

**HAS LEADERSHIP TRANSFORMED
THROUGH LOCKDOWN?**

**WEALTH & WELLNESS NETWORK
CREATOR, LATEISHA JOHNSON:**

**THE ECONOMIC
EMPOWERMENT
OF WOMEN WILL
CHANGE THE
WORLD**

**GREAT RESIGNATION
IS FORCING MOTHERS
TO LEAVE JOBS**

**ARE FEMALE
ENTREPRENEURS
LEADING THE
REVOLUTION?**

FEM 

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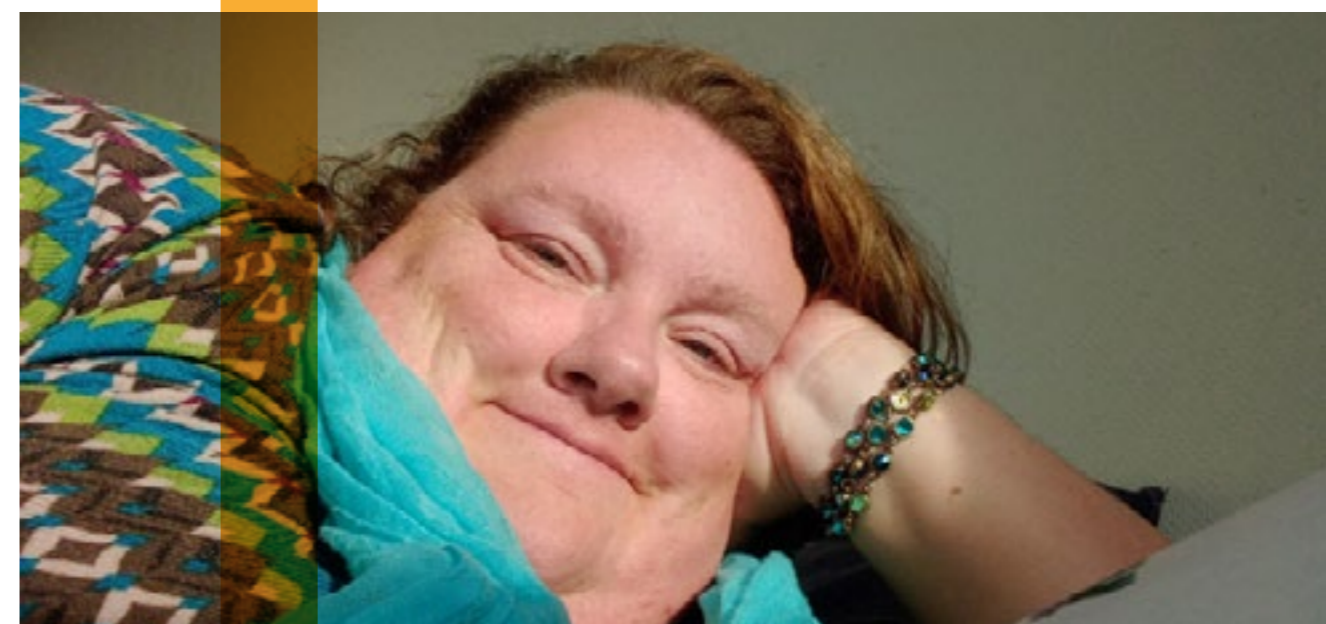
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WELCOME.

Welcome to the first FEM edition of 2022! Some of you noticed that there was no eGlossy in January and emailed the team to make sure they hadn't missed out! Thanks for your enthusiasm for FEM, it really made our day!

It wasn't a mistake, but rather a choice to slow down a little on the magazine. I always preach about quality over quantity, ditching the hustle and grind, and I felt I needed to walk the walk. I want FEM to be bursting at the seams



with valuable and inspirational articles, and that is just not sustainable with a monthly publication schedule. So, here is the first of six FEM editions I'll be sharing with you this year.

This edition is all about leadership and the way we can all contribute to creating the change we want to see in the world. I am so proud and grateful for everyone who contributed their thoughts and expertise.

Let's go change the world together!

Mags Thomson

Editor In Chief

ARE FEMALE ENTREPRENEURS LEADING THE REVOLUTION?



I think we can all agree that the world is in a state of change, and has been for a while now. I am not talking about the politics around a global health care crisis, necessarily. Although, the polarisation around this can surely be an example of the shifts that we are witnessing in our collective consciousness. Suddenly, we are not too sure that the powers be, have our best interests at heart. We are seeing more and more people questioning mainstream narratives and increasing numbers of marginalised people standing up demanding to be heard. The world needs new forms of power and leadership that will nurture and balance our human societies as well as our planet's ecosystems. My question is, are female entrepreneurs at the leading edge of this revolutionary shift?

By Mags Thomson

The powers be have been organised in a certain way for centuries and although the specifics have changed a little from time to time, the overall system is very similar. It's a hierarchical system that places some people at the top and a lot of people at the bottom of the societal pyramid. The parameters for access to the upper echelons seem to centre largely around being a white man with a substantial amount of money in your bank account. And although that is perhaps a simplification of the intricacies of nepotism and generational wealth and power, it does seem to be the overarching theme. Traditionally, power is a place where men organise the world. Those instances where women find their way to positions of power, they often had to go through extraordinary lengths not to seem feminine, weak, hysterical or hormonal.



The systemic appearance of power is firmly embedded in what society associates with the masculine. Never-ending competition and a preoccupation with wealth and status mean that those we allow to be in the greatest positions of power are driven by competition and the accumulation of wealth and power. The problem with this fixation is that where there are winners, there per definition have to be losers.

The system is one of power over other people, and so as a result we see all too many humans being marginalised for not meeting the global societal measures of what a winner makes.

Keeping Women In Their Place

When you start looking at the way our society keeps marginalised people in their place, many of the tactics are not really that much different from strategies used by domestic abusers – another prime example of a power-over system– except executed at a much larger scale. After working in the abuse recovery field for many years, it has become impossible not to see these dynamics play out in various ways in our societies.

At the very base of those dynamics are the principles of gaslighting: make the person you want to oppress doubt their own perceptions and abilities. This is a gradual process that systemically dismantles a target’s ability to trust their own observations, feelings and abilities. A gradual process that at a societal level started centuries ago.

“Even as a girl I understood,” relays Elizabeth Lesser in her book [Cassandra Speaks](#), *“there was something out of line about being female— something physical, something emotional, something sexual that made me, and the whole lot of us girls and women, suspect, untrustworthy,*

“IF WOMEN ARE NOT PERCEIVED TO BE FULLY WITHIN THE STRUCTURE OF POWER, SURELY IT IS THE POWER WE NEED TO REDEFINE RATHER THAN WOMEN”

— MARY BEARD

punishable.” Her book goes deep into the collective consciousness of storytelling and how the portrayal of women in stories from Adam and Eve straight through to the latest blockbusters have informed how humanity thinks of women and their place in the world.

And storytelling is not the only place where women are being told what they are, it permeates in every aspect of our society, and keeps women from stepping into the innate power of creation and community leadership that is hardwired in their DNA. One of the central narratives that women deal with is that around their appearance.

“Today’s beauty standards are not only unattainable for women,” explains Yasmin Igné, Co-Creator [Limitless Mindset](#), *“they are also detrimental to us claiming our power to create impactful change. These standards drive us to have unrealistic expectations, chase external approval and embrace a fault-finding perspective – all of which gets in the way of us developing vision, embracing our unique talents and following our own convictions.”*

These narratives have become so ingrained in our collective consciousness that we are not always aware of them and their detrimental effects. Yasmin continues to explain that “a culture revolving around external validation favours competition over collaboration and a competition-centric environment distracts us from finding and honing our individual talents. We try to keep up instead of focussing on where we personally excel. Once we discover and embrace our uniqueness, we understand our own value, the value of others and how each and every single one of us can make the most valuable, impactful contribution to the world.”

