

“By reputation, Christine is the woman you want
— Newsweek

RULES FOR RENEGADES

CHRISTINE
COMAFORD-LYNCH

Innovation

- ⇒ **Prep**
- ⇒ **Launch**
- ⇒ **Challenge/Recovery**
- ⇒ **Sponsorship and Support**

Let's ROCK!

RULE **ONE**: *Prep*

Everything's An **Illusion**,

So

Pick One

That's **Empowering**

Take-Aways: **ILLUSION**

- ⇒ Who do you want to be?
- ⇒ **ACT** it until you **ARE** it
- ⇒ Set **SMART** goals
 - Specific
 - Measurable
 - Achievable
 - Results-oriented
 - Time-bound

RULE TWO: *Launch*

An **MBA** Is Optional,

A **GSD** Is Essential

Take-Aways: GSD

- ⇒ Ow! That's my foot in there!
- ⇒ **Energy = Equity**
- ⇒ Continuously **course-correct**
- ⇒ Make your **brand = RESULTS**
- ⇒ Practice the **FAB FOUR**

RULE FIVE: *Challenges*

Rock Rejection And
Finesse Failure

Take-Aways: Rejection/Failure

- ⇒ Host a **Rejection Party**
- ⇒ **Fail *forward*** and faster!
- ⇒ Take **100% responsibility**

RULE **SIX**: *Support*

Learn To **Love**
Networking

Take-Aways: **Networking**

- ⇒ Practice **“palm up”** networking
- ⇒ Offer **Daily Appreciation**
- ⇒ **Rolodex Dip**
- ⇒ Do the **“Drive-By Schmooze”**

Innovation Net-Net

- ⇒ **Design** who you want to be
- ⇒ Make your **Brand = Results**
- ⇒ Throw a **Rejection Party**
- ⇒ Network **“Palm Up”**

Thank You!

Leave Biz Card for Cool Audio



⇒ 7 Ways to Make Your Company Irresistible

⇒ How to Overcome Adversity

⇒ What Every Entrepreneur Must Know

⇒ Why Connecting is So Crucial

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