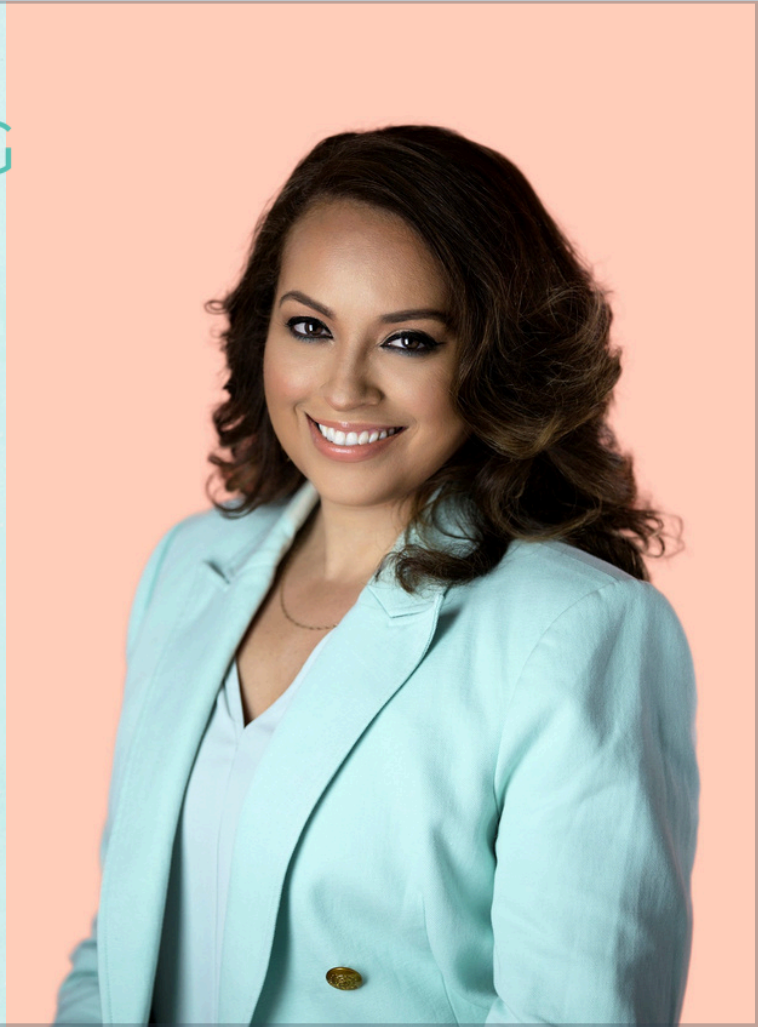




# Being the CEO of You: Mastering Self-Leadership for Success

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**Presented by Millie Santiago**  
*Leadership Coach & Project Leader*



Today focuses on your power, vision, and leadership. Often, mindset, rather than skills, holds us back. As a certified coach, I help individuals recognize limiting beliefs and build self-trust for confident leadership. I've worked with capable women facing imposter syndrome, perfectionism, and negative self-talk, who struggle to assert their presence and authority. I assist them in transforming internal narratives to lead with clarity and conviction, emphasizing that effective leadership begins with self-leadership.

**What if I told you the  
biggest promotion  
you'll ever get is the  
one you give yourself?**



What if you realized that the greatest promotion comes from within? Taking responsibility for your vision, growth, and voice initiates a powerful shift. This discussion focuses on being the CEO of Yourself and how self-leadership is essential for achieving success on your own terms.

# Being The CEO of You



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We typically view CEOs as leaders who shape company vision and strategy. Similarly, you are the CEO of your own life—responsible for setting your vision, managing your mindset, and taking action, even in challenging times. This talk aims to inspire you to take action in your own life.

