



# Building Bonds While Maintaining Your Identity

*Julia Landauer*

As a Stanford University grad and a female on the racetrack, NASCAR driver and [Leadercast Women](#) 2018 speaker [Julia Landauer](#) was told by racing colleagues not to use big words, not to paint her nails and not to look too feminine.

After these confusing comments on her identity, Julia decided to seek input from her others about how they perceived her. After pursuing this feedback, Julia took time to really understand each member of her racing crew and how they liked to receive encouragement. Once she figured that out, she was able to really connect with each of them in a meaningful way.

At Leadercast Women, Julia encouraged leaders in the audience to do the same: **be sensitive to each member on their team and to understand what's important to them.** Helping them feel seen and understood translates to them feeling valued, which also strengthens their commitment to the team, she explained.

**“At the end of the day, the more everyone is participating, the better the entire team will be,”** she said.

## Top Takeaways

- **Own who you are;** strive for self-awareness.
- **Get feedback.**
- **Be purposeful in your projection:** Decide what people will notice in the first 10 seconds of interacting with you.