

One dorky lady's quest to re-discover herself & re-purpose the regimented tools she learned during her 23 years in a male dominated corporate environment.

HER OBJECTIVE: MORE
JOY!

THAT'S SUCCESS



Manufacturing

Joy

● With Re-Purposed Tools



Introductory Edition—SWOT Analysis Worksheet



Tool Your B*a*g

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Dorky Lady's Back Story

She was lured in with an overwhelming sense of security called health insurance, only to be shackled softly by a 100% vested retirement fund and 401K plan. She settled in very nicely, ambitious, young and eager. This 20 year old, married, high school graduate, had one year of junior college under her belt. Feeling somewhat like a loser for bailing out on her “so called” higher education she figured she had nothing to lose. She emersed herself into the entry level job at this corporation that manufactured hard goods. She was smart and industrious. She made this job her own kind of college, learning and testing herself.

The Good... The Bad... The Evil...

We leap into life, innocent and fragile, needing security. We're eager to learn. Our brains are like little sponges absorbing everything. We're naturally curious and trusting, by design. It's the gift of risk. We venture out of the nest. Some of us nudged out sooner and more aggressively than others, confronted with varying levels of good, bad and evil. One handed the *tool* of a spoon and another the tool of a sword. One survives the neglect of over indulgence, another pure neglect and trauma.

The WHY

19 years later that 20 year old young lady was at the top of of her middle management game. She was exhausted and unfulfilled. The corporation's WHY had slowly revealed itself to her. It threatened to hardened her naive , curious nature. Her WHY had faded and she perhaps was forever jaded. Within the confines this community, called a corporate company, the battles of the WHY's raged. There were plenty of good people who cared about putting integrity into HOW they achieved the WHY's. Some were even caring mentors. Would she seize those mentoring moments offered to her by a few male leaders within the organization? She often wondered when the mentoring lady leaders would appear? Perhaps this environment was not conducive to their development. Rarely is anything pure evil, even within the realm of the ultimate WHY, which could be translated as greed. Why again had she stayed for 20 years? Its a great company. 6 weeks of vacation had been accumulated. The retirement and benefit plan was very generous. A golden spoon, almost too good to be true. It was not feeding her soul, that “golden” spoon.

Your Tool B*a*g (believe act go) is Packed

We've come a long way to get where we're at now. Yes, I'm talking to you and we're here together. Looking back we can hardly believe the things we've seen, done and endured. The good, the bad, the evil AND the amazing. Rarely is anything pure evil. “Oh no!” The alarm has sounded again. No time to pack. We're in the boot camp of life and we've been called yet again to survive and thrive. Ok McGyvers and you mothers of amazing invention, let's see what we've got in our tool bag. Maybe a sword. Maybe a spoon. Maybe unrecognizable pieces, yet to be pieced together.



I've always dreamt of being a rock star. Here's my chance."

✓ Tool (verb) – To travel in a vehicle; to ride or drive.

✓ Tool (noun) – Any instrument of use or service.

✓ Tool (noun) – A weapon.

✓ Tool (noun;person) – A person used as an instrument by another person.

Dorky Lady's Back Story - Joy Language Emerges

Hello my name is Kim Lampe, The Dancing B*a*g Lady and founder of Modern B*a*g Ladies, Fuel for your Believe Act Go Traveling Sanctuary. Now one may conclude that I frequent dance floors proudly sporting the latest fashionable, trendy handbags. Well I do love to dance, but my bag is my believe, act, go and I always thought the ideal career would be to sit and converse with lovely folks all day. Well just pinch me because that's exactly what I am doing right now. **Learn how to jump into our conversations on the blog, Facebook and Twitter (see bio page 13)**

Two years leading up to January 2007 I was mentally and physically exhausted. The worst thing is that I thought I was suppose to feel this way as a working mother and wife. The exit sign was flashing but I had goals and things to accomplish, which kept my head peering straight ahead. Many bought and burrowed beliefs were driving my direction and distracting me from stopping and accessing. I was on too busy mom, wife, career woman highway. Finally I had to listen to my body. This lead to a 6 week medical leave, during which time my husband was at work and my children were in school during the day. I WAS ALL ALONE WITH MY THOUGHTS. This alone thing was a foreign concept for me and many women I know. "How did I get here and where was I going to go from here?"