The Search for Our Uniqueness

“Conscious leadership begins with personal transformation,” explain John Mackey, Steve McIntosh and Carter Phipps in [Conscious Leadership](#) (2020). Or as Yasmin clarifies: *“The most effective kind of leadership is leadership by example. The reason for it being so immensely inspiring is that it is real and therefore we are able to authentically connect with such leaders and their visions. They embody leadership instead of just using it as a buzzword. Such conscious leadership requires emotional depth and maturity which only grows out of overcoming our own personal challenges. The first step is to become aware of where we are emotionally unbalanced and then to explore why. This grounded self-awareness becomes the solid foundation for an unwavering self-belief. When we start to accept, embrace and love ourselves for all that we are, we give others a real-life example to follow and the credible inspiration to start their own journey of self-discovery and personal transformation. It all starts with us, it all starts with courageous, conscious self-leadership.”*

It’s a premise that I explored in the [last edition of FEM](#) too. The need to address not only our trauma but also our generational and societal programming in order to create progress in the world. In terms of transforming our perception of leadership, this goes one step further still. In order to address the systemic issues of the power-over system, we need to look at our definitions of success, leadership and impact and reassess the core values we want to see in the people we lift to lead us.

Looking at the process of societal change as a result of personal transformation of course

has its challenges too. Accountability and personal responsibility are impacted not only by our willingness to be introspective and uncomfortable. We also have to consider the importance of creating and receiving the time and space to deal with the emotional labour this requires. We need to experience a level of security in our jobs, our relationships and our communities to facilitate deep healing and recovery of who we are at our core. Only then can we truly make the impact we are here to make. However, society doesn't always afford us this sense of safety and creating this environment in our personal life can be challenging.

The Accumulative Effect of Compassionate Leadership

The absolute beauty of a new and compassionate leadership model is that it doesn't just present us with this challenging need to create such a safe and healing environment, it also creates it. There is an accumulative effect to the type of leadership that encourages people—all people—to show up as their whole and true selves and helps us all establish the parameters to do the inner work required.

When we focus on people's strengths while acknowledging their weaknesses, accept the emotional and generational baggage they are carrying, approach them with kindness and compassion, when we view them as whole—albeit flawed—individuals, we will expand not only OUR capacity for compassion and self-growth but also contribute to the emotionally secure environment needed for THEM to do the same.

The idea of creating change in the world through individual transformation and subsequent compassionate leadership may seem like a slow way forward, and hugely frustrating at times. Yet, it also provides us with a sustainable movement towards creating a different world. Rather than toppling one pyramid, only to erect another—like we have witnessed several times in history—we are creating the fundamental change that will allow us to redefine leadership and what it means to be human.

[Martha Beck](#) explains this idea of creating a paradigm shift beautifully in this video:



How Does This Translate to Our Entrepreneurial Journey

I often comment in conversations with clients and friends that I don't know any group of people more open to personal development than that of female entrepreneurs. I think we have all experienced at various stages in our entrepreneurial journey that our personal hangups and mindset blocks have a very direct impact on our business. I suppose it makes sense then, that we develop a willingness to address these issues in the pursuit of the finances, lifestyle and impact we want to create.

It also means that we can step up as leaders of this quiet revolution. By unpacking our trauma and programming, and embracing a more balanced approach to a hyper-masculine world we may become the compassionate, intuitive and creative leaders that this world so desperately needs. Because, although we may feel small and perhaps

a little feeble in the grand scheme of things, we are at the leading edge of change.

By simply focussing on our own growth and sharing our journey authentically and vulnerably, we may inspire others to follow our lead. This revolution isn't about overthrowing governments or breaking down the stock exchanges. It's about nurturing our humanity, our compassion and ethics. It's about redefining what it means to be successful, wealthy and powerful. It is by realising that, by lifting others, we lift ourselves. But also that by lifting ourselves, we are lifting others. These are the beginnings of a new power paradigm. Not power over, which creates winners and losers. But power with, creating an inclusive and compassionate society that embraces and celebrates each person for the uniqueness they bring to the table.

THE ECONOMIC EMPOWERMENT OF WOMEN WILL CHANGE THE WORLD

I have had the immense pleasure of meeting Lateisha Johnson. She is leading the charge of helping women build a better relationship with their money through proven strategies that create profitable businesses.

By Mags Thomson

Lateisha is a Wife, Money & Business Strategist, Best-Selling Author, International Speaker, Philanthropist and Creator of Wealth & Wellness Network; a membership community and app that promotes women economic empowerment through personal development and entrepreneurship.

Formerly working with companies such as CNN News and CBS Radio, Lateisha speaks on various platforms where she teaches others how to live abundantly and promotes overall financial well-being. She also lives as a digital nomad between the US and Ghana, West Africa with her husband and son.

What inspired Wealth & Wellness Network?

My career and entrepreneurial journey have been what I like to say, colourful. I began my career in Broadcast Media where I worked in news production for one of the world's leading media companies with many perks, unique experiences, and a "good" salary. However, I struggled with proper money management due to my own limiting money beliefs. I was in what seemed like a never-ending cycle of saving thousands of dollars and then depleting my savings, which ultimately led to getting into consumer debt; not to mention I already had over \$20K in student loans.

As I moved up the corporate ladder, I noticed other young professional women had the same issue. We literally had no clue how to responsibly handle our finances. So that's when I decided to take control of my personal finances and pursue financial independence. I became licensed in Life Insurance. I also obtained my Series 6 and 63 licenses so I could invest and manage other people's money. From there I began running my own financial services firm where I led over 40 agents, managed about \$500K AUM (Assets Under Management) personally within my first two years and educated over 200 families on how money works and best wealth-building strategies for their particular needs.

Then something totally unexpected happened. While travelling in 2020 for a charitable event in West Africa, the pandemic hit. What was supposed to be a three-week trip, turned into six months being stuck abroad due to the closing of the borders. My office in the United States closed indefinitely. So, I had to think fast. How would I be able to educate others and communicate regularly with my clients? This is when the Wealth & Wellness Network (WWN) app was born.

How do you hope your work will impact the world?

Originally, the intention behind Wealth & Wellness Network was to promote financial literacy, but it quickly evolved. As the pandemic continued to unfold, I noticed a greater need. Women entrepreneurs needed a supportive community where they could get resources that would help them successfully transition to the digital space, opportunities to promote their products and services and learn ways to generate profits.

Wealth & Wellness Network is an app and membership community that was created to promote women economic empowerment through entrepreneurship and personal development. WWN provides free resources and low-cost events in the areas of finance, business management, marketing, mindset and more. We offer female professionals and entrepreneurs the opportunity to learn, grow, connect, collaborate, network and gain exposure for themselves.



Why is the economic empowerment of women so important for the world?

There is an African proverb that states,

**“IF YOU EDUCATE A MAN,
YOU EDUCATE AN
INDIVIDUAL. BUT IF YOU
EDUCATE A WOMAN, YOU
EDUCATE A NATION.”**

Therefore, women economic empowerment is vital. Women who are financially empowered impact their communities at large. Women are known to create provisions for their household and give generously to others around them when there is a need. Women are also naturally nurturing and relationship-builders, which are fundamentals to having a thriving business. In addition, studies have shown that small businesses can stimulate the economy.

Although I am a wife and mother, let's be clear, I'm a financial feminist. I want to bridge the gender gap and help women become more financially independent. What I have found is that entrepreneurship is an avenue where women can take control over their resources. That means no glass ceilings, no concerns around male domination in the workplace, protection from violence, no struggle for equal pay, greater opportunity for security, and the ability to create generational wealth. By providing financial education, funding, and developing entrepreneurial skills, women across the globe will not only take control over their own lives, but will also change the lives of those around them.

Over the years, what have you learned about leadership?

I've learned that leadership is the foundation for impacting change and having influence. Here's what I mean. When I was in Corporate America, my idea of a leader referred to having a big title. I thought that being an executive meant that you were a leader. Well, I quickly found out that there

is a difference between a leader and a manager. A manager is known to dictate and push responsibility onto others. In contrast, a leader is an influencer. A leader takes responsibility for her actions. She guides and educates her team, invests in herself so that she can become a better version of herself, corrects her wrongdoings, and isn't afraid to bring in people who operate better in areas where she may be weak.

I've made it a point to focus on my leadership, which means to take charge and responsibility for the success in whatever it is that I am doing. Over the years, I've learned that this level of leadership empowers others and attracts dedicated individuals to want to join in the mission.

How important is mindset in your work and how do you improve yours?

