to stronger relationships thanks to the casting aside of ego in favour of shared responsibilities. It's powerful.

Reach out to old friends and people you haven't met yet. Tell your story. Ask them theirs. Start a connection. Share what you know. Contribute. It will come back to you.

WHY COLLABORATION MATTERS

Through collaboration, you can build stronger networks and partnerships, share knowledge and resources, and ultimately achieve greater impact. Collaboration allows for diverse perspectives and expertise, helps cultivate a sense of community, and creates a support system for when the journey gets tough.



Being a woman of impact means that you lean into other people to build partnerships and networks to create the desired positive change.



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7. Collaboration

QUESTIONS TO HELP YOU LEAD A MORE COLLABORATIVE LIFE

- *Who are the people in your life that you can reach out to for support or help? Are there other opportunities to engage them for collaboration?*
- *How can you build stronger relationships with people around you, both personally and professionally?*
- *What are some ways you can create more opportunities for collaboration and teamwork in your work or community?*



You know it takes a strong woman to ask for help and look for community rather than isolation.



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8. Integrity

Integrity is at the heart of what fuels a woman of impact—working with honesty and transparency. It means being true to your word and staying committed to your values—even when such an approach might be unfavourable or have you face criticism. It's about living as your authentic self and never compromising what you believe to please others. It involves being accountable for your actions and taking responsibility for any mistakes or missteps.

WHY INTEGRITY MATTERS

Integrity helps you build trust, respect, and credibility with others. It creates a solid foundation for your work, relationships, and reputation. It sets you apart and gives you a sense of purpose and direction.

USE THESE QUESTIONS TO HELP YOU LIVE WITH MORE INTEGRITY

- *What values and principles are most important to you, and how do you live them out in your work and life?*
- *How can you hold yourself accountable for your actions and take responsibility for any mistakes or missteps?*
- *What are some ways you can stay true to yourself, even when it is challenging or unpopular?*



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9. Empathy

Leading with empathy is how you can show up wholeheartedly and be the ripple effect for other women in your life. The antithesis of judgement, empathy is about stepping out of fear and scarcity, particularly with other women, and leaning into sharing our own truth, which will inevitably lead to more genuine connections.

Brene Brown's book *Atlas of the Heart* is a wonderful roadmap to empathy, and closer to home in Australia businesswoman and activist, Wendy McCarthy AO, has thoughts on having a head and heart connection which are insightful and applicable. She has empathy for others and is able to understand the needs and perspectives of the people she is working to help; the need to create a 'safe' environment for teams and build a circle of trust by steering away from armoured leadership.

WHY EMPATHY MATTERS

When you step out of judgement and lean into empathy, you're able to develop more genuine connections with others. As a woman of impact, prioritising empathy as a leader helps you to create a more inclusive environment where all collaborators feel heard, respected and valued.



Leading with empathy is how you can show up wholeheartedly and be the ripple effect for other women in your life.



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9. Empathy

USE THESE QUESTIONS TO FOCUS MORE INTENTLY ON EMPATHY IN YOUR LIFE

- *How can you cultivate a greater sense of empathy and understanding for others?*
- *What are some ways you can put yourself in other people's shoes and see things from their perspective?*
- *How can you create a more compassionate and caring environment in your work or community?*



The antithesis of judgement, empathy is about stepping out of fear and scarcity, particularly with other women, and leaning into sharing our own truth, which will inevitably lead to more genuine connections.



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10. Leadership

A woman of impact inspires and motivates others. She walks the talk and encourages others to lean into her vision. True leadership involves inspiring others to achieve their full potential while also setting an example through your own actions and behaviour. They make positive change by prioritising others, sometimes over their own interests, and lead by example to make lasting impact, in their homes, businesses or communities.

Women of impact are the ripple effect in other women's lives. They're the women who would shout other women's names in a room full of opportunity. They're always leading and looking for opportunities to springboard others.

WHY LEADERSHIP MATTERS

Leadership is how women of impact empower others; embodying authentic leadership inspires others to do the same. Collectively, your actions will become the ripple effect in other women's lives.