I immediately set out on a journey of self discovery, which involved putting different things in my BAG. I started reading more. I started to journal. I listened to my favorite music more on my IPOD. (Dancing is my action word, THE "A" in BAG that fuels me.) I started calling my BAG my Traveling Sanctuary. What I came to realize is that my BAG was a metaphor for me. I needed fuel and tools to be the Traveling Sanctuary. I needed to be at home with myself everywhere I went, so others would feel comfortable being themselves with me. It is a journey that continues, which fuels Modern B*a*g Ladies' mission, philosophy, projects and tools which were born from my own self discovery process and through re-purposing the tools I had learned in my career.

Ok, I said I was the Dancing Believe Act Go Lady, which is part of what you could call my joy language. I discovered this language as I began to strip away labels I had placed upon myself. I believe when others find and use their joy language, it empowers others to find their joy language. So with that, let's take a joy ride in our Believe Act Go Traveling Sanctuar-ies. It will pave the way for our future conversations.



Spread Joy. Shred Fear. Have Fun.

Dorky Lady's Back Story - Traveling Sanctuary



B is your Believe. You can categorize beliefs into 4 categories called your BB's; Born, Buried, Bought and Borrowed Beliefs. Our beliefs drive our dreams & thoughts. Our dreams and thoughts drive our actions. It is important to be aware of your BB's. We're born with the belief that we have a divine purpose, which so easily can be buried. Soon we buy and borrow beliefs that do not align with our born, buried ones.

A is your Act. When your actions are focused around spreading joy, shredding fear and having fun we find the keys to your Traveling Sanctuary. Turn the keys. Spark the fuel. Dancing is my core "A".

G is your Go. When we believe, dream and take action we can realize our dreams. Our G's are our OH Yes Moments (aka Ah Ha Moments) That inner Yes that isn't a temporary yes from outside forces. Why be a Yes Lady when you can be an OH Yes Lady.

You need to seek out your Fuel. You need frequent, small fill ups. Your Fuel is your self care, not your selfish care. Your self care includes sharing your fuel as well. Sharing from a full tank, creates the most eco-friendly, renewable fuel source in the universe.

*Have B*a*g, fuel and keys, will travel. Traveling is getting out of your safe lane and seeking to help others and yourself. It's proclaiming your dreams to the universe.*

As you travel you need to be the safe place for others to renew. You will be the sanctuary for others. Your mirrors will reflect other's goodness back to them.

Finally, the Modern part is about today being your day. Not all women want to bring home the bacon and fry it up in a pan. The modern day is ready to allow women to be themselves. Let's claim it today.

Welcome aboard your Believe Act Go Traveling Sanctuary. When you view yourself has a Traveling Sanctuary you're home no matter where you are and others feel at home with you as well. Just follow the signs. They light up as you hover over them. Trust me they will take you places.

SWOT Analysis Re-Purposed (Introductory Tool)

I offer this tool to you, for myself, in the most selfish way. I want the best you in this inclusive sisterhood. The world needs YOU, not a bad imitation of a man and not a bad imitation of another women. This process is ME expressing myself, so YOU can express yourself and fulfill your mission. WE NEED YOU to Discover Your B*a*g, TODAY. It's the hardest and best thing you can do for yourself and the world. And it's worth it. It's your journey. I do not hold the answers. I am your travel guide. The right questions keep you on the pursuit. It's a trip sisters.

Re-Purposing the SWOT Analysis

Strengths Weaknesses Opportunities Threats

The SWOT analysis is a tool typically used to analyze a businesses' current position as it relates to any particular objective. It is very strategic and stealth LIKE. I don't know why I just typed that. I think it's the word THREAT that set me off in that direction. "THREAT" I feel like I should be a war room with a bunch of generals. Honestly, I think it's a very useful tool and that's why it is a perfect candidate to be re-purposed for use in our pursuit of THE OBJECTIVE: MORE JOY!!

It's in INNY and OUTY Sort of Thing:

- **Strengths:** attributes of the person or company that are helpful to achieving the objective(s).
- **Weaknesses:** attributes of the person or company that are harmful to achieving the objective(s).
- **Opportunities:** external conditions that are helpful to achieving the objective(s).
- **Threats:** external conditions which could do damage to the objective(s).

SWOT Analysis Re-Purposed used to record our inner dialogue.

Strength labels overcome **Weakness** labels which create **Opportunities** while acknowledging **Threats**.

Unchecked inner dialogue affirming our bought & borrowed beliefs (weakness labels) can overpower our born, buried beliefs (strength labels).

The labels you put on yourself via your internal dialogue (good and bad) create your opportunities and could threaten your ability to fulfill your mission.

