

EXECUTIVE SUMMARY



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FAVORITE QUOTES THROUGHOUT

traci philips
THE INNATE COACH

Overview

We have been trained to look to others for answers – to follow the leader. So where do leaders go when they are blazing new trails? They have to look inside themselves. By discovering, defining, and aligning your own Zones of Brilliance, Achievement and Impact, you'll be ready to step into the true value of your life, your leadership and your legacy.

The answers to being the leader you want to be don't exist "out there." They're already inside you. It's time for *Looking In*.



SUMMARY OF KEY IDEAS

Looking In is an invitation to create the lasting impact you desire by cultivating greater self awareness and a stronger internal guidance system. Because your real gift to the world is unique, held only by you, and can only be unlocked by you.

This is your Soul Role.

It's been hiding in plain sight – right inside of you. But we often don't know what a gift it is. Sometimes it shows up as strengths – the things that come easily. The things we get praised for.

But sometimes, the trail to our soul role is paved on the things we don't understand about ourselves. Things that cause us shame. Sometimes even things we try to hide.

To complicate matters even more, we struggle with answering this question of our role because we've been conditioned to fit into societal and familial norms. We've learned that to name it, categorize it and stick it in a box is to know it. And God help us if we don't know it!

We have difficulty answering the question, "Who am I?" because we've been trained to think with our heads and not with our hearts and from our instinctive centers.

And yet **true leaders MUST learn to move from a place of intuition if for no other reason than the fact that what is visionary has never been done before.** There is no one to follow. No one to replicate. No one who has mapped the course.

That path exists in our minds, hearts, and dreams. Finding the way to its fulfillment isn't "out there" – it's inside you.

Here's how we crack its code. 



LOOKING IN BY TRACI PHILIPS: EXECUTIVE SUMMARY

Zone of Brilliance

The Zone of Brilliance is made up of all of our natural-born traits, talents, gifts and aptitudes. These are the inherent abilities we both have intentionally honed and the ones that might still be latent within us. All of them were bestowed upon us before we came into this world as the primary ways in which we are meant to create, develop, support and bring something unique and special to the world.

Our ability to verbalize our inherent value allows us to intentionally focus and deliver what we have to present and offer, simply by being who we are, and it creates more alignment and fulfillment in how we experience our engagements and how others experience us because it literally comes from the most authentic and genuine parts of ourselves.

Looking In walks you through the steps of defining, discovering and developing your own unique Zone of Brilliance.

Zone of Achievement

The Zone of Achievement shows up in resumes, career titles, lists of merits, credentials and certifications. It is HOW we have navigated and adapted our inner brilliance to our outer world experiences by acquiring skills and competencies that are more quickly recognized by the world's standards.

We all have acquired useful talents and competencies that are highly advantageous. The key is to align them with our Zone of Brilliance and not tie our actual identity to them. They are here as support, not to personify who we are and what is truly valuable about us.

This process of alignment is detailed in *Looking In*. 



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Zone of Impact

The Zone of Impact is our mission and purpose – the “Why are we Here” of life. It is the product of an **ALIGNED** Zone of Brilliance and Zone of Achievement where we built competencies on our innate strengths and values **AND** see the value in being wholly and unapologetically our unique selves.

Knowing the **WHY** you are here – what you are meant to experience, learn and do, and how you are to grow, influence and impact your environments – permits you to better understand where your value is most valuable and also most valued. It allows you to focus on the supports and conditions under which you perform at your best and are most positively impactful.

Zone of Impact is always about **BOTH** how we are **BEING** and what we choose to **DO** to support that way of being. It's really more about being congruent and in alignment with ourselves, so that we can fit into this world in the exact way we are meant to fit, making the exact impact we are here to make.

After all, is that not what we want from our leaders and our visionaries?




“When WE GO THROUGH LIFE ON AUTOPILOT,
WE CREATE ACCIDENTAL LIVES. WHEN WE ARE
INTENTIONAL ABOUT OUR WHATS, HOWS, WHERE
AND WHYS, WE CAN FINALLY EXPERIENCE A MORE
CONSCIOUS AND DELIBERATE EXISTENCE.”

