

# moments

EVENT PLANNING IDEAS + INSPIRATION

Candy Event Consulting

MAKING YOUR TEAM STRONGER

VOLUME TEN

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10 EVENT PLANNERS SHARE THEIR  
CHALLENGES, THE CLIMB, AND THE  
VIEW FROM THE TOP IN CANDY'S

# CLIMB

10TH AND FINAL ISSUE – CLIMB!





**THANK YOU to our readers, partners, and sweet Candy Team for the six years of ideas + inspiraiton you have set free through the pages of Moments Magazine!**

**Lisa Gareau**

Founder + President,  
*Candy Event Consulting :  
Making Your Team Stronger*



Whether you are a seasoned event manager, or planning your own events as a small business owner, community leader, office administrator, volunteer coordinator, fundraising professional, marketing executive or communications professional, **Moments Magazine** will inform, inspire, and give you tools to implement some great ideas into your next event. ALL our evergreen issues are available to read for free online by linking through to the digital copies here. Enjoy! >>>

[CandyConsulting.ca/Moments-Magazine](http://CandyConsulting.ca/Moments-Magazine)

**moments**  
EVENT PLANNING IDEAS + INSPIRATION

**It was 2015 when Moments Magazine - Event Planning Ideas + Inspiration started bringing informative content and inspiring ideas to in-house and do-it-yourself event planners here in Canada and around the world.**

After 9 empowering, evergreen issues, we have now come to the top of our climb with the launch of our 10<sup>th</sup> and final issue!

I have been planning events for over 30 years, and have been supporting event planners and their teams with strategy, coaching, resources, and practical support for almost 13 years through my business, Candy Event Consulting.

**It's *still* my dream to see event planners and their teams embrace their brilliance, activate their experience, and cultivate meaningful connections that last for their businesses, organizations, and groups! I believe it is possible for any event, meeting, or gathering to become an "energized connection point" where your clients, customers, or community can gather and grow.**

Thank you for being with us in this fresh and fun part of the Candy journey, and know our team will always be here to help make you and your planning team stronger!

Still with you on the event planning journey,

*Lisa Gareau*

**Lisa Gareau**, Connection Strategy Coach

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JUST KEEP CLIMBING,



[CLICK HERE TO READ THE STORY  
OF PHILIP ON TAKAKAW FALLS](#)

**Many lessons can be taken in parallel between the worlds of event planning and climbing. Some of the lessons I've learned when climbing have been applied to my business with great success. As an avid climber and DIY event planner for my financial planning business, Here are the 3 of the greatest lessons that I have applied in both areas of my life.**





# PLANNING LESSONS FROM AN ICE CLIMB

## LUCK IS WHEN PREPARATION MEETS OPPORTUNITY

This adage stands the test of time and remains true to this day. Looking back on some of the greatest climbs I've done, it's hard to imagine how I was able to complete them. Takakkaw Falls is one of those climbs. It took over 24 hours to complete and included 34 km of skiing with 250M of climbing. Our success on that climb didn't come by chance. Our preparations included climbing all year and countless hours of training to ensure we had the best chance for success. We needed to wait until there was a cold snap of -30 for a week or more for this massive waterfall to freeze. Chance would favor us in the winter of 2020 and these conditions finally presented themselves to us. This was when all our preparations had met with our opportunity culminating in what some might call luck. **The more you prepare for the opportunities that will eventually present themselves to you, the more luck you will seem to have.**

## LIFE'S GREATEST JOYS COME THROUGH ITS HARDEST TIMES

Nothing worthwhile ever came easy. Even though we know this to be true, too often we shy away from difficult activities. It seems we're stuck in a world of comfort and avoid putting ourselves in these situations.

**If you think back on any accomplishment that you're incredibly proud of, you'll remember it came through a very difficult time.** The definition of type 2 fun is "Not enjoyable while you're doing it, but very enjoyable to look back on and be proud of your accomplishment". If you're ignoring these types of moments, you may be missing out on some of life's greatest joys.

## MASTERING THE CLIMB MEANS ADAPTING TO THE CONDITIONS

You cannot prepare for every single variable that will be thrown at you to try and derail you. Mastering the climb (or event) doesn't mean knowing and preparing for everything that could go wrong. It means having the skills and confidence to adapt to conditions as they change. Climbing frozen waterfalls requires these skills to survive. **Being able to adapt to changing weather conditions, avalanche dangers, ice variability, and environmental factors give climbers the best chance for success and survival. The same goes for event planners. Understanding this and being willing to adapt to conditions as they change will give you the best chance for the most successful events.** Look back on and be proud of your accomplishment. If you're ignoring these types of moments, you may be missing out on some of life's greatest joys.



### WATCH THE CONVERSATION

Listen in as Philip explains more about these life lessons in "Conversations with Contributors" on the Candy Event Consulting YouTube Channel.

PHILIP  
SETTER

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# PETER WOODS

IG @MCPETEWOODS

I started to recognize that in my career, mistakes would be inevitable but it was my willingness to risk mistakes and the way I learned from them that would help me progress and inspire me to take on challenges.

Read Peter's story on Pages 10 - 11





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## THE CONNECTOR'S COMMUNITY

After the sharp, connection-severing impact of the global pandemic the world needs the natural, bold, creative connectors to step up!

Join us at [TheConnectionArchitect.ca](https://TheConnectionArchitect.ca)

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Thank you to our 10  
Event Planning Climbers  
Featured on Pages 31 - 41

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# PUBLISHER'S

GREETING



## IT'S ALL ABOUT THE CLIMB

If you have been planning and promoting events over the last year, you have probably spent some time in the valley of discouragement, sat in your "basecamp" with you planning team, working on strategies to reconnect with your community, and have done the hard work to CLIMB out of the effect the global pandemic has had on your event plans.

**You might have felt a little lonely, muscling through the valley and trying to map out what's next, but you'll find, through the pages of the CLIMB Issue that you're not alone.**

In addition to the many great insights and ideas packed into this issue, we will be hearing the stories of 10 Event Planning "Climbers" who have been in the valley, were stuck in basecamp, and are on now the climb to event success once again! We believe the stories of their CLIMB - and the occasional "view from the top" - might just inspire you and your planning team to continue the climb into 2022 and beyond.

**With this 10<sup>th</sup> issue of Moments Magazine we complete our magazine publication climb and are proud to share this colourful, creative, courage-building issue with you, and wish you the courage to keep climbing and make every moment count!**

*Lisa Gareau*

**Lisa Gareau**

Founder & Publisher, Moments Magazine &  
Candy Event Consulting : Making Your Team Stronger

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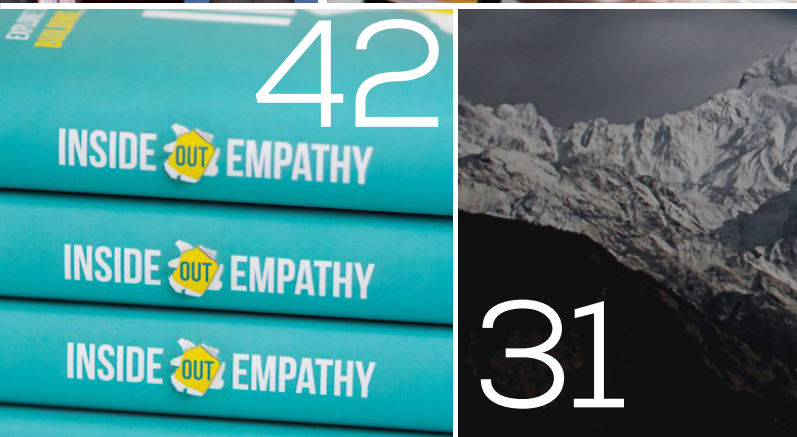
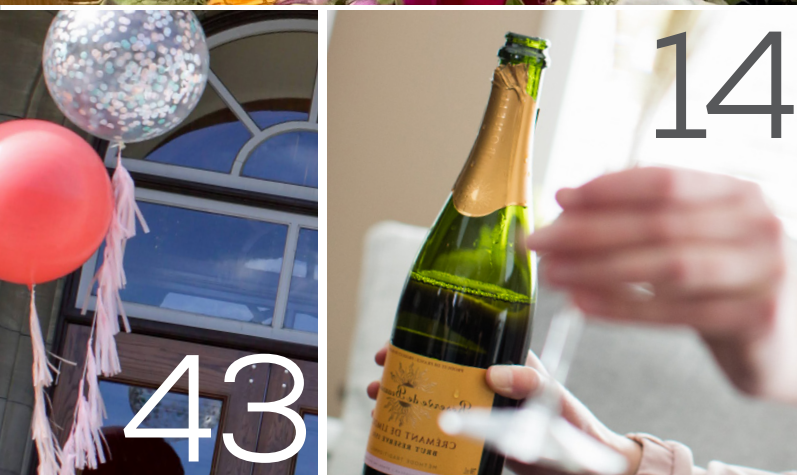
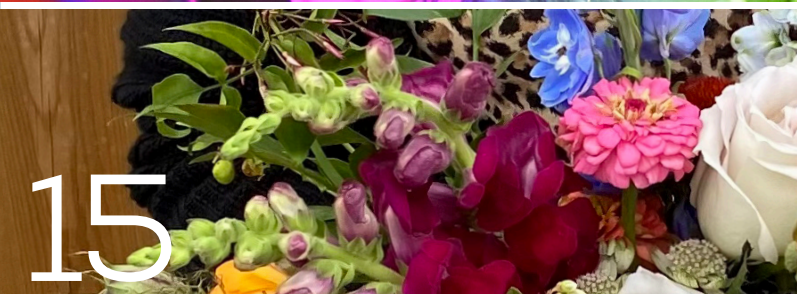
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## YOUR COMMUNITY CONNECTION

Moments Magazine is a resource provided by Candy Event Consulting where we are passionate about supporting those planning and promoting events for their businesses, organizations, or groups and offer workshops, coaching, and resources year-round.

**Learn more about how we serve and support anyone planning any event anywhere at [www.CandyConsulting.ca](http://www.CandyConsulting.ca)**



## Climb Issue

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## GIVE ME 6 WEEKS AND I WILL HELP YOU GAIN TRACTION ON YOUR OWN PATH PURPOSE.

**Why am I so sure? I am personally at a place of rebirth, renewal and reinvention in my life and work as a career transition coach, speaker, and author.**

Among the opportunities before me is getting in the shape of my life to meet what is coming next. I will be "coaching my face off", I can dramatically expand my speaking engagements, host retreats, share my work with media, as well as add a selection of short, life changing group experiences and courses to the menu of offerings available to my clients. In the immediate term that entails renewing my commitment to and practice of daily fitness first. Both my body and my mental health has suffered from not being in top form.