NEXT Page Please...
Put this tool in your B*a*g!!

travel guides



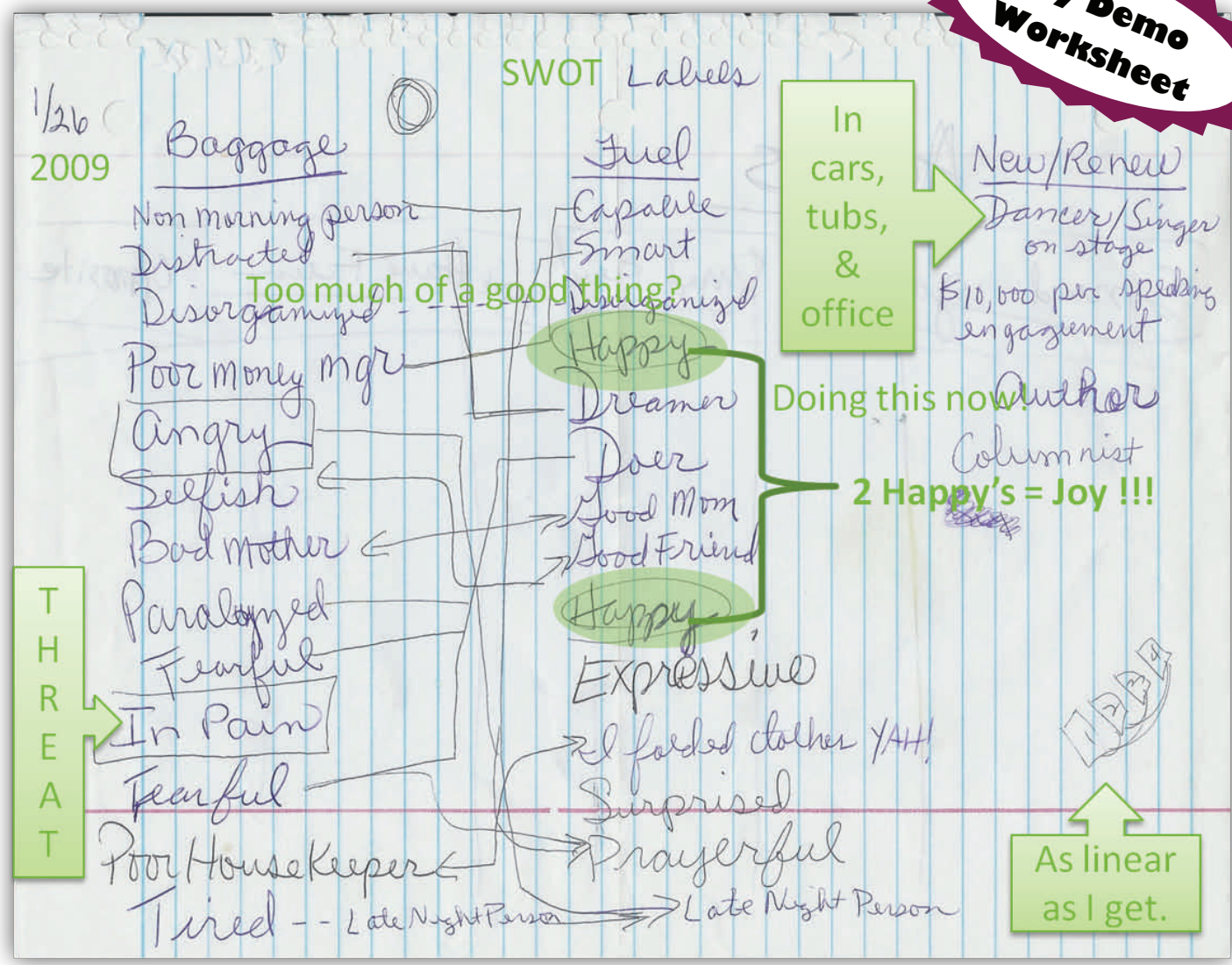
SWOT Analysis Re-purposed

Ok I'm going to do my best to make this simple and not very wordy. Here we go!

