Creating The Healthy Brand Called You: Your Brand, Your Wellness

Session Transcript

Mininia Hawkins, Program Analyst, Military Community Support Programs

Denise Aube, Executive Vice President and Healthcare Practice Leader, Crosby Marketing

Victoria Child, Senior Vice President and Senior Strategist, Crosby Marketing

- [Mininia] Welcome to the second day of the 2019 Virtual Military Spouse Symposium. My name is Mininia Hawkins, and I am a Program Analyst in the Military Community Support Programs, the host for this week's symposium. Our next speaker is Denise Aube, Executive Vice President and Healthcare Practice Leader, Crosby Marketing. Putting your best foot forward means understanding the link between your personal brand and your personal health. Ms. Aube will share some know-how and tools to help you understand how self-care strengthens you and your brand. You'll explore different ways to enhance your brand and leverage that strong personal brand in your job search. Welcome Denise.

- [Denise] Thank you Mininia, and welcome everyone. I hope you all have enjoyed the sessions over the last few days and, more importantly, have been able to take away some information that you can use to make positive change to make things happen in your life and your job search the way you want them to happen. This final session in the series, Creating the Healthy Brand Called You, is all about keeping you and your brand healthy in that crazy thing we call the job search. And thank you all for answering our first poll, and you had a lot to say about how you refer to the job search and the first thing that comes to mind. And I’m actually joined here today by a colleague of mine, Victoria, who’s going to help me with a number of different questions that we’re going to pose for you all throughout the session, and we’ve looked at the answers to the poll, and Victoria, what do you see?

- [Victoria] Hello everyone. So thank you again for sharing your feedback. Job search definitely conjures a number of feelings and emotions, and one of the biggest topics we really saw was around kind of the challenges associated with it and the sense of
intimidation. We saw a range of comments from it’s frustrating, it can be overwhelming, daunting, also a kind of a hint to the time consuming nature, again, based on the experience that you all have of working on this know that it's gonna take commitment. But we also saw stuff that kind of fit in the process kind of a bucket, the how-to, how do I do this search, what kind of research do I need to do, how do I make sure my resume is up to date. And then on the other end of the spectrum, really kind of looking at it from a opportunity standpoint and a positive view, how do I recreate myself this time. All of these are valid, all of these are a part of it, and I think you’re going to find some of the content here today will hopefully help give some of the challenges a little bit towards some other opportunities.

- [Denise] Great, thank you. So today, we're going to talk about two very important facets of who we are, why they're important, and how putting the two of them together can help you maximize your opportunities for success. First, your personal brand. What is that? How do you make the most of it? And yes, you really already have one, whether you know it or not. Second, your health, acknowledging how stressful it can be to look for a job. But this can be managed, and we'll talk about the importance of doing just that for you and everyone around you, how these two things are inextricably linked. So let’s start with your brand. There's a lot of information out there on the internet related to the importance of a personal brand and developing that personal brand. But what does it mean when people talk about a personal brand? Frankly, what does a brand even mean, just a brand, whether it's a personal brand or an organization's brand? And you know, some of the most savvy marketers that I've worked with over the years, even they have gotten confused about the word brand. So I’m gonna start today with a few very basics that will really help to provide some context for us all, by telling you what a brand is not. I’m sure that all of you will recognize these three, but a brand is not a logo. It’s not that piece of identity that you see from these well-known organizations. It’s not that outward-facing thing. That’s not a brand. A brand is not a product, a service, or the things that an organization does, or the things that you do. It’s intangible. It lives in the minds and hearts of the people who experience them. It’s the sum total of perceptions and feelings. It’s a gut feeling about that product, that service, organization, or, yes, a person. It’s a gut feeling. And you know, the owner of one of the most successful brands today, Jeff Bezos, and I think we all know his brand, Amazon, he says that a brand, and that your brand, is what people say about you when you’re not in the room. Well think about that for a minute. That’s what the brand is, and that’s what your brand is, what people would say about you when you’re not in the room. If you think about those three brands, those three logos that we looked at before, what is that brand then, what’s that gut feeling that people have about McDonald’s? Fast, fun, affordable. Apple is creative, different, innovative. And FedEx, you know, that’s one word, overnight. And you know, I did say that people have brands. So here’s one that obviously you should all be aware of, we should all be aware of, unless we've been living in a cave for the past 50 years. While Oprah is certainly her own business, there is the Oprah organization, that business is based on her personal brand, which started and is built on her authentic qualities of caring, generosity, and being a teacher. So let’s go to our first question, and we’re...
gonna pose this to you all and really get start and start talking about you. Do you know what your brand is? If somebody asked you, what's your brand, what defines you, what would you say? So we're starting to get some in. How do things look, Victoria?

