



The Leadership Moment Finder

You already lived the story. This just helps you say it, in 90 seconds.

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HER DIGITAL MOMENTS · LEADERSHIP VAULT™



You Already Did the Hard Part.

Somewhere in the last few weeks, you led. Really led. That part's done. It already happened, whether anyone saw it or not.

It happened in a client call, a hard email you rewrote three times, a meeting where you said the one thing no one else would. Nobody filmed it. By Friday, it felt like just another Tuesday.

That moment was never "just" anything. It was evidence of how you think, what you value, and what you know that most people in your field don't. This guide exists to help you catch one of those moments before it disappears, in about the same 90 seconds it takes to record it.

You won't be asked to write anything down or find the "right" words. Just think through a couple of quick prompts, then say what's true, in your own voice, into the recorder. That's the whole job.

You don't need the polished sentence. You need the true one.

You're Already Creating. You Just Haven't Called It That.

Most advice about content starts from the same broken assumption: that creating means making something out of nothing.

That's the part that burns people out: staring at a blank page, waiting for an idea to arrive out of thin air, as if you have to manufacture something from scratch before it's worth sharing.

But you're not starting from nothing. You never were. Every decision you made under pressure, every hard truth you told a client, every lesson a mistake handed you was already created, in real time, through the actual experience of leading. It happened whether or not a camera was rolling. Whether or not you wrote it down. The creation is done the moment you live it.

Capturing isn't a shortcut around creating. It's the far more honest version of it: noticing what already exists instead of pretending you need to invent something new. The work was never "come up with content." It was always "don't let today's leadership disappear before someone puts language around it."

You don't need a new idea. You need 90 seconds with the one you already lived.

Three Small Steps

- 01** **Notice.** Flip through the seven moments starting on the next page. One of them will tug at you before you finish the list. That's usually the right one.
- 02** **Think it through.** Sit with the two prompts underneath it for a moment. Nothing to write down, just let the answer take shape in your mind.
- 03** **Capture it.** Say it out loud, in whatever order feels natural, into the free Leadership Recorder. Ninety seconds is all it takes. That recording is the raw material, and we'll shape it into content from there.

Find Yours Below

Read through all seven before you commit to one. The right moment usually announces itself.

01

The Client Breakthrough

The moment a client's real problem finally came into focus, and you knew exactly what to do with it.

- What did they believe walking in, and what shifted?
- What did you say or do that made the difference?

02

The Difficult Decision

A choice with no clean option, and you made it anyway.

- What exactly were you weighing?
- What did making that choice reveal about what you value?

03

The Lesson Learned

Something you know now that you didn't a year ago, and it cost you something to learn it.

- What did you get wrong the first time?
- What would you tell the version of you who hadn't learned it yet?

04

The Challenge Overcome

A stretch where the odds were genuinely against you, and you kept moving anyway.

- What almost made you stop?
- What did the other side of it look like?

Continued

05

The Speaking Engagement

A moment you stood in front of people and said the thing that actually mattered.

- What question were you really answering?
- What did you notice in the room while you said it?

06

The Team Win

A result that happened because you led people well, not because you did it alone.

- What did you do that let your team do their best work?
- Who deserves to hear you say this out loud?

07

The Conversation That Changed Your Perspective

Something someone said that rearranged how you think, even slightly.

- What did you believe before that conversation?
- What do you believe now?

Found the one that tugged at you? Good. That's the one to record, whenever you're ready.

What You'll Receive

After you submit your recording, we'll capture the essence of your leadership moment and deliver:

- 01 A Summary of Your Leadership Moment**
A beautifully written summary capturing the heart of your story.
- 02 One Leadership Caption for Each Platform**
Ready-to-post captions tailored for LinkedIn, Facebook, and Instagram.
- 03 Ideas on How to Use Your Moment**
Creative ways to leverage your leadership story across your platforms and presence.

Here's what that actually looks like, using the financial coach example from this guide.

What She Actually Said

It starts here, ninety unscripted seconds, no notes, no polish. This is the raw material everything else on the next few pages is built from.

SAMPLE RAW RECORDING TRANSCRIPT

"A client came to me carrying \$40,000 in debt, already convinced that number was a verdict on her character. Before we reviewed a single figure, we went back through every so-called mistake on her ledger together. Each one traced back to something she had simply never been taught, not a character flaw, but an education gap. We built her plan after that. The real turning point, though, came earlier: the moment she replaced shame with information."

Turn the page to see what this became.

Your Leadership Summary

LEADERSHIP SUMMARY

Leadership Lesson: Great leaders change the way people see the problem before they solve the problem.

