

# What's HOLDING You Back?

Fear is one of the most common reasons professional women cite for why they may be holding back. Fear can be experienced in many ways such as fear of failure, success, responsibility, change, loss of income, the unknown, and judgement. Women also mention that they feel they carry a lot of “baggage” from past experiences, such as not dealing with negative influencers head on. It’s important to have the courage and confidence to overcome these barriers to change your life.

For some, saying, “Just let it go and embrace change/let it flow” can seem like an oversimplified and cavalier statement. However, the purpose is to encourage a new attitude, way of thinking, or approach to a problem. In business, we carefully analyze the competitive set, the market conditions, and our brand’s strength, position in the market, product quality, and point of difference. Similar to our business, if we ignore critical influencers in our personal lives, whether positive or negative, we will not make the most insightful and prudent decisions.

It is important to embrace growth in all aspects of your life.

Examine your life, particularly in these challenging and unsettled economic times. The following exercise is intended to help you articulate your goals and identify those areas of your life that are keeping you from achieving your dreams. Take some time now to work through the hot air balloon exercise. Identify your goals and dreams and write them inside the colourful balloon panels. Then, write all of the resources you have available to you that would help you to achieve these goals/dreams in the gondola or basket. These may be supportive people in your life or personal skills you have. Finally, identify all elements that are either weighing you down or holding you back (thus hindering a successful flight) and write those at the end of each anchored rope.

Reflect on what your hot air balloon looks like. Is it ready to lift off or does it need to have its ropes released? Is there anything missing from your basket? Would anything or anyone in particular help you on your adventure? We are all bound by invisible ropes that can tie us down. It is important that we sever the appropriate ties and gather our most supportive resources necessary to embark on our journey. ♥

Using the elements holding you back that you identified on the opposite page, complete an action plan to cut the ropes or factors keeping you from soaring into the sky – weightless, inspired, and living your adventure!

## ELEMENTS HOLDING YOU BACK

## ACTION ITEMS

As with all the exercises in our publication, you can leverage these tools for your business or brand as well. Use this tool to assist with brand planning or personnel management. Do you have your company or project vision clearly articulated? Do you have the right resources in place to deliver on your goals? Are you investing enough time, energy, and focus in bringing your dreams to life?



# DREAMS / GOALS

*"Little by little,  
one travels far."*

*J.R.R. Tolkien*

IDENTIFY  
YOUR  
RESOURCES

ELEMENTS HOLDING YOU BACK

Illustration by Stephane Busque