

## EP134

**Natasha Mcpherson:** My name's Natasha McPherson. I'm the Vice President and managing Director of Hall Wealth Management.

**Elaine Lou Cartas:** So what are we doing here right now at the Queen Mary?

**Natasha Mcpherson:** Right now we are doing a women's retreat that benefits survivors of human trafficking for the only non-profit in America that serves mental health therapy for human trafficking survivors.

**Elaine Lou Cartas:** And I know we just came off during my presentation on executive influence. Can you share how it was just seeing me present and be involved?

**Natasha Mcpherson:** If you're looking for someone to speak to women and teach them how to get to where they want to go, Elaine is absolutely the person. Her insight, she brings years of insight and knowledge to the game.

**Elaine Lou Cartas:** And Natasha, what makes me unique as this? Speaker,

**Natasha Mcpherson:** I think it's your background and your story. So I'm not gonna tell them your background on this story. That way they come see you talk, or they hire you to talk, and I promise you'll not be disappointed.

**Elaine Lou Cartas:** thank you so much. We have a group of women that we're gonna be here to support, so thank you Natasha.

**Natasha Mcpherson:** Thank you for coming. We appreciate you.

**Elaine Lou Cartas:** Hey, we're at the Queen. Mary, I just came off a talk. So who are you?

**Tiffany:** I am Tiffany. I'm a dentist and I met you at Glidewell Dental.

**Elaine Lou Cartas:** Yeah. What made you decide to wanna work with me?

**Tiffany:** Oh, when I heard you speak, I was immediately drawn to you because you were, I felt like I could relate to you and you inspired me right away with your speaking and that you are very intuitive.

**Elaine Lou Cartas:** And so we've been working together for almost 10 months. You wanna share what you feel comfortable sharing of how it's been working with me and any results.

**Tiffany:** I love working with you, Elaine. I've been extremely grateful 'cause I feel like you can read me and you know what I need even before I do. And you empower me to take inspired action and I feel much more clarity in my moving forward in my career and life.

**Elaine Lou Cartas:** For anyone that might be interested in working with me, what would you share?

**Tiffany:** do it. She's amazing. That's it. Elaine is a perfect balance of being motherly, nurturing and also kicking your butt when you need it. So thank you for doing that.

**Elaine Lou Cartas:** And that's literally not real. I don't kick anyone's butt.

I just wanna be clear.

**Conference Host:** I'm really set to present. To you Elaine.

thank you. Please join me in welcoming here.

**Elaine Lou Cartas:** I'm gonna stay on this side. I'm breaking norms. I'm gonna stay on this side. Alright. How cute is this outfit? Because when you think of executive influence, you don't exactly think about that, but probably that's exactly how you feel like, why do I have to show up like that?

just in case this was shot at Silver Lake. This is not AI by the way, and yes, people were staring at me just similar to what all of you were experiencing when people were staring at you laughing. And I know one of my clients was just like, do they think we're part of a cult? But that's actually part executive presence and executive influence of, okay, other people may perceive me in a certain way.

But what matters is how I perceive myself, one and two. What is my goal here? Your goal was not them staring at you. Your goal was to be present and to laugh. So just congratulations to that. All right. I wanna make this interactive. I'm feeling like you all have just been I on your own doing yoga and sound, Beth, but I want to hear, what sports do you play?

Just yell it out anyone. Pilates and pickleball counts, by the way. Pickle ball. pickleball, cycling. What else? Tennis. Tennis. Okay. So this. You're probably surprised, but for 21 years I've been doing Muay Thai, so boxing, martial arts. So you do not want to mess with me. That's why I wanted to start off that way.

And also since we're here, really raising money for survivors, I could come off to the side and show you some moves later on. But any sport, tennis cycling. Even boxing Muay Hai. It's all about blocking, pivoting, and then transitioning and putting up your hit. So when it comes to executive influence, I want you to think of it similarly that way.

So I will share a lot of practical things with all of you as well as strategies. So there's a little flyer, at your table so you could get the QR code. You don't have to do it right now 'cause I know all of you're gonna go on TikTok on Instagram. So do it later if you can. Okay. Be present. So just like sports, when executive influence is being curious, being an observer and be like a scientist.

