

FLORIDA FEDERATION OF BUSINESS & PROFESSIONAL WOMEN

FLORIDA BUSINESS WOMAN

WINTER 2023

Personal &
Professional Tips:
HONESTY AT WORK
ONLINE MARKETING
ASPECTS OF LEADERSHIP
CHALLENGING CONSTRAINTS

ANNUAL CONFERENCE
BPW/FL EDUCATION HAPPENINGS
STATE COMMITTEE &
LOCAL ORGANIZATION NEWS



**Business and
Professional
Women/FL**

**2023-2024 BPW/FL Officers &
Executive Committee**

Michele Cavallo, President
9567 104th Ave N
Seminole, FL 33777
Cell: 727-698-0204
moc.bpw@gmail.com

Cynthia Howard, Vice President
PO Box 185
Tallevast, FL 34270
Cell: 941-724-4205
cshoward1@verizon.net

Vicki Faulkner, Secretary
6711 13th Ave N
St. Petersburg, FL 33710
Cell: 727-735-4575
vickifaulkner.bpw@gmail.com

Jo Ann Orr, Treasurer
143 Bahama Dr N
Marathon, FL 33050
Cell: 305-393-1863
joannorrbpw@gmail.com

Council of Presidents Delegate
Jill Kuehnert
26 S Andros Road
Key Largo, FL 33037
Cell: 754-703-1323
jill@seed-stories.com

Zelda Ladan, Parliamentarian
4653 Tiffany Woods Circle
Oviedo, FL 32765
Cell: 407-765-7766
zmladan@gmail.com

Cindi Irwin, Business Manager
PO Box 1347
Tavernier, FL 33070
Cell: 509-421-1345
BusinessManager@bpwfl.org

Cover image: James Webb Space Telescope
image of stars being formed in the Rho
Ophiuchi cloud complex

BPW/FL Calendar of Events (2024)

<i>February</i> American Heart Month	<i>March/April</i> TBD Equal Pay Day
<i>March</i> Women's History Month 8 International Women's Day held annual to celebrate women's achievements throughout history and across nations	<i>May</i> Lupus Awareness Month <i>June</i> 5-7 BPW/FL Annual Conference Hyatt Regency Sarasota Sarasota, FL SAVE THE DATES

BPW/FL's Mission

*To achieve equity for all working women
through advocacy, education and connections.*

Florida Business Woman

Florida Business Woman, the official publication of BPW/FL, is published three times annually by the Florida Federation of Business and Professional Women's Clubs, Inc. (BPW/FL. Membership subscription is included in Federation dues.

Upcoming advertising and copy deadlines:

State conference issue	April 1, 2024
Summer issue	August 1, 2024
Winter issue	December 1, 2024

<i>Advertising Rates:</i>	Single issue	Two issues	Three issues
Full Page	\$175	\$315	\$420
Half Page	\$100	\$180	\$240
Back Cover (1/2 p)	\$150	\$270	\$360
Quarter Page	\$50	\$ 90	\$120
Business Card	\$25	\$ 45	\$ 60

The rates quoted are for BPW/FL members. Non-member fees are double the member fees. Color ads will show online but the print issues will be black & white. All copy and ads (with check) should be sent directly to the Editor. Please make checks for ads payable to BPW/FL.

Articles of up to one page will be accepted for consideration to be included on a space available basis. Items to be submitted include: officer and state committee chair reports, calendar entries & press releases, photos & articles about local organization events, and articles related to our mission that would be of interest to BPW members.

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Sheila Barry-Oliver, Ed.D., Editor
9129 Waterash Lane
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fbw.editor@gmail.com



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Visit BPW/FL at www.bpwfl.org.
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MESSAGE FROM THE PRESIDENT

Hello BPW Members and Friends,

As I sit down to pen this message tonight, I am reflecting on my first six months in the position as President. I will admit, there is a steep learning curve and I am super thankful to those of you who have given me advice, guidance, mentorship and friendship. It sure takes a village and I am thankful for mine! And, I want to also thank our Business Manager, Cindi Irwin. She has been a terrific manager, and we are sad to see her go but we understand that she has other obligations she must tend to, so I want to publicly thank her for her time and dedication to BPW. I want to also thank the many members and volunteers who have stepped up to continue the good work of BPW. There is great work going on with our Education Foundation and all the Standing Committees. In fact, our Public Policy Committee is leading us on a trip to Tallahassee to meet with elected officials. We will remind them of our mission and public policy platform. Since the inception of BPW/FL in 1919, BPW/FL has always supported women's rights. As a reminder, our Public Policy platform can be

found on our website. We support Economic Equity, Opportunity and Self-Sufficiency, Health Care and Voting Rights and Access. To read the policy in full, visit www.bpwfl.org under the tab Public Policy.

Planning for our State Conference is well underway. We are scheduled for June 2024 in Sarasota, FL. We are interviewing for a new Business Manager. Our committees are very busy and engaged. BPW is stronger than ever and we owe our momentum and excitement to all of you.

As I close, I want to remind you that the holidays can be stressful. Especially for women! Here are some tips to keep in mind to help relieve the stress:

- Practice Mindfulness and Meditation. Mindfulness can be a valuable mental wellness tool.
- Preventing Burnout — It's OK to Say No.
- Take a break.
- Get Some Fresh Air and Sunlight.
- Focus on work/life balance. Taking care of your responsibilities at home



- and work can be even harder if you haven't taken good care of yourself.
- Ask for help if you need it.

Wishing you every happiness this holiday season and throughout the coming year. May the magic and the wonder of the holiday season be with you and your family today and into the new year. Thank you!

Michele O. Cavallo

Michele Cavallo
President, BPW/FL, 2023-2024
moc.bpw@gmail.com
"Building Bridges"

100 MOST POWERFUL WOMEN

Forbes magazine has just published its annual list of the world's 100 most powerful women. On that list, there are 28 countries represented, with 46 women coming from the United States. The women range in age from 33 to 80. They fall into one of six categories: business, finance, media & entertainment, philanthropy, politics & policy, and technology.

Forbes states "the 2023 Power List was determined by four main metrics: mon-

ey, media, impact and spheres of influence. For political leaders, we weighed gross domestic products and populations; for corporate chiefs, revenues, valuations and employee counts were critical. Media mentions and social reach were analyzed for all. The result: 100 women who are shaping the policies, products and political fights that define our world.

Those fights include reproductive autonomy for women in America; girls' access to education in Afghanistan and personal rights in Iran; protection against gender-based violence in con-

flict zones like Ukraine and Gaza; and actionable climate policy that protects the health and well-being of women in lower-income and agriculture-based economies.

"We're not far enough there anywhere in the world yet," billionaire philanthropist Melinda French Gates told Forbes. Her prescription for 2024 and beyond is, therefore, a simple one. "It's when you get women far enough into seats of power in multiple places in the world that things start to change."

For the full list, go to <https://www.forbes.com/lists/power-women/>



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BPW/FL ANNUAL CONFERENCE

Our 102nd Annual State Conference will be held at the beautiful Hyatt Regency in Sarasota, Florida, on June 5-7.

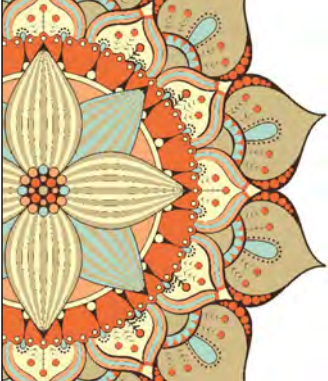
We continue to encourage you the membership to be a sponsor, or solicit sponsors, and to place ads in the conference program, so that we can continue to keep our conference costs as reasonable as possible. We will have more information and registration documents on the website as soon as possible. Please share the opportunity to sponsor or to have an ad in our program widely among your circle of influence—no ad or sponsorship is too small. Unfortunately, this year there will not be any available space for us to have vendors, so ads and sponsorships will be our only other funding stream to keep costs low.