**To meet the opportunities before me, I must build the stamina to thrive through each day and be energized for each new task!**

What has been stopping me so far? In one word, procrastination.

I've been pondering this word. In 2020 I hosted an online conference called "A Day On Purpose" as it is my passion to see everyone live out their purpose in the work they choose. When sharing my purpose for the event to a team member, I expressed that "I don't have time to continue to have this conversation one person at a time!". This well-meaning friend offered some guidance, encouragement, then looked me in the eye with the icing on the cake"... and stop procrastinating!"

**I shared with my coach that commonly, when I don't have all the answers, I stop.**

I delay moving forward. Yes, I'm running a coaching practice on my own, but I know this tendency can become a problem when trying to grow my work and see more clients walking their path to purpose.

It's no surprise to hear some of the same challenges from my clients who sigh, "I'm a procrastinator." But, even with everything we tell ourselves, I believe there is no such thing as a procrastinator. Procrastination is a symptom. It is a sign that there is a perceived obstacle on your path, getting in the way of progress.

Have you hit an impasse and find yourself hitting the "pause button" on finding and living in your purpose? I am still on the road, working to take meaningful action, but I am ready to help you gain the traction you need to your own rebirth, renewal, and reinvention! Here's how. >>>

# 6 GET A GRIP WITH WEEKS TO TRACTION

## WEEK 1 > YOUR FOUNDATION

What is the baggage you are carrying that is no longer serving you? How is the weight of that baggage impeding your progress? To breath life into my coaching practice, I was called to let go of my fear. My fear of failure AND my fear of success. I was afraid that what I was building would fail. I have a lot riding on this being successful! My fear of success is about having people trust me and the possibility letting them down. What if I'm not as good as I think I am? What is no longer serving you? Speak it to your spouse, a friend, or a coach then let it go and get moving!

## WEEK 2 > YOUR WINDSHIELD

When speaking about our lives and work, often much of what we say is found in the rear-view mirror. This is to say that it speaks to what we have done; what we have up to this point in time. There is a wealth of content with no known specific destination. **Building my practice and my message to potential clients I have had to process the fact that my experience, my knowing, my compassion, my skill are each passive elements unless and until I bring them to focus on where I'm going and who I am intending to serve.** This can be a challenging process – to clearly articulate the who, the why, the how and the so what. But getting clear on what you want to see through your windshield, will keep you on the road toward a more purposeful expression of your work.

## WEEK 3 > YOUR TEAM

"You alone can do it, but you cannot do it alone." The obstacles to success in your life often show up as insurmountable barriers, unsolvable problems, each with the potential to make you quit or worse, to not even try. For my conference, I built a core team of amazing, caring, committed individuals who each embraced my vision, added their talents to what became an inspiring experience. Find your allies, champions, and get to work!

## WEEK 4 > YOUR BRAND

What are people saying about you when you are not in the room? In order for you to achieve your greatness, what do you want people to say about you when you're not in the room? Think of your brand as something that creates a path ahead of you and builds a manner of anticipation for your pending arrival. I want to be the person people think of when they are looking to "up their leadership game", when they are facing a career dilemma, when they are feeling stuck and need support to take their next step on their path to purposeful work. It's affirming when people within my circle reach out and engage me to help them gain traction and in making a transformation in their work and life. Getting clear on who you are and how you show up in all areas of life will create an energy that others will trust and traction in doing work you love.

## WEEK 5 > YOUR VISIBILITY

To be found you must be seen. To be understood you must be heard. To be respected you must meet your world with authenticity. To be trusted you must mean what you say, say what you mean, and do what you said you would. To increase your visibility, you must show up where it matters and give others meaningful ways to point you out in the crowd of others working to be seen. To breath sustainable life into your visibility, you must be what people expect to see when they find you.

## WEEK 6 > YOUR TRAJECTORY

Traction leading to momentum requires consistent effort. As is in my "getting fit" example, the results I seek, the changes in my body's shape, my overall health require my consistent effort. *Your Trajectory* involves being aware of your wake from consistent action. Think of a rower and the direction they face when rowing. That's right, they face backwards. It is the wake their boat leaves behind that tells them if they are on course. Set your course to your destination, watch your wake, and get crystal clear on where you're headed. If you can name it you can claim it.

RICHARD  
BUCHER

YOURPATHTOPURPOSE.NET

**I have coached people who have been trying all they know to land the job they want or need, to progress their career, ultimately, to feel like they are gaining momentum, and I'm ready to help you too!**



# A CLIMBER'S GUIDE TO LEARNING TO FALL

I have been climbing longer than I have been working. I would not hesitate to tell you that climbing has shaped who I am as a person, for years it defined me completely; the answer to the question "what do you do?" was always "I'm a climber".

Training, climbing, thinking about climbing, watching climbing - it took up the majority of my time, and twenty-five years ago I would have told you that climbing wouldn't help me in my career. I would have been wrong.

**On the surface, and even to a new climber, career growth and climbing could not be farther from each other. If you dig a little deeper however, that gap starts to shrink. The longer I spend climbing, training, competing and coaching while growing my professional career, the more similarities started appearing between climbing and working.**



The lessons that climbing teaches us can be swift and harsh and the way we respond to those lessons will dictate how we progress in the sport no matter what level we aspire to achieve. I have competed at the national level for many years, coached junior climbers at the World Championships, and taught clinics to average gym climbers and now am a broadcast commentator for climbing competitions. I have seen an awful lot of climbing, from beginners in the gym to world champions, and the lessons are the same at each level - mistakes carry consequences but learning from those mistakes is the key to progression.

I started to recognize that in my career, mistakes would be inevitable but it was my willingness to risk mistakes and the way I learned from them that would help me progress and inspire me to take on challenges.

Climbers fail, a LOT. At every level, the progression through the grades (representing the relative difficulty level of each route) takes a lot of trying, and a lot of falling. I can say with complete confidence that I have fallen more than I have succeeded, exponentially. Climbing routes are graded on the difficulty of a series of movements between holds, and in that series of holds there is almost always a sequence of movements that is demonstrably harder than any of the others - the crux. While trying a new route you can fall anywhere, and everywhere while trying to put together the correct movement through the holds.

When it comes to the crux this failure rate increases to the point where you will be able to do every other move on a route, except for the crux. At this point, you are falling off of the same hold, every time you try the route. Imagine trying something 30 or 40 times over the course of a few days, weeks or months, falling at the exact same spot every time. You would be right to think that the line between motivation and frustration is a thin one, and one that I (and countless others) have been on the wrong side of many times.

There are some very famous routes that have taken the best climbers in the world a year of effort to unlock one individual move. A training session in the gym might see you fail on every single attempt over 2 or 3 hours, and never actually send a route. Climbers who are pushing their limits can regularly be less than 1 in 10 attempts resulting in measurable success. It can be hard to go home each night after training and find the good news amongst all of the falling, slipping, mistakes and mental errors.

Not that I have learned from every single fall, although in competition settings or high pressure situations that needs to be the case, but I have learned from the idea of falling as a necessary part of success.

You have to keep coming back to it. You have to embrace failing if you want to improve and try harder and harder routes. The safety of only attempting routes you know you can succeed on will hold you back from progressing in climbing. You need to fail, you need to accept it, and you need to learn from it. If you climb to avoid falling, you simply won't be able to expand your knowledge of movement or learn more complex skills and you will plateau in your progression through the grades.

I ask every person that I coach to recalibrate their definition of success from 'success is finishing a route' to 'success is learning from NOT finishing a route'. In your average work week, or month, you are not going to fail 50 times, you might not even fail once. The parallel is not linear, but conceptual.

In your average work week, if you are open to, and accept challenges in whatever form they arrive at your desk, and you are willing to accept that you will make mistakes and have to work harder to overcome and learn from those mistakes, but ultimately you will have gained valuable experience, skills, knowledge and less binary view of what success means.

When an opportunity arises that will stretch your skillset, or might put you in uncomfortable situations you have two choices: embrace the challenge and the potential for mistakes, feedback and rework, or decline and stay in your 'comfort zone' safe in the knowledge that you already know how to do everything on your to do list.

The same lessons are applicable to career changes, whether that be taking on a promotion, taking on new responsibilities, or moving to entirely new sectors in, or out of your current expertise. If you can welcome the opportunity, and recognize that there will be difficult times, you will greatly increase your chances to grow and expand your skillset.



As a competitor I needed to enter every competition knowing I would fail at least as many times as I would succeed – that's the nature of competitions – however I walked into every event knowing that if I had stayed home I would never achieve the goals I had set for myself. Younger me would get upset at failure, sometimes spectacularly.

Over time I learned composure when I was upset, frustrated and angry; I learned how to keep my head in difficult situations, and this learning has been as helpful in the workplace as in competition. When I retired from competing I chose to take on the new challenge of live broadcast commentary.

At first it was a daunting task to consider putting myself out to the community, at risk of negative reactions, making mistakes on air, getting someone's name wrong, or simply having dead air. I leaned on all my years of training and competing and I went all in.

**Mistakes would be inevitable, but the upside was worth every single one!**

My first broadcast was a local competition, with maybe 100 people watching, soon after came Canadian Nationals and now I work with the International Federation of Sport Climbing and I am one of their lead commentators for World Cup broadcasts. I needed to accept that mistakes would be a part of the journey otherwise I would never have made the first decision to try something new.

Climbing has taught me many things, including resilience, problem solving, perseverance and patience. It has taught me true passion, focus and the ability to practice being calm under immense pressure.

Climbing has taught me to get up off the ground, dust myself off (literally) and try again, believing that \*this\* time would be different – every time. Climbing has taught me to understand failure and to see it as a positive part of any journey.

PETER  
WOODS

IG @MCPETEWOODS





**I was having a coffee with a friend. She shared that she wanted to build her personal brand but didn't know where to start. I really paid attention to the questions she was asking and I realized I had to get back to the basics. What will help **YOU** as an event planner showcase who **YOU** are and what makes **YOU** unique as event positions start to pop up again?**

# PERSONAL BRANDING & BUILDING *trust*

**KRISTEN DYCK**  
AVROCREATIVE.COM

I've been building personal brands for a long time now. I love diving into the intricacies of personal branding! But sometimes I forget to share the basics.

**What is personal branding?**

**How do I know if it's working?**

**When is it complete?**

Let's start with what it is!! I've never been happy with the definitions of personal branding I see out there.

They focus too much on social media or they aren't helpful to someone who doesn't know much about branding. I created my own definition!