So often we make decisions based off data, right? Supply chain systems and numbers. But I wanna remind you, it's also communication. It's also the people that you're communicating with. So I really wanna make sure this benefits all of you and. I was thinking about this yesterday, so this is my third speaking engagement.

This past week I did executive coaching with 70 Amazon leaders in Ontario, California, and then I did executive coaching with 40 executives from Ritz-Carlton and Marriott. And I'm feeling very spicy right now, being around a lot of women. And I say this because the themes are common work life balance.

What is that? One, two, how do I just grow my team? And I think about how I grew up. My grandmother, she always had people come over. Anyone grew up that way, like there was always people at that house, and I'm very grateful. My parents was also that household. And all the moms and aunts would like, be in the kitchen.

And I thought it was cheese miss, which is gossiping. I was like, no, it's also a place for them to connect and let's be real. We don't have that as much, right? It's let's be efficient, let's be productive. Let's keep doing all the things. And I wanna make sure that we're in community beyond this as well.

So you're all in small little communities. Even if you know each other, name what you do. But I wanna hear from you, what's your number one goal? What's your number one challenge? And I'm gonna give you about. Five minutes and I'll check in. If you need more time, I'll give you time, but let's be in community and if you cook up something in your own table and kitchen, share some with me.

Okay. Can we play some music in the background as we talk? And just so you know what I would like for you to report back from the table if you could share it. Okay. This is what we figured out our number one goal is and our number one challenges from each table. Hi everyone. How is it connecting with everybody?

Good? Yeah. Alright. I'm gonna. Because I wanna make a checklist. I wanna go through each table and ask what was the number one goal and challenge for each table that you feel comfortable sharing. This is interactive, so I'm gonna put my clients on the spot. So that table over there first, were you able to choose one goal, the growth, and moving forward?

Okay. What? What's a challenge? Communication. Okay. I'm gonna put communication as a challenge. Here.

**Tiffany:** Are all of you

**Elaine Lou Cartas:** damn Didis, make us do this. We didn't really talk. We just wanted to talk. Talk. That's okay. Actually, I wonder how many of you are business owners or have an idea? Raise your hands. Okay.

How many of you are, I'm paying for my rent and my mortgage. That's completely fine, but you are working. Nine to five. Anyone raise your hands. Okay. How many of you, for those people that just raise their hands, how many of you wanna get a promotion next? Okay, I just wanna get a feel for it. So expansion, money and clarity.

That's what I heard. Alright. Don't worry, I'll talk about money. I was a former fundraiser and I raised \$11 million, 9 million was at PEs New City College Foundation. So very grateful for the work I did. And then before that, I'm glad I don't, I'm not in this world anymore. I worked in political campaigns.

I still vote, I wanna say that is very important. I vote local, state, national, and special elections. So I do that as my due diligence as a citizen. All right. Any other tables wanna share goal and challenge? Yes. That back And then we'll go here. Here. Oh, come up here. Actually, there's a mic.

Because God, universe knew she didn't need it. She just needed the mic on stage to share.

**Audience Speaker:** So I've had eight brain surgeries. six years ago I was diagnosed with Arnold Chiari malformation. And so Ringo MAL as a disease that affects. One out of a thousand women, some women, some men have the disease, but they don't know it until later on in life.

I worked for Kaiser Sunset. I was a nurse. showed up to work and this right leg stopped working and my supervisor knew something neurologically was going on with me and told me to go upstairs to get an MRI. And I was like, I got patients. I don't have time for this. And when I went there, they told me to have, emergency brain surgery.

and I laughed. I waited two more weeks 'cause I trusted in the Lord with all my heart. I, didn't waver. I, didn't care what the report said. I just trusted in him. But I knew something had to be done. And so I caught meningitis. Hydrocephalus at the height of home. The nurse who had diagnosed me died. I see security guard guide, so I'm here for a purpose and I created Charity's, purple purpose, fighting, just trying to reinvent myself in my wheelchair in my walker.

