

OWN YOUR

The Secret to **Influence,**
Impact and Unstoppable
Confidence

ACE WOMEN'S
Network[™]
Michigan

June 16, 2025
Kellogg Center, East Lansing, Michigan



@HeyMimiBrown

www.AmpUpSuccess.com



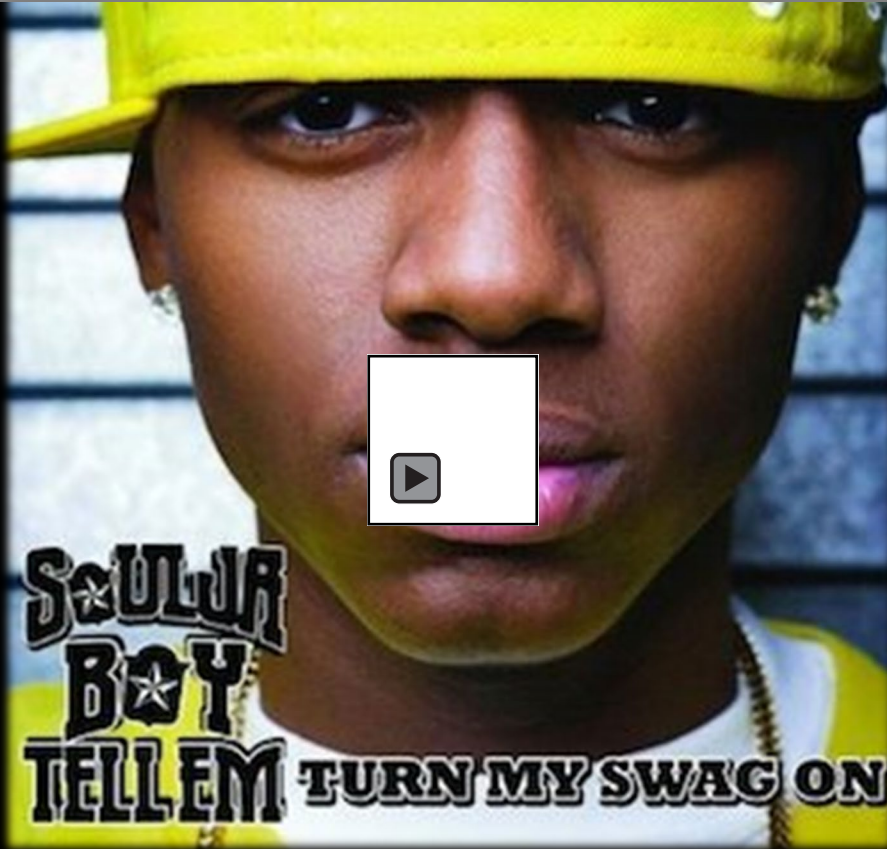












SWAG!



The courage and
confidence to
unapologetically
and authentically
BE WHO YOU ARE.



STUFF
WE
ALL
GET



STUFF
WE
ALL
GOT

THE PROBLEM WITH *SWAG!*



***ACTIVATE
YOUR***

SWAG!





**SHOUT
IT
OUT!**



facebook.com/
HeyMimiBrown



@HeyMimiBrown



@HeyMimiBrown

#AMPUpSuccess
#OwnMySwag







***STEPS TO
OWN YOUR***





**STEPS TO
OWN YOUR**

SWAG!

1
2
3

Clarify *your*
confidence

Communicate
your value

Connect *with*
authenticity

A large, bold, red letter 'C' with a white outline and a subtle drop shadow, positioned on the left side of the image. The background behind the 'C' is a textured orange-brown pattern.

***CLARIFY YOUR
CONFIDENCE***



Grocery store

Inventory



When was the
last time you took

Inventory

of what makes **YOU** great?



INVENTORY

S

SUCCESS

Your accomplishments
and achievements

W

WISDOM

Your jobs, education, life
experiences and
upbringing

A

ACTIVITIES

Your experiences and
environments that bring
out your energy

G

GIFTS

Your natural strengths,
talents and gifts



SUCCESS

What have you accomplished in the past at which you are particularly skilled?

What is an achievement of which you are proud?

For what have others commended you?



WISDOM

What academic experiences shaped your thoughts and values?

What have you learned from role models, civic involvement, clubs or fraternal organizations?

About what subjects do you know more than do others?

What failures, disappointments or traumas have you overcome? What did you learn?