**Personal branding is building trust by communicating the unique value you bring to your target audience.**

"Personal branding is communicating the unique value you bring to your target audience." Let's break that down. This definition also works as a handy guide outlining the first steps you should take to develop your personal brand.

**Your target audience.**

Who do you solve problems for? That's your audience. When you know your audience you can begin to focus your brand on what they need to know about you in order to trust you.

**Next up, your unique value.**

What is it that you do really well?

Say you are an accountant and you help clients manage financial risk. That's great, but I bet a lot of accountants can say that. Let's go a little further. What's the result your clients see when you help them manage financial risk? Maybe, you work with scaling businesses and can say that you help small businesses grow.

This simple switch in talking about the results you create for clients rather than how you create those results (by being an accountant and helping them navigate risk) makes a big difference. Try it!

**The other key piece to the definition is to communicate!**

It's not enough that you know your unique value - you MUST share it! Not once, twice, but in an ongoing way.

Creating content like blogs, social media posts, videos, telling your boss and clients what it is, and showing up and delivering on your value each day at work.

These are just some of the ways you communicate your personal brand. It's not enough that you know your unique value - you MUST share it!

**Now, the most important part of the definition is trust.**

I've learned a thing or two in my experience helping hundreds of people build their personal brands and it's evolved my approach. Trust really is the core of personal branding.

You don't need to share everything about yourself to have a personal brand. You need to understand your target audience and what it is they need to know about you in order to trust you.

This requires you to really tune in and listen to the kinds of questions they ask you. You can begin to anticipate their questions, concerns, goals and address them right away - before they ask. This sounds pretty simple but you'd be surprised how often it gets missed.

"You don't need to share everything about yourself to have a personal brand." Another simple way to build trust that's often missed is being visible.

People trust people (more than they trust businesses) and they want to know the person they're dealing with. If you have an opportunity to be on your company's website - take it!

**I said this is about basics right?**

**Well, here it is in its most basic form.**

**Personal branding is about building trust.**



KRISTEN  
DYCK  
AVROCREATIVE.COM

# do-it-yourself APPRECIATION STATION

**Most of us will never say so but we want to feel appreciated and be acknowledged for our work. The problem is that we don't often get that praise.**

You're adaptable, that's part of the gig, but 2020 and 2021 have been something else. To make matters worse, people aren't showing appreciation for what you do. **So, what do you do when you're feeling undervalued at work?**

Recognize that it's not possible for your boss and colleagues to be aware of all of your activities and take the time to show their appreciation. Losing in-person interactions coupled with pandemic fatigue doesn't make for the best environment for expressing gratitude.

## talk to your boss

Normally, I recommend being direct, but in this case, it's not a great idea to say to your boss that you want to feel more appreciated. Instead, I recommend asking for feedback. Explain you're trying to understand more about where you perform well, and where you need to improve.

After you get that information, explain to them your commitment to continuing to deliver well where you have been while improving in 1-2 of the areas they

say need improvement. More than likely they're going to show some form of appreciation for this. A simple "That's great!". Maybe a "Thank you!". Hopefully, they will do more, but some managers won't. After they give you this praise tell them, enthusiastically, how much you appreciate their support.

Your boss might learn that you're motivated by their support and appreciation. But they might not. Whether or not they do, I recommend working on your own validation.

## validate yourself

Start to let go of waiting for praise from your boss. The disappointment eats up a lot of your energy. Put that energy toward validating yourself. Pause at the end of an event or challenge. Acknowledge what you've done and look for ways your skills have improved.

People are always looking for external validation. True happiness, at work and otherwise, comes from being able to be happy without it. So, create a practice of self-validation. After all, your opinion should be the one that matters most!

**Most of us will deal with this at some point in our careers, so remember you're not alone!**

# Q+A

## Carissa Peterson

Volunteer Coordinator,  
Terminator Foundation

[TERMINATORFOUNDATION.COM](http://TERMINATORFOUNDATION.COM)



### Have you always enjoyed working with people?

Always and especially the older I've gotten - I've become a mom, I'm in recovery. I value human connection a lot and the stories that bring us together.

### Tell us why it's important for you to rally others around the work of the Terminator Foundation!

This work is very close to my heart as I'm an addict in recovery and from a family with addiction. If we rally and come together, human connection helps to break down the stigma and we see people at their core.

### These are challenging times for event planning teams, how do you keep your volunteers inspired?

I think it's about the connection to Terminator that keeps inspiration going. The "why" behind the foundation is everything. When we have been personally impacted by addiction & mental health, it's fuel to the fire for support and awareness.

### Tell us a little about the Terminator Foundation!

The Terminator Foundation's vision is to reach individuals on a global scale who are affected by drug and alcohol addiction to radically revolutionize their lives using the Triathlon experience. Through the experience of training we offer support, coaching, mindfulness techniques and a non-judgmental supportive atmosphere that says, YES YOU CAN!







**Any professional working today would agree that the pandemic has inspired deep and meaningful change in our daily lives. The borderlines between home, family, and work are thin and interconnected now more than ever. >>>**

# How to use embodiment practices to turn AUTO-PILOT HABITS INTO **POWERFUL RITUALS**

**It is my belief that the secret to balancing and calming the chaos is strengthening the mind body connection.**

**Attuning and sensitizing your mind to how your body feels in any given moment, because doing so harmonizes your values, priorities, and actions.**

More than mindset alone, embodiment is a nonlinear practice and leadership quality that is a cycles through phases of discovery, alignment, and integration. Embodiment is how we integrate purpose into everything we do, cultivate presence in our daily life, and transform auto-pilot habits into powerful self care rituals that not only serve and nourish your soul, but touch and inspire all those around you.

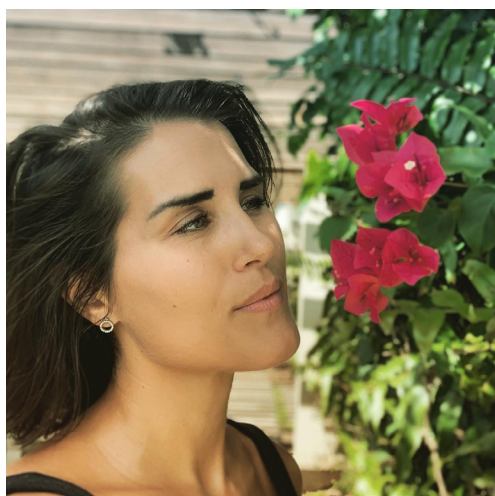
There is a way to bring flow and ease into all the metrics, systems, deadlines, outcomes, and destinations we work towards daily, and surprisingly, it does not take much to shift the paradigm!

**Try my top 3 embodiment practices to transform auto-pilot habits into powerful rituals:**

**BREATHE AND DISCOVER** Wherever you are, whatever you are doing...BREATHE and sense the pace, depth, and quality of your breath. This practice, even for as little as 1 minute, can activate your awareness of how you feel in any given moment. When we acknowledge our feelings we can discern the course of our actions. When we cultivate discernment our actions become more intentional, transforming reactions into proactive and meaningful action.

**WITNESS AND ALIGN** Observe your surroundings opening yourself to the energetics around you, and most importantly, witness the layers of nuance within the people, situations, tasks, and challenges you encounter. Witnessing allows "surface-level sight" to be transformed into a full body multi-dimensional experience. When we activate this "sixth sense" we connect what we see with our eyes to the bigger picture enhancing our ability to identify and execute the best solutions.

**ABSORB AND INTEGRATE** Tune into the sensations of your body as you go through the day. What feels "good" and flows through you naturally and what feels "bad" or creates resistance? Knowing where to find ease in our day is how we can cultivate the resilience to deal with challenges. When we know what feels good we can use those actions to support and strengthen our choices and actions during challenges, difficult tasks, or unpleasant situations. That positive energy creates space for resistance to be felt, processed, and released recalibrating our mind and body preparing to work and following through.



MICHELLE  
**HRYCAUK  
NASSIF**

[IAMAFEMININELEADER.COM](http://IAMAFEMININELEADER.COM)



# designing meetings as CRUCIBLES OF CHANGE

BY GISELA WENDLING PH.D. & DAVID SIBBET



In metallurgy, crucibles are used to melt metals and combine elements under strong heat.

## **The Wendling Liminal Pathways Change Framework™**

uses the metaphor of the crucible for the kind of meetings that result in real change and transformation. When people wake up to the realization that they need to let go of what has been and embrace the uncertainty and ambiguity of the in-between, real change is in progress. When the old melts away, something new can come in. Think about a meeting that would address one of those high-pressure situations. **Which of the following reasons is sparking the change?**

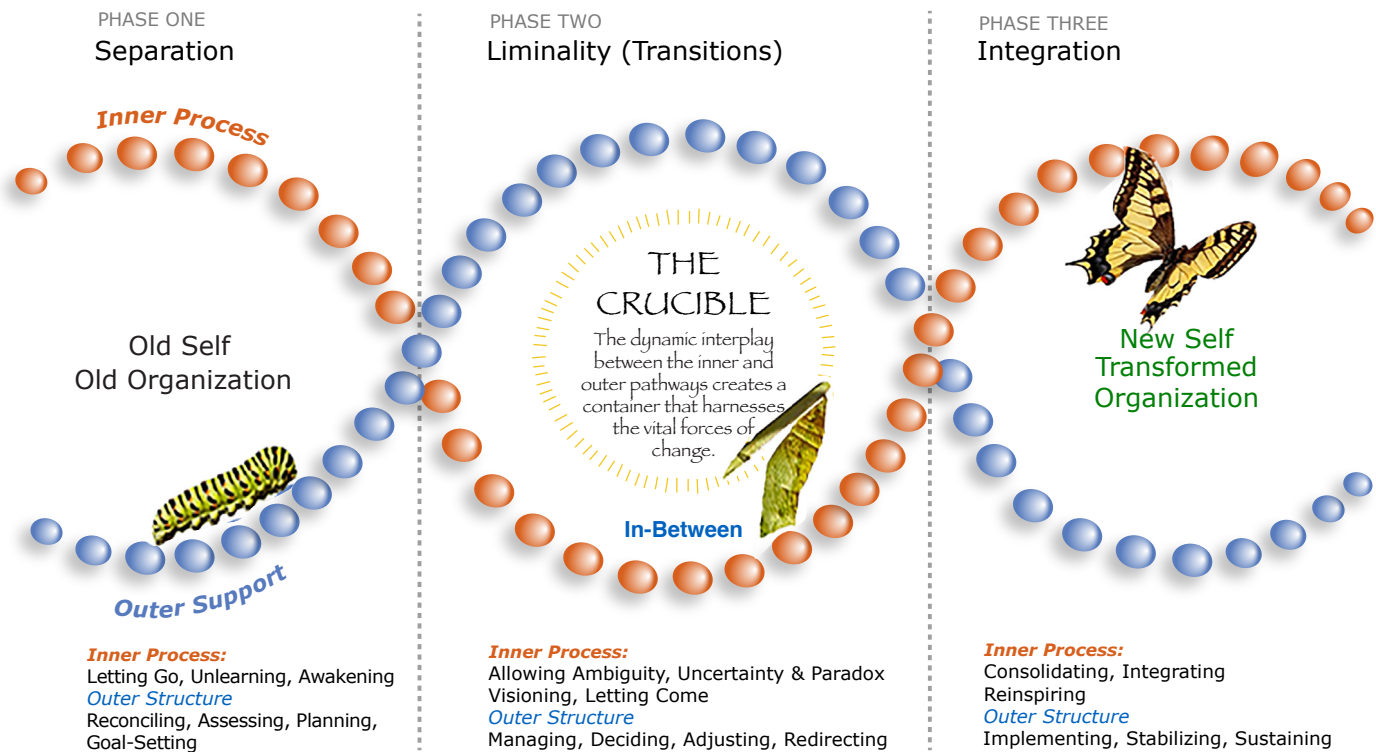
**CIRCUMSTANTIAL CHANGE** Something has happened in your external environment that is bringing about a change and you only have control over how you respond. The pandemic is an example. Shifts in the marketplace, natural catastrophes, the departure of a colleague or department head also fit here.