And I would go and, to health Faires. You trying to create this awareness about my illness and then I just decided to go back and get my degree, 'cause I didn't know where, I would be or if I could walk or talk again. I didn't know, but I had faith and. to God, the Gloria, I graduated with a double degree last year and I'm at Cal State,

Cal State, trying to get a bachelor's degree. And some days I think, God, what am I doing? I, I get out a win sometimes 'cause I. That faith that I had before, sometimes in the windows because you have the weight of the world on your shoulders, but, it spreads like Sandy and Jen and people who encourage you to keep going.

but I, hope to share. My, purpose is called charity's. Purpose. Purpose.

Thank

**Elaine Lou Cartas:** you. I feel like everything happens for a reason. you're probably pissed, Ah, I forgot all of it. Yeah, I did. Yeah, but she needed the money. You got

**Audience Speaker:** an email? You got an email so I can send it to you? 'cause it's in my box.

**Elaine Lou Cartas:** Actually. How many of you wanna talk connect with her during lunch?

Raise your hand, anyone. Okay, look, you got a little fan base. Thank

**Audience Speaker:** you.

**Elaine Lou Cartas:** Thank you so much. Please give her a round of applause.

it was interesting when I was connecting with my clients, I was like, okay, what was happening? And then feeling the room talking about executive influence. And so yes, I prepped this, but it's not just this, when you're in those board meetings, when you're having those job interviews, it's also, like I said, looking at the data, reading the room.

And what I was reading is, 'cause I've also been a participant for a lot of these events. And for some of you it's God, there's just so many sessions. there's all these incredible, credible women. I wanna connect with them. And I was just feeling the energy and I'm like, they just need to connect with one another.

And honestly, I was unattached and I called some of you in, I don't call you out that you didn't do this exercise, and that's okay. I just wanted to make sure we were all in community. All right, this table, raise their hand and then this table, and then we're gonna get going. Anyone share work life balance?

okay. I'm just gonna re be real. That is a lie, but I'll talk about it more later. It's true because it's just being honest of like where your capacity is, right? how many of you're mothers. Caregiving your parents and your aunts. I told you I'm spicy and it's like, where's my other siblings and brothers helping out?

But it's me. I'm the oldest daughter. This is why I'm talking like this. Okay. But it's a lot of us women. And then just being realistic, and I have this conversation all the time with my

clients. Where am I at in life and what's the capacity I have? Because sleep is also important as well.

**Audience Speaker:** Big time.

**Elaine Lou Cartas:** All right.

This table, what do you wanna share? Okay.

**Audience Speaker:** Hi everyone. My name is Annette Daniel. That's important to remember because that's gonna be me next year. They're gonna call me up.

**Elaine Lou Cartas:** Why don't you, why don't you manifesta right now, be on stage right now. You wanna, talk?

**Audience Speaker:** You guys probably don't have the hook back there. That will take me off if I go too long.

**Elaine Lou Cartas:** Oh, I'm here girl. I got a real hook. Okay. do you got insurance? I'm kidding.

**Audience Speaker:** Listen, I done it in the truth, but the whole truth, that's why I brought it up early.

So when the hook come out, I won't be surprised. my hand is white. But if you live long enough, anybody can get gray hair. But this is a crown of glory. Yes, a crown of glory to the righteous. So I digress. Our goal today, we came here because we are networking. Not to impress you, but to impress upon you.

February 14th of this year, last month I dropped my first novel. That's a hand clap.

Yes. So we are here today to, to just to be with other people. Sisters, what's better? Naming one thing on this planet? Not two, but one thing that's better than a woman on this planet. Woo. Alright. Two. I'm in a room full of women. That are gorgeous, beautiful, all ages, all colors. Listen, this is what life is about.

So again, my goal is to be a world renowned, a motivational speaker. Yes, and how I got here today was Natasha or wherever she is, Natasha McPherson. About three weeks ago, I was at an event. It is a soulful brunch on February. black people month, every month is our month, but the point is February.

So we're at the soulful brunch. It's my fourth year there, and every year they give what they call a Trailblazer Award. I've sat there many times for four years. No one knows who the trailblazer will be this year. And the 2026 Trailblazer Award goes to Anta Daniel.

So with the millisecond, I'm saying to myself, an Daniel that sounds familiar. Then I go, oh, that's me. So I make my way to the podium and afterwards Natasha's there and we hit it off right away because I couldn't tell where her ethnicity was, but I knew she had a drop of black in somewhere. All you need is really a drop of black, right?