We will provide two lunches (a working lunch on Wednesday at the beginning of our conference and a seated lunch on Thursday) as well as an installation banquet. We are still planning for some fun things, both in the evening and in the morning, which will be announced to the membership as we move forward.

The room rate is \$179 ++; the daily resort fee is \$10 and the overnight self-parking fee is \$10. We'll advise as soon as the hotel registration link is live.

We hope to see you at the 2024 State Conference!

Jerri Evans, 2024 State Conference Hotel Liaison




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JO ANN ORR
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Sheri McCandless
Assistant to CEO & Events Director

561.802.6979 Ext. 3 | smccandless@mowpb.org
P.O. Box 247 | West Palm Beach, FL 33402-0247



Carole J. Tolomeo
Mobile: 954-648-6876
cjtolomeo@aol.com

BPW/Fort Lauderdale
President 2020-2021
BPW/FL President 1993-1994

HOW TO ADDRESS WOMEN FACING AGEISM

How To Address Women Facing Ageism At Each And Every Stage Of Their Career

By Sheree Atcheson

The bias against women in leadership has long been discussed.

Research has covered this in many different areas. Just a few examples are:

- The higher likelihood that men will be hired over women, when both groups are equally qualified,
- to politics where, in 2022, only 45% of people in the G7 felt very comfortable with a woman running their country, down from 52% in 2021,
- to half of women in STEM jobs report experiencing discrimination at work. That climbs to 74% if narrowed to just women who work in computer-specific jobs.

Bias does not exist in small bubbles, confining itself to specific one group over another. Instead, it exists in multi-faceted ways, in the same ways that people are multi-faceted. In this case, women are not a monolith and should not be treated as such.

Ageism, typically known as prejudice, or discriminatory behavior targeted against older people. Stereotypes such as views that older people are not as good at their jobs anymore, that their performance will get worse with age or that they simply aren't broadly good enough anymore. Older women in the workplace face the double-edged sword, facing the stereotypes of both groups in an inter-sectional way. Adding ethnicity into the mix will also highlight even further bias.

Notably, new research has started delving into age bias against younger women too, where bias was found focusing on attractiveness of appearance, undermining credibility and assuming lower seniority in role.

Unsurprisingly, the same research shows there is no "good" age for women, as those in the middle-aged group of 40-60 face bias in hiring or promotion rounds due to "too much family responsibility and impending menopause" and whether they have "aged well" or not. Yet, jobs were actively given to men in the same age band, where family responsibilities or health were not a consideration.



What does this mean?

It means that ageism and sexism is inter-linked and to tackle it, we must recognize it when it happens.

Call It Out When People Focus On Appearance

Appearance is not an important marker of expertise, worthiness or suitability for a role - especially not within the technology industry. When comments are made on appearance, call it out, make it known it's not appropriate.

Focus On Skillset

Use hiring or capability matrixes to appropriately rate employees fairly. Provide clear guidance on what good and not-so-good is in terms of performance and review ratings for bias at regularly intervals.

Recognize The Importance Of Blended Teams

Homogeneous teams, in any format, are not good for business. Diverse teams create better business benefits and a more collaborative environment. Embrace multi-generational workplaces and provide the environments for them to succeed, such as recognizing that flexible opt-in benefit programs are a good way to ensure everyone has a place at your company.

Learn From Each Other

The benefit of a multi-generational workforce means that we can utilize and learn from different perspectives. One isn't better than the other, but together, give us unique insights in how best to

create technologies and solutions for society - an incredibly diverse group.

All in all, it's pertinent we recognize this bias. Women cannot win in the workplace because no age is the right one. At each step, research shows that working women's capability, competency and value are questioned and challenged.

By calling this out and being deliberate about challenging gendered ageism, we can work to create a better, more inclusive workplace - for everyone.

Follow me on [Twitter](#) or [LinkedIn](#). Check out my [website](https://www.shereeatcheson.com/) (<https://www.shereeatcheson.com/>).

Sheree Atcheson

Global Diversity, Equity & Inclusion Leader, Advisory Board Member at Women Who Code & Author of "[Demanding More : Why Diversity & Inclusion Aren't Happening & what you can do about it](#)".

Listed as one of the UK's most influential women in technology, Sheree is an international multi-award winning Diversity and Inclusion leader who is a global change maker in pushing for equality and equity in industry.

<https://www.forbes.com/sites/shereeatcheson/2023/06/30/women-face-ageism-at-each-and-every-stage-of-their-career/?sh=12d32b5fc482>

BPW/FL COMMITTEE NEWS

Bylaws

Our committee will be meeting 12/12/23 at 11:00 via Zoom. Mary Giddens, Tami Simms and Audrey Wood would welcome any other members to join us at that time to participate. Please contact Audrey at audreywood@gmail.com or 727-385-2051 for details.

Audrey Wood, BPW/FL Bylaws Committee Chair

Marketing

The Marketing Committee has made progress on several fronts over the past few months. In September, we sent a questionnaire to all LO Presidents regarding their specific challenges when it comes to growing membership. The questionnaire also invited each LO to identify and prioritize marketing support needs from the committee. We are happy to report that we received a 100% response!

The questionnaire was followed up with a live discussion at the October Council of Presidents meeting. After the discussion, the committee was able to quickly fulfill a few of the simpler requests, including a sample membership form and sample brochure (with an offer to assist the LOs in customizing these pieces), and a printable one-pager on the state Public Policy. The committee is also working on a basic website template and updated brochure template.

Beyond these immediate projects, we recognize that the growth challenges and marketing support needs vary significantly among the LOs. Some of the bigger challenges will require additional discussion and a concerted effort to find practical, long-term solutions for growing membership at the local level. For example, several LOs expressed a need for assistance in developing and maintaining websites and social media, maintaining marketing documents, and creating and promoting events to attract new members.

Because the needs are unique to each LO and may require special resources, the Marketing Committee has offered to work one-on-one with the LOs to develop custom growth plans that include short-term support to fill resource gaps

while building a sustainable approach for the long run. If your LO is interested in tapping into the resources of the state Marketing Committee and participating in this consultative process (it's free!), please reach out to me directly at patmilian@yahoo.com.

Happy New Year! May 2024 be a year of growth and vitality for BPW statewide.

Patricia Milian, BPW/FL Marketing Committee Chair

Programs

The goals of the Program Committee are to convene working women across the state to participate in educational and information sessions on work related topics, to create educational and professional development content that can be used by the LOs, and to provide a platform through which LOs and individual members can develop and share content. We have documented existing BPW resources; identified resources that are available publicly for free; surveyed the membership on topics they would like BPW/FL to provide and asked what they could present on; and are now identifying content to develop. We thank those members who responded to the survey.

A virtual Equality Day webinar, a joint effort with the Public Policy Committee, was held on August 25. It can be found on the website under Events. We continue to work with the technology committee when looking at venues/platforms for delivering content.

Check out the programs now available, which consist of recorded webinars, leadership documents and presentation slides from the Individual Development Program. There are four recorded webinars available from the home page of the website as well as three presentations from the 2023 annual conference on the annual conference recap page. Finally there are multiple webinars that can be found under "webinars" in the members-only section of the website including several on BPW LO leadership.

The committee currently consists of Sheila Barry-Oliver, Chair, Kaila Palmer (President of the Tallahassee BPW Scholarship House), Vicki Faulkner (BPW/St Pete-Pinellas, BPW/FL Secre-

tary), Margie Smith (BPW/Upper Keys), Steph Marcusky (BPW/Englewood-Venice, Technology Committee Chair) and Carolyn Wiggins (BPW/St. Pete-Pinellas) but we will be expanding soon.