Mindset is EVERYTHING. I strongly believe that an abundance mindset is what separates those who achieve their goals from those who give up at the first sign of adversity. Your mindset determines the outcome: will you give up just because you get a NO or will you be resilient? Even when it comes to finances, I always tell my clients that being wealthy is a mindset, not an amount of money. We achieve what we can believe.

For example, I had every reason in 2020 to just give up on my dreams. But guess what, I started over and pivoted. I was determined to make a strong comeback, and I did. During the pandemic, I wrote my book, *5 Money Mistakes That Are Costing You a Fortune*, which became an Amazon Bestseller and #1 in New Releases in its first week.

I also married my soulmate and we have been enjoying safely travelling the world.

Not to mention, I have been able to inspire others through my story as a speaker on many virtual stages and through the *Wealth & Wellness Network*.

I believed I could, therefore I did.

What change would you like to see in the world of work and business?

I would like to see more women operating at a higher frequency. This means being totally confident in her abilities, becoming fiscally responsible and having enough emotional intelligence to make sound business decisions. This also includes knowing her worth and charging accordingly.

I'm on a mission to provide a platform where at least 10,000 women can gain the knowledge they need to build profitable businesses that create generational wealth. My goal is to create 10 women-owned million-dollar businesses and to give a portion of *Wealth & Wellness Network (WWN)* revenue towards our ongoing humanitarian efforts.



Do you have a “business pet peeve” that you recommend people avoid?

One thing that really grinds my gears is when someone does what I call “verbal vomit” in my DMs or on a post that is totally unrelated to what they are commenting on. What I mean by that is when someone sends links or information about something they are selling that is inapplicable to me. For instance, someone may DM me about a product that helps with ageing spots due to sunburn without even looking at my profile. If that person did, she would know that I am in my mid-30s, black female and I don't have that problem.

I see it all the time – particularly in the digital space. Everyone is just throwing things at the wall hoping that something sticks. Most think that if they just “verbal vomit” everywhere, then eventually someone will accept. In all actuality, this is unprofessional and plain ignorant. People just don't know what they don't know. Many people aren't being taught proper business etiquette, how to sell or even understand their numbers so that they can hit their financial targets. I always say that the bottom line is your bottom line.

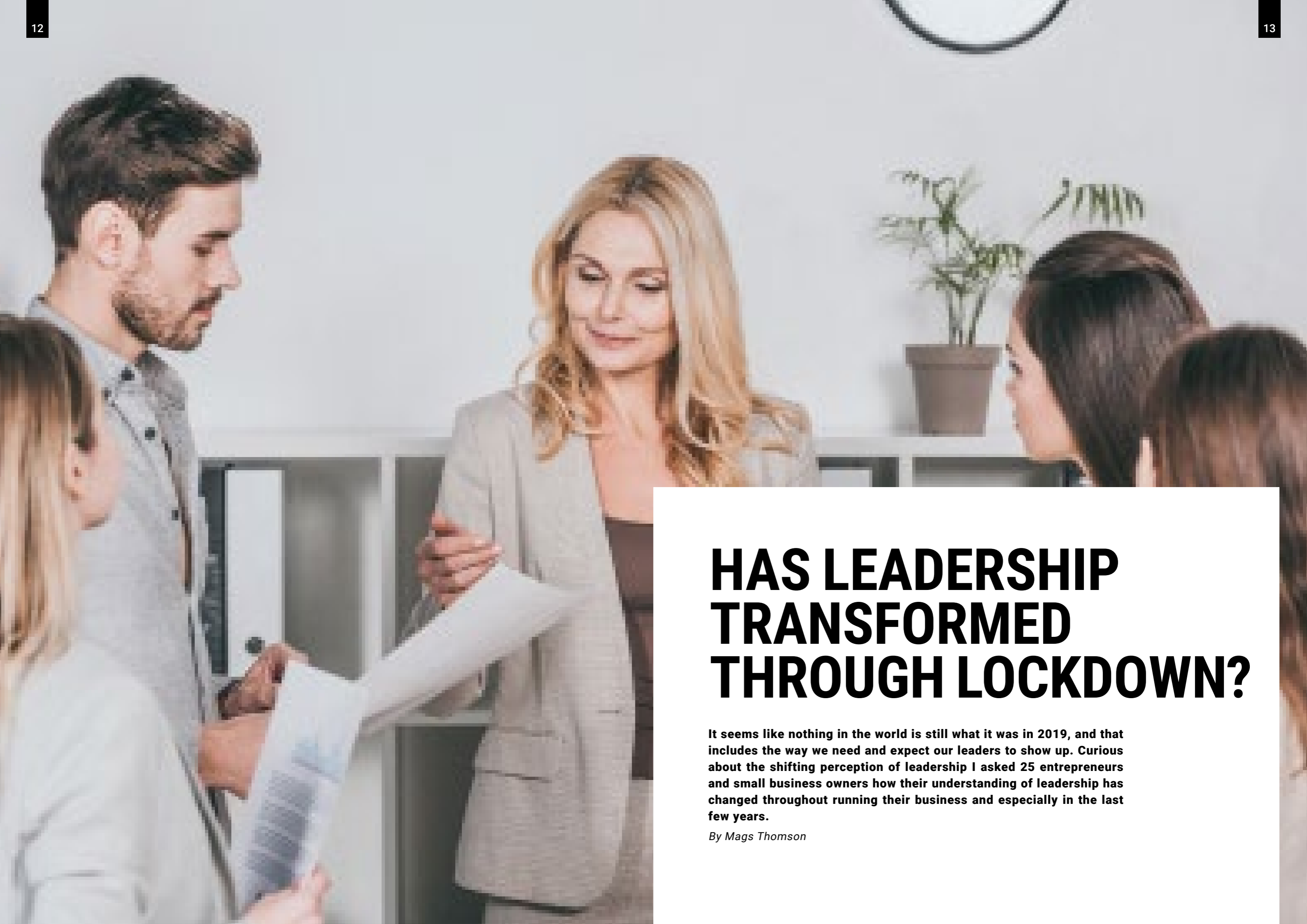
Quite frankly, I don't believe that ignorance is bliss. I come from the school of thought that in business, what you don't know will hurt you.

This is why I'm so committed to making sure that every *WWN* member gets access to resources and the proper training that will allow her to show up in business the right way.

Where can people find you?

The simplest way to find me is to go to www.lateishajohnson.com. That is where you will find my social media links, products, and free resources such as a money meditation and financial quiz.

Also, if you are an aspiring female entrepreneur or woman in business, check out the [Wealth & Wellness Network app](#).



HAS LEADERSHIP TRANSFORMED THROUGH LOCKDOWN?

It seems like nothing in the world is still what it was in 2019, and that includes the way we need and expect our leaders to show up. Curious about the shifting perception of leadership I asked 25 entrepreneurs and small business owners how their understanding of leadership has changed throughout running their business and especially in the last few years.

By Mags Thomson



Show Up As Your TRUE Self

In my view leadership has changed in a way that it's much more humane and empathic - at least that's what's expected. I used to think that leadership was acting as if you had all the answers and you had to 'walk the talk' which meant you had to be doing everything right. These days, it means you have to show your TRUE self and connect from a deeper level so that people can respect you and follow up with their whole hearts.

Paulina Stankiewicz, Executive and Leadership Coach, CEO and Founder at Coaching Affair ([website](#) | [LinkedIn](#))

Diversity of Thought

Leadership, thankfully, has been going through an evolution over the last 20 years. While command and control leadership still exists, I personally believe that the masses are finally waking up to the fact that this leadership style leads to detrimental outcomes in the majority of business scenarios. When leaders don't take the time to connect with the people they are leading, miscommunication is often the result. As a female who entered the business world in the early 1990s, I mostly saw men as the ones who were the CEOs, the leaders and everyone else modelled their behaviour in order to climb the corporate ladder and get promoted. Diversity of thought, approach and action were not valued in a leader and, oftentimes, discouraged. In my heart, I always felt that there was an alternative and better way, and when I was given the chance to lead, I approached it as a privilege. My leadership style of choice - was and still is - to lead from within. This approach is more human and takes those who are performing the work into mind when considering change or decision-making. Time and time again, I have found that it's more important to do the work to get to know and deeply understand members of your team, your company, and those with whom you partner and do business. When we can view situations from someone else's point of view, we can use our power of creativity to come up with solutions to problems that are beneficial all-around. Leadership will continue to evolve and the more that we can point to how leading with humanity at the forefront produces better outcomes in productivity, profitability and well-being, the more comfortable everyone can be with leaving militaristic leadership styles out of the business world.

