

THE

LIFT *Index*

Shining Brightly: 3 Stages toward Leading with Light

Welcome to the Shining stage of the LIFT Index, a framework designed to help you understand where you are in your journey and what you need most to grow, align with your purpose, and move toward your next stage.

At Shining, you are no longer questioning your capabilities or direction. You have clarity about who you are, what you stand for, and the value of your experience and expertise. What you are navigating now is visibility in service of others. Using your voice, perspective, and lived knowledge to help, guide, and influence beyond yourself. Being seen. Allowing your work and insights to take up space without over-performing, apologizing, or dimming your light.

This stage invites you to step into expression with confidence and discernment. Not louder. Not everywhere. But clearer. Shining is about congruence: aligning your inner truth with your outward presence so that what you believe, how you lead, and what you share are unmistakably connected.

Shining does not ask you to perform or prove. It asks you to trust yourself enough to be visible as you are, to share your light in service of others, and to honor the purpose you are here to live and lead through.



#1: Clarify Your Core Message

Goal	This exercise is about authorship. At Shining, the question is no longer whether you are capable of leading, but what you are leading toward. Clarifying your core message helps you connect who you are today with the impact you want to be known for over time.
Exercise	Answer the reflection questions first. Then draft a single sentence that captures the essence of what you want your voice, work, or leadership to stand for. Notice where you feel pulled to explain, justify, or dilute the message. Refine it until it feels clear, grounded, and true to the direction you are moving toward.

Reflection Questions

What do people consistently come to me for? What am I already good at?

Where in my leadership or visibility do I feel uncertain, over-explanatory, or hesitant, and how might greater clarity change how I show up there?

What do I want people to associate with my name, work, or presence over time?

My Core Message

Through my voice, leadership, and presence, I want to be known for...

Prompt: If someone described your leadership at its best, what would you hope they would say? Write the answer as simply and clearly as possible.



#2: Practice Visible Alignment

Goal	Ensure your visibility and opportunities are aligned with the direction you want to go.
	Once your direction is clear, this stage invites discernment. Visibility without alignment can pull you off course. This exercise helps you notice where your outward presence supports your purpose and where small course corrections may be needed.
Exercise	Reflect on recent moments where you shared your ideas, work, or perspective publicly. Notice where your visibility felt aligned and where it felt performative, reactive, or draining. Identify one opportunity to show up with greater clarity, simplicity, or integrity.

My Visible Alignment			
Area of Visibility	How I Currently Show Up	How This Feels (Aligned / Draining / Performative)	Small Shift Toward Better Alignment

Reflection Questions

Where am I currently visible in ways that feel aligned and supportive of my purpose?

Where do I notice myself editing, performing, or holding back to manage perception?

What would it look like to show up one degree more honestly in my next moment of visibility?



#3: Lead With Authentic Influence

Goal This stage moves Shining beyond self-expression and into stewardship. With clarity and alignment in place, the focus shifts to contribution. Influence becomes less about being seen and more about being useful, supportive, and guiding in ways that feel meaningful and fulfilling.

Exercise Identify one way your voice, platform, or expertise could support or encourage others this week. Notice where you are tempted to seek validation rather than offer value. Choose one intentional action that prioritizes service, clarity, or reassurance for others. Use this chart to intentionally connect your visibility to service, impact, and contribution.

Leading in Service			
Who I Am Here to Support	What They Need Most Right Now	How My Voice or Experience Can Help	One Way I Can Show Up in Service

Reflection Questions

Who benefits most when I share my perspective or experience?

How does my visibility change when it is grounded in service rather than approval?

What kind of leadership do I want to model for others?



Next Steps...

You've begun to share your voice, perspective, and experience in ways that extend beyond yourself. Shining is a season of visible alignment, where clarity turns into expression and influence rooted in purpose rather than performance.

These exercises are meant to be returned to as your role, reach, and responsibilities evolve. Growth at this stage isn't about being everywhere or saying yes to every opportunity. It's about discernment. Choosing where to show up, how to lead, and when to step back so your presence remains grounded and effective. Some seasons will call for greater visibility; others for refinement and restraint. Both are part of leading with integrity.

The LIFT Index supports you in recognizing these shifts and responding intentionally. As you continue, notice where your visibility feels energizing and where it feels performative or draining. Strengthen the ways you use your voice in service of others, and release the pressure to prove or explain yourself.

As your expression becomes more authentic and your influence more grounded, you'll naturally move toward the Significance stage: a season of stewardship, continuity, and lasting impact. Your leadership is already making a difference, and how you choose to shine now shapes what continues long after you.

Continue your journey at the Shining stage on elanoura.com/shining with these additional resources:



Check off more tasks on Shining's to-do list and keep exploring your authentic influence.



Watch our founder Erika share her most powerful advice for women at the Shining level.



Explore additional resources and exercises to deepen your self-discovery and strengthen your next steps.

ⓘ Have you joined our collective of women leaders?

Join the global Élanoura Collective and connect to fellow women founders and leaders from around the world who believe in making a difference with what we do. Sign up at elanoura.com/collective



CLOSING THOUGHTS

Lead to transform, not to perform.

Shining is about trusting that who you are and how you lead already matter. When your visibility is rooted in clarity and integrity, your presence creates space for others to feel seen, supported, and capable too.

As you continue to share your voice with intention, your influence deepens naturally. Not through effort or explanation, but through consistency, honesty, and alignment. This is how leadership becomes generous. This is how impact expands.

Remember: you do not need permission to shine. By leading from what is true for you, you are already shaping what carries forward in your work, in your relationships, and in the lives you touch along the way.