Sheila Barry-Oliver, BPW/FL Programs Committee Chair

Public Policy Committee Days in Tallahassee

President Michele, Zelda Ladan, and I had an amazing trip to Tallahassee on December 5 and 6. We were scheduled to meet with 14 legislators and ended up meeting with 16, most of whom are from BPW/FL Local Organization areas. The lobby firm we worked with, Shumaker, not only arranged all the meetings, but they also held a cocktail reception at the Governor's Club for us on December 5. We were introduced to four additional legislators during this reception and numerous other organizations, including other lobbyists.



Michele Cavallo, Zelda Ladan, Senate President Kathleen Passidomo and Jerri Evans.

The energy and positive feedback we received from both Republican and Democrat legislative members was a really nice change from some of what we see on a day-to-day basis on the news.

Representative Shevrin "Shev" Jones approached us about working with his office to coordinate a Women's Summit in March in the Miami area; however,

BPW/FL COMMITTEE NEWS

when we met with Representative Marie Woodson we found that she has already scheduled a Women's Summit in March that she has been working on for a year, so we will reach out to Rep. Jones to see if we can't all work together on one Summit. Rep. Woodson would also like to find a way to collaborate with BPW/FL on some of our Public Policy Platform items, as well as starting a conversation about potential funding for some of our initiatives, especially our Breast Cancer Fund.



Michele and Jerri with Rep. Shevrin Jones



Jerri and Michele with Rep. Diane "Ms. Dee" Hart

This year the theme in the Legislature is Living Healthy and several bills have either been filed or will be filed soon that relate to breast cancer (screening at age 25), maternal health care in minority neighborhoods and a Doula standardized certification. We will be watching all of these through Session as they are directly related to our Healthcare Platform.

We are excited about the future and hope that each of you will find time after Session to visit with your legislative members when they come home.

Jerri Evans, BPW/FL Public Policy Committee Chair

Technology

The Technology Committee is supporting the Strategic Planning Committee with the three main pillars of the plan. Suzi Youngberg is working with Patricia Milian on Membership Experience; Amy Dinovo is working with Jerri Evans on Public Policy, as well as analyzing the needs versus opportunities of new software; and Stephanie Marcusky is working with Sheila Barry-Oliver on Programs.

Stephanie Marcusky, BPW/FL Technology Committee Chair

Audit

The Audit Committee has submitted selected deposits and expenditures to the business manager. The supporting documents for these items will be reviewed upon receipt and our report will be provided to the Executive Committee. (This detailed information was not available in advance of publication.)

Audrey Wood, BPW/FL Audit Committee Chair

Nominations

In 2024, we will elect all the BPW/FL officers (President, President-Elect, Vice President, Secretary, Treasurer and Nominations Chair) and the BPW/FL Education Foundation officers (President, Vice President, Secretary, Treasurer). It is not too early to be thinking about whether you or someone in your local organization would be a good fit and would be willing to serve. Read the relevant bylaws (and the BPW/FL Handbook) to learn the requirements and duties of each office. Until we get a Nominations Chair, reach out to any current officer in either BPW/FL or BPW/FL Education Foundation to learn more.

Women's Wellness

The Women's Wellness Committee is charged with fundraising for the BPW/FL Breast Cancer Fund. The Fund depends on donations, which usually come in each summer at state conference from the local organizations. This year the Committee created a year-long **Member**

Donation Campaign to help boost the Fund. BPW/FL kicked off the fundraising campaign in October during Breast Cancer Awareness Month asking members to go online and make a donation to the Fund. We are pleased to report that during October, the campaign raised **\$525**, which is enough to cover two \$250 distributions from the Fund. Our sincere appreciation goes out to those who sent in donations during October!

If you would like to make a donation to the Fund, you can use this link to the page on the BPW/FL website: <https://www.bpwforg/bpwfl-breast-cancer-donations/>

- Every donation of **\$25 or more** will receive a Pink Ribbon Lapel Pin as a thank you for your support.
- Every donation of **\$250* or more** (*the amount of one distribution from the Fund) will receive a special supporter lapel pin.

In late November, a second distribution request from the Breast Cancer Fund was approved. Do you know someone who has been diagnosed or is in treatment for breast cancer? Any member can apply to the Fund for a \$250 distribution on their behalf. A recipient does not need to be a BPW member but must be a Florida resident who has been diagnosed and is undergoing treatment for breast cancer. The recipient may use the \$250 distribution for any purpose, including medical expenses, household bills, etc. To apply for a distribution, go to the Members Only section of the BPW/FL website at bpwfl.org and complete the Distribution Request Form.

The committee has also been sharing educational information in the monthly BPW/FL e-newsletter and FBW for not only breast cancer, but other women's health issues, including heart disease and mental health. Be watching for these educational articles in future issues.

The Women's Wellness Committee and I wish you and yours a very happy holiday season, and a happy and healthy start to the new year!

Sheri McCandless, BPW/FL Women's Wellness Committee Chair

Chief financial officer. Caregiver. Eclipse chaser.
A life well planned allows you to

LIVE YOUR LIFE.



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MARKETING STRATEGIES FOR ONLINE BUSINESSES

By: Tiffany Wagner



Your brand can stand out from your competitors with the help of well-thought-out online marketing strategies. No matter what field you operate in, a solid online marketing plan is essential for reaching a broad audience and generating new leads. To succeed in the online marketplace, companies must employ a wide range of marketing strategies, each of which takes advantage of the opportunities offered by the internet without losing sight of the customer's needs. Keep reading for some actionable advice on how to market your online business.

Search Engine Optimization (SEO)

Search engine optimization, or SEO, is the process of enhancing a website's visibility in search engines. The way your site is built technically and how frequently you add new material are significant factors in how well it performs in organic search results. Look closely at your on-page content. Product titles, descriptions, photos, blogs, and other information are all examples of what is known as "on-page content." When creating content, keep in mind that it should utilize language that customers would use when looking for relevant products and address any queries or concerns they may have. Also, investigate off-page SEO or optimization efforts such as backlinks to your website from other trustworthy websites.

Social media marketing

Potential customers are likely to see

your ads if you publish them on social media, making this an excellent area to allocate your marketing budget. Content is king in the realm of social media. Regular posting is essential for attracting readers and encouraging engagement.

Using social media, you can interact with your target audience, educate them about your products and services, and build lasting relationships that will ultimately lead to more sales. Anyone interested in learning more about your business can reach out to you on social media, where you can answer their questions and guide them toward taking action.

Pay-Per-Click (PPC)

With the help of a targeted PPC campaign, you can quickly show up in Google's search results, attracting potential customers and driving them to your website, thereby increasing your sales. With PPC advertising, companies can bid on a placement within the sponsored links of a search engine and pay only when their ads are clicked. Your ad will appear ahead of unpaid results when visitors search for a term for which you have a high bid. PPC advertising is an investment, and it doesn't come cheap. However, if your company's ad campaign can generate a significant return on investment, the cost will be worth it. Find ways to finance your PPC marketing. You can obtain personal loans or microloans for PPC financing from reputable online lenders like CreditNinja loans.

Email marketing

To remain competitive in the e-commerce industry, you must continue to collect email addresses from your site visitors. Gather email addresses from

your current clients, your social media following, and any other sources you can utilize. After that, a newsletter, no matter how basic, can help increase the number of visitors to your site, get them more involved with your business, and keep your company in their minds. Consistently updating your email list with new content is also essential. Create a consistent schedule for sending out emails, and use it to inform customers about sales, updates, and new features.

