

# Feminine Courage: Making It *Work* for You!

## Feminine Courage Questions to Ponder:

- What's your courage definition?
- How might your life change if you discovered that some of your everyday behaviors demonstrate profound courage?
- Curious about why only 11% of over 750 women researched perceived themselves as courageous? Are you in this group? Wish to know their secrets?
- What allows only a small percentage of women to actively claim their courage?

Opportunities for courageous leadership occur nearly every day. Unfortunately, most women do not claim courage as one of the primary virtues they display at work. Many people believe that courage is only relevant during particularly perilous times. As a result, women don't perceive exploring new ideas, confronting gossip, transitioning to a new career, transcending rejection or taking initiative to face the hard facts as courageous leadership moments.

The true meaning of courage comes from the old French word *corage*, meaning "heart and spirit." Women have always acted from their hearts, but cultural and masculine notions of courage focus on heroics and physical courage; hence, discounting the value of feminine courage.

Based on over twenty years of original and groundbreaking research, internationally published author Sandra Ford Walston discovered that only 11% of the women who perceived themselves as courageous had the inner spirit to hurdle the challenges of everyday life. These findings shaped her first book, *COURAGE The Heart and Spirit of Every Woman/Reclaiming the Forgotten Virtue*. This research yielded a concrete advantage for the women who defined themselves as courageous.

## What the attendees will learn:

- the true definition of courage
- qualitative stats assessed from over 750 survey forms
- the secrets of the courageous 11% of women who perceived themselves as courage
- hindrances to integrate feminine courage
- outcomes/benefits of feminine courageous leadership

My research exposed that there is a direct correlation between a woman's success quotient and her courage quotient such as speaking up during a company meeting to overcoming an obstacle that hinders professional advancement. These steps are often the defining moments of a woman's career. Her second book and follow-up book to *COURAGE* is entitled *The Courage Difference at Work: A Unique Success Guide for Women* explains why these issues remain today as stumbling blocks. In reality, each woman has the capacity to be a courageous leader regardless of her company position.

## Why Choose Me as Your Chamber Speaker?

For over 20 years as a global speaker and author of three books, I have researched feminine courage behaviors and studied the impact on the human condition. I have defined the concrete courage action skills that empower women to develop personal courage and how to apply it in everyday capacities.

I taught for nineteen years at the University of Denver “Women Working with Courage: How to Claim, Apply and Rely on It at Work.”

**Summary:** This empowering presentation with interactive icebreaker reveals how women can reclaim this dormant virtue, develop it as a resource at work and at home, learn to draw on it, and even en-courage others to find courage in themselves making courage contagious. Without courage, a key part of spirit is lost.

- “Courage is the forgotten virtue because women do not recognize their everyday actions as significant.” – Sandra Ford Walston, *COURAGE: The Heart and Spirit of Every Woman/Reclaiming the Forgotten Virtue*
- “Indeed, we will know that we have achieved equality when women are noted and praised for their unique brand of steadfast courage.” – Sandra Ford Walston, *The Courage Difference at Work: A Unique Success Guide for Women*

**Two female endorsements from luncheon keynotes (different delivery content in both):**

1. Sandra Ford Walston, The Courage Expert, spoke April 2016 at our Annual Member Appreciation Luncheon for the Alliance of Professional Women on “Feminine Courage: Making It Work for You!” Sandra spoke with determination, passion, and enthusiasm. She was inspiring to us all as she told her story, shared her experiences, and how she came to develop her own courage which is why she received a standing ovation. I highly recommend Sandra Ford Walston to speak to any group searching for a dynamic motivational speaker.
2. Sandra Ford Walston, The Courage Expert, presentation at our April 2015 luncheon on courageous behaviors attracted a sold-out crowd and garnered an outstanding response. Her exceptional business experience along with her approachable style were both enlightening and entertaining. As President and CEO of CO Women’s Chamber of Commerce for the past 7.5 years there had only been 3 other standing ovations and it was no surprise that Sandra received one after her presentation.

Courageously yours,  
Sandra Ford Walston, The Courage Expert  
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