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Claiming your worth

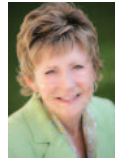
BY SUE EDWARDS

No, this isn't an article about balance sheets and determining your financial net worth in a literal sense. But it *is* an article that uses the "M" word (money!).

In coaching women, I have witnessed much ducking, weaving and apologizing around issues of money.

This has to stop.

If we are going to contribute our best to our communities, serve our customers as we aspire to serve them, be the mothers we want to be, and enjoy our lives to the fullest, claiming our worth is vital.



Claiming your worth is all about stepping up with the knowledge that the products you produce, the services you provide and the caring that you give have a value that demands respect.

While listening to Cheryl Richardson, renowned coach and author who has been featured on *Oprah*, one segment of her workshop particularly caught my attention.

An aspiring coach wondered how to attract business for her proposed niche, which was to work with "under earners" to help them to break through to a higher level of income. She said, "I've been reading a book about six-figure income earners... *but it wasn't so much the six-figure issue that was interesting.*"

Cheryl stopped the questioner in her tracks. She challenged her with the perspective that it is absolutely *all* about the six figures. If this coach was minimizing the importance of the goal, how could she possibly work with women on stepping into their own value? Cheryl cut to the chase with the comment: "YOU are going to under earn until YOU get OK with making the six figures... let alone your clients."

She explained that we all have a financial set point that our own sense of worthiness won't let us go beyond. When we increase our sense of value, we allow ourselves to have more. The objective becomes, "How do you get OK with having more?" >

In marketing a retreat I was giving with a colleague for senior women leaders, it was fascinating to observe their reactions. Initially almost every woman sighed with longing at the description of the content.

One group of women next said, “Oh, but I can’t afford it and, of course, my boss would never support it.”

The second group of women said, “This is exactly what I need and I will go get the approval for my participation.”

These women were at the same level in their respective organizations, but it was apparent who would be moving onward and upward and who would keep themselves where they were for the foreseeable future.

The reaction of the second group typifies women who run businesses that will grow exponentially, who will shatter glass ceilings and who will have the most impact on the world around them.

As women, many of us seem to have concluded that there is something morally wrong with wealth creation, that claiming our worth is somehow ignoble. I would challenge you to consider how you can be both an authentic, caring leader *and* claim your value and grow your wealth.

Thinking that these are discrete



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choices will keep you small, and does a disservice to important people in your life (including you!). •

Sue Edwards, president of Development by Design, recently released the self-coaching workbook, Wow Them in Your New Job! (and Reduce Your Overwhelm)... It's Easier Than You'd Expect.

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