

# The Enerpace PaceSetter

March 2023: What's Yours Say About You?



## We Grow Agile Leaders Who Grow Purpose-Driven Firms

Hello Subscriber,

I had such a great time at the PWCC lunch this month! [Jessica Dalka](#) shared wonderful tips for upgrading our social media usage and presence – along with some great anecdotes to demonstrate how valuable it can be professionally when used correctly.

In the 'old days', artists and photographers would carry around huge portfolios with their work. Now it's all on line. However for us "regular folks", our social media profiles can be thought of as our 'living portfolios'. That really resonated with my experience. On LinkedIn, my professional brand is documented for me personally, and for [Enerpace](#). (BTW – please like/connect/follow if you don't already do so! 😊)

Conversely, on Facebook, my postings are primarily from personal Elene. Yes, [Enerpace](#) has a [page](#) you can follow there too but Facebook is where I go to see my friends' 'living portfolios' – their kids, pets, vacations, joys and sorrows.

I know folks who feel social media is unprofessional or a waste of time. Jessica shared that J.Lo, Jessica Alba and Bill Gates all have LinkedIn Profiles AND business pages. My favorite example is "The Rock" Dwayne Johnson. Do you know that he charges Universal an extra ONE MILLION dollars, if they want him to market his films on his social media accounts to his millions of followers?!? The studio considers it a piece of their marketing budget & he gets his money.

To maximize the professional ROI on your time, Jessica reminded us of these best practices:

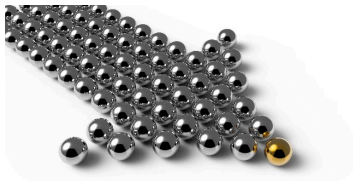
1. Determine your goal for each platform: is it networking, exposure, sharing information, etc.

2. Be authentic. Use your 'real voice' – don't try to be someone you're not. Interact and post like you're talking to a client or coworker
3. Choose your platforms based on who you follow, who you interact with, who you want to be in front of. You don't need to be on every platform out there. Just 2-3.

The Enerpace Team is taking to social media to help you sharpen your Leadership Edge! Join us for 5 daily mini-workshops at noon CST during the week of 4/17-4/21. 5 different topics designed around challenges leaders are facing right now in 2023. 5 fabulous, engaging speakers. Come see our 'living portfolio' and experience a bitesize sample with information you can use as soon as you finish your lunch! Register at: <https://www.eventbrite.com/e/sharpen-your-leadership-edge-5-vital-skills-5-mini-workshops-5-lunches-registration-596130691947>

Elene

p.s. Gallup found that over 50% of employees are disengaged. Join us to learn 5 different tools to help you lead in this environment. [Details & Registration](#)



**"Don't compare yourself with anyone in this world. If you do so, you are insulting yourself."**

Bill Gates (1955 - )

American Business Magnate, Philanthropist, Investor  
and Co-Founder of Microsoft



## Leadership Learnings

**How Personal Branding Can Heal Humanity: A Conversation With The Legendary Tom Peters**

William Arruda, *Forbes*

Tom Peters, author of *The Brand Called You*, discusses his latest book branding, *Excellence Now: Extreme Humanism*.

Great article about his thoughts on branding. It's all about relationships and people!



## Career Management Corner

**Do Women Have Access to the Social Support They Need**

Kristjan Archer, *Gallop*

We're sharing this in honor of International Women's Day this month. Creating and maintaining those social connections are key to successes in life.

This article is a wonderful summary of how women can feel connected and supported!

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[Read More](#)



## Upcoming Events & Enerpace News

Join the Enerpace Coaches for

### **Sharpen Your Leadership Edge! 5 Vital Skills, 5 Mini Workshops, 5 Lunches.**

Our Lunch & Learn Series is April 17th through April 21st at 12 Noon CST.

Each day you'll hear from a different Enerpace coach on a variety leadership topics including Emotional Intelligence, Communication, DEI, Accountability, Leadership Agility and more! Our mini-workshops are just \$25 for all five days.

We are looking forward to sharing our knowledge in an interactive format! We hope to see you there!

[Register Today](#)





## Enerpace Expert

### Engage Readers with 5 Types of Blog Posts

#### *Canright Communications*

How can you bring attention to your company and create a brand? These suggestions can also work in your social media posts!

[Read More](#)

## Our Race/Diversity/Equity/Inclusion (RDEI) Corner

### In March, we celebrated Women's History Month and International Women's Day on March 8th

We all know some incredible women - this month we celebrated them! We know women that inspired us, taught us, shared with us and showed us what strength looks like in a woman. It could be your mother, your co-worker, your friend, your sister, your daughter, or any of the wonderful women in our lives.

But, there is still a level of inequality that we are striving to close. The White House stated it best this month in [A Proclamation on Women's History Month, 2023](#).

Click below to read a great article on "embracing equity"!

[Read More](#)

## Need a People Plan to Make Your Business Plan a Reality?

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#630-832-4399 or [mail@enerpace.com](mailto:mail@enerpace.com)

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