**DEVELOPMENTAL CHANGE** As we mature over our lifespan we move through a range of developmental phases. This is as true for individuals as it is for organizations. We progress from adolescence into early adulthood, then mid and late adulthood. Start-ups become a growth organizations and so forth.

**VOLITIONAL CHANGE** You, your team, organization, or community is called to a change by a vision or plan to do things differently.

Regardless of the cause of the change, the uncertainty of change can feel challenging or even frightening. **It is important to have meetings that help us to become empowered participants in the change process.** Meetings in which we actively leave behind the old and let something new come in are the active elements in a crucible meeting. The meeting design and facilitation creates the crucible. What is being cooked are the ingredients that make up the change: who we are, how we do what we do, what we believe in, what we let go of, and what we create or innovate and look for ways your skills have improved.

# The Wendling Liminal Pathways Change Framework™



**Here are the predictable and archetypal phases of change. Which phase are you in?**

**The Wendling Liminal Pathways Change Framework™** evolved out of my doctoral research on Rites of Passages, a universal pattern of change found across cultures, and years of application in organizational and community settings. It illustrates the three basic phases of change and the outer structure— designs and facilitation that support the inner work of changing.

**SEPARATION PHASE** Here people are waking up to the need for change, letting go of the old and setting aside what is in the way of moving forward. This by itself can be a real challenge. People may already be looking ahead and begin to envision their future and will wonder how to get there.

**LIMINAL PHASE** But often the future needs to be discovered and the path forward is emergent. "Liminal" is Latin for threshold and margin. We are no longer the old and not yet the new. It can feel like limbo, or the unknown, or an exciting possibility and sometimes all at the same time.

Designing these crucible meetings for people to feel safe regardless of how they are experiencing the change, as well as spacious enough to address the real issues, can turn the meeting into a real turning point. When people feel safe and heard they are much more likely to tap into their creativity and ability to innovate.

**INTEGRATION PHASE** Eventually new ideas need to be integrated and operationalized. This takes time. A lot of fine-tuning will still be taking place but the commitment to the new had been made.

**THE GROVE**  
CONSULTANTS INTERNATIONAL





As a Connection Strategy Coach for over 12 years, I know planning events with "connections-first" can make all the difference when trying to meaningfully gather your customers, clients, donors, or community together. Now you can listen in and learn from the stories of those who have built their lives and work on their ability to masterfully connect the people, projects, and ideas that cross their path. **Visit the link to hear my conversation with a new Connector Next Door each week!**

# LISA GAREAU

HOST OF THE CONNECTOR NEXT  
DOOR PODCAST FOR PLANNERS

[CANDYCONSULTING.CA/PODCAST](https://candyconsulting.ca/podcast)

I'M MAKING MY  
COMMUNITY

vibrant engaged INFORMED

DYNAMIC close STRONG sweet

FUN connected

inspired excited

CURRENT fabulous

beautiful

I'M AN EVENT PLANNER

Candy Event Consulting ©





# GISELA WENDLING

THEGROVE.COM

**Gisela Wendling, Ph.D.** is vice-president of global learning for **The Grove Consultants International** ([www.thegrove.com](http://www.thegrove.com)). She has extensive experience in designing and facilitating small and large group multi-stakeholder processes and change initiatives. Her expertise is based in more than 30 years of working and consulting with a wide range of private and public organizations. She pairs a systems perspective with process-oriented, dialogic and visual approaches, creating unique opportunities for interactive, content-rich, outcome-focused and transformative change. Gisela received a doctorate from the School of Human and Organization Development from Fielding Graduate University. For several years, she directed the MA in Organization Development at Sonoma State university.



# DAVID SIBBET

GLENCOMMUNITY.ORG

**David Sibbet** is the founder of **The Grove Consultants International** and co-director with Gisela of the **Grove's Global Learning & Exchange Network** (The GLEN, [www.glencommunity.org](http://www.glencommunity.org)). His 40 years of experience in the field builds on seven years of leadership development with the Coro Center for Leadership. He is an acknowledged thought leader in the field of visual facilitation. His four books in a Wiley & Sons series on Visual Leadership (Visual Meetings, Visual Teams, Visual Leaders and Visual Consulting) are defining the field. In 2013 the Organization Development Network gave him their Lifetime Achieve Award.

He holds a master's in journalism from Northwestern University.



**Dr. Wendling and her partner David Sibbet**, have worked with the **The Wendling Liminal Pathways Change Framework™** for many years on large change projects. Their company, the Grove Consultants International, has offered many Leading Change programs teaching consultants this way of working. During the pandemic they were able to continue this work online. In 2016 they worked for a year with 20 young managers in a large environmental agency to be competent process leaders. **The Seven Challenges of Change Framework™** evolved out of our work with them and combining the Liminal Pathways model with other core process models The Grove offers. The following year we guided the University of California at Merced through a Visioning and Change Alignment Process that put these ideas into practice. This case is written up extensively in their co-authored book, *Visual Consulting: Design and Leading Change*.

# designing meetings to SUPPORT CHANGE

## Seven CHALLENGES of CHANGE™

by Gisela Wendling & David Sibbet



"Visual Consulting" provides guidance for how to work with each item listed on the model. It's a deeply practical handbook for anyone wanting to design and lead change.

A longer change process is often supported by a series of meetings bringing together a range of stakeholder groups. Some of these meetings become crucibles for the deeper change to take place. For example,

**Change Challenge 2. Engaging Change Leaders** often involves forming a process design team. Their work is to confront the scale of the change they are facing with attendant uncertainty and to begin designing a path forward. In this case the path forward is the Outer-Process Structure. Activities associated with this are the blue bullets in the model shown here.

**Change Challenge 3. Creating & Sharing Possibilities** may be design-thinking sessions for developing scenarios and visions. Appreciating and working through resistance to welcome truly new ideas is one of the challenges here.

The Inner-Process Dynamics activities are the orange bullets.



*Lighting effects everything  
light falls upon. How you  
see, what you see, how you  
feel. – Jean Rosenthal*

**As a planner,  
much like a  
photographer, we  
are not used to  
being in the spot  
light. We are far  
more comfortable  
behind the scenes  
making the magic  
happen! We might  
even make great  
efforts to avoid it  
at all cost. After  
all, we are the  
ones creating  
experiences and  
atmospheres for  
the enjoyment  
of others and to  
evoke emotions  
through our  
creative  
expressions.**



# SEEING YOURSELF IN A NEW LIGHT: AUTHENTIC VISUAL branding

## CHARLENE GRANT

IG @ONEPEARLPRODUCTIONS

**Being a professional photographer for 17 years I have always done a really good job of illuminating my clients, what I didn't do very well was highlight myself online.**

I realized over the past few years I needed to up my own online presence to remain relevant. The first question I asked myself is how do I want to be seen?

### HOW DO YOU WANT TO BE SEEN?

Here are some of my tried and true photography lighting tips to help you create your online presence!

### WHAT'S YOUR MOOD?

Decide what mood and tone you want to convey in your photo and your overall essence.

You may think about these aspects all the time as it relates to your events, yet have you considered them for your social media presence?

### CONVEY

warmth

If you want to evoke feelings of relaxation, calm, welcome, peace, or happiness, look for warm or soft light! It's not just one photo on your Instagram but shoot for an overall look that will share the warmth of who you are.

### CONVEY

trust

If you want to evoke focus, energy, liveliness, alertness, or fun choose cool or bright light. My brand is crisp and clean and is based on my minimalistic principles. Those that watch my feed feel the energy and a sense of trust.

### WHERE IS AN OPPORTUNITY?

Opportunities to capture your desired tone and mood and to create an experience with your visual brand are all around you.

To capture images that reflect your mood or desired tone, head outside during the "golden hour" - sunrise or sunset - to catch the warm, soft, glowing light.

If you are indoors you can create similar lighting effects with warm bulbs or position yourself by window to catch the natural light.

To capture images that reflect your "cool" self - to showcase your focus, energy, liveliness, alertness, or fun outdoors look for a blue sky, sunny day, bodies of water with sky-blue tones.

When you are indoors a cool "daylight" bulb will help and consider using a flash in the shot. If you are ready to purchase indoor lighting - like a ring light - note that there is a dial for warm and cool option making the adjustments easy!

### AND DON'T FORGET!

When shooting a selfie or more formal self portrait indoors, always be in front of a light.

Having the light in front of you, and positioned slightly above your gaze gives an even look. The closer you are to the main light source the softer the light will be.

For outdoor shots, wait for a cloud to go by to diffuse the light. Or find a building with an overhang or go to the shade side so your skin will be evenly lit.

Play, have fun, move around, don't be afraid to try different angles of light. One slight move can make all the difference!



# NEXT LEVEL PLANNING *teams*

In my work as a "people whisperer", I often share tips to help leaders and managers take their teams' effectiveness to the next level. If you put these tips into practice you too can experience next level effectiveness in your event planning team, committee, or in your board activities!

**You know the familiar saying 'know your audience'? Well, I think we can aim higher than that, and it starts with knowing yourself.**

When we are clear on our own personality traits, how we react under certain conditions, and the ways in which we handle conflict (from the mild to wild); we are unflappable and able to take our mission to the next level.