Adrienne Garland, CEO at She Leads Media ([website](#) | [LinkedIn](#))



We're Making Progress

I come from the 70s and the 80s when people had very different expectations from women and the regular young female was frowned upon and forbidden to even think of leadership. To my absolute pleasure I see more and more women in positions of importance, I see people from the LGBTQIA community participate in work life with less judgment and it is good progress.

Of course, I do think that change has to happen on all levels of the pyramid and that we have miles to go - but it gives me some relief to see and witness this shift and progress and it gives me a lot of hope too for the future.

Kathy Bennett, CEO & Founder at Bennett Packaging ([website](#) | [LinkedIn](#))



Running a Business Is Like Parenting

The big switch for me was when transitioning from an employee to a founder, and understanding that the buck stops with you. They say that 'uneasy lies the head that wears the crown' and I related to it. The pressures of the business are unending and unlike being an employee, where groups have scopes and accountability is limited to the function, a founder has unlimited accountability. It's hard to truly get away and your life becomes your business and vice versa. At the end of the day it's like parenting, so much pain, yet so much joy, knowing that you are willing to go through all that pain again and again.

Sree Menon, CEO at a Stealth Startup, Board Member of Parivaar, Fund Advisory Council of Neythri Futures Fund and Founding Limited Partner at the fund ([LinkedIn](#))

Leading Side By Side

I attended a leadership retreat in 2017, and they had us do an activity where we'll line up and arrange ourselves from the most influential leader in front and the least at the back and we followed. We all lined up in the order that we felt was correct. At the end of it, we were wrong. The only way to lead is side by side with our team and so we ended up aligning our shoulders. Since then, that idea has always stuck with me. The point of leadership is not to lead from the front, not to lead from the back, it's to lead side by side with your team.

The most important phrase that we use is, "our business." It's not 'my business,' or 'the owner's business'- it's not any single person's business. It is the entire team. We feel that it's incredibly important that every single person who works within our company feels and knows that they're not here to build one person's ambitions, goals, or dreams. They're here because we know that if we all work together, we are capable of creating something that makes everything possible. Everybody on our team knows their opinions and thoughts, their quips and ideas all matter and so everybody comes in and contributes and is willing to share everything that they have to bring to the company, to the table and we're all able to make the business more successful by letting everyone shine instead of just one person.

Beth Griffith, CEO and Business & Branding Strategist at The Magnetic Entrepreneur Alliance ([website](#) | [Facebook](#))





Power Up or Power Down

Several years ago, I learned about power dynamics when I was the only full-time employee, and my boss was part-time and more often than not, I did the majority of the work while he took the majority of the credit. The power dynamic was off – I didn't realise that I'd been unknowingly giving my power away.

In business, in every interaction we can claim the personal power at hand or relinquish it – the choice is ours.

Stepping into power is both a form of verbal and non-verbal communication and typically there are two ways to respond.

- Powering Up is the choice you make to step into a fuller presence, such as making direct eye contact and taking up space.
- Powering Down is intentionally changing your stance, expressing empathy, giving others a chance to talk/interrupt and using a softer volume when speaking. "Powering Down" is an intentional way to hold power while making people feel more at ease.

Gail Rudolph, CEO at Gail Rudolph Collaborative ([website](#) | [Facebook](#))

Encouraging People to Ask for Help

In these uncertain times of the pandemic, leadership has evolved to show vulnerability and a high empathy for others. Authentic leaders need to offer support and guidance for their team to succeed, and it creates open communication and collaboration. No employee should feel like they can't ask for help - we all need help sometimes. It's how we learn as individuals and as a company. Asking for assistance and listening to the people you lead will encourage them to be transparent about making mistakes and pursuing self-improvement.

Dino Ha, Founder and CEO at MBX ([website](#) | [LinkedIn](#))



There's No I in Leader

Leadership is the ultimate team sport. Whether that team is you and your organisation or you and your customers, there's no room for I. Terms get tossed around like servant leadership or intrapreneur, but when you net all these out it's about listening to your teammates, balancing what's best for the business and what's best for your customers and making people's lives better.

Work has always taken up so much time and with a thousand options out there of how to spend it, the people who choose to work with you can have a profound impact on you and you on them. Simon Sinek talks about leadership as taking care of the people in your charge and when you do that, it's amazing what the team will give back to you.

Katie Ostreko, VP Sales and Marketing at Quality Edge ([website](#) | [Instagram](#))

Being the Most Cohesive Element

My understanding of leadership in the last two years has shifted from focusing on managing people to facilitating them. The mental shift I've had is realising that I need to be the most cohesive element of my team as a leader. Thus, I identify their talents and help them optimise this for overall organisational good and personal career fulfilment and growth.

Harriet Chan, Co-founder and Marketing Director at CocoFinder ([website](#) | [LinkedIn](#))



My Value Doesn't Lie In Seeing Details

When I began my first business, I was very focused on what I needed to do, skills I needed to learn and I kept myself in the weeds of the business on a daily basis. What I know now is that I need to understand my gaps and fill them with the right people. My value to my business is vision, articulation, and connection. My value does not lie in seeing details, creating processes, or staying focused on just one task per day. That doesn't mean I can't do my own bookkeeping or design an onboarding process or work all day on writing a book. I can, but there are others out there who do it better and are infinitely more efficient. My work is to find them, set clear expectations, support them and allow them to grow their highest value.

Monique Maley, President and Founder at Articulate Persuasion ([website](#) | [LinkedIn](#))

ONE OF THE BIGGEST THINGS I DO IS LEAD WITH EMPATHY AND KINDNESS. I FIND THAT EVERYONE IS MOTIVATED TO WORK FOR SOMEONE THEY LIKE, FIRST AND FOREMOST

Leadership Requires Trust

My experience in leadership in the corporate world was limited to management, where it was my job to manage processes and ensure people understood and adhered to those processes. Since starting my own business and bringing others into the fold, I'm still learning what's really meant by the difference between "leadership" and "management."

As a small business owner, I can't spend my days managing people and processes (my comfort zone). I have to bring people into my business and be available as a leader to help them succeed and become involved in the company's success. In this role, leadership requires a lot more trust than I realised – and trusting others with my company is a constant exercise in personal growth! I need to recognise the potential in people and help them realise their best selves within my business. And I have to balance that focus on serving my employees with practical decision making to keep the business running and growing.

Dana Sitar, Owner and Executive Editor at Dana Media ([website](#) | [Twitter](#))





Leadership Is a Commitment to People

When I started What Works Consultants, I saw leadership as “just getting it done” with my team. What I learned as my firm has grown over the past six years is that “getting it done” is the bare minimum. Today, leadership to me is about inspiration and consistently setting my team up for success. It’s not letting a job description be a relic. We tie job descriptions to specific KPIs and have clear processes to map achievement. This all starts on the first day a consultant starts working with my firm, not after the first year. Leadership is a commitment to people, plain and simple, and removing any obstacle that would make their job harder.

Diane Dye Hansen, Chief Management Consultant at What Works Consultants ([website](#) | [Facebook](#))

The Leadership of Taking a Breather

Since the beginning of COVID and right to this day, I have worked with business owners who struggle more with their balance than anything else. Leaders and business owners are exhausted too and often wonder how much longer they can carry the torch for their staff and customers when they are depleted and without resources to fight the way forward. Women especially are crumbling because of the added stress of COVID, and they bring fear and stress to work and are in a state of survival.

It takes courage not to adopt the hard-ass mindset or lead from a directive, especially when everything is upside down. Entrepreneurs are just built that way. When the going gets tough, the tough get going. But the current times and mother nature’s disruptions may just be telling us to slow down, take a breather, learn something from collaborating in a new group, and make a new friend. Or help someone you don’t even know.