But we hit it off right away. And she invited me here. I brought two of my good friends, kissy Dolores, kissy Cooper, and my good friend Bianca, and she's from another country. She got a last name is longer than the whole room. So Bianca. But again, so we don't have any challenges. Because we're fearless.

Fear, false evidence appearing real. So knock it off. I've heard couple of y'all say y'all was Christians. Come on now. How you gonna be a Christian and worry about something? It don't match. Make it make sense. So thank you for letting me speak. I love you all and look. Who ever been to a laugh bath? That was amazing.

The laugh, yoga. So I love new things. It's a pleasure to be here. We got paparazzi. Look, we got fine up here. Probably, I'm not mad. We're discuss about who's gonna be here next year, me or her. But anyway, I'm always rooting for me and, but again, no one does anything alone. And thank you so much for letting me speak to you today.

I love you all.

**Elaine Lou Cartas:** Thank you.

Doesn't have to, or you? It could be both of us.

Yeah. What did you wanna share? Newly emerging purpose Fulfill new, newly emerging purpose. Yeah. Okay, I'm gonna go through this. I might change things up. I wanna make this interactive. I'm gonna read your faces, so if you ain't feeling it, then I'm gonna change it. Okay? But you can also be direct with me too, be like, can we just talk about something else?

That's okay too. Okay. These are challenges in the past two presentations I've done that all of you have actually expressed. And also what show is this? Anyone know how I met your mother? running on empty. Overwhelmed, feeling alone. Can't say no boundaries. Raise your hand. Anyone feeling this? All right, so I'll be sharing actual tools, time management and pausing tools to bring back team, get a promotion, but there's also some business owners also, how to, are there any starting entrepreneurs or starting Okay.

Scaling, growing. Raise your hands. Okay. I want to feel the room out. All right. Who am I besides a standup comedian? First off, what movie is this? Do we know the date when the second one's coming out? May. May 2nd. May 1st. May 1st. Sorry. Yeah, 36 days. I'm counting. Very excited. I know I'm an executive coach and speaker, but my favorite title is Daughter of a Filipino Immigrant Farmer, and I share this all the time because.

A lot of you probably resonate with this, but my grandparents survived so my parents can provide and my parents provided so I can thrive. So when people ask me like, why did you start your own business? Why do you go on stage? Because of the sacrifices made before me and the privilege I have. And so I share that, not just my story, but to even think for all of you as I look at the goals, growth moving forward, expansion.

Because I get it like it's not my quote, but the itty bitty she committee in our head. That makes us feel uncomfortable to get to that next step. It's also because of the trauma from generations before us. It's the epigenetics and also reminding generations before us, Hey, I see you. I know the sacrifices you made, and thank you.

I got it right now. So yes, I've trained in Coach Fortune 500 leaders, but I have failed. I have been fired. I've been let go. The reason why I got into boxing, boxing in Muay Hai is because I have been bullied. When I was a teenager, I was also bullied at work, so I learned how to no longer be a punching bag.

And beat the out of the punching bag instead. Not people, though. I also wanna make it very clear, I never beat up any of my bullies because I don't need to prove anything to them. Amen. All right. Being a better leader can be like a supply chain systems and output. So this is what you'll get, but let me keep going.

All right. Are you ready? I need some energy. Alright. This is my framework. So for those of you that wanna be speakers, and even being up here, what's important is also having a framework. And what's great is a lot of us started off with passion, which is the middle of this heart. And so I wanna hear from you.

I want three people to share what ma, what makes you passionate about what you do. Also, no judgment. I did this. I asked this question twice this week and someone was like, you know what, I'm going to Puerto Rico and what I'm passionate about is that paycheck to pay for my trip. And there's no judgment there.

Okay, so anyone wanna share? Yes.

**Conference Host:** being purpose by God?

**Elaine Lou Cartas:** love it. Who else seeing change manifest around you? Helping people. Helping people. Okay, so we're gonna talk about the pause. My background is Okay, Harry Potter. I'm upset that there's a second remake, by the way. I think the first is better, but when it comes to communicating with people, not just at board meetings, but even doing sales conversations, it's understanding your trauma.

