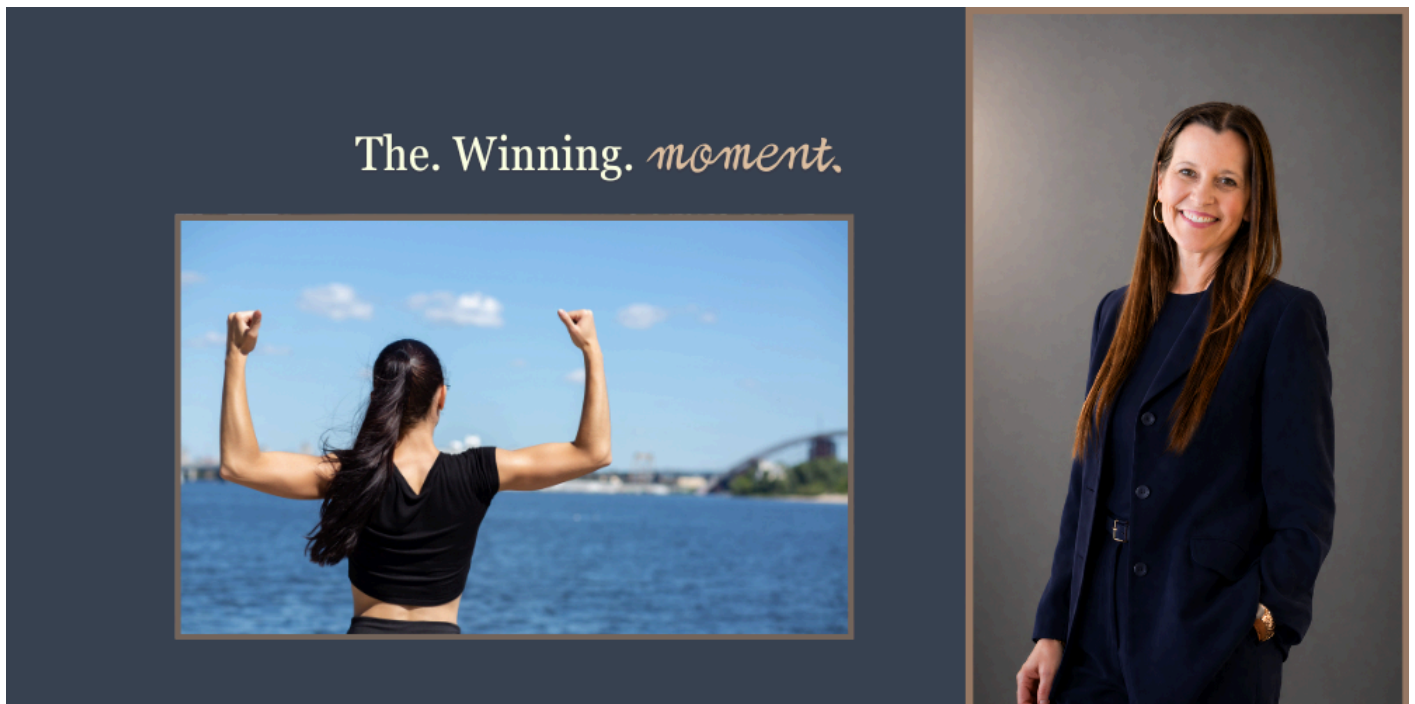




by Kari Cassidy-Diercks

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**124**



**When was the last time someone made you think, "Wow, that was unexpected"?**

Today our entire team spent time talking about brand and five-star hospitality. We ended with something called The Winning Moment.

It got me thinking. A Winning Moment isn't really about hospitality. It's about people. It's the server who remembers you hate cilantro. The coworker who notices you're drowning and quietly takes something off your plate. The fundraiser volunteer who walks a nervous first-time guest across the room to introduce them to someone they'll actually enjoy talking to. The host who remembers your favorite drink. The spouse who fills your gas tank because they noticed it was almost empty. The teenager who puts their phone down when you start telling them about your day. (Parents, we can dream, right?)

The funny thing is, Winning Moments usually aren't expensive. They aren't grand gestures, instead they are tiny moments of, "I see you." And those are the moments people remember.

Whether building a brand, leading a team, raising a family, hosting a dinner party, or championing a favorite nonprofit, people rarely remember every detail.

But they absolutely remember how you made them feel.

Social Battery. *dead.*



### What happens when the extrovert just doesn't want to extrovert?

You know the person who loves people? The one who can happily chat with strangers, laugh way too loud, host an event, and never say no to a good glass of wine?

That's me. Usually. But today I don't want to go. I want to pull an ostrich and stick my head in the sand. I want to curl up in bed with *Stranger Things*, a bowl of popcorn that is definitely too big for one person, and disappear into the wonderfully weird rabbit hole that is TikTok.

No networking. No small talk. No pretending I have the social battery to spare.

The funny thing is this doesn't happen very often. I genuinely love connecting with people, and most days, people are what energize me. Today not so much, and maybe that's okay. Maybe even extroverts have to recharge once in a while.

So, tell me, is there a PTO code for "I'd like to binge-watch Netflix, eat popcorn in bed, and avoid being a functioning adult for the day"?

Asking for a friend.

[Link to LinkedIn Post](#)



## Teens. *to the rescue.*



### **What if we're giving the next generation far less credit than they deserve?**

Our family's car luck lately has been...let's just say, spectacularly bad:

A blown tire and rim.

A fried engine.

A deer that introduced itself to the front end of our truck.

Insurance claims, repair shops, and in one short weekend we become a family of five with one working vehicle. So I suddenly found myself stepping off the ferry after work with no ride home.

I texted the family. The kids (who are all home from college for the summer, which is making this mom's heart ridiculously happy) were scattered across Bainbridge Island with friends. Before any of my own kids could even respond, their friends started chiming in:

"I can come get you."

"I'll pick you up."

"I'll get you."

Three different teenagers, three different offers, and no hesitation. When did I become the old parent getting rescued by teenagers?

But here's what struck me. I think part of it is growing up on Bainbridge Island. There's something special about a community where kids grow up talking with adults, spending time in one another's homes, and seeing neighbors help neighbors.

But I also think it's something bigger. We spend so much time talking about what's wrong with younger generations that we forget what's so wonderfully right. They're kind, they're generous, and they want to help. And given the chance, they often step up before they're even asked.

Getting a ride home from the ferry isn't exactly a life-changing event. But then again, maybe it is. Because life isn't just built on the big moments. It's built on hundreds of little ones that quietly remind us who people really are.

Yesterday, a handful of teenagers reminded me that kindness is alive and well.

And if they're the ones who'll be leading our communities in the years ahead...I feel pretty optimistic.

[Link to LinkedIn Post](#)

**121**



**Have you ever spent an hour trying to learn something new only to realize the issue is not the program, but your own stubborn determination to do it “your way” first?**

I swear, learning something new is its own emotional roller coaster. New software, new processes, and new ways to take something from A to Z that somehow involves a dozen tabs, 3 Alexa questions to define acronyms, and 1 tutorial narrated by someone who talks faster than the speed of light.

And somewhere in the middle of it all is me, asking the AI Assistant questions like crazy and politely begging it to explain things “like I am a reasonably intelligent adult who suddenly forgot how technology works, please.” And yes, apparently I still add the “please” out of pure habit.

But here is the thing I keep realizing. Some things are not actually harder to learn. Change itself is just hard. My brain wants the old shortcut, the familiar process, and the comfortable routine. Even when the new way is objectively better.

Then suddenly, out of nowhere, it clicks. I understand the workflow and stop needing the tutorial. I become the person who can explain it to someone else. And when that happens? There is 100% a tiny victory tap dance happening alone at my desk.

Gen Z and Millennials may never fully understand the level of personal triumph involved in mastering a new platform after accidentally opening 14 wrong windows and muttering “where did it go?” half a dozen times, but those little wins feel GOOD.

And honestly? If I pat myself on the back a little afterward, all’s fair. I earned it.

[Link to LinkedIn Post](#)

**120**



**Have you ever been completely confident in one lane of your life, and then absolutely terrified to step into another?**

I have written business books that were structured, practical, and helpful. The kind where I feel like I know what I am doing and can stand behind every page without breaking a sweat. And then there is this latest book I wrote: a young adult science fiction novel. Think Guardians of the Galaxy meets Pippi Longstocking - for those of us old enough to appreciate that reference. Not a strategy, not a framework, and not a tidy set of bullet points. A story with characters, imagination, and pieces of me that do not hide behind "best practices" or data points.

Apparently, I am very comfortable being professional and slightly less comfortable being openly creative. Because sharing something creative feels different. It is not just, "Here is what I know." It

is, "Here is what I made." (Which feels a lot like handing someone your journal and saying, "Please be kind.")

I have been sitting on this for, let's just say longer than I would recommend in any productivity guide I have ever written. Waiting until it felt ready, waiting until \*I\* felt ready. And really just waiting until I ran out of reasons to keep waiting. So here we are with a BOOK LAUNCH.

I find myself feeling uncomfortable. It is a little nerve-wracking. It is also, if I am being honest, kind of exciting. We do not always get to feel ready first. Sometimes we just get to be brave for a minute and hit "publish."

If you have ever had something sitting on your shelf, in your notes app, or in the back of your mind, this is your nudge to take the jump with me. "Anahtar's Legacy" is available now on Amazon in print and as an ebook, and free for Kindle Unlimited subscribers under the pen name "K. Cassidy".

It would mean a lot to have you step into this world. And please go easy on me!

[www.Anahtarslegacy.com](http://www.Anahtarslegacy.com) // [www.karicassidydercks.com](http://www.karicassidydercks.com)

[Link to LinkedIn Post](#)

[Link to Instagram Post 1](#)

[Link to Facebook Post 1](#)

[Link to TikTok Post 1](#)



Paws. Pandemonium. *puppy.*



**How did I raise three children, yet one 7-pound puppy has me questioning my entire life skill set?**

Seriously, I don't remember motherhood being this all-consuming. Exhausting? Yes. Emotional? Absolutely. But somehow I managed three kids, careers, sports schedules, school projects, dinner, laundry, and an entire life without standing in my kitchen at 4:12am asking myself why something so tiny can create so much chaos.

This puppy is adorable. He is also stinky, wildly energetic, and appears to believe that sleep is optional and that every object in our home is either food or a toy. Somehow, he has completely taken over our lives in the span of about ten minutes.

I have been trying to figure out why this feels harder than I expected. Maybe I got used to life with young adult children and a calmer schedule. Maybe I am older now and significantly less interested in functioning on four hours of sleep. Or maybe puppies are just tiny, adorable dictators wrapped in fur and I never got the memo.

Whatever the reason, this little guy has been a full lifestyle adjustment. But here is the thing about pets: they have this incredible way of burrowing straight into your heart before you even realize it happened. Somewhere between the chewed-up chaos, the endless potty breaks, and the puppy zoomies, they just become family.

So yes, my formerly low-key life just got flipped upside down. And honestly? I am paws-itively okay with it.

[Link to LinkedIn Post](#)

Reluctantly having to say *no*.



**Have you ever said yes to something exciting, only to realize later that you have to say no?**

There is a very specific kind of optimism that comes with a new idea or opportunity. You can already picture it working. You can see the people, the progress, the momentum. You have told a few trusted people, they have cheered you on, and now it feels real. And then, out of the blue, things change. Maybe it was a board seat, a new role, an investment, a side project, or even just raising your hand to help where you thought you could make a difference. But then the timing turned out to be wrong. Priorities alter and life taps you on the shoulder and says, not this one. Not right now.

And that is the hard part. Not the decision itself, but what comes with it. Halting the version of yourself that was already moving forward. And going back to the people who supported you, encouraged you, or helped open the door in the first place with a different answer than you had hoped to give.

What I have learned is that how you step back matters just as much as how you step in. Do it quickly. Do it honestly. Do it with gratitude. Acknowledge the opportunity. Acknowledge the people. And be clear, even when it would be easier to stall or soften it into something vague. Most people respect a thoughtful “no” far more than a hesitant yes that unravels later.

And maybe the quiet hope underneath it all is this: that the bridge stays standing. That the relationships remain intact and that door is not completely closed, just paused. Because sometimes it is not a “no” forever, it is just a “not right now”.

[Link to LinkedIn Post](#)

**117**



**Have you ever bought something that made absolutely no practical sense...but you loved it anyway?**

I saw these bright silver Rag and Bone shoes and they just lit up for me. Not subtle. Not quiet. Not even remotely trying to blend in. A full commitment to silver. And I had to ask myself: Are these too much for work? Are these trying too hard? Is this something I should have loved ten years ago and not now?

So, naturally, I bought them anyway. I wore them with a very normal, very responsible, solid grey suit. And there they were, shining like they had their own agenda. And honestly, I loved them even more once I put them on.

Here is what I realized: Not everything we choose needs to fit neatly into our role, our industry, or someone else's idea of what is “appropriate.” Sometimes it is enough that it makes you smile when you look down. Sometimes the bright, slightly outlandish choice is exactly the right one.

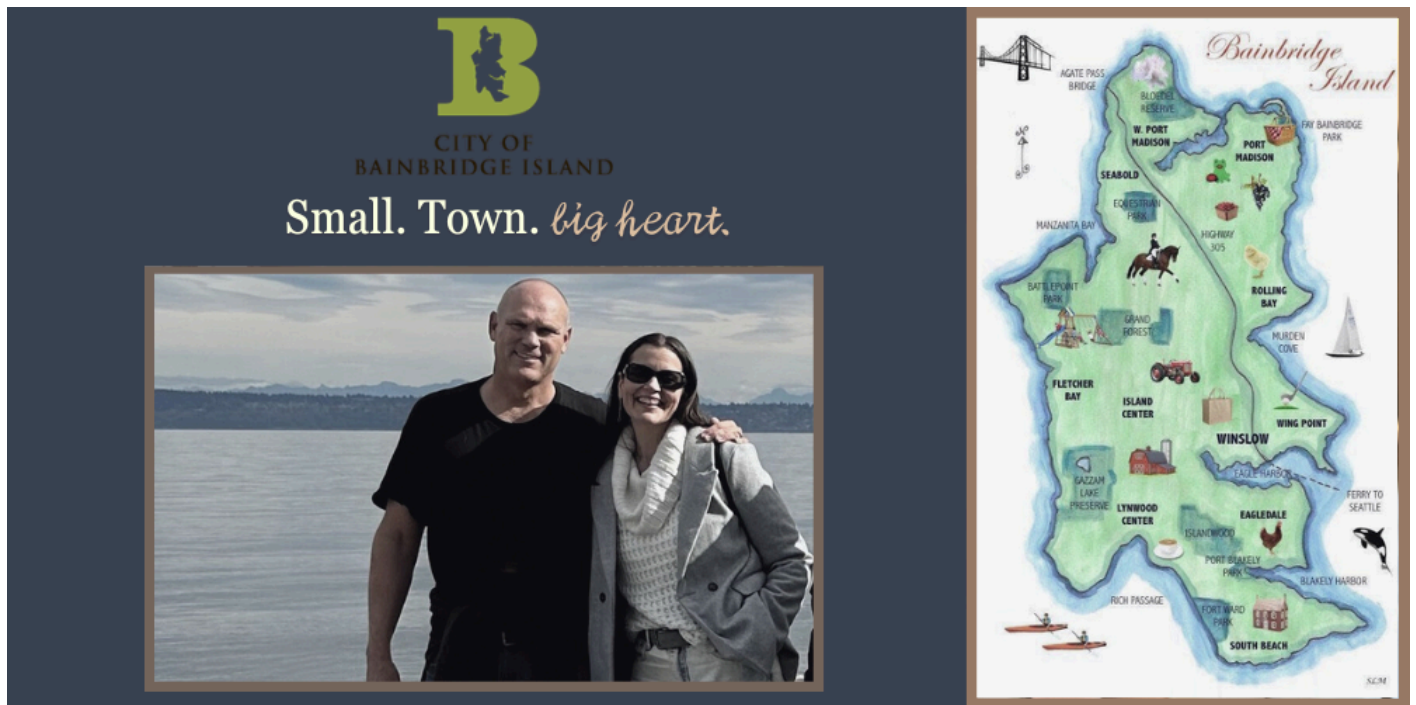
And maybe it does something else too. Maybe someone catches a glimpse of those shoes and smiles. Maybe it gives someone else a tiny bit of permission to wear their version of silver.



So yes, I will be wearing these again. Because sometimes the most professional thing you can do is show up as yourself. Even if that version includes very shiny shoes!

[Link to LinkedIn Post](#)

**116**



### **Have you ever noticed how some places feel different the moment you arrive?**

For a few years I have lived on Bainbridge Island, a small community just across the water from Seattle. The commute is a simple ferry ride, no traffic, no driving. Just coffee (or wine), a view of the city and Mt. Rainier, and a boat full of people quietly heading to and from work.

Island life has its own rhythm. In the summer we shut down the street for dance parties where the entire town shows up. Toddlers, teenagers, grandparents, and the occasional person who clearly planned to just watch but somehow ended up getting pulling into dancing anyway. We have small town parades where everyone knows some of the people walking down the street. Firehouse pancake breakfast fundraisers with firetruck rides. First Friday art walks where you wander from business to business on main street with a complimentary glass of wine and run into neighbors and friends at every stop.

We have neighborhood magazines, a local newspaper that proudly reports on school sports, and miles of trails for hiking and biking through forests that still feel wonderfully wild. Plenty of homes have chickens in the yard. When our kids were younger we had them too, which meant fresh eggs and a lot of conversations that started with “Does anyone need a dozen?”

But the real magic is the people.

It is your kids’ friends passing you on the road and shouting hello out the car window. It is running into someone at the grocery store and trying to figure out how you know each other, only to realize you have been riding the same ferry. It is neighbors who actually know your name.

And maybe the best sign of all is when the kids grow up, head off to college, explore the world, and then say something that makes every parent smile: “I think I want to come back someday.”

I truly love Seattle. It is one of the great cities in America. But I love this small town with the big heart even more. Bainbridge Island.

If you ever decide to visit Bainbridge for one of our wine walks or street dance parties, I will happily claim a spot in the beer garden with you!

[Link to LinkedIn Post](#)

**115**



**Have you ever noticed how certain days give us permission to be a little more playful than usual?**

St. Patrick's Day is one of my favorites for exactly that reason. It is not complicated. It is not a productivity challenge. It is simply a day to lean into something green and cheerful and a little bit festive.

Where I get to wear my green sweater and green rhinestone shamrock pin. Maybe meet friends for a beer in the evening. It is the kind of celebration that asks very little and gives a lot back in return. As a Cassidy, I have always enjoyed this day a little extra. It is a nice excuse to think about the Irish heritage and the grandparents who carried it forward. There is something special about seeing your last name on a holiday and thinking, “Well, this one is partly ours.”



But if I am being honest, my favorite part is not the history lesson. It is the fun. I love decorating for whatever the theme of the moment happens to be. I love leaning into the color of the day. I love a reason to gather, laugh, and raise a glass with friends. St. Patrick's Day is a reminder that celebration does not have to be elaborate. Sometimes it is simply wearing green, smiling a little more than usual, and enjoying the company around you.

And luckily, the calendar gives us plenty celebrations throughout the year. Today just happens to be green.

Happy St. Patrick's Day! 🍀

[Link to LinkedIn Post](#)

**114**

Paws. Prints. *forever.*



**Have you ever had a photo pop up that instantly changes your mood?**

No warning or time to brace yourself. Just your phone lighting up with a memory you didn't ask for, and there he is with that nose and that look that clearly says, "I am the main character in this household."

We said goodbye to this handsome fur baby two years ago. And while there are still moments that catch me off guard, I have noticed something unexpected: every single time his picture surfaces, I smile. Not just a polite smile, but a real one.

The kind that loosens something in your chest.

I see muddy paws tracking across a floor I had just cleaned. I see him riding shotgun with his head out the window. I see his tail wagging as he runs toward me, ready to knock me over at the knee in excitement.

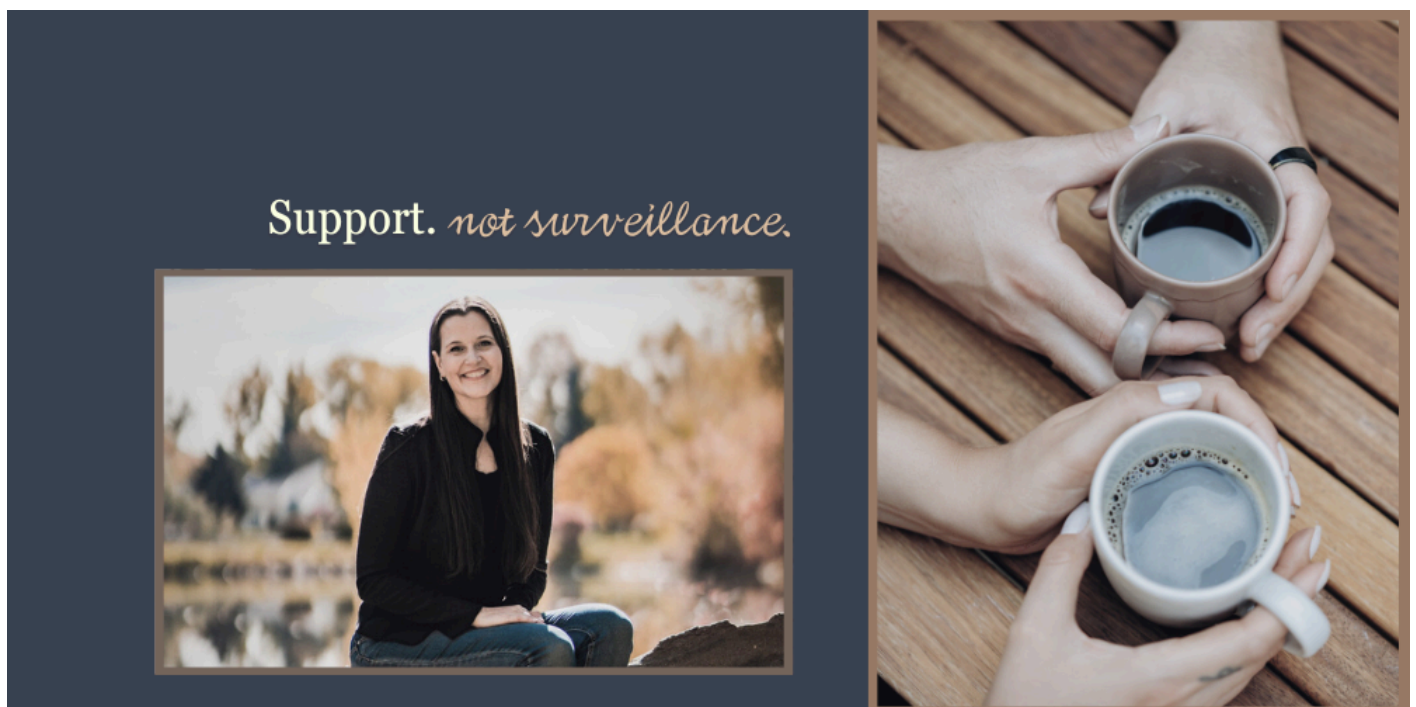
There will never be a time when a photo of him pops up and doesn't make me happy. That is the power of the animals we love. They leave hair on our clothes and paw prints not just on the floors and furniture, but permanently on our hearts. Long after they're gone, they still show up as little pokes of joy on an ordinary day.