Influencer marketing

"Influencers" are people who command sizable online followings and can sway the purchasing decisions of their followers. Influencer marketing and brand awareness are frequently linked as a long-term effect if your objectives include boosting conversions or brand awareness. New content creation and publication are usually costly, but an influencer marketing campaign can be run at little cost because the influencers themselves cover the expenses of making the content. The influencer will also know what will resonate with their audience, so expect a great return on investment from their material. You will also not have to worry about the type of content to produce for the campaign or the marketing channel. If you're working with an influencer, you may take advantage of the market research they've done in their previous posts without spending additional money.

Video marketing

Consider this. 90% of customers report that video content helps make purchasing decisions easier. For this and other reasons, many in the marketing industry see video content as the future. Videos should be short, easily digestible, and entertaining. Video advertisements help consumers understand your product or service easily. It helps you find new customers, increase sales and boost overall consumer satisfaction. There is nothing like video content when it comes to telling your brand's story. More people are likely to view, enjoy, and share your videos if you make them entertaining and creative. It will help you better convey the personality of

(Continued on page 17)

LOCAL ORGANIZATION

BPW/Gold Coast

On November 5, 2023, member Joyce Spelios celebrated her **100th birthday**.



Members and family friends attended this special celebration. Joyce would attend meetings with her daughter Janis Tapley but Joyce joined BPW/Gold Coast in 2013 because Joyce wanted to be a member and not just a guest. Born in England, Joyce brought history to life when she told of her wartime experience including being assigned to the Enigma Project.

The modified meeting ‘venue’ of Zoom and in person continues to keep our members connected and engaged. Schedules permitting and internet connections co-operating, members participated in the BPW/FL August informational 19th Amendment Zoom presentation.

We continue our community involvement. This Thanksgiving season, as a team, we participated in the “Pie it Forward” fundraiser for Meals on Wheels of the Palm Beaches. This was a very unique fundraiser for homebound seniors in our community. *We Pied it Forward* where each pie purchase of \$30 feeds a senior for one week with their program. Our Team purchases will help to feed 15 seniors! In addition, BPW/GC was listed as a team on their registration site.

Our Suit Drive continues to keep us busy as well as providing quality donations of clothes to residents of our local YWCA domestic abuse shelters. We continue to support other non-profits such as The Inner Truth Project Inc. and our holiday tradition of supporting the Back-to-

Basics Angel Program by purchasing and wrapping items for a specific child with the basic personal items of socks, underwear and sneakers enabling them to stay in school.

BPW/Englewood-Venice

BPW/Englewood-Venice had a very successful Wine Tasting on October 30. We raised enough to fund three scholarships next year.



In November we had a very uplifting speaker, Mary Jones, who hosts a weekly radio show on WENG Radio in Englewood. She reminded us all of how amazing we are! On December 13, we are celebrating the holiday season with low income seniors at the Senior Friendship Center in Venice. We are purchasing gifts for invited guests. It’s always heartwarming to see how much these seniors appreciate the gifts and the friendship we have with them. At our monthly meeting, we’ll be celebrating our annual party and gift exchange.

BPW/Marathon

We had a fabulous evening with amazing food at Skipjacks Resort. The new renovations both inside and out added to a beautiful ambiance and fabulous evening with friends. Four Sheets to the Wind by the pool capped the evening with dancing and laughter. Such a fun venue



BPW/North Sarasota

The 2023-2024 club year is in full force! We are “building bridges” with local organizations and continuing to connect with each other.

In September, we celebrated our 51st anniversary. In lieu of a regular meeting, we celebrated with dinner at Stonewood Grill in Sarasota. Members and guests enjoyed an evening of great food and fun.

We began planning for our 2024 H’attitude Scholarship Luncheon and Hat Show, scheduled for Saturday, March 16, 2024! We are excited once again to recognize women in our community who are making a positive impact. We are also planning for another major fundraising event, which will be held during the holiday season. Proceeds from our events benefit our scholarship fund, which allows us to support high school senior girls in their educational pursuits.

October was Breast Cancer Awareness Month. Our speaker was Catina Wilcox, BSN, who has been a nurse at Sarasota Memorial Hospital for 23 years.



President Wendy White with Catina Wilcox

She shared information on the importance of being proactive when it comes to our health. Individual members and our LO made contributions to the BPW/FL Breast Cancer Fund, which offers financial assistance to anyone suffering from breast cancer.

For “something different”, we decided to hold our November meeting at Cooper’s Hawk Winery and Restaurant. Again, we shared great food and got to know each other better, strengthening our bond.

(LO) NEWS

So what's coming up in 2024? Well, we are excited that the 2024 BPW State Conference, which will be held in the beautiful city of Sarasota! Members will be working on the conference planning committee. We look forward to a great conference.

We wish our sisters a prosperous and happy new year!

BPW/St. Petersburg-Pinellas

It has been a busy fall in St. Petersburg. In August, we celebrated the passage of the 19th Amendment allowing women the right to vote with our annual Equality Day Tea, hosted by the Bill Edwards Foundation at Duke Energy Center for the Arts at Mahaffey Theater. A special treat was the use of members' heirloom teacups, some of which may have actually been used during the suffrage days!

In October, recognizing National Business Women's Week, we held our annual Working Women's Forum. This year's topic was "Working to Belong: Developing Environments Where EVERYone Thrives." A dynamic panel spoke about the importance of Diversity, Equity, Inclusion and Belonging in all aspects of our lives. The panelists were Delquanda Turner Smith, principal consultant, Inclusivity LLC, Jessica Tomlinson, President, Democratic Disability Caucus, Pinellas Chapter, Kimberly Rodgers, Executive Director, Community Law Program and Jeff Baker, Government and Community Relations Manager, Duke Energy.



Our monthly luncheon speakers present a variety of backgrounds and interests. Our September speaker was St. Petersburg Police Chief Anthony Holloway, our October speaker was Carla Bristol with the St. Pete Youth Farm, our November speaker was Legislator Lindsay Cross, Florida House of Representatives and our December speaker is Lariana Forsythe, CEO of CASA (Community

Action Stops Abuse).

We made two scholarship gifts to women through our Connie Passmore scholarship program, and are looking forward to providing financial support to female entrepreneurs through our Support Our Sisters (SOS) grants in partnership with the St. Petersburg Area Chamber of Commerce. In September we held our bi-monthly evening BPW meetup at the Mahaffey Theater and in November we attended the Celebration for Dr. Kanika Tomalin, President of the Center for Health Equity. In December, we will hold our annual holiday party.

Our luncheon meetings are held on the first Thursday monthly, and we enjoy a private room at Parkshore Grill in downtown St. Petersburg. Upcoming speakers will represent the City's new Minority and Women Business Enterprise (MWBE) Program, the Pinellas County Urban League, and a diversity assessment organization. We invite anyone to attend, anytime. You can see the calendar at www.bpwstpetersburgpinellas.org.

BPW/Upper Keys

Warm greetings from the Upper Keys: Key Largo to Islamorada! It's been a busy few months. In August we hosted a casual Networking Evening at a local restaurant. The 50-50 raffle raised over \$300 for our Scholarship Fund! Our Board of Directors also met for a day-long working retreat to set priorities for the year. Our September luncheon meeting featured a panel discussion on entrepreneurship with BPW/Upper Keys members, moderated by our Board member Bonnie Barnes. A video recording of the discussion is available on our YouTube channel: www.youtube.com/@upperkeysbpw.

