



Women in Leadership (WIL)

#205 July 24, 2020

“Helping Women Dream BIG: It’s Your Time, Your Turn” featuring Tricia Dempsey, Career Strategist, Coach, Creator of Thrive-Her, former Founder/CEO Agile Resources

Summary: For TLG’s 5th virtual WIL program, no one could have been more inspiring, informative or invigorating than Tricia Dempsey. A record-setting participant group (100+) were online and engaged from start to finish, including many first time participants (e.g., some of Tricia’s Thrive-Her tribe) as well as Turknett’s loyal Wil followers. Everyone was enthralled to hear Tricia tell her own story – from teacher, to recruiter, to sales leader extraordinaire, to entrepreneur and 8-figure CEO to current guru to thousands of women seeking to find and live their purpose.

Tricia is truly a master communicator and relationship builder. In the virtual world, it’s as though she’s speaking directly to each person in the audience, sharing her wisdom and experiences – successes, challenges and even failures – and explaining how and why she left her old careers behind and started a completely new chapter. Listening to and learning from Tricia, you can’t help but I understand that she’s smart, innovative, caring, resilient, authentic, reflective as well as action oriented, humble and self-confident. And guess what? She’s nowhere close to being done!

Among the many valuable and often transformative insights we gleaned from Tricia’s story and her remarks, there is one that is crystal clear. She has found her joy in helping thousands of professional women answer three questions: “Who do you want to serve? What strengths do you have to apply to that goal? What impact do you want to make?” She also challenged each of us to answer the question “When was the last time you felt alive...and what were you doing?”

Background: Personal & Professional:

- Born in Wilmington, Delaware; moved to Snellville, GA at the age of 10 with family; early influencers where her dad, mom and basketball coaches
- Became 7th grade school teacher (math and language arts); Master’s degree in Education but teaching was not where she wanted to be

- First job after teaching – recruiter; small business turned in to big business (corporate career); at age 30 she started her own company
- Married with daughter and at age 32 diagnosed with breast cancer; multiple surgeries, mastectomy, AND started Agile! “Bald & bold.”
- In 2015 she successful – though not easily – sold her business to a public company; moved to Sunset, SC
- Current career began after much soul searching, figuring out her purpose: to serve professional women and help them find their purpose

Take – Aways / Key Lessons from Tricia:

- “I learned that I could transform my career and life successfully, that was exciting! Because if I had done it from having an education degree to getting into Corporate America and selling to some of the largest companies in ATL, then I could pretty much do anything I wanted.”
- “Know your stats, have your soundbites ready.”
- “People would say ‘she doesn’t really have the specific skills for a particular position, but I could make the transition.”
- “Selling / negotiating to sell my business was very hard, emotional. In the end I was the only female in the room at the table. I was friendly, cordial but firm.”
- “Family much more ready for me to transition than I knew, maybe 2 years ahead of me.”
- “Important lesson for me: when you’re at home, be 100% present.”
- “Never too late to turn the corner and go in a different direction.”
- “Found myself crying everyday trying to figure out what I wanted to do next (when I was no longer an everyday mom or leader.)”
- “I decided I wanted to work with / reach a certain audience, one not often able to receive coaching.”
- “Women often have one foot on the gas and one on the brake in life.”
- “Progress not perfection – the gospel of Thrive-her. Micro steps to make massive actions happen.”
- “Some women just need to find a side hustle / side business or gig. Something to feel connected.”
- “On a scale of 1 to 10 - How certain are you of your purpose? – if you’re 9-10, you’re in your sweet spot / where life happens / a promoter score. Mid-range is neutral. Below 5, you’re not sure.”
- “Your purpose is NOT about YOU! When you really feel alive is when you’re serving who you’re supposed to serve.”
- “Our strengths are like our super powers, what others know about you, and seek you out for.”

- "When you're living your purpose: 1) it provides a filter for decision making; 2) there's a sense of fuel; and 3) you feel fulfilled."
- "What is my Big Hairy Audacious Goal (BHAG)? To coach 10,000 women worldwide!"
- "Take time in the morning to be intentional. I try to segment intentionally, for each person I'm coaching etc."
- "Failure comes with learning. We women need to get over our fear of failure. Love failure!"
- "Do coaches need certification? I think you need to know your audience and what they feel is credible."
- "Always important: consistency and practice."
- "As a coachee, I would say COME AS YOU ARE."