- [Victoria] Pretty close to 50/50 up here. It shifted a little bit. I think it's a little bit more we're at 50% say yes. They do have sense what their current personal brand is. And about 40% are in the no with about 15 in the don't know.

- [Denise] Well that’s great. That’s great. Today, what we’re gonna talk about is really what is the personal brand, how do you get it, how you define it, and how do you harness that to maximize your success? One of the most important things to remember here is that your personal brand is more than just something nice to do. It really is an asset. And today, we’re gonna give you some information and guidance that can help you harness that asset through a process that involves really three simple steps. You'll need to, one, discover, two, create, and three, communicate. And sure, this is going to be a Reader’s Digest version of the process, but it boils down always to these three steps, discover, create, communicate. Going to step one, discovering your brand. This really is a time of reflection. So take time. It’s not something that happens in an hour or overnight, and it really can be and should be a very positive experience. And I’ve gone through it myself, and everybody that, all of my colleagues, everybody I know that has gone through it, it’s a very positive experience and one of reflection. You're going to want to spend time asking yourself important questions that get to the heart of what makes you, You. What we've got here on the slide are a few of the questions that can get you started in that process. What makes you unique? What are your goals? What do you think you want to accomplish in the next year, two years, three years? What motivates you? I think about things like what makes me get up every morning, what motivates me? What are your go-to skills in a tough spot? Sometimes think about if there’s a challenging thing that happens among your friends and your family. What are the things that you go to, what skills do you use to help solve that situation? The next two bullets, how are you perceived by people who know you best, what strengths do people acknowledge about you, we’re gonna talk a little bit more about that. Write down all of your answers. For me, going through this process, I’ve kept a journal for this, and as thoughts have emerged related to the questions and how I would answer them, over the course of a day, as things would happen in real time, I’d add my reaction to that event. Another exercise that you can do in this process is what we refer to as a flatter me list. And then on the other side, a maybe not so flattering list. It’s very similar to what we do for organizations, which is often a slot analysis, a strengths, weaknesses, opportunities, and threats. This is focusing on both strengths and weaknesses. We want to understand what are our strengths, or we’re flattering ourselves, a list of all the things we’re good at. And then on the other side, what are the things that we’re not so good at? It’s very important to understand those things, and separate them, and not focus so much on the not so good at. This isn’t my space, it’s not my wheelhouse. This is where I’m strong, and that’s what I’m going to leverage. And finally, one of the most important parts of the process are those last
two bullets in terms of thinking about who you are through the lens of those who interact with you, through the lens of those who know you best. Ask others who are close to you what they think. What's the first thing that comes to mind when they think of you? If they had to describe you to someone, what would they say? For example, I asked my husband, what three things, what three things would you say about me if somebody asked you? Force them to focus in on three, not to write a long-winded dissertation about it. But what three things? I also have thought about the person who knows me best, my sister. What are the reasons that she comes to me? From the time we were very young until now, why did she come to me for help or whatever it might've been? What were the things, the skills that I brought to that relationship, or just what made her happy about being with me? What did I bring to that? Write everything down, this is critical, and what will happen over time as you review what you've written down is themes will start to emerge. You'll start to see common thread, start to highlight all of those common threads and distill and finesse, put things through a funnel. That's a really critical process and part of this, those common themes. And then now what? We move to the second part of this, which is creating your brand, step two. This is an exercise you can do to help you organize those themes and your thoughts to start to get to a statement that feels right to you. And these statements, we've put three up here that can help you in this process. Remember, in sentence number one, this I am with just an open-ended who are you, you're gonna focus on who you are. It's not about what you do, it's who you are. For example, I'll read you mine. I'm a fearless, creative thinker and doer with an insatiable thirst for knowledge and insight. That's mine. It's not about what I do, it's about who I am as a person and what makes me different. Then you can start thinking about who you help or serve and what you do for those people. So if you think about, I'll give you my example again, I help people in tough or complex situations, see what’s possible and help them take advantage of the opportunities in front of them. So you start to take that, and who is it that you help, how do you help them, and what are the things that you do? And then start to focus on your list of strengths. These are the reasons to believe, the proof point of who you are and what sets you apart. This can be a place where you really focus in, as I said, on the things that make you unique. And when you think about the examples I just gave you in mine, some of my primary strengths are ideation, being able to come up with concepts, innovative ideas, creativity, activation. I'm an activator, I like to start things and get things done, get things kicked off, that doer part of me, I command. I'm the one who, in a room, if nobody's taking the lead, I step in, that's that doer, a strategist. So those are just some examples of my strengths that I would put in in those examples. A career coach recently commented that so many members of the military community are extremely humble. Giving yourself a compliment can be hard, but it's important to recognize your worth so others do too. We each have a purpose in life and unique strengths that have value. It's up to us to recognize those strengths, embrace them, and build upon them, and sometimes it's really hard to do that. And I'll tell you a story from my perspective. I talk about my sister a lot in this obviously. We're very close. My sister is very very different from me, and in our family, my sister is the caregiver, and everybody flocks to my sister for her sense of harmony and what she brings to the family. I'm a very different person in my family.