ACTIVITIES

While doing what activities do you lose track of time?

In what activities have you found yourself totally absorbed?

What gives you energy?

What moments, experiences and/or environments bring you into a state of “flow?”



GIFTS

What are your natural talents and strengths?

At what are you exceptionally good?

List any skills at which you "kick butt"

“I took three years just to myself—to **relearn myself, my self-worth,** what it is that I want, **what I can contribute...** I can't be what I need to be for my kids if I'm not that for myself.”

–India Hayes

Executive Assistant in Student Life

University of Michigan





***COMMUNICATE
YOUR VALUE***



***SUPERBOWL:
WHO DID YOU
CHEER
FOR ?***



Average
spend on a
Super Bowl
commercial?



SONY





**ARE YOU
READY
FOR
YOUR
MOMENT?**





30-second Personal Commercial

30-Second Personal Commercial S.P.A.R.C

START STRONG

POSITION YOURSELF

ARTICULATE VALUE

REINFORCE UNIQUENESS

CALL TO ACTION





30-Second Personal Commercial Template

PATTERN INTERRUPTER

***HI, I'M [YOUR NAME] AND I'M A [YOUR ROLE OR PROFESSIONAL TITLE] WHO
HELPS [YOUR TARGET AUDIENCE] I SPECIALIZE IN [YOUR EXPERTISE] TO HELP
[TARGET MARKET] [SOLVE A KEY PROBLEM OR ACHIEVE A GOAL] IF YOU'RE
LOOKING TO [BENEFIT YOUR TARGET WANTS], LET'S CONNECT.***



30-Second Personal Commercial Template

PATTERN INTERRUPTER

***"HI, I'M [NAME], AND I HELP [WHO YOU HELP] DO
[WHAT RESULT YOU CREATE], SO THEY CAN [WHY IT
MATTERS]."***



30-Second Personal Commercial Template

PATTERN INTERRUPTER: *"What if I told you that the key to success isn't just working harder—it's being more influential?"*

Hi, I'm Mimi Brown, a keynote speaker and leadership coach who helps ambitious professionals and high-achieving women amplify their influence.

I teach them how to communicate with impact, lead with confidence, and own their success—so they can be the kind of leader people *want* to follow.



PATTERN INTERRUPTER : You know that student who almost gave up—until so finally saw them? That’s the part of my job I live for.”



Hi, I’m Camille, Director of Student Success and Retention. I help students—especially those who are struggling—find their footing, stay enrolled, and graduate with confidence. In the last two years, my team and I increased our retention rate by 18%, just by changing how we connect with students early on. It’s not just about programs—it’s about people feeling like they belong.

30-Second Personal Commercial Template

AUDIENCE: *Senior Leader or Provost*

GOAL: *Show strategic value + big picture results*



"Hi, I'm Camille, Director of Student Success. We've seen an 18% jump in retention rates over two years by reimagining how we connect with at-risk students.

I'm focused on scalable, equity-driven strategies that move the needle institutionally."

Why it works: It's concise, outcome-driven, and speaks their language (metrics, scale, strategy).

