



jenny wood.

NYT bestselling author, *Wild Courage*
Former Google director, gTech
Writer, Harvard Business Review



jenny wood.

MANHATTAN

34 St

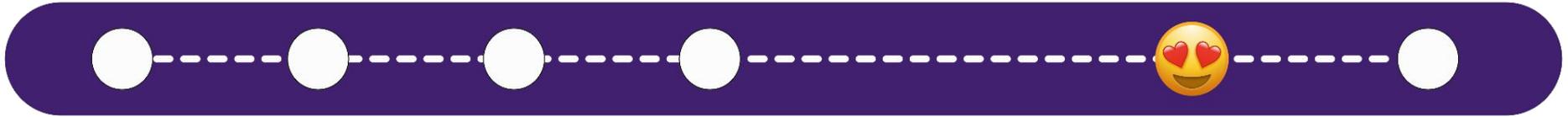
42 St

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MANHATTAN

34 St

42 St

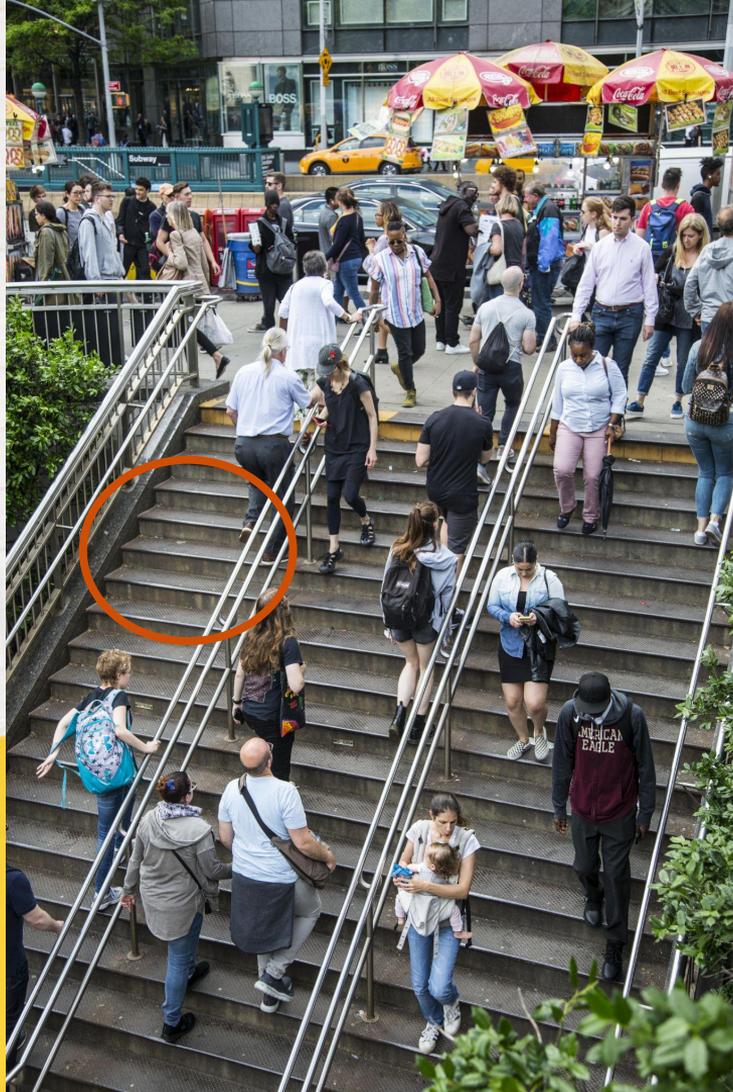
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"All the News
That's Fit to Print"

The New York Times

NEW YORK, FRIDAY, JANUARY 24, 2014

Serendipity: 1. Spreadsheet: 0.



The bride and groom entering the reception at a Hyatt Regency in Denver. Credit...Matthew Staver for The New York Times

By Lois Smith Brady

Wherever she goes, Jennifer Lee Illes carries a big, black North Face backpack bulging with items like workout clothes, a cappella singing group and aviation cards from the flying lessons she has been taking. Ms. Illes, a strategy and operations manager for Google in Ann Arbor, Mich., likes to be overprepared. On Jan. 11, 2011, when she was still living in Manhattan and working at Google, she left a rehearsal with her cappella group and boarded the C train at 14th Street, headed to her stop, 72nd.

She was carrying her backpack and a bouquet of yellow Gerbera daisies left over from an event at work. Ms. Illes spends her workdays analyzing spreadsheets and she is full of energy, enthusiasm and precision. She invariably replies to emails within minutes, with no misspellings. "She has a very clear brain," said Rakki Illes, her mother, who is a psychotherapist in Denver. "She is very clear in her thinking. She knows exactly what she wants."

As the train left 14th Street, Ms. Illes was feeling slightly less on point than usual. "I had just turned 30, which scared me," she said.

She had been searching for love and knew what kind of person she hoped to find: someone ambitious, funny, kind, Jewish, smart, not necessarily rich but definitely driven.

She was working hard to find the one —

Jewish matchmaking site — and had even created an Excel spreadsheet to chart dates that went well, or didn't, and why. (For instance: guys who liked wine bars never seemed to be her type, she said.)

On the train, she recalled, "I started looking around and noticed a really, really good-looking guy standing about 30 feet away. It's New York, you see good-looking people all the time, but I was really taken. I was thinking: 'Where is he from? Where does he live? What's he doing? Where's he going?'"

She later wrote in her journal: "I noted his outfit, which struck me as artsy. His brown boots could have raised for work boots. He had a waist-length puffy green jacket. If I had to give his outfit a residence, it would have been the East Village."

She told herself she would talk to him if he got off at her stop, but he got off at 59th Street. She took that as a sign from the universe that it was not meant to be, then just as the subway doors were closing, she changed her mind, leapt out and followed him.

"I got on on him as he was walking up the stairs," she said. "I remember thinking, 'Oh gosh, I look terrible, but here I am.' So I just went with it. I tapped her on the shoulder. I said: 'You're wearing a wedding ring. However, in the event that you're not married, you were on my subway and I thought you were cute. Any chance I thought you my business card?'"