I'm the one who solves those tough challenges. So when something goes wrong, I'm the one that people call on, my family calls on, to come in and fix it. It's not always the nice part of the family process. My sister is always the one who is the harmonizer in every family wonderful event. For a long time, it was hard for me to be in that space, because I didn't really realize how my strength really solved a problem, and I had a role to play. So this process is really important for you to understand how your strength has a purpose and a role to play, and it's unique and has value. So it's really important, and it can be a wonderful process for you all to go through, and I encourage you to take time with it and look at it through that positive lens and how important and valuable it can be. So once you come to a place here where you feel comfortable with how you've distilled your brand, it's time to move on to the next stage, number three. Here you're going to communicate and maintain your brand. The work you've done with all of this process in one and two will help you now as you prepare things like social media messages, such as a LinkedIn profile. What you're seeing here is mine, and you can see my headline in this profile isn't EVP Health Practice Leader. It's not that at all. That's just what I do. This headline captures the essence of my strengths and what I provide to either an employer, my clients, or my team members. Creative thinker, strategic counselor, brand development expert, leader and change agent, somebody who activates and makes things happen. So you can see how that is different than just my title. I use what I've learned by going through this process as I think about my career path and how I speak to my boss about growth opportunities, and it can help you in interviews, drafting your resume, cover letters, or even email communications with the network that you build or prospects. The more you practice and the more consistent you are, the clearer your brand will become over time, the easier it will be for you to communicate what makes you unique and what you offer an employer. This can evolve over time also, so don’t think about it has to be perfect, I have to get this perfect. Mine certainly has. You’ll get feedback along the way. You’ll hear a phrase that somebody will say about you, and it’ll bring, you’ll want to bring that in, you’ll want to modify it. That’s all good. It should be organic. It should be an iterative process. It should be active and current. So now that we’ve talked about the importance of your brand and how to focus on developing this deep understanding of who you are, your purpose, and your brand, it’s time for us to focus on the other half of this equation, your health. We talked about how important your personal brand is and that it’s an asset that should be developed and harnessed. And obviously, it goes without saying that there is no more important asset in life than your health. And unfortunately, it can take a toll under the stress of, not just daily life, but particularly the stress of a job search. And you now, you all were wonderful in giving us what’s the first thing that comes to mind in a job search, and a lot of you came back with things that were challenging, and intimidating, and stressful, and you’re not alone. 73% of individuals looking for a new job indicate that it is one of the most stressful things in life, and this is across the population overall. And if you think about the number of times that so many military spouses have to go through a job search, it must compound this statistic. So you are not alone in that thought. I would like to say that this goes without saying that this stress can cause a downward spiral. But being in and working with the healthcare industry as long as I
have, nothing goes without saying as it relates to anything related to health. One of
the things that the health industry has found is that knowledge is never enough. As
much as we know about what we should do when it comes to our health, that’s
never enough to get us to actually do it. Job search stress can cause this downward
spiral. Things can get negative. We often don’t get enough sleep or exercise. One
thing definitely, one definitely leads to another in my case. I don’t get enough sleep. I
like to exercise in the morning. Well, guess what, I might not work out that day. It
happens far too often. We start making not so great food choices. In my case, I have a
knee-jerk reaction to get to comfort food or whatever is easiest, and I’m sure I’m not
alone in that regard. And you know, that’s clearly not always the best, and things
just start to feel out of control. So what happens? We’re just not as good as we could
be. We don’t perform as well. The interview doesn’t go as well. For me, maybe that
important meeting didn’t go as well. Maybe a meeting with a team member, maybe
that could’ve gone a little bit better. We don’t negotiate as well. It’s just hard to stay
motivated. It is so important to avoid this downward spiral and knowing that stress
isn’t just about the job search. There’s often so much more that adds a multiplier
effect on our lives. We have to have ways to take care of ourselves so we can avoid
burnout, not only just maximizing our opportunity for success, but avoiding
something called burnout. And anyone who has reached a true state of burnout will
tell you, you do not want to get to that point. And unfortunately, I am one of those
individuals who has been there. Even somebody who is in this industry has
unfortunately been there. So this is so critical to make sure that both sides of these
are taken care of. So let’s stop for a second and go to another question. Let’s see how
the group on the phone here takes steps to reduce and manage stress. You can
choose more than one activity in your answer here, so multiple selections are
possible. So Victoria, what are we starting to see?

