



November 2, 2023

If you're anything like me, I'm willing to bet that the thought of pursuing a passion might feel scary, risky, or like it'll never happen simply because you've put so much time and energy into the path you're currently on.

I'm here to set the record straight on that. But first, let me backup to a few weeks ago, when I had the distinct pleasure of giving a keynote speech at the [Digital Analytics Association's](#) OneConference in Chicago.

Celebrating the past, present and future of analytics and innovation, the three-day event was jam-packed with speakers discussing and dissecting various technologies, methodologies, and data.



While my background happens to be in media analytics, I was most certainly NOT there to discuss the role AI is playing in business and marketing or advancements in data privacy.

What a disaster that would have been! It's been three years since I left the industry!

Instead, I was there to give the audience some hope.

My story is one that every single person in that room - and maybe even you - could likely relate to in one way or another.

I told the audience about my journey navigating the ever-evolving media landscape, my experience learning how to lead effectively, and the knowledge I've gained through my coaching practice in order to help them envision career growth for themselves and feel confident about their futures.

I quickly learned how much it resonated with so many of the attendees.

I had always followed a very linear trajectory, staying in one industry, media and entertainment, for 20 years.

I loved what I did, the people I worked with, and the incredible experiences I had.

(I mean, I got to work on not one, not two, but SIX *Sharknado* movies! 🦈🌀)*

Yet, after I was affected by a mass re-org, when faced with the prospect of staying in my field and doing more of the same, something just didn't sit right with me.

My drive to succeed was still there, but my passion for Research and Strategy had waned.

I was ready for new challenges.

This is when the light bulb 💡 went off for me:

Just because I've always done one thing didn't mean I couldn't evolve into something new.

Yes, I worried others would judge me because I wasn't doing what I "should" be doing.

And yet... I took the risk anyway.

Funny enough, while my career as an executive and leadership coach is quite different from my former role as a Research exec, they're actually highly related.

My professional experiences in corporate America are what led me to become a coach in the first place.

My goal now is to make it so that others don't have to go through what I went through: wrestling with just about everything that comes with leadership:

- ➔ Delegation
- ➔ Feedback (giving *and* receiving)
- ➔ Difficult conversations
- ➔ Using my voice
- ➔ Keeping up with a constantly changing industry

...the list goes on and on.

My experiences navigating leadership are what now make me successful at coaching. I'm truly able to help others make leadership feel less stressful and more effortless because I've been in their shoes. 👟 👟

My past informs my present.

And now, by embracing my non-linear career, I see my vast experience as an asset, not a liability.

If you're considering a non-linear path and don't know how to go about it, let me know! I'd love to discuss this exciting prospect with you.

Cheers, Tracy



*Celebrating the success of Sharknado with Ian Ziering, SYFY Offices, NYC, July 16, 2013

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In case you missed it, [Rachael Freedman](#) and I recently hosted a LinkedIn Live where we discussed and demonstrated two distinct methods of how to replace a limiting belief

with a more empowering one. A recording of the session can be found [here](#). You won't want to miss this fun and informative 30 minutes!

👹 What Impostor type lives in your head, rent-free? Take this [quiz](#) to find out - and get some tools to uncover what it wants for you and how to start conquering it! 👹

Are you an emerging or established leader looking for support? Do you long to show up as your most confident self? Do you dream of the day when leadership feels effortless? If any of this describes you, [schedule a FREE 30 minute clarity call with me here](#) and make your struggles a thing of the past!

I offer 1:1 coaching, group coaching, team facilitation, and public speaking, and tailor offerings to the specific needs of you/your workplace. [Contact me to learn more.](#)

Looking for a way to make delegation feel less stressful and more effortless? Download my [Free Delegation Cheat Sheet](#) today!