I am not a therapist. I highly believe in therapy. EMDR saved my life specifically, and it's just understanding your trauma response. When you're getting those difficult conversations and when you're about to do that sales call, are you in the fight? I wanna prove I'm right. I usually am or flight, I just don't wanna deal with this, and then we just walk away.

Or are we on the freeze? I, don't know what to do right now or in the fun. I just want everybody to be happy. So it's not just being mindful about where you are at when you're having that difficult conversation. It's also being mindful of. Other people in that room and noticing patterns. I think so often we go into a conversation and we're like, Ugh.

I just, I'm not prepared. But you are, you know how they're already gonna communicate. You probably know they're gonna probably belittle you, yell at you. They're gonna come with I need some proof and data why we're gonna move forward. So come from a Oh, are some of you're taking pictures?

There's, they're also on the slide. Did you need to take it? Are you good? Okay, cool. Come from a place of curiosity over judgment. And so I want to show this picture of the brain. I went to USC Irvine. I studied the cognitive sciences, which is the study of the brain amygdala. It's basically the smoke detector.

I've been in this situation before. This person's giving me feedback. I feel like I'm actually being attacked. This actually happened with a family member where they were just giving me feedback about different things. I was like, I planned this for two weeks already, but the reality is they were just giving me feedback.

I just went back to my five-year-old self where I'm just not enough. I see some people nodding. The Hippo campus is the librarian. It reminds you of all past situations. I've been in a meeting like this before. I'm going to fail. But the reality is this is our lizard brain. What makes us unique as humans is our prefrontal cortex, our logical brain.

So what's great is a lot of you did the sound bath, and you did the laughter and the yoga as well, but breathing, who's this amazing Queen Simone Biles breathing helps you. It is closer to here. Get you to your prefrontal cortex. So you're thinking more logically. And you're making decisions as opposed to thinking about the worst case scenarios here.

So you see this with Olympians and athletes that they're constantly breathing and they're visualizing. So if Olympians are doing it, we could do it too. I don't have this to add as a slide, but has anyone been to any Japanese gardens? So it's great as they have a small, I have, I think I have some Japanese folks here, so please correct me if I'm wrong.

What is that small little thing before they walk? What's the name of it? Do you know? Garden. So I learned this at the Portland Japanese Gardens, which is really beautiful. So the tea rooms are actually negotiation rooms, so there's no war before you go into the tea room. There's actually a station here, so the guard from the other country will get you.

And the reason why they get you from the station is if you've been to these gardens, they're so beautiful. It's so that you could walk and be self-regulated and present before you go in the tea room and negotiate. When I learned that, I was like, we do not do that before we have a difficult conversation or a meeting.

We look at our phone, we go on Instagram, and then it's let's just have the meeting. So the question is when we're about to do a difficult task. We have a difficult conversation, regardless if it's work. Our partners or family members, are we taking the time to be present? One of my clients yesterday, she said, my favorite time is walking to the mailbox.

That's fine. Like you don't need a tea room to have to do this. It could just literally be walking to the mailbox and something I've practiced, which sounds so simple but hard for a lot of us is walking without my phone outside. What. Yeah, no music, no podcast being alone in my thoughts. And as I even drive home, what I often do too is don't put music on.

Be present. Try not to cut someone off or cuss them out because of traffic. That's hard, let me tell you, because if you don't breathe, you're gonna be like my favorite Disney princess Anxiety. Has anyone watched Inside Out too? Highly recommend, so don't forget to just breathe. when I do a lot of trainings because people are like, oh, you're just from la.

You always like, why do I just have to breathe? It's also important to explain the science behind it as well. And so how does this have to do anything when it comes to working in teams, being a leader? I say this as a first gen immigrant, some of you may relate. I just was used to growing up where my parents said, you have to do this, as opposed to.

Explain why you have to do this. So I remember my 4-year-old niece, she was screaming. It was at Tahoe. She was completely fine. She was just having a tantrum. My cousin, her mom was saying. She said, Hey, you need to put your shoes on. We were about to go hiking at Tahoe, so obviously there's rocks. You could get hurt.

