

Hey Lady!

WELCOME TO LEADERSHIP & CONFIDENCE COURSE PREP WORKBOOK!



Welcome! I'm Crystal Ferguson, a passionate advocate for women, entrepreneur, author, change agent and the co-founder of "Loving You Into Freedom." Growing up in Brooklyn and facing the challenges of having a loved one incarcerated, I've learned firsthand the power of resilience and the importance of finding one's voice. My experience as a White House intern at age 20 further shaped me into a confident leader and fueled my commitment to advocacy and transformative change.

I've dedicated my career to empowering women, particularly those impacted by the justice system, and advocating for racial justice. My academic background in Cultural and Deviant Studies and Public Administration has enriched my approach to coaching and mentorship.

I'm excited to invite you to join my course, "Cultivating Confidence with Crystal." This program is specially designed to help you restore your voice and embrace the leader within. We will explore your intrinsic worth, cultivate the courage to speak your truth, and make bold declarations about your life and ambitions. Together, we'll unlock your potential and navigate a future filled with empowerment and success. Let's embark on this transformative journey together, turning challenges into stepping stones towards personal and professional fulfillment.

Much love,

Crystal Jovanna Ferguson



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01

PILLAR ONE: SELF AWARENESS

*In order to lead others,
one must, Know thyself.*

Reflection Questions:

What strengths do I identify in myself today?

What areas do I need to work on, and how can I begin to address them?

Book Recommendations:

The Power of your subconscious mind
by Joseph Murray

The game of life and how to play it
by Florence Scovel Shinn

Outwitting the devil
by Napoleon Hill



PILLAR TWO: EFFECTIVE COMMUNICATION

02

We project on others how we lead ourselves.
What does my self talk look like?
How do I communicate now?
Is there empathy involved in your leadership?

effective





03

PILLAR THREE: BUILDING RESILIENCE

Recall a time when you demonstrated resilience.

What did you learn from that experience?

How can you apply that lesson to your current leadership practice?

Do you consider yourself a life student?





04

PILLAR FOUR: EMPOWERING OTHERS

What does empowering others mean to you in the leadership context?

Can you recall a time when you felt empowered by someone else?

Think about a leader you admire who is great at empowering others.

Develop a mini- action plan for fostering empowerment in your sphere of influence.



RECOMMENDED READING LIST

"Lean In: Women, Work, and the Will to Lead" by Sheryl Sandberg

Explores the challenges women face in leadership and offers practical advice on how to achieve career goals and balance work and life.

"Dare to Lead: Brave Work. Tough Conversations. Whole Hearts." by Brené Brown

Focuses on developing brave leaders and courageous cultures, essential for women leading teams and organizations.

"Becoming" by Michelle Obama

Shares personal stories from the former First Lady, illustrating how she balanced her roles and responsibilities while embodying leadership and grace.

"The Confidence Code: The Science and Art of Self-Assurance—What Women Should Know" by Katty Kay and Claire Shipman

Delivers insights into the nature and importance of confidence, especially tailored towards women.

"Nice Girls Don't Get the Corner Office: Unconscious Mistakes Women Make That Sabotage Their Careers" by Lois P. Frankel

Offers practical advice to help women navigate the workplace and step into leadership roles without compromising their authenticity.

ONLINE RESOURCES

TED TALKS

"Your Body Language May Shape Who You Are" by Amy Cuddy

This talk emphasizes the impact of body language on confidence and success, a crucial aspect of leadership.

Coursera Course: "Women in Leadership: Inspiring Positive Change"

A course that empowers women to become leaders through exploring leadership styles, challenges, and opportunities specific to women in leadership.

Harvard Business Review - Leadership Section

Regularly features articles on the latest research and ideas in leadership, with a focus on challenges and solutions for women leaders.

PODCASTS

"HBR Women at Work"

Conversations about the workplace, and women's place in it. These episodes cover topics like mentorship, overcoming doubt, and dealing with a range of workplace dynamics.

"She Did It Her Way"

A podcast featuring top female entrepreneurs who share their stories and the crucial lessons they learned along the way.

"The Broad Experience"

Tackles some of the big issues facing women in the workplace, including the wage gap, ways to assert oneself, and the juggling act of work/life balance.

ADDITIONAL TOOLS

MindTools.com: Leadership Skills

Offers a range of tools and articles focused on developing leadership skills, with practical tips and strategies for women.

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Feel free to ask follow-up questions or engage further.

Thank you Crystal

