



heffo, awesome!

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greetings

May has COME and GONE!! What a whirlwind! I was back and forth between home in NC, work in Detroit, and R&R in Orlando. I think I like this little life.

I've been fortunate to have conversations with important people in my life recently... mostly about the future of work and the future of, well, ME. One of my favorite things lately is giving myself the time and space to imagine "what's next." Sure, those thoughts can be fueled by anxiety. But they can also be fueled by anticipation. So stay tuned for WHAT'S NEXT!

XOXO
eleanor



what's new

The publishing of this newsletter marks the 213th consecutive day I've posted on Linked In. (That's 7 months plus 1 Leap Day!) I would say 90% of that content has been new and original each day. PHEW!

I have: made a lot of new connections during this time (including reuniting with two friends I went to summer camp with back in the '80s!); gotten recharged about my brand, my messaging, and the things that get me excited; had some fun conversations!

I have not: booked any new business; found a book publisher; figured out how to support myself as an entrepreneur.

And? I'm tired. I'm going to take a little digital break. I may lose a little momentum on Linked In, but I feel it's important to dig a little deeper into some face to face connections. I'll be back in 30 days! I hope you'll leave the light on for me.

story time

Blue-sky thinking is a huge part of leading and managing an organization. Whether you are focused on increasing revenue, improving employee engagement, or outperforming your competition, it's always a helpful practice to generate new ideas, big and small. That might mean holding a brainstorming session with key team members, with the intention of compiling a list of any and all suggestions. It might also mean keeping a running list of ideas as they come to you (anyone else have a notebook ready on their bedside table for those amazing middle-of-the-night thoughts?)

I am a blue-sky thinker. For me, there is never a lack of ideas to be generated. I am also a storyteller, and I will paint the most fantastic picture for you of my latest and greatest ideas. Give me five minutes, and I will have every decision maker on board implementing the next best thing! Once I have breathed life into my newest vision, however, I'm ready for someone else to take over. Quite simply, I am a dreamer, not a doer.

As a member of a team, it is much easier for me to revel in my ideations. There will undoubtedly be another person on the team who is a doer, the one who can reconfigure my beautifully painted picture into a paint by number blueprint for action. The partnership between dreamer and doer is essential for change and growth in your organization.

So, what happens when a dreamer has to "do" for themselves?

I can tell you from my experience, not much happens. Not much happens unless I speak my ideas, OUT LOUD, to a doer. I have journals filled with great ideas, business plans, bonus programs, and even t-shirt designs. I have dreams of launching a podcast, becoming a keynote speaker, and hosting in-person retreats.

A dreamer might be hesitant to make an action plan, because the steps won't be perfect. A doer might be hesitant to share out-of-the-box ideas, because the solution won't be perfect. I recently heard the expression, "Done is better than perfect."

Don't let perfect get in the way of your dreams.



LET'S CONNECT!

SCHEDULE A CALL



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