- [Victoria] It looks like taking a break, oh exercise is probably the key way that
people are looking to manage stress, followed by taking a break and kind of having
that time away from the job search. Smile and laugh is also up there at about
percent.

- [Denise] That’s great.

- [Victoria] Eating more healthy and then the calm states are also, and meditating
are things that people are engaged in. So a good cross section of strategies to really
reduce stress.

- [Denise] That’s terrific.

- [Victoria] Yeah, one that’s actually emerging now is get social support and
spending time with friends. And I know that’s something you’re going to speak
about, so I’m glad to see that one. Definitely.

- [Denise] Okay. So I mentioned the issue of burnout, and, as I said, I am an
individual in recovery from burnout, which takes some time, somebody who knows
the issue, knows the importance of self-care, yet still found herself in a state that was out of control. Personally, I wish that I had acted sooner on a number of fronts, done the things that I’ve done in the past and certainly the things that I know are best for all of us to be our best selves, like being very clear about your needs and priorities. When you think about the job search, which is a layer of stress in an already potentially crazy life that we all live in, we need to focus and set smart goals. And what do I mean by that? I mean goals that are specific, goals that you can measure, goals that you can achieve, goals that are relevant, and they have a time limit. So for example, a goal might be identifying three to five organizations in your area that allow teleworking by a certain date. So that’s an example of a smart goal in your job search. Something I’ve always tried to do in any job search that I’ve had is the second bullet, setting hours to work on that job search. I’ve told myself that my job was to find a job. I would never work a job 24 hours a day, so why would I allow myself to be on my phone searching job listings at every waking moment? That is not good.

- [Victoria] And Denise, that does relate back. Many of the folks at the beginning talk about time consuming, the amount of time,

- [Denise] Right.

- [Victoria] overwhelming that time allocation was, I think that’s the right point.