A Woman of Impact walks the talk and encourages others to lean into her vision.



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10. Leadership

ASK THESE QUESTIONS TO REFLECT ON YOUR OWN LEADERSHIP STYLE

- *What kind of leader do you want to be, and what kind of impact do you want to have on others?*
- *How can you inspire and motivate others to join you in your mission?*
- *What are some ways you can lead by example and model the kind of behaviour you want to see in others?*



True leadership involves inspiring others to achieve their full potential while also setting an example through your own actions and behaviour.



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As a *woman of impact*....

1.

You know that to influence and impact others, you need to understand yourself first.

2.

You encourage and support other women. You lift them up rather than being jealous of their abilities.

3.

You fight for change in your workplace, community or among your peers.

4.

You walk the talk. You are determined to make a difference, to impact others positively.

5.

You confront that which isn't fair and refuse to take no for an answer.

6.

You use your skills, talents and network to help shake the status quo to create a more diverse and equal society.

7.

You hold onto hope in darkness.

8.


You look after others while realising your own goals.

9.

You think about your community instead of just their inner circle.

10.

You are capable of creating change quietly, with integrity and empathy and without bells and whistles.



It's one thing to know the qualities of a woman of impact, and another to develop them. With persistence and determination—and sometimes checking your ego at the door—it's something anyone can do.

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“I know I can be a woman of impact, but *I’ve lost my sense of self... my spark.*”

If this feels familiar, you’re not alone. I hear it from women I work with every week during coaching sessions.

They’re mostly in their forties and fifties, married (but not necessarily happily) or divorced and wanting to know what became of the woman they once were, who had daily goals, solid friendships and thrived on the challenges of running a home and career.

They feel burnt out, overlooked and numb.

My diagnosis? You need to get back to yourself.

Once you know how to do that, you’ll appreciate what a rewarding but challenging journey it is. It involves taking a step back from the outside world, and taking a deep dive into who you are and what you truly want in life. Who you truly want to be.

It involves finding your true north.

7 steps to help you *get back to yourself*

DISCONNECT FROM DISTRACTIONS

1

Put down your phone, take a break from social media, find time to be alone with your thoughts. Escape from information and distractions that erode rather than boost your sense of self.

WORK OUT WHAT REALLY MATTERS TO YOU AND WHAT YOU WANT TO ACHIEVE IN LIFE

2

Reflect on your goals and values—write them down, and think about how you can align your actions with them.

RE-DISCOVER YOUR PASSIONS

3

Think about what you loved doing growing up and find ways to incorporate them into your daily life. Try a new workout, learn a craft (knitting is still cool), play an instrument, start painting.

4

PRACTICE MINDFULNESS

It can help you focus on the present and become more aware of your feelings and thoughts. You can try mindfulness yoga, meditation or just go for a walk in nature.

5

EXERCISE REGULARLY

It's a great mood booster and improves your physical and mental health. Pick something you're doing because you love it, not because you think it will make you look better: swimming, running, rock climbing, you name it.

6

ASK FOR HELP IF YOU NEED IT

It can be a hard thing to do but talking to a therapist, friend or doctor can make a big difference if you're struggling with anxiety, depression or other mental health issues.

7

CONNECT WITH OTHER PEOPLE

Spend time with people who support and encourage you, and have similar values and interests.

Getting back to yourself isn't a destination. It's a process. It's about working out what you want in life and taking the necessary steps to make it happen.

It's my mission to empower, encourage and challenge high-achieving women to connect to who they are at their core and live a life of impact true to their passions and strengths.

I'd love to help you unleash your true potential.

Blue skies,


Justine Campbell

Masters of Business Administration (MBA).

Masters in Counselling.

PG Systemic Family Therapy.

PG Positive Psychology.



Are you ready to *finally become you; to choose courage over comfort and live a life of purpose, passion and impact?*

**BOOK YOUR COMPLIMENTARY
DISCOVERY SESSION TODAY**