He later said his very first thought when she approached him was that she was trying to sell him flowers. His next thought was, "Oh, an attractive girl tapped me on the shoulder. This is not so bad." He added, "It's a pretty gutsy thing to do, and that sort of thing appeals to me."

So he smiled and said, "Hi, I'm Jon." As usual, Ms. Illes was blunt. She asked how he spelled his name. (It'll be spelled it J-O-N, it would indicate that he was probably Jewish, an important item on her list. He knew exactly what kind of information she sought. He replied, "J-O-N, the Jewish way." His full name is Jonathan Michael Wood, and at the time he was 25, working at the Flatiron Jewish synagogue on the Upper West Side and considering becoming a rabbi.)

Friends say he is outgoing and open to all kinds of adventures and strangers. "Jon is a superb listener, which is part of what makes him such a magnetic personality," said Dan Rosenberg, his stepbrother and a poet. "He is also always thinking about a way to respond that will be enlightening or charming or interesting or just plain funny."

Ms. Illes dug around in her backpack for her business card, handed it to him and said, "I'm Jenny, the Jewish way." He said he would email her, and he meant it. The next night at 11:49 p.m., he sent her an email with the subject line, "Impressive."

He suggested they meet for drinks at Dive 75, a down-to-earth bar on the Upper West Side that is the opposite of a wine bar.

jenny wood.

	A	B	C	D	E	F	G	H
1	Name	Age	height	Date of 1st contact	Summary of online convo	Date booked?	My excitement level	Is he funny?
2	Barry M.	27	5'9"	10/23/2010	lives with parents, talked abt lots which is nice but, wonder if seems rea	no	3	2
3	Zach T.	36	5'8"	10/23/2010	just got back from ski trip with friends. from VT. went to Duke undergrad	yes	2	1
4	Jason K.	35	5'7"	10/23/2010	Looks familiar. Have I dated this guy before? Owns a dog, showed me a	yes	2	2
5	Adam B.	34	6'0"	10/23/2010	loves to cook (yay) and made homemade pasta last weekend. from CA	yes	1	2
6	Andrew S.	39	5'5"	10/28/2010	1st message was amazing but then he like ghosted for 10 days, wth??	no	3	2
7	Adam P.	25	6'2"	10/29/2010	adventurous, loves hiking and just got back from machu picchu with his	yes	3	3
8	Logan R.	36	5'11"	10/29/2010	Nice. Likes to read but his mother's name is Jenny. No can do. gym and	no	2	2
9	Aaron S.	25	5'10"	10/29/2010	super into live music, already has tickets for 3 shows this month; decen	yes	1	2
10	Barry S.	34	5'6"	11/1/2010	shared abt his Italy trip, sounded adventurous, totally the travel type an	yes	2	3
11	Aaron K.	32	5'8"	11/1/2010	SO many questions, felt like an interview but i appreciate the curiosity k	no	1	1
12	Ziv M.	34	6'1"	11/1/2010	super ambitious, all about his career goals, talked about work and thre	yes	3	2
13	Oscar L.	35	5'7"	11/2/2010	Looks familiar. Have I dated this guy before? Owns a dog, showed me a	no	2	1
14	Michael R.	32	5'9"	11/2/2010	hard pass. a bit too into himself. cute but no substance. think someone	no	1	1
15	Adam B.	38	5'10"	11/5/2010	loves hiking, mentioned update trails he's done and said I should join so	yes	2	3
16	Kevin L.	29	5'5"	11/5/2010	BIG basketball fan, invited me to a game w/his friends, sounds fun but i	no	2	2
17	Clay S.	38	6'0"	11/5/2010	said he wants to "fly fish the wild rivers of my soul" WHAT COULD THIS	no	2	1
18	Dan Z.	32	5'7"	11/7/2010	seems sweet, said he volunteers at an animal shelter on weekends, low	yes	3	2
19	Aaron A.	30	6'1"	11/7/2010	made these awkward jokes that didn't really land but was trying so harc	no	1	1
20	David M,	27	6'2"	11/11/2010	super thoughtful, asked me about my hobbies and even recommended	no	1	2
21	Douglas R.	36	5'8"	11/17/2010	fitness and coffee enthusiast, mentioned both like 10x, i'm undecided k	yes	2	2
22	Shawn E.	32	5'5"	11/17/2010	big on family, has 2 sisters he's close to and seems super grounded, co	yes	3	3
23	Simon E.	38	5'10"	11/17/2010	forgot to take notes and don't remeber the convo. mabye this was the c	no	1	1

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7	Adam P.	25	6'2"	10/29/2010	adventurous, loves hiking and just got back from machu picchu with his	yes	3	3
8	Logan R.	36	5'11"	10/29/2010	Nice. Likes to read but his mother's name is Jenny. No cardo. gym and	no	2	2

Row 8: Logan

His mother's name is Jenny. No can do.

13	Oscar L.	35	5'7"	11/2/2010	Looks familiar. Have I dated this guy before? Owns a dog, showed me a	no	2	1
14	Michael R.	32	5'9"	11/2/2010	hard pass. a bit too into himself. cute but no substance. think someone	no	1	1
15	Adam B.	38	5'10"	11/5/2010	loves hiking, mentioned update trails he's done and said I should join so	yes	2	3
16	Kevin L.	29	5'5"	11/5/2010	BIG basketball fan, invited me to a game w/his friends, sounds fun but i	no	2	2
17	Clay S.	38	6'0"	11/5/2010	said he wants to "fly fish the wild rivers of my soul" WHAT COULD THIS	no	2	1
18	Dan Z.	32	5'7"	11/7/2010	seems sweet, said he volunteers at an animal shelter on weekends, low	yes	3	2
19	Aaron A.	30	6'1"	11/7/2010	made these awkward jokes that didn't really land but was trying so hard	no	1	1
20	David M.	27	6'2"	11/11/2010	super thoughtful, asked me about my hobbies and even recommended	no	1	2
21	Douglas R.	36	5'8"	11/17/2010	fitness and coffee enthusiast, mentioned both like 10x, i'm undecided k	yes	2	2
22	Shawn E.	32	5'5"	11/17/2010	big on family, has 2 sisters he's close to and seems super grounded, co	yes	3	3

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7	Adam P.	25	6'2"	10/29/2010	adventurous, loves hiking and just got back from machu picchu with his	yes	3	3
8	Logan R.	36	5'11"	10/29/2010	loves to hike, has a dog, goes to the gym and	no	2	2

Row 17: Clay

Wants to “fly fish the wild rivers of my soul.”