It is strange how grief and gratitude can sit in the same space. I miss him deeply, and I am deeply thankful. Both are true at once.

If you have loved and lost a pet, you understand. And if you are in the thick of it right now, I feel for you. The love does not disappear. It simply changes form, and sometimes it shows up as a photo at the exact moment you need a happy memory.

[Link to LinkedIn Post](#)

**113**



**Have you ever wanted to jump in and fix something for someone you love?**

To monitor it, manage it, or try to prevent it before it gets messy?

Sometimes the hardest leadership move at work or with our family isn't action. It's restraint. It's letting someone walk through a hard season without hovering, while quietly making sure they know you're close and here if needed.

Not checking every metric, not demanding an update, and not asking, "Why didn't you tell me sooner?" Just asking one simple question: "What support do you need?"

There's something powerful about allowing people to struggle on their own terms. Growth rarely looks polished. Transitions can feel heavier than expected. And embarrassment often keeps people silent longer than they should be.

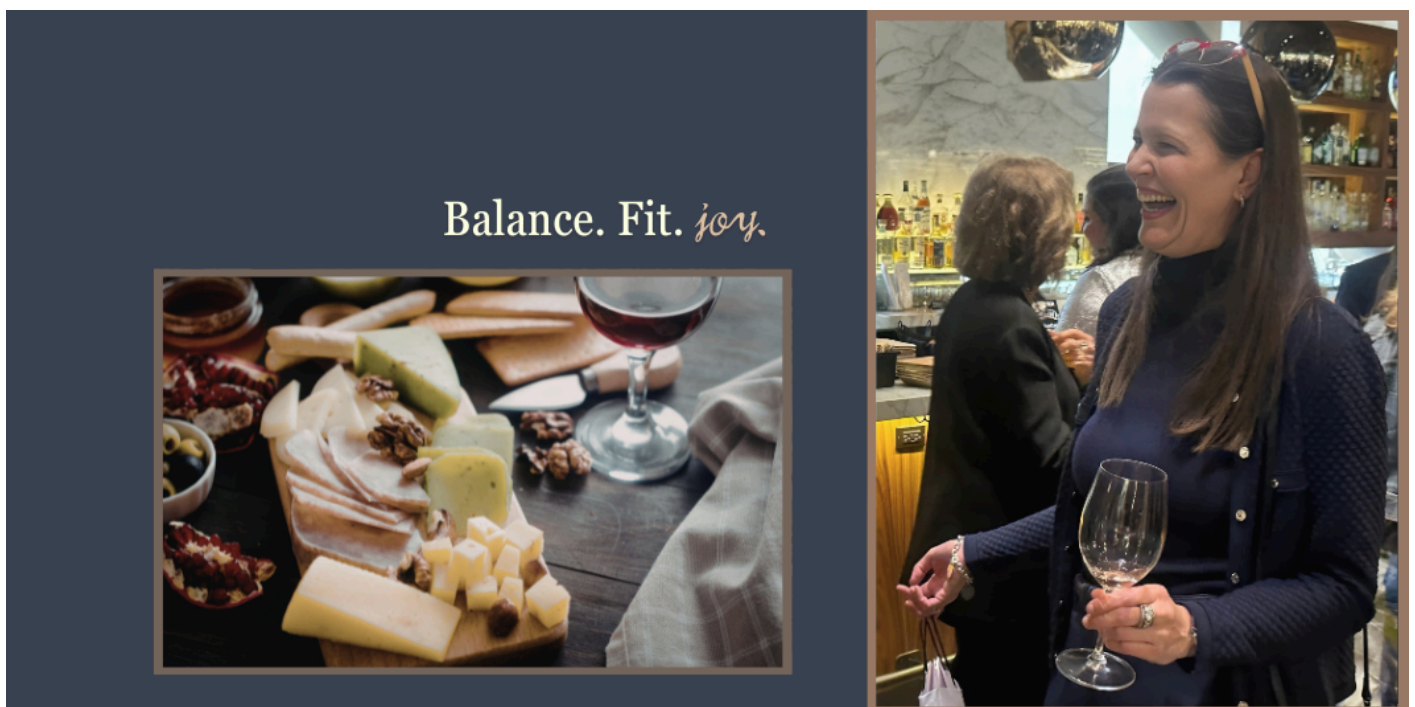
But when they know the door is open without shame or judgement, many times they can come back stronger. Not because we rescued them. But because we trusted them.

Sometimes the best thing we can offer the people in our lives is this: I'm here. I believe in you and you don't have to pretend with me.

That's not stepping in. It's standing beside.

[Link to LinkedIn Post](#)

**112**



**Have you ever set a goal that sounded impressive...but was actually not appealing?**

One of my bold ambitions for 2026 was to "expand my food repertoire." More vegetables. More experimentation. Fewer chips. It sounded mature and intentional and possibly even admirable. It is now mid-February, and I appear to still be in the strategic planning phase of this initiative.

If I am honest, the idea of giving up my charcuterie board, my crunchy salty snacks, or heaven forbid my glass of wine for something aggressively green feels...uninspiring. Not wrong, just boring.

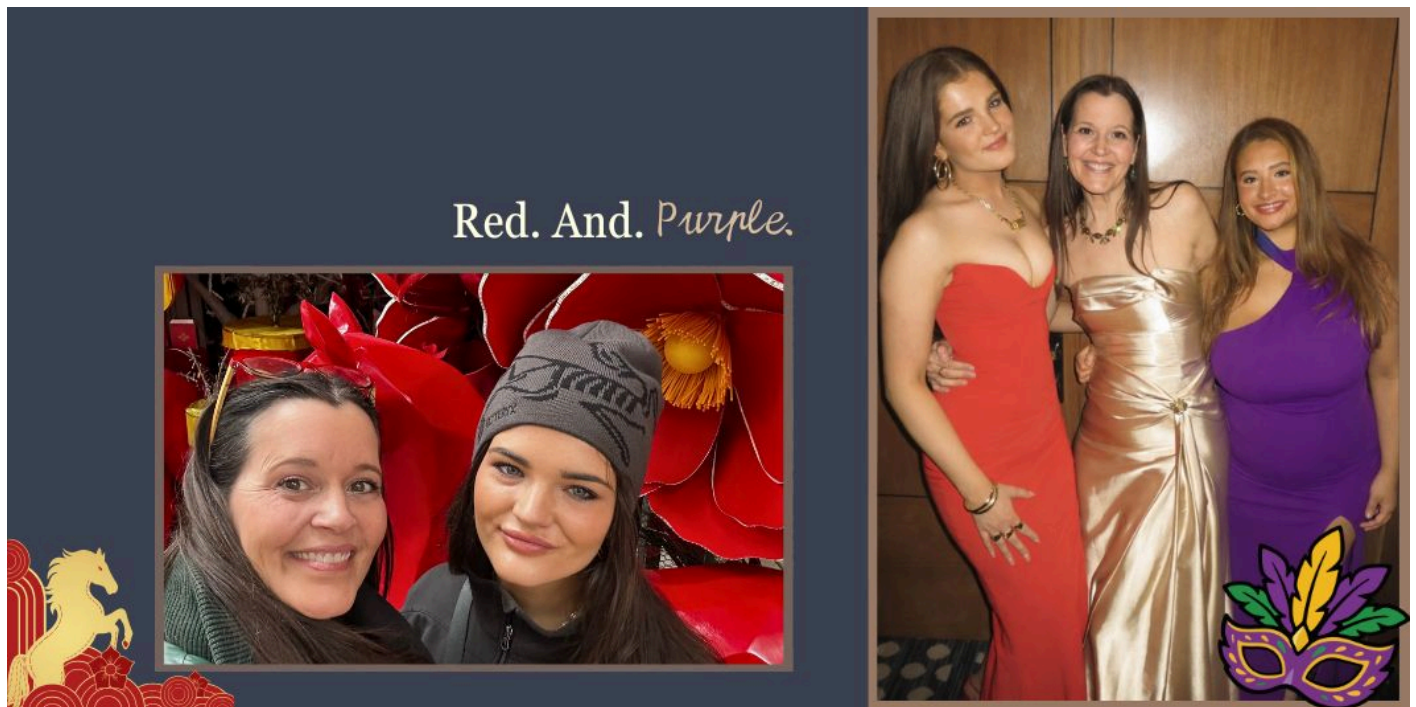
January came in hot for my friends and colleagues with Dry January, clean eating, better workouts, and the annual parade of “New Year, New You.” And I genuinely respect the discipline. But I have learned something about goals, especially as adults juggling work, family, and responsibilities: just because something is trending does not mean it fits.

Right now, I am happy. I am productive. I am sitting here on my not-so-perfect behind enjoying my glass of wine and I’m coming to terms that it doesn’t mean I lack discipline, it means I just don’t give it enough value to work. If I decide to add a vegetable, it will be because I genuinely want to (or the world is ending), not because the trends and data suggest I should. The bigger lesson for me is this: I need to choose goals that fit my season and my happiness, not someone else’s highlight reel.

And if your version of balance includes a glass of wine and salty snacks, I fully support it...and you’re welcome to pull up a chair next to me!

[Link to LinkedIn Post](#)

**111**



**What do you wear when Mardi Gras and Lunar New Year land on the same day?**

Do we go beads and brass bands? Or red lanterns and lucky envelopes? Today is such a cool reminder that the world is bigger than our own little bubble.

- Mardi Gras



A centuries-old celebration rooted in French Catholic tradition. Purple for justice, green for faith, gold for power. Music, parades, community, and some joy before Lent.

- Lunar New Year

Celebrated across many Asian cultures. Red for luck, prosperity, renewal, family gatherings, and fresh starts.

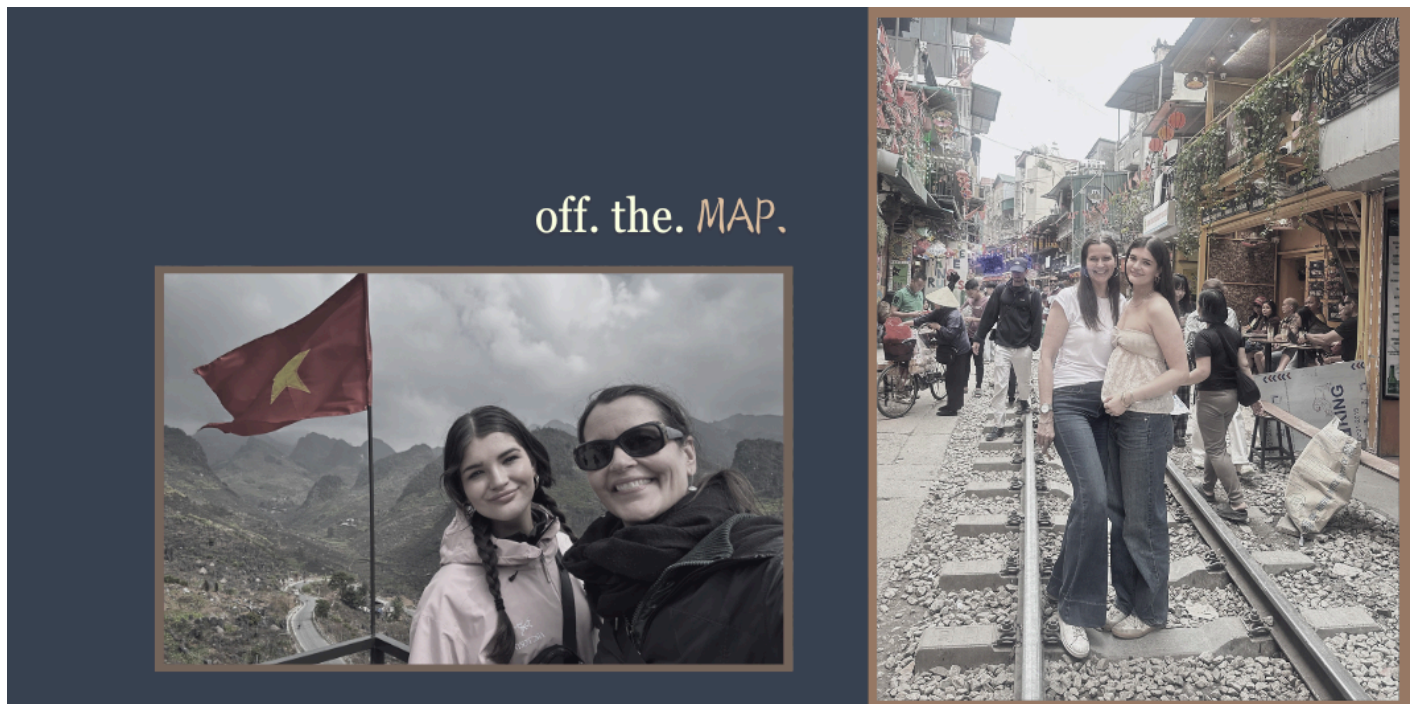
Two celebrations from different origins, with the same human instinct: Mark the moment, gather together, and begin again.

I love days like today because they remind us that traditions may look different, but the sensibility is similar: celebration, hope, community, and renewal.

And honestly...maybe the real answer is this: Wear red. Wear purple. There is room for all of it.

[Link to LinkedIn Post](#)

**110**



**Have you ever surprised yourself by saying yes to an adventure you did not plan?**

My daughter booked a last-minute 2-week solo backpacking trip to Vietnam. She is 20, confident, capable, and ready to see the world. And still...my mom instincts were absolutely quivering.

So, I did something unexpected. I asked for time off. Bought a plane ticket two days before departure. Secured an emergency visa and joined \*her\* trip.

Not a cushy version of travel. Her version.

That meant hostels. Street food. Endless walking. Checking hostel age limits to make sure her mother (me) was even allowed to stay. It meant starting with a 4 night, 5 day motorbike tour through the Ha Giang Loop on the

back of a motorcycle winding through high mountain roads and rough single-track trails. Think sore booty, bumpy rides, and jaw dropping views.

We passed through remote upland communes, visited families in modest homes, and stayed in homestays where the Vietnamese coffee was delicious, the welcome was genuine, and with constant views of oxen plowing fields right next door. We shared meals cooked by our hosts and stories told mostly through smiles and a Google Translate app.

Hanoi was loud, chaotic, alive, and beautiful. Traffic rules optional. The people were kind. Curious. Welcoming. I loved every second of it.

We were the only parent and child travelers we met. Everywhere we went people told us, "My mother would never do this trip, especially on a motorbike." Which somehow made it even more special, and more so that my daughter welcomed me there.

We walked the glass bridge in Sapa. We ate street food. We talked. No TV. No routine. Just two weeks of shared wonder.

At the very end she let me splurge on one thing. A resort excursion in Ha Long Bay. Hot showers (finally!). Fluffy towels. A swimming pool. A soft landing after weeks of backpacking. It felt earned.

Two generations. One student budget. One unforgettable adventure.

Grateful to my work team for the flexibility, to my family for the encouragement, and most of all to my daughter for letting me share her adventure.

Experiences matter. Memories matter. Shared laughter matters. Taking on a backpacking trip designed for a 20-year-old was not on my current bucket list. And yet, it turned out to be spectacular. Sometimes the very best thing we can do is say yes, pack light, and meet our kids where they are.

[Link to LinkedIn Post](#)

**109**

From Point A to Point B. *with curves.*



## What if getting off the straight road is not failure but adaptability?

Most of us grow up with a very clear expectation of how life is supposed to work:

1. Finish high school.
2. Go straight to college for four uninterrupted years.
3. Get the degree.
4. Go to work.

And there is a quiet but powerful belief that if this plan gets delayed, adjusted, or rewritten, something has gone wrong. But life rarely moves in a straight line. Bumps happen.

- Sometimes the money is not there when you thought it would be.
- Sometimes the school or the town does not fit.
- Sometimes you want a pause, a reset, or time to explore before committing to what comes next.

Here is the part that has been weighing on me lately. So many people believe you can only get from Point A to Point B in a straight line. And when someone alters that course, people get upset. Sometimes disappointed. Sometimes quietly judgmental. Sometimes openly critical.

I have heard this from more than one person recently: Someone choosing to pause college to travel. Another opting for real estate courses instead of traditional college classes for now. Thoughtful, intentional decisions.

And instead of curiosity or support, they were met with hardened responses from family, peers, and others they respect. One young person said something that stopped me in my tracks:

“I am genuinely happy with my decision, but no one else is happy with my decision.”

That is a heavy thing to carry. It is troubling that we still cling to the idea that there is only one acceptable way to move through life. One timeline. One definition of success. One approved process.

I truly believe that growth is not linear and that learning is not uniform. Fulfillment does not come from following someone else's blueprint perfectly.

Some people travel. Some pause. Some pivot. Some take side routes that shape them in ways the straight line never could. A life can be full, successful, and meaningful even when the path looks different than expected. Sometimes, especially because it does.

If you are choosing a route that feels right for you and doing it thoughtfully, that is not failure. That is adaptability and courage. And maybe, the most supportive thing we can do is leave more room for curiosity and less room for judgment when someone chooses a different way forward.

[Link to LinkedIn Post](#)

Writers. Block. *happens.*



**Ever sit down to do the thing you usually love... and suddenly want to do literally anything else?**

That was me this week with writing. Normally, writing is my favorite place to land. My thinking space and my creative exhale. But this week? Every idea felt cringey and every sentence felt forced. I reread drafts and thought, nope. Not today.

Which was frustrating, because this is one of the things I enjoy. The thing that usually flows. It reminded me that even the things we love can have off weeks. Even passion projects can feel heavy and favorite habits can temporarily lose their shine. And when that happens, our instinct is often to judge ourselves: What is wrong with me? Why am I procrastinating something I like?

But maybe the answer is simpler. Sometimes our brains just need a pause. Sometimes creativity needs quiet before it shows up again. Sometimes the block is part of the process, not a failure of it. And maybe, sometimes the problem is the answer.

So in good form, this is the post. The one about not being able to write....Written anyway.

If you are feeling stuck in something you usually love, you are not broken. You are human. And odds are, the spark comes back right on time.

[Link to LinkedIn Post](#)

**Tip 107**



## Endings. And. *beginnings.*



### What do you do in the quiet week between Christmas and the end of the year?

- The calendar is technically still on.
- The inbox is half asleep.
- Your brain is somewhere between leftovers and reflection.
- You just came off a full sprint.

Events. Deadlines. Gatherings. Travel. Family. Work layered on top of work. And now suddenly... pause.

I am not a New Year's resolutions person. Never have been. They feel loud for a moment and forgotten by February. So instead, this week has become something else for me: A soft reset. A few things I do in this in-between space:

#### **-Close loops.**

Not big projects, but small ones. Reply to the emails that have been sitting. Write the note I meant to send. Finish the thing that is quietly tugging at my attention.

#### **-Name what worked.**

Before racing ahead, I write down what went well this year. What gave me energy. What I want more of. No fixing. Just noticing.

#### **- Release what didn't.**

Not everything needs to come with us. Some plans, habits, and expectations did their job and can stay right here in December.

#### **-Rest without apologizing.**

This week is not for optimization, it is for breathing room. For letting my nervous system catch up

with my calendar. This in-between time does not ask us to reinvent ourselves. It just asks us to arrive.

Clear-minded enough to close the year.  
Steady enough to leap into the next one.

[Link to LinkedIn Post](#)

### **Tip 106**



**How do you keep going when the future feels... undecided?**

A colleague and friend of mine has a line he likes to use: "Keep running until you get tackled."

It is not about ignoring reality or pretending things are easy. It is about momentum. About not freezing in place waiting for perfect clarity before taking the next step.

Sometimes leadership looks like this:

- Show up.
- Handle today's problems.
- Make thoughtful decisions with the information you have.
- And keep the work moving forward so there's a chance to work on tomorrow's problems.

Not recklessly. Not blindly. But with cautious optimism and a steady grip on what actually matters. Because stopping completely rarely makes things clearer. And waiting for the entire field to open up before you move often means you never move at all.

Progress is usually built one yard at a time. You deal with the issue in front of you so there is a tomorrow where you can deal with the next one. So yes, keep running. Stay aware. Stay grounded. And trust that forward motion, even measured forward motion, is still progress.

Sometimes the most responsible thing we can do is keep the train moving until the next stop comes into view.

[Link to LinkedIn Post](#)

### **Tip 105**

## The. Artful. *pivot.*



### What does it actually take to make a pivot stick?

Change happens. Sometimes by choice. Sometimes because the ground underneath you quietly shifted while you were busy doing what you have always done.

And honestly... habit and ease are powerful forces. It is far easier to keep doing what we already know than to pause, reassess, and turn.

But the art of the pivot is not just about deciding to change direction. It is also about how you do it. A good pivot usually requires a few things:

- A clear reason. Not a dramatic one. A real one.
- Communication. Early. Clearly. More than likely more than once.
- Patience. Because not everyone is pivoting at the same speed you are.
- And yes, a little grace. For others. And for yourself.

The pivot is rarely a single bold move. It is usually a series of small, intentional adjustments that feel awkward at first. Like trying to merge traffic lanes while making eye contact and waving apologetically.

But done well, a pivot is not chaos. It is clarity in motion. That kind of pivot does not create disruption. It creates durability and momentum.

## **Tip 104**



### **What's the one "secret tool" you rely on that no one would guess?**

My daughter came home from college and was using my bathroom. She grabbed the sleek black bottle she thought was hairspray, spritzed away, and opened her eyes to find her face covered in a fine mist of dark brown.

She had accidentally used my grey-coverage spray. (A tool I lovingly depend on so I don't have to pluck those ones and twos of newly arising grey hairs!) We laughed so hard we cried.

But it also reminded me how we all have these tiny behind-the-scenes things we use to feel confident whether at work or at home. In this instance it was a quick spritz of color on the temples. For others, it might be a deep breath before a presentation, a favorite blazer, a playlist, or a phrase they whisper to themselves.

No matter where you are in life, everyone has "confidence helpers." They don't make us less capable. Sometimes they're exactly what make us brave enough to step into the room.

And if yours ever backfires like ours did that morning... well, at least you'll have a great story and a perfectly tinted forehead to show for it.

## **Tip 103**



Recognition. Joy. *nostalgia.*



**When was the last time you were pulled right back into your past... in the best possible way?**

I recently ran into an old high school classmate. Decades have passed, entire careers have unfolded, kids have grown up, life has gotten busy... and yet the second we recognized each other, it felt like no time had gone by at all.

That flash of nostalgia is powerful.

- The kind that makes you feel sixteen again.
- The kind that reminds you who you were before the job titles, responsibilities, and daily pressures stacked up.
- The kind that lights up your endorphins simply because someone from your past remembers you.

It was unexpected. It was simple. And it made my whole day. Here is the quiet lesson I walked away with:

Sometimes the most meaningful moments in our professional lives are not tied to milestones or achievements. They are tied to connection. To the people who knew us before we knew ourselves. To being recognized. To remembering where we came from. To feeling, even for a moment, like the kid who dreamed big before life got complicated.