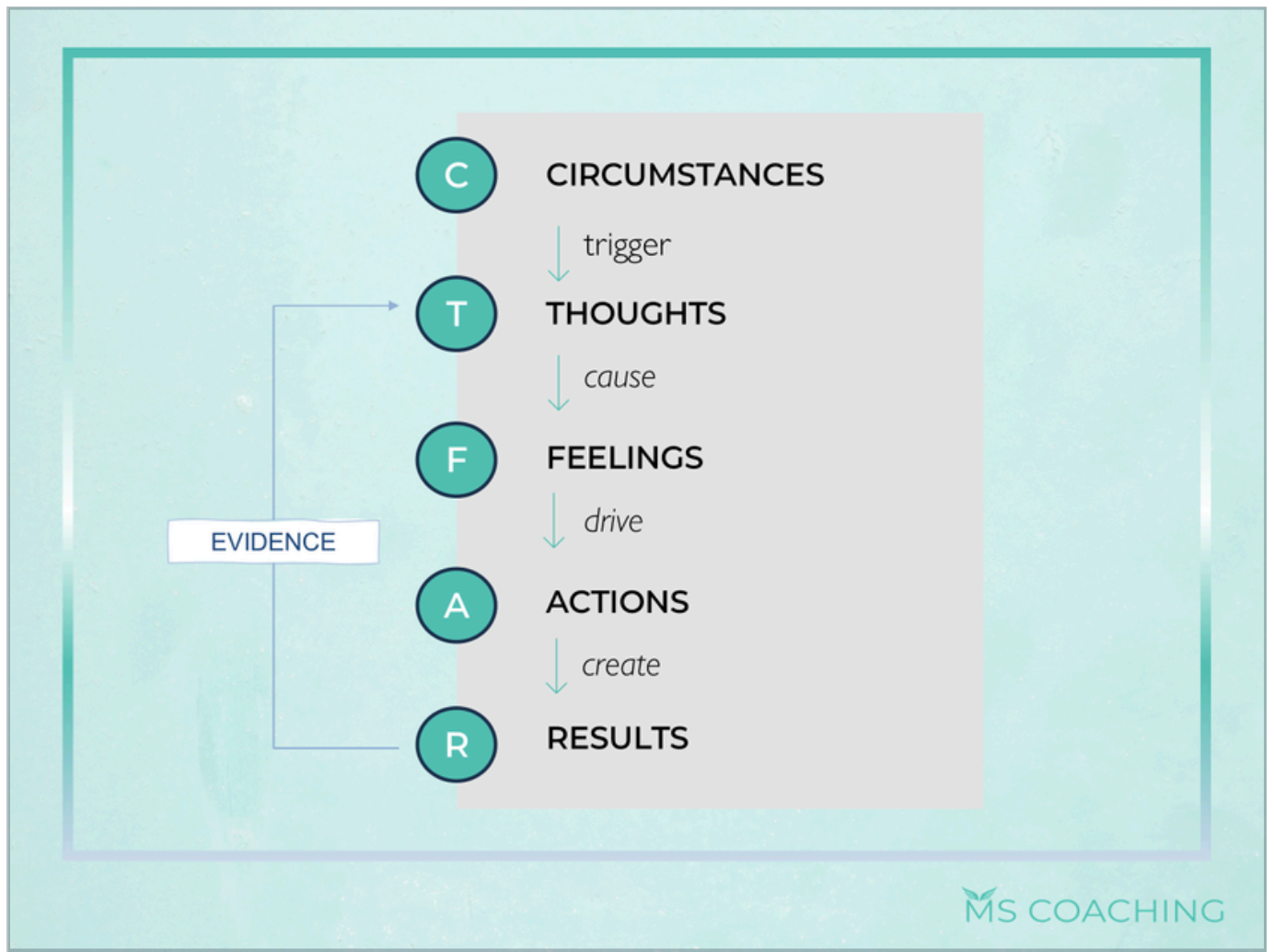


# What is Self-Leadership?

**The ability to influence your *thoughts*, *behaviors*, and *actions* to achieve personal and professional goals.**

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The ability to influence your thoughts and actions helps achieve personal and professional goals.



This model demonstrates how your internal mindset impacts external results, clarifying the connection between thoughts, feelings, and actions. It emphasizes using this awareness for greater clarity, ownership, and intention in moving forward.

Life consists of external facts and events beyond your control. While you can't control circumstances, you can lead your response through a process:

- Circumstances: Uncontrollable external factors.
- Thoughts: Clarity begins here; they are internal sentences.
- Feelings: Your thoughts shape your emotions, not circumstances.
- Actions: Your behaviors, including what you do or don't do.
- Results: Your life reflects your consistent actions.

Your outcomes mirror your actions. Choose thoughts that guide you positively, as you can always control your thinking, feeling, and acting, regardless of external events.