Marilyn Lawrie, Business Coach at Biz Shrink ([website](#) | [Instagram](#))



Meet People’s Core Needs

Father Greg Boyle, the visionary founder of Homeboy Industries, rewired my thinking around leadership. He taught me: “People always say that gang members are looking for community. They are wrong. Gang members do not choose the life. They are pushed into the life.” His words transformed how I looked at people, to see suffering and inequality due to lack of access and resources. I realised that the first step to healing is to guide people to safety, a core feeling all humans need.

In my work involving neurodiverse people who have different brain wiring, I know they experience and perceive the world differently. Father Greg taught me to offer a welcome mat to ALL people, compassionately guiding them to safety as they find their way.

Nicole Tetreault, PhD, Founder of Awesome Neuroscience and Founder of Beyond the Cell ([website](#) | [Twitter](#))

A Leader and a Mentor (and Crazy Aunt)

Since starting my own private practice, I’ve attempted to become the kind of leader I would have hoped to have had in a mentor. Although I am structured, and decisive in business management, I try to also be someone who understands how daunting it is just starting out in the field, who will be available for questions, guidance and knowledge to help those who look to me succeed in what they are wanting to achieve. I believe in letting my therapists step into exactly the kind of provider and professional identity they were meant to become. I am there to offer support, strength, guidance and alternatives to options they may think are available. All from the energy of the wiser, empathic and strong crazy aunt that you can always turn to without fear of consequence or judgement and know they will give that tough love to get you through.

Habiba Zaman, Therapist at North Star of Georgia Counseling and Author of Beautifully Bare, and Undeniably You ([website](#) | [Facebook](#))



YOU HAVE TO BE WILLING TO CHANGE
THE CADENCE AND RHYTHM YOU’VE
WORKED TO FOR A LONG TIME



Active Participants

Today’s leaders are more active than previous kinds of leadership. They take an active role in managing and coordinating with personnel, as well as in management duties. They also enjoy and engage in organisational events to enhance employee morale and, in turn, assist in building the talents of their teams.

Jignesh Gohel, CMO at OLBUZ Private Limited ([website](#) | [LinkedIn](#))

An Emotional Load, but Also a Great Opportunity

When you lead and make a decision, being the owner of your company - it’s completely different. You become the creator of all rules. Each action you take will affect your company, your people and you’ll be accountable for everything. I must say it is a huge emotional load because all the responsibility is on you. But it is also a great challenge and opportunity for one as a leader.

Nelia Kovbasa, Co-Founder & CEO at Uksmeel ([website](#) | [LinkedIn](#))



Show Me the Way

I used to think that leadership was about showing people THE WAY, but I now realise that it’s about showing people how to find their own way! The way that resonates and aligns with what they are here to do.

AmyLee Westervelt, Owner and Founder at Gratitude Glamour Inc. ([website](#) | [Instagram](#))



Flexibility Is Key to Job Satisfaction

COVID especially has been an eye-opener, trying to balance childcare and keeping the house running. We've always been good towards our team, but especially in these times, everyone needs more flexibility. Everyone has an efficient frontier regarding what keeps them at a company. It's a mix of pay, culture, mission, and flexibility. I never realised how much providing flexibility made a difference. And it's true - it doesn't matter WHEN things get done as long as they GET done. If you have well-paid and committed people, they'll get the work done.

The challenge is that this is a mind-shift change. It's hard to change the way you've managed your team in the past and be flexible yourself. So you have to be willing to change the cadence and rhythm you've worked to for a long time. Once you see the impact on the work satisfaction of your team, though, you realise just how great it is.

Victoria Slingerland, CEO at PracticeQuiz.com ([website](#) | [Twitter](#))

The Magic of Human Connection

My understanding of leadership has changed since working as a marketing leader for a startup in Silicon Valley. One of the biggest things I do is lead with empathy and kindness. I find that everyone is motivated to work for someone they like, first and foremost. I focus on connecting with my teammates on what's happening with them outside of work before we talk about work during Zoom meetings, and I show appreciation regularly. Everyone receives a personal, nice gift for Christmas delivered, I give a leather good of choice from Wanderers.co for their one-year anniversary, we do a remote book club where I send copies of the book to all participants, and we do remote "Donut Dates" with team members where you connect on Zoom to talk about all things BUT work, and I'm incentivising the team with doughnuts.

Jeanna Barrett, Founder & Chief Marketing Expert at First Page Strategy ([website](#) | [Instagram](#))



Letting Go of the How

I come from a long line of entrepreneurs and was able to see the leadership skills all my family members carried in their businesses. When I started my business, I had a solid idea of the leader that I wanted to be because I had been groomed my whole life for that. In the first few years of business, I wore every hat and did every job. I was the investigator, the accountant, the marketing director, sales, etc. As my company began to expand throughout Ontario and across Canada I had to establish a team. It was during this time I was stretched as a leader, to build a team and relinquish tasks I had done, and allow people to use their skillset and encourage them even if it meant doing a task differently than I had.

Whitney Joy Smith, President at The Smith Investigation Agency ([website](#) | [Facebook](#))

True Strength Through Vulnerability

When I first started my business, I was pregnant, my husband was laid off and we had no home. Initially, I believed that being a good leader was about giving clear directions and instructions to my team so that we would be a well-oiled machine and service our clients properly. I have since learned that there is strength in vulnerability. It's okay to share some of our own pain and growth with our team because it will help others learn to have empathy and grow as well. As a leader, we should all have the courage to step out because you never know how you're going to impact lives.

Andrea DeMille, Entrepreneur and Author of Is It Racism? at The Wake Up Stories ([website](#) | [Facebook](#))



It Takes a Village

One of the main things that I have learned about leadership is that, while my business is my baby, I had to learn to allow others to help me care for it, nurture it, and grow it. It's not a one-man (or woman) show! But just like any mother, my instinct is to retain as much control over my business baby's well-being as possible. Unfortunately, that simply isn't practical.

When it comes to my understanding of leadership, the best analogy I can offer is that "it takes a village to raise a child," and running a successful business is no different. It is essential to your business baby's survival that you allow others to help nurture your brainchild so that you are offering it the best chance at thriving. So, make sure your leadership is always active. Continue evolving, continue growing, and continue leading your village towards your vision.

Neha Naik, CEO and Founder at RecruitGyan, Creative Arc, The Sleepy Cub and Quit my 9-5 Moms ([website](#) | [LinkedIn](#))

Looking at the Bigger Picture

Leadership is so much more than driving a team to reach measurable goals. It's about inspiring the next generation of leaders, both within our company and beyond. That means rethinking how we do business – how every small decision we make impacts each other and the world around us. While our business itself aims to do good and improve people's lives, that larger framework has a much more lasting impact on the business world. For example, everything we do requires energy, which can directly contribute to climate change. That means we have to push harder to find more sustainable solutions while also having a smooth operation that gives people what they need when they need it. We have to keep going back to that larger picture because we want to set an example for other businesses to do the same. It's not enough to just have fantastic products; we want to be fantastic leaders and share what we learn with other businesses.

Lisa Odenweller, Founder and CEO at Kroma Wellness ([website](#) | [Instagram](#))



IS IT TIME TO STOP POINTING FINGERS?

The polarisation of the world seems to be at an all-time high. All our problems are caused by the members of a group of 'others' we conveniently label as Them. Whether they are immigrants, the poor, the unvaccinated, women, queer people, liberals, socialists or whichever difference with ourselves we deem the catalyst of all that is wrong with the world;



IT'S ALL THEIR FAULT

By Suzy Jacobs

The divisions we've created in the world are increasingly devoid of shades of grey. I am sure that our increasing reliance on social media has fed into that narrative immensely. Not only are we much more aware of our friends' opinions and leanings, but the algorithms conveniently sift out opposing stances and arguments. This has left us stranded in a weird kind of echo chamber of like-minded people.

This may sound amazing, and to a degree, it is lovely to be in that bubble. But it seems to have robbed us of the ability to engage in critical discourse with people who disagree with us. The times of philosophical debate seem to have been relegated to conversations with people who we know agree with us, at least for the most part. And I will be honest, I started to swallow my opinions more and more over the last few years as the fear of backlash increased. I still do now.

