

BILLION DOLLAR **RESILIENCY**

Jamie Kern Lima

Founder, IT Cosmetics; *New York Times* Best-Selling Author

Jamie Kern Lima started IT Cosmetics from her living room and grew the company into the largest luxury makeup brand in the U.S., then sold it in a billion-dollar deal to L'Oréal, making her the first female CEO of a brand in their 100+ year history. Jamie is a recognized thought leader, #1 *Wall Street Journal* and *New York Times* best-selling author and an active philanthropist. Jamie has donated over \$40 million to help women face the effects of cancer with confidence and is donating 100% of proceeds from her new book *Believe IT* released in February 2021.

Jamie Kern Lima shares key lessons on how your greatest source of self-doubt can actually become your greatest source of encouragement and impact. Jamie shares how leading from a place of “knowing” can guide leaders through nos, setbacks, and discouragement and towards believing in what they have.

Reflect

After listening to Kern Lima, what resonated with you? What idea spoke to you or sparked something in you? Spend some time reflecting below.

Embrace Your Knowing

Kern Lima shares how her “knowing”—which came from deep conviction—led her courageously through nos and setbacks. What is a current “knowing” that you may be feeling the need to act upon? (For example, business venture, team project, personal parenting decision, etc.) Describe it below.

Responding to “No” and Self-Doubt

What types of responses and reactions do you find yourself having when you hear “no” and the self-doubt gets louder?

How have you overcome reactions to “no” and self-doubt in your past?

In what way can you change your reaction to “no” and handle self-doubt in stronger way?

As a team, take time to share how nos and self-doubt effect you, and how you want to move forward in strength.

Engage Your Knowing

Kern Lima reminds leaders that personal conviction, mission, and vision help leaders to lead forward through “no” and opposition when self-doubt shows itself. List, in as few, detailed words as possible: your *calling*, *conviction*, *mission*, and *vision* for yourself or your team that can drive you today.

Act

Based on your time of reflection, what is the ONE learning that you can apply to your leadership in this coming week?