14	Michael R.	32	5'9"	11/2/2010	loves to hike, has a dog, goes to the gym and	no	2	1
15	Adam B.	38	5'10"	11/5/2010	loves hiking, mentioned update trails he's done and said I should join a	yes	2	3
16	Kevin L.	29	5'5"	11/5/2010	BIG basketball fan, invited me to a game w/his friends, sounds fun but i	no	2	2
17	Clay S.	38	6'0"	11/5/2010	said he wants to "fly fish the wild rivers of my soul" WHAT COULD THIS	no	2	1
18	Dan Z.	32	5'7"	11/7/2010	seems sweet, said he volunteers at an animal shelter on weekends, low	yes	3	2
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Row 4: Jason

Looks familiar. Have I dated this guy before?

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14	Michael R.	32	5'9"	11/2/2010	hard pass. a bit too into himself. cute but no substance. think someone	no	1	1
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The New York Times

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The bride and groom entering the reception at a Hyatt Regency in Denver. Credit...Matthew Staver for The New York Times

By Lois Smith Brady

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She was working hard to find the one —

and had even created an Excel spreadsheet to chart dates that went well, or didn't, and why. (For instance: guys who liked wine bars never seemed to be her type, she said.)

On the train, she recalled, "I started looking around and noticed a really, really good-looking guy standing about 30 feet away. It's New York, you see good-looking people all the time, but I was really taken. I was thinking: 'Where is he from? Where does he live? What's he doing? Where's he going?'"

She later wrote in her journal, "I noted his outfit, which struck me as arty. His brown boots could have raised for work boots. He had a waist-length puffy green jacket. If I had to give his outfit a residence, it would have been the East Village."

She told herself she would talk to him if he got off at her stop, but he got off at 59th Street. She took that as a sign from the universe that it was not meant to be, then just as the subway doors were closing, she changed her mind, leapt out and followed him. "I got on on him as he was walking up the stairs," she said. "I remember thinking, 'Oh gosh, I look terrible, but here I am.' So I just went with it. I tapped her on the shoulder. I said: 'You're here on the shoulder. I said: 'You're wearing a wedding ring. However, in the event that you're not married, you were on my subway and I thought you were cute. Any chance I thought you my business card?'"

He later said his very first thought when she approached him was that she was trying to sell him flowers. His next thought was, "Oh, an attractive girl tapped me on the shoulder. This is not so bad." He added, "It's a pretty gutsy thing to do, and that sort of thing appeals to me."

So he smiled and said, "Hi, I'm Jon." As usual, Ms. Illes was blunt. She asked how he spelled his name. (It'll be spelled it J-O-N, it would indicate that he was probably Jewish, an important item on her list. He knew exactly what kind of information she sought. He replied, "J-O-N, the Jewish way." His full name is Jonathan Michael Wood, and at the time he was 25, working at the West Side and considering becoming a rabbi.)

Friends say he is outgoing and open to all kinds of adventures and strangers. "Jon is a superb listener, which is part of what makes him such a magnetic personality," said Dan Rosenberg, his stepbrother and a poet. "He is also always thinking about a way to respond that will be enlightening or charming or interesting or just plain funny."

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**Serendipity
isn't found,
IT'S MADE**

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Moment of
WILD COURAGE
on the NYC subway



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on the NYC subway



Got my
**PILOT'S
LICENSE**



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Advanced to
**EXECUTIVE
AT GOOGLE**

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**NEW YORK TIMES
Bestseller**
Translated to 12 languages



Release insane amounts of
WILD COURAGE
in the world.

Founded Google's
Own Your Career, impacting
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Ran large
**OPERATIONS
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Got my
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Moment of
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**NEW YORK TIMES
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Led teams that helped drive
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Advanced to
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AT GOOGLE**

**When you adopt
a mindset of
Wild Courage.
Your runway for
success & leadership
is endless**

jenny wood.

NEW YORK TIMES BESTSELLER

Wild Courage

GO AFTER
WHAT YOU
WANT AND
GET IT

Jenny Wood

"Your candid career coach for unstoppable growth."

—Kim Scott, *New York Times* bestselling author of *Radical Candor*

jenny wood.

Fear of
UNCERTAINTY

Fear of
FAILURE

Fear of
JUDGMENT



**Fear of
JUDGMENT**

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The **9 Traits** of People Who Thrive During Transitions

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The 9 traits of a successful leader

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Weird

Selfish

Shameless

Obsessed

Nosy

Manipulative

Brutal

Reckless

Bossy

Authenticity

Advocacy

Confidence

Work Ethic

Curiosity

Influence

Prioritization

Risk-Taking

Listening

Weird

Authenticity

Selfish

Advocacy

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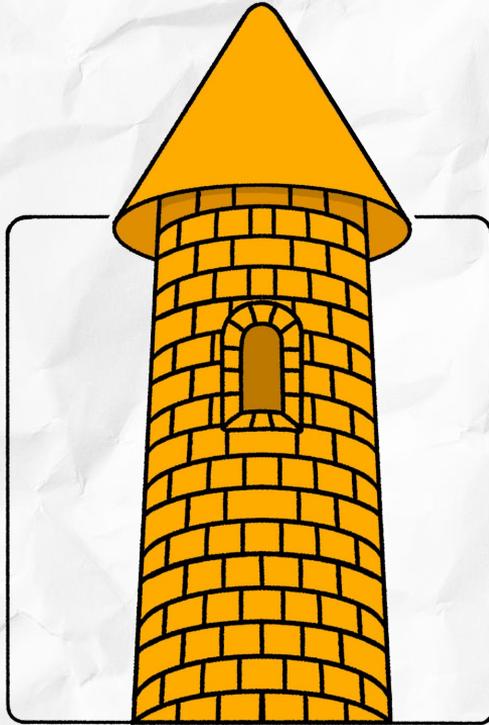
Prioritization