We live in a time where the separation between Us and Them is no longer just part of the way our brain views and organises the world. Segregation is actively promoted in the media, by our governments and our social media platforms. And regardless of which side of any argument you are on, that should worry you.

By not engaging in critical discourse with people

who have different opinions and experiences, we miss out on the opportunity to reflect on our own convictions and assumptions, too. Have you really considered all angles, or did you jump to conclusions or rely on stereotypes and societal programming?

I am not necessarily saying you need to change your opinions, but it does us good to consider different viewpoints and experiences. We may be opened to alternatives we hadn't considered, it may lead us to find previously unconsidered middle ground that is the innovative solution humankind was waiting for. Our inability, unwillingness and public pressure not to question the mainstream and simply to discard people we don't agree with is killing our creativity, critical thinking skills and is stunting our personal and communal growth.



We Need to Repair Our Relationship Thinking

My father-in-law and I used to have very different ideas about most things in this world. That often led to fiery political debates around the dinner table. Something, it took me a while to realise, my father-in-law loved, and looking back he may have taken a few stances just to challenge me. Although the rest of the family didn't always share our passion, we enjoyed digging into an argument. Of course, I didn't always feel like debating, and neither did he. On those days we'd just talk about different topics where we had more common ground. Maybe we'd talk about something we'd seen on TV or I would ask him for stories of his younger years.

We could probably not have been much further apart on the political spectrum, but we had a

loving relationship nonetheless. Mostly, because I did not dwindle the whole complex human being that was my father-in-law to a set of political and religious beliefs. I was able to see our common ground, understand our different life experiences and how those informed both our opinions and respect him as a person regardless of our differences.

I think it is time we return to relationship building and leave this endless culling of people we don't agree with. Let's start finding common ground again. Let's listen to each other's stories and let's get back to some interesting debates around the dinner table. Let's be okay with a little discomfort here and there, so we can get back to growing and evolving as a person and a species.

It's time to stop pointing fingers and start reaching out hands.

Boost Your Business Impact the World

I started FEM as a platform for entrepreneurs to share their stories and expertise around business and lifestyle. Your contribution will help establish authority, share your offerings with new audiences and it will even improve your SEO, and all that will of course help you grow your business.

I charge a small fee for editing, design and marketing, and of course, I'll share your contribution on my channels with a combined audience of a little over 11.5k followers and a current monthly reach of about 85.5k impression.

- FEM is published online, both on this website and on Medium.com.
- FEM comes out as a digital glossy every other month.
- FEM has a small but very engaged audience with an average click-through rate on the emails of just over 40%.

Do you want to join the FEM Family?

You can become one of the FEM contributors by signing up for a FEM Feature. The package exists of:

Your FEM Features Interview

Your first contribution to the magazine will be your Feature Interview. All you have to do is answer a few thought-provoking questions about your business and your vision and submit some photos. I will work my magic to create an amazing article that shows all your best bits to the world!

Six Original Articles

Submit 6 original articles to the online magazine (within 12 months of purchase) to show off your personality and expertise.

Personal author page with unique URL and link back

Access to House of Hives training resources

Let's make the most of your PR and networking efforts and create qualified leads for your business! The team and I are always creating more training resources to help you deal with visibility and vulnerability blocks and make the most of your FEM feature and other PR opportunities, now and in the future.

SIGN ME UP





3 Ways to Make the Most of Your PR Exposure

PR is a great way to get your business noticed by new audiences and potential customers. Where advertisements usually only highlight a specific product or service, sharing your opinions, expertise, and stories through media outlets is a great way to create a human connection with your potential clients.

By Mags Thomson

The more you get your name and business out there, the more this effect will compound. It is a longer-term strategy within your arsenal of marketing strategies. Because, although media attention can create a sudden and massive burst in your visibility, it is often more about building a foundation of authority in your field.

You can pitch directly to a publication and respond to source requests from journalists (try <https://www.helpareporter.com/>) or join a publication like FEM or BRAINZ to regularly contribute and build the authority of your voice.

Of course, just getting your name and contact details listed in a publication is a good start, but there are ways to make the most of such a mention. I've listed some ideas below on how to leverage your PR mentions.

1. List the article on your website, linking to the article.

A simple way to add authority to your brand and improve the SEO for your website is by listing and linking to articles, podcasts or shows you were featured in.

As a visitor to your website, seeing your media features gives me a sense of your authority. It shows me that you have something to say and that people are listening. From an SEO perspective, it is essentially the same thing. [Moz.com](https://moz.com) explains that "the search engines consider [external links] as third-party votes."

In other words, both human and search engine visitors to your site will see the listing and linking of your PR exposure as confirmation that other people appreciate your expertise, so they should too.

2. Tag the publication when you share on social media.

Sharing the article you were featured in on your socials is another great way to show the world that you have things to say, and people are letting you say it!

When sharing the article to your socials, make sure to tag the publication so they can engage and possibly reshare your post. This will give you more exposure for this post (and possibly some new followers), but, perhaps even more importantly, it makes the algorithms happy, so your other posts will also gain more traction. When you see the publication share about your article, engage with the post too. Interacting with other accounts is another way to make the algorithms happy.

So, adding the social to your social media by tagging, liking, and commenting means that you don't just generate more exposure for your article. It also means that posts about your products and services will get some extra juice.

3. Create more content around the article.

Use the article as the basis for a live video, podcast episode, or blog post.

"I WAS RECENTLY FEATURED IN SO-AND-SO MAGAZINE, AND IT MADE ME THINK ABOUT SO, I DECIDED TO SHARE SOME MORE ABOUT ..."

You catch my drift! You can elaborate on your own contributions or respond to the journalist or other contributors (please be kind and constructive, this is about relationship building too). You can also give more in-depth ideas or practical tips to take the content of the article further.

Again, link to the original article, tag the publication when you share your new blog or video. It will all add to the traction you can get out of your PR efforts.

GREAT RESIGNATION IS FORCING MOTHERS TO LEAVE JOBS



Tired of the stress of the pandemic, feeling misunderstood, frustrated with low wages and lack of future growth, workers decided to quit even if no other job appeared.

By Susanne Grant

In 2021, we've seen a massive shift in the global workforce and people are leaving their jobs at a higher rate than ever before.

This pandemic has exposed longstanding problems within the transition economy and workforce, whether it is the shift to so-called tomorrow's jobs or changes in the culture of work.

As of March 2020, millions of people have lost their jobs almost overnight as government leaders shut down non-essential activities. The result: many couldn't pay their bills and were forced to find other ways to make ends meet.

No Workers Due to the Great Resignation

Now businesses are opening up again, employers struggle to find workers. The reality is forcing power dynamics to shift towards work, as companies find themselves moving around groups of workers who are in no rush to return to their old jobs.

With the percentage of parents leaving, especially [mothers at a much higher rate](#). It is clear that if employees want to hold on to valuable and talented staff, they need to start normalising a life beyond the desk and invest in their people.



It is no secret that workers have been asking for a better work-life balance, better wages and more support for (mental) health. In a 2018 study conducted by Harvard University, for example, 53% reported struggling with work-life balance.

However, almost none of the businesses felt the urge to do anything different as other “important matters” took priority. Not knowing the pandemic would take over the world by a storm in a matter of just a few years.

Flexibility and Hybrid Business Solutions

If businesses want to survive they will have to adapt and provide more flexibility and/or hybrid working solutions, childcare support, equal wage and opportunities for any gender or ethnic group.

PROVIDING FLEXIBILITY AND HYBRID SOLUTIONS MIGHT BE EASIER THAN YOU THINK

Now, flexibility isn’t just offering to work a 9–5 at the office on Monday, Wednesday and Friday only. But, what you think your team wants vs what your team actually needs may be a huge difference. And this is where many companies go wrong...

You may also enjoy: [“How to create a flexible hybrid workplace policy”](#)

Understanding the Needs of Your Employees

As explained in the article, [“How to create a flexible hybrid workplace policy”](#) it is vital to ask your employees what they need, instead of the company assuming that he thinks what they want.

The last few months have been incredibly frustrating and everyone is exhausted. And it looks like 2022 is another year of hybrid, work-from-home, and mix & match schedules of everyone involved to try to keep productivity and motivation up.