- Those reminders matter. They ground us.
- They refill us.
- They reconnect us to our own story.

And maybe that is the point: In the middle of building our careers, it is worth noticing the moments that make us feel human, and young, again.

[Link to LinkedIn Post](#)

**Tip 102**

Pause. Appreciate. *repeat.*



**When was the last time you felt truly thankful in the middle of a busy season?**

Today I paused long enough to take stock. Not of accomplishments or milestones, but of people. The colleagues who show up. The friends who make you laugh. The families who remind you why the work matters.

I believe that gratitude is not a holiday. It is a practice. And it is something I want to carry with me long after this week is over.

Wishing everyone a moment to pause and appreciate the people who make your world a little brighter!

[Link to LinkedIn Post](#)

### **Tip 101**

Wine. Wisdom. *aged to perfection.*



Happy Hour & Trivia



## **When was the last time you laughed at yourself... on purpose?**

Recently, I went to happy hour and trivia with six incredible women. We got half the answers wrong, chatted with our competitors like old friends, met people from out of town, and generally had the kind of night that reminds you why community matters.

And then came the moment.

I looked around and realized that half our table had quietly assembled makeshift fans to survive what was probably not a very warm restaurant:

- A napkin.
- A paper plate.
- A folded menu.
- One very creative woman using a coaster like it was a personal air-conditioning unit.

I absolutely lost it in laughter.

Because there it was, the unmistakable truth that yes, we are getting older... and we are absolutely allowed to laugh at it.

And honestly? That is exactly the kind of company I want to keep.

- Women who can poke fun at themselves.
- Who can find humor in their own discomfort.
- Who can enjoy a glass of wine, blame that same wine for the wrong trivia answer, and fan themselves with whatever is within reach – all while laughing like loons.

It was fun, it was ridiculous, and it was perfect.

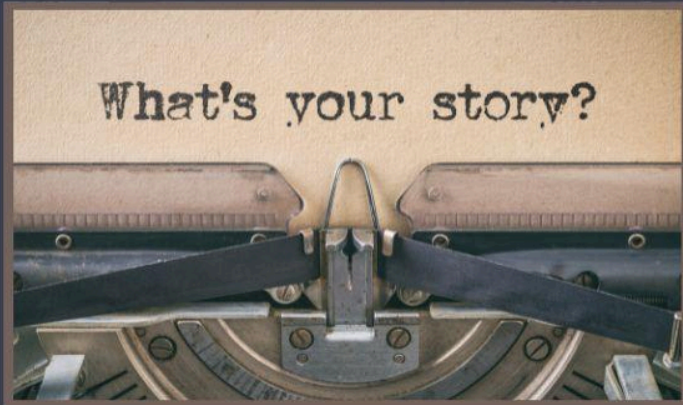
Here is to good friends, good humor, and the kind of nights where you can be fully, unapologetically human.

[Link to LinkedIn Post](#)

## **Tip 100**



Write. Speak. *connect.*



### **When was the last time you wrote something that was unmistakably yours?**

Recently, my friend [Rosy Zhong](#) shared a piece of advice for a group preparing their high school students for their college essays. The advice was meant for teenagers, but it landed squarely with me...years past my own college days.

She said, "If someone could replace your name with theirs and the essay still works, it is not personal enough."

That stopped me. Because it is not just true for college essays. It is true for leaders, professionals, creators, and anyone trying to communicate with clarity and meaning.

So much of what we write is designed to be universal. Broad. Safe. Aimed at "the masses." But the words that resonate, the ones people remember, are the ones only you could have written.

- The point of view only you hold.
- The story only you can tell.
- The insight shaped by a moment you actually lived.

Rosy's advice reminded me to look at my own writing through that lens. Not in every piece of communication, of course, but for many. Because real connection comes from perspective, not perfection. Clarity connects, but authenticity lingers.

\*Recommendation for any high school student looking ahead: [Rosy Zhong](#)

[Link to LinkedIn Post](#)

**Tio 99**



Do. It. *anyways.*



### When was the last time you did something even though you were scared?

I saw a post recently that stopped me. Three simple words that resonated with me: “*Do it anyways.*”

- Tired?
- No support?
- Scared?
- Afraid of failing or being rejected?

Most of us wait for the perfect conditions before we take the leap. But the truth is, the perfect moment rarely arrives. The people who move forward aren’t the ones who never feel fear. They’re the ones who show up *anyways*.

So today, I will take on that challenge:

- I’ll show up. Even when I’m tired.
- I’ll speak up. Even if my voice shakes.
- I’ll move forward. Even when I’m unsure.

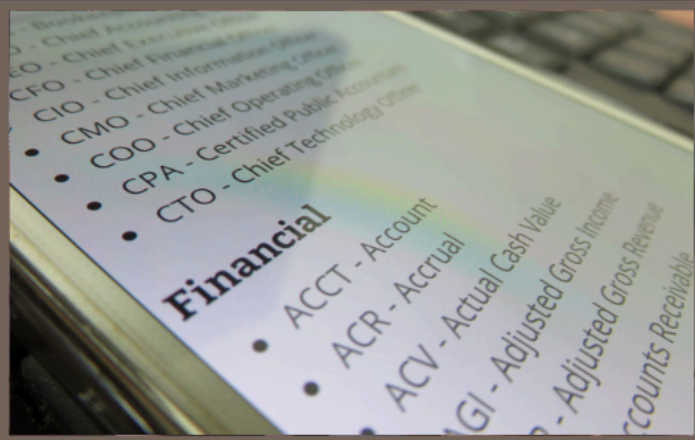
I’ll do it anyways. And I hope you’ll join me.

\*Recommendation for someone I love to follow: [@Vanessa Van Edwards](#)

[Link to LinkedIn Post](#)

**Tip 98**

FYI. IMO. *communicate.*



## Alphabet Soup, Anyone?

*KPI. ROI. EOD. SME. SOP. OKR.*

Every profession has its own alphabet soup of abbreviations, and somewhere in every board meeting, there's at least one person quietly Googling, "What on earth does COB mean?" (It's "Close of Business," by the way.)

We toss around acronyms like confetti, forgetting that not everyone in the room speaks our particular professional dialect. And let's be honest, no one wants to be the person who interrupts to ask, "Wait, what's that stand for again?"

I've been there. More than once. I've had to stealth-search CSF (Critical Success Factor) mid-meeting and text my kids to decode their latest "IMO" or "TL;DR." (That's "in my opinion" and "too long; didn't read.")

My kids tease me endlessly for my refusal to abbreviate anything. Full sentences, punctuation, and actual words, that's my brand. Maybe it's my inner grammar geek, or maybe it's because I've been on the receiving end of feeling out of the loop.

So, here's my gentle plea: whether you're in one of those alphabet soup generations: Gen X, Y, Z, or beyond, let's spell it out every once in a while. Not everyone is fluent in the same shorthand.

IMO, clear communication is greater than clever acronyms. TBH, it's FTW (not WTF).

TTYL.

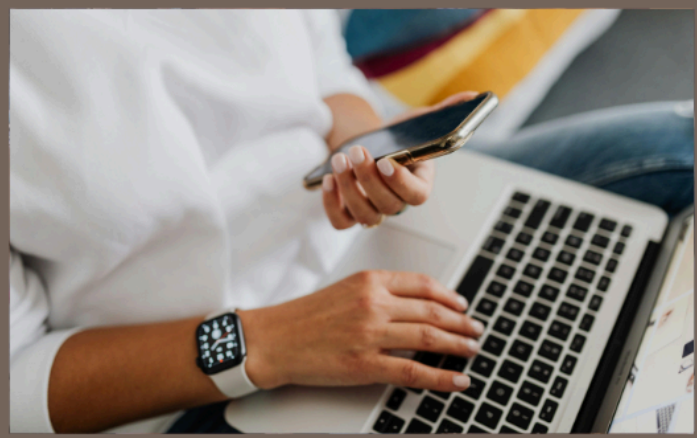
("In my opinion," "to be honest," "for the win," "what the f@&!", "talk to you later.")

("Key Performance Indicators," "Return on Investment," "End of Day," "Subject Matter Expert," "Standard Operating Procedure," "Objectives and Key Results.")

[Link to LinkedIn Post](#)

### **Tip 97**

Oops. Own it. *outreach.*



#### **When was the last time you had to turn a mistake into a moment?**

We recently sent an email campaign that...well, went a little too far in its enthusiasm. Instead of one invitation, our server decided twenty sounded better. One by one. Every couple of minutes.

Not exactly the kind of “top of mind” outreach we were going for.

So we owned it.

Instead of hiding behind the glitch, we leaned into it with humor and humanity, sending a self-deprecating apology titled “One Invitation is Plenty (We Promise)” and inviting recipients to a real conversation, in person, with hors d’oeuvres and a glass of wine.

And you know what? It worked. People responded with laughter, kindness, and curiosity.

Sometimes, a genuine “whoops” and a thoughtful follow-up says more than a flawless campaign ever could.

Owning the mistake turned an error into connection, and that’s the kind of impression worth making.

[Link to LinkedIn Post](#)

### **Tip 96**

Helpers. Hope. *humanity.*



### **When was the last time you looked for the helpers?**

Fred Rogers, the beloved host of the old children's TV show "Mister Rogers' Neighborhood" once was quoted, "...Look for the helpers. You will always find people who are helping."

It's advice I have been thinking about lately. Not just for the world at large, but for our working world, too.

Every workplace, every project, every moment of change has its own version of "the helpers." They are the ones who calm a room when tension rises. Who ask, "How can I support?" instead of, "Who's to blame?" Who quietly repair the cracks that others overlook.

In our jobs, we often celebrate the bold moves and big wins. But sustainable success, the kind that lasts beyond a single quarter or campaign, usually comes from the helpers. The steady, thoughtful professionals who see beyond what only affects them, who lift others, who follow through, who make sure progress actually sticks.

If you look for them, you'll see them everywhere. Let's celebrate them. And if you *are* one, thank you!

[Link to LinkedIn Post](#)

**Tip 95**



*Forever Remembered.*



**Have you ever met someone who made your world bigger just by letting you into theirs?**

I just flew from Seattle to Iowa to speak at my brother TJ's Celebration of Life.

Even though his passing wasn't necessarily a surprise, he had been a quadriplegic for 32 of his 50 years, it was still unexpected. He was doing well, and then suddenly, he wasn't.

Just last month, I had flown out for a surprise visit to celebrate his 50th birthday. That trip gave me one last, joy-filled weekend with him. This time, I came back to spend two full days and nights with family and friends, doing nothing but talking about the impact TJ had on us, and on so many others.

TJ lived half his life in a chair, but he never let it reduce his optimism or his impact. He shaped politics in Iowa, advocating for healthcare, accessibility, and inclusion in ways that left the state better than he found it. His voice led to one of the most inclusive caucuses in Iowa's history.

At his Celebration of Life, hundreds came: family, friends, community leaders, politicians, all to honor a man who had an uncanny ability to not only make someone feel heard, but to be heard himself.

In my speech, I said:

"The world had fifty years of Tucker. Fifty years of optimism, courage, and joy. And we are all better because of him."

So back to the question I asked at the start: Have you ever met someone who made your world bigger just by letting you into theirs?

For me, and for so many of us, that person was TJ. By showing us how to live fully, show up meaningfully, and lead without limits.

[Link to LinkedIn Post](#)

**Tlp 94**

Grace. Grit. *gratitude.*



### How do you lead with optimism when the outcome is still unknown?

I've been asking myself that a lot lately.

What I've come to see is that optimism isn't pretending everything's fine, it's believing that effort still matters, that integrity still counts, and that people still care.

- \* It's the decision to keep showing up.
- \* To communicate openly.
- \* To ask for help and invite collaboration.
- \* To focus on what can be built, even when the results aren't immediate.

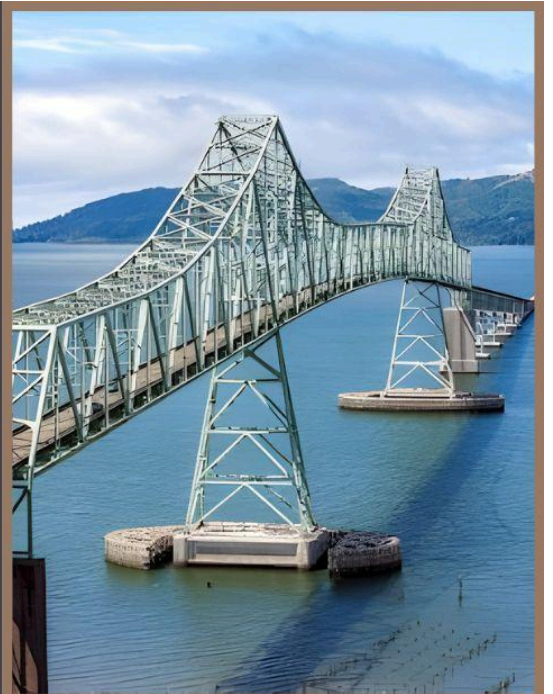
Uncertainty has a way of clarifying what really drives you. For me, it's the people, the colleagues, the stakeholders, and the partners who keep choosing to show up too.

Because optimism, at its core, isn't about predicting a perfect outcome. It's about choosing hope as a part of the strategy while doing the work to make it possible.

[Link to LinkedIn Post](#)

### Tip 93

Bridges. Rain. *curiosity.*



## When was the last time you did something simply because you were curious?

This last weekend, I joined 3,000 others for the Columbia River Bridge Crossing in Astoria, Oregon, a 10K walk across the massive 4-mile bridge that connects Oregon and Washington. For a few hours, they shut down all vehicle and shipping container traffic, turning the incredible bridge into a path for pedestrians.

It poured rain the entire time. The wind was relentless. It was freezing. My shoes made that “squish-squish” sound for miles. The bridge even swayed, and for a moment, I thought I was dizzy from the climb (it’s built steeply to accommodate cargo ships). But no, it really moves with the wind.

And yet, none of us could stop smiling.

- \* We laughed with strangers.
- \* We groaned laughingly about our soaked clothes.
- \* We climbed and squinted through the rain just to see what it looked like from the top.

Curiosity got me there, not training (clearly), not logic, just the thought: What would it be like to walk that bridge?

And it reminded me that curiosity isn’t always about seeking answers. Sometimes it’s about stepping into something unexpected and letting it give you what you didn’t know you needed: a sense of wonder, a bit of human connection, and the simple joy of doing something different, just because.

[Link to LinkedIn Post](#)

## Tip 92



## Did I just move into a museum?

This past weekend, I dropped off my last child at college.

Now I have:

- A daughter who’s a sophomore in Denver
- Twin boys starting their first year; one in Scotland and one in Oregon



- A house that's spotless, a fridge full of food, and ... absolute quiet.

It's a strange mix of pride, excitement, and pinch-myself disbelief.

On one hand: they're launching, becoming who they're meant to be. On the other: I'm realizing how deeply my days were stitched around their comings and goings. I catch myself thinking "Are they home yet?" when the answer is no.

My husband and I are now navigating us-space. That unknown territory of no homework spread across the table, no groups of kids hanging out on the sofa, and no texts coming from just across the hallway. We're learning a new rhythm, one anchored not in our kids' schedules, but in our own curiosities, hopes, and intentions.

Here's what I'm holding onto in this transition:

- Permission to grieve. Letting go doesn't always feel celebratory. It's okay if I feel disoriented and miss the noise and chaos I grew so used to.
- Intention in connection. When kids scatter across borders, technology becomes a lifeline. Video call check-ins, surprise texts, shared photos; reminders that we're still in one family, just stretched out.
- Awareness of the gift of change. The chance to revisit old dreams, try new habits, or simply read uninterrupted. (Though yes, I am still struggling with the lack of groups of kids hanging around.)
- Re-centering identity. For decades, the parent role was front-and-center. Now I get to rediscover who we are in this kidless space.

To everyone who's walked this road or is about to - please share your tips. The quiet house is jarring. The empty rooms echo. But I realize it's also fertile ground for something new.

[Link to LinkedIn Post](#)

### **Tip 91**

Little. Things. *matter.*





## When was the last time a tiny moment turned into a lasting reminder of kindness?

I was walking onto the ferry when a teenager stopped me: "Are you Camden's mom?"

We ended up chatting the whole walk on. She remembered doing a play with my son years ago, called him the kindest, and laughed kindly about his pink strawberry shirt that he loved back then.

It could have been a forgettable, two-minute exchange. But it stuck with me.

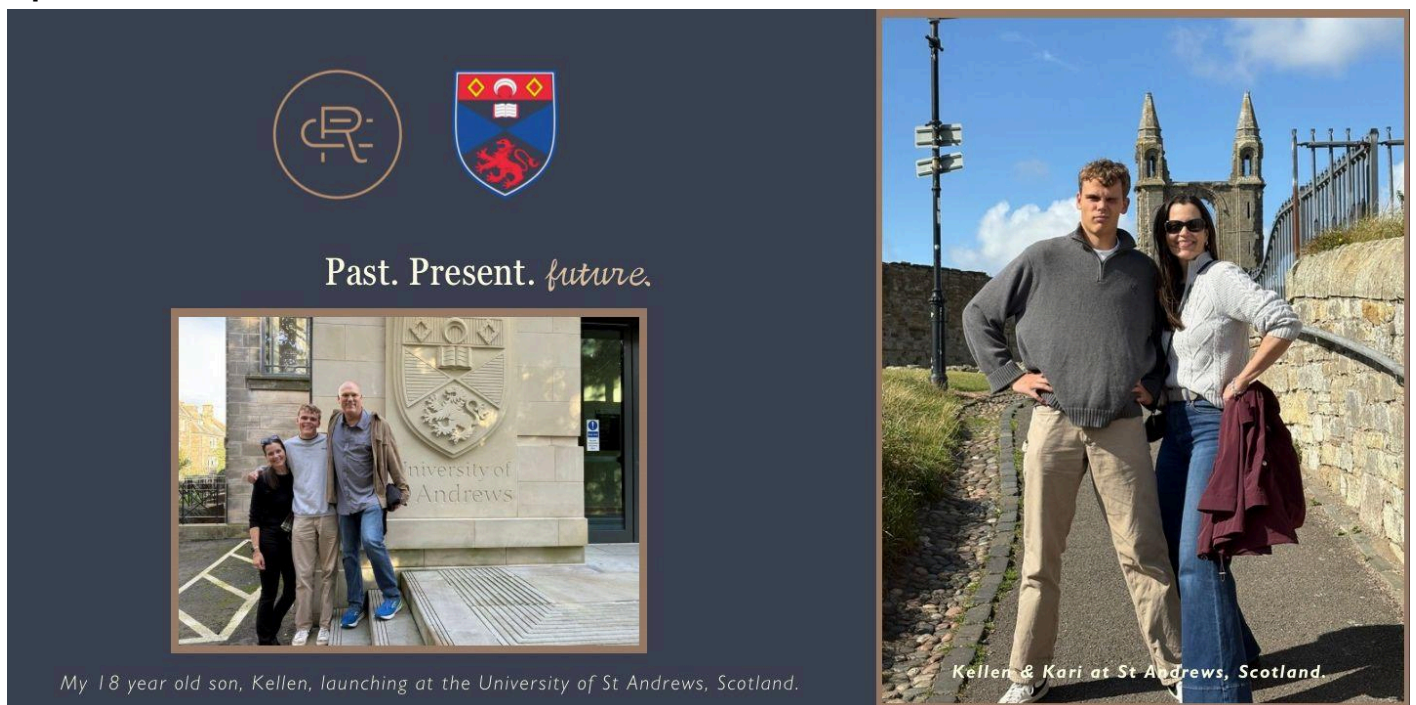
She put herself out there, reaching out to someone she hadn't seen in years and who she had no idea would know her.

- She shared a positive memory about another person, a little detail, but full of warmth.
- She didn't let the age gap stop her from starting a conversation.
- She had no idea how much those few words mattered. To me as a mom. To me as a stranger having a random human connection. And to me as someone who left that ferry thinking, the next generation is alright.

Sometimes the smallest gestures ripple the farthest.

[Link to LinkedIn Post](#)

### Tip 90



I found myself pausing mid-flight, comparing two institutions, one founded in 1888, the other in the early 1400s, and felt the weight and wonder of history evolving in real time.

As I head back home to the US from the UK, I'm replaying a vivid contrast that's been tugging at my heart: on one side, The Rainier Club, Washington State's oldest private business and social club, established in 1888. Born from the ambitions of men of its era, it has transformed into an exclusive yet inclusive community: 7 of the last 10 club presidents have been women, and it celebrates diversity across age, race, profession, and political leanings. It is a place where I met my husband, had my wedding, and have held onto so many long time friends and connections. It is a place I love.

On the other side of the water: the University of St Andrews in Scotland, founded over 600 years ago in 1413, making it the oldest university in Scotland. I was there this week dropping off my 18-year-old son, Kellen, as he begins his four-year degree abroad. Walking through the 600-year-old stone buildings, I felt the depth of tradition

surrounding him. As a Harry Potter fan, I was delighted to see the customs and architecture that inspired the stories, while also witnessing how modern and inclusive the university has become. Today, the University of St Andrews welcomes students from over 120 countries and is led by Principal and Vice-Chancellor Dame Sally Mapstone. It is a place I know I will grow to love through the eyes of my son.

As an American Director at the oldest club in Washington State, I felt profoundly humbled stepping across that Scottish threshold into ancient courtyards, realizing how both institutions, though born centuries apart, now converge in spirit: steeped in history for each country, yet powered by inclusive transformation.

Two worlds apart, two legacies separated by centuries, linked by their shared journey from tradition to openness. I love when tradition meets transformation. And I am delighted to be a small part of both their stories!

[The Rainier Club](#) [University of St Andrews](#) [Sally Mapstone](#)

## Tip 89



### What makes a trip worth two days of travel for only a few hours on the ground?

Sometimes, the answer is simple: Family. Friendship. And the celebration of a beautiful soul turning fifty.

My brother from another mother has been quadriplegic for 32 years. And turning 50 is not just a milestone, it is a marvel. Not only because he has exceeded all expectations in years lived, but because of the life he has built within those years.

Thanks to technology, he connects to the world, navigating with voice-to-text and a motorized chair. From classic B horror films to deeply thoughtful conversations, he brings wit, presence, and joy into every interaction.

But more powerful than the tech is the network that surrounds him. A family of 40+ cousins, siblings, aunts, uncles, and a phenomenal mom. They were there in Iowa for his birthday celebration, and I would not have missed it for the world.

What amazes me most is his ability to remain happy; to stay present, to enjoy what he has, not compare or long for what is not. His strength shows up in small joys, his laughter is never withheld, and his grace is constant.

I do not pretend to understand his life. But I do know I am better for having witnessed it. He reminds me what resilience, humor, and love can really look like.

And that kind of inspiration? It's always worth the journey.

Celebrate people while in the present. And travel far and wide for the ones who make you better.

### **Tip 88**

Hustle. Youth. *humor.*



### **What does early entrepreneurship look like at age seven?**

In my neighborhood, it looks like a handwritten sign, big smiles, and a pitch I could not refuse.

Two of my young neighbors knocked on my door with an offer: They were writing a book of quotes and asked if I would like to pre-order. “One for 25 cents,” they said, “or a deal, three for 60 cents!”