She wants to put her sandals on, and she's no, I wanna put my sandals on. I don't wanna put my shoes on. It was so interesting how intuitive it was for me, but I just got to her same level, because when you're standing up, it could be authoritarian. And I just asked her like, Hey, you really want to put your shoes, like your sandals on, huh?

Yeah. I dunno why I need to put my shoes on. there's gonna be a lot of rocks and if there's a lot of rocks, you might trip and hurt yourself and your mommy loves you very much. You don't want hurt yourself, right? No. I'm like, okay, so do you wanna put your shoes on so you don't hurt yourself? And she understood that.

So I actually wanna challenge you. Where are you doing that at work as well? So I was working with, someone from one of the travel and hospitality folks two days ago, and they were talking about how do I get to that next level? And it's actually how are you communicating with your team in terms of thought process, asking curious questions.

Unfortunately, we like are in school where we're doing the things and I was straight A is valedictorian. But then the next step to get to leadership, we're a small business owner. Getting into Csuite is what our questions I'm asking, so I'm not gonna look at her, but one of my clients, we were doing coaching session yesterday, she's so they want this.

Spreadsheet and dataset, and they don't have anything before. And I was like, did you ask them what's in, who's the decision makers? What's important for the decision makers? How do they like communicating? Oh, yeah. Go ask those questions. I think so often we figure out like, what's the answers? But the reality is what are the questions to ask?

So for those of you that wanna start a business, what I often tell them is okay, what are the topics you're interested in? And then find people that have come to you for advice and ask, Hey, why did you come to me for advice? I'm looking at one of my friends who I was talking to about this, why do you come to me for advice?

I'm thinking of creating this service and product. What are your thoughts? Because you're gathering that information ahead of time. Similar to if you're an executive, let's say you wanna create a new initiative, create those allies, figure out who are your allies and ask them for feedback. I'm thinking about this.

What are your thoughts? Or I'm having trouble having a discussion with this person. You get along with that person so well. How did you make that work? What advice do you have for me? Anyone familiar with zones of regulation? I see a nod. My therapist shared this with me, but when you're having a difficult conversation, you wanna make sure you're in the green zone, you're calm, and what do you have to do when you're calm?

I'm testing you. Breathe when you notice you're anxious. Yellow zone, red zone, when you're angry or blue zone, you're sad. Here's the hard part, don't react. So whenever I get those contentious emails, I was like, I'm on the red zone. I'm gonna wait until tomorrow and sleep on it. You wanna wait until you're regulated, but I get it.

Sometimes you have to make hard decisions. Like I have an elected official who's a client and I was like, you, we had a session yesterday and I was telling her. We need to make sure you're always in the green zone and calm you when you're making these decisions. I understand that as an elected official, you need to make a fast decision.

Feel free to tell your staff, I need a minute, and that actually has your staff and team respect you. I even do this in my personal life, like with my port, my partner, like he, the common challenge we have is what are we eating for dinner? But then I just made 30,000 decisions for the whole day. I don't have capacity.

Think about dinner. So I will tell him I need five minutes, or even today, he was like, what do you think we should have for dinner? I'm like, I just did three presentations. I'm gonna delegate this decision to you. But here, I know that's so small, but here's what I wanna share. I shared context. I could have easily said, I don't know, but I shared context.

I just don't have capacity to do it. So that small example, how can you do it at work as well? So when you have a direct report coming to you, I need this, and this. Hey, I hear that you need this. I have some meetings. Let's connect at 4:00 PM I grew. I was able to move very fast in my career 'cause I was reactive and I problem solved really fast.

And I learned to get to the next level. I had to be discerning and be okay not answering and being reactive all the time. And that was a hard unlearning for me. I see a lot of you nodding your heads, especially as women, but I've had to learn to pause. So I slept over at my parents' house, 'cause the talk with a SoCal woman, Amazon was in Ontario and I live in Chatsworth.

That could take two or three hours and I'm just not gonna deal with that. So I slept over there and my mom. typical immigrant mom. She's oh, do you want food? I could pack all this stuff and I just was drained from a whole day old. Me would've been like, mom, I don't need this. And then I'm like, hold on.