With working from home still the recommendation in most areas, yet offices opening up slowly too, it’s easy to forget to make sure everyone is included.

Working From Home Will Hurt Your Career

The headlines make it pretty clear that working from home -especially for women who are statistically more likely to WFH – can [hurt the career](#).

Because out of sight means out of mind, right?

Especially if your managers and team leader are not made aware of how to make sure the whole team is included.

Research shows diversity in the workplace ensures a variety of different perspectives:

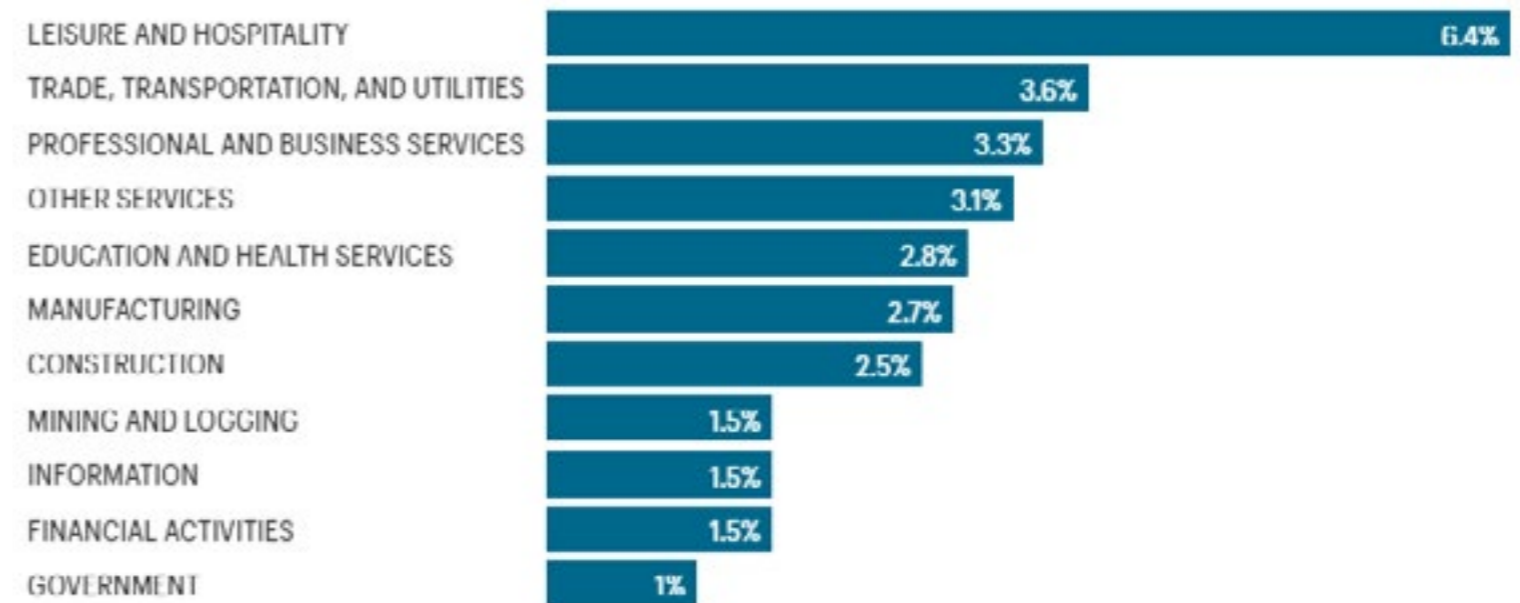
- Increases creativity
- Problems get resolved faster
- And employee engagement will be up just to name a few.

Why? It is pretty straightforward – when employees feel included, they are more engaged.

All of which is good for your team, as well as the bottom line.

But how do you make sure you engage everyone with hybrid working still in the mix?

No matter where they work, what they do, when, no matter how they identify as gender?



Source: [U.S. Bureau Of Labor Statistics](#) & [Fortune](#)

Highly Effective Hybrid Working – The New Way of Defining Success

The workshop series “Highly Effective Hybrid Working – The New Way of Defining Success in the Workplace” will help your managers implement a strategy that will:

- Make your team feel included which means better engagement and better results
- Help you save costs because less time is wasted
- Increase productivity
- Create equal opportunities, no matter what gender, or location
- Attract and retain top female talent (because twice as many women left the workforce during the Great Resignation than men... act now before it’s too late).

This is the time to act and ensure your managers will not become one of the headlines. Instead, learn how to create an inclusive work environment when navigating a hybrid workplace. [Contact our team](#) to find out if your company qualifies for this unique workshop series.

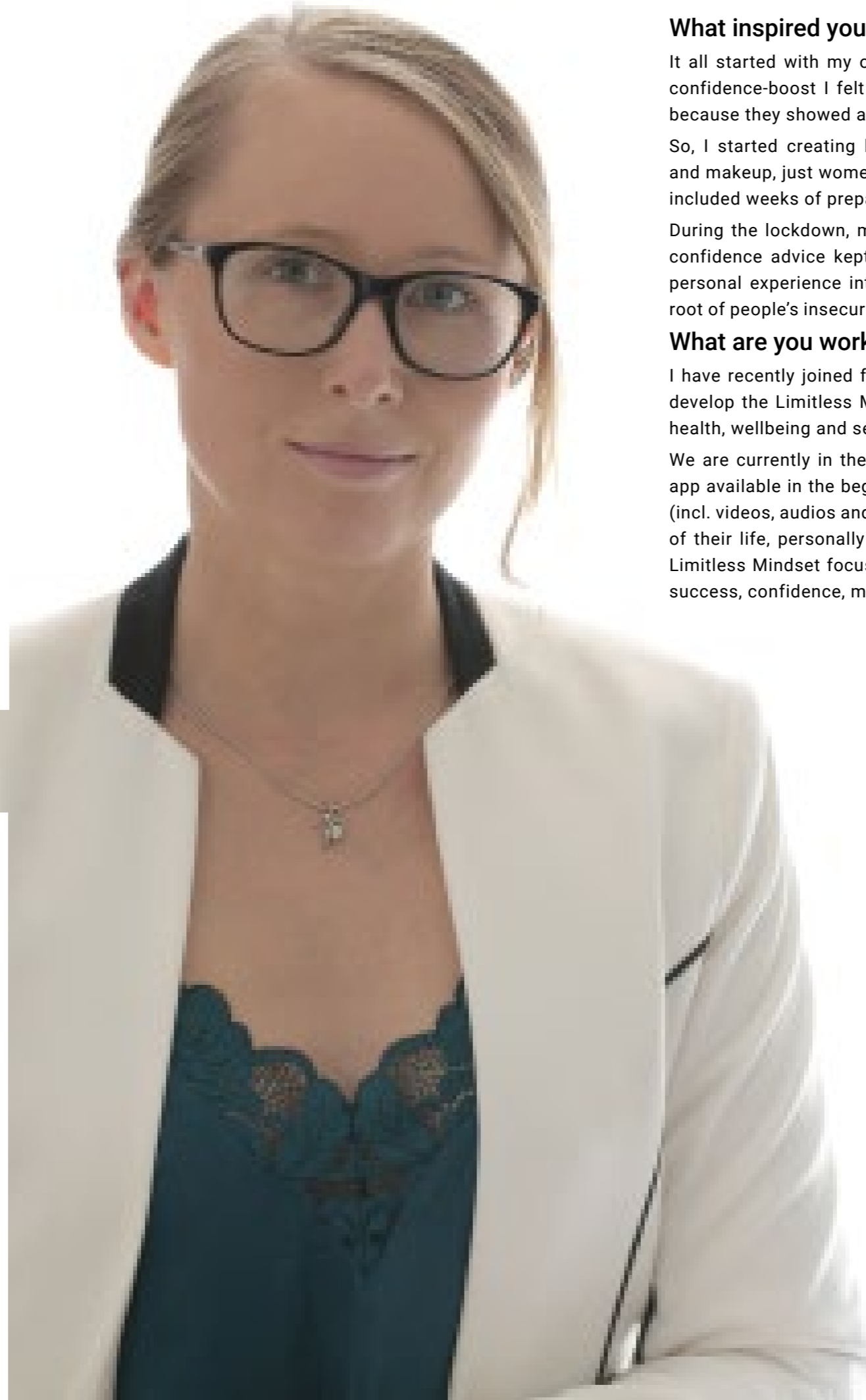
Emotional Self-Leadership & the Potential For Making an Impact

As part of the Inspiring Interviews Series, I had the opportunity to speak to High-Impact Coach Yasmin Igné of No Nonsense Confidence and Co-Creator of the Limitless Mindset App.