I told them I had a dollar to spend. They whooped with excitement and said, “Great! You can get two!” I laughed at their enthusiasm, and for them giving me a worse deal, and I handed over the dollar, happily.



What stuck with me even more was what followed. They thoughtfully asked if I would be home when they delivered the book. If not, would it be OK to leave it in my mailbox? They were worried it might blow off the porch.

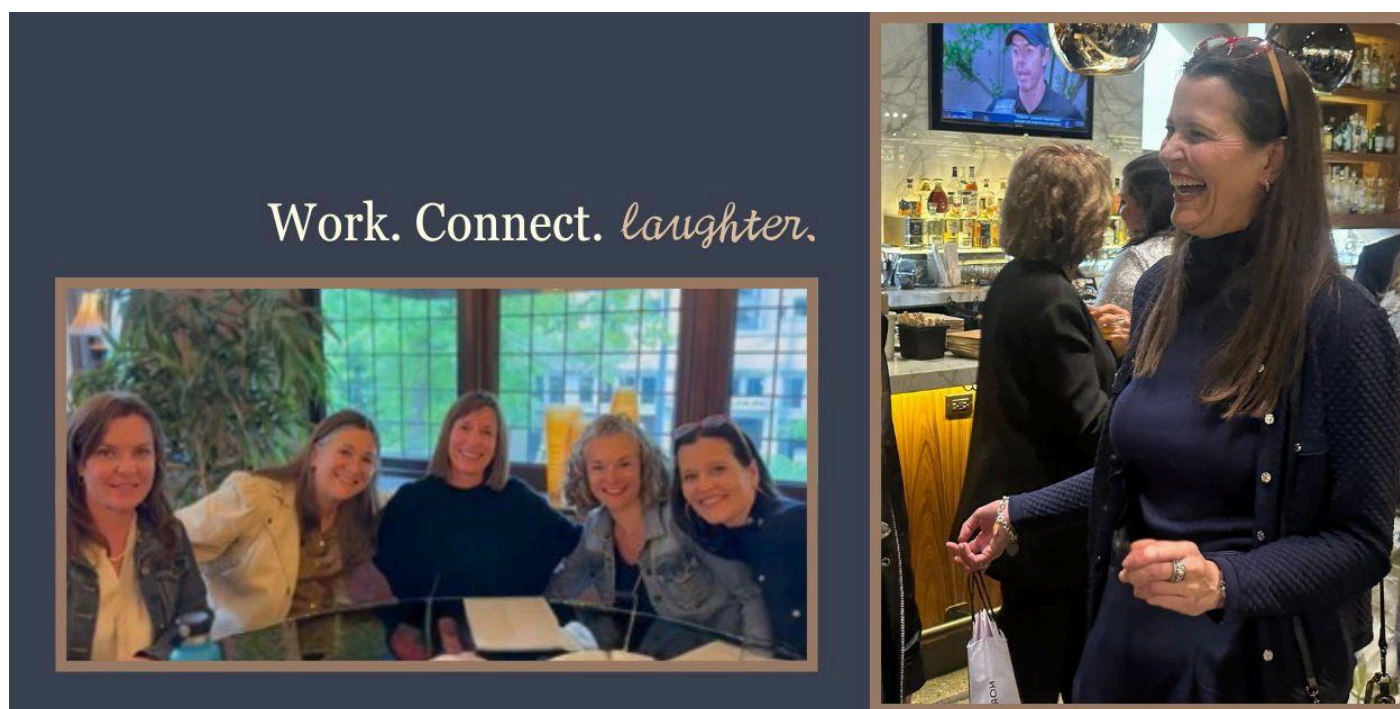
It was sweet. It was genuine. And it was everything I love about the spirit of entrepreneurship. The hustle. The heart. The unintentional humor. The consideration.

I cannot wait to read their book of quotes. And yes, I am fully prepared to be a loyal customer for future “bad deals.”

So, if your kids are launching lemonade stands, sticker clubs, or quote books, I will always cheer them on, and happily lose a dollar in the process!

[#entrepreneurism](#) [#businessmindbites](#)

### **Tip 87**



### **What gets you through a long workday?**

For me, it is levity.

A minimum 8-hour day is a long stretch of time without some kind of relief. The stolen moment to laugh about an awful lunch. A quick conversation about the next time off to play in the lake. A terrible pun. Or a colleague attempting to master Klingon pronunciation with full commitment, making the entire team belly laugh.

It is those moments that make the workday not only manageable but memorable.

Fun at work is not frivolous. It is essential. It helps us reset. It connects us. It reminds us that we are humans first, professionals second.



Sometimes, my loud laugh gets me in trouble. A door gets pulled shut to keep my laugh from filtering into a nearby meeting. But it's worth it, as I do not just want to laugh, I need to laugh.

Because this is how life is meant to be. Shared in work. Shared in laughter. Shared in joy.

I strive hard to enjoy the day while building it. And if you ever need a laugh, I will be right there with you.

[#BusinessMindBites](#) [#authenticconnections](#) [#laughter](#)

## **Tip 86**

People. Connection. BBQ.



### **What's one unexpected insight you gained at a summer BBQ?**

Flame-grilled burgers. Paper plates. Woodsmoke in your hair. And the magical ability of a s'more to make everyone a little less buttoned-up.

There's something about the casual chaos of a backyard BBQ that melts formality. Whether you're with your kids, your neighbors, or your boss, everyone leans into the moment just a bit more. Conversations shift, from meetings and deadlines to favorite hikes, camping mishaps, and that time someone caught five giant crabs and served up a feast off the land.

No one cares about smoky clothes or a mustard stain. In fact, that might be the best conversation starter of the day.

My takeaway? The most authentic connections are often made when we let our guard down. When we show up, not just as professionals, but as people.

So, if you're hosting a summer BBQ...I'll bring the s'mores!

[#AuthenticConnections](#) [#BusinessMindBites](#)

Leadership. Humility. *impact.*



Kari and General McFarlane.  
It was an honor to meet this exceptional leader.



Couldn't resist the fan-girl moment. Kari and Ije with the incredible Captain Jen Veldman.

**Have you ever been in a room with someone whose competence quietly demands your admiration?**

That was me at an event with Lieutenant General Matthew W. McFarlane and his outstanding team, including Captain Jen Veldman of Joint Base Lewis-McChord. I went in knowing I would be impressed, but I did not expect to be this awestruck.

General McFarlane is a strategic leader of immense caliber, rising from Infantry officer to commanding I Corps and Joint Base Lewis-McChord, earning Bronze Stars, guiding forces in Kosovo, Iraq, Afghanistan, Syria, and earning multiple advanced degrees from prestigious institutions. His depth of experience speaks volumes about disciplined curiosity and lifelong learning.

But what truly struck me was how grounded he is, how real. No ceremony. No solemn pageantry. Just a leader who deeply understands that serving his troops means caring for their families, too. He spoke with humility about the responsibility he carries on the thousands who wear the uniform and on the lives they return to each night.

Captain Jen Veldman, a key member of his leadership team and a force of professionalism, was equally remarkable. She handles every detail with poise, grace, and efficiency. I felt like a proud fan in the presence of leadership excellence personified.

Having a front-row seat to this caliber of service and sincerity left me inspired. Here's what I'm taking away:

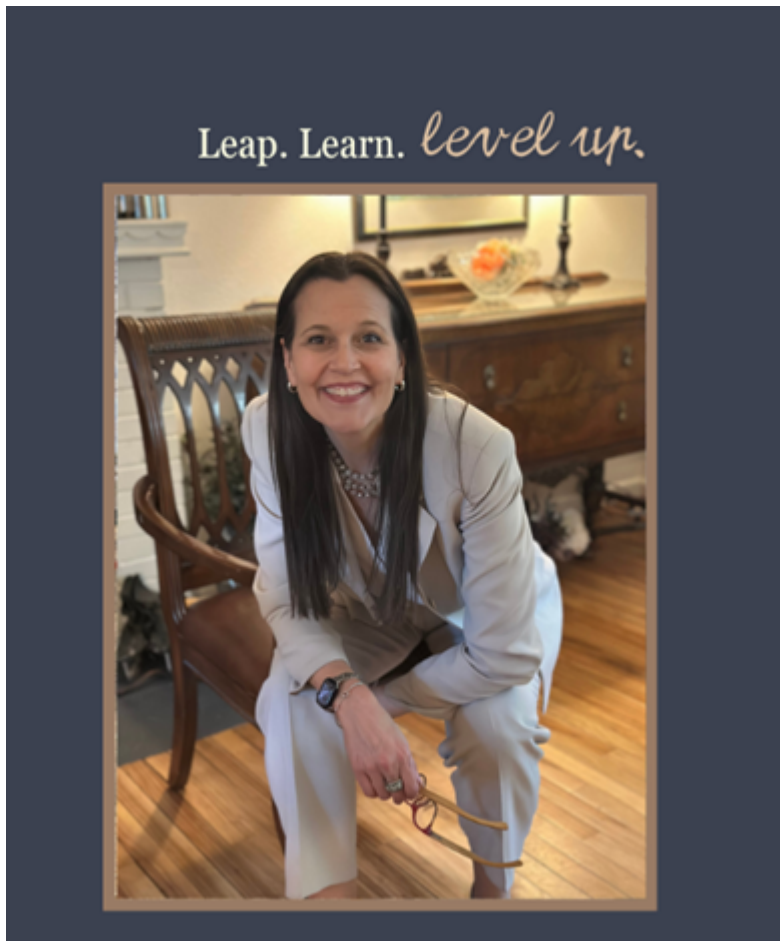
- \* Leadership at the highest levels starts with realness, not rhetoric.
- \* Deep expertise paired with humility is profoundly magnetic.
- \* True care for a team extends beyond the person in uniform or the direct report, it includes their support networks.

Grateful for the opportunity to meet these leaders, lift my own expectations, and remember that excellence and empathy are not mutually exclusive, they belong together.

[A sincere thank you to [Jim Carroll](#) and General [Jimmy Collins](#) for their success in putting together this magnetic event!]

[Matt McFarlane](#) | JBLM

### **Tip 84**



**Have you ever felt like you don't belong, right when you're growing the most?**

That is imposter syndrome knocking, and it might just mean you are leveling up.

I remember when I launched my first business. I leapt in feet first, juggling to manage every role, from marketing to bookkeeping to customer service. I had no idea how to do any of it expertly. So, I got creative. I asked for advice...all the time. I made mistakes, iterated, adapted. And bit by bit, riding that bike got easier.

Imposter syndrome isn't a sign you don't belong, it's proof you have stepped out of your comfort zone. If you feel that uncertainty, it likely means you are onto something new and challenging.



And that, my friends, is the point. When you're out of your comfort zone, you are taking a chance and doing something new. And if you ever need a co-pilot or just someone to listen, you can always call on me.

[Link to LinkedIn Post](#)

### **Tip 83**

Pause. Include. *then launch.*



### **Have you ever rushed toward a goal, only to realize the team was not with you?**

I have. I was so focused on the finish line that I forgot one of the most important truths of leadership:

People will usually only support what they have helped to build.

I had the vision. I had the timeline. What I did not have was the necessary buy-in. I moved too quickly, skipping over the crucial step of involving the team early. Without their input, the momentum stalled. It was no longer a shared vision. It was just mine.

So, I pressed pause.

I regrouped. I slowed down. I invited people into the process. We discussed, debated, and reworked pieces of the plan together. Not everyone agreed, and that was part of the value. Because once the full team had the chance to vote, and the majority passed the plan, the tone shifted. Even those who had reservations stood behind it. They had a hand in shaping it, and that made the difference.

The launch moved forward, with clarity, with support, and with shared purpose.

The lesson was simple: success is not just about speed or strategy. It is about shared ownership.

[Link to LinkedIn Post](#)



## **Tip 82**



### **What makes a holiday feel like a celebration?**

Is it the fireworks? The flag-waving? The perfectly grilled corn on the cob?

This week, I was reminded it's something much simpler and far more meaningful.

Here at my home on Bainbridge Island, a little commuter island off Seattle in Washington, the Fourth of July means a classic small-town parade, a street dance that pulls in all generations, and BBQs where someone always brings too many deviled eggs (and we're grateful for it). Families gather. Friends and kids bring laughter. People wave at neighbors they haven't seen in months.

It's a day where the schedule slows down... and the conversations get real. No pretense. No posturing. Just people showing up for each other.

### **So what makes it feel like a celebration?**

It's the authentic connection. The laughter. The shared joy of simply being together.

This July 4th, I'm raising a sparkler to community, to family, and to the moments that remind us we belong just as we are.

Wishing you a safe, happy holiday filled with good food, great people, and maybe even a little dancing in the streets!

#FourthOfJuly #BainbridgeIsland #AuthenticConnection #BusinessMindBites

[Link to LinkedIn Post](#)

## **Tip 81**

Seen. Heard. *authentic connection*



### **Authentic Connection.**

It's a phrase that recently came to life for me, thanks to a wordsmithing mentor (thank you, Mimi Cook). The moment I heard it, something clicked. It resonated in a way that felt both personal and true.

We're all out here building, growing, evolving.

And somewhere along the way, the most meaningful connections don't come from strategy decks or polished branding, they happen when something real sparks between people.

That's the kind of connection most of us are really looking for:

- The kind that isn't forced.
- The kind that feels natural.
- The kind that lasts.

Whether I'm working with individuals, teams, or entire organizations, I try to keep my focus simple: To help people connect in ways that feel human, honest, and lasting.

Because real community isn't manufactured. It's built slowly, through trust, shared experiences, and moments that actually matter: That Authentic Connection.

If we haven't talked in a while, I would love to reconnect. And if there's someone you're hoping to meet, I am always happy to make the introduction...authentically.

[Mimi Cook](#) | [The Rainier Club](#) | [Jen Tolle](#) | [Sarah Parker](#) | [Toni Riccelli](#) | [Anna Johansson Vecchi](#) | [@Erin Peters](#) | [@JJ McKay](#)

[Link to LinkedIn Post](#)

### **Tip 80**



## What Happens When Your Best Team Members Move On?

As a manager, mentor, and parent, I have always known the goal: help people grow, encourage them to find their path, and then, when it's time, let them move up and onward.

But this weekend? That philosophy hit home in the most personal way. Our twin boys, Kellen and Camden, graduated from high school.

Yes, there were the classic moments: walking down the aisle in their caps and gowns, the tassels, the cheers. But the part that got me? It was what happened after.

In true twin fashion, Kellen paused after receiving his diploma and waited so he and Camden could walk back together, one final powerful moment of connection before they go off to chase their own, very different adventures.

Now, our daughter Cadence, who has also helped them with the perfect blend of wit and wisdom, will be a sophomore at the University of Denver. Camden is off to Oregon State, and Kellen is heading all the way to the University of St Andrews in Scotland. And my husband and I? We're entering a new chapter. The one with fewer grocery trips... and quieter evenings.

We're officially becoming empty nesters.

But this moment has me reflecting, not just as a mom, but as a mentor.

Because these three incredible young adults weren't just raised, they were coached. Encouraged. Supported. And in return? They taught me just as much as I have taught them. About resilience. Curiosity. Humility. And how to walk forward and wait for your people when it matters.

And that's what leadership is, isn't it? We mentor, guide, and prepare. And then we release.

We let go so they can grow.



So, to every person navigating change, whether it's sending a child to college, letting go of a project you nurtured, handing off leadership to someone you trained, or watching them rise to their next opportunity, remember this: The letting go is part of the journey.

Here's to launching well...

[University of St Andrews](#) | [University of Denver](#) | [Oregon State University](#)

[Link to LinkedIn Post](#)

## **Tip 79**



**Who brings three teenagers to a work event designed for Seattle's top business leaders and future Rainier Club members?**

I did. And I'd do it again.

When The Rainier Club hosted its Open House to welcome prospective members, I brought my three teenagers, Cadence (just finished her first year of college), and Kellen and Camden (graduating high school seniors ready to launch at college).

Why? Because they're my best ambassadors.

They should know where I work, what The Rainier Club stands for, and why it's so special. As they talk with friends, parents, and the curious masses, they'll share first-hand what the Club feels like, not just facts, but connection. They met our Club leaders. They felt the energy. They saw where their dad and I got married. And they left with more than a brochure, they left with a story.

Plus, what better way for teens to practice mingling with Seattle's business leaders than in an elegant, welcoming space like The Rainier Club?

Future success looks a lot like being able to shake a hand, make eye contact, and say more than just 'hello'.



Thanks to The Rainier Club for hosting my whole crew; it turns out the next generation is pretty good at membership PR.

[Link to LinkedIn Post](#)

## **Tip 78**

The Journey is Just as  
Important as the Destination



### **The Journey is Just as Important as the Destination.**

What makes a story truly impactful, the end result or the experiences along the way?

While success is often celebrated and awards and recognition are highly sought after, it's the journey, the hurdles, the setbacks, the growth, that leave a lasting impression. We don't need a trophy or a major milestone to define your story, it's the twists and turns, the lessons learned, the fun moments, and the resilience shown along the way that really matter.

Our journeys have been filled with winding roads and roadblocks, each offering new stories, memories, and lessons. Every detour has introduced us to fresh experiences, new people, and different ways of thinking. And while the destination may feel like the ultimate goal, it's the journey itself that shapes who we are and how we connect with others.

It's easy to think that without a "big win," our story is incomplete. But when we look back, we realize that the most valuable parts aren't the final chapter. It's the muddy middle, the moments we had to push through the unknown, celebrate the small wins and the whoopsie moments, learn from failure, and adapt, that truly define us. These are the moments that shape our values and allow us to support others along their journey.

As we reflect on our paths let's try to remember while milestones matter it's the growth, joy, and resilience we build along the way that truly take center stage. Let's celebrate every step forward, the happy moments, and even the ones that pull us sideways, and embrace the lessons each speedbump brings.

I am grateful to have you along on this journey with me!

[Link to LinkedIn Post](#)

## Tip 77

Listen. Pivot. *solve.*



*Just some of the mighty team at The Rainier Club*



*Kari Cassidy-Diercks &  
Consulate-General of Japan in Seattle, Junichi Sumi*

### **Is your “no” missing a “but”?**

In hospitality, leadership, and life, sometimes the answer truly is no. But “no” doesn’t have to be the end of the conversation. In fact, the most member-centric, client-first organizations are the ones who train their teams to follow up with:

“No... but here’s what we can do.”

It’s a mindset shift from being a gatekeeper to being a guide. Here are a few quick examples from the customer experience world (but it applies to nearly every profession):

- “That’s outside of my department... but let me personally introduce you to the person who can make it happen.”
- “We can’t discount the fee... but we can add a few complimentary perks that create additional value.”
- “We can’t get you in right away...but we would be happy to bring you a cocktail in the waiting area until something opens up.”
- “That date isn’t available for your event... but we can offer the same setup the night before and even include complimentary A/V to sweeten the shift.”

A flat “no” ends the conversation. A thoughtful “no, but...” builds trust.

[Link to LinkedIn Post](#)

## Tip 76



## Chef. Trailblazer. *Woman.*



Breaking the (Chef's) glass ceiling with laughter and ladles!

What an absolute joy to celebrate this moment with Rachel Anderson, the first female Executive Chef at The Rainier Club!

Rachel has been quietly (and deliciously) shaping The Rainier Club's culinary experience for nearly a decade, and now she's leading the charge with heart, humor, and an incredible culinary team behind her.

This photo pretty much says it all: we were laughing about something, I can't even remember what, but the pride and joy were real. Being at The Rainier Club during a time when leadership is evolving across the board, when firsts are happening, is something I don't take for granted. In fact, I'm especially proud that five of the last six Club Presidents have been remarkable women. And that's just the latest group!

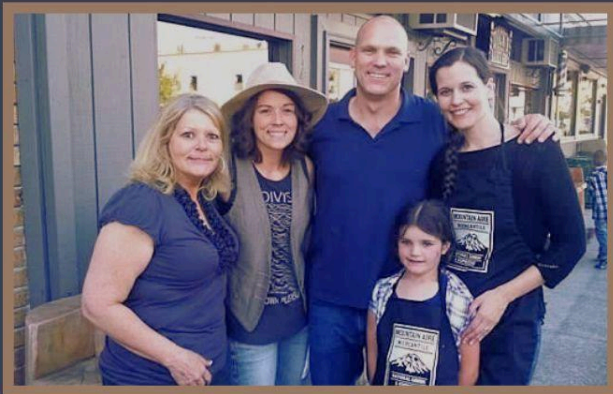
So, here's to Rachel, to rising talent, and to more milestones that taste as good as they feel.

[Link to LinkedIn Post](#)

**Tip 75**

**Just Jump.**

*You can build your wings  
on the way down.*



Throwback to 2012, when Brandi Carlile headlined my retail store grand opening.



Throwback to my first publication.

## **What are you waiting for, perfect timing or permission?**

If you've been holding back on launching a project, making a career move, or simply putting yourself out there professionally, let me remind you: the "perfect moment" is a myth.

Waiting until you have it all figured out is the fastest way to never start. Most people don't grow by having a flawless plan, they grow by showing up, learning in real time, and adjusting as they go.

One of my favorite mantras: "Just jump. You can build your wings on the way down."

I've taken more than a few of those jumps myself: writing a young adult science fiction novel, publishing a series of business guidebooks, building a retail business from scratch, and even starting a preschool when I couldn't find one that worked for my family. I became a foreign exchange student before I fully knew what I was signing up for, and later hosted one, too.

Not every experience went smoothly. Some wings were built fast, others wobbled on the way down, but all of them taught me something and moved me forward. Here are a few mind-sized strategies to help you get started, even when it feels messy:

- Name the next small step. Don't plan the next five months, just name what you can do today.
- Shift from perfection to progress. Done is often better than perfect.
- Ask for feedback early, people really do want to help.
- Use fear as a signal, not a stop sign. It means you care and that's a good thing.
- Celebrate motion, not just milestones. Starting is success.

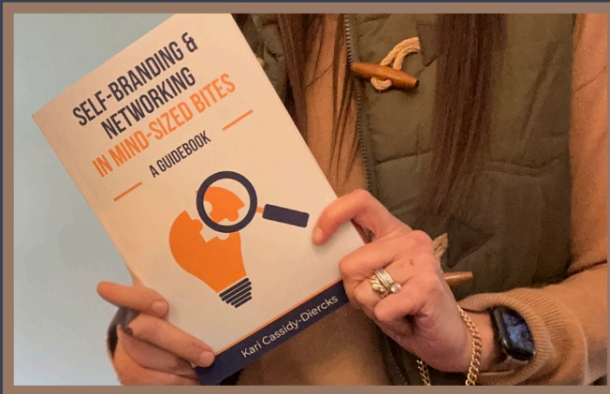
You don't need all the answers to begin. You just need the courage to move. And once you take a step towards a bias for action you may very well be amazed at how quickly momentum builds.

If you're on the edge of your next move, I will happily cheer you on. If I can support you in any way, just say the word!



## Tip 74

Welcome. Engage. *connect.*



### When was the last time you felt genuinely welcomed?

Not just a polite nod or a “hi,” but a moment when someone made you feel like you belonged before you even took your coat off?