Reckless

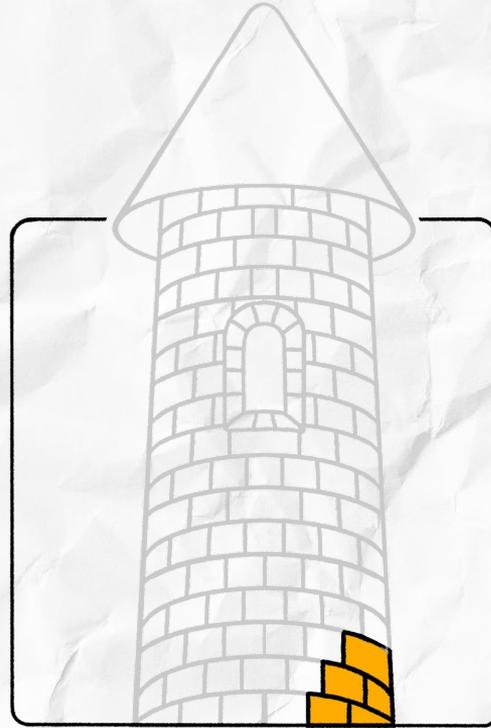
Risk-taking

Bossy

Listening



EVERYTHING
YOU CAN DO



EVERYTHING
YOU CAN DO
TODAY

jenny wood.

**Reckless.
Brutal.
Shameless.**

jenny wood.

Reckless

Redefined (adj):

*The courage to take
calculated, day-to-day risks.*

jenny wood.

Brutal

Redefined (adj):

*The courage to protect your time,
energy, and priorities.*

jenny wood.

Shameless

Redefined (adj):

*The courage to stand behind
your efforts and abilities.*

jenny wood.

Reckless.

Brutal.

Shameless.

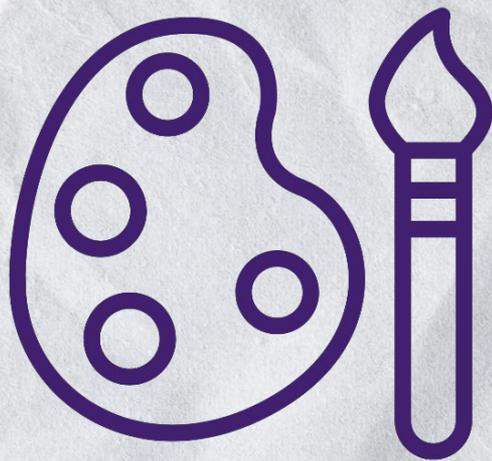
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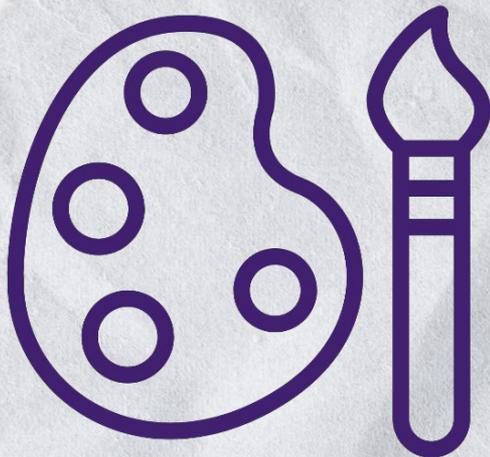
1. Rule of 3 + 1.

Rule of 3 + 1

Give three options, and make a *recommendation* to your leadership.
YOU are a Subject Matter Expert.

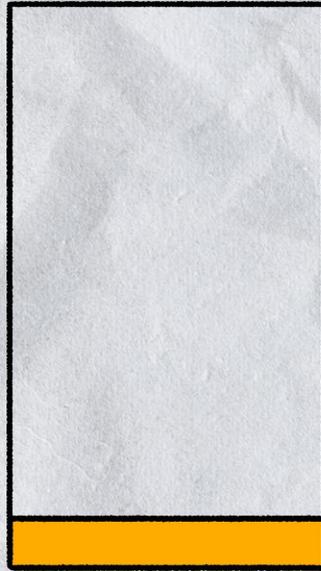


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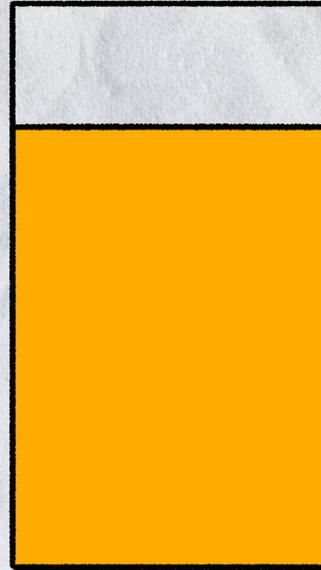


You don't need a title to
influence direction. You just
need a *point-of-view*.

THEM THINKING
ABOUT YOU



YOU THINKING
ABOUT THEM
THINKING
ABOUT YOU



2. GRAB Attention.

GRAB Attention

Lead with the punchline when influencing in meetings, & make it easy for execs to say yes.

Terrible first slide!

Too much data, unclear purpose, and unclear request

Metric	Q3 2025	Q4 2025	% Change
Revenue (\$M)	45,3	47,8	+5.5%
Operating Costs (\$M)	28,6	29,4	+2.8%
Profit Margin (%)	37,2	38,4	+1.2%
Customer Churn (%)	12,4	13,7	+1.3pp
New Customers (#)	5320	5867	+10.3%
Avg. Order Value (\$)	214	208	-2.8%
NPS Score	72	75	+3

Insights

- Revenue increased by **\$2.5M** (+5.5%), but operating costs rose by **\$0.8M** (+2.8%).
- Profit margin improved slightly to **38.4%** (+1.2%).
- Customer churn rate worsened, rising by **1.3pp**, indicating retention challenges.
- New customer acquisition grew by **547**, a 10.3% increase over Q3.
- Average order value dropped by **\$6** (-2.8%), potentially impacting profitability.
- Net Promoter Score (NPS) rose by **3** points, showing slight improvement in customer satisfaction.

