

# BEING YOUR AUTHENTIC SELF

**10**  
**TOP TIPPS**

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# AUTHENTICITY IS THE BASIS FOR CHARISMA

Charismatic leaders create strong connections with others by authentically showing their personality facets. However, being our authentic selves can feel risky in our screen-obsessed world. We often balance inner and outer aspects of ourselves to better fit in, be more successful, and be accepted by others. We are wanting to find "our place" in society, and we want to be respected for who we really are and what we have to contribute.

Our society strives for perfection and defines success by our income or status, not by how well we live our values every day. So how are we supposed to be authentic, despite the messages that try to convince us to be someone else?

On the following pages, you'll find my top 10 tips on how to implement what I call AUTHENTIC INTELLIGENCE™ in your everyday life.



I am wholeheartedly dedicated to empowering female leaders to connect with their authentic self so that they can sparkle from the inside and lead and communicate with charisma.

Before I decided to follow my calling in 2019, I had an over 20 years long corporate career that took me through all levels of the hierarchy. I started as an assistant in the 1990s and managed to climb up the whole hierarchy ladder until being appointed to the Executive Committee of an international pharmaceutical company in 2015.

I took over my first team when I was 27. At the time, I was working in a large European automotive plant, in a work environment where 80% of the employees were men. And what a headwind I faced! For many of my male colleagues, it was unthinkable to accept a young woman (a "girl!") in my role as a communications leader supposed to talk about cars and technology!

Those were pretty tough times for me early on in my career and I learned how difficult it can be to stay true to yourself while positioning yourself as a talented leader. And yes, I fell into the trap of making the mistake of ruminating about how I SHOULD BE to be successful instead of getting clarity of who I WAS!

When I finally opened my eyes I realized how many other leaders, especially young women, were struggling with similar challenges. So I decided to drop my corporate career and to make it my mission to help other women to step up and into their authenticity. And when you step into your authenticity you will start to shine from the inside and this is how you bring in all your precious perspectives and lead and inspire others with charisma.

*Ulrike Seminati*



# 1

## Get clarity of who you are

For many of us, our authentic self is buried deep in our unconscious and we struggle to identify and manifest it. Being authentic means acting in a way that shows the real you and how you feel. Instead of just showing people a certain side of yourself, express your whole self sincerely, be it at work or in your private life. This requires self-knowledge, mindfulness and self-acceptance. What is motivating you? What is holding you back? Why are you shying away from showing all your facets including vulnerability? Explore your strengths and weaknesses, your beliefs and personal values, and make a concrete plan for how you can start living them.

# 2

## Allow yourself to be yourself

Authenticity can only manifest itself if you accept yourself on all levels as you are - internally and externally. Observe how often you think you "should" be different. A "should" is what someone else tells you to do or be in order to be successful and accepted. We end up carrying all these "shoulds" like a weight on our shoulders, thinking that the success we want can only happen if we fulfill them day after day. Therefore, examine exactly what YOU actually want and accept it without reservation. Give yourself permission to love yourself as you are - physically and mentally. By the way, you can also promote self-love by developing more compassion for others. The more love and compassion you anchor in yourself and in your life, the easier it will be for you to accept yourself.

# 3

## Listen to signals from your body

When you have understood who you are and what you stand for, and when you are ready to love yourself without restriction, the right moment has come to develop yourself further. Further development and authenticity are not contradictory. We are extremely adaptable beings, and in an ever-faster spinning world, it's important to keep learning and growing throughout our lives. But what does this mean for our authenticity? Who we are is not set in stone. You decide in which direction you want to develop and which person you want to be. The key here is to learn to encourage changes that correspond to your true self and reject those that do not. To do this, you can use a simple trick: For example, if you want to appear more confident, try to show up more confident at the next opportunity and then listen carefully to your body. How does it make you feel? Unaccustomed but somehow liberated and good? Then keep it up! Or do you feel crushed and squeezed into something? Then this was not (yet) the right step for you.