From my time spent in the hospitality-focused Rainier Club (and in life), some of the most meaningful lessons I’ve learned have had nothing to do with service scripts, place settings, or beautiful spaces, and everything to do with how someone feels the moment they walk in.

Whether you're greeting a guest, interviewing a candidate, or introducing someone at a networking event, the energy you bring sets the tone. And no one ever forgets how you made them feel.

Here’s what I’ve learned works (and it’s not complicated):

- \* Use their name: people perk up when they hear it.
- \* Offer something small: a seat, a drink, your full attention.
- \* Be the first to smile, introduce yourself, and show genuine interest.

This isn’t just good manners, it’s magnetic. People remember warmth more than words.

And the best part? Anyone can master it. No hospitality degree required.

Recommendation: If you’re looking for practical, approachable ways to build better business relationships, check out my Business Guidebook Series designed for busy professionals who want to elevate their communication, networking, and daily interactions in bite-sized, actionable ways:  
<https://amzn.to/4cW0ukG>

Let's all keep practicing the (often underrated) art of the warm welcome. It just might change someone's day.

[Link to LinkedIn Post](#)

### **Tip 73**



Community. Conversation. *connection.*



Kari celebrating community, conversation, and connection with Kyle Diercks, Cadence Cassidy Diercks, and our wonderful friend Phyllis Wan: family, friends, and meaningful moments.

### **It's Always About the People.**

When you think about what makes a community truly special, what comes to mind first? Is it an incredible dining experience? A great workout facility? A beautiful space with an expertly curated wine list?

All of those things matter, of course. But if you ask me, the greatest value of any great community is something deeper: It's the people you meet, the connections you make, and the relationships you build.

At its core, true belonging is about more than shared spaces, it's about shared moments.

It's about who you sit next to at a dinner, who you meet in a conversation, who you collaborate with, and who becomes a lifelong friend.

That sense of belonging, of truly finding *your* people, is what makes everything else come alive.

While events, mixers, and spaces are wonderful, they're only as powerful as the personal connections behind them. Relationships are what turn good experiences into extraordinary ones.

If you ever need someone to help connect you to new people, new opportunities, or new conversations, I'm always happy to make an introduction.

There's real power in e-introductions, thoughtful connections, and helping others find their people. Let's keep building great communities, one meaningful connection at a time.

## Tip 72



### **How do you define leadership when it's your child showing the way?**

This week, I'm heading to Family Weekend to visit my daughter at college. It's surreal to watch the next generation begin to shape their paths, especially when one of them happens to be yours.

I've spent most of my career mentoring, managing, and helping people navigate change. And now, I get to observe a brand-new kind of leadership unfolding, through her eyes. It's inspiring, humbling, and yes... occasionally a little emotional. I'll be bringing snacks, hugs, and probably way too many nosy questions. But mostly, I'll be soaking it all in. There's something powerful about taking a step back and simply watching someone you love begin to build.

Here's to the next generation of builders, and here's to us proud observers, cheering them on from just enough of a distance.

[Link to LinkedIn Post](#)

## Tip 71

## Small, but mighty *teams!*



### **What makes a small team thrive in a big organization?**

For me, it's this: trust, respect, and shared energy.

I'm lucky to work with a small but mighty team; people who show up for each other, lean into the work with creativity and commitment, and never hesitate to step in when someone needs a hand. We're not always in the same room, or even in the same rhythm, but we're always aligned in purpose.

Here are a few things I try to do (and deeply appreciate in return):

1. Communicate well and often
2. Make space for input, not just output
3. Say thank you out loud, and often
4. Offer the benefit of the doubt
5. Celebrate the little wins (they lead to bigger ones)

I'm grateful for the people I work with and for and am excited for what we're building together. There's more good ahead.

[Link to LinkedIn Post](#)

[Link to Facebook Post](#)





KARI CASSIDY-DIERCKS

## PUT YOURSELF IN THE PATH OF OPPORTUNITY

### Put Yourself in the Path of Opportunity

You don't always need a five-year plan. Sometimes, you just need to show up, anywhere people are building, thinking, connecting, growing.

Opportunity doesn't always arrive with confetti and a name tag. Sometimes it's a quiet spark in a side conversation. A passing comment that becomes a breakthrough. An unexpected connection over coffee or at a table you almost didn't sit at.

So, say yes to something new: A lecture you've been curious about. A panel discussion that's slightly outside your lane. A happy hour with a new mix of people. A "why not" coffee with someone interesting.

**RECOMMENDATION:** If you're looking for a thoughtful resource, I recommend Mel Robbins' book, *"The 5 Second Rule"*. It's a great reminder that sometimes, the hardest part is just saying yes, and then showing up. [Find the book HERE](#)

Growth doesn't always need a grand plan. Sometimes, it just needs your presence.

And if you ever want to grab coffee or connect over happy hour to swap ideas or just chat about what's next, I'd be happy to meet. You never know what might come of it!

[Link to LinkedIn Post](#)



### **A Nod to Tradition with a Modern Twist -**

Blending tradition with innovation isn't always easy, but when done right, it creates something truly unique and timeless. It's about honoring the past while keeping an eye on the future, and creating spaces that feel both classic and relevant.

One of the most inspiring things I've seen recently is how it is absolutely possible to make this a reality: maintaining a sense of history while embracing modern inclusivity and vibrancy.

The Rainier Club, for example, has made grand strides in the last few years to truly embody this balance. There's a palpable sense of an "exclusive club with an inclusive mentality" at its forefront. Five of the last six Club Presidents have been women, which speaks volumes about the shift toward diverse leadership.

What really stands out is how members, both new and tenured, are engaging together at events and activities. It's about bridging the legacy of the past with the energy of the present; keeping the decorum and elegance while fostering a dynamic, welcoming and inclusive community. It's proof that you can have a space that's timeless while being relevant and can maintain a sense of history while inviting new voices to the table.

It's done by honoring tradition and timeless practices with a modern twist of inclusivity. And it's making a difference; creating a community that's both rooted and progressive.

It's how we can stand behind old institutions – when they strike the balance between honoring tradition and embracing change.

**\*\*On a side note...** Looking for a tangible nod to tradition with a modern twist? Join me for one of our signature cocktails – where tradition meets a twist of flavor!

[Link to LinkedIn Post](#)



### **What Makes a Great First Impression? Lessons I've Learned From Membership Onboarding:**

What do welcome emails, front desk greetings, and tours all have in common? They're either forgettable or foundational.

We don't talk enough about the art of onboarding. But those first few touchpoints? They're make-it or break-it. Whether welcoming a new team member, client, or member to the organization, the goal is the same: make them feel like they belong from day one.

Here are five small (but mighty) ways to create lasting first impressions:

**1. Personalize the "Hello."**

Don't rely on generic auto-responses. When someone joins, call them by name. Reference how you met. Mention something you remember. Make it human.

**2. Introduce before they arrive.**

Before a new member or client walks through the door, let others know they're coming. That way, the first greeting they receive feels like a warm welcome and not a cold intro.

**3. Give them a "guide," not just a packet.**

Instead of only handing over a brochure, connect them with a person. A buddy. A mentor. Someone to walk them in, show them around, and answer the real questions.

**4. Create a small "wow" moment.**

It doesn't have to be big: a handwritten note, a coffee waiting at their table, a reserved seat at an event. A personal touch periodically that says, "We see you."

**5. Keep showing up.**

First impressions aren't a one-and-done. Follow up. Invite. Include. Help them engage on their terms.

Because the best onboarding doesn't feel like onboarding, it feels more like a welcome.

[Link to LinkedIn Post](#)





Reflecting on my first weeks back at The Rainier Club as the (re)newed Director of Membership - and what a vibrant return it has been!

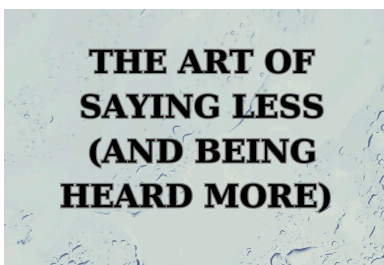
In just a few short weeks, I've been reminded how truly special this place is. The Club is more alive than ever, full of dynamic energy, thoughtful conversations, and a calendar brimming with events that reflect the pulse of downtown Seattle.

What makes The Rainier Club so remarkable isn't just its storied history, it's the people. From the leadership team and board to the incredible staff and members, there's a shared sense of warmth, purpose, and pride that's palpable in every room. Smiles are genuine, traditions are honored, and yet there's a fresh, modern sensibility driving the Club forward.

This is a private club, yes, but one with an inclusive spirit. Five of the last six Club Presidents have been women, and our current Club President, Lauren, exemplifies the next generation of strong, visionary leadership. I am honored to be so warmly welcomed into this remarkable community.

I'm beyond happy to be back and grateful to be part of something so vibrant, timeless, and forward-thinking. Thank you to everyone who's made my return feel like coming home.

### **Tip 68**



### **The Art of Saying Less (and Being Heard More)**

Want to be a better communicator? Say less. Powerful professionals:



1. Eliminate filler words like "I think," "just," & "kind of."
2. Pause for impact. Silence makes people lean in.
3. Lead with value. Start with the most important point.

The best communicators don't talk the most, they talk with purpose.

**Recommendation:** *"Smart Brevity: The Power of Saying More with Less"* by Jim VandeHei at <https://amzn.to/3ERUjRZ>

[Link to Video Post on Facebook](#)

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## **Tip 67**



## **Tip 66**



### **Three C's of Executive Presence:**

Executive presence isn't about a title, it's how you show up. Master the 3 C's to help you command respect in any room:

1. Confidence – Speak with clarity, stand tall, and own your message.
2. Composure – Stay calm under pressure and lead with poise.
3. Clarity – Get to the point. The most influential leaders are the clearest communicators.

**Recommendation:** Follow Vinh Giang, a renowned communication expert who specializes in executive presence and effective leadership.

Website: <https://www.vinhgiang.com/>

@askvinh YouTube Channel: <https://www.youtube.com/channel/UC9K9Wnz6t4cLnCdTzAVrXqQ>

In particular, his video "Leadership is a Performance" delves into how body language influences leadership: [https://www.youtube.com/watch?v=FNjeXvh2Z\\_Y](https://www.youtube.com/watch?v=FNjeXvh2Z_Y)

By engaging with Vinh Giang's content, you can further develop the confidence, composure, and clarity essential for commanding respect in any professional setting.

[Link to Video Post on YouTube](#)

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## **Tip 65**



### What I've Learned from Supporting Top Executives: Managing Up

Managing Up is a business skill no one really talks about, but it's a game-changer. Success isn't just about working hard; it's about working smart. Managing Up is an essential but overlooked skill that can elevate your career:

1. Understand your boss's priorities: Align your work with their goals.
2. Be a solutions provider: Anticipate challenges before they escalate.
3. Communicate proactively: Keep leaders informed without overwhelming them.

Managing up isn't about politics, it's about partnership. Those who master this skill can create stronger relationships, greater trust, and more career opportunities.

Recommendation: If you're looking for insider insights on leadership, operations, and executive partnerships, check out Clara Ma at "Ask a Chief of Staff." She shares invaluable advice on navigating executive roles, managing up, and being an effective strategic partner. Explore her content here: <https://www.askachiefstaff.com> and sign up for her newsletter!

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**FULL ARTICLE**

## Business Tips in Mind-Sized Bites: The Secret Skill No One Talks About: Managing Up

By Kari Cassidy-Diercks

Ever feel like you're working twice as hard but not getting the recognition (or promotions) you deserve? Here's a little secret: success isn't just about working hard, it's about working smart. And one of the smartest things you can do? Master the art of Managing Up.

Managing up isn't about office politics or brown-nosing, it's about building strong partnerships with your leaders so you can work more effectively, reduce frustration, and open doors to bigger opportunities. Here are three simple but powerful ways to start managing up:

### 1. Understand Your Boss's Priorities

 *"I'll just do my work and hope for the best."*

 *"What are my boss's top priorities, and how can I align my work with them?"*

Your manager isn't just juggling your tasks, they're balancing multiple high-level objectives. If you take the time to understand their goals, you can position your work to directly support their priorities.

#### Why this matters:

- When you align your work with their big-picture objectives, you become indispensable instead of just another employee.
- You'll gain clarity on what really matters—so you're not wasting time on things that won't move the needle.
- When leadership sees you're proactive about helping them succeed, you'll be the first person they think of for new opportunities.

### 2. Be a Solutions Provider

 *"There's a problem. Someone should fix it."*

 *"Here's a challenge I noticed, and a possible solution to address it."*

Leaders don't just want to hear about problems, they want to hear how to fix them. If you can anticipate challenges before they escalate and come prepared with solutions, you'll stand out as a critical thinker and problem-solver.

#### Why this matters:

- It saves your boss time (which they'll appreciate). Instead of just bringing them problems, you're helping them solve them.
- It positions you as a leader, someone who takes initiative and thinks strategically.
- You build trust. When leadership sees you as a go-to problem solver, they'll rely on you more, which may lead to more career growth opportunities.

### 3. Communicate Proactively

 *"I'll wait until they ask for an update."*

 *"Here's where we are, here's what's next, and here's what I need from you."*

Effective communication isn't just about talking, it's about timing, clarity, and relevance. Your boss doesn't need every tiny detail, but they do need to stay informed enough to make decisions.

### Why this matters:

- Keeps projects on track with less back-and-forth.
- Prevents surprises (leaders hate surprises unless they involve cake).
- Builds trust, your manager won't have to wonder what you're up to because you'll keep them in the loop before they have to ask.

Managing up can be a game-changer, not just for your boss, but for your own career. When you take ownership of aligning with leadership priorities, solving problems, and communicating effectively, you build trust, gain influence, and open new doors for growth.

### Your Challenge:

This week, try one of these strategies at work. Align your next project with your boss's goals, bring a solution to the table, or communicate proactively. Notice how it changes your relationship with leadership.

For more actionable insights, find more tips on social media @BusinessMindites or the blog at [www.karicassidyiercks.com](http://www.karicassidyiercks.com). Success isn't about luck, it's about strategy. Start managing up today!

**\*\*Recommended Resource:** For more tips on leadership, executive partnerships, and managing up, check out **Clara Ma** at "Ask a Chief of Staff" for expert insights: [www.askachiefstaff.com](http://www.askachiefstaff.com) and sign up for her newsletter!

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### Tip 64



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### Confidence is a Skill, Not a Trait

Ever looked at a confident person and thought, "Wow, they were just born that way"? Spoiler alert: they weren't. Confidence isn't a magical trait some people are gifted with, it's a skill that's built, brick by brick, through action. The good news? That means anyone can build it, too.



And no, it doesn't require walking into a room like you own it (though that doesn't hurt). Here are some ways on how to develop real, lasting confidence, one step at a time.

### 1. Speak Up, Even When You're Unsure

✗ "I'll just stay quiet and let someone else answer."

✓ "I have a thought on that, let me share."

**Why?** Confidence grows when you act despite uncertainty. The more you speak up, the easier it gets. Even if your voice shakes at first, the act of contributing conditions your brain to trust your input.

### 2. Master Body Language

✗ *Hunched shoulders, avoiding eye contact, fidgeting.*

✓ *Standing tall, making eye contact, controlled gestures.*

**Why?** Your body speaks before you do. Strong posture and eye contact signal confidence to others and to yourself. Your brain literally responds to your posture, so stand tall like you mean it.

### 3. Prepare Like a Pro

✗ "I'll just wing it and hope for the best."

✓ "I'm going to research, practice, and walk in ready."

**Why?** Knowledge builds self-assurance. Whether it's for a meeting, a presentation, or a difficult conversation, preparation is your secret weapon. The more you know, the more confident you feel.

### 4. Fake It 'Til You Make It, But Keep Improving

✗ "I'll pretend I'm confident and hope no one notices my nerves."

✓ "I'll project confidence while actively working to improve."

**Why?** Acting confident is a great first step, but the real magic happens when you back it up with continuous growth. Keep learning, practicing, and stepping outside your comfort zone.

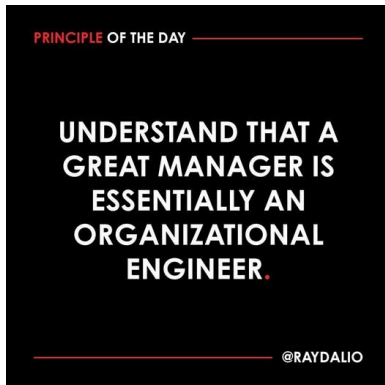
Confidence isn't reserved for the lucky few, it's available to anyone who wants to work on it. Speak up, stand tall, prepare, and keep pushing yourself forward. Your confidence is built in the moments you choose to act.

### Your Challenge and Call to Action:

Pick one of these strategies and implement it this week. Whether it's speaking up in a meeting, adjusting your posture, or preparing more thoroughly, take a step toward building your confidence.

For more actionable insights, visit Business Mind Bites on social media @BusinessMindBites or the blog at [www.karicassidydercks.com](http://www.karicassidydercks.com). Confidence isn't given, it's built. Start building yours today!

### **Tip 63**



#### **Sharing Ray Dalio's "Principle of the Day":**

**Understand that a great manager is essentially an organizational engineer.**

Great managers are not philosophers, entertainers, doers, or artists. They are engineers. They see their organizations as machines and work assiduously to maintain and improve them. They create process- flow diagrams to show how the machine works and to evaluate its design. They build metrics to light up how well each of the individual parts of the machine (most importantly, the people) and the machine as a whole are working. And they tinker constantly with its designs and its people to make both better.

Recommendation: Follow [Ray Dalio](#) for more principles the day.

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### **Tip 62**



### **Valentine's Day Reminder: Invest in Relationships That Matter!**

Friendships, mentorships, colleagues, strong connections drive success. Take a moment today to appreciate those who support, challenge, and inspire you.

Recommendation: Looking for a thoughtful way to show appreciation? Bumble B Design creates beautifully curated gift baskets, perfect for clients, colleagues, or mentors.

Check them out: 📺 Bumble B Design at <https://www.bumblebdesign.com>

[Link to Video Post on YouTube](#)

[Link to Video Post on Facebook](#)

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### **Tip 61**



### **Small Daily Wins Lead to Big Success**

Massive success doesn't happen overnight, it's built daily.

1. Set micro-goals to track steady progress.
2. Build momentum with small, repeatable actions.
3. Celebrate small victories to stay motivated.
4. Focus on consistency over perfection.

**Recommendation:**

Influencer: Mel Robbins (@melrobbins) – Motivation & habit-building

 <https://www.instagram.com/melrobbins/>

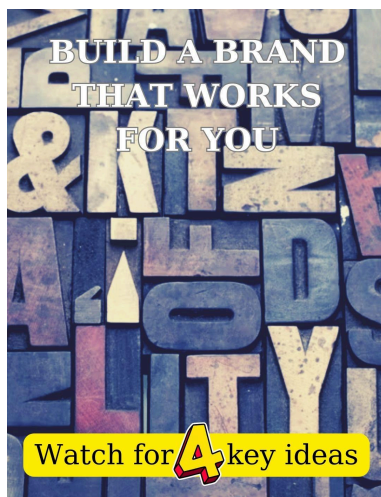
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**Tip 60**



**Build a Brand That Works for You**

Your personal brand is your career's reputation, shape it wisely.

1. Be consistent in your messaging, visuals, and tone.
2. Show up online, engage on LinkedIn, share valuable content.
3. Deliver value first before asking for anything in return.
4. Let your expertise and actions speak for themselves.

**Recommendation:**

Blog: *Dorie Clark's Thought Leadership Insights*  <https://dorieclark.com/>

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[Link to Video Post on Instagram](#)

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**Tip 59**





### **Silence Speaks Volumes.**

Sometimes the best communication strategy is listening first.

1. Pause before responding. Process before reacting.
2. Observe nonverbal cues in conversations.
3. Let people fully express their thoughts before jumping in.
4. Use silence as a tool to encourage deeper discussions.

#### Recommendation:

Podcast: The Science of Success – The power of active listening

 <https://www.successpodcast.com/>

[Link to Video Post on YouTube](#)

[Link to Video Post on Facebook](#)

[Link to Video Post on Instagram](#)

[Link to Video Post on TikTok](#)

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### **Tlp 58**



## **Success Loves Preparation**

Great opportunities don't wait for you to be ready. Prepare today!

1. Set clear goals and align your actions with them.
2. Keep learning. Develop skills before you need them.
3. Anticipate challenges and plan solutions ahead of time.
4. Show up early, stay organized, and be proactive.

**Recommendation:**

*"The 7 Habits of Highly Effective People"* by Stephen R. Covey

 <https://www.amazon.com/dp/1982137274>

[Link to Video Post on YouTube](#)

[Link to Video Post on Instagram](#)

[Link to Video Post on Facebook](#)

[Link to Video Post on TikTok](#)

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## **Tip 57**



## **Speak Like a Leader Before You Have The Title!**

Recommendation: Follow Ashley Couto on LinkedIn. Check out this post titled: "Speak like a leader before you have the title". [#ashleycouto](#) @ashleycouto

[Link to Video Post on Facebook](#)

[Link to Video Post on YouTube](#)

[Link to Video Post on Instagram](#)

[Link to Ashley Couto's LinkedIn Post](#)

## **FULL ARTICLE**

### **Business Tips in Mind-Sized Bites: Speak Like a Leader Before You Have the Title**

By Kari Cassidy-Diercks

Ever feel like people don't take you seriously at work? Maybe you pitch an idea, and it lands with a thud. Or you send an email and get... crickets. Here's a secret: It might not be your ideas, it might be your words. The way you communicate shapes how others see you, and small shifts in language can make a huge difference.

Recently, Ashley Couto shared an insightful post on LinkedIn about how small language shifts can make a big leadership impact. Inspired by her wisdom, here's my take on her suggested 10 language tweaks that will boost your authority and confidence at work.

### 1. Stop Apologizing for Existing

❌ "Sorry to bother you..." ✅ "Do you have a moment to discuss this project?"

**Why?** Leading with an apology weakens your presence. Instead, respect their time and get straight to the point.

### 2. Own Your Ideas with Confidence

❌ "I think maybe we could..." ✅ "I recommend we..."

**Why?** Leaders don't hedge, they own their expertise. Speak with conviction, and people will take your recommendations more seriously.

### 3. Ditch the Self-Doubt

❌ "This is a dumb question." ✅ "I'd like to understand."

**Why?** Curiosity is a leadership skill. Asking thoughtful questions makes you look engaged, not uncertain.

### 4. Take Control of Your Workload

❌ "I'll try to get this done." ✅ "What can I deprioritize to get this done for you?"

**Why?** Leaders don't just react; they manage priorities. This shift shows initiative and strategic thinking.

### 5. Position Yourself as the Expert

❌ "Does that make sense?" ✅ "Would you like me to expand on any points?"

**Why?** The first option implies that you doubt your clarity. The second assumes your expertise while making space for deeper discussion.

### 6. Be Direct, Not Passive

❌ "Just wanted to check in..." ✅ "When can I expect an update?"

**Why?** Leaders get things done. This wording is polite but firm. It signals that you expect action.

### 7. Frame Weaknesses as Growth Areas

❌ "I'm not good at..." ✅ "I'm currently improving my skills in..."