This moment demonstrates a leadership principle that extends far beyond financial coaching. Effective leaders look beneath the surface. They recognize that what appears to be poor performance, bad decision making, or a lack of discipline is often a gap in knowledge, confidence, or support.

Rather than leading with judgment, this coach led with curiosity. She reframed the client's story, replacing self-blame with understanding. That shift created the trust necessary for meaningful change.

Her authority wasn't built by creating a financial plan. It was built by helping someone see themselves differently. Leaders who can reframe perspectives don't just solve problems. They create transformation that lasts.

Your Caption, for LinkedIn

LINKEDIN

The moment that changed everything had nothing to do with money.

A woman came to me carrying more than \$40,000 in debt. Before we reviewed a single number, she apologized for every financial decision she had ever made. She believed her debt was proof that she lacked discipline.

I saw something different.

As we unpacked each "mistake," a pattern emerged. Most of what she regretted wasn't recklessness. It was a lack of financial education. No one had ever taught her how money actually works.

That changed the entire conversation.

You cannot solve a problem accurately if you diagnose it incorrectly.

Too often, people mistake an education gap for a character flaw. Leaders do this with their teams. Parents do it with their children. We even do it to ourselves.

When people feel judged, they defend themselves.

When people feel understood, they become teachable.

Her financial plan mattered. But the real breakthrough happened before we built it. She stopped carrying shame and started carrying understanding.

As leaders, our greatest responsibility is not simply to provide answers. It is to help people see themselves more clearly so they can move forward with confidence.

That is where real transformation begins.

Your Caption, for Facebook

FACEBOOK

One conversation reminded me that people often carry far more than the problem they bring to us.

A woman came to me with over \$40,000 in debt. She believed that number defined who she was. Before we looked at a single financial statement, we talked through every decision that had led her there.

What we discovered surprised even her.

Most of her mistakes were not the result of poor character. They were the result of never being taught.

That shifted everything.

As leaders, coaches, and professionals, we have to be careful not to confuse a lack of knowledge with a lack of discipline.

People don't just need solutions. They need someone who can help them see the problem differently.

The financial plan helped.

Replacing shame with understanding changed her life.

Sometimes our greatest value is not the advice we give. It is the perspective we offer.

Your Caption, for Instagram

INSTAGRAM

The debt wasn't the biggest problem.

A client came to me with more than \$40,000 in debt and believed it proved she had failed.

Before we touched a spreadsheet, we unpacked every financial decision she'd made.

What I found was not a pattern of irresponsibility.
It was a pattern of missing education.

That changed how we approached everything.

Here's what this reminded me as a leader.

People often judge themselves for what no one ever taught them.

If we label an education gap as a character flaw, we create shame.
If we identify the real issue, we create growth.

The financial strategy mattered.

But the breakthrough happened the moment she realized she wasn't broken.
She was finally equipped.

Leadership is helping people see possibilities where they've only seen limitations.

#Leadership #FinancialCoaching #LeadershipDevelopment #MoneyMindset
#PersonalGrowth #Coaching #WomenInBusiness #FinancialWellness

Ideas on How to Use Your Moment

One captured moment doesn't have to end as a caption. Here's how the same 90 seconds can grow into four premium, monetizable assets for your business.

01 Signature Financial Guide

Turn your client story into a downloadable guide or workbook that teaches your financial philosophy.

02 Educational Workshop

Transform the lesson into a webinar, lunch-and-learn, or client masterclass that establishes your expertise.

03 Client Success Story

Showcase your process through a powerful case study that demonstrates transformation instead of simply sharing testimonials.

04 Signature Speaking Story

Use the moment as the opening story for conferences, podcasts, corporate trainings, and keynote presentations.

One 90-second moment. A guide women download. A room you're invited to speak in. A story a client tells on your behalf. That's how far a single captured moment can travel.

YOU THOUGHT IT. NOW SAY IT.

Turn This Moment Into Your First Captured Moment.

Recording is free, takes about 90 seconds, and needs no appointment. Record the moment you just found, and LaTanya Martin will personally listen to it and get back to you within 72 hours with a written summary, one caption for LinkedIn, one for Facebook, one for Instagram, and a few extra ideas for using it.

Record Your Moment Now →

This is the first entry in what becomes your **Leadership Vault™**, a growing collection of your real moments, ready to become captions, talks, pitches, and eventually, the book you keep meaning to write. When you're ready to go deeper, the Leadership Capture 1-on-1 Session and the 90-day Leadership Visibility Experience are there for you.

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