Our Fall 2023 activities hit a high point in October, with our Annual "Celebration of Working Women" evening. It was the best of what BPW/Upper Keys is all about - friendship, connection, professional and personal development, support and advocacy for the working women in our community. Many of the 70 attendees wore pink and purple in solidarity with Domestic Abuse Awareness Month and Breast Cancer Awareness Month. SouthState Bank was our event and award sponsor again this year. Patricia Milian, a corpo-

rate marketing executive with ComplyRight, Inc., and BPW Board member, was named 2023 Woman of the Year. Her generous sharing of marketing, branding, training, and professional development expertise were cited as invaluable assets to BPW and the community. The 2023 Business of the Year was Voyage Blue Travel, a full service agency owned and operated by BPW member Ilja Chapman. The business was applauded for exceptional service, support for female employees and agents, and creative support for local causes. Other nominees for Woman of the Year were: Cathy Brewer, Carolyn De Paula, Elizabeth Moscynski and Sue Woltanski. Also nominated for Business of the Year were: Houston Insurance Agency Inc. (Mary Houston), Jellyfish Daydreams Tattoo (Cassandra Clark), and MountainTop Financial (Alissa Reckard).



At the same event, Fall Women's Scholarship recipients were recognized. In partnership with the Fish for Holly / Holly Given Fund we've committed \$6,000 in funding for education and training this fall to women in our community. Congratulations to Suzi, Meredith, Hayley, Isis and Caitlin!



In November, we hosted a "Speed Networking" luncheon event in Islamorada... just ahead of some truly terrible weather. We greeted old friends, met a bunch of new faces, welcomed some great new members... and tried our very hardest to stop talking to the fascinating person across the table when it was time to keep the networking moving!

We also produced a virtual public policy

(Continued on page 16)

We have a lot happening in 2024 and we hope you'll join us!

- ✓ Membership Luncheons on the first Thursday
- ✓ Committee meetings each month
- ✓ Equal Pay Day

Connect and Engage

- ✓ Leadership Training
- ✓ Philanthropic Events
- ✓ Support Our Sisters
- ✓ Activism
- ✓ Partnership Building
- ✓ Advocacy
- ✓ Skills Development
- ✓ Networking
- ✓ Friendship



Stay tuned to www.BPWStPetePinellas.org or subscribe to our Touch Base Tuesday Newsletter.



Upper Keys BPW congratulates our
2023
Business of the Year



2023
Woman of the Year
Patricia Milian



 Business and Professional Women/Upper Keys
upperkeysbpw.org

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HONESTY AT WORK:

Why it's important and what it looks like

By Beth Braccio Hering

We've all heard the saying "Honesty is the best policy." But, is this adage still worth clinging to in the modern work environment? Stories of unethical behavior seem to be around every corner. Might dishonesty, especially when it provides an advantage to the bottom line, really not be so terrible?

Smart leadership teams do not give credence to the childish reasoning "Everyone else is doing it, so why shouldn't we?" They realize that what may at first appear harmless could cause quite a mess.

The importance of honesty

Organizations that fail to include honesty among their company values set themselves up for a variety of potential problems. On the flip side, honest environments set the stage for some great things to happen. Let's take a look.

Toxic company culture vs. a healthy workplace culture

Dishonesty tends to breed more dishonesty. A lack of standards can contribute to a bad work ethic, stealing, lying, and other poor decision-making by employees. Teamwork can suffer, too. Acting as a cohesive unit becomes difficult without honest communication and trust. Also, when workers feel they are getting a snow job from management, they fill in "correct" information themselves. Rumors and gossip abound.

When honesty reigns, relationships thrive. Workers do not waste time second-guessing each other or worrying about what those in positions of power are hiding from them. The general well-being of the office improves as individuals respect their inner voice and act accordingly.

Damaged public perception vs. positive image

There's a reason why the Houston Astros continue to be booed when visiting other ballparks. Baseball fans remember the team's 2017 cheating scandal. Scarred reputations prove hard to repair. A bad

incident makes others question your trustworthiness going forward. People tend to include truthfulness and fairness among their core values. Disregard for these things hurts your brand and could cost customers.

Alternatively, knowing that an organization is "the real deal" attracts interest. People feel good about supporting trustworthy companies. They believe ads and claims. They speak well of you to others, driving more business your way.

Difficulty attracting and retaining employees vs. increased loyalty

Especially during periods of low unemployment, workers can be choosy. Dishonest employers are not particularly attractive. Job candidates may run in the other direction when they learn about a potential employer's questionable practices through social media or their own LinkedIn network. Pressure on current employees to lie, keep quiet, or engage in something counter to their conscience contributes to burnout, absenteeism, and quitting. Besides the internal conflict, one's own reputation suffers from guilt by association. Nobody wants that sort of blemish on a resume.

Being known for integrity in the workplace catches the eyes of prospective applicants. It makes them feel more positive toward your employee brand. It helps them believe that you will fulfill the experience promised during the recruitment process. Existing employees vouching for the company's honest behavior strengthens the case. And feeling good about the employer being transparent and truthful contributes to better retention.

Legal repercussions vs. preventing problems

Knowingly releasing harmful new products. Fudging tax returns. Hiring illegal workers. Covering up instances of sexual harassment. These are just some examples of dishonest behavior that could land a company in hot water. Lawsuits, fines, and other penalties definitely are not something any organization wants.

Honesty goes a long way toward sticky situations never happening. Workers who feel comfortable speaking up when they notice a potential problem may stop it from ever occurring. Employees with the integrity to say "no" when asked to do things that compromise their standards help those around them find similar strength.

Promoting an atmosphere of honesty

Understanding the importance of honesty is step one. Step two is fostering it throughout your business. The following ideas can assist.

Make it part of your mission statement

Leave no doubt that honesty is a core value. Tout honesty from day one of onboarding, and repeat the message regularly.

Don't mislead applicants

Watch what you tell or promise job candidates. Write an accurate job description that truly captures responsibilities. Present a clear, unembellished path to advancement. Highlight positive aspects of your company culture, but avoid stretching the truth. (The one office pizza party you had 18 months ago does not count as regularly getting together for food and socialization.) Actions during this particularly impressionable stage of employment can make or break how much employees trust you.

Encourage internalization

Help employees develop the mindset that their honest actions add to the organization's overall success. Remind them of their role in maintaining confidentiality. Ask that they speak up when they notice potentially dishonest behavior. Discuss how honesty builds customer loyalty and enhances brand image.

Start at the top

Employees will mimic what they observe, so leaders must be good role mod-

(Continued on page 17)

LO PRESIDENTS

Englewood-Venice
Cynthia Fredricks
cafredricks57@gmail.com

Fort Lauderdale
Carole Tolomeo
cjtolomeo@aol.com

Gold Coast
Sue Banks
sabanks@earthlink.net

Halifax
Check BPW/FL website for contact info

Marathon
Kristin Carlson
kristinrauch@gmail.com

Miami Shores
Check BPW/FL website for contact info

North Sarasota
Wendy White
wendy3.ew@gmail.com

St. Petersburg-Pinellas
Tami Simms
Tami@simmsteam.com

Upper Keys
Jill Kuehnert
Jill@seed-stories.com

To see a map of where all the BPW/FL local organizations are and to learn about their meeting dates/times/locations, visit <https://www.bpwfl.org/membership/local-organizations/>.