**Why?** Leaders don't dwell on weaknesses, they focus on development. This small shift signals a growth mindset.

### 8. Lead with Gratitude, Not Apology

❌ "Sorry for the delay." ✅ "Thanks for your patience."

**Why?** Apologies focus on failure. Gratitude shifts the tone to appreciation and leadership.

### 9. Make Helpfulness Intentional

❌ "No worries." ✅ "Always happy to help."

**Why?** This slight tweak turns a casual response into one that reinforces your leadership mindset.

## 10. Ground Your Opinions in Expertise

❌ "My opinion is..." ✅ "Drawing from my experience..."

**Why?** Leaders don't just have opinions, they have informed perspectives. This shift makes you sound like someone worth listening to.

Your words are powerful. The way you communicate signals to others whether you're a leader in the making or just waiting to be noticed. Start practicing these small language shifts and watch how people respond differently.

### Your Challenge and Call to Action:

Pick one of these phrases to start using this week. Try it in a meeting, email, or conversation, and notice how it changes the way people perceive you.

For more actionable insights, visit Business Mind Bites at [www.karicassidydercks.com](http://www.karicassidydercks.com). Great leaders aren't just made, they're heard.

Special thanks to Ashley Couto for sparking this discussion on leadership communication!

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## Tip 56

### Business Guidebook Series

Business Tips in Mind-Sized Bites



- 1) "Self-Branding & Networking in Mind-Sized Bites"
- 2) "The Art of Strategic Communication in Business in Mind-Sized Bites"
- 3) "Habit-Building Journal: Change Your Habits in Mind-Sized Bites"

Available Now on Amazon

**[\\*\\*Available Here\\*\\*](#)**

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## Tip 55





## Active Listening = Leadership

Leaders listen to understand, not to respond. Focus on your team.

Recommendation: “*Active Listening Refined in 5 Days*” book by Luca Nuvole. Get it here: <https://amzn.to/4jM3N10>

[Link to Video Post on YouTube](#)

[Link to Video Post on Instagram](#)

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[Link to Video Post on TikTok](#)

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## Tip 54



## The Power of Asking for Help

Successful people don't do it alone. Learn to ask for help!

1. Reach out to mentors and colleagues when you're stuck.
2. Accept feedback with an open mind.
3. Offer help in return to create strong professional relationships.
4. Be specific. State exactly what you need assistance with.

Recommendation:

"Give and Take: Why Helping Others Drives Our Success" book by Adam Grant, a thought leader on networking & workplace success. You can follow him at: Adam Grant (@adamgrant) – [#adamgrant](#)

[Link to Video Post on Instagram](#)

[Link to Video Post on YouTube](#)

[Link to Video Post on TikTok](#)

[Link to Video Post on Facebook](#)

## FULL ARTICLE

### **Business Tips in Mind-Sized Bites: The Power of Asking for Help: Your Shortcut to Success**

By Kari Cassidy-Diercks

Ever feel like asking for help makes you look weak? Think again. The world's most successful people, from CEOs to top athletes, lean on mentors, coaches, and colleagues to level up. Yet, many young professionals hesitate, thinking they have to figure everything out on their own. The truth? Going solo is the slow route to success. Smart professionals know that asking for help isn't a sign of failure, it's a strategy for growth. So, how do you make asking for help work for you? Let's break it down.

#### **1. Reach Out When You're Stuck**

You've hit a wall on a project. Instead of spinning your wheels for hours (or days), take a step back and ask yourself: Who do I know that can help me move forward? Maybe it's a mentor, a manager, or a colleague with experience. People actually love being asked for help. It signals that you respect their knowledge and expertise. Plus, many people have been where you are and are happy to share insights.

##### **Action Step:**

Make a list of three people in your network you can reach out to when you need advice. Send a quick message like: *"Hey 'X,' I'm working on XYZ and would love your perspective. Got time for a quick chat?"*

#### **2. Be Open to Feedback**

Asking for help isn't just about getting answers, it's also about growing from the advice you receive. That means accepting feedback with an open mind. Don't get defensive. Even if the response isn't what you expect, it's a chance to see things from a new perspective.

##### **Action Step:**

Next time you ask for help, follow up with: *"Thanks for your input! What's one thing you think I could do better moving forward?"* This keeps the conversation open and helps you refine your skills.

#### **3. Offer Help in Return**

Networking is a two-way street. If someone helps you, look for ways to give back. Maybe you can offer insights on a project, introduce them to a connection, or simply express genuine appreciation. Building strong professional relationships is about give and take; helping others makes them more likely to support you in the future.

### Action Step:

Find one way this week to support someone in your network. It could be sharing a job posting, reviewing a resume, or just sending a thoughtful message of encouragement.

### 4. Be Specific in Your Ask

The clearer you are about what you need, the more likely you are to get useful help. Instead of saying, *"I need help with marketing,"* try: *"I'm struggling with social media engagement. Do you have any tips on boosting interaction on LinkedIn?"* Being more specific makes it easier for others to give you more exact advice.

### Action Step:

Next time you ask for help, write down exactly what you need before reaching out. This saves time and increases the chances of getting the right guidance.

Asking for help isn't a weakness, it's a superpower. The most successful people surround themselves with mentors, peers, and supporters who lift them up. So don't be afraid to reach out, accept feedback, offer help in return, and be specific about what you need. Challenge yourself this week: Ask for help on one thing you're struggling with and see what happens.

### Your Challenge and Call to Action:

This week, try just one of the above tips in your daily interactions. Reach out for help, be open to feedback, or offer assistance to someone else. You'll be amazed at how much faster you grow when you embrace the power of asking for help!

For more actionable advice, visit Business Mind Bites at [www.karicassidydercks.com](http://www.karicassidydercks.com). Success is a team effort: start building your support system today!

### Want to go deeper?

Check out *"Give and Take: Why Helping Others Drives Our Success"* a book by Adam Grant, a thought leader on networking and workplace success. You can also follow him on social media @adamgrant.

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### Tip 53

A dark blue rectangular box with the word "Hello!" in white, bold, sans-serif font.

**Hello!** Are you ready to see more?  
Invest in yourself [here](#).

[Link to Video Post on YouTube](#)

[Link to Video Post on Facebook](#)

[Link to Video Post on TikTok](#)

[Link to Video Post on Instagram](#)

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## **Tip 52**



**Build Your Tribe:** Surround yourself with people who inspire, challenge, and believe in you.

[Link to Video Post on YouTube](#)

[Link to Video Post on TikTok](#)

[Link to Video Post on Instagram](#)

[Link to Video Post on Facebook](#)

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## **Tip 51**



[Link to Post on LinkedIn](#)

[Link to Video Post on YouTube](#)

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[Link to Video Post on Instagram](#)

### **Strengthen your business relationships!**

This is the perfect time to nurture and strengthen business relationships. Thoughtful gestures and strategic engagement can help you build lasting connections with clients and partners.

#### **5 Ways to Strengthen Connections:**

✓ **Express Gratitude:** Take a moment to thank clients, partners, and colleagues for their support. A simple email, handwritten note, or a personalized LinkedIn message can go a long way.



✓ **Offer Appreciation:** Consider sending a small gift or a customized greeting card. (Suggestion: use the “Ink” cards app on your phone.)

✓ **Celebrate:** Acknowledge your contact’s holiday, birthday, anniversary or success on your own social media, website, or company newsletter.

✓ **Plan for Success Together:** Check in on your clients’ goals. Offering insights or solutions can build trust and long-term loyalty.

✓ **Engage in Meaningful Conversations:** Instead of generic messages, personalize your outreach by referencing past collaborations, shared milestones, or upcoming projects. Make it about *them*, not just your business.

### **Recommendation:**

✓ Book: “*The Go-Giver*” by Bob Burg & John David Mann

A great book about the value of giving and how it leads to business success. It emphasizes that focusing on adding value to others is the best way to build long-term relationships. 📖

Get it here: <https://amzn.to/3WG7I5A>

### **Recommendation:**

✓ Use the “Ink” cards app from your phone for customized cards.

<https://www.sincerely.com/ink>

💡 Final Thought: Strengthening business relationships isn’t just about transactions, it’s about connection, trust, and value. Take an opportunity to show appreciation and reinforce meaningful partnerships!

## FULL ARTICLE

### **Business Tips in Mind-Sized Bites: 5 Ways to Strengthen Your Business Relationships**

By Kari Cassidy-Diercks

How strong are your business relationships? Successful businesses aren’t just built on strategies, they’re built on relationships. Your network of clients, partners, and colleagues is your greatest asset. Yet, in the hustle of daily tasks, relationship-building often takes a backseat. If you want to create lasting business connections, try to take some time to be intentional. Thoughtful gestures and strategic engagement can turn casual acquaintances into loyal partners. Here are five simple yet powerful ways to strengthen your business relationships.

#### **1. Express Gratitude**

A simple “thank you” can go a long way. Whether it’s a handwritten note, a personalized LinkedIn message, or a quick email, taking time to acknowledge someone’s contributions strengthens bonds. People remember how you make them feel, and gratitude leaves a lasting impression.

**Action Step:**

This week, send a short message of appreciation to three people in your professional circle. Make it specific. Mention what you're grateful for and how they've helped you.

## 2. Offer Appreciation in a Meaningful Way

Beyond words, small thoughtful gestures make a big impact. Consider sending a customized greeting card or a small, thoughtful gift. It's not about the price, it's about the effort. A simple note through the "Ink" cards app can make someone's day.

### Action Step:

Choose one client or colleague and send them a personalized card using the Ink Cards App (<https://www.sincerely.com/ink>). Thoughtfulness pays dividends in relationships.

## 3. Celebrate Their Success

Nothing strengthens a relationship like celebrating milestones together. Whether it's a birthday, work anniversary, promotion, or business achievement, acknowledging these moments makes people feel valued. A public shout-out on LinkedIn, a mention in your company newsletter, or a direct message can make all the difference.

### Action Step:

Check your LinkedIn notifications for upcoming birthdays, work anniversaries, new positions and shout outs. Choose one or two people to celebrate publicly with a thoughtful post or a personal message.

## 4. Plan for Success Together

Strong business relationships go beyond occasional check-ins, they involve active collaboration. Instead of just touching base, ask your clients or partners about their goals and explore ways you can support them. Providing insights, solutions, or helpful introductions strengthens trust and builds long-term loyalty.

### Action Step:

Reach out to a business partner or client and ask: *"What's your upcoming plan? How can I support you?"* Offering solutions without expecting anything in return fosters trust.

## 5. Engage in Meaningful Conversations

Surface-level networking doesn't build lasting relationships, meaningful conversations do. Instead of generic check-ins, personalize your outreach. Reference past collaborations, shared experiences, or future opportunities. Make it about *them*, not just your business.

### Action Step:

Before your next meeting, look at your past interactions with the person you're speaking with. Bring up something specific, like a previous project, a challenge they overcame, or an exciting opportunity you discussed.

Business relationships aren't built overnight, but small, consistent efforts create long-term success. Express gratitude, show appreciation, celebrate wins, plan for success, and engage meaningfully. Strengthening these connections isn't just good for business, it's essential for growth.

### Your Challenge and Call to Action:

This week, choose **one** of the five strategies and put it into action. Send a thank-you note, celebrate someone's success, or initiate a meaningful conversation.

For more actionable advice, visit Business Mind Bites at [www.karicassidydercks.com](http://www.karicassidydercks.com). Strong business relationships start with small, thoughtful actions: take the first step today!

### Want to go deeper?

Read “*The Go-Giver*” by Bob Burg & John David Mann. This book highlights how giving and adding value to others leads to success. Get it here: <https://amzn.to/3WG7I5A>.

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## Tip 50



### Elevator Pitch Made Easy

Nail your elevator pitch with this formula:

1. Who you are
2. + Problem you solve
3. + Why it matters

**Recommendation:** The Perfect Elevator Pitch by Professor Heather Austin: [Professor Heather Austin](#)

[Link to Video Post on YouTube](#)

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[Link to Video Post on Instagram](#)

[Link to Video Post on TikTok](#)

## FULL ARTICLE

### Business Tips in Mind-Sized Bites: Elevator Pitch Made Easy - How to Sell Yourself in 30 Seconds

By Kari Cassidy-Diercks

Ever been asked, "So, what do you do?" and suddenly forgot everything about yourself? You're not alone. Whether at networking events, interviews, or random encounters, having a solid elevator pitch is a game-changer. A great pitch is concise, compelling, and makes people want to know more. But how do you craft one without sounding robotic? Let's break it down into a simple, repeatable formula:

Who you are + Problem you solve + Why it matters = Your Elevator Pitch

Here's how you can create your own and a few examples to get you started.

#### 1. Who You Are

This is your introduction: your name and what you do. Keep it simple and confident. You don't need your entire job history here, just the essentials.

Example:

- "Hi, I'm XYZ, a digital marketing consultant."
- "I'm ABC, a startup coach helping new entrepreneurs find their footing."

## 2. The Problem You Solve

This is where you add value. What challenges do you help people overcome? Be specific and frame it in a way that shows why your work matters.

Example:

- "I help small businesses increase their online visibility so they can attract more customers."
- "I assist companies in streamlining operations to cut costs and improve efficiency."

## 3. Why It Matters

This is where you make it relevant to the person you're talking to. Show why your work makes a difference.

Example:

- "With my help, small businesses don't have to waste money on ineffective marketing, they see real results."
- "By improving efficiency, my clients save thousands every year and can focus on growth."

## Putting It Together

Now, let's combine the pieces into a smooth, natural-sounding elevator pitch.

### Example Pitches:

1. "Hi, I'm XYZ, a digital marketing consultant. I help small businesses increase their online visibility so they can attract more customers. That way, they can grow their brand without wasting money on ineffective ads."
2. "I'm ABC, a startup coach helping new entrepreneurs find their footing. I guide them in developing business strategies and avoiding common pitfalls, so they launch with confidence and long-term success."
3. "I'm DEF, a financial advisor. I help young professionals take control of their money and build wealth early, so they don't spend decades playing financial catch-up."

Your elevator pitch doesn't need to be complicated, it just needs to be clear, engaging, and adaptable to different conversations. The key is practice. Test it out in front of a mirror, record yourself, or try it with a friend.

## Your Challenge and Call to Action:

This week, craft your own elevator pitch using the formula: Who you are + Problem you solve + Why it matters. Then, practice it until it feels natural.

For more actionable advice, visit Business Mind Bites at [www.karicassidydercks.com](http://www.karicassidydercks.com). The next time someone asks, "What do you do?" you'll be ready to impress!

**Want to go deeper?** Check out *The Perfect Elevator Pitch* by Professor Heather Austin for expert insights. Find it here: <https://heatheraustin.online/perfect-elevator-pitch/>



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### **Tip 49**

#### **Say No to Overcommitting**

Respect your boundaries. 'No' is a complete sentence.



[Link to Video Post on YouTube](#)

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### **Tip 48**



**Every day is a new chance.** Take your chance today.

[Link to Video Post on YouTube](#)

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[Link to Video Post on Instagram](#)

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### **Tip 47**



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🌟 **Happy Lunar New Year 2025!** 🌟

🐍 Embrace the Year of the Wood Snake for Business Transformation 🐍

The Year of the Wood Snake symbolizes transformation, wisdom, and strategic planning. Leverage these themes to enhance your success with 3 key thoughts:

1. **Adaptability:** Be open to change and ready to pivot strategies in response to change.
2. **Strategic Planning:** Reflect on past performance and set clear, achievable goals for the year ahead.
3. **Continuous Learning:** Pursue professional development opportunities to stay ahead.

#### **Recommendations:**

1. **Article:** "How to prepare for Lunar New Year: What to do and buy." <https://lnkd.in/gmx8TBgK>
2. **Follow** Professor Heather Austin (@professor.heather.austin) on social media for insights. Enjoy her new podcast at <https://lnkd.in/g3VfZuSU> Follow on LinkedIn: <https://lnkd.in/gufhCzfT>

🌟 Happy Lunar New Year! May this year bring you success, prosperity, and new opportunities! 🇨🇳 💰 🌟

## **FULL ARTICLE**

### **Business Tips in Mind-Sized Bites: 3 Key Thoughts for Business Transformation This Year**

By Kari Cassidy-Diercks

Want to make big moves in your business but feel stuck in the same old routine? You're not alone. Every year, we set ambitious goals, only to get sidetracked by daily fires and distractions. But real transformation doesn't happen overnight. It happens through intentional, strategic shifts. If you're serious about making this your best business year yet, here are three key ideas to guide your transformation.

#### **1. Adaptability: Stay Open to Change**

Business landscapes shift fast. One minute, your strategy is rock solid, and the next, a new trend, competitor, or economic shift forces you to rethink everything. The best businesses aren't just resilient; they're adaptable. Being flexible in your approach and ready to pivot ensures you stay ahead rather than struggle to catch up.

**Action Step:**

Evaluate one process in your business that's been running on autopilot. Ask yourself: *Is this still the best approach, or is there room for improvement?* Make one small change to improve efficiency or responsiveness.

**2. Strategic Planning: Look Back to Move Forward**

Before setting new goals, take a moment to reflect on the past year. What worked? What didn't? A successful business transformation starts with clarity; knowing where you're headed and having a roadmap to get there. Set clear, measurable goals and break them down into actionable steps.

**Action Step:**

Write down three business wins from last year and one challenge that held you back. Now, set a SMART goal (Specific, Measurable, Achievable, Relevant, Time-bound) that tackles that challenge head-on.

**3. Continuous Learning: Stay Ahead of the Curve**

The business world is more kind to those who stay curious and committed to growth. Whether it's developing leadership skills, learning about emerging trends, or refining industry expertise, ongoing learning is a non-negotiable for transformation. If you're not evolving, you're falling behind.

**Action Step:**

Pick one professional development resource, whether it's a book, podcast, or online course, and commit to engaging with it this month. Not sure where to start? Check out *Professor Heather Austin's* podcast for fresh insights.

Business transformation isn't about making huge, overwhelming changes overnight. It's about small, intentional shifts that lead to significant long-term impact. Adaptability keeps you ahead of the game, strategic planning ensures you have a clear direction, and continuous learning keeps your skills sharp.

**Your Challenge and Call to Action:**

This week, take one step toward transformation. Whether it's adjusting a business process, setting a clear goal, or learning something new, commit to growth.

For more actionable insights, visit Business Mind Bites at [www.karicassidydercks.com](http://www.karicassidydercks.com). Success isn't about waiting for the right time. It's about making the right moves, starting now! Make this your time for action.

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**Tip 46**



## Set Goals, Crush Goals.

Turn your dreams into actionable goals:

1. Write them down.
2. Set a timeline.
- And 3. Start now!

**Recommendation:** Follow James Clear, author of Atomic Habits on Social Media [@jamesclear](#) & james\_clear\_author & #jamesclear.

**Recommendation:** Buy the book, [Habit-Building Journal: Change Your Habits in Mind-Sized Bites!](#)

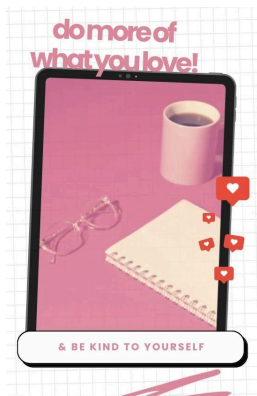
[Link to Video Post on YouTube](#)

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## Tip 45



Do more of what you love & be kind to yourself

[Link to Video Post on YouTube](#)

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## Tip 44:





## The Guidebook Series: Business Tips in Mind-Sized Bites

[Link to Video Post on YouTube](#)

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### **Tip 43:**



**Network in 30 Seconds!** Introduce yourself with clarity: Who you are, what you do, and your passion.

Recommendation: [Click here to watch the brief video](#), "The PERFECT Elevator Pitch - Introduce Yourself In 30 Seconds Or Less", by Professor Heather Austin. [#professorheatheraustin](#)

[Link to Video Post on YouTube](#)

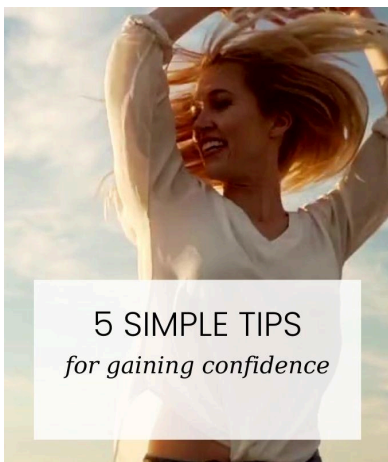
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### **Tip 42:**



## 5 Simple Tips for Gaining Confidence!

1. Stand Tall, Speak Clearly, Own It
2. Eye Contact = Instant Confidence Booster
3. Small Wins Build Big Confidence
4. Dress Sharp, Feel Sharp, Be Sharp
5. Practice, Fail, Repeat, Then Succeed

### RECOMMENDATION!:

Looking for more inspiration, empowering content, and confidence boosts? Check out Karen Lum, Coach Extraordinaire, on Facebook at [K Lum Consulting](#) // [www.klumconsulting.com](http://www.klumconsulting.com)

[Link to Video Post on YouTube](#)

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### Tip 41:



### 3 Ways to Strengthen Your Personal Brand

- Define your values and what drives you.
- Create consistent visuals. Consistency builds recognition and trust.
- Share your expertise. People trust those who share valuable insights consistently.

#### Define Your Values

Your brand starts with understanding what you stand for. What are your core principles? What drives you? When your values are clear, you create a foundation for authenticity and consistency in how you show up professionally and personally.

**Quick Tip:** Write down three words that represent your values and let them guide your decisions and messaging.

## Create Consistent Visuals

Your visuals are the first impression of your brand. Make them count! From your profile picture to the colors and fonts you use, consistency builds recognition and trust. Align your visuals with your values to ensure they represent your unique story.

**Quick Tip:** Pick a color palette and font style to use across your social media, website, and emails.

## Share Your Expertise Regularly

People trust those who share valuable insights consistently. Whether it's through social media posts, blogs, videos, or talks, sharing your knowledge positions you as a thought leader and keeps you top of mind in your industry.

**Quick Tip:** Commit to posting one helpful tip, article, or insight per week that aligns with your expertise.

# FULL ARTICLE:

## Business Tips in Mind-Sized Bites: 3 Ways to Strengthen Your Personal Brand

By Kari Cassidy-Diercks

When you think of personal branding, does it feel like an abstract concept reserved for influencers or CEOs? The truth is, everyone has a personal brand, it's what people think and say about you when you're not in the room. The question is, are you shaping that narrative intentionally, or leaving it to chance?

A strong personal brand helps you stand out, build trust, and create opportunities. Ready to take control of how you're perceived? Here are three practical ways to strengthen your personal brand and ensure it aligns with your goals.

### 1. Define Your Values

Your personal brand starts with understanding what you stand for. What are your core principles? What motivates and drives you? Defining your values creates a foundation for authenticity and ensures consistency in how you show up, both personally and professionally.

When your brand is built around clear values, people know what to expect from you—and they're more likely to trust and connect with you.