**Recognize the different personality styles of those around you.**

Who is the assertive one? Who is the analytical one? Who is the caring one? When you are able to identify each style of those on your team, you can begin to plan activities that meet each passion and skill level to not only create the best results but to also generate personal engagement and make the team work more fun.

**Don't be afraid to try something new.** We can often feel that others will notice us if we take a different approach when in reality they are likely to welcome it. Exercising our personality takes practice so you need to recognize the opportunities when they come up. Try this: when a moment arises that you know is a learning opportunity for you, pause, take a breath, consider how you choose to react, and follow your new path. Consider: how did that new behaviour feel? What might you adjust next time?

**Celebrate! Reflect on these wins and don't forget to celebrate them.** Not only does it feel good to give yourself some love for a change (whether that is going to bed early, treating yourself to a pumpkin spiced latte, or ordering in dinner so you don't have to cook), but it also helps to emphasize this new pathway of thinking in your brain so you can call upon it more easily next time and a new habit is formed. It's a true win-win!

## WHERE ARE YOU ON YOUR JOURNEY?

**CRITICAL** > You aren't yet aware of your limitations, and you are putting yourself and others at risk.

**LIMBO** > You are stuck in place and aren't sure which route to take.

**IMAGINE** > You can picture yourself at the summit and are gathering the information you need.

**MISSION** > You are mapping your route and are excited about what's ahead of you.

**BRAVE** > You're climbing! You are taking each step with courage, intention, and confidence. Don't give up – you're on your way to the top!

**HOW WOULD YOU RATE YOUR SELF-CONFIDENCE LEVEL BETWEEN 1-10?** "1" IS AS LOW AS YOU CAN GO AND AT "10" YOUR CONFIDENCE IS AT AN ALL TIME HIGH.

1-5

**There can be a number of reasons for why you are here.** You could be holding on to past experiences that aren't serving you well. When this is happening, we may not even realize the blind spots we have created that impede our opportunities and progress. You may find yourself saying 'I can't do that' or 'I'm not good at that' or 'I don't want to do that', these are acting as defence



mechanisms and ultimately road blocks to your success. Consider that if you aren't aware of your potential today you might not know that it all lies within you right now. The key is to unlock it through a guided process of discovery and enlightenment. It's never too late!

6-8

**You may be in your sweet spot but don't stop climbing.** You have done the tough self-reflection work it takes to become aware of your true strengths and limitations. You are practicing to use your traits effectively the majority of the time (no one is perfect). While it's important to celebrate the work you have done so far, consider that it may be time to keep moving forward. That there is more work to be done. It may be the biggest move you've made yet. We believe in you – you got this!

9-10

**Proceed with caution. Things are not always as they seem.** You want to ensure that you are on stable footing; that you know all of your blind spots and that you have practiced enough to not slip up unexpectedly. Are you really considering those around you and how your behaviours and choices impact them? Sometimes we allow too much confidence to take control and risk offending or up-setting other members of the team. Is there a better, safer, and more successful path to the summit? Carefully considered and in balance, a strong amount of self confidence will help to manoeuvre through potential pitfalls like we are gliding. Without doubt and with the amount of strength needed, when the difficult move comes, we can place our feet exactly where needed to propel ourselves and reach the goal we were aiming for. Consider what it feels like to stretch and not only achieve but exceed. Oh what a feeling!

**PS. Don't forget to celebrate!**

SUSAN  
**McGUIRE**

SUSANMCGUIRE.CA





**As an event planner you've got your day scheduled down to a T. Everyone on your team knows where they need to be and what needs to be done.**

**What you might not think too hard about is how to keep your planning team fueled through the day.**



This is where we come into the picture. Our solo boxes are seasonally assembled with all the main food groups to fill you up when you're on the go. Solo boxes keep everyone safe and distanced while still enjoying time together.

We've also got sweeter options for our customers to choose from. It's what sets us apart from other similar businesses. We carry anywhere between 15-20 different types of candy to add into our mixed boxes, to make customizable ones or use for our popular candy kabobs.



The pivot that businesses have had to make during the last 18 months have been very challenging. For our business it opened up a new avenue that never seemed a possibility but with the perfect storm it all came together.

What you will find in our boxes are all thoughtfully planned and complimenting pairings. So whether you are helping plan a client's wedding and you're looking to get something for your team, or alternative options for your clients to pivot from the traditional sit down dinner, we are here to help you through the changes in our social gatherings.





# THE DREAM BEHIND **DOT & DARLING**

**REBECCA MITCHELL**

[DOTANDDARLING.CA](http://DOTANDDARLING.CA)







# THE VALLEY, THE CLIMB & THE VIEW FROM THE TOP

*everyday event planners share their journey*

- 1 **Jordan** ▶ Facing our weaknesses, empowers us beyond what we could have even imagined. **PG 32**
- 2 **Sharleen** ▶ We are a living example that when women help lift each other up, we all succeed. **PG 33**
- 3 **Melanie** ▶ We are always learning, connecting and open to seeing new ways of doing things. **PG 34**
- 4 **Stephanie** ▶ We are enjoying connections with new colleagues, clients, and our toolkit has grown. **PG 35**
- 5 **Tanya** ▶ To care physically, mentally, emotionally, and spiritually for yourself; intentionally, without guilt. **PG 36**
- 6 **Katherine** ▶ Bright things are ahead and with our amazing volunteers, partners and sponsors! **PG 37**
- 7 **Skevi** ▶ I enjoy the journey of self discovery and keep going and setting myself little milestones. **PG 38**
- 8 **Vanisha** ▶ For me the "top" is reaching people, giving hope to those who feel lost and hopeless. **PG 39**
- 9 **Luanne** ▶ Success can be short lived - but relationships mean you are in for the 'long-haul'! **PG 40**
- 10 **Tollisha** ▶ Things are changing fast, in ways that we have never faced before. **PG 41**

*There's always gonna be another mountain. I'm always gonna wanna make it move. Always gonna be an uphill battle. Sometimes you're gonna have to lose. Ain't about how fast I get there. Ain't about what's waiting on the other side. It's the climb.*

*THE CLIMB made popular by Miley Cyrus  
Songwriters Jessi Leigh Alexander / Jon Clifton Mabe*



### Tell us about you, your team, and the events you were planning before the lockdowns took hold in your area.

Our Gems for Gems team is vibrant, loves in person connection, lives for showing survivors that we see them as one of us and that they are not alone.... So when the lock downs happened much of that disappeared over night... literally.

Over the past year and a half we have found different footing which has made it possible for us to increase our impact through different means. We are focusing on what is stable for the foreseeable future which is utilizing online platforms to run our programs.

Through focusing here, we have been able to collaborate with broader partnerships and therefore reach more in need. We have also launched our clothing line which has become an income generator for our scholarships and increases the community awareness as well!

We are excited to roll out more 'online friendly' projects and can't wait to continue to increase the reach of our solution focused charity.

### What challenges did you face when trying to plan events and stay connected with your customers, clients, community through the pandemic?

We felt that one of our events was so much better in person so we put that on hold but created a new one which would be enhanced by the increased anonymity.

### What did you and your planning team do to "climb" up and through your challenges?

We brain stormed, debated and got very creative. I think the two main reason Gems for Gems survived is due to our team being resilient and endlessly creative.

### Where are you now? Are you still climbing or starting to see the light of new opportunities?

I don't think there will ever be an end to 'new challenges' but that is the life source of innovation! We have seen and utilized new opportunities, shifted some initiatives to be doable remotely and have let others rest for now until the time is favorable for them once more. I feel great about where we are and am very excited for the new path which has come out of this time.

### Have you reached the top? Is your team enjoying new connections, applying new skills, or pursuing new opportunities?

I will never reach the top but I will never stop trying to. Every skill I have has been enhanced because every weakness I have was as well. That's the thing! Through facing our weaknesses and fears, we can empower ourselves beyond what we could have even imagined was possible.

**Every skill is enhanced through challenges!**



JORDAN  
**GUILD FORD**  
GEMSFORGEMS.COM

Founder and CEO, Gems for Gems, Founder at Jordan Guildford Consulting, Founding Ambassador and Team Lead for the United Way Calgary and Area, 2019 Calgary Top 40 Under 40

### Tell us about you, your team, and the event you were planning before the lockdowns took hold in your area.

I have spent most of my career working in the power industry in Alberta, where only 1/4 of the workforce is female, so I knew first-hand the challenges women faced in the workplace as a result of being significantly under-represented. I created Women+Power in 2019 to address these challenges head on and to develop opportunities to promote increased diversity and inclusion. Plans were underway to launch our website and host a splashy cocktail reception at an industry conference in March 2020 however the event had to be cancelled when the province went into lockdown as a result of the COVID-19 pandemic.

### What challenges did you face when trying to plan events and stay connected with your customers, clients, community through the pandemic?

Our plan for 2020 had included a number of in-person events and it took some time to realize that the pandemic was not going to end as quickly as initially expected so in May/June 2020 we went back to the drawing board and put together opportunities that included three virtual events.

Funding opportunities were limited as a result of the pandemic however we were able to secure some sponsors but far fewer than we had originally anticipated so our options were limited without funding to support the needs of our organization. Despite all of this, our events were very successful with over 300 attendees. We were able to develop momentum and our membership grew to 250 by the end of the year.

### What did you and your planning team do to "climb" up and through your challenges?

One of our key messages states: "Instead of a corporate ladder that women feel they must climb alone, Women+Power is a community that will climb mountains together." Rather than compete with each other, we can work together and together we can have greater impact than if we were stand alone. We were moved and encouraged by the depth of gratitude we were hearing from members and it inspired us to want to do even more.

### Where are you now? Are you still climbing or starting to see the light of new opportunities?

We continued offering virtual events in 2021 that we hosted with sponsors and industry partners and we also developed a number of other programs including peer mentorship circles, learning series and technical training sessions. We launched what we call our EmPOWERed Hub to share resources and brought on additional sponsors and partners. We have been overwhelmed by the support from the industry and are proud of our growing membership that currently sits at 400.

### Have you reached the top? Is your team enjoying new connections, applying new skills, or pursuing new opportunities?

We are excited to see that our virtual programming has been so well supported. We held 2 events that were geared towards Truth and Reconciliation recognizing that the infrastructure that supports the power industry has been built on the traditional lands of Indigenous people. We were hoping to begin planning in-person events for the Fall season however with continued restrictions, we will likely delay in-person events until Spring 2022. But we keep climbing, and are a living example that when women help lift each other up, we all succeed.