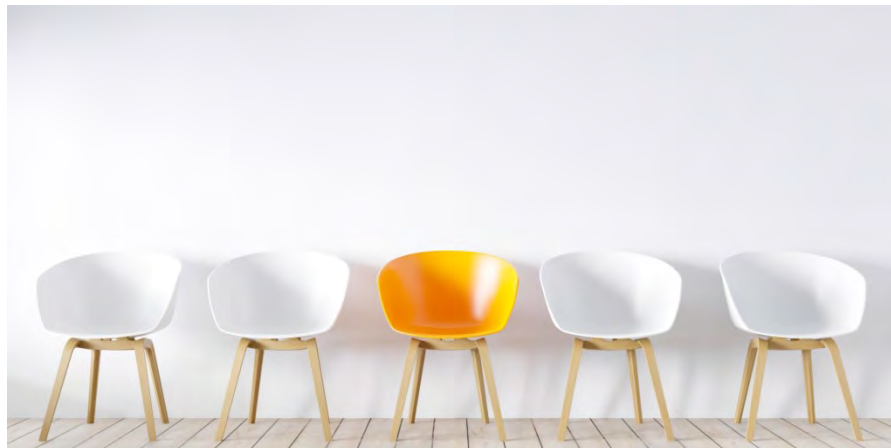
Business and Professional Women/FL

Sue A. Banks
State President
2002-2003
2010-2011
Sue A. Banks & Associates
4335 Elm Avenue
Palm Beach Gardens, FL 33410

ph: 561/776-6349 (h/o)
em: sabanks@earthlink.net

www.bpwfl.org
www.bpwfoundation.org
Florida Federation of Business & Professional Women's Clubs, Inc.

HOW TO LEAD FROM ANY SEAT



8 Steps to Thrive in a Constantly Changing World

By Jenna Collins

Have you ever set audacious goals for yourself and then felt overwhelmed by not knowing how to reach them? Human development expert and Nonprofit Leadership Center trainer Dr. John Loblack says the key to achieving your goals is to first “identify your destination and work backwards.”

Regardless of the position you hold or your desired destination, Dr. Loblack says a personal development plan is essential to develop the competence and confidence to achieve your goals and lead from any seat.

Think of a personal development plan as a roadmap of the skills, strategies and education you need to reach your goals. Like a GPS, the more specific your plan is about where you want to go, the easier it will be for you to find the resources necessary to get there.

Use Dr. Loblack’s eight steps to create your personal development plan:

1. Conduct a self-assessment.

From a professional standpoint, what skills come easily to you? Ask yourself what you are not doing as strongly as you could.

Then, list your strengths and weaknesses. Write down three of your top skills and one area to address and improve.

2. Set goals.

Stephen Covey, author of “7 Habits of Highly Effective People,” encourages readers to “begin with the end in

mind.” Setting goals and using them consistently increases your odds of accomplishing them.

When setting goals and charting a map to your destination, be sure to:

- **Write in present tense.**

I *am* instead of I *will*. Your subconscious works better this way! The clearer the goal, the easier it will be for you to identify the resources you need to get there.

- **Own your goal.**

The more ownership you take of your goals, the easier it will be to get up every morning and do what’s necessary to attain them.

- **Make your goals S.M.A.R.T.**

⇒ **Specific** – Clearly define what needs to be accomplished.

⇒ **Measurable** – Ensure you can track your progress.

⇒ **Attainable** – Confirm that your goal is realistic and reachable.

⇒ **Relevant** – Understand why are you setting the goal you’re setting, and ensure it is yours.

⇒ **Timebound** – Define when the goal should be accomplished.

3. Develop strategies.

Setting goals isn’t just about knowing where you’re going, but also how you’re going to get there. To develop the best strategies for reaching your goals, follow these important steps:

(Continued on page 16)

CHALLENGING ASSUMED CONSTRAINTS

By Susan Fowler

As a kid one summer, I captured grasshoppers in a glass jar. I was transfixed watching the mechanics of them jump. I remember the ping as they flung themselves against the tin lid I'd punched holes in so they could breathe. Before going to bed, not wanting to wake up to a jarful of dead grasshoppers, I removed the lid, fully expecting them to hop to freedom. But the oddest thing happened. They could pop right out, but they only jumped as high as the lid had been before I removed it. I finally had to dump them from the jar to save their lives.

Years later, in the book I co-authored with Ken Blanchard, "Self Leadership and The One Minute Manager," and Self Leadership training experiences, I incorporated what I learned from the grasshoppers,* using the term "assumed constraint."

Assumed constraint: A belief that limits your experience

A moment of clarity recently rocked my world when I realized I had succumbed to assumed constraints — continually hitting my head on a metaphorical ceiling of my own making. By failing to challenge assumed constraints, I was limiting my own opportunities, stifling the creative problem-solving and innovation of my entire team and thwarting the growth of my startup organization.

How to challenge assumed constraints

Practicing what you teach can be the hardest lesson to learn. So with my vulnerability on display, I hope the example from challenging my own assumed constraint serves to both guide and inspire you to challenge yours.

1. Identify a potential assumed constraint to challenge after brainstorming barriers holding you, your organization or your team from progressing on goals and dreams.

For example:

We don't have enough people (or money, or time) to ...

We can't retain people because our entire industry suffers from high turnover.

I'll never gain the authority I need to influence my organization because I'm not part of the "in" group.

I discovered a slew of barriers I believed were holding my company, Mojo Moments, and me back. I chose to challenge this one:

Our sales cycle suffers because we're fighting an uphill battle to change the minds of leaders and HR professionals who are stuck with outdated approaches to leadership based on leader-centric, command-and-control and top-down management theories proven ineffective, untrue or counter-productive to people's optimal motivation.

2. Flip the potential assumed constraint.

Now take your assumed constraint and flip it to state the exact opposite. My flipped assumed constraint:

Our sales cycle benefits from working with enlightened leaders and HR professionals who are hungry for alternatives to outdated theories of motivation and leadership approaches they know aren't effective.

3. Be proactive through a positive statement of action with a rationale for its relevance, meaning and significance.

Inspired by your flipped assumption, craft an action statement that leads to a values-based and purpose-full outcome. My positive action statement:

We will focus our marketing and sales efforts on the promise of optimal motivation and unlocking psychological sense to promote workplaces where people can flourish and achieve significant results simultaneously.

Get ready for what happens when you challenge your assumed constraints

For decades, I've waged war on antiquated beliefs about motivation — focusing my efforts on explaining and proving what's wrong with traditional leadership competencies and approaches to workplace motivation. My efforts were founded on the belief that most leaders and HR professionals are stuck and unwilling to change. But challenging an assumed constraint means confronting whether your belief is real or assumed. The belief that jumping off a 100-foot cliff will result in physical distress or death is more real than assumed. But like me, you might experience a significant aha moment when you con-

sider these questions:

Are the beliefs underlying my assumptions true?

How do I know they're true?

What would be different if what I believed wasn't true?

What might happen if I believed the world was full of leaders longing for alternatives to motivation? How would our marketing efforts change by focusing on attracting leaders who are hungry for empirically sound, fresh and wildly relevant approaches to motivational leadership? Letting go of my belief that we had to combat, convince and cajole leaders from their outdated practices revealed entirely new opportunities for helping them change.

Through this process, I realized how tired I was from the constant uphill climb. Are you exhausted from battles you don't need to fight because you haven't challenged the assumptions that led you into combat in the first place? When I flipped my assumed constraint, something miraculous happened. I experienced the vitality generated by unleashing a new perspective, recognizing a myriad of options and gaining the freedom to explore new approaches for marketing and selling our work. More important, to me, anyway, is how my energetic shift has affected our entire team.

This newfound vitality shouldn't have surprised me. When you challenge an assumed constraint, you fulfill the three psychological needs required for optimal motivation.

You create choice. Assumed constraints limit your options and thus your entire experience. Flipping an assumed constraint opens up a universe of possibilities.

You create connection. When you craft a positive action statement aligned with values or a noble purpose, you manifest meaning and significance — a potent way to fulfill your psychological need for connection.

