



READ THE DEFENSE

HOW TO NAVIGATE HARD DYNAMICS
WITH CURIOSITY, NOT FEAR

THE POWER OF ACRA



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FOUNDER & CEO



ENERGY



I'VE BEEN IN THE ROOM



27
Teams



24
Teams



23
Teams



16
Teams



22+
Conferences



4
Championships



23+
Bowl Games



5
Super Bowls



3
Masters



4
Derbies



8
All Star Games



2
Award Shows



38+
Companies



8+
Companies



6+
Major Nonprofits



“STRONG WOMEN IN
THIS INDUSTRY...”



STEP 1

NOTICE THE PLAY

THE TRIGGER MOMENTS...

I'm constantly interrupted

I was left out of a decision

My ideas are consistently dismissed

Jokes are made at my expense

Someone speaks to you with a sharp or dismissive tone

You're literally the first and only female in the room, and the energy shifts when you walk in

It's a Good Ol' Boys club

They give me orders vs ask my opinion

I'm left out of social events



STEP 2

DECODE THE DEFENSE

THOUGHTS > FEELINGS > ACTIONS > RESULTS

THOUGHTS

FEELINGS

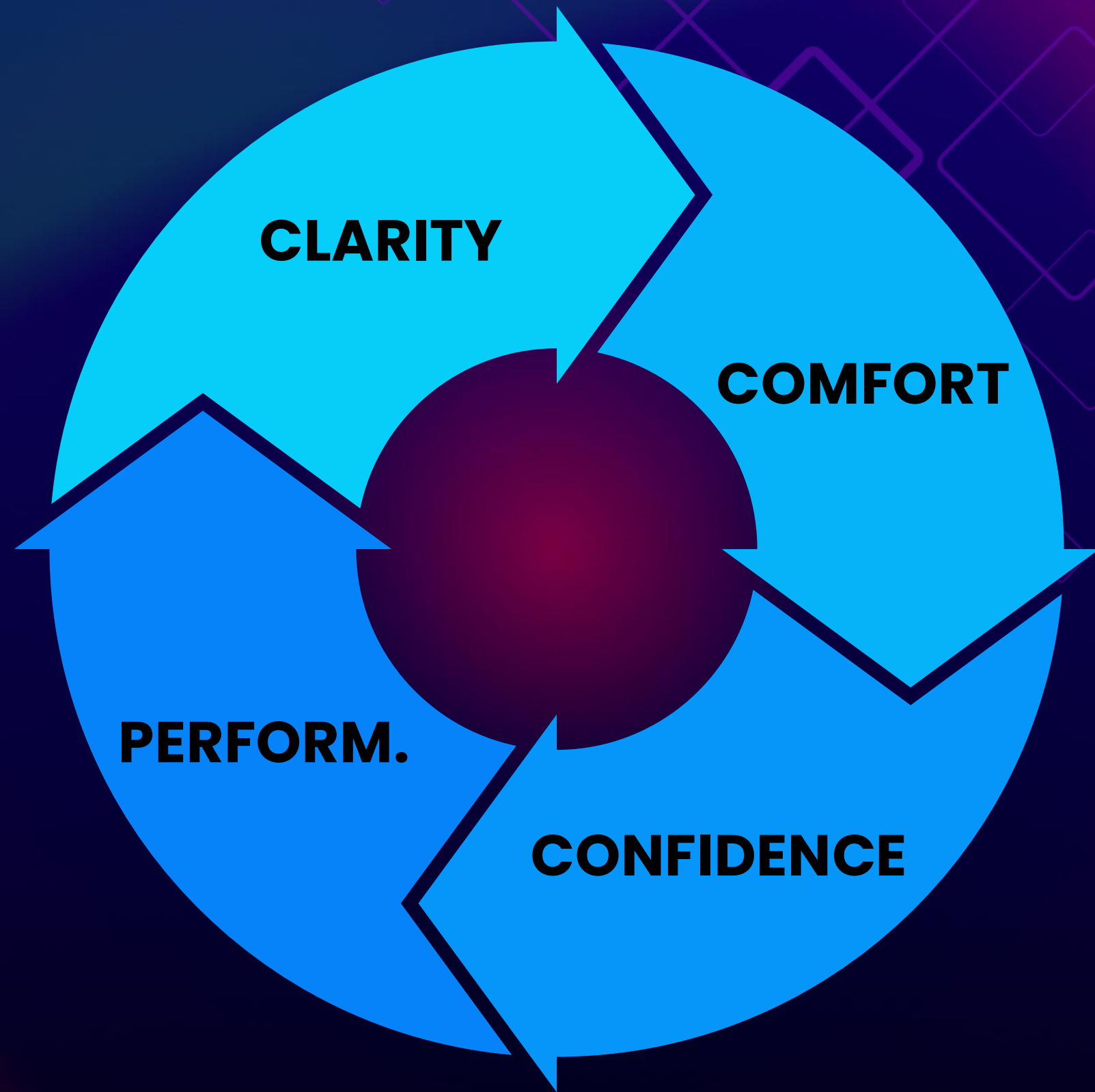
ACTIONS

RESULTS



STEP 3

GET CURIOUS



QUESTIONS TO BREAK THE LOOP

Clarifying Questions

- Use when something feels off/vague/incomplete and you feel yourself making assumptions

Alignment Questions

- Use to reset expectations, priorities, or direction without challenging authority

Boundary-Holding Questions

- Use these to hold your space calmly... without apologizing, shrinking, or escalating.

