

Now's the Time to Make Lemonade



Cary Broussard, Author, Speaker, Coach, DE&I Advocate

We surveyed 200 leaders nationwide at Cinderella to CEO, asking women and men how the global pandemic affected their professional and personal stamina. There are many “aha” findings in their responses, but we had one big takeaway – They told us that never before have mindfulness, truthful communications and supportive relationships been more important to them. Mindfulness is defined as a mental state achieved by focusing on one’s awareness on the present moment, while calmly acknowledging and accepting one’s feelings, thoughts and bodily sensations, used as a therapeutic technique.

After reviewing the Cinderella to CEO (C2CEO) survey data, conducted by Broussard Global, Fred Kleisner, Hospitality Industry Director and previously Wyndham International CEO said, “Now is the time to engage, to innovate, and exercise your own creativity. We have a chance to really think where our contributions are going to be as we look forward.”

Mia Mends, global leader of DE&I at Sodexo and SodexoMagic had this to say when she reviewed the research, “This moment in time demonstrates for all of us is that we are not in control...if we’ve learned nothing (during this pandemic), we are all going to have to learn how we pivot. This is not going to be the last crisis we’re going to face...we’re are all going to have to learn how to manage in a crisis,” she added. See full video clip [here](#).

Mindfulness expert Holly Duckworth also on the C2CEO curriculum team says “it’s always been tough to be a leader...We’re probably going to offend someone by something we say or do. So how can we mindfully make decisions that move your business forward but may upset your employees or customers? ”

Our C2CEO Diversity & Inclusion curriculum leader and Tuskegee University professor Dr. Faye Hall Jackson reminded me during a recent podcast interview on Cinderella CEO On Air – that “as supporters of our workforce, a wonderful way to acknowledge individuals in our workplace is to avail ourselves to listening.”

“Be Kind to Yourself” is etched on a charm given to me by my friend Dr. Doane Motsinger, which sparked my mindfulness practice during the pandemic. I realized if I’m too hard on myself, I will be too hard on others.

I find comfort in the people who have made it through tough times. I crave their stories, advice and camaraderie. Finding inspiration in people who have made it through tough times is the theme of the Cinderella to CEO Awards. Women are nominated for displaying exceptional bravery by overcoming an extraordinary hurdle or barrier to achieve a challenging goal. They have struggled with uncertainty, experienced trauma, moved through pain to a brighter, more beautiful, successful future. These are the leaders I want to be around and to teach us, our colleagues, our community and our children how to be

great people. When life hands them lemons, they make lemonade.

I authored a book called *From Cinderella to CEO*, highlighting career hurdles and barriers that I and others had to overcome. I am forever changed for the better by the oftentimes difficult lessons that lead to transformation and possibilities and so are the companies that listen to those who innovate and collaborate through the tough times.

Along with most, I pivoted my business practice and my life during this pandemic. Creating a new learning platform in coaching, curriculum and teaching with the help of many, many people, including my husband and creative director Logan Broussard, I am typical of so many working women, who turned lemons into lemonade by pushing forward through financial hurdles, self-preservation and self-examination, continuing to work hard in the prime of their careers.

The pandemic has opened up a whole new world to everyone – scary and good at the same time. How will you capture or share what you've learned? Will you write about it, talk about it, record it, paint it, plant it, grow it, act on it. Are you motivated to reignite your relationships and develop new ones? Will authentic communication be the gift that keeps on giving to you. Never before have mindfulness, truthful communications and supportive relationships been more important. And to that I say – let's not let this time and opportunities pass. We are destined to grow through what we go through and we will all be better for it.

- Cary's website CinderellaCEO.com features C2CEO Learning Labs with business courses, professional mastermind groups, executive coaching and corporate training. She is currently offering courses in mindfulness, diversity, equity and inclusion, corporate social responsibility and mastermind groups for professionals.
- The Cinderella to CEO survey results can be found on

CinderellaCEO.com or Businesslearninglabs.com

- Cary Broussard currently lives in Dallas. Her company's leadership research and her tenure as an NYU adjunct professor has become the foundation for her company's work in executive coaching, workplace education and professional community. *CinderellaCEO On Air* can be found on YouTube, iTunes, Spotify and Spreaker.
-

About the Author:

- *Cary has taught thousands to believe in themselves through the power of transformation and to get ahead in today's competitive workplace. Cary's book *From Cinderella to CEO* is published in 10 languages. Both her book and podcast are filled with inspirational stories of breaking through personal and professional barriers and overcoming obstacles to achieve happy, productive lives. *CinderellaCEO On Air* can be found on YouTube, iTunes, Spotify and Spreaker. Her website *CinderellaCEO.com* features the *C2CEO Learning Lab* business courses, professional mastermind groups, executive coaching and corporate training opportunities.*
- *Cary is the producer of the *Cinderella to CEO Awards*, held in New York City. Her *C2CEO* leadership research conducted with a grant from Texas Woman's University and her tenure as an NYU adjunct professor has become the foundation for her company's work in executive coaching, workplace education and professional community.*
- *Cary is also well-known for her work in public relations, career development and advisory board management. Dow Jones described her work as the "gold standard" of women's marketing programs for Wall Street. As head of public relations at Wyndham International for 14 years, she created the company's *Women On Their Way*®*

program, a travel program targeted to women business travelers.

- *Cary's nonprofit and government experience includes head of brand marketing for Meeting Professionals International (MPI), director of public information and special events for the American Cancer Society and chief of staff for the Alliance for Women in Media. Cary also spent time in Washington where she served as deputy press secretary to Senate Majority Leader Howard Baker from Tennessee.*
- *She has held board positions with Women Impacting Public Policy, Conscious Capitalism and the Press Club of Dallas. Cary has eventful life with creative director and artist Logan Rene' Broussard and their lovely black Labrador T.Boone.*