



## Highlights

Bernadette Aulestia, EVP of Global Distribution at HBO, spoke for the Leadership Series in December. If you missed her talk you can watch it [here](#). Some of her main talking points include:

- Always look for ways to enhance your portfolio, by building your skill set. Bernadette's upbringing abroad and experience in several positions at HBO, helped her bring a proficiency and cross-functionality to her teams.
- Be willing to raise your hand at every junction. Bernadette attributed her quick climb up the corporate ladder to overcoming her imposter syndrome and willingly taking positions that weren't always in her comfort zone.
- Fill your dance card. Bernadette pointed towards advocacy for others as being key to building relationships. She spoke to the power of networks and how women can show genuine interest in their co-workers, with an intent to learn. She shared an example of the women in the Obama administration employing these same strategies. You can find that article [here](#).
- Don't lead by position. Bernadette felt that leaders should not be distant and unreachable. She believed leaders should be transparent, genuine and should aim to empower their team. To become this type of leader, Bernadette felt that it was important to develop your EQ and know your personal brand. She said she was at her most successful when she was true to herself.

## Upcoming Events

**Leader Series:** Robin Hickenlooper, SVP of Corp. Dev. at Liberty Media, Chipotle Board Member and First Lady of Colorado

**When:** Wednesday, February 1, 12:00 PM – 1:00 PM

**Where:** Mt. Elbert

Sign up [here](#)!

## Just So You Know

- Congratulations to Paris Bradley for receiving a Women in Consumer Technology Legacy Award. Paris was named the "Woman to Watch" in 2017 and was recognized for her achievement during the Consumer Electronics Show in Las Vegas this month.
- Did you know you can view our past events and newsletters on our website? Check out our past events [here](#) and the previous newsletters [here](#).
- DWN can be found on Instagram, LinkedIn and Pinterest. Click the icons below to follow.

## Pro Tip

- "Create the highest, grandest vision possible for your life because you become what you believe."  
– Oprah Winfrey

## The Art of Goal Setting

It's that time of year again, when our thoughts turn towards setting goals for the year ahead. Looking back, you may have accomplished much of what you set out to do in 2016 or perhaps not. Some of you got the raise, ran your first marathon, met the love of your life or travelled to that exotic location. Some of you encountered setbacks, major life changes or simply did the very best you could with what was in front of you. For most of us, we fall into both categories, when looking back at 2016. Through the ups and downs of a typical year, it is an act of bravery that we come to the start of this year saying, "I will make 2017 even better."

In a study by the Static Brain Research Institute, the length of resolutions was studied in 1,273 participants. Their resolutions fell into four major categories: self-improvement or education, weight and health, money or relationships. Their longevity in maintaining their resolutions, in 2016, is as follows:

Resolutions maintained through first week: 72.6%

Past two weeks: 68.4%

Past one month: 58.4%

Past six months: 44.8%

Static Brain Research Institute, 2017. New Year's Resolution Statistic, <http://www.staticbrain.com/new-years-resolution-statistics>, January 1, 2017.

These statistics are not surprising to most people. Year in and year out, there is a major flux of gym attendees, online dating sites are flooded with singles looking to meet that special someone before Valentine's Day, new savings accounts are opened and people around the world are going "cold turkey" on their bad habits; and all of this occurs in the first month of the year. However, as we reach February, nearly half of the people who have set those New Year's resolutions have decided to postpone those resolutions or give up on them entirely. So, what can we do to achieve our goals this year? There are two trains of thought that we can learn from: the resolution setters and the intention setters.

Resolution setters subscribe to the S.M.A.R.T. method of goal setting. Goals should be Specific, Measurable, Attainable, Realistic and Timely. Writing down what you want and exactly why you want it is the first step in this process. The physical act of writing down your goals, rather than keeping them in your head, creates legitimacy and accountability. Clearly delineate the steps to achieving that goal, with your milestone dates, and make sure it is something you are willing to commit to. Finally, surround yourself with support and an accountability structure that is equal to your level of resistance. When the initial motivation and excitement around your goals has passed, these are the tools and people that will keep you moving towards achieving your goals.

Intention setters, while they also rely on a plan, approach goal setting with a more holistic approach. "Many studies have found that having an intention is more effective in goal setting than having motivation. While motivations and willpower can help in reaching a goal, experts have found that motivation relies on changeable behavior based on how the person is feeling that day. Intentions on the other hand, provide a plan for people to implement; even when they don't have the motivation that day (Toomey, 2016)." The first step for intention setters is to visualize the end result. They ask, "What will it look like and feel like when I accomplish my goal?" Many people choose to create a vision board, filled with pictures and positive quotes related to their goals, to serve as a daily reminder of their intentions. Journaling your goals is also an effective way to document a clear vision of your end result. Intention setters will often create positive affirmations to help put them in a success mindset each day. From there, writing out the steps towards achieving your goal and having a support system, are still key to realizing your vision. Choosing the right goals, to begin with, is a big part of creating a successful outcome. Our time and energy is limited, so ask yourself, "What goals will make the biggest impact in your life? Which goals excite you the most?"

If building your career is part of your goals in 2017, what are the things you can do to reach that goal? Being a part of DISH Women's Network is already a great step in the right direction. DWN will help you network with other DISH women, learn from industry leaders or you can take part in the book club. You can look back to goals you've set in your performance appraisals or in one-on-ones with your manager. Ask your manager and colleagues what steps you can take to reach your career goals. If you want to become a better presenter, look into taking a class in public speaking. Thinking about branching out to another department? Look into getting certifications and training in that area. If you are just looking for a little more inspiration, ask around. Find out what motivates the people on your team and other women here at DISH, maybe a favorite quote, an interesting podcast or a mentor who has made all the difference. Whatever goals you choose to pursue in 2017, we here at DWN wish you the very best in the year ahead. Thank you for making us a part of that journey.

Tommey, Debbie Lyn, 2017. Be A Manifestor—Reach Goals and Make Dreams Happen in 2017. Huffington Post, 2017.