30-Second Personal Commercial Template

AUDIENCE: *New colleague*

GOAL: *Be approachable + relatable*



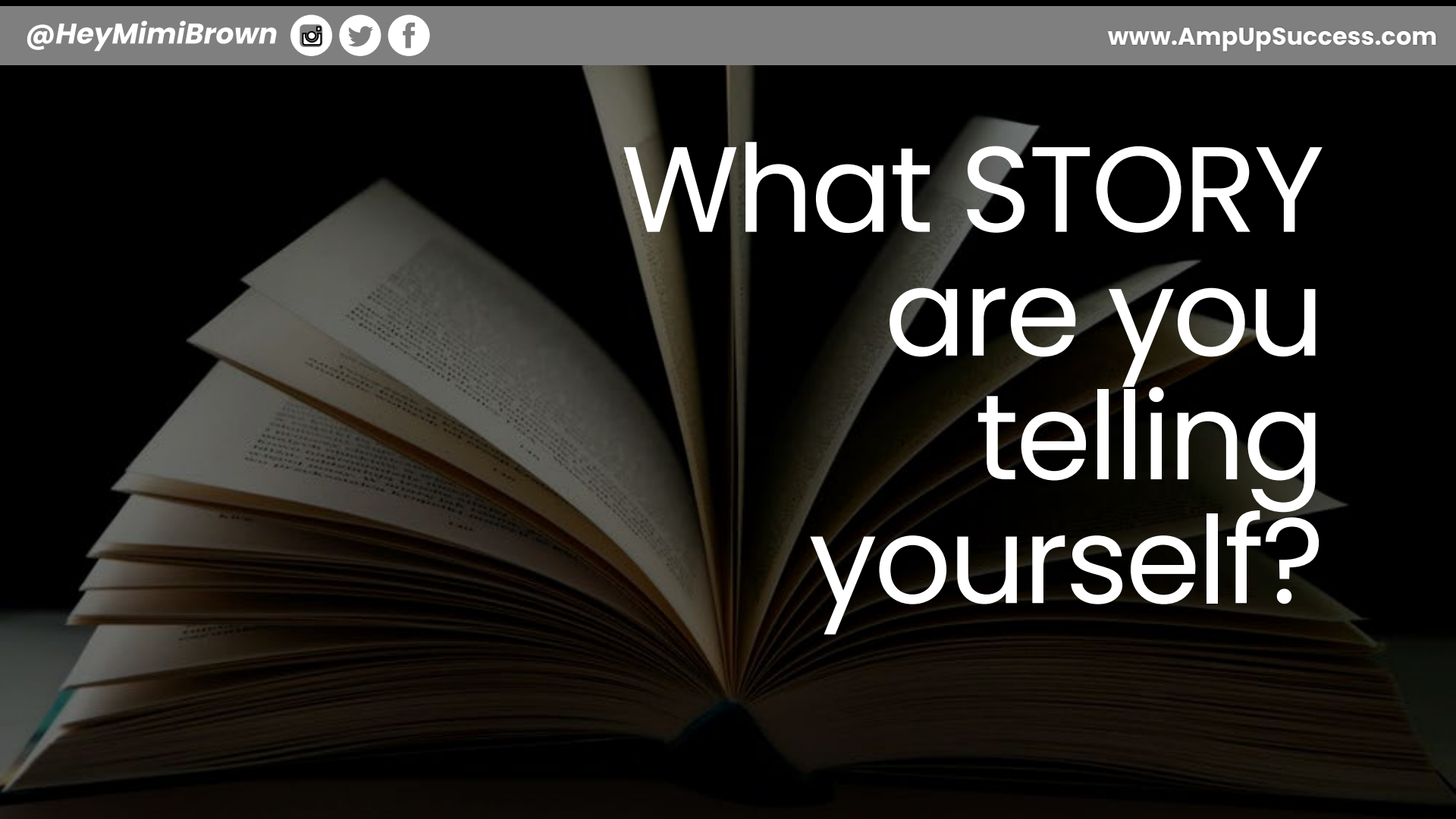
Hi, I Camille. “I work in student success—I love helping students who feel invisible realize they actually *can* thrive in college. The best part of my day is those moments where they finally believe in themselves.”

Why it works: It's conversational and emotionally engaging.



CLAIM YOUR ACHIEVEMENTS



The background of the slide is a photograph of an open book. The pages are fanned out, showing text, but the image is dark and slightly blurred, serving as a backdrop for the text.

What STORY
are you
telling
yourself?

What STORY are you telling yourself?

I like being
in the
background.

Promoting
myself
feels icky.

Great work
should speak
for itself.

My boss or
peers will
shout me out.

If I do a good
job people
should notice.

Reframe your story

REMOVE:

Self-promotion

Boastful

Taking the credit

REFRAME:

Making my work visible

I am being of greater service

I am using my talents to service people and have a greater impact



“It’s vital that you
“**advertise**” the value
you offer to those
“**shopping**” for the
strengths, values,
talents, passions and
experiences only
YOU have.”

–Mimi Brown





LEARN
TO
UNLEARN

Beliefs

If you have nothing nice to say, don't say anything at all

Don't talk to strangers

Only speak when spoken to

It's selfish to put your needs ahead of others

It matters what others think of me

Words won't hurt you

Don't show off

Say yes to every opportunity

Failure isn't acceptable

“

My work speaks for
itself, but I also
make sure **my name**
is tied to it.

”

–Holly Locke

Data Architect

Lansing Community College





How do you
“make your
work” visible ?



