

Module 3: Connection – Why Your Success Lifts Others Up



One of the biggest myths about self-promotion is this:

“If I share my wins, other women will feel bad.”

Many of us have been taught to believe that success is limited, that if one woman shines, there's less light for everyone else. But that isn't true. Self-promotion only feels arrogant when it comes from ego. When it's rooted in connection, it becomes something powerful. It inspires, encourages, and uplifts!

Why Sharing Your Wins Matters

A friend once said something that stayed with me:

“If you see a woman sitting in darkness, don't dim your light to make her comfortable. Shine so brightly that she remembers she can shine too.”

Research backs this up. Studies show that women are more likely to feel inspired by other women's success than threatened by it. When one woman rises, it shows all of us what's possible. Your wins matter even more when they spark hope, build community and open doors for others.

The Fear of Standing Out

Many women carry a quiet fear: *If I stand out, I'll stand alone.*

For a lot of us, that fear started early, being told we were too much, too ambitious or too confident. So, we learned to shrink ourselves to stay accepted but real connection doesn't come from hiding. It comes from showing up fully and honestly.

Self-Promotion as Contribution

Self-promotion isn't saying, *“Look at me.”* It's saying, *“Look at what's possible.”*

There is room for every woman to thrive. Your success doesn't take away from others; it expands what they can imagine for themselves. Visibility isn't competing for attention; it's contributing to progress. As the saying goes: **you can't be what you can't see.**

We Rise Together

Progress for women has always come from visibility and community, from women who chose to speak up and be seen. Their courage didn't just change their own lives; it changed what was possible for everyone who followed. When you hide, it doesn't just limit you. It slows progress for all of us. When you shine and lift others as you climb, you never shine alone.

A Moment to Reflect

Later, in the third exercise, you'll explore how celebrating yourself creates connection and lifts those around you. For now, say this out loud:

“When I champion myself and others, I expand what is possible for us all.”

And I'll see you at the next section, our fourth C - Credibility