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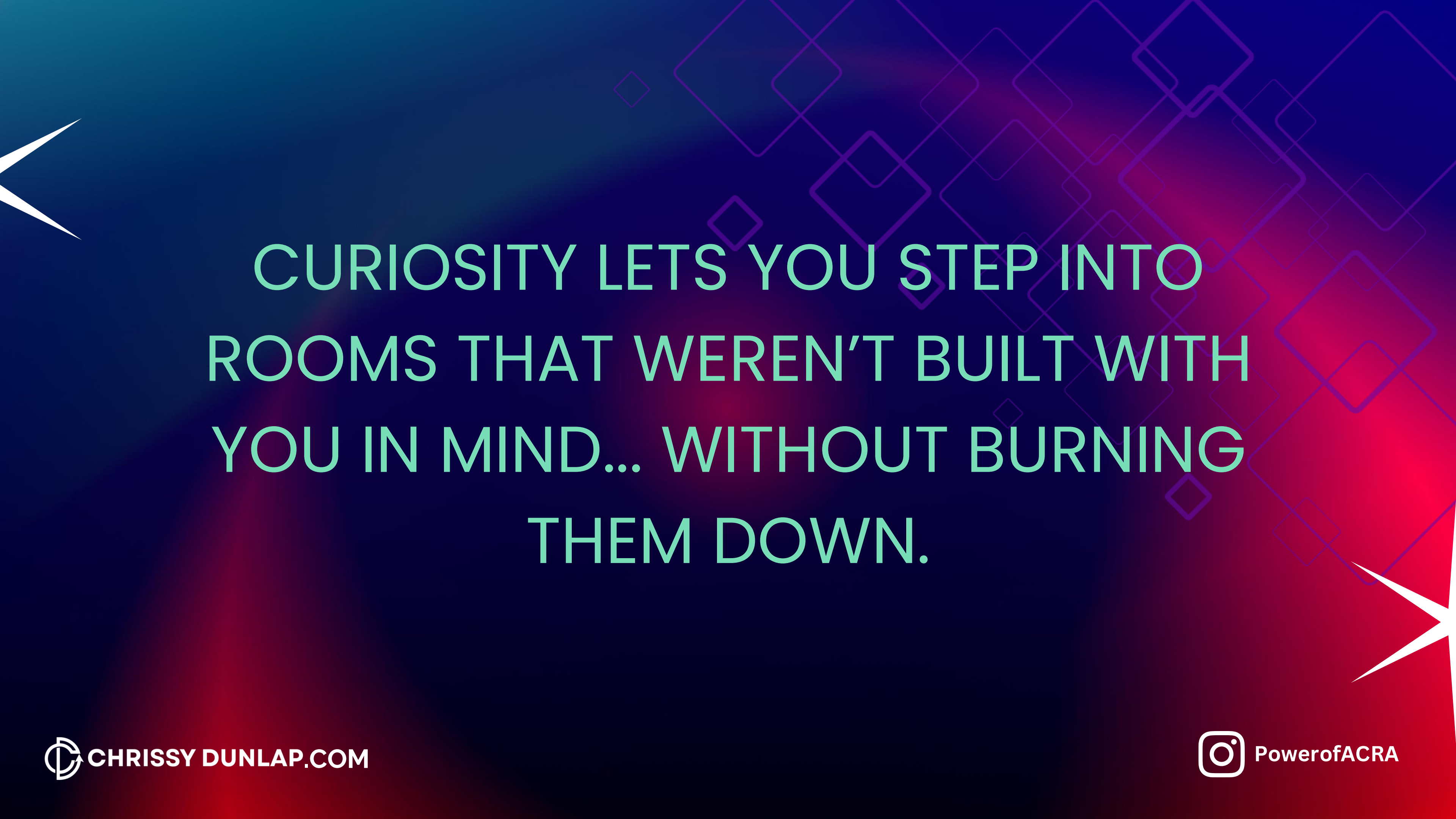
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CURIOSITY LETS YOU STEP INTO
ROOMS THAT WEREN'T BUILT WITH
YOU IN MIND... WITHOUT BURNING
THEM DOWN.

I Love, Respect & Appreciate

YOU!

Let's connect on
LinkedIn!

