

Lead Like a Woman – Leadership Toolkit Handout

1. Values Checklist
Identify your top 5 core values that guide your leadership:
□ Integrity
□ Courage
□ Compassion
□ Innovation
□ Accountability
□ Confidence
□ Empathy
□ Growth
□Authenticity
□ Service
□ Collaboration
□ Vision
Your Top 5 Values:
1
3
4





2. Daily Affirmation Builder

Create a dai	y mantra	to anchor	your mindset.
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I am
I lead with
l will
Example: "I am capable. I lead with purpose. I will rise and serve with strength today."
3. Confidence Boosters
Use these before meetings, decisions, or market challenges:
"I've done hard things before—I can do this."
"I belong in every room I enter."
"My perspective brings value."
"I don't need to know it all to lead well."
"I rise by lifting others."





Step 1: Identify the Shift	
What's changing in your market?	 -
Step 2: Your Role	
How can you lead through it?	
Step 3: Take Action	
What are your next 3 bold steps?	
1. —	
2. —	
3.	

Step 4: Boundary Setting Starters

Use these phrases to protect your time and energy:

- "Thank you for thinking of me I'm fully committed right now."
- "That's not something I can say yes to, but here's what I can offer..."
- "In order to show up fully, I need to honor the space I've already committed to."



Final Thought:

"Every one of these tools is available to you—starting today.



Learning in Layers

Leadership isn't a destination — it's a lifelong journey. We grow in layers, building strength,

clarity, and wisdom over time.
1. How Have You Grown?
Reflect on how your leadership has grown over the last 1–3 years.
2. What Are You Still Learning?
What area of your leadership are you actively working on now?
3. Who Can You Lift as You Lead?
Name someone you can mentor, encourage, or support in their leadership journey.
"Each one, lead one."



Mini Values Reflection

Authentic leadership begins with knowing your values — the truths you lead from, not just talk about.

Take a quiet moment to reflect on what matters most to you in your leadership journey.

write 3 values or phrases that reflect now you want to lead:
1
2
3
Now, circle one value you want to lead with more boldly this year.
Why is that value important to you?
How would this value change the way you lead in a tough conversation or key decision?



"Lead Like a Woman in a Shifting Market"

Women's Council of REALTORS® National Conference

Washington, D.C.

June 5, 2025 · 9:15 AM – 10:15 AM

Presented by:

Cindy Yoakum

Texas REALTOR®, Leader, Cancer Survivor, Empowering Women

#LeadersMadeHere

#IAmWomensCouncil

#TexasRealtor

#CancerSurvivor

My Leadership Journey

At just 35 years old, I faced one of life's greatest challenges: I was diagnosed with cancer while raising two small children. It was a season that tested everything—my strength, my spirit, and my sense of purpose. But through that fight, something remarkable happened.

My faith deepened. My clarity sharpened. I realized that nothing in life is guaranteed, and every day is an opportunity to serve.

That season ignited something in me—a calling to help other women rise with courage, with purpose, and with heart. That calling led me to the Women's Council of REALTORS Texas, where I've spent the last 10 years lifting other women in leadership and in life.