- [Denise] Right. Which leads to the third bullet. Make sure that you don’t lose sight of the rest of your life. Maintaining other activities, exercise, seeing friends. And a number of you did point that out, which is terrific. This is so critical. When your job or your job search, whatever, starts to take over your life, that’s where things really spiral, which can lead to that bad state. And finally, Simplify wherever you can and whatever you can. And my colleagues here and my team, kind of laugh, I gotta tell you I have Marie Kondo the heck out of my house. I might not thank everything as it leaves and those of you who know the Marie Kondo that I might not kiss or thank everything as it leaves. But I certainly have enjoyed being able to free up some space in my home and my head. So whatever it is that you do to simplify, do that. Whatever it is, because it certainly will help. Then find and ask for help, finding and asking for help. Some people don’t have a problem with this. And that is wonderful. But some people do. For me, it isn’t easy. It might be easy to find the help, but it’s not so easy to ask. I hate asking for help. I don’t want to burden anyone. I don’t want anyone to ever feel that I can’t take care of myself. Blah, blah, blah, blah, blah. Well, obviously that didn’t go so well for me. This is something that just is critical. Here’s one example of finding and asking for help when it comes to your job search, networking is critical. Networking is just as much as you can. It’s invaluable. People are willing to help anyone in their job search. It’s amazing how much that can happen. You never know what one might lead to another the fact it’s just happening right now. And one of the chat boxes, there are a couple of people who are already starting to network and sharing tips and supporting each other. So that’s really wonderful. You think of network is casting a broad net, who do you know in various
parts of your life friends, friends of friends, family, even, if you've got kids, their sports, parents or friends can be great contact. Be prepared with a specific ask that's always really important. Maybe somebody knows someone in a specific company or industry. And honestly asking for help relates to much more than networking, your job search, for example, the SECO Career coaches are available to you. That is a great resource. Personally, I've used Career coaches at various stages in my career. I used very early and I'm using one right now. A career coach can help you in so many ways. And there's more than that, for many years, I was a single mom, living hundreds of miles away from family and just finding somebody, it was hard asking for help. I had to get over that rapidly. Had to ask for help just watching my toddler so I could have a few minutes to get my haircut or manicures something that would make me feel better. Anything asking for help, to do what you need to do to feel better, it's so important. You have resources like military one source if you just need to talk. So there's so much out there, find an ask for that help. And then, just don't feel guilty ever. Am I doing enough or oh my gosh, I took time to take care of myself I shouldn’t have. For so many of us, pressure comes from inside. Go back to that place of your job is to find a job. Get rid of the negative thoughts. There's a study published in the Academy of Management Journal where researchers found that participants who took time at the end of the day to reflect on what went well had decreased levels of stress and improved health in the evening, which linked to other studies that show a range of physical benefits including improved sleep quality. So shifting from that negative, to a place of positive and gratitude, and I'm sure everybody's heard about the gratitude journal, you know what, they work. They really do. They start to shift how you think about life. And finally, remember that it's not about being perfect. It's just about progress. And you know the words of one military spouse, I've been a military spouse for over 10 years, my ability to go with the flow and make it work has been very helpful. It's not about perfection. It's just about progress. And sometimes that's really hard. Social media is so full of imagery that depicts perfection. And I am sure you all know and can empathize and appreciate with a lot of the perfection images and I don't know about the rest of you, but I'm not going to look like the amazing woman on the right, and maybe you that's how you look, that's not me. I'm going to look like the amazing me, who probably gets her sweatpants caught in her bike chain. But you know what, I'll be on the bike. And that's okay. That's what it's all about. You just do what you can. Sometimes I feel so tired, I can't imagine working out but maybe I'll just do 15 minutes and that's fine. It's expectation, Rome wasn't built in a day. It's about forward movement and progress. It's not about perfection. Small steps really do add up. So again, we might not have, I certainly don't have a refrigerator full of mason jar salads and fancy meal prep. I see a lot of that and I follow it on Instagram. Is beautiful, just perfect meal prep, Tupperware, the plates and everything, it's just beautiful. Maybe we just make some better choices as we shop or we just, make some healthy freeze ahead meals. And I'll be honest, I feel good about the fact that I might buy grapes and freeze them and use them as a snack. That feels good, that's progress. Our lives and might not be yoga on a mountaintop, or meditation by the seashore. For me, it's an app on my phone that I can go to anytime during the day. I can pop on my headphones, and I can breathe. So when things get a little too stressful, I can just take five minutes
during my day and just breathe. And that’s progress. It’s not perfect, and that’s okay. So at the end of the day, taking care of you is taking care of your brand and taking care of your brand, is taking care of you. So how is taking care of your brand taking care of you? Well, I talked about, not just maximizing success but the issue of burnout. Burnout isn’t just chronic stress, too much stress for too long. It’s a state of prolonged and chronic stress without a sense of purpose and connection to feeling value. You have to connect with your sense of purpose, who you are, how you attach value to your life and what you bring to it. This is your personal brand, who you are, and on the other side, ensure that you manage your health and stress. Both are related. They’re your ticket to being your best you maximizing your success. Your health directly impacts your brand, your brand impacts your health, and your brand helps you get that next job. All of this is truly the least selfish thing you can do. And with that, we’re going to stop and hopefully answer any questions that you might have.