#### How to Make it Happen:

- Reflect on what matters most to you. Is it innovation? Collaboration? Integrity? Write down three words that capture your core values.
- Use those values as a filter for your decisions, messaging, and actions.

**Quick Tip:** Keep your three value words visible, put them on a sticky note at your desk or as a reminder on your phone. Let them guide how you present yourself daily.

### 2. Create Consistent Visuals

In a digital-first world, visuals are often the first impression of your personal brand. Whether it's your LinkedIn profile picture, social media graphics, or the layout of your website, consistency in your visuals builds recognition and trust.

Your visuals should not only look professional but also align with the story you want to tell about who you are.

### **How to Make it Happen:**

- Choose a cohesive color palette and font style to use across all platforms.
- Update your profile pictures to reflect your current professional self.
- Ensure your branding is aligned, whether someone visits your social media profiles, website, or emails.

**Quick Tip:** Use free tools like Canva to create professional, branded graphics that are easy to replicate across platforms.

### **3. Share Your Expertise Regularly**

Your expertise is your greatest asset, and sharing it consistently is key to strengthening your personal brand. When you regularly provide valuable insights, you position yourself as a thought leader and stay top of mind in your industry.

The key is consistency. You don't need to post every day, but you do need to show up regularly to build trust and credibility.

### **How to Make it Happen:**

- Commit to posting one helpful tip, article, or insight each week.
- Choose a format that works for you, whether it's writing LinkedIn posts, creating Instagram Reels, or sharing blog articles.
- Engage with your audience by responding to comments and answering questions.

**Quick Tip:** Repurpose content! Turn a blog post into a social media snippet or a video into a podcast clip to maximize your reach.

Building a strong personal brand doesn't have to be complicated—it just takes clarity, consistency, and effort. By defining your values, creating cohesive visuals, and sharing your expertise regularly, you can shape how others perceive you and open doors to new opportunities.

### **Your Challenge and Call to Action:**

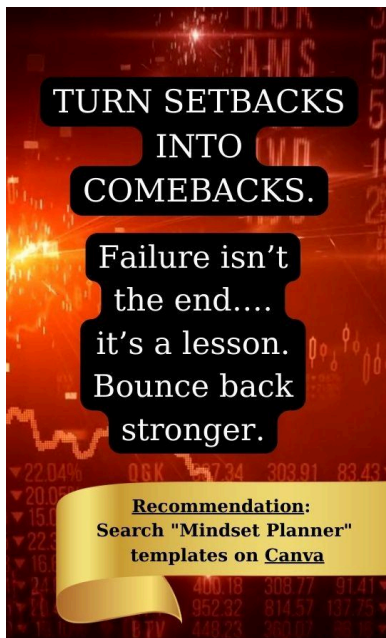
This week, pick one of these three areas to focus on. Whether it's clarifying your values, updating your visuals, or posting an industry tip, start small and stay consistent.

Your brand is your story. Make it one people want to remember!

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### **Tip 40:**





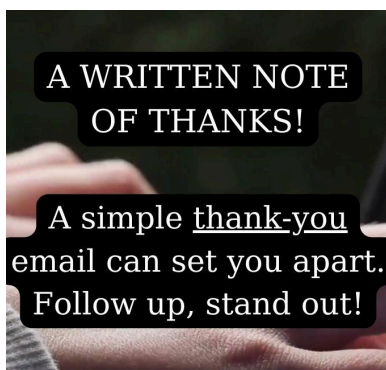
**Turn Setbacks into Comebacks.** Failure isn't the end....it's a lesson. Bounce back stronger.

Recommendation! Search for "Mindset Planner" templates at [www.canva.com](https://www.canva.com).

[Link to Video Post on YouTube](#)  
[Link to Video Post on Instagram](#)  
[Link to Video Post on Facebook](#)  
[Link to Video Post on TikTok](#)

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### **Tip 39:**



### **A WRITTEN NOTE OF THANKS!**

A simple thank-you email can set you apart. Follow up, stand out!

[Link to Video Post on YouTube](#)  
[Link to Video Post on Instagram](#)  
[Link to Video Post on Facebook](#)  
[Link to Video Post on TikTok](#)

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## **Tip 38:**

### **10 Tips to Unlock Success with Micro-Habits: Small Steps, Big Results!**

What's a secret to achieving personal and professional growth? Micro-habits. Those small, consistent actions that add up over time. From a quick daily reflection to tracking progress for just a week, these bite-size steps can make a huge difference for busy people like you.

Ready to start? Explore these 10 tips with recommendations and links to resources that will help you take that first step. Start today!



[Click on Photo or Here for Link to 10 Tips to Unlock Success with Micro-Habits!](#)

#### **Recommendations included:**

- ✓ [Download free, printable habit-tracker templates at Canva](#)
- ✓ [Follow @Mel Robbins](#)
- ✓ [Watch TEDTalk with BJ Fogg "Forget Big Change, Start with a Tiny Habit"](#)
- ✓ [Habit-Building Journal](#)
- ✓ [Use the Pomodoro Technique for a productivity boost](#)

## **FULL ARTICLE:**

### **Business Tips in Mind-Sized Bites: 5 Actions for a Fresh Start**

By Kari Cassidy-Diercks

Every now and then, life gives us the perfect opportunity for a fresh start. Whether it's a new year, a career pivot, or just a chance to hit reset. Starting fresh doesn't have to mean making sweeping changes. Sometimes, the best way to move forward is by taking small steps to refocus and re-energize.

If you're ready for a reset, here are five simple actions to kick-start your fresh beginning in bite-sizes.

#### **1. Reflect on Your Achievements**

When's the last time you gave yourself credit for what you've accomplished? Taking a moment to reflect on past successes, big or small, helps you see how far you've come and identify areas for

improvement. It's not just about patting yourself on the back (though that's important!); it's about creating a baseline for growth.

**How to Make it Happen:**

- Write down three things you're proud of from the past year or project.
- Identify one challenge you overcame and what it taught you.

**Quick Tip:** Keep a “wins” journal to track achievements throughout the year. It's great for motivation, and can come in handy during performance reviews.

## **2. Set Clear Goals**

You can't make progress without knowing where you're headed. Clear, actionable goals give you focus and a way to measure your success. The key? Break them down into smaller, manageable steps so you're not overwhelmed.

**How to Make it Happen:**

- Use the SMART method: Make your goals Specific, Measurable, Achievable, Relevant, and Time-bound.
- Prioritize one or two short-term goals to tackle first.

**Quick Tip:** Write your goals somewhere visible, like a sticky note on your desk or a digital vision board, to keep them top of mind.

## **3. Update Your Professional Profile**

Think of your professional profile, whether it's LinkedIn or another platform, as your digital first impression. Keeping it current ensures you're always ready for opportunities, whether it's a new connection, a potential client, or an unexpected job lead.

**How to Make it Happen:**

- Add recent achievements, skills, or certifications to your profile.
- Refresh your profile photo and headline to better reflect who you are today.

**Quick Tip:** Make it a habit to update your profile after every major accomplishment. It's easier than trying to remember everything later!

## **4. Reconnect with Your Network**

Relationships are the backbone of success, and it's never a bad time to check in with your professional network. A simple message can open the door to new opportunities, collaborations, or simply keeping the connection warm.

**How to Make it Happen:**

- Send a quick “catch-up” email or LinkedIn message to a few people you haven't spoken to in a while.
- Share an article or resource that might interest someone in your network.

**Quick Tip:** Don't overthink it! A short “Hey, just wanted to check in and see how things are going!” is all it takes to start a conversation.

## **5. Organize Your Workspace**

A clutter-free space leads to a clutter-free mind. Whether it's your physical desk or your digital files, taking time to tidy up can improve your focus and productivity.

**How to Make it Happen:**

- Spend 15 minutes each day decluttering until your workspace feels fresh.
- Organize digital files into clear, labeled folders for easy access.

**Quick Tip:** Keep your workspace inspiring by adding a motivational quote, plant, or photo that makes you smile.

Starting fresh doesn't have to mean starting over. By reflecting on your achievements, setting clear but small goals, updating your professional profile, reconnecting with your network, and organizing your workspace, you can set the stage for success—no matter when or where you begin.

**Your Challenge and Call to Action:**

This week, pick one of the above actions and make it your focus. Small steps lead to big results, and your fresh start begins with just one small decision.

For more tips on building habits and staying productive, visit *Business Mind Bites* at [www.karicassidydercks.com](http://www.karicassidydercks.com). Your future self will thank you!

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**Tip 37:**

**Take time for YOU!**



[Link to Video Post on YouTube](#)

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**Tip 36:**

**Support other people's goals. When they win, you win too.**





[Link to Video Post on YouTube](#)

[Link to Video Post on Facebook](#)

[Link to Video Post on Instagram](#)

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### **Tip 35:**

**Invest in meaningful conversations. People remember genuine interest.**



[Link to Video Post on YouTube](#)

[Link to Video Post on Instagram](#)

[Link to Video Post on Facebook](#)

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### **Tip 34:**

**Relationships matter more than transactions. Build connections, not just contacts.**



[Link to Video Post on YouTube](#)  
[Link to Video Post on Facebook](#)  
[Link to Video Post on TikTok](#)  
[Link to Video Post on Instagram](#)

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### **Tip 33**



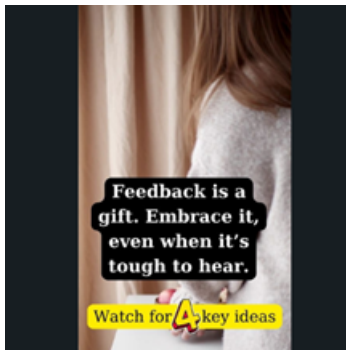
**Clarity drives action. Simplify your goals and communication.**

- ✓ State your goals in one sentence. If it's unclear, refine it.
- ✓ Avoid jargon. Use plain language that anyone can understand.
- ✓ Break big tasks into bite-sized actions to make them achievable.
- ✓ Reiterate key points in meetings to ensure alignment.

[Link to Video Post on YouTube](#)  
[Link to Video Post on TikTok](#)  
[Link to Video Post on Instagram](#)  
[Link to Video Post on Facebook](#)

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## **Tip 32**



**Feedback is a gift. Embrace it, even when it's tough to hear.**

- ✓ Ask for feedback regularly to identify blind spots.
- ✓ Don't take it personally. Use it to fuel your improvement.
- ✓ Thank those who provide honest, constructive feedback.
- ✓ Implement suggestions to show you value others' input.

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[Link to Video Post on TikTok](#)

[Link to Video Post on YouTube](#)

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## **Tip 31**

**To lead others, you must first lead yourself.**

- ✓ Set daily priorities to align actions with your goals.
- ✓ Embrace accountability. Own your mistakes and learn from them.
- ✓ Manage your time like a resource. Spend it wisely.
- ✓ Stay curious. Leadership begins with a commitment to growth.

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[Link to Video Post on TikTok](#)

[Link to Video Post on Instagram](#)

**January 10, 2025:**

☀️Today is National Quitters Day!☀️



☀️Today is National Quitters Day!☀️

While today may be known as the biggest day for faltering on New Year's resolutions, it is the perfect reminder that every pause is just a setup for a powerful comeback.

If your New Year's goals have taken a backseat, consider today your opportunity to ✓refocus, ✓recharge, and ✓recommit. Tweak the goal, reset parameters and benchmarks, but remember it is never too late to chase what you want and take that next bold step forward.

📌 This is also a reminder to be kind to yourself and embrace patience. Patience isn't about waiting; it's about staying ready while you work for what you want.

☀️You've got this!☀️

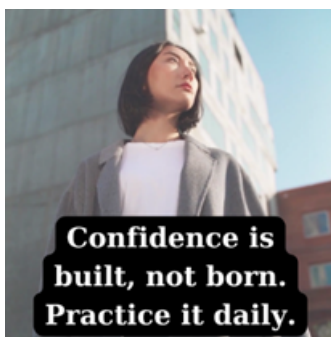
[Link to Post on LinkedIn](#)

[Link to Video Post on TikTok](#)

[Link to Post on Facebook](#)

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**Tip 30:**



**Confidence is built, not born. Practice it daily.**

- ✓ Start with small wins to boost self-belief.
- ✓ Visualize success before taking on a challenge.

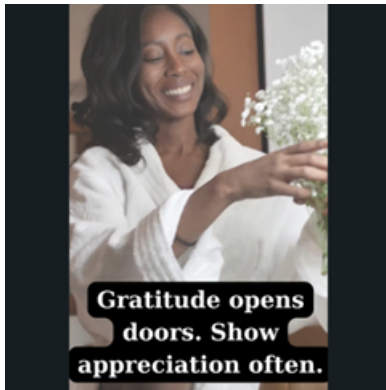


- ✓ Speak clearly and with conviction. Confidence is contagious.
- ✓ Focus on preparation. It's the key to confidence.

[Link to Post on Facebook](#)

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### **Tip 29:**



**Gratitude opens doors. Show appreciation often.**

- ✓ Thank colleagues for their help with a genuine, specific compliment.
- ✓ Write a thank-you email after an impactful meeting or event.
- ✓ Highlight others' achievements publicly. It builds goodwill.
- ✓ Practice daily gratitude to stay grounded and motivated.

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**🚀 BOOK LAUNCH! Master Strategic Communication in Business in Mind-Sized Bites! 🚀**

I am thrilled to announce the latest addition to my book series, *The Guidebook Series in Mind-Sized Bites*: **"The Art of Strategic Communication in Mind-Sized Bites."** This guide dives quickly into the core principles of effective communication, offering actionable insights to help you navigate conversations, lead with confidence, and drive meaningful connections in the business world.

🎯 Designed for a generation that thrives on fast, practical information -- no long, academic study required. Real strategies are broken down into **bite-sized**, easy-to-implement steps with actionable examples and prompts you can start using today!

🌟👉 [Buy Here! Available now!](#)

*What is the Guidebook Series: Business tips in mind-sized bites?*

The Guidebook Series in Mind-Sized Bites offers fast, practical guidebooks tailored to the new generation's preference for quick learning and concise insights. Perfect for young professionals or anyone short on time who wants actionable strategies without the commitment of lengthy academic textbooks.

*The Guidebook Series in Mind-Sized Bites* now includes:

1. **"The Art of Strategic Communication in Mind-Sized Bites"**
2. **"Self-Branding & Networking in Mind-Sized Bites"**
3. **"Habit-Building Journal: Change Your Habits in Mind-Sized Bites"**

Get your copy today and take the next step in your professional growth!

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✓ [Click Here to Buy "The Strategic Art of Communication in Business in Mind-Sized Bites!"](#)

✓ [Click Here to Buy "Habit-Building Journal: Change Your Habits in Mind-Sized Bites"](#)

✓ [Click Here to Buy "Self-Branding & Networking in Mind-Sized Bites"](#)

👉 <https://linktr.ee/BusinessMindBites>

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**Tip 27:**



**Small habits create big results over time. Start small, but start now.**

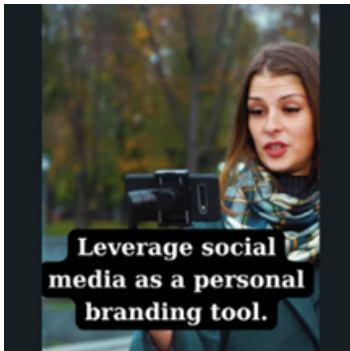
- ✓ Commit to one positive habit each week, like daily journaling or gratitude.
- ✓ Use triggers, like setting an alarm, to build consistency.
- ✓ Measure progress and reward yourself for sticking with it.
- ✓ Be patient. Success is built one step at a time

[Link on Video Post on TikTok](#)

[Click Here to Get the Habit Building Journal Now!](#)

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### **Tip 26:**



#### **Leverage social media as a personal branding tool.**

- ✓ Post consistently with content that aligns with your professional goals.
- ✓ Engage with your network by commenting thoughtfully on their posts.
- ✓ Share insights, articles, or lessons to position yourself as a thought leader.
- ✓ Use professional-quality visuals to enhance your online presence.

[Link to Video Post on YouTube](#)

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### **Tip 25**

#### **Communication isn't about talking; it's about connecting.**

- ✓ Tailor your message to your audience. What do *they* need to hear?
- ✓ Use stories to make your message memorable.
- ✓ Listen twice as much as you speak. Understanding is key.
- ✓ Ask questions that spark meaningful dialogue.

[Link to Video Post on Instagram](#)

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### **Tip 24**



### **Mindset shifts lead to breakthroughs.**

- ✓ Replace “I can’t” with “How can I?” to unlock solutions.
- ✓ See challenges as opportunities to grow and innovate.
- ✓ Surround yourself with positive influences. They shape your thinking.
- ✓ Focus on progress over perfection to keep moving forward.

[Link to Video Post on TikTok](#)

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### **New Year’s Tip**



### **6 Ways to Crush Your Goals in 2025**

- ✓ **Set Smart Goals:**
  - Specific
  - Measurable
  - Attainable
  - Relevant
  - Time-bound
- ✓ **Make a Plan:** Write out a plan that details what steps you need to take to reach your goal.
- ✓ **Make a Plan:** Write out a plan that details what steps you need to take to reach your goal.
- ✓ **Measure Your Progress:** Know where you stand! Sometimes getting lost in the details of a project can be overwhelming. Review your benchmarks!
- ✓ **Set a Timeframe:** When setting your goals, defining a solid time frame will only benefit your progress without leaving you feeling overwhelmed.

✓ **Find Someone Who Has Already Done It:** Draw inspiration from the people who have already accomplished the goals you're seeking.

✓ **Celebrate the Wins!:** Celebrate your small wins along the way to keep you motivated.

[Link to Post on LinkedIn](#)

[Link to Video Post on Facebook](#)

## FULL ARTICLE:

### **Business Tips in Mind-Sized Bites: How to Think Big Without Feeling Overwhelmed in 5 Steps**

By Kari Cassidy-Diercks

Ever feel excited by a big dream, only to get stuck wondering, "Where do I even start?" Big ideas like launching a business, writing a book, or achieving a major career goal can feel daunting when you focus only on the endgame. The secret? Break it down. Success isn't about massive leaps; it's built on small, consistent steps that keep you moving forward. Ready to think big but start small? Let's dive into five tips to help you stay motivated and make real progress.

#### **1. Set Micro-Goals**

Every big dream starts with a single step. Breaking your big vision into smaller, manageable tasks makes it less daunting and keeps you moving forward. Micro-goals help you maintain momentum without feeling overwhelmed.

##### **How to Make it Happen:**

- Identify one small step you can take toward your goal today.
- Use the "two-minute rule": If a task takes two minutes or less, do it immediately.

**Quick Tip:** Write down three micro-goals each morning. Completing even one will give you a sense of accomplishment and progress.

#### **2. Celebrate Milestones**

Progress isn't just about the final destination, it's about recognizing and appreciating the journey. Celebrating small achievements boosts your confidence and keeps you motivated to keep going.

##### **How to Make it Happen:**

- Treat yourself when you hit a milestone, no matter how small. Think coffee from your favorite shop or an afternoon off.
- Share your wins with a supportive friend, mentor, or team.

**Quick Tip:** Keep a "success jar." Write down milestones as you hit them and review them whenever you need a confidence boost.

#### **3. Learn from Small Tests**

Trying to figure out the best way to achieve your goal? Start small. Testing your ideas or strategies on a smaller scale helps you learn what works, and what doesn't, without risking too much time or energy.



**How to Make it Happen:**

- Run a “mini-experiment” before committing fully to an idea. For example, test a new service with a small group of customers.
- Track what works and what doesn’t so you can refine your approach.

**Quick Tip:** Think of small tests as opportunities to fail fast, learn fast, and adjust quickly.

**4. Focus on Progress, Not Perfection**

It’s easy to get stuck waiting for the perfect moment or perfect plan. Instead, focus on small improvements and forward momentum. Over time, those small steps add up to big gains.

**How to Make it Happen:**

- Keep a progress journal where you log small wins daily or weekly.
- Remind yourself: Done is better than perfect.

**Quick Tip:** If you find yourself stuck, ask: “What’s the smallest step I can take right now?”

**5. Build and Adapt**

No plan is perfect from the start. Use feedback from your small successes (and failures) to refine your strategy and make it even stronger.

**How to Make it Happen:**

- After completing each small task, reflect: What worked? What could be better?
- Be willing to pivot if something isn’t going as planned.

**Quick Tip:** Schedule regular check-ins with yourself or your team to evaluate progress and adjust as needed.

Big dreams don’t happen overnight, they’re built through small actions that compound over time. By setting micro-goals, celebrating milestones, testing ideas, focusing on progress, and adapting along the way, you can turn your vision into reality, one bite-sized step at a time.

**Your Challenge and Call to Action:**

This week, pick one big idea and break it into three small steps. Start with just one today, you might be surprised at how much progress you make!

For more strategies on turning big dreams into achievable goals, visit *Business Mind Bites* at [www.karicassidydercks.com](http://www.karicassidydercks.com). Small steps today lead to big wins tomorrow!

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**Tip 22**



## **Be consistent with your brand. Make your message clear.**

- ✓ **Use a Style Guide:** Keep a style guide to ensure all communications are consistent in tone and appearance.
- ✓ **Repeat Core Messages:** Reinforce your brand message by repeating core themes across all platforms.
- ✓ **Align Visuals with Words:** Make sure your visuals match the message in tone and style.
- ✓ **Train Your Team:** Ensure everyone who represents your brand understands how to communicate your core messages.
- ✓ **Monitor and Adjust:** Regularly review your brand's performance across platforms and make adjustments to stay on message.

[Link to Video Post on Facebook](#)

## **FULL ARTICLE:**

### **Business Tips in Mind-Sized Bites: Five Keys to a Clear and Consistent Brand**

By Kari Cassidy-Diercks

When someone sees your brand online or hears about it, what do you want them to think or feel? Is it excitement? Trust? Curiosity? If your brand isn't consistent, the message can get lost in translation, leaving people confused instead of inspired.

Here's a question to ask yourself: Is your brand speaking the same language everywhere, across your website, social media, emails, and even in conversations? Consistency isn't just about looking polished; it's about building trust and recognition over time. Let's explore five steps to keep your communication clear and cohesive.

#### **1. Use a Style Guide**

Think of a style guide as your brand's rulebook. It ensures every communication, whether it's a social media post, an email, or a press release, has the same tone, style, and visual appearance.

#### **How to Make it Happen:**

- Include guidelines on tone, word choice, and key phrases that reflect your brand's personality.
- Specify fonts, colors, and logo placements for visual consistency.

**Quick Tip:** Share your style guide with everyone who creates content for your brand, from freelancers to employees.

## **2. Repeat Core Messages**

Repetition isn't redundant, it's essential. Your audience needs to hear your core message multiple times before it truly sticks. By reinforcing the same themes across all platforms, you'll create a cohesive story that's easy to remember.

### **How to Make it Happen:**

- Identify 3-5 key messages or values you want your brand to be known for.
- Work those messages into everything from blog posts to captions to conversations.

**Quick Tip:** Use a tagline or slogan consistently across platforms to anchor your messaging.

## **3. Align Visuals with Words**

Your visuals should complement your words, not contradict them. A mismatch between what you say and how your brand looks can confuse your audience and weaken your message.