Terrible first slide!

jenny wood.

Terrible first slide!

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jenny wood.

Great first slide: Goal, Request, Action, Benefit (GRAB)

Goal

Request

Action

Benefit

Great first slide: Goal, Request, Action, Benefit (GRAB)

Goal

- Increase year-over-year tourist visits by 15%.
-

Request

Action

Benefit

Great first slide: Goal, Request, Action, Benefit (GRAB)

Goal

- Increase year-over-year tourist visits by 15%.
-

Request

- Approve \$250k for the Q2 “Explore Reno” digital campaign.
-

Action

Benefit

Great first slide: Goal, Request, Action, Benefit (GRAB)

Goal

- Increase year-over-year tourist visits by 15%.
-

Request

- Approve \$250k for the Q2 “Explore Reno” digital campaign.
-

Action

- Launch social media campaign by Jan 15 across 3 channels.
-

Benefit

Great first slide: Goal, Request, Action, Benefit (GRAB)

Goal

- Increase year-over-year tourist visits by 15%.
-

Request

- Approve \$250k for the Q2 “Explore Reno” digital campaign.
-

Action

- Launch social media campaign by Jan 15 across 3 channels.
-

Benefit

- Forecasted revenue could generate \$7.5M in regional economic impact.

Great first slide: Goal, Request, Action, Benefit (GRAB)

Goal

Request

Action

Benefit

SUCCESS

YES

NO

NO

NO

NO

NO

NO

IF YOU
DON'T ASK

IF YOU
DO ASK

Reckless.

Brutal.

Shameless.

jenny wood.

Brutal

Redefined (adj):

*The courage to protect your time,
energy, and priorities.*

jenny wood.



Denver (DEN)

New York City (LGA)



Mimi >



Delivered

Please call me

"Mommy, please come."

jenny wood.

7 AM				
	7 AM Flight to New York (UA 1840)			
8 AM	Review OYC email	Randi / Jenny	7:30 AM (6:30 AM CST) OYC Breakfast meeting	Vangie / Jenny
	Update ops tracker	Alex / Jenny	Alex / Jenny	Sakina / Jenny
9 AM	9 AM Manager training slides	Narissa / Jenny	Benjamin / Jenny	Nikunj / Jenny
		Justin R / Jenny	Eric / Jenny	Lukas / Jenny
10 AM	10 AM Noa class fieldtrip	Eunice / Jenny	Taylor / Jenny	10 AM Manager workshop
		Sam L / Jenny	Rebekah / Jenny	
11 AM	OYC team call	11 AM Meet Mimi & Pa at airport	11 AM RPL strategy session	11 AM Lead town hall 2
	11:30 AM Finish manager slides	11:30 AM DNS - travel buffer	12 PM OYC NYC team working lunch	Record OYC video in studio
Noon			DNS - lunch	12 PM DNS - travel buffer
1 PM	1 PM DNS - NYC meeting prep	1 PM Performance review meetings	1 PM Lead townhall 1	
			Shayan / Jenny	
2 PM			Sara / Jenny	
			Kalam / Jenny	2 PM Flight to Denver (DL 530)
3 PM		Break	Break	
	3:03 PM Ops team interviews	3 PM GCC Offsite session 1	3 PM Ops team interviews	
4 PM	Alex / Jenny			
	4:30 PM (5:30 PM EDT) Michelle 1:1			
5 PM				

7 AM		7 AM Flight to New York (UA 1840)			
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2 PM				Kalam / Jenny	2 PM Flight to Denver (DL 530)
			Break	Break	
3 PM		3:03 PM Ops team interviews	3 PM GCC Offsite session 1	3 PM Ops team interviews	
4 PM	Alex / Jenny				
	4:30 PM (5:30 PM EDT) Michelle 1:1				
5 PM					





All I had to do was say
no to my work agenda
and say
yes to my daughter.

All I had to do was be
brutal
about my calendar.



How do
you vote
with your calendar?

jenny wood.

Sometimes it takes
WILD COURAGE
to say a word
as simple as "no."

jenny wood.

How you can get

brutal

day to day.

jenny wood.

If you have 20 meetings this week...

jenny wood.

If you have 20 meetings this week...

Skip 2 where you neither add nor get value.

jenny wood.

**If 15 people have already *replied all*
to the “Happy Birthday Larry” email...**

jenny wood.

**If 15 people have already *replied all*
to the “Happy Birthday Larry” email...**

Don't be the 16th.

jenny wood.

If someone asks you to hop on a call...

jenny wood.

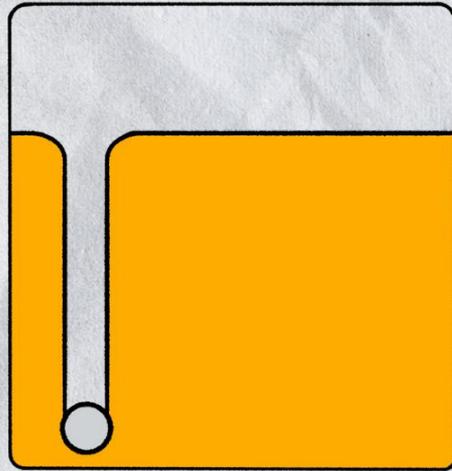
If someone asks you to hop on a call...

Give ping a try first.

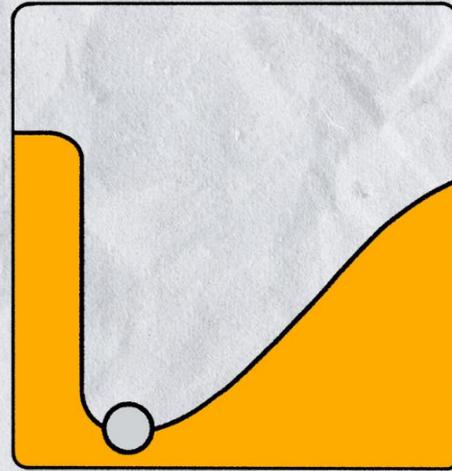
jenny wood.

○ "LET'S HOP ON A QUICK CALL"

■ PRODUCTIVITY



EXPECTATION



REALITY

3. Pull It & Bullet.

Pull It & Bullet

Influence stakeholders by being *brutal* about what you keep in an email and what you cut.