- [Victoria] Where can we get more information on creating a brand? Do you have some resources we could recommend?

- [Denise] That’s a great question. And there are a ton of resources about creating a personal brand. One of the things that we could do is pull together a list of resources and make them available to the SECO program. Is that something that we can do? I think so, I’m looking at my colleagues here, we would be happy to do that. To create a list and make them available to you all.

- [Victoria] And then we have one of our participants, sharing a comment about her experience with a number of moves and deployment and the importance of this type of a symposium and helping feel centered and I think that’s a really great way to say it.

- [Denise] Thank you so much for sharing that.

- [Victoria] Okay, we have another question. Have you seen cases where a person’s brand was so well developed, it overshadows their lack of hard experience, and successfully earned them a job?

- [Denise] Sorry, say that one more time

- [Victoria] Have we seen examples where a person's brand is so well developed that it kind of overshadows their lack of hard real experience, and gets them a job. So can having a well developed brand?

- [Denise] That’s an interesting question. I think that the development of that brand and really focusing on your skills can overcome a lack of experience. If you really are able to focus on those strengths, and understand them and identify them. It can, in conversation with employers, potential employers, help you in communicating how that could potentially sort of outweigh less experience.
- [Victoria] I think, on that note too that we've seen that authenticity is so critical when it comes to your personal brand. So ensuring that you're true to who you are and where you are. But I think in the process of developing your personal brand, you may have taken on some courses or sought out a mentor, and that can bolster you in a job interview, connecting with somebody.

- [Denise] Very good point Victoria.

- [Victoria] This next comment I love that a personal brand is not all about our resume and our life's work as a whole and what makes us who we are in the world.

- [Denise] That's exactly true Stephanie, thank you very much for sharing that. Because your personal brand isn't just about work. It's really about who you are, as an individual in life overall, very important.

- [Victoria] I guess while a few other ones are coming in. Throughout the course of the webinar, we saw few other comments that I just wanted to say we're really kind of in line with the spirit of this. Somebody said they're going to connect with a career coach, get the brand and interviewing skills on point and that's a great way to use that resource to really kind of think about using that as a way to practice, so that you really become comfortable with and refine the statements that Denise spoke about. Oh, here's another question. Do you find it a best practice to speak about your brand during the course of the interview?

- [Denise] Yes, absolutely. This is about, when you speak about your brand, it's about talking about your strengths and what you bring to the situation. And there's never anything wrong with that. It really is about who you are and why somebody should think about hiring you. That's really never a bad thing to do.

- [Victoria] Right. And there's another comment, I got distracted researching my friends through Facebook I have since deleted a lot of photos and post. And well, it is a funny comment. I think it's really important because when Denise was talking about how we put our brand out to the marketplace. We do know employers are utilizing social media to gain a better understanding of the candidate pool. So it is great to have an awareness of that. And just be mindful of what you have on social media that can be identified and seen by others, yes.

- [Denise] Absolutely.

- [Victoria] How do you incorporate your brand into your elevator pitch?

- [Denise] The elevator pitch really is when you think about those statements, that really becomes the essence of what your elevator pitch is. That, the I am and I do this for that really, that's the essence of what people refer to as the elevator pitch. It's the essence of who you are. And we refer to when we work with organizations,
the value proposition, the value proposition that an organization brings to its customers, it becomes an essence, the value proposition that you bring to an employer.

- [Victoria] The next question is specific to your LinkedIn profile. And how do you feel about putting professional strengths as well as some personal attributes in order to connect with others viewing the profile?

- [Denise] Well, I think that, obviously it depends on the personal attributes that you include, but we think about your personal brand. It isn't as somebody said before, just your resume your work experience, it's about who you are. So there is a personal component to that. When you think about personal attributes, how do you define them? I'm thinking back to when I spoke about my strength, the thinking of creativity, and strategic, being strategic, those things aren't necessarily part of a work experience, it's a personal attribute. So that's part of it, hopefully that makes sense to you all. I might not talk about the fact that I tell a lot of jokes, which is personal, but it's a skill. It's a personal attribute that spanned my personal life and my work life. Hopefully that makes sense.

- [Victoria] Yes. So we have another question about acknowledging weaknesses during an interview, in order to help appear more authentic or simply hurt by highlight, you don't wanna be hurt by highlighting negative elements. One of the things that I was thinking about with this question Denise was, nowadays employers are really looking at building teams, and they're looking at folks to have a range of different strengths, and part of that is understanding people's weaknesses. So I like how the Career coaches advise that we can always talk about things we were working on, or growth areas somebody else suggested, for being honest about really where you have special attributes, and maybe some that are developing, I think it's very appropriate to speak about with a potential employer because again, they're putting together a team of people who can complement each other. And they want people to be aware and mindful of themselves and not be over promoting themselves. It's a balancing act. And I think it's probably best not to speak about in terms of weaknesses, that maybe those developing areas as somebody suggested.

We have a question about wait time. While we're waiting, if there's any other questions, I'll just share another comment that somebody made in the chat box about asking for help. So I think a lot of you shared that you're usually the ones that are helping others and not sure always how to ask for and accept help. But recognizing that that's important. I really appreciate it. Somebody airing that comment. Another one kind of reminded me of the perfection in progress. Somebody talked about that we women do tend to put a lot of pressure on ourselves thinking we can do it all. And we can if we ask for help again, it's just kind of in that vein of, knowing that asking for help isn't a weakness, it's actually a strength.

- [Denise] Yes. I'm glad that somebody brought that up. That is a very, unfortunately, very, very common problem for us women. And it's a very common problem in the health industry. Women often are the last to seek help. We provide help to everyone
else, everyone else in our family, but least to us. And we have to think about that common sort of metaphor, the oxygen mask and the airplane. We absolutely have to take care of ourselves, before we can take care of anyone else. And that’s something that’s so important to remember. And I certainly try to remember that for myself. It’s critical, we cannot be there for others if we don’t take care of ourselves first.

- [Victoria] Yes, in the chat box there’s some dialogue right now around the Career coaches. And I think when we think about a first place to turn for help, some of our colleagues on the webinar are saying they’ve done it, and they found a lot of benefits. So I think that’s a great way for us just to network again, using the webinar box. One thing on the questions, there were a few folks who shared other strategies they use for dealing with stress that I just wanted to mention, because I think it kind of brought one other element that we didn’t talk about in terms of, getting dirty in the garden or spending time with animals. So the notion of nature and spending time in nature is another way we end stress. You all are welcome thank you.

- [Denise] Thank you so much. Regarding the additional resources for personal branding, we will work that out with the program and make sure that something gets out to you all. Thank you so much.

- [Mininia] All right, thank you so much Denise and Victoria for the wonderful information. I think this session leave us all with something to think about. Whether it’s taking care of ourselves, creating our brand, what others think of us or what they would say of us, and applying this in our everyday lives. I think a lot of times we know what to do, it’s just taking the first step to do it. So thank you so much for the great information. To download the available handouts from this session including the presentation slides and our SECO programs flyer as well as the SECO career coaching fact sheet, please highlight the document and click the Download File button. The items will download to your computer in a compressed file. If you are connecting from a mobile device and are unable to download the file successfully, you may enter your email address into the Trouble With Download Chat Pod to receive the materials after the event. If you have trouble, please let us know in the Need Technical Assistance Chat Pod. In the Web Link Pod, you will find two links. The first link is the session survey and also the session survey has been posted within the chat dialogue as well. We would love to hear your feedback on your experience today or any experience that you have had over the last two days. The second link is where you can download your certificate of appreciation. This concludes our presentation and please join us at 3 pm for Facebook Live, to discover new employment resources and services by connecting with human resources professional and hiring managers from Wayfarer. We would love to see you there. Once again, thank you so much for joining the session today. Again, if you're not able to download everything, please put your email address in the Chat Pod and have a wonderful day, the classroom will actually be open for a few more moments if you would like to enter your questions into the Chat Pod. And hopefully Denise and Victoria can hang around or stick around to answer your questions and also our wonderful SECO Career coach. Again, have a wonderful day and looking forward to
seeing you at 3 pm for the Facebook Live event, and on May 2 for the virtual hiring fair.