## SHARLEEN GATCHA

WOMENPOWER.CA

Founder and CEO, Women+Power,  
Super Connector, Collaborator, Entrepreneur,  
Passionate Advocate for Women, Board Director (ICD.D)



### **Tell us about you, your team, and the event you were planning before the lockdowns took hold in your area.**

I have been an Event Manager for nearly 16 years planning in-person special events. Mosaic Event and Travel Management was growing. I joined in 2019 and we continued to produce in-person events. Being onsite is a passion of ours. Getting to see the fine details we painstakingly take care of come to life is surreal! It was passion that had an immediate effect onsite when we could see attendees enjoying themselves, hear them having juicy business conversations or catching up for a recharge after the day-to-day grind. Hearing someone tell us "this was the best event" or "I learnt so much" was the icing on the event planning cake. We lived for it. That was until March 13, 2020 when our 500 guest in-person celebration was scheduled for the next day, and was cancelled. Our hearts sank in fear that these connection drivers would be lost.

### **What challenges did you face when trying to plan events and stay connected with your customers, clients, community through the pandemic?**

Our biggest challenge was that we could no longer connect our community through in-person events, that was our entire business premise. Initially we were deflated. As total go-getters, riding it out was not in the cards. But, creating a zoom event was not enough, we needed to be as creative as we had ever been to conceptualize online experiences that truly engaged and excited our attendees.

### **What did you and your planning team do to "climb" up and through your challenges?**

As soon as in-person events were cancelled we learnt as much as we could about online events and convinced our clients to take a leap of faith and let us

create their events in a new way. We went to every single online event being offered after the lock-down, we attended every new event platform demo session and polled our community through chats, posts, blogs and polls to see what they want to see in an online event. We let our imaginations go wild with new concepts and ideas that would keep their attendees online, engaged and applauding them for staying current and blazing the virtual trail. We collaborated with other event professionals and shared resources. Technology is constantly changing and so are we! Embracing the change and accepting the challenge was key.

### **Where are you now? Are you still climbing or starting to see the light of new opportunities?**

We are starting to see the light. We continue to see our hard work pay off and through sharing our ideas and learnings, we keep our community strong. Although we have not seen the light shine on all in-person events yet, we do see hope for the future that we will get back there. In the meantime we have accepted that things had to change and just strive to put smiles on as many faces as possible even if we can't see them in person.

### **Have you reached the top? Is your team enjoying new connections, applying new skills, or pursuing new opportunities?**

We are always learning, always connecting and always open to seeing if there is another way of doing things. Our curious minds accepted the challenge, and even if we didn't like it at first, we saw opportunity in not waiting for things to change back but rather taking charge of the change and making it our own.



MELANIE  
**KHUNKHUN**

MOSAICPLANNING.CA

Contract Event Manager, Marketing and Social Media for Ag for Life, JWN Energy, Distinctive Catering and Mosaic Event & Travel Management, Virtual Experiences Manager, Wedding Designer

### Tell us about you, your team, and the event(s) you were planning before the lockdowns took hold in your area.

I've been planning conference, conventions, and other business events for over 20 years. 8 years ago I opening my own business, planning and consulting on events. Mosaic Events has several annual in-person events we've worked on for many years, plus each year we've been fortunate to work on a smattering of perennial projects.

### What challenges did you face when trying to plan events and stay connected with your customers, clients, community through the pandemic?

Aside from, and alongside, working through the initial challenges of cancelling, postponing, and re-creating events that were in various stages of planning, our clients looked to us for advice. This was an unprecedented situation for me, so we felt challenged with how best to help them. In the early days there was a bit of imposter syndrome. Suddenly we were learning new skills and adapting old habits as we went along. We spent a lot of time re-writing and creating new templates and checklists. People seemed to be craving connection and yet tired of virtual interactions. Engagement varied based on audience, meaning we were constantly analyzing and adjusting.

### What did you and your planning team do to "climb" up and through your challenges?

We dove into the deep end. We're fortunate to have great clients who wanted to adapt so we didn't see any option but to get up to speed - fast. The learning curve was steep but at the end of the day the fundamentals of planning an event prevailed. We researched as many virtual event platforms as we could, we sat in on hours of demos every week. We read everything we could get

ahold of. We signed up for seminars to learn as much as possible about the virtual event world, as fast as possible. We hosted dummy events for ourselves and with colleagues to trial tools and learn hands-on. If you haven't heard of #eventprofsbreakshit you should look into it. A frustrating reality that not all events went well but, for better or worse, that is where some of our most valuable learning came from.

### Where are you now? Are you still climbing or starting to see the light of new opportunities?

We are still climbing and facing challenges but also seeing the light of new opportunities. In many ways, that light is the challenge. The event world has always been one of evolution and innovation. Events in 2019 didn't look the same as those in 2015 or 2009, so we have always been in a state of change and 'climbing'. We are already looking at an evolution into hybrid events and a return to in-person events and those promise new learning and challenges.

### Have you reached the top? Is your team enjoying new connections, applying new skills, or pursuing new opportunities?

Have we reached the top of what? The top of my game? The top of the learning curve? The top of virtual event production? Those benchmarks are always moving! We are enjoying connections with new colleagues and clients, our toolkit has grown significantly with new SOPs and skills, and I've embarked on a new business venture with 2 amazing business partners - SparkEventCollective.com. We are celebrating our wins, but that doesn't mean we will stop climbing. I've always been a proponent for continuing education and professional development and have strived to reach new goals. We've always watched for what's next for events ... and our clients!



STEPHANIE  
**BARKLEY**

MOSAICPLANNING.CA

Event Management Professional, Founder of Mosaic Events and Co-Founder of Spark Event Collective, On a mission to develop top-tier online gatherings and when again, in person, event experiences.



### Tell us about you, your team, and the events you were planning before the lockdowns took hold.

2019 was an excellent year for Brown Bagging for Calgary's Kids (BB4CK). We grew so much and were planning so much more for 2020. Before the lockdowns, we hosted hundreds of volunteers every week who made and delivered lunches to schools in Calgary. They worked out of our downtown kitchen or one of the 25 community kitchen groups around the city and fed over 5000 kids every day who would otherwise go hungry. Internally, we highly value a culture based on relationships, so our in-person office setting, partner meetings, and fundraisers are vital to our ability to make a difference. Also, we had plans for a large, public annual general meeting with a celebration for our organization's 30th year.

### What challenges did you face when trying to plan events and stay connected?

When the restrictions started, we had to pivot - and fast - to ensure we could continue to feed kids. We could not make any lunches, schools were shut down, we had no offices and no opportunity for any in person funding or partner meetings.

### What did you and your planning team do to "climb" up and through your challenges?

We focused on purpose! We believe every kid needs to be fed because hungry kids don't reach their full potential. We immediately shifted to a new way to help feed kids who would otherwise go hungry. We distributed grocery cards to more than 6,000 kids. With our team, we created intentional structures as we moved primarily online. One weekly event we created gave us space to simply connect; we called it "Caring Connect." It was - and still is - a place to share, play and learn together, from our offices all over the city!

As a leader, I focused on how I could serve and show up for the team. I felt it was crucial for them to see or hear from their leader as often as possible, even if I didn't know the answers or what exactly to-do! It was important to me that the team experienced their leader walking alongside them, imperfectly, in this unprecedented time. I made sure I spoke to, modeled, and encouraged genuine self-care for each person.

### Where are you now? Are you still climbing or starting to see the light of new opportunities?

BB4CK is still continuing to learn and grow and feed over 5600 kids every day, no matter where they are learning. The team is strong because of the intentional practices of our culture. The organization is thriving and is dedicated to the vision of communities ensuring there are no hungry kids. For me personally, I have transitioned out of the role of ED at BB4CK and am focusing on helping more leaders with a more human and impactful way to lead as a Leadership Architect Consultant. I have also opened a Nature's Getaway in Nordegg which is a gorgeous getaway for leaders and families. IG @naturesgetawaynordeg

### Is your team enjoying new connections, applying new skills, or pursuing new opportunities?

What I know to be true for me is I genuinely believe that a people-centered leadership practice is the best way to lead. This means you need to focus on individual purpose, values, strengths, and then your team or organization's purpose, values and strengths. To care-physically, mentally, emotionally, and spiritually for yourself; intentionally, without guilt. And then offer the same care for others in your span of care. To lean into constructive conversations and set actionable goals. To practice daily gratitude and do good for others.



TANYA

KOSHOWSKI

TANYAK.CA & BB4CK.ORG

Former Executive Director, Brown Bagging for Calgary's Kids, Founder & Collaborative Leadership Architect, Tanya K Leadership Consulting, Co-Founder, Leaders Learning Network, and Co-Owner Nature's Getaway in Nordegg, Alberta

**Tell us about you, your team, and the events you were planning before the lockdowns took hold in your area.**

The National Board of Association of Administrative Professionals (AAP) Canada was planning our Annual Conference, co-hosted in 2019 with our Atlantic Canada Branch. With the pandemic shutting everything down, we have now postponed our in-person conference to June 2, 2022.

**What challenges did you face when trying to plan events and stay connected with your customers, clients, community through the pandemic?**

One of the biggest hurdles was ensuring that our members still felt engaged even in a virtual world. We created our National Webinar series as a means for our National Board to provide added value to our members. Another challenge was making sure that our members did not get too "zoom fatigued". We wanted to offer a variety of options but also wanted to make sure that the majority of the sessions were recorded so that they can view at a later date.

**What did you and your planning team do to "climb" up and through your challenges?**

Planning, teamwork, and a little luck - Our team, as admin professionals, are planners! We had already begun our strategic planning process prior to COVID-19 hitting and had a few things underway within our digital transformation. Our success would not be possible without our volunteers and without them, we would not be where we are today. And finally luck...I think we really got lucky with our planning

process and had things in motion before the pandemic hit, which gave us a bit of a competitive advantage, as we had already started to invest in technology.

**Where are you now? Are you still climbing or starting to see the light of new opportunities?**

We have embedded the National Webinar Series as part of our offering moving forward. We are also looking at ways of creating a hybrid model for our upcoming conference, enabling members who cannot travel attend virtually.

**Have you reached the top? Is your team enjoying new connections, applying new skills, or pursuing new opportunities?**

We continue to learn, grow, and thrive as a team and as an organization. Our National Board is more actively involved with our members and branches, and this network and support system is really what makes AAP unique and feel like a family. Bright things are ahead and without the amazing volunteers, partners and sponsors, we will continue to strive to provide the best resources, training and networking opportunities for our membership.