" *I believe* OUR CULTURE SUFFERS FROM A DISCONNECT WITH OURSELVES. WE ARE SO QUICK TO LISTEN TO THE COUNSEL OF OTHERS THAT WE HAVE STOPPED LISTENING TO OUR OWN INNER ADVISOR."

CONVERSATION STARTER QUESTIONS

- Why do we tend to look outside instead of inside for the answers we need?
- What actually happens when we let ourselves be fully and completely our own unique selves?
- Who gets to decide what makes something in us a strength or a weakness and why do we so easily let ourselves be ruled by those definitions instead of creating our own?
- What if imposter syndrome is an awakening to our genuine value?
- What would happen if we stopped measuring success by income and instead measured our impact?
- What is an appropriate measure of impact?
- Are there areas of my life that feel misaligned – where the way others see me and what I know myself to actually be are not the same?
- What beliefs, words, thoughts, ideas am I sharing with the world? What do people think about when they think of me? Is this what I desire – or is it something else? ➡



Our TALENTS AND COMPETENCIES ARE HERE AS
SUPPORT, NOT TO PERSONIFY WHO WE ARE AND
WHAT IS TRULY VALUABLE ABOUT US.”


WHO IS THIS BOOK FOR?

Looking In is for those who are well-accustomed to looking around and seeing people in leadership positions who are sleepwalking through their responsibilities. It's for those who have been looking ahead, but finding no one already on the path they envision for themselves and trying to find their place of “fit” to have like-minded others with whom to collaborate. It's for those who have been told to look outside themselves to find their role in this world, but instead, who have experienced dissatisfaction and a sense that there's something “more” that they want.


It's for those who are ready to wake up to their full impact by *Looking In*.

Looking In provides compelling guidance for today's leader who wants to experience greater self-awareness and confidence to catalyze their true value, purpose and potency. To find our way at any time, and especially during times of change, we must learn the value of self-reflection and deepening our relationship with that innate place that exists within each of us.

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The GREATEST IRONY IS THIS: THE THINGS THAT
ARE MOST VALUABLE ABOUT US, WE EITHER DON'T
SEE AT ALL AS A VALUE OR WE ACTUALLY
CONSIDER THEM IMPERFECTIONS.”





LOOKING IN BY TRACI PHILIPS: EXECUTIVE SUMMARY



MEET TRACI PHILIPS

As an Executive Leadership and Performance Coach to Visionaries, Traci has helped countless corporate and business professionals successfully and consciously lead and communicate who they are with integrity and truth. She has worked with ex-executives in federal prison, high-ranking corporate leaders and serial entrepreneurs who have created businesses that launched a new norm within their industries. Traci understands how to cultivate vision and communicate its value. She has developed unique ways to recognize and translate patterns in thought, emotion, language, and behavior that can lead to successful outcomes.



CONNECT WITH TRACI BY CLICKING THE ICONS



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Praise for Traci

"IF YOU CHOOSE TRACI AND ARE OPEN TO HER
PROCESS, BE PREPARED TO STRIDE FASTER AND
FARTHER THAN YOU THOUGHT POSSIBLE."



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Praise for Looking In

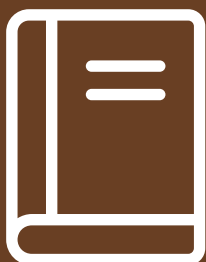
"Traci's perspective on imposter syndrome and our innate value is a refreshing reframe and comes at a divinely aligned time not only for me personally but for us collectively."



"If you're a leader or 'wanna be' leader for this emerging NEW WORLD, Traci Philips' book Looking In is a must read. She shares a wealth of wisdom, reflective practices and impactful stories that can shift your life -- personally and professionally. Part of her genius is the succinct and empowering ways in which she delivers her decades of knowledge -- updated, of course, to lead us forward with the skill sets to become creators, thriving beyond outdated systems and paradigms."

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