She has good intention. And I just said, mom, I know you have good intention, but I just really wanna go home right now. And that like backed her off. I was like. Oh

**Audience Speaker:** yeah, it was the truth.

**Elaine Lou Cartas:** Yeah. Like she did have good intention. So in that similar situation personally, where can we do that at work as well?

sometimes I know we get contentious where it's like someone has this idea, it's your idea. Egos get involved, but there's this goal for work. It's Hey, I know you have good intention to do this, but I have seen these challenges one, two, and three. So to move forward. I'm thinking we do DEF.

What are your thoughts? Taking ego and putting conversation in it? I feel like in the past years, I was in Philippines, which is where my family's from, and I was in El Nido, which is this beautiful island and I had this old grandma give me a massage. It was like normal massage by the way. I just cried.

I cried because it was just I don't know if you've ever had those moments. It doesn't have to be massage because they were just so present. And it was so calming and we live in a society where it's you shouldn't feel bad. So let's go on social media drug, or let me go binge and do this eating or watching something.

But there's a beauty of actually being in that present moment because that allows us to just be conscious of, okay, where am I at right now? And sometimes when we're feeling uncomfortable, we also know I don't need to make a decision about this right now, or I don't need to make a decision about this at all.

Like my mom was telling me about a family member and as oldest daughter syndrome, I need to go fix. I was like, wait, this is not my problem. I see a lot of women nodding, all right, I wanna talk about nonverbal cues. So I'm putting the crossing of the arms here and I love teaching the evolution of it.

So back when we were cave women, when you would, the reason why when we see someone like this and it feels defensive as opposed to walking or talking like this, is because back in the day, if you had this, you would have a rock or a weapon. Which is why biologically when you see someone moving their hands, it actually builds stress.

Kind of think about it in social media, do you notice anyone when they're being, when they're presenting and they're talking like this, it just doesn't resonate with you, as opposed, they're walking like they're moving their arms. So moving your arms when you're speaking, for some of you who even do not just even having a business, but those Zoom calls, team calls, moving your hands actually creates more trust with folks as well.

Oh, you could go dance too. I don't care. So assertive voice, there's always this mix of the submissive voice and then aggressive voice, but finding the assertive voice and just really there, just being present. I'm gonna move this up. So who wants more money? Wants to get a razor promotion? I think so often we wanna open the door, walk in and it's do you know how much I do?

I deserve a raise. Hold up, let's like take it a step back, but first step is, I call it a brag sheet or corporate terms value added memo. Track everything you do. So I tell people, create an ugly Google or Word doc of everything you've done. Add metrics. And this is the hard part. Do this weekly as well, and then print out the job description and showcase what you have also done beyond the job description.

So this should be like your superhero cape, your memo that you're presenting to your supervisor. Then you talk to your supervisor and you're not asking for a raise yet. You're actually letting them know, I am interested in one. hey, I have goals to be a vp, a director. I have accomplished this. Show them the document of everything you've done, because sometimes when it's verbal, sometimes I get caught off guard.

That's fine, but you actually did your research. I have accomplished this. What do I need to do to get here? Also, 'cause I was talking to some Amazon folks, but what if there's budget cuts? Have the conversation so you're prepared for it in the future. Have the conversation right now I'm like, okay, I understand that this is happening.

What do? What can I do that's in my control in addition to this? People forget this. When it comes to moving up, it's not just technical when you're moving up. It's more about people and politics. So be real. Take out the emotions, write a list of who are your allies that could support you, and then write a list of people that you don't have the best relationship with.

So I have another client. She is not here, but she, has a wonderful C-Suite direct, and she's moving to another C-suite position, and she is a woman of color. And thankfully her boss is like, Hey, I want you to take my decision when I move. But then she did this homework, she made this list, and she's the decision makers though, they're not gonna want me like I already know.

And so what was great is her direct boss spoke to her CEO and she's fix this. So I share this because it's not just doing all this, but it's also who is on your side, and also being mindful of what relationships do you need to work with, and I'm gonna be real with you. Maybe you don't have that influence, and that's a decision you could make where you're like, I need to go elsewhere as well.

Going back to what's in your control versus out of your control, and then observe. So when I worked at Sade City College, my incredible boss, Bobby Abraham, great Ally, executive director, