

# It's Not Business, It's Personal

**The Psychology Of  
Success For Women  
On The Rise**

*Courtney Parks Coaching*

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## The Psychology Of Success For Women On The Rise

*Let's look inside...*

I so appreciate that you've accepted this gift designed to help you create more success, literally from the inside out.

It can be tough to acknowledge and move through our own inner challenges. I've personally spent over 30 years and tens of thousands of dollars working with some of the best coaches, therapists, mentors and spiritual advisors as I've leveled up my own business and life. Some of this has been difficult. Some of it has been thrilling. All of it has been transformative.

As women - especially as successful women with big visions - we can be pretty hard on ourselves. Society sets a high bar and we're often required to go even higher to make it professionally.

So now, I want you to be easy on yourself.

This guide isn't meant to make you feel badly or to hold your thoughts, habits or especially your success to some impossible standard. It's meant to make you feel *seen* and to shine a light on the challenges that I - and every one of my clients and colleagues - experience at times. Particularly those times when we're moving up and moving into new territory in our work and in our lives.

And guess what? Some of these challenges aren't big and deep!! They just need a shift in attitude and a tweak in approach.

As you read through the guide, pay attention to what resonates. Take your time and be open to new perspectives and ways of operating...but focus on what you personally need most.

As I share throughout, *you are not alone* and you don't need to be "fixed" to be more successful or happy. But connecting inside - and adjusting outside - can literally create magic.

I'm with you!!

*Courtney*



## 1. Success Challenge: Low or no mojo

You know you're uninspired at work when you procrastinate, you think about quitting and maybe you even fantasize about escaping to an island in the middle of nowhere.

If you're low on mojo, a few things could be happening...

- You're in the wrong job, field or business
- You like your work but something is missing
- You just don't feel good personally

It can be frustrating - and often painful - to do work that you're not meant to do or to lose the spark for the work you once loved. This might be why you "just don't feel good personally".

I've been there myself and I've coached so many women who have incredible skills and talent, but little passion or meaning in their career.

If you're doing work that makes you unhappy, you can feel it in your bones. You may have sound reasons to stick with it - that's your choice and not always a bad one - but it eventually becomes unsustainable.

If you love (or even like) what you do but it doesn't fulfill you anymore, you can feel that too and the change usually comes over time.

You may have wished for a booming business or a high-powered job but when you get there, it's overwhelming. You might be an extrovert but you now find yourself working alone every day. You might be great at your job but your role, team or environment are no longer a fit.

### The Key: Let yourself dream

Instead of fantasizing about that island (don't worry, you can visit!), fantasize about your next professional move.

Visioning is *purposefully suspending reality* so you can connect with your desires. You can vision on your own or with others - I actually offer a **Business & Career Visioning Session** within my **Premier Coaching Program** so clients can dive deep into their ultimate work and life, helping us determine our strategy.

For solo visioning, I recommend a lovely environment. I've had clients vision at home while enjoying lunch on their patio or at hotels, wine bars or outdoor spaces they love. It can be as simple as jotting down ideas for 15 minutes at a time or as creative as spending the entire afternoon on a vision board.

**From that vision, you can create a new plan.**

That might be a complete career pivot that starts by reaching out to your network for connections in your desired field. It could also be changing how you work by hiring help, adjusting your schedule or re-negotiating the scope of your role.

Most importantly, though, if you've lost your mojo for purely personal reasons, your only job is to be loving to yourself.

Be gentle. Ask for help. Give yourself the care you'd give others as you move through whatever challenges you're facing. You can't force yourself to feel better but if you support yourself over time, your inspiration will return.

## 2. Success Challenge: Bright shiny object syndrome

While most of us would prefer to have more inspiration than not, too much can wreak havoc on our focus, our productivity and our sleep (that's me lately).

Being "multipassionate" and having lots of ideas isn't a bad thing...but it can be if your efforts are scattered and your work or income suffer.

### The Key: Focus your energy

Being decisive about the choices you make, what or who you engage with and how you use your time requires some tough love.

If you've taken on too many projects or opportunities, it's time to narrow the field and concentrate on the work that will serve you and your future the most.

If you want more money, income generation needs to be at the top of your list. Better yet, you need time on your calendar for money-making activities, every day or every week.

If you make "decisions by committee", limit the players and get used to going with your gut.

While it takes practice, focusing and following through 100% will help you to feel calm and accomplished...it will also help you bring your most brilliant work to life.

## 3. Success Challenge: Can't stop, won't stop

I hear women complaining that they "can't get out of GO mode" like a switch gets flipped that can't be turned off.

I'll admit as I'm writing this I'm in a "can't stop, won't stop" phase! I've got so many (bright shiny) ideas and projects that I want to accomplish...and part of me wants all of them done NOW. I went through a tough time last year (some health issues, my dad passed, our kitty got sick and more) so my drive now feels *extra* strong.

I'm excited to be working on things that were put on hold and very happy to feel like myself again. But I need to dig deep into my own "success without exhaustion" philosophy because I'm inspired, but also tired.

### The Key: Slow down

While I don't feel this way often, there's a real fear for many women that stopping means never starting again.

If you sit on the couch, you'll never get up. If you take time off, you won't come back. If you let down (even a little), you'll be letting your work, your family and yourself down.

These are culturally supported beliefs and, excuse my French, they're bullshit!

They've been handed down, passed around and absorbed by us and, because they're so familiar, we're not always aware they're driving our behavior. Plus, that awareness gets easily lost as we tend to more people and more things.

So consider this your wake-up call.

You have my permission to relax and be lazy and have fun and do all the things you're not supposed to do...because guess what??

I know you'll get up from that couch! I know you won't skip the country! I know you won't abandon your work and your kids!

But if you abandon yourself, you will lose steam at some point...and the things you care about will suffer.

Slowing down, doing less, being more conscious and taking care of yourself can bring more success, not less. My own and **my clients' results are shining examples of this.**

You can still do all the things...just not all at once...and not forever.

Schedule time in your calendar (right now) for some relaxation and enjoyment - sacred time that's guarded just like it's an important meeting. And if you're not even sure what that looks like, schedule some time to think about that instead.

#### **4. Success Challenge: Imposter syndrome**

There's so much I could say about imposter syndrome. It's such a common topic in my work and in our culture now, I even heard Michelle Obama talking about it recently.

If you know what imposter syndrome is (technically, according to Oxford, "the persistent inability to believe that one's success is deserved or has been legitimately achieved as a result of one's own efforts or skills") and you can relate, *don't worry*.

I've coached some of the most confident, high-powered, successful female business owners and executives and I can promise you, *everyone doubts themselves and their abilities at times*.

I don't look at imposter syndrome as something to be fixed. It's human, after all...and when we beat up on ourselves for being human, we just add insult to injury.

It does make me sad though - and even angry at times - when women (including myself) can't own up to their greatness. It makes me even angrier when we DO own our greatness and we're not recognized or compensated for it.

But like slowing down, you can't just wrestle imposter syndrome to the ground. It takes awareness, understanding and love.

#### **The Key: Know your strengths**

You're not good at everything and you're not supposed to be.

But I guarantee you're GREAT at certain things and that's where you need to put your energy so you can shine.

Imposter syndrome does get easier as you become more established and comfortable with yourself and your gifts. Most of my clients have "paid their dues" and now choose how and where they want to share their talents.

While they may have confidence, they still need reminders...and focusing on strengths always works wonders.



To remind yourself of your talents, revamp your resume, update your website or create a new elevator pitch.

Keep a running list of your accomplishments and the positive feedback you've received...this can give you a boost and be the basis for the messaging I mention above.

When you speak, write and share your expertise, you might still feel uncomfortable...but that's usually a sign that you're stretching your limits, not doing anything wrong.

And if you're starting something new where you just don't have the confidence, know that it's perfectly fine to "fake it 'til you make it".

## **5. Success Challenge: Blurred boundaries**

Women's ability to nurture and make people feel good not only helps us be great friends, mothers, daughters and partners, it serves us in business too. Whether it's networking, team building or customer relations, our people skills really "work" for us.

The downside of caring *too* much is that we can get distracted, make poor business decisions and even suppress our visions because they don't fit those around us.

Our personal and professional lives suffer when we're overly focused on what others want and need...and if this is the case for you, you're not alone.

### **The Key: Support yourself first**

Boundaries are critical to your success and happiness.

Mentally detaching from - or minimizing the time spent - on people or situations that don't serve you creates space for you to *thrive*.

When you notice yourself getting overinvolved (you'll know because you feel angry and/or drained), it's time to step back, speak up and plug into your own work and life.

This sounds simple but can obviously be quite complex. So start with giving yourself permission to create some space. Then get creative about how you can make that happen.

If you're stuck, ask for support from those you trust or work with a professional to help you. Boundaries are rarely just one and done. They require consistent practice and patience. But getting your time, energy and sanity back makes that process more than worth it.

## **6. Success Challenge: Ignored intuition**

Women's intuition is a *superpower*.

While I've always relied on my intuition to guide my business and life, I realize that not one successful woman I know has reached the top without trusting her inner voice.

Not everyone feels comfortable using intuition as much as intellect, especially when it comes to work. Some even suppress their intuition because it scares them. Intuition cuts through our inner chatter and lets us know how we're really supposed to work and live...and even if that's good, it can still make us nervous.

## The Key: Listen to your inner voice

Using your intuition is often the only way to get *through* to the success and happiness you want. When you rely on your smarts alone, your dreams usually fall short.

Trust that voice in your head that says it's time for a pivot. Follow your instincts (not the crowd) as you move to that next level. Know that while you're successful on the outside, you still can have more joy and peace inside.

Your inner voice is the voice of your spirit...and your spirit wants the absolute best for you. So leverage that power - and support it with every ounce of your knowledge and skill - to make the positive, meaningful change you're ready for now.

## 7. Success Challenge: Upper limiting

When I trained as a coach with the Co-Active Training Institute years ago, our "Process" class was probably the closest to what I'd learned as a psychotherapist about helping people to be with - and work through - their emotions.

We were taught to take clients (metaphorically) "down the tube" and hold space as they felt pain, fear or anger - and to take them "up the tube" to feel as much joy, happiness and excitement as they could handle.

While many went down the tube easily, most got stuck going up! Happiness can be more challenging than sadness at times...either because we're not used to it or it can make us feel vulnerable.

When we apply that to success, it's easy to get scared, think small and even feel guilty. Success forces us to stretch, change our beliefs and habits and show up as our best selves...and that can feel like a tall order.

## The Key: Trust and allow your success

You were born to be successful. You were born to be happy. You were born with gifts that no one else possesses in the unique way that you do. There's no requirement to share those gifts through your work, that's your choice. It can certainly make work easier and more enjoyable though.

From a spiritual perspective, most of us have barely scratched the surface of how wonderful our work and lives can be.

What do you REALLY want professionally and personally? What would be even BETTER than that?

Be honest with yourself and open to your answers and the creative solutions that can guide you.

Have the courage to speak your dreams - then take the actions that will help you to live them.

Consciously and lovingly work with your own upper limits and the inner and outer challenges you face. They do not define you and your light is stronger than your dark.

You are a GIFT and you deserve the absolute BEST the world has to offer.

Thank you for being part of my world and my vision...don't hesitate to [reach out if you want my support.](#)

Courtney

## Next steps...

**1) Now that you're part of the **Courtney Parks Coaching Community****, keep an eye out for more great info in your inbox including articles on loving your work and creating success the easy way - plus news about events and special coaching offers too.

Be sure to add [courtney@courtneyparks.com](mailto:courtney@courtneyparks.com) to your whitelist and check your bulk, spam or promotions folder (for Gmail users) if you don't see messages in your inbox.

Privacy is very important to us; we will never rent, sell or share your name or email address with any other organization. At any point, you can select the link at the bottom of every email to unsubscribe.

## 2) I love connecting on social media and here's how we can stay in touch there...

- [Facebook profile](#)
- [Facebook page](#)
- [Instagram](#)
- [LinkedIn](#)

**3) If you're ready to reach your next level of success**, my [Free Consultation](#) is a chance to chat with me privately about your business and career and find out how coaching can help you to create more income, more happiness and much less stress.

**Schedule your consultation with me at [courtneyparks.com/freeconsult](https://courtneyparks.com/freeconsult)**



**Courtney Parks, MA, CPCC** is a Business & Career Coach and Owner of **Courtney Parks Coaching**, a company dedicated to helping women create success professionally without exhausting themselves personally. Courtney has taught thousands of women how to love their work and make more money in less time by combining solid business and career development strategies with intuition, inspiration and personal growth. She's been fortunate to help clients double, triple, even quadruple their incomes while working less time so they can focus on themselves and their families. With a Master's Degree in Counseling Psychology from Northwestern University and certification from the Coaches Training Institute, Courtney's unique blend of skills and expertise has made her a sought after coach for the past 18 years. To learn more about Courtney and find out how to create success the easy way, visit her website at [courtneyparks.com](https://courtneyparks.com).