**We are committed to  
learn, grow, and thrive  
as an organization!**

KATHERINE  
**VAILLANCOURT**  
CANADIANADMIN.CA

Past President, Association of Administrative Professionals Microsoft  
Office Specialist (MOS) - Expert, Engagement Collaborator, Executive  
Business Partner, Project Management, DEI + CSR Advocate





### **Tell us about you, your team, and the events you were planning before the lockdowns took hold in your area.**

I work on my own as a small start up, therefore all components of event planning and execution comes entirely from myself. Luckily, I trained as a Chef when I left school and then found myself becoming an Executive Assistant, so my time management and planning skills come in handy! I was planning in-person events such as meet ups, private dining, familiarisation trips, overnight stays, and two medium sized conference style events, however I had to cancel these. Instead, I adapted and really focused on nurturing members of The PA Way (Loyal Royals) with learning and development so I took these online.

### **What challenges did you face when trying to plan events and stay connected with your customers, clients, community through the pandemic?**

I had put on just over 400 events over the last few years for my members, both online and in person, but removing that "in person" connection was hard because the purpose of The PA Way is to network, create new friendships with a likeminded community, see venues in real life and more. Plus, it is always so lovely to have some time set aside for yourself to relax and unwind as the role of an Assistant and Business Support Professional can be demanding, so my goal is to always spoil those in my profession. Like others, initially I panicked but then I thought strategically what I could do and executed a plan. The Executive Assistant in me was prepared for a back up plan!

### **What did you and your planning team do to "climb" up and through your challenges?**

I took everything online, tried to make it fun plus I have created the first in house bespoke membership App for

the profession, The PA Way App, so there is a real time chat element, called "Squad Chat" where Loyal Royal members could connect across the world. I actually found it quite an amazing experience to be connected with them whilst we were all in lockdown because we couldn't meet in person but the friendship/bond became stronger and continues to do so every day!

### **Where are you now? Are you still climbing or starting to see the light of new opportunities?**

I am just starting to put on small events to see how people feel or would like to attend. I am planning my first awards ceremony for March 2022 which will be my first proper big in person event since the pandemic. The theme is The PA Way & The Golden Ticket Awards, as my childhood inspiration was Roald Dahl, so the theme will be based around Charlie and The Chocolate Factory. The PA Way is not generic, I love creativity, to test my creative boundaries and push myself. I see creative visions in my mind and try to execute them as best as I can. There is never a dull moment at The PA Way!

### **Have you reached the top? Is your team enjoying new connections, applying new skills, or pursuing new opportunities?**

I keep a realistic and comfortable benchmark on a personal level to ascertain my goals and hopefully reach them. I never move the goal post as such because I am realistic in what I want to achieve. If I reached the top, for me personally, I wouldn't push myself for further growth and I really enjoy the journey of self discovery to see what else I can create or develop so I keep going and set my self little milestones. I do enjoy creatively collaborating with the right people with the right mindset as well as lots of magic can happen as a result!



SKEVI

CONSTANTINO

THEPAWAY.CO.UK

Creator of The PA Way - The fastest growing global platform for EA/PA/VA and Office Support Professionals, International Conference Speaker, Coach, Anti-Bullying Campaigner

### **Tell us about you, your team, and the events you were planning before the lockdowns took hold in your area.**

For Terminator Foundation, we were right in the middle of a training season, we had several athletes we were working with in recovery and triathlon training when everything shut down in March of 2020. Sadly, we were not able to pivot at that point and everything just literally stopped and ceased to exist from that day, March 16th. We had also been gearing up for our second annual conference, and that event also did not go through. It was a very dark season for me personally, but it ended up being a blessing at the same time, even though it took me a minute to see it.

### **What challenges did you face when trying to plan events and stay connected with your customers, clients, community through the pandemic?**

It has been incredibly challenging, and frustrating to keep any kind of momentum for our athletes. We work with individuals struggling with mental health and addiction, COVID-19 has exacerbated these issues. Connection in recovery is key and is vital for even attempting to try and recover from substance use and mental health issues. It has been incredibly heartbreaking during the times of mandated lockdowns and forced isolation to stay connected to our athletes. We lost several athletes during the last year, mainly to relapse. Last March 2021, we to successfully restarted our program, pivoting several times, in several different ways just to keep the program alive and maintain some form of connection to our athletes.

### **What did you and your planning team do to "climb" up and through your challenges?**

We do whatever it takes to keep moving forward. Once the program was up and running again, we did

whatever we needed to in order to keep it going while managing the expectations of the pandemic at the same time- the goal was just not to shut down again, and so we didn't. That's been my life's mantra for years, keep moving forward, and so that's what we do, we figure out what it needs to look like, how we can pivot, but the goal is to keep the program alive, stay alongside of our athletes and keep moving forward.

### **Where are you now? Are you still climbing or starting to see the light of new opportunities?**

Terminator went National through this pandemic. I'm incredibly proud and grateful that we have not only continued to push through, pivot, climb, but we are still climbing! We have also reinvented our program to support more individuals, we have a program coming that will now also support our First responders through addiction and mental health. Chapters will open all across Canada in 2022. Life always will have challenges, you're either in one right now, coming out of one, or there's one headed your way. I don't look at challenges as how do I avoid them, that's impossible and unrealistic, but as opportunities for change, growth, and new-found resilience. I've been through some unimaginable challenges, but those same challenges, today, I am the most grateful for.

### **Have you reached the top? Is your team enjoying new connections, applying new skills, or pursuing new opportunities?**

I don't know that I'd say we've reached the top but our team is excited about our growth! We're looking forward to further nationwide growth and all the people we hope to support and reach. For me the "top" is reaching people, giving hope to those who feel lost and hopeless, having said that, then yea, we're at the top, and I hope we always stay in the top! :)



# VANISHA

# BREAUT

TERMINATORFOUNDATION.COM

Founder & CEO Terminator Foundation - Cutting Edge Approach to Tackling the Opioid & Addiction Crisis | Speaker | Author | Top 100 Relationship Podcast Ordinary Courage | Addiction & Mental Health Champion | Champion for the Truth



### **Tell us about you, your team, and the events you were planning before the lockdowns took hold in your area.**

We were planning a golf tournament, Stampede Breakfast and Christmas gathering before the lockdown took hold.

### **What challenges did you face when trying to plan events and stay connected with your customers, clients, community through the pandemic?**

Our challenge began as we tried to be creative and see how we could have a virtual event plus how we were going to keep in communication with our clients, donors and partners. We had been so used to face-to-face communication, it was difficult for the team to pivot.

### **What did you and your planning team do to "climb" up and through your challenges?**

For communication with our clients and donors it happened right away. We sent out an electronic newsletter so that everyone knew how we would be connecting for the foreseeable future. For our clients we split up the list and called everyone at least once a week (and some more often), we delivered to their doorstep crafts to do and cards that we were thinking of them and missing them. We encouraged our clients to maintain their physical and mental health and gave resources to them. For our donors we made calls to them directly - we decided to not increase emails but to use the personal touch. The donors really liked the phone call - we checked to see how they were doing, asked if we could help them with anything and gave an update on how ARBI was managing. At a different

phone call we asked if we could continue to rely upon their support and most said yes and some said they would come back after their funds went to the crisis of the pandemic.

### **Where are you now? Are you still climbing or starting to see the light of new opportunities?**

We are seeing the light! Last year, while a challenge, remained successful for us. We are carrying on with planning and our strategy with enthusiasm and confidence!

### **Have you reached the top? Is your team enjoying new connections, applying new skills, or pursuing new opportunities?**

I don't think we ever get to the 'top'! I always want to be learning, pivoting and growing. Success can be short lived - but relationships mean you are in for the 'long-haul'! We will always be looking for new opportunities, looking whom to partner with, what else can we do - that is what makes us a stable, evolving organization!

**When you build strong relationships you are in it for the long-haul!**



LUANNE

**WHITMARSH**

ARBI.CA

Former Executive Director of ARBI, Association for the Rehabilitation of the Brain Injured, Responsible for leading this team to ensure the service and programs for those affected by brain injury and stroke have the services they require while continuing to learn and lead the industry.

**Tell us about you, your team, and the events you were planning before the lockdowns took hold in your area.**

I started The Official Glue as my side business in 2017. In 2018 I decided to make my passion my full-time focus. I shifted my focus towards Founders and CEOs to teach them how to Create lasting professional relations, Articulate their expectations, effectively resolve conflicts and enrich the engagement between the staff and the leadership. Teaching businesses to build successful business networking strategies has led to an increase in revenue for our Founders & CEOs. With 10 years of experience as a Networking Strategist, I have created simple yet affordable ways to get companies and their Leader to send out the right messages - with the right words - that will stick. In 2018 My Agency, The Official Glue, was presented a huge opportunity within my local community pre-pandemic and was contracted to host networking training for new agents within a local real estate brokerage.

**What challenges did you face when trying to plan events and stay connected with your customers, clients, community through the pandemic?**

At the height of the pandemic, the real estate industry was impacted heavily and wasn't bringing in new agents as frequently as before. Trying to organize training sessions without the stability of the office setting or the market had become challenging. We found that agents were eager to commit and getting them to attend the training was an additional challenge. We attempted to pivot the training to an online platform like zoom but it wasn't very successful.

**What did you and your planning team do to "climb" up and through your challenges?**

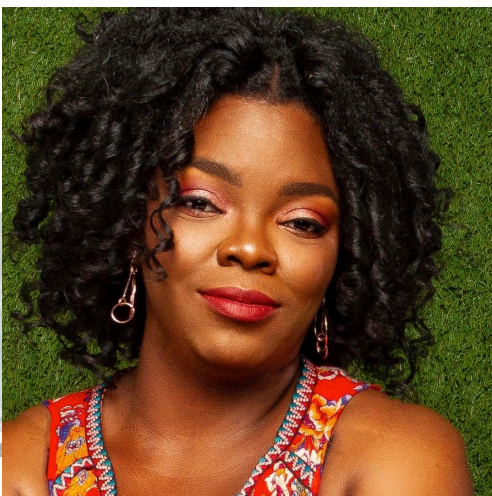
My company and the brokerage had to decide what would be the best next steps and we agreed to cancel the contract. With this being one of my larger contracts I knew I needed to pivot my business quickly to sustain my income and momentum. I decided that the best space to plant seeds for my business would be social media. We immediately began to focus our attention on building our social media outlets by networking online and developed a Facebook live series titled smallTALK.

**Where are you now? Are you still climbing or starting to see the light of new opportunities?**

Today The Official Glue is at a new level of elevation! As the Founder and CEO I have been awarded opportunities to lead networking presentations for organizations such as The ACE Collective, Women of Tomorrow, and Women Empower X and have even started as a Learning Level Mentor with Candy Event Consulting's new "connection-first" community, The Connection Architect!