# 4

## Watch out for discrepancies

Identify discrepancies between your actions and your beliefs. When you make a remark, ask yourself if you really believe the words you speak. Are you saying these things only because someone else taught you to? Remember that we strive to simply belong. Therefore, you may act in ways that are not consistent with your authentic self. This is normal. But if you want to be authentic, you need to notice and consciously address the discrepancies between your beliefs and your actions. When you acknowledge what is true for you, you can better align your behavior with the needs of your authentic self.



## **Compare only with yourself**

How often do you think, "I'd like to be like that"? It's okay to use other people as role models. However, it's important not to fall into the trap of constantly comparing yourself to other, seemingly more successful or happier people. Keep a close eye on whom you follow on social media and how they make you feel. Remove any accounts that leave feelings of self-doubt and focus on living your own values. The only person you should compare yourself to if you want to develop yourself and your authenticity is the person you were yesterday!



## **Stick to your own business**

You certainly know the expression "That's none of my business"? This is exactly what this point is about: Stay with your own "business". Observe how much time you spend thinking about what others could do differently or what should be done differently in your living environment. It is of course normal to think about these things that are outside of your "business", but it is important that this is in the right balance with your own issues. The guidance I give to my clients is to devote at least half of your thoughts to yourself. This includes thinking about where you want to grow and develop yourself, how you can give yourself more energy and encouragement, or what you can do to live your values.



## **Follow your intuition**

Some call this "gut feeling" or "inner guidance". In our subconscious all our experiences are stored, nothing is forgotten, including what we can't consciously remember. When you learn to listen to your intuition, you access this exhaustive internal database. So why listen only to your conscious mind and neglect the wisdom of your subconscious? If you find it difficult to feel intuition at all, put a hand on your belly when you have to make an important decision and "listen" very carefully. Then try this out with smaller decisions and see what happens!



## **Communicate transparently**

To make authenticity visible and to carry it to the outside world, communicate openly and transparently. The image you present to the world should not be drastically different from how you actually are. Transparency allows you to be honest when you make a mistake. It allows others to feel comfortable admitting their mistakes when things go wrong. People respect leaders who are honest and transparent. Take the time to think about the personality traits you use at work that are also present in your personal life. Being willing to admit when you don't know something shows transparency. As you develop your unique leadership style, keep in mind how to maintain transparency in your actions and decisions.



# 9

## Speak the truth

This is such a simple suggestion and yet it makes a big difference! It is so easy to fall into a pattern of untruths for the sake of convenience, to advance some agenda, to cover up an embarrassment, or to save face. These seem to be "little white lies" that don't hurt anyone. However, the more little white lies we tell, the less accepting we are of our authentic selves because we are signaling to ourselves that we are flawed. When you authentically tell your truth, you show others that you are responsible, that you can be trusted, and that you trust others enough to show your genuine, vulnerable self. The response from others is often positive, which makes it easier for you to continue being authentic. And you signal to your subconscious that your imperfections are acceptable.



# 10

## Confront your fears

Our authentic self often feels fear, sadness, and anger. However, the difficult secrets we hide from ourselves are what make us who we really are. So explore as often as you can - and as slowly as you need to - the truth of what makes you who you are. Identifying, acknowledging, and then releasing these buried emotions and fears is exactly what allows your authentic self to shine in all its greatness. Achieving this may take time, but it opens up unimagined new dimensions for you - in terms of authentic leadership, but also when it comes to fulfilling ambitious life goals.

## IN SHORT

Exploring our true selves is a process and it takes time to rid yourself of beliefs and behaviors that no longer serve you and replace them with more authentic actions. Helpful in self-discovery is to develop a Growth Mindset and not to shy away from unpleasant insights as they carry the biggest development potential. Pay attention to what life has to teach you and stay open to learning from mistakes. This will help you grow faster and find the best ways for you to achieve sustainable authenticity.

This authenticity releases new energies and you will start to shine from the inside out. This is exactly how many people define charisma. You carry all the treasures you need to lead and communicate with charisma within yourself. You just have to allow yourself to make them visible and tangible and then stick to them when it comes to developing yourself further.

Want to explore this topic in more depth? [Book a free call with me!](#)