You create competence. By identifying an assumed constraint, flipping it, and crafting a positive statement of action, you tap into your expertise to make the

(Continued on page 16)

-themed presentation with Emma Haydocy, Florida Policy Manager at Surfrider Foundation (and Upper Keys BPW member) in November. She shared inner workings of our Florida state legislature and practical ways to impact state policies. A recording of this event is also

available on our YouTube channel. As we close out the year in December we're hosting a drop-in Happy Hour to celebrate National Women Support Women Day with a drop-in happy hour and sunset toast. We're also looking forward to sharing tacky ornaments and potluck yummies at our Annual Holiday Party on December 20.

We're grateful for each and every one of our members and for our BPW community across Florida. To read more about recent events and activities in the Upper Keys, please visit www.upperkeysbpw.org/news.

- **Recognize potential roadblocks:** If obstacles were to appear, what would make your goal almost impossible to accomplish?
- **Develop work-around strategies:** What three things can you do to prevent these obstacles from stopping you?

4. Identify your resources.

Sometimes, what we have is not enough to get us to where we want to go. However, those who have become successful are often willing to help others who are trying to be successful. You can and should solicit as much help as possible when identifying potential resources to help you reach your goals.

Common resources include :

- **Higher Education:** Is more schooling necessary to achieve the goal you want to obtain?
- **Professional Development Events:** Is there information you need to build your confidence and skills you can obtain from training events, confer-

ences and other learning experiences?

- **Coaching:** Do you need someone to help you answer your own questions?
- **Mentoring:** Identify a person who has experience in doing what you would love to do or what you're doing now at a higher level.
- **Self-Study:** Direct your own learning! Find like-minded-people to bounce ideas and questions off of, or join a professional book club to gain new perspectives from others.

5. Create a timeline.

When setting goals, it's critical to establish a timeline. A typical personal development plan is reflective of reaching your goal within three to five years. Creating a timeline will allow you to prioritize your time and increase your chances of succeeding. Ensure your timeline is realistic so you don't set yourself up for burnout. Remember, goals are *always* adjustable!

6. Solicit feedback from supervisors.

When setting goals, learn from experience and don't be too hard on yourself. The purpose of goals is not to prove, but to improve. Don't blind yourself to

what's around the corner because you can't see it. Soliciting feedback from supervisors expands your thinking and allows you to work your plan and make your plan work for you. Soliciting feedback demonstrates your commitment to your goals and enhances your personal development plan.

7. Track your progress.

You can only control the things you can control. How are you doing in relation to accomplishing your goals? Identify any personal or professional areas that are slowing you down. What can you do about it?

8. Celebrate!

This is just as important as every other step. Celebrating does not indicate an end, just a second to breathe. Acknowledge your accomplishments and overall progress in life then ask ... what's next?

Repeat this process regularly and teach it to someone else.

<https://nlctb.org/tips/how-to-lead-from-any-seat/>

statement a reality. You are more clear-eyed about the skills and resources you have and those you might gain through the process of taking positive action.

The grand irony for me is that by challenging my assumed constraint about how my company and I approach our work on motivation, I shifted my own motivation! I hope you'll try this simple, yet potentially profound way to generate the vitality to fight the good fight and liberate yourself from what's holding you back.

*Because of the wealth of information and dramatic examples tied to the detri-

mental effects of elephant training that led to the banning of elephant acts in circuses, I replaced the grasshopper metaphor with "elephant thinking" to describe the importance of challenging assumed constraints.

Susan Fowler is CEO and founder of Mojo Moments. The second edition of her best-selling leadership book, "Why Motivating People Doesn't Work ... And What Does," is now available. The companion book written for individuals, "Master Your Motivation: Three Scientific Truths for Achieving Your Goals," presents an evolutionary idea: Motivation is a skill. Providing real-world examples and empirical evidence, Fowler is also the author of bylined articles,

peer-reviewed research and eight books, including the best-selling "Self Leadership and The One Minute Manager" with Ken Blanchard. Tens of thousands of people worldwide have learned from her ideas through training programs. For more information on keynotes and book clubs, write to In-fo@MojoMoments.com and visit MojoMoments.com.

Opinions expressed by SmartBrief contributors are their own.

<https://corp.smartbrief.com/original/2023/06/free-your-leadership-by-challenging-assumed-constraints?>

HONESTY *(Continued from page 13)*

els. If you lie to customers, so will they. If you falsify information on reports, why shouldn't they? And if you steal all the credit for something well done, what sort of message does that send?

Show appreciation

Applaud genuine efforts and achievements. Employees will feel less of a need to embellish their performance to grab your attention when they already feel noticed. And pay people what they are worth. Fair compensation makes them less likely to "make up" their salary through dishonest means such as fudging numbers on expense reports, padding timesheets, or stealing office supplies.

Watch how you handle mistakes

Bosses who throw a fit or embarrass someone over an error set the stage for workers to cover up anything wrong. Calmly treating mistakes as learning experiences allows people to come forward and grow. Admit your own mistakes, too.

Create psychological safety

Do you say you want people to speak their minds but shut down dissenters?

Increase innovation and problem-solving by valuing honest communication. Great things happen when workers know they will receive support for being their true selves. Seek honest thoughts, and question "yes men."

Teach people how to give and receive honest feedback

Yes, telling Gladys that you like her new hairdo is a perfectly acceptable white lie to not hurt the 60-something receptionist's feelings. But watch that fear of stepping on toes is not hindering your team's performance. Talk with your staff about the value of honest feedback delivered in a professional, respectful manner. Likewise, discuss how everyone needs to be open to hearing truths because that is how we all improve and grow. Training in emotional intelligence can help team members become better at this give-and-take.

Punish wrongdoers

Clearly state in your employee handbook that dishonest behavior will not be tolerated. Call out unacceptable actions, and follow through with your stated disciplinary procedures. Letting things go tells guilty parties you do not really care about honesty. Incidents may increase. And to make matters worse, ignoring it makes truthful employees angry and less

inclined to stay "good."

Provide clear paths to report information

Make all people at the company partners in creating an honest environment. The employee handbook should state the proper channels for notifying human resources or another department about safety issues, witnessed theft, improper behavior, and the like. Knowing where to turn and that the information will be taken seriously promotes action. It also can help, too, to offer anonymous outlets for those hesitant to speak up.

Don't tempt

Finally, while their own principles keep many individuals from acting dishonestly, there's no reason not to take easy steps to discourage bad behavior. Do background checks before hiring. Provide new employees with non-disclosure agreements to sign. Limit access to confidential files to only those who truly need it. Eliminate low-hanging fruit!

[https://
www.businessmanagementdaily.com/71287/honesty-at-work-why-its-important-and-what-it-looks-like/](https://www.businessmanagementdaily.com/71287/honesty-at-work-why-its-important-and-what-it-looks-like/)

MARKETING *(Continued from page 9)*

your brand.

Final thoughts

Digital marketing strategies allow you to

scale your efforts to any size audience and track their engagement at a low cost. As a result, you can communicate with a larger pool of potential customers. With the online marketing strategies we've provided, we hope you'll be able to influence the buying decisions of your

target market effectively.

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Sheila Barry-Oliver, Ed.D.
BPW/St. Petersburg-Pinellas
BPW/FL 2022-2023 President
BPW/FL Program Chair
Florida Business Woman Editor

HOW TO LEAD THROUGH CHANGE

It's a common refrain throughout many organizations – "The only constant around here is change." Whether it's changes in structure, the introduction of new initiatives, leadership changes, or technology rollouts, leaders are being asked to successfully navigate and lead change – and often at an alarming pace. A [recent post in Entrepreneur magazine](#) by Amy Fox offers three steps for leaders to take in order to support employees through rapid, constant change. Fox suggests the following:

- **Connect more with employees** – Walk the hallways, engage with employees, and be fully present in conversation.
- **Master the directive versus collaborative dilemma** – Avoid the tendency to adopt a "telling" approach and look for opportunities to motivate and energize employees through collaboration.
- **Expect and coach to continual change** – Use coaching skills to help employees work through resistance to change and make communication a central tenet of your change leadership.