# Mastering Self-Leadership

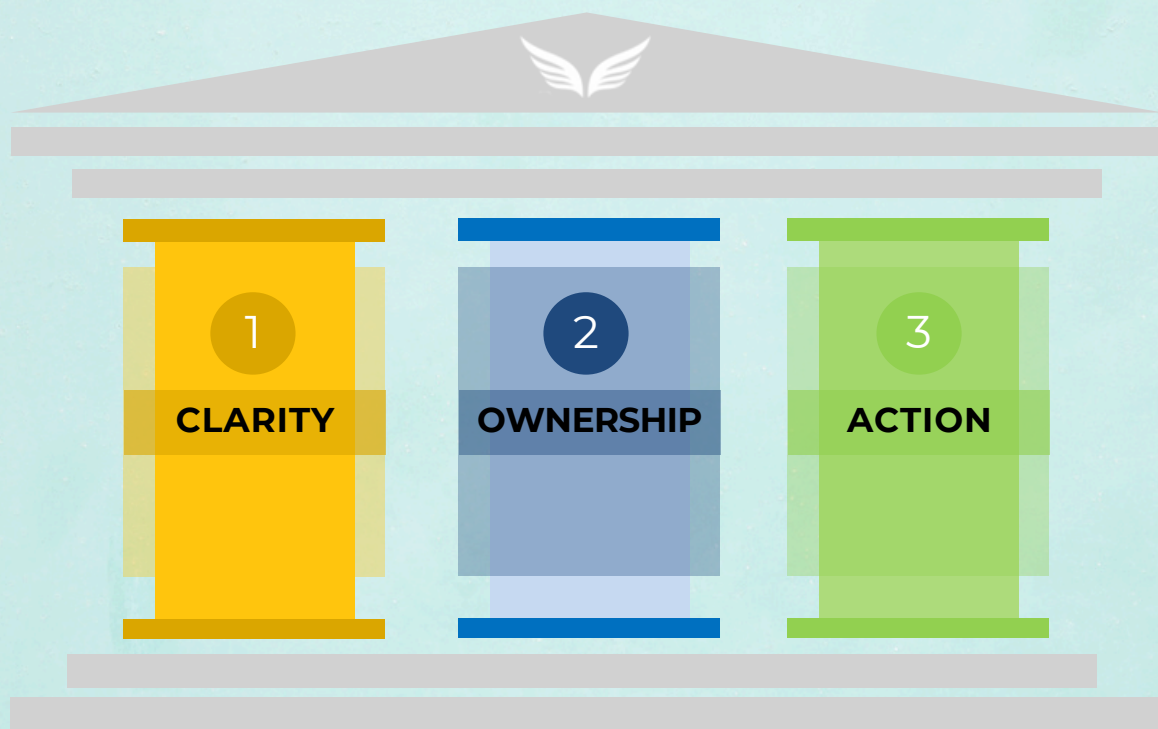
## Clarity



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Self-leadership involves vision, courage, Decision-making, self-awareness, and focus, but true growth is rooted in clarity, ownership, and action.

# Three Pillars of Effective Self-Leadership



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1. Clarify your vision so you know exactly where you're headed and why it matters.

Ex. mid-level software engineer. She realizes she's been operating without clear direction—not from lack of ambition, but because she never defined what success looks like. Instead of waiting for direction, she reflects on her goals, maps out a 12-month vision, identifies key skills, and pursues stretch assignments aligned with her growth.

2. Own your mindset and decisions – no more outsourcing your power to doubt, fear, or approval.

Ex. After being passed for a promotion, a data analyst initially blames office politics. But then she reflects: Did I clearly communicate my goals? Did I advocate for myself? The answer was no. So, she books a 1:1 with her manager, shares her career ambitions, and asks for feedback on how to position herself for the next level. She begins tracking her wins, leads a cross-functional initiative, and takes charge of her visibility.

3. Take intentional steps – even when it's uncomfortable, uncertain, or unfamiliar. Ex. A product manager sees a major gap in the user experience, but no one is addressing it. She worries it's not “her place” to speak up. She decides to trust her instincts. She builds a proposal, presents it to leadership, and sparks a new feature initiative.



# 5 Self-Leadership Strategies



**Write your personal and career mission on paper**



**List five tangible results you've delivered and rehearse them like stats**



**Block "CEO time" weekly to strategize**



**Do a weekly reflection: What worked, what didn't, and why?**



**Identify one move you've been avoiding and commit to it this week**

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Examples:

1. - Personal: Build a life of alignment, authenticity, and connection.
  - Career: Empower women to own their voice and rise into leadership confidently.
2. List tangible results:
  - Delivered a \$2M IT project two weeks early.
  - Reduced bug rate by 30% through automation.
  - Migrated 100+ users to a new platform with zero downtime.
3. Weekly CEO Time: Block off Fridays from 9 AM to 10 AM for strategy, focusing on priorities and leadership adjustments.
4. Weekly Reflection: Note what worked, what didn't, and why. This fosters growth through insight.
5. Commit to One Avoided Move: Take action on a previously avoided task, like sharing an idea in a meeting.



# Pause & Reflect: Your Self-Leadership Questions



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**Lead yourself with *confidence***  
**&**  
***Start designing success on***  
***your own terms***

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