Hi Jenny,

I'm excited to talk tomorrow about the operations analyst role. My superpowers are:

- **Client solutions:** I am passionate about putting customers first
- **Strategic thinking:** I separate the important from the unimportant
- **Data insights:** I help data come to life through smart slide design

My resume is here.

Talk soon!

Annabel

Hi Pam,

Happy almost holidays!

I am excited to talk to you about the Strategy role on the Analytics team. Before we chat, I wanted to share a little more on my skills, talents, and background. There's a lot I can bring to the table.

- I've been her for 5 years during which I have worked across a number of different industries from Retail, to Finance, to Healthcare.
 - When I supported a huge customer with time-sensitive and diverse needs, it was one of my biggest accomplishments. They increased spend 30% year over year largely due to my deep partnership with them.
- I've also done a lot on the troubleshooting front, which gives me strong analytical skills. I am familiar with fast turnaround times, strong CSAT rates, and improving operations through analytics.
 - I am familiar with all the internal and external tools to be a successful analyst and I'm proactive in building my own tools. I'm always looking for ways to improve a product or system.
 - Recently, I've been investing in my insights vs data skills, as there's not point in being an analysis if you can't pull insights out of data!
- Thriving in change is something else I'm skilled at. Given how much change our teams always experience here, I'm proud of how I handle it how I always come out on the other side stronger – for me and my team.
 - One reorg resulted in my being the only person in New York when the rest of my team was in Chicago. I still hit the ground running despite this being a change I did not expect.

If you don't already have it, I'm attaching my resume. Definitely let me know if there is anything else that would be helpful to strengthen my candidacy.

Looking forward to chatting with you,

Jenny Wood

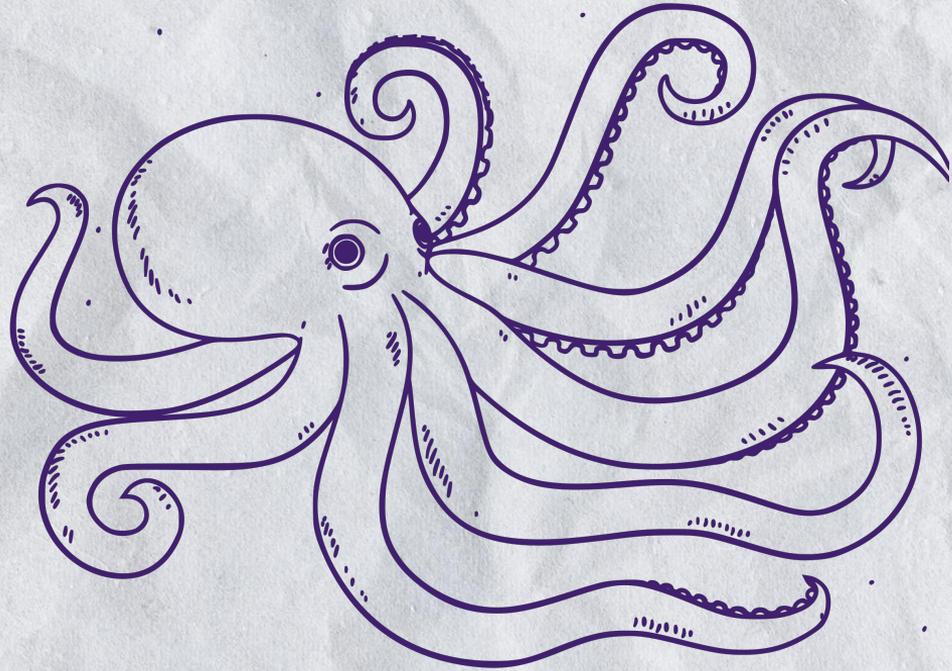
4. Tame the Octopus.



Tame the Octopus

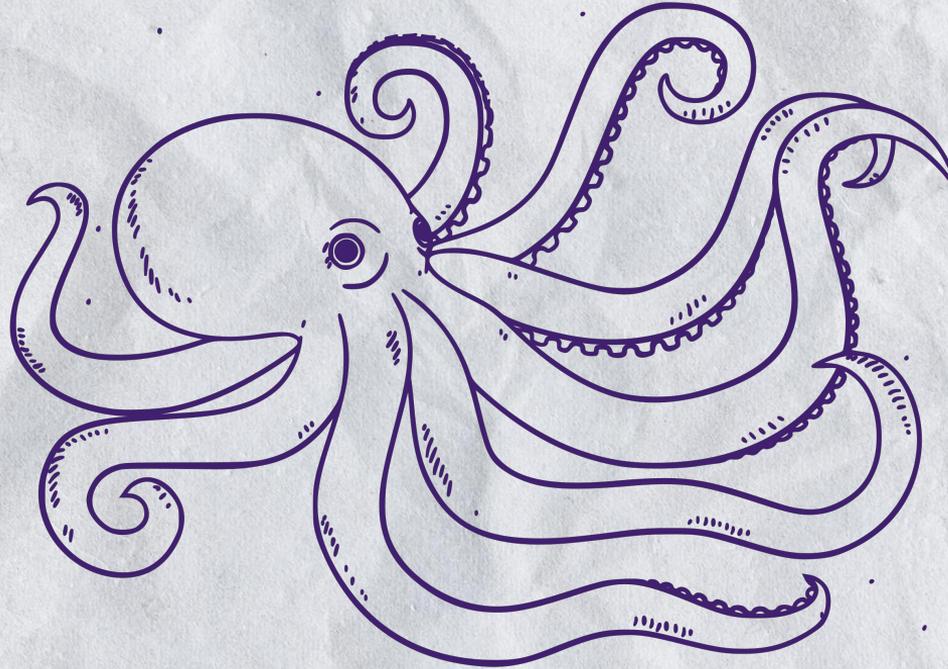
Speak with clarity and confidence,
so you are seen as a future leader

jenny wood.



jenny wood.

Jenny, what are your team's biggest Q1 challenges?



jenny wood.





PERFECTION



PROGRESS

jenny wood.