### **How to Make it Happen:**

- Choose visuals (photos, graphics, videos) that reflect your brand's tone. For example, a playful brand might use bold colors and funny images, while a professional brand might choose clean, minimalist designs.
- Keep your branding consistent by using the same color palette and fonts across all materials.

**Quick Tip:** Audit your website and social media profiles to ensure your visuals align with your messaging.

## **4. Train Your Team**

Your brand isn't just what you say, it's how your team represents it. Whether it's customer service, marketing, or sales, everyone needs to understand and communicate your core messages.

### **How to Make it Happen:**

- Hold regular training sessions to review your brand's tone, messaging, and values.
- Create a cheat sheet or internal resource your team can reference when in doubt.

**Quick Tip:** Role-play common scenarios (like handling customer inquiries) to ensure messaging stays on-brand.

## **5. Monitor and Adjust**

Even the most consistent brands need to adapt over time. Regularly reviewing your performance helps you spot areas where your message may be drifting and make adjustments to stay on track.

### How to Make it Happen:

- Use anecdotal feedback and data to track audience engagement and see what's resonating.
- Collect feedback from customers and team members about your brand's messaging and appearance.

**Quick Tip:** Schedule a quarterly review to assess your brand's communication strategy and tweak it as needed.

Consistency is the backbone of a strong brand. When your message is clear, your visuals align, and your team speaks the same language, your audience knows exactly what to expect—and they'll trust you for it.

### Your Challenge and Call to Action:

This week, audit one area of your brand—your website, social media, or even your email signature. Is your messaging clear and consistent? If not, identify one small tweak to bring it back in line.

For more tips on building a powerful brand, visit *Business Mind Bites* at [www.karicassidyiercks.com](http://www.karicassidyiercks.com). Strong branding isn't complicated, it's consistent!

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## Tip 22



### 5 Tips for Thinking Big, But Starting Small.

✓ **Set Micro-Goals:** Break your big vision into manageable, actionable steps to maintain momentum.

✓ **Celebrate Milestones:** Acknowledge and celebrate each small achievement to build confidence and motivation.

✓ **Learn from Small Tests:**

Use small projects to test ideas and strategies before scaling them up.

✓ **Focus on Progress:** Keep track of small improvements. Over time they add up to significant gains.

✓ **Build and Adapt:**

Use feedback from small successes and failures to refine your strategy and better target your goals.

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[Link to Video Post on TikTok](#)

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**Tip 21:**



**Network with Intention. Reach Out to the People Who Can Help You Learn and Grow.**

✓ **Identify Key Influencers:** Pinpoint people who align with your growth areas. Connecting with them can open doors to new insights and opportunities.

✓ **Set Clear Networking Goals:** Before attending events or reaching out online, define what you want to achieve, whether it's learning new trends, finding a mentor, or securing business opportunities.

✓ **Offer Value:** Always think about how you can help others. Whether it's sharing knowledge, resources, or connections, providing value makes you memorable.

✓ **Follow Up:** After making a new connection, follow up with a personalized message referencing your conversation. It shows genuine interest and helps cement the relationship.

[Link to Video Post on Instagram](#)

## **FULL ARTICLE:**

### **Business Tips in Mind-Sized Bites: Network with Intention**

By Kari Cassidy-Diercks

Does networking make you think of awkward small talk, juggling business cards, or sending LinkedIn requests that get ghosted? You're not alone! The good news? Networking doesn't have to feel like a chore. The secret to effective networking? Intention. It's not just about meeting people,



it's about building relationships that help you learn, grow, and succeed. Ready to ditch the awkwardness and network with purpose? Here are some ideas on how to connect meaningfully and make your efforts count.

## 1. Identify Key Influencers

Not all connections are created equal. The key to intentional networking is focusing on people who align with your goals and can help you grow. Think of them as guides, mentors, or collaborators who can expand your perspective and open new doors.

### How to Make it Happen:

- Use LinkedIn or industry groups to find professionals with expertise in areas you want to grow.
- Research speakers at events or conferences and make a plan to connect with them.

**Quick Tip:** Instead of saying, "Let's connect," start with a compliment or question about their work. For example: "I loved your article on XYZ. What inspired you to write it?"

## 2. Set Clear Networking Goals

Before jumping into a networking event or reaching out online, be clear on what you want to achieve. Are you looking to learn about industry trends, find a mentor, or explore collaboration opportunities? Defined goals will make your interactions purposeful and productive.

### How to Make it Happen:

- Write down 1-2 specific goals before attending a networking event or reaching out online.
- Focus on quality over quantity. A meaningful conversation with one person is more impactful than collecting a dozen digital business cards.

**Quick Tip:** For virtual events, prepare a quick introduction in advance. Something like: "Hi, I'm Kari. I specialize in XYZ and am here to learn more about XYZ."

## 3. Offer Value

Networking isn't just about what you can gain, it's about what you can give. Whether it's sharing insights, offering resources, or connecting others, providing value makes you memorable and builds goodwill.

### How to Make it Happen:

- Share an article or app that aligns with the other person's interests or challenges.
- Offer to make an introduction if you know someone who could help them.

**Quick Tip:** End conversations with, "How can I support you?" It's a simple gesture that leaves a lasting impression.

## 4. Follow Up

Networking doesn't end with the initial conversation. The follow-up is where real connections are built. Sending a thoughtful, personalized message shows you value the relationship and keeps the conversation going.

### How to Make it Happen:

- Reference a specific part of your conversation when following up. For example, “I really enjoyed hearing your insights on XYZ.”
- Suggest a next step, like a quick coffee chat, Zoom call, or sharing resources.

**Quick Tip:** Keep a networking and calendar tracker, a simple spreadsheet to log who you’ve met, key details, and when to follow up.

Networking with intention isn’t about collecting contacts; it’s about building meaningful relationships that help you and others grow. By identifying key influencers, setting clear goals, offering value, and following up, you’ll transform your networking efforts into genuine, lasting connections.

### Your Challenge and Call to Action:

This week, identify one person you’d like to connect with, whether it’s a potential mentor, collaborator, or industry expert. Reach out with a thoughtful message and see where it takes you!

For more tips on intentional growth, visit *Business Mind Bites* at [www.karicassidydercks.com](http://www.karicassidydercks.com). Your next opportunity could start with a single connection!

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### Tip 20:

#### **Never Underestimate the Power of a Strong First Impression.**

- ✓ **Did you know?** It only takes 7 seconds to make a first impression. Make every second count!
- ✓ **Dress for success and smile.** Your attire and attitude can set the tone for success!
- ✓ Engage with confidence. Eye contact and a firm handshake go a long way.

[Link to Video Post on YouTube](#)

## **FULL ARTICLE:**

### **Business Tips in Mind-Sized Bites: Master the Art of First Impressions**

By Kari Cassidy-Diercks

They say you never get a second chance to make a first impression, and science backs it up: it only takes **seven seconds** for someone to form an opinion about you. Whether it’s a job interview, networking event, or meeting a potential client, those first moments are powerful.

The good news? You don’t need to be perfect, you just need to be intentional. Let’s break down how to nail your first impression and leave a lasting impact.

#### **1. Dress for Success and Smile**

Your appearance and attitude speak volumes before you say a word. Dressing appropriately shows you care about the interaction, while a genuine smile can instantly make you more approachable.

### **How to Make it Happen:**

- Dress slightly above the standard for the environment. For instance, if the setting is business casual, opt for polished business casual.
- Pay attention to yourself. Clean shoes, neat hair, and a professional bag or portfolio send a message of preparedness.
- Smile with intention. A warm, authentic smile creates an instant connection.

**Quick Tip:** Unsure of the dress code? It's better to be slightly overdressed than underdressed. You can always adapt once you're there.

## **2. Engage with Confidence**

Confidence isn't just about how you feel, it's about how others perceive you. People are drawn to those who exude calm, even if they feel nervous inside.

### **How to Make it Happen:**

- Start with strong eye contact. Looking someone in the eye shows respect and interest.
- Master your handshake. A firm handshake is simple but effective in making a positive impression.
- Speak clearly and at a measured pace. Rushing your words can come across as nervousness, while a calm tone comes across confidently.

**Quick Tip:** Practice your handshake and introduction with a friend. Feedback can help you fine-tune your delivery.

## **3. Make Every Second Count**

Seven seconds isn't much time, but you can make the most of it by being intentional. From how you enter a room to the way you greet someone, every action contributes to the impression you leave.

### **How to Make it Happen:**

- Walk with purpose. Good posture and a steady gait show self-assurance.
- Be ready with a memorable introduction. Instead of just stating your name and title, add a quick sentence about what you're passionate about or what you do best.
- Listen actively. Engage in the conversation with thoughtful nods and comments to show genuine interest.

**Quick Tip:** Arrive early to gatherings or meetings. It gives you time to compose yourself and sets a tone of professionalism.

Making a strong first impression isn't about being flashy or overly polished, it's about being authentic, prepared, and intentional. By dressing for success, engaging with confidence, and making every moment count, you can ensure those first seven seconds set the stage for meaningful connections.

## Your Challenge and Call to Action:

This week, try just one of the above tips in your daily interactions. Practice your handshake, perfect your introduction, and smile intentionally. You might be surprised at how others respond!

For more actionable advice, visit *Business Mind Bites* at [www.karicassidydercks.com](http://www.karicassidydercks.com). First impressions are powerful, make yours unforgettable!

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## Holiday Tip 19:



### ✓ Five Actions To Do Post-Holiday

1. Reflect on the past year's achievements.
2. Set clear goals for the new year.
3. Update your professional profile.
4. Reconnect with your network.
5. Organize your workspace.

That is to say...

1. **Reflect on the past year's achievements:** Taking time to reflect allows you to appreciate your successes and recognize areas needing improvement. This process helps in gauging your professional growth and setting a baseline for future goals. It's a way to celebrate your victories, however big or small, and to learn from the challenges you faced.
2. **Set clear goals for the new year:** Goal setting is crucial as it provides direction and benchmarks for measuring your progress throughout the year. By establishing clear, actionable objectives, you can focus your efforts on what truly matters, ensuring that your actions are aligned with your long-term career aspirations.
3. **Update your professional profile:** The start of a new year is the perfect time to refresh your LinkedIn profile or other professional bios to reflect any new skills, experiences, or achievements. Keeping your professional information up-to-date ensures that you are always ready for new opportunities and accurately represent your professional brand.
4. **Reconnect with your network:** The post-holiday period is an ideal time to reach out to your professional contacts. Sending a simple message to check in or share your new year wishes can keep the relationship warm and open doors to potential collaborations or

opportunities. It's a way to show that you value the connection and are proactive about maintaining your network.

5. **Organize your workspace:** A tidy workspace can significantly boost your productivity and mental clarity. Take the time to declutter and organize your physical and digital workspaces, setting a positive tone for the new year. This not only helps in reducing stress but also enhances your efficiency and readiness to tackle upcoming projects.
6. **Bonus Tip:** Take a minute to give yourself credit and pat yourself on the back!

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### **Tip 18:**

**Listen More Than You Speak. It Helps You Understand Better.**

- ✓ **Listening enhances comprehension:** Gain deeper insights into discussions and issues.
- ✓ **Listening builds stronger relationships:** Shows respect and value for others' opinions.
- ✓ **Listening sparks innovative ideas:** Listening can inspire new thoughts and creative solutions.
- ✓ **Listening reduces misunderstandings:** Careful listening clarifies details and expectations.

[Link to Video Post on Instagram](#)

## **FULL ARTICLE:**

### **Business Tips in Mind-Sized Bites: Listen More Than You Speak**

By Kari Cassidy-Diercks

You've probably heard the saying, "You have two ears and one mouth for a reason." But how often do we actually put that into practice? In the hustle of work and life, we're quick to share our opinions, pitch ideas, or give advice, but what if the real power lies in simply listening? The truth is, the best communicators aren't the ones who talk the most. They're the ones who truly listen.

Ready to elevate your listening game and unlock its benefits? Let's dive in.

#### **1. Listening Enhances Comprehension**

Listening isn't just about hearing words; it's about understanding what's beneath them. Whether it's a team meeting, a client conversation, or a brainstorming session, listening carefully helps you grasp the nuances and deeper context.

#### **How to Make it Happen:**



- Take notes during discussions. Writing things down keeps you engaged and helps you retain important details.
- Resist the urge to jump in with a response right away. Instead, pause and reflect on what's been said before you reply.

**Quick Tip:** Try the “paraphrase and confirm” technique: “So, what I’m hearing is…” This shows you’re paying attention and ensures clarity.

## **2. Listening Builds Stronger Relationships**

Want to instantly build trust and rapport? Listen. When people feel heard, they feel valued. Listening signals respect and appreciation for others’ perspectives, whether it’s a colleague, a friend, or a client.

### **How to Make it Happen:**

- Make eye contact and nod occasionally to show you’re actively engaged.
- Ask thoughtful follow-up questions like, “What do you think the best next step should be?” or “Can you tell me more about that?”

**Quick Tip:** During your next conversation, challenge yourself to listen without interrupting at all, even when you’re tempted.

## **3. Listening Sparks Innovative Ideas**

Some of the most creative breakthroughs come not from speaking, but from listening. When you focus on other people’s thoughts and ideas, you can connect the dots in ways you wouldn’t have thought.

### **How to Make it Happen:**

- During brainstorming sessions, give the floor to quieter voices. Their ideas might surprise you.
- Keep a “listening journal” where you jot down interesting ideas or observations you’ve heard.

**Quick Tip:** When someone suggests something new, respond with, “That’s interesting, what inspired that idea?” This not only encourages more sharing but also sparks creativity.

## **4. Listening Reduces Misunderstandings**

How many times have you rushed through a conversation, only to realize later you missed key details? Listening carefully ensures you catch crucial information, clarify expectations, and avoid costly missteps.

### **How to Make it Happen:**

- At the end of a meeting or discussion, summarize what you’ve heard and confirm next steps.
- Avoid multitasking during conversations. Giving your full attention prevents missed details.

**Quick Tip:** Use the “Three-Second Rule”: After someone finishes speaking, wait three seconds before responding. It helps you process and ensures you’ve fully understood.

Listening isn't just a skill. It's a superpower. It enhances your understanding, strengthens relationships, sparks innovation, and reduces misunderstandings. By learning to listen more than you speak, you'll not only improve your communication but also your impact in every area of your life.

### **Your Challenge and Call to Action:**

This week, in every conversation, try to listen with intention. Put away distractions (like your phone), ask follow-up questions, and reflect on what you hear. You might be surprised at what you learn...and how others respond.

For more tips on communication, check out *Business Mind Bites* at [www.karicassidydercks.com](http://www.karicassidydercks.com). Your ears (and your relationships) will thank you!

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### **Holiday Tip 17:**

🌟 **Don't forget to send personalized Season's Greetings to your key business connections!** 🌟



A personalized message wishing your business connections happy holidays will keep you top-of-mind and reinforce your professional network, setting a positive tone for the upcoming new year!

For you: Examples of personalized messages for the holiday season:

✉️ "Hi, I just wanted to take a moment to wish you a wonderful holiday season and a fantastic new year ahead. It's been great connecting with you this year and I look forward to what the next year brings. Happy Holidays!"

✉️ "Hi, As the year draws to a close, I wanted to reach out and express my gratitude for your partnership this year. Wishing you a wonderful holiday season and a prosperous New Year! Let's catch up in January to discuss more opportunities. Warm regards."

Wishing you all the best for the holidays and beyond,

Kari 🎄📺

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### **Holiday Tip 16:**

#### **Extend Your Business Outreach During the Holidays**

While many businesses slow down, staying active on LinkedIn during the holidays can give you a competitive edge. It's a time when many potential leads are still active, and fewer competing messages are being posted, increasing the chances that your content stands out!

1. **Host a Virtual Holiday Event:** Organize a webinar or online networking event themed around holiday planning or year-end reviews. Invite current and potential clients to join for free.
  2. **Share Holiday-Themed Content:** Create blog posts, articles, or LinkedIn posts that tie your expertise to holiday topics, such as "Tips for Balancing Work and Holiday Stress" or "Year-End Tax Planning".
  3. **Offer Holiday Specials:** Provide special holiday discounts or exclusive services for new and existing customers, and announce these specials on LinkedIn and other social media platforms.
  4. **Participate in Holiday-themed LinkedIn Groups:** Engage in discussions in relevant LinkedIn groups where you can offer your expertise and subtly promote your services.
  5. **Use Targeted LinkedIn Ads:** Run LinkedIn advertisements targeted at specific industries or demographics to catch the attention of potential clients during the holiday slowdown.
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### **Tip 15:**

**Adaptability is essential in business. Stay flexible and open-minded.**

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### **Tip 14:**

**Build a team of minds who challenge and inspire you. Together, you'll achieve more than you ever imagined.**

- ✓ **Seek diverse skills:** Embrace a mix of talents that complement each other.

✓ **Encourage open dialogue:** Foster an environment where everyone feels comfortable sharing ideas and feedback.

✓ **Celebrate unique perspectives:** Utilize different viewpoints to innovate and solve problems creatively.

[Link to Video Post on YouTube](#)

## FULL ARTICLE:

### **Business Tips in Mind-Sized Bites: Build a Dream Team That Inspires**

By Kari Cassidy-Diercks

Imagine this: you're tackling a big project, and you have a team that challenges your ideas, inspires new ones, and works together like a well-oiled machine. Sound like a dream? The truth is, success rarely happens in a vacuum. Behind every groundbreaking idea or thriving business is a team that makes the magic happen. But here's the catch: building a great team isn't just about gathering smart people. It's about bringing the right mix of minds together.

Ready to create your dream team? Let's break it down.

#### **1. Seek Diverse Skills**

Think of your team as a puzzle: each piece brings something unique to the table, and together, they create a bigger picture. Diversity isn't just about backgrounds or experiences; it's also about skills. Maybe you're great at strategy, but you need someone who excels at execution or brings more creativity.

#### **How to Make it Happen:**

- Identify your own strengths and gaps. What areas need extra expertise?
- Look for people who not only complement your skills but who also bring talents you might not even realize your team needs.

**Quick Tip:** When interviewing or networking, ask people, "What's a skill you're proud of that most people overlook?" You'll discover hidden gems.

#### **2. Encourage Open Dialogue**

What's worse than having a meeting where everyone nods along without saying much? It's the fastest way to miss great ideas. The best teams thrive on open dialogue. It's where people feel safe to share ideas, ask questions, and even disagree. Why? Because different viewpoints lead to better decisions.

#### **How to Make it Happen:**

- During discussions, ask quieter team members for their thoughts. A simple "What's your take on this?" can go a long way.
- Set the tone by admitting when you're unsure about something. Vulnerability shows that it's okay to not have all the answers.

**Quick Tip:** Kick off brainstorming sessions by sharing a ridiculous idea yourself. It breaks the ice and encourages others to think creatively without fear of judgment.

### 3. Celebrate Unique Perspectives

Have you noticed how someone with a totally different viewpoint can open your eyes to solutions you never thought of? That's the magic of celebrating different perspectives. Instead of seeing differing opinions as roadblocks, embrace them as opportunities to innovate.

#### How to Make it Happen:

- Create an environment where “Why not?” questions are welcome. These often spark new approaches.
- Mix up your team interactions. Pair unlikely collaborators together. You may be surprised at what comes from fresh dynamics.

**Quick Tip:** Hold “sharing days” where team members briefly explain their work process or approach. This can help others understand and appreciate each other's strengths.

Great teams don't just happen. They're built intentionally. By seeking diverse skills, encouraging open dialogue, and celebrating unique perspectives, you create a culture where everyone thrives. Remember, the goal isn't just to achieve tasks but to build something greater together.

#### Your Challenge and Call to Action:

This week, reflect on your circle, whether it's colleagues, friends, or collaborators. Who's inspiring you? Who's challenging you? And if no one comes to mind, it might be time to widen your circle.

Want more tips on building habits that stick? Check out the blog Business Mind Bites at [www.karicassidydercks.com](http://www.karicassidydercks.com)

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**“JUST ASK. THE WORST SOMEONE CAN SAY IS NO”**

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Introducing the “Habit-Building Journal: Change Your Habits in Mind-Sized Bites!” 

Following the success of “Self-Branding & Networking in Mind-Sized Bites,” I’m excited to share the newest addition to The Business Guidebook Series, the Habit-Building Journal.



This journal is a companion for turning positive habits into daily routines. Designed to break down the complex process of habit-building into bite-sized, actionable steps, it's the perfect tool to help you start your journey, stay consistent, and celebrate your victories.

🔑 What you'll get:

- Practical journaling prompts to track your progress
- Daily and weekly habit check-ins for consistency
- Simple strategies to reinforce positive behaviors, one step at a time

Ready to make your habit change stick? Start your journey today!

Available now on Amazon alongside the guidebook, "Self-Branding & Networking in Mind-Sized Bites!"

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✓ [Click Here to Buy "The Strategic Art of Communication in Business in Mind-Sized Bites!"](#)

✓ [Click Here to Buy "Self-Branding & Networking in Mind-Sized Bites"](#)

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I am grateful for the positive feedback on "Self-Branding & Networking in Mind-Sized Bites." One Amazon reviewer shared, "...The friendly tone is a refreshing change from overly technical and academic books on similar topics. Highly recommend - especially for young professionals. This could be used in business classes." 🌟 Thank you for the support!

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Book Launch Announcement! 📖

I'm beyond excited to announce the launch of the first business book in The Guidebook Series: "Self-Branding & Networking in Mind-Sized Bites!"

In today's world, personal branding and networking are essential to professional success. This guidebook is designed to help you master these skills with ease. By breaking down complex concepts into bite-sized, actionable insights, it empowers readers to implement strategies right away. From the Digital Handshake to the Law of Reciprocity, each chapter provides practical advice and real-world examples to help you build meaningful connections and elevate your personal brand.

Whether you're a seasoned professional or just starting your career journey, this guidebook is for anyone looking to take their personal branding and networking to the next level.

Grab your copy today and start mastering the art of self-branding and networking, one bite at a time!

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**NOVEMBER 2024**

**A Compendium of Earlier Tips:**



🌟 Celebrate milestones. They keep you motivated and on track.

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- ☀ Promote your work, but always with humility and integrity.
- ☀ Focus on solutions, not problems. Leaders who solve problems inspire trust and action.
- ☀ Never stop learning. Knowledge fuels personal and professional growth.
- ☀ Consistency is key to building trust in your brand.
- ☀ Set clear goals and break them into achievable steps. [Link to Video Post on Facebook](#)
- ☀ Practice self-reflection. Evaluate and improve your work regularly.

[Link to Video Post on YouTube](#)

- ☀ Embrace feedback. I can help you to refine and improve. [Link to Video Post on Facebook](#)
- ☀ Invest in yourself. Your growth leads to long-term success.
- ☀ Time is money. Use it wisely, and prioritize high-impact tasks.
- ☀ Be authentic. Your uniqueness sets you apart from the crowd.
- ☀ Build your network before you need it. Relationships take time.

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- ☀ Don't fear failure. Learn from it and move forward. [Link to Video Post on YouTube](#)



- ✓ [Click Here to Buy "The Strategic Art of Communication in Business in Mind-Sized Bites!"](#)
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