Introductory Tool: The SWOT Analysis Worksheet

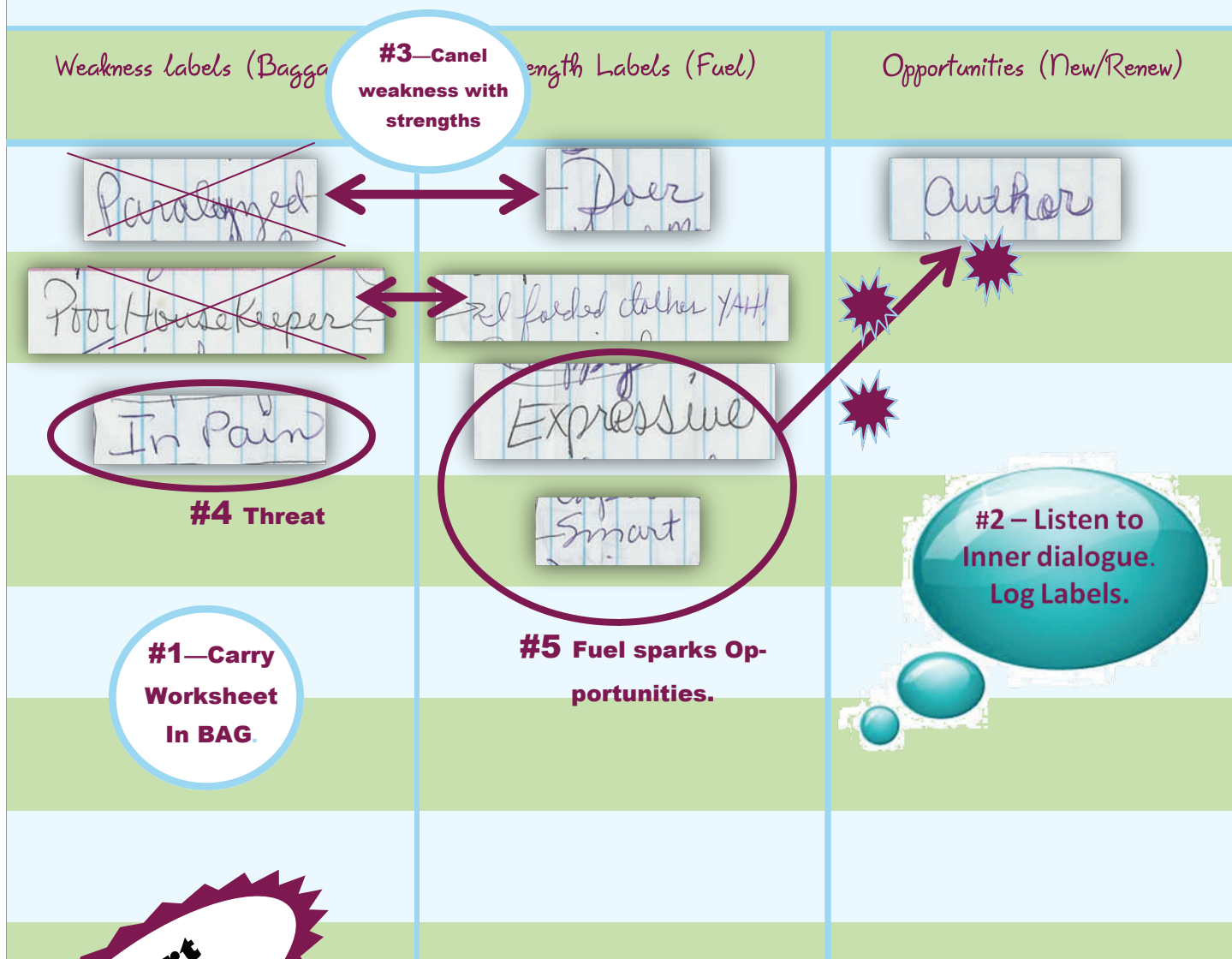
This is what I was saying in my head the week of January 26th 2009. My first personal SWOT Analysis Worksheet. **Strength Labels (FUEL)** overcome **Weakness Labels (Baggage)** which create **Opportunities (New/Renew)** while acknowledging **Treats (IN PAIN)**.

What are you saying to yourself in your head? - Angela Shelton



Personal SWOT Analysis Worksheet

Strength Labels overcome Weakness Labels which create Opportunities while acknowledging Threats



SWOT Worksheet Instructions

1. Carry Worksheet in Bag for one week.
2. Listen to your inner dialogue and log the labels you place on yourself in appropriate columns. Including new opportunities/goals.
3. **END OF WEEK:** Pair together weakness and strength labels that cancel each other out. Cross out weakness labels that are canceled out by strength labels.
4. Identify weakness labels without counter strength labels. These are possible threats.
5. Match strength labels that will help you achieve opportunities.
6. Reflect on your findings on next PAGE.

SWOT Analysis - Worksheet Reflection (you hold the keys)⁹

This exercise reminds us that the answers are not in the answers, they are in the exploring, reflecting and doing part of life. This exercise also applies to our awareness of putting labels on others. Let's not limit others with the labels we place on them.