Bossy.
Brutal.
Shameless.

jenny wood.

Shameless

Redefined (adj):

*The courage to stand behind
your efforts and abilities.*

jenny wood.

5. Truths & Tales.



Truths & Tales

Separate facts and stories,
and tell yourself a more
empowering story.

Truths:

Verifiable facts

Tales:

*The stories you tell yourself that fuel
doubt, worry, or assumptions.*



Google



Tale

1. I will lose my entire identity

Truth

Tale

1. I will lose my entire identity

Truth

1. I will no longer be employed by Google

Tale

1. I will lose my entire identity
2. We will run out of money and we'll have to move out of our nice house

Truth

1. I will no longer be employed by Google

Tale

1. I will lose my entire identity
2. We will run out of money and we'll have to move out of our nice house

Truth

1. I will no longer be employed by Google
2. I will not get a paycheck every two weeks

Tale

1. I will lose my entire identity
2. We will run out of money and we'll have to move out of our nice house
3. My parents will question my choice as the breadwinner for my family

Truth

1. I will no longer be employed by Google
2. I will not get a paycheck every two weeks

Tale

1. I will lose my entire identity
2. We will run out of money and we'll have to move out of our nice house
3. My parents will question my choice as the breadwinner for my family

Truth

1. I will no longer be employed by Google
2. I will not get a paycheck every two weeks
3. My parents have always been supportive of me

Think of a change or pressure point you're facing right now:

Examples:

- Airline route changes
- Dip in convention traffic
- New city leadership
- Seasonal visitor downturn
- Tourism budget reductions
- Loss of a key annual event
- Negative press
- Personal burnout

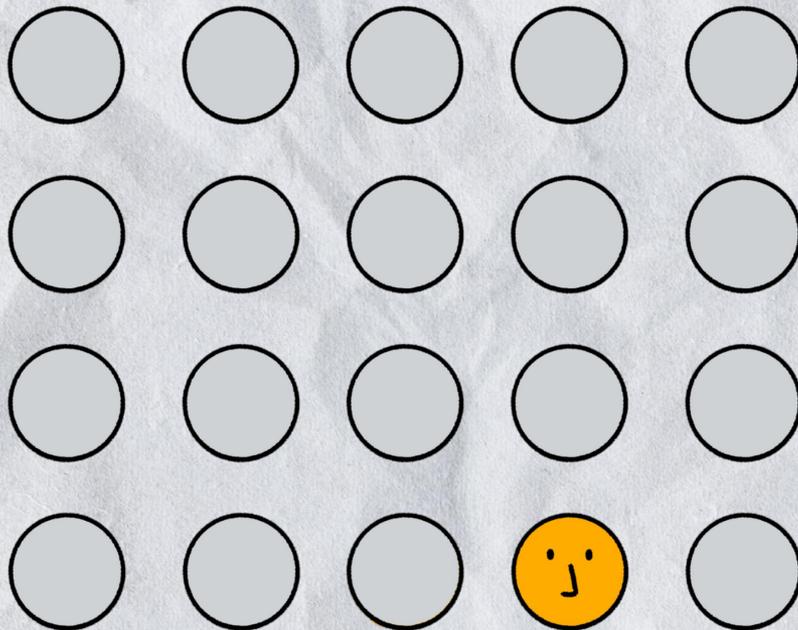
What is one truth &
one tale in this situation?

**A success mindset
comes before
success itself.**

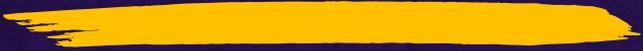
jenny wood.

 VARIABLES

 VARIABLES YOU CONTROL



6. One Word Wonder.



jenny wood.

One Word Wonder

To counter self-doubt, *shamelessly* tweak
your self-critical statements.

I'm not fast enough
at my job.

I'm not using AI
enough in my role.

I don't know as much
as my teammates.

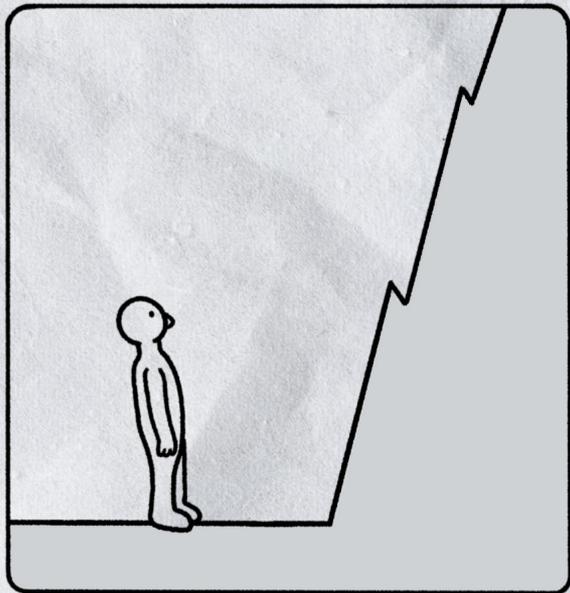
I don't understand
the new team vision.

jenny wood.

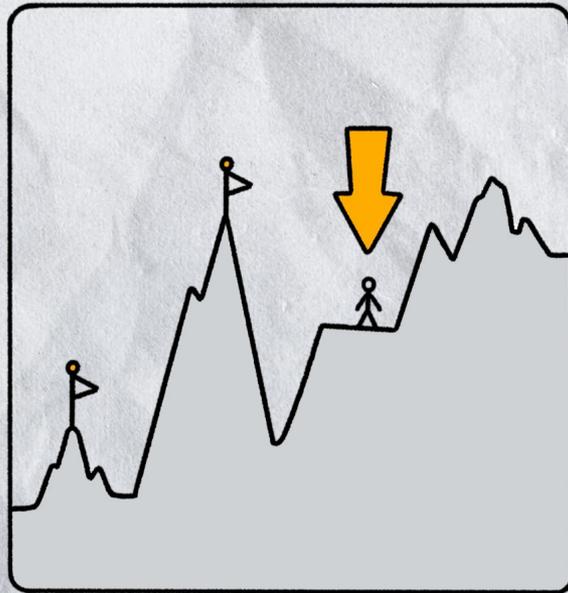
Think about one
"I'm not" or "I don't"
statement

Yet.