**Have you reached the top? Is your team enjoying new connections, applying new skills, or pursuing new opportunities?**

We do have a distance to climb before we reach the top but we're looking forward to grabbing hold of more opportunities to share our message within Academic organizations. I will continue to teach Founders and CEOs how effective networking can increase their value potential and visibility and am excited to keep climbing upwards into new opportunities in 2022!



TOLLISHA  
**JOSEPH**

IG @THE\_OFFICIAL\_GLUE

Founder and CEO of The Official Glue, Keynote speaker, Networking Strategist, Teaching small and midsize corporations effective networking strategies that will increase their audience and revenue.



## What do leading a \$50M project and parenting have in common?

### Lots of tough conversations!

When I first started my career as a construction engineer, I wasn't sure I was cut out for it. More than once I cried at the boardroom table, sobbed in the port-a-potty, and broke down in my boss's office.

**I lost count of the times I was told, "You're too emotional! You gotta be tough and get a game face." After years of unsuccessful attempts to 'fix' or 'get rid of' my emotions, I decided to get curious about what these emotions might be trying to tell me.**

Successfully leading a team of people – construction experts, event staff, and our kids – requires that we master the art of navigating tough conversations. The conversations we tend to avoid. I learned that I usually cared deeply about what was going on and couldn't find a way to express myself. The emotions were my expression of caring, frustration, and overwhelm.

I discovered I was making a few key mistakes and now support leaders who struggle with conflict, communication, and performance during high-stress times. If you find yourself avoiding the conversation, underestimating the power of your emotions, and trying to 'wing-it' read on ... I wrote this for you.

Hoping the problem goes away on its own or thinking "it's a temporary problem" because we don't want to ruin relationships or upset people, doesn't get us any closer to the desired results. In fact, we often end up further from our goals, with ruined relationships and bigger challenges.

**Don't delay the conversation. If the situation isn't going to resolve itself on its own, speak up early and often. Being out of touch with our deeper emotions before we go into a tough conversation is a recipe for disaster.**

The more I found myself telling myself not to cry, the more likely it was that I'd cry. Employing the "best defense is a strong offence" strategy is when we're most likely to lose patience and resort to brute force to push change or using our position of power (rather than influence). Emotions are a powerful friend or foe in a tough conversation – the choice is made by the degree of willingness to explore your emotions.

**Explore what's causing your feelings. Are you frustrated or disappointed? Spend some time to understand the root cause of the feeling, then use this information when you go into the conversation. Failing to plan is planning to fail.**

From high-rise buildings to conversations to dinner, you need a plan. Typically the finished product will have deviated from the plan, we expect this, however, you'll have actually achieved an outcome when you have a plan versus starting off with no end in sight. When it comes to tough conversations, understanding and planning for triggers is key to building the plan.

**Answer these questions: What do you want to say? How could it be misunderstood? How could you clear up the misunderstanding proactively? What might the other party be feeling? Where am I most likely to be triggered in this conversation?**

Having a plan, understanding your emotions and tackling conversations head on are the difference makers between being 'shiny side up between the lines' or 'upside down in the ditch.'



ERIN  
**THORP**  
ERINTHORP.CA

Erin Thorp is an Author, Speaker, and Coach for leaders who struggle with conflict, communication, and performance during high-stress times.

Erin supports leaders in navigating difficult conversations, building powerful teams, and communicating with empathy so that they can lead confidently.



## PLANNERS WHO LEARN ARE PLANNERS WHO LEAD

### The Power of Virtual Distance:

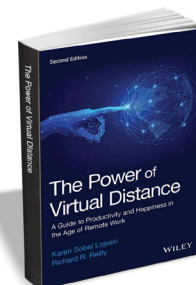
A Guide to Productivity and Happiness  
in the Age of Remote Work, 2nd Edition

By Karen Sobel Lojeski, Richard R. Reilly

Wiley.com ISBN: 978-1-119-60859-2

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The Power of Virtual Distance offers specific, proven and predictable solutions that can reverse these trends and turn Virtual Distance into a unification strategy to capture untapped competitive advantage. It's a must-read for leadership who want to understand the true and quantifiable costs of the virtual workplace.



### Give and Take:

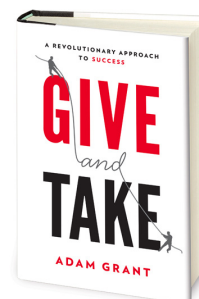
A Revolutionary Approach to Success

By Adam Grant

GiveAndTake.com / Penguin.com

Penguin Books; Reprint edition (2014)

For generations, we have focused on the individual drivers of success: passion, hard work, talent, and luck. Today, success is increasingly dependent on how we interact with others. Most people operate as either takers, matchers, or givers. Takers strive to get as much as possible from others, matchers aim to trade evenly, givers are the rare breed of people who contribute to others without expectations.



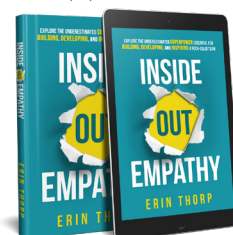
**Inside Out Empathy:** Explore the Underestimated SuperPower Essential for Building, Developing, and Inspiring a Rock-Solid Team.

By Erin Thorp

InsideOutEmpathy.com

©2017 by Erin Thorp

Lead with more heart, more connection, more honesty, and deeper vulnerability. Whether you have been newly promoted to a leadership position, or have been in the seat for many years there is something for everyone in this book. To be a successful leader in today's world, you will be challenged. You'll need to learn new skills, dare to try new approaches, and open up to vulnerability like you've never done.



## LISA'S LIBRARY



Great reads have endured the test of time. The best books have enduring wisdom, you want to hang on to them, read them over, and glean just a bit more from their pages. Here are couple of books that have made the cut and have earned a place on my personal book shelf. Enjoy!

**Lisa Gareau,**  
Moments Magazine Publisher &  
Connection Strategy Coach

### Candy's Short Guides to Learning

- Free Live Virtual Series with Free Downloadable Guides - will set you in the right direction in a variety of different topics as you plan and promote your own events! >>> [CandyConsulting.ca/Guides](https://CandyConsulting.ca/Guides)

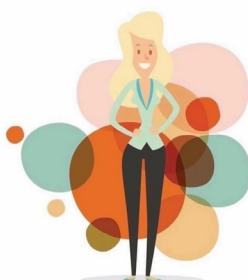


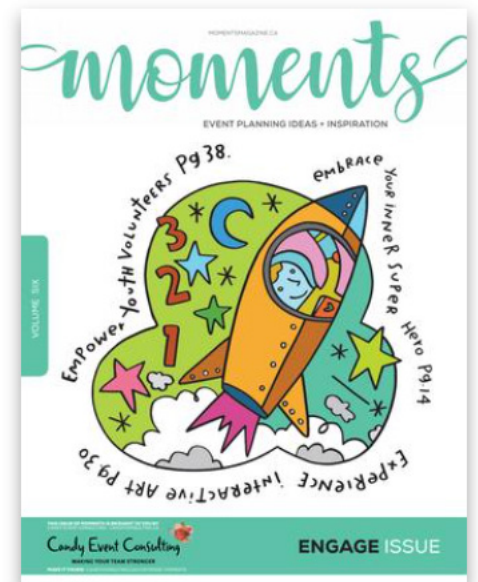
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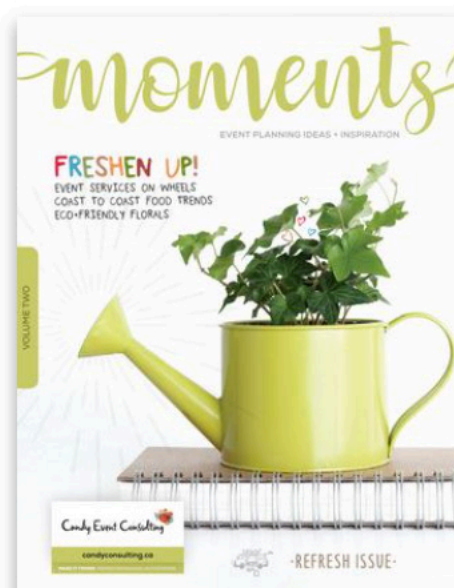
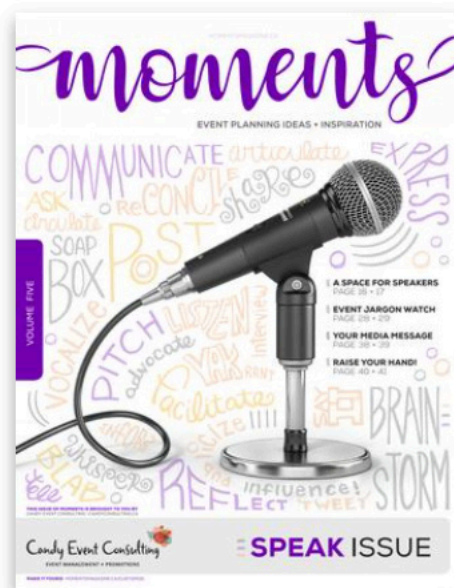


thank you!

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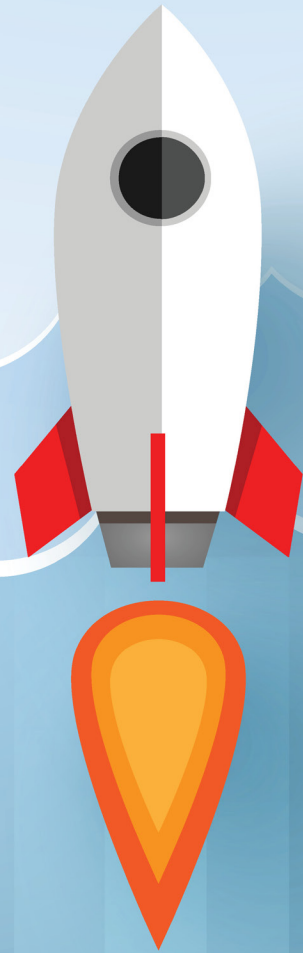
# CANDYCONSULTING.CA/ MOMENTS-MAGAZINE



CANDY'S RETREAT FOR TODAY'S  
IMPACT-DRIVEN EVENT PLANNER

# THE 2022 ULTIMATE EVENT PLANNING EXPERIENCE

BANFF, ALBERTA  
OCTOBER TWENTY-TWO  
AND TWENTY-THREE IN  
TWENTY-TWENTY-TWO



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