By Mags Thomson

I met Yasmin Igné when she was a speaker for The Power of Reinvention Summit that House of Hives hosted in the summer of 2020. I was immediately interested in what she was doing and thoroughly enjoy her pragmatic and practical approach to experience-based coaching.

She enables people to regain full confidence in who they are, their own strength and their unique talents in order to stop holding themselves back from making impactful changes. With the Limitless Mindset App she now makes support for mental health, wellbeing and self-transformation available to everyone.



What inspired your business?

It all started with my own boudoir photoshoot in London. I loved the images but the confidence-boost I felt when I looked at them did not translate into my everyday life because they showed a dolled-up version of me.

So, I started creating boudoir portraits for women myself-without professional hair and makeup, just women being their radiant selves. My photoshoot experiences always included weeks of preparation with the aim of building up my clients' self-confidence.

During the lockdown, my photoshoots were of course cancelled. But the requests for confidence advice kept increasing. So I combined all my professional expertise and personal experience into offering powerful one-off coaching sessions that get to the root of people's insecurities so that they can start developing confidence on their terms.

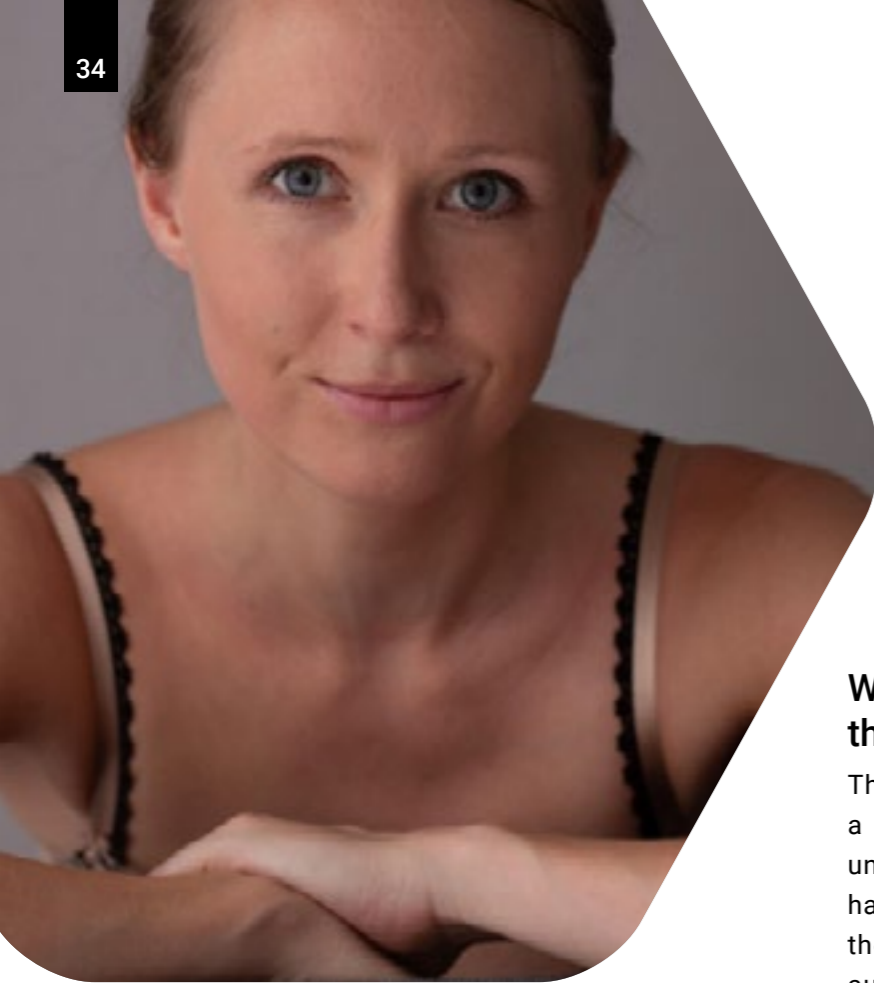
What are you working on right now?

I have recently joined forces with an amazing business woman who had the vision to develop the Limitless Mindset app. It will make discreet, effective support for mental health, wellbeing and self-transformation available to everyone.

We are currently in the very last stages of finalising its setup and eager to make the app available in the beginning of March. We are very excited to share 1000+ resources (incl. videos, audios and editable worksheets) that will support our users in every aspect of their life, personally and professionally. It's much more than meditation and yoga: Limitless Mindset focuses on motivation and mindset topics such as stress, criticism, success, confidence, mental strength, resilience, purpose, leadership and many more.

**I WANT EVERYONE
TO EMBRACE THEIR UNIQUENESS
AS THEIR ULTIMATE STRENGTH**

YASMIN IGNÉ



How do you hope your work will impact the world?

I want everyone to embrace their uniqueness as their ultimate strength. Whether with my private coaching or through Limitless Mindset, I want to encourage people to find their unique way to a happier, healthier and more successful life - a life that is 100% suited to their unique individuality.

As you grew the business, what have you learned about leadership?

Many have yet to realise it, but we have become accustomed to suppressing negative feelings. Simply because we feel unequipped and often afraid to deal with them. What we need to realise is how much this limits the depth of our emotional experience of life, how much we are holding ourselves back from building a life that makes us truly happy, on a personal as well as professional level.

And whether we are employed in a leadership position or not, we are always responsible for leading our own life with integrity and joy - and we never know who is watching or looking up to us, regardless of our official title. In any walk of life we can make an inspiring difference through courageous self-leadership.

What change would you like to see in the world of work and business?

There are so many benefits from us promoting a work culture that favours uniqueness over uniformity. One aspect is obviously how much happier we will personally be when we have the courage and freedom to express ourselves authentically. By doing so, we bring what makes us us to the table, contributing something nobody else can - it eliminates feeling like we have to compete with others, therefore improves team morale and performance.

Rediscovering our unique talents and realising our very own personal potential is what we need to recognise, promote and implement at work, in business and our private lives as well.

What is your greatest motivation for running your business?

The fact is that humanity needs individuals to become role models of uniqueness . There is so much unnecessary sorrow connected with a low self-image and self-esteem. Once we eliminate that preoccupation we have with the perceived imperfections of ourselves and focus on what we naturally excel at instead , we have the energy to do immensely impactful work and have deeply meaningful relationships - all that results in having a life of health, joy & success.

Where can people find you?

I am always open to new connections on [LinkedIn](#), and for more detailed information about the services I offer, feel free to [visit my website](#).

Find out more about [the Limitless Mindset App here](#).

THE KEY TO OUR TRUE POWER LIES IN OUR CAPACITY FOR EMOTIONAL INTELLIGENCE GROUNDED IN THE UNDERSTANDING AND UNCONDITIONAL ACCEPTANCE OF OUR OWN UNIQUENESS.

OUR HIGHEST POTENTIAL FOR MAKING AN IMPACT IS THEREFORE DIRECTLY LINKED TO OUR ABILITY TO POWERFULLY AND AUTHENTICALLY EMBODY WHO WE ARE AND WHAT WE STAND FOR - FOR OURSELVES, FOR OTHERS AND FOR HUMANITY AS A WHOLE.

IT ALL STARTS WITH US. IT ALL STARTS WITH COURAGEOUS, EMOTIONAL SELF-LEADERSHIP!



IS YOUR BOOK (ALMOST) DONE?

NOT SURE WHAT'S NEXT?

HOW WILL YOU GET PEOPLE TO
READ YOUR BOOK?

FEELING THE VULNERABILITY
HANGOVER YET?

I'M HERE TO HELP YOU MAKE
SURE YOUR BOOK LAUNCH
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**FEM IS A HOUSE OF HIVES
PUBLICATION.**

Editor in chief: Mags Thomson

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