You hold the keys to understanding your worksheet. Sometimes it helps to review your worksheet with a trusted friend or relative. Sometimes we're so close to our experiences that we can't see them for what they are.

Are there any reoccurring labels (baggage or fuel)? Did these labels arise during a certain time of the day or during certain activities?

What if you have many baggage labels that were not canceled out by fuel labels? Do you find them to be true threats to you achieving joy? Are you being too harsh of a critic? Think about fuel labels that you did not acknowledge.

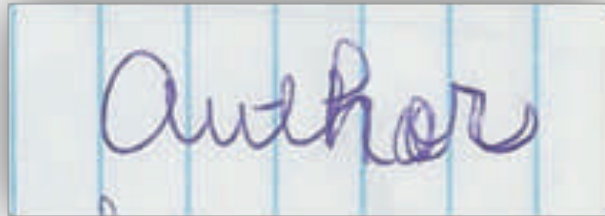
Did you find it difficult to complete the new/renew column? Small changes—big benefits. What did you want to be when you were a child? What part of your day do you truly enjoy? What are you doing. Do you want to do that more. How could you expand on this activity?

Think about people in your life that have been critical of you. Have you adopted the labels they have put on you? Has societies expectations influenced your labels?

This Page is Left Blank Intentionally for the Author's Benefit.
It's a reminder to do the work, get off of FaceBook/Twitter and just write!

There's a whole book inside of her that needs to emerge.

SHE IS An.....



About Kim Lampe, Founder of Modern Bag Ladies

Kim Lampe was determined not to be a casualty of corporate America. She continues to be grateful for her 23 plus years experience, which continues, and wouldn't trade it for anything. Her journey through life and business has prepared her to use her skills acquired from TEAM CORPORATE towards TEAM WOMEN.

Modern B*a*g Ladies puts a unique spin on her acquired skills to the benefit of women. She adapts her experience with business process improvements, customer service operations and leadership skills to helping women discover their B*a*g.

Many of her years in business were spent managing a team responsible for customer service. She found interactive ways to visualize how work could be accomplished with more fun, JOY and success. After a stressful, busy time her team came together to conduct a three day session to map out a way to work more effectively. It was apparent that everyone was exhausted and was more interested in "resting" than working on solutions. To ease the tension somebody made reference to a barn animal. Kim decided to run with it and mapped out their work as if it were a barnyard. It freed the team of their bias and emotional baggage. The end result was very creative solutions and the motivation to present a plan to senior management that was quickly accepted. That project affirmed, to her, that she could creatively help women Believe, take Action and Go to their dreams.

Kim has been operating under the B.A.G. model most of her adult life and her message is louder today than ever before. Her philosophy has consistently provided promotions up through the ranks of corporate America and sharpened her leadership skills that paint the vision employees feel empowered to realize. Kim has observed in herself and in other women that, many times, women don't know who they are and how to share themselves with the world. All she knows from this point on is that she must help other women along this journey.

Professional Highlights:

- Team member of Enchanted Makeovers, a non-profit organization the brings peace and possibility to women and children who have a temporary home in a shelter.
- Contributing author to The Survivor Manual, an online resource to help empower people to heal from abuse and lead joyful lives.
- Online Curriculum Development
- Technical Service Operations Management - Business to Business & Business to Consumer
- Proficient practitioner of business process improvement tools
- Product Recall Management - Internal and Third Party
- Marketing Communication

Who turns a business process improvement mapping session into barnyard story time? Kim Lampe, Founder of Modern B*a*g Ladies. Why? Her team was exhausted and carrying a heavy load of baggage. The only place to go was up and they needed senior leadership to buy into their ideas and solutions. They needed to discover their strengths and tell a compelling story. By repurposing a tried and true business tool, the team had fun, told their story and achieved the buy in they needed.



Connect and Join the Conversation

Modern B*a*g Ladies is gathering a community of like minded women and organizations. Please join the conversation.

Find Modern B*a*g Ladies on the web:

www.ModernBagLadies.com

www.facebook.com/ModernBagLadies

www.twitter.com/DiscoverYourBag

Kim is a contributing author on the Survivor Manual. Empowering survivors of abuse to lead joyful lives.

www.SurvivorManual.com

Kim is a team member for Enchanted Makeovers, a internationally recognized non-profit organization that brings peace and possibilities to women and children living in shelters.

www.EnchantedMakeovers.org

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