And three additional steps to employ are:

- **Recognize that one size does not fit all** – Just as one way of managing cannot effectively work for every member of your team, one way of leading through change will not work for all employees. Be aware that each of your employees' individual styles, needs, experiences with change, competencies, and attitudes will influence how they react to change, what information they will expect and need about the changes, and what aspects of the change will be most important to them.
- **Ensure that you and your peers in leadership are aligned** – We often hear that a big source of frustration for employees during change is the lack of agreement and consistent messages from above. If top leadership is not in sync about the rationale for a change or speaking from the same page about how the change will be implemented, then mistrust and confusion will take hold and rumors will become the main source of information and misinformation among employees.

- **Celebrate and acknowledge movement forward** – With any change there are often several steps forward and a couple backward. To incent and highlight positive momentum, take the time to recognize those who have led the way, which can happen at any level, and those who supported efforts to implement the changes.

Gone are the days when changes were periodic events. This fast-paced digital world requires organizations to stay ahead, be flexible, and remain in a steady state of change and evolution. And the same is true for leadership – stay ahead, be flexible and remain in a steady state of personal change and evolution to be most successful and effective.

What steps do you take to help your employees keep pace with constant change?

by Robyn McLeod

<https://chatsworthconsulting.com/2023/06/29/how-to-lead-through-change-2/>

This little piggy (bank)... helps women obtain higher education.

Since 1965, the BPW/FL Education Foundation has helped women attend colleges and universities by defraying the costs of housing, first through brick and mortar housing on campuses and now also through housing scholarships. We need YOUR help to keep the legacy going forward for generations of Florida women to come!



BPW/FL
Education
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www.EducationFoundationBPWFL.org

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NEWS FROM THE EDUCATION FOUNDATION

The Education Foundation of the Florida Foundation of Business and Professional Women's Clubs, Inc. (aka EFFFBPWC, Inc. and/or the BPW/FL Education Foundation), a 501(c)(3) tax-exempt non-profit organization, was established in 1965 by the members of BPW/FL. Its purpose is to provide housing opportunities for female college students at state college and university campuses across the state of Florida.



**BPW/FL
Education
Foundation**

Greetings, BPW/FL members!

Your Education Foundation has been meeting virtually every other month, maintaining our relationships with the two Scholarship Houses and moving forward with the initiatives identified by the members at state conference. We are pushing ahead with communications with the University of Central Florida and hope to be able to rekindle a relationship there.

Vice President Zelda Ladan has been spearheading the mentoring initiative. You should have all seen the e-blast with the areas identified by our house residents for which we are seeking men-

tors – if you or someone you know has expertise in those areas and is willing to share time and talent with these young women, please speak up!

Scholarship House News

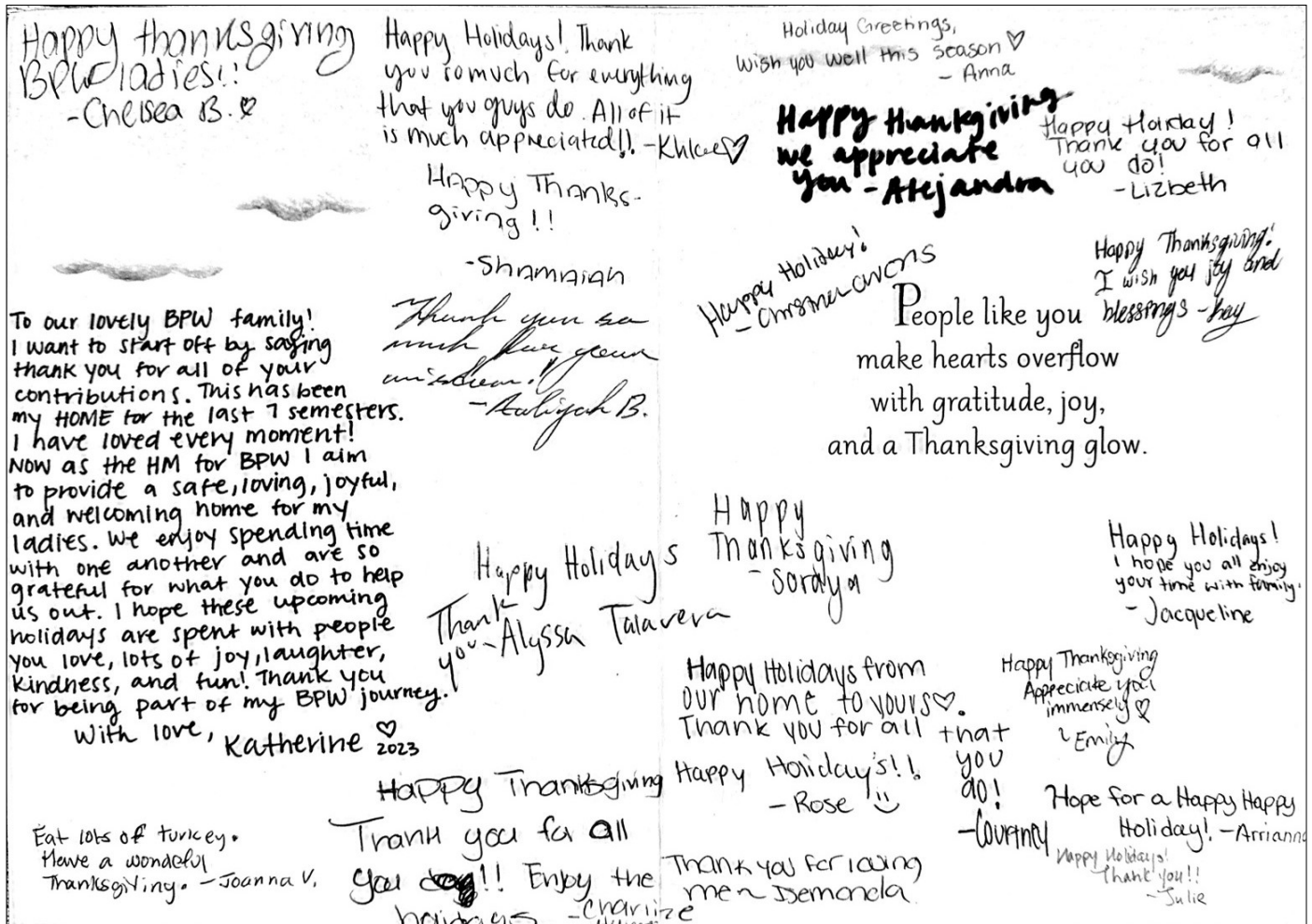
Both of the Houses (Florida Atlantic University and Tallahassee) are wrapping up their fall semesters and getting ready to enjoy winter break. They were welcomed at the beginning of the semester with goody bags, and both houses received support for holiday meals and/or pantry items. We're working with the FAU House to fill a wish list and planning a virtual cooking class for both Houses in early February.

We are grateful for the support of members and local organizations statewide. This is YOUR Foundation, and you should be proud of the work that we do that impacts the lives of women seeking higher education.

See below the Thanksgiving card received from the Tallahassee House girls.

Tami Simms, President
BPW/FL Education Foundation
tami@simmsteam.com
Cell 727-743-6262

P.S. If you're on social media, please "like" our Facebook page at www.facebook.com/BPWFLedFdn





Business and
Professional
Women/FL

PO Box 1347
Tavernier, FL 33070

BPW/Florida's Mission

*To achieve equity for all working women
through advocacy, education and connections.*