**BRAG YOUR
SWAG!**



60 SECONDS OF MADNESS

How did it feel to

**BRAG
YOUR**







Learning how to accept **COMPLIMENTS**

Own your **VALUE**

List your
achievements
weekly

Snag a
mentor

Hire a career
or life coach

Imagine
yourself in the
third person

Do a
nomination
award swap

Get a “brag”
partner



CONNECT
AUTHENTICALLY

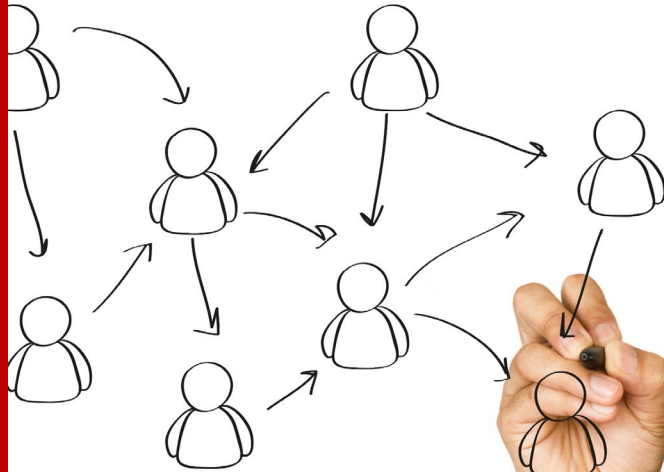
A photograph of two women in a call center. The woman in the foreground, Linda, is wearing a white shirt, a dark vest, a headset, and large hoop earrings. She is looking down at a keyboard. The woman in the background is also wearing a headset and a dark jacket, looking at a screen. The name 'Linda' is overlaid in large white text on the right side of the image.

Linda

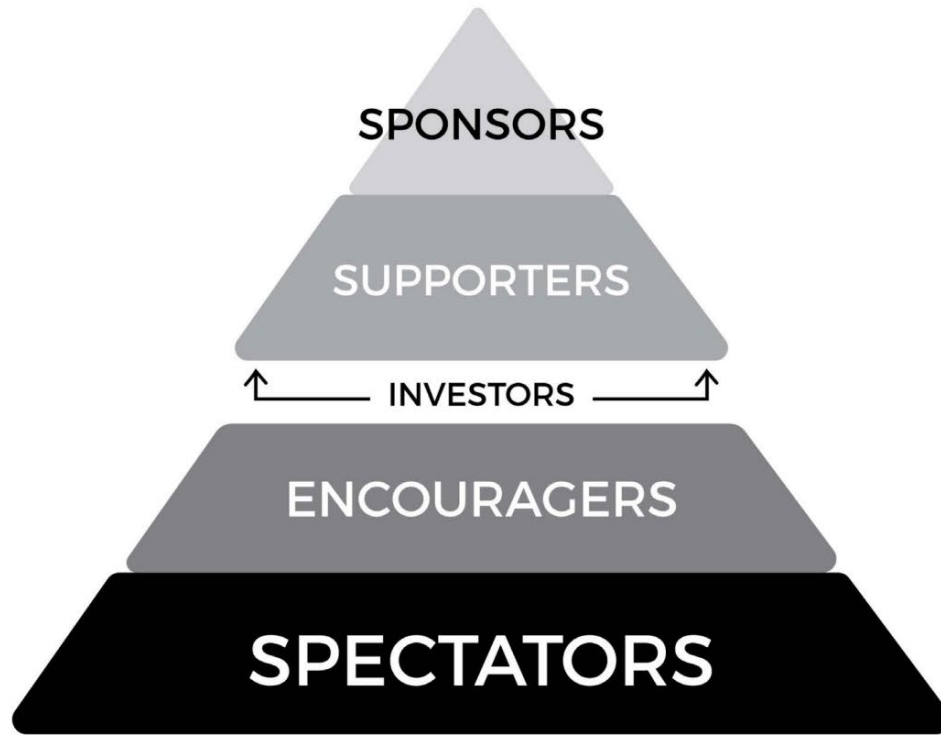


It's not **WHAT** you
know, and it's not **WHO**
you know, but
WHO KNOWS YOU!