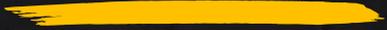


WHENEVER YOU
FEEL STUCK



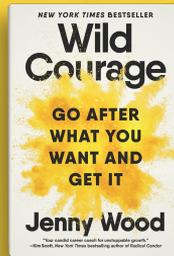
REMEMBER HOW
FAR YOU'VE COME

**What's one thing you're
proud of the last few weeks?**



jenny wood.

Take *Wild Courage* home with you



Option 1



<https://amzn.to/4hO7Edq>
Buy on Amazon

Option 2



bit.ly/winwildcourage
Enter lottery to win

These tools might feel like **common sense.**

jenny wood.

**These tools might feel like common sense.
But they're rarely common practice.**

jenny wood.

Which tools will you commit to this month?

(Choose 2)

Reckless

1. **Rule of 3 + 1:** Offer 3 options + 1 recommendation to your leads.
2. **GRAB Attention:** Lead with the punchline in your first slide.

Brutal

3. **Pull it & Bullet:** Influence stakeholders with succinct emails.
4. **Tame the Octopus:** Communicate with conviction when speaking.

Shameless

5. **Truths & Tales:** Separate facts from limiting stories.
6. **One Word Wonder:** Add “yet” to reframe self-doubt.

jenny wood.

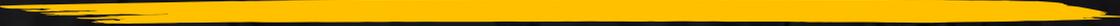
*Which 2 tools will
you commit to this month?*

Go to
Menti.com,
Enter Code:
4296 2587
or scan this QR
code



1. Rule of 3 + 1
2. GRAB Attention
3. Pull It & Bullet
4. Tame the Octopus
5. Truths & Tales
6. One Word Wonder

**Grandma Lila
was shameless.**



jenny wood.



"No is just an opening
offer"

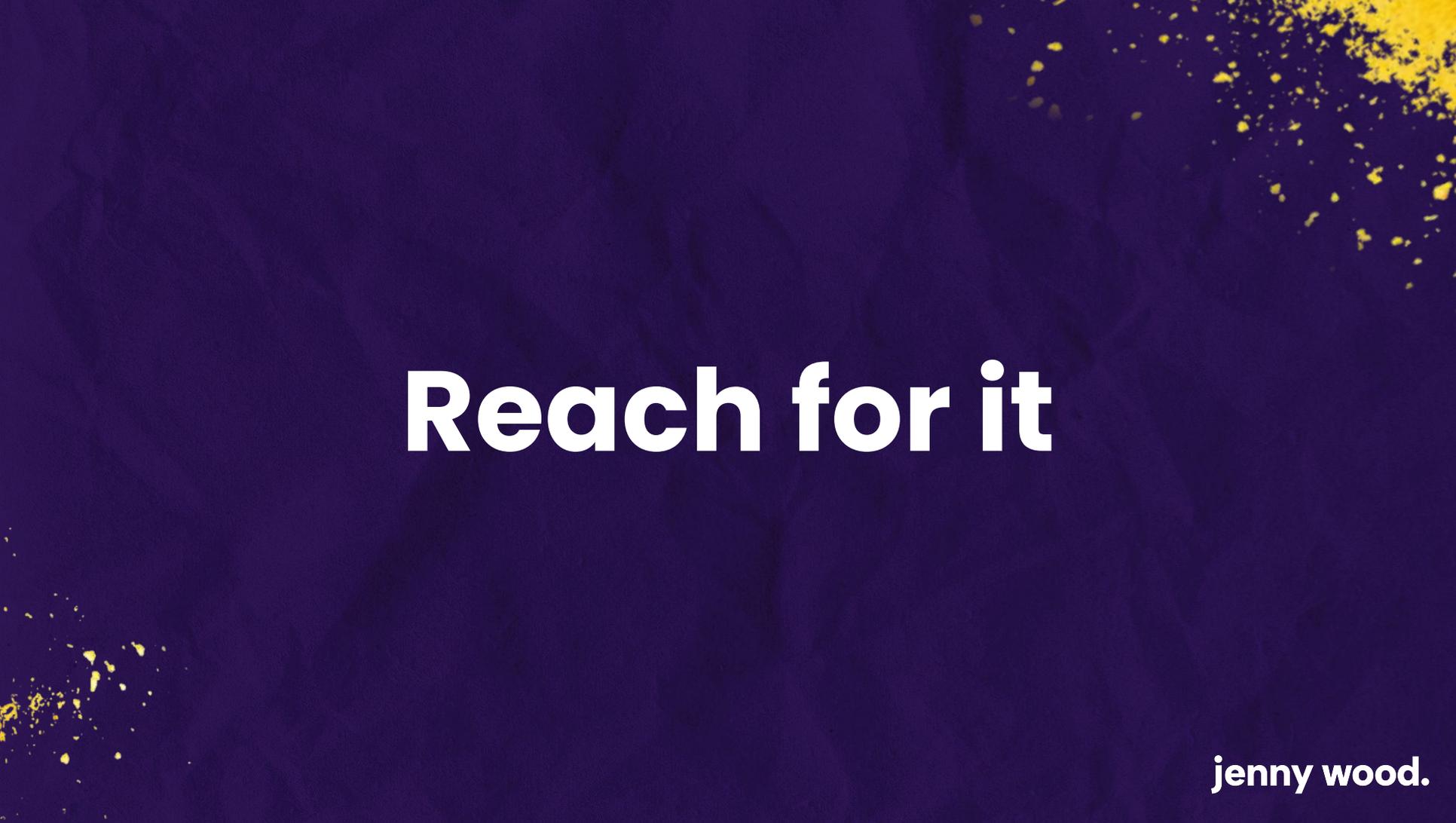
jenny wood.

**Don't let *fear* shape
your decisions.**

jenny wood.

You'll never feel as
purposeful, powerful, and alive
as when you're
pushing past fear.

jenny wood.



Reach for it

jenny wood.

Let's connect on...

Instagram



bit.ly/wildcourageinstagram

LinkedIn



bit.ly/wildcouragelinkedin

Or hit me up on email: jenny@itsjennywood.com