Social Network



**MAP
YOUR
POWER
NETWORK**



* Developed by Career Thrivers



- First impressions happen online
- Digital business card-and your resume 24/7
- You're one post away from opportunity
- Thought leadership platform
- Your quiet wins deserve loud APPLAUSE
- Build professional "receipts"
- Show up and be present



Amelia Mimi Brown, CSP

Motivational Speaker ● Transformational
Leadership Coach ● TedX Speaker



**LET'S
CONNECT
TO YOUR
POWER
NETWORK**

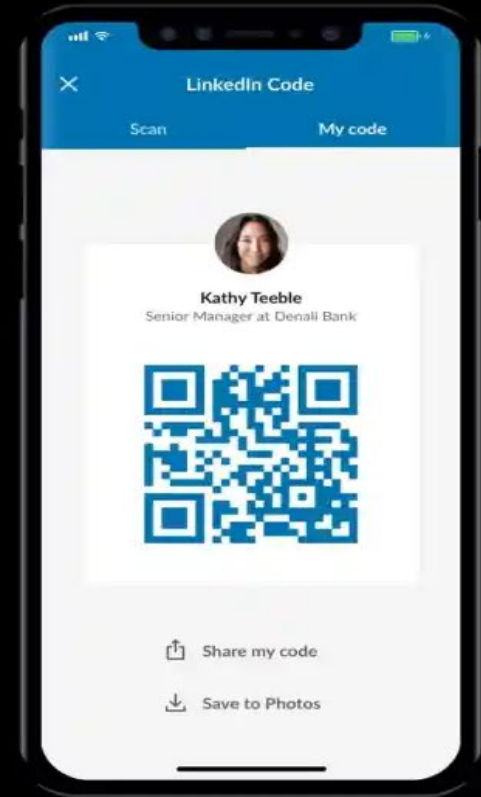
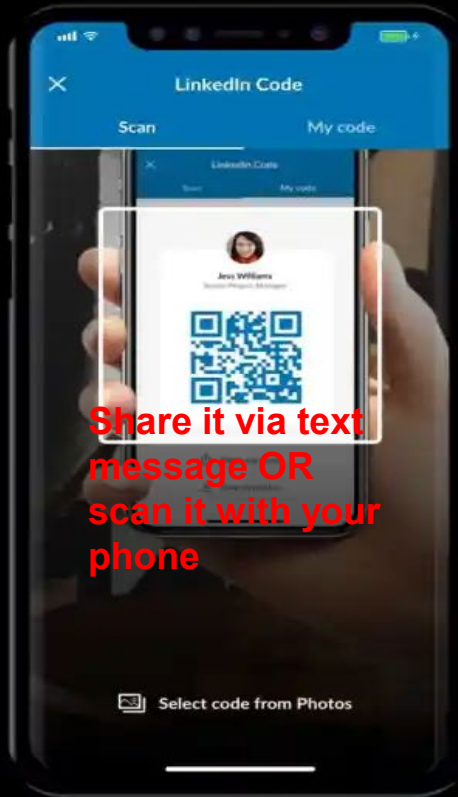
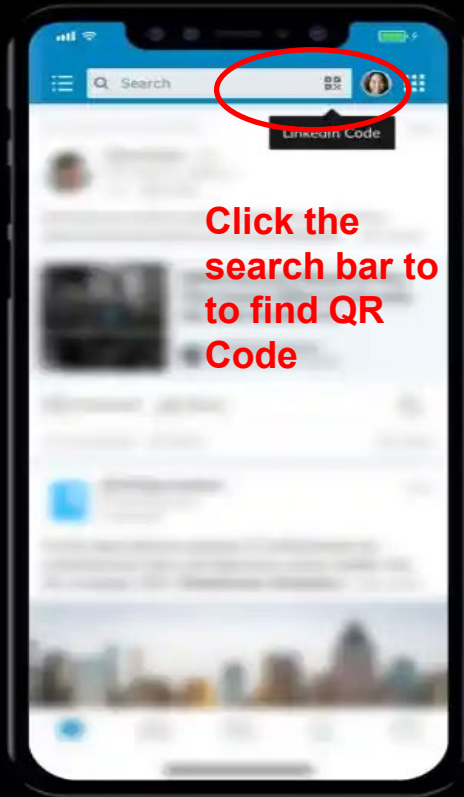
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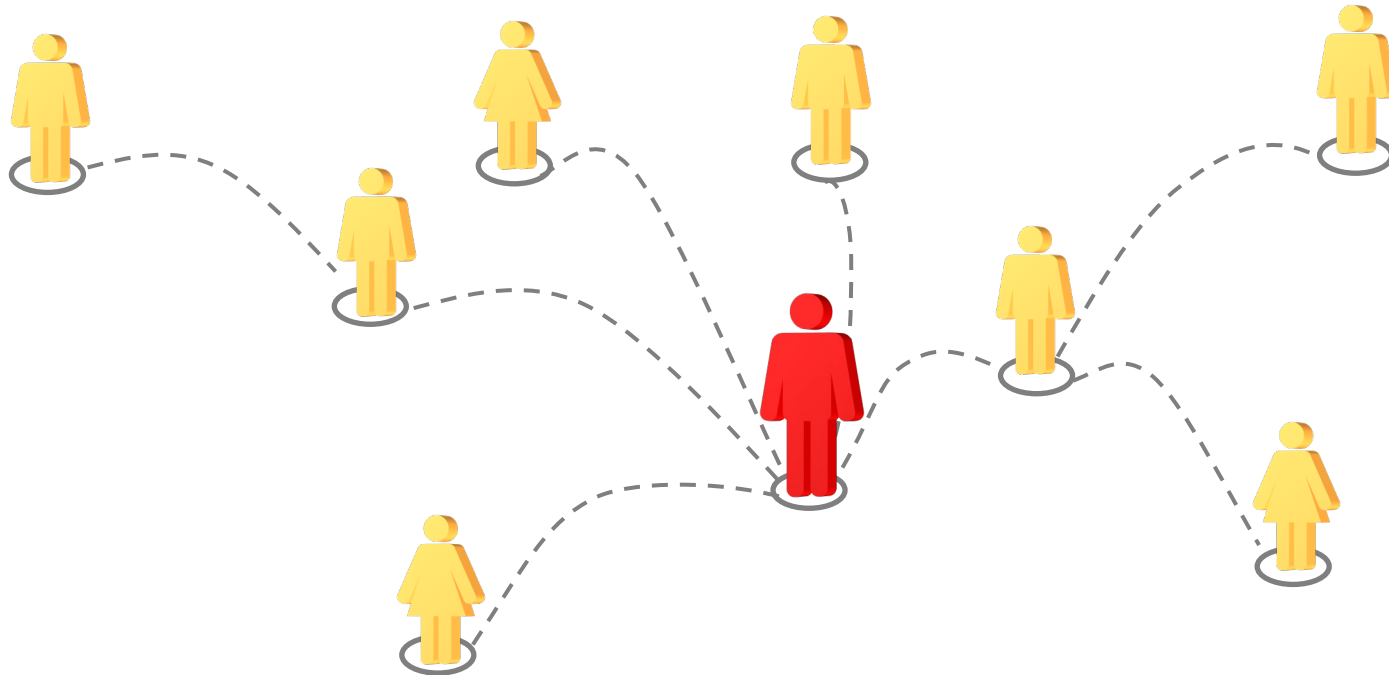
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1. Open OR Download the LinkedIn App from the APP store

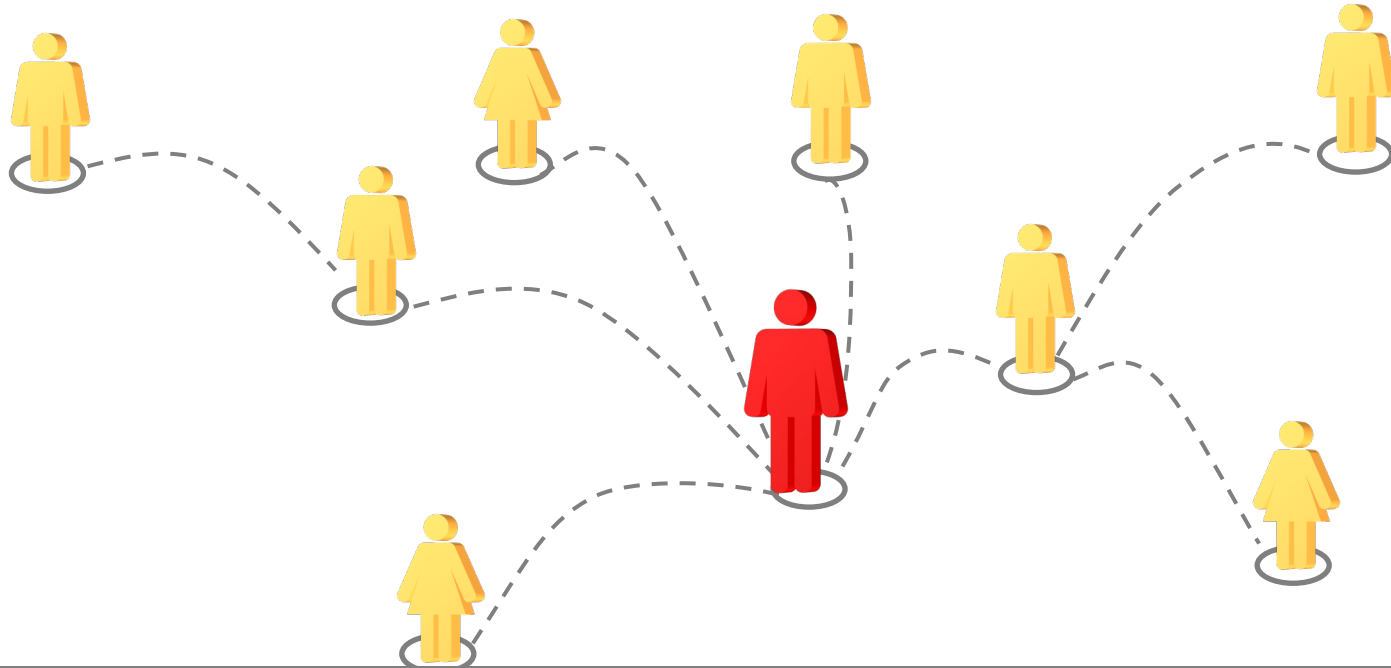
2. If you're not on LinkedIn or you don't have the APP downloaded already, use the NOTES App in your phone



Identify and Connect



3 People in 3 Minutes



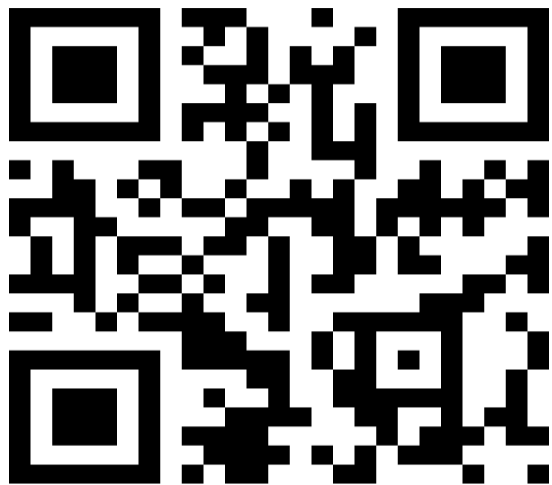


Hi! I'm (insert your
name), and one
way I bring value
is...



Give feedback to Mimi

1. Scan this QR code



or go to talk.ac/mimibrown

2. Enter this code on the screen

SWAG

Powered By





TAKING OFF...





SOMETHING OPRAH TAUGHT



Acknowledge

acid-i-ty \ə-'si-də-tē\ *n, pl acid-i-ties*
ty, state, or degree of being acid
ac·knowl·edge \ik-'nä-lij, ak-\
edged; ac-knowl-edging 1 : to a
or existence of (They acknowledged
take.) 2 : to make known that

How will you use your

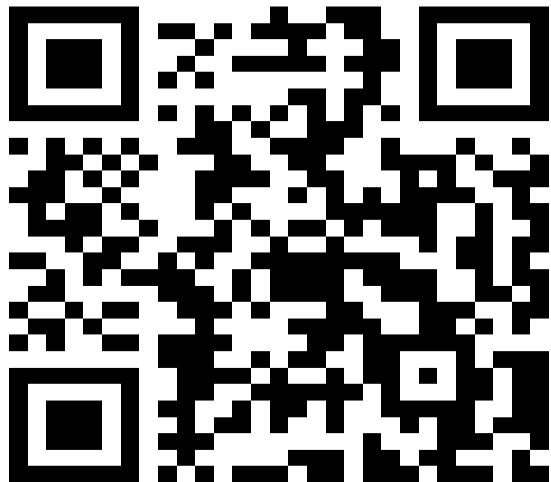


to change the world?



Give feedback to Mimi

Scan this QR code



Or go to

<https://talk.ac/mimibrown>

and enter this code when prompted

EMPOWER



@ HeyMimiBrown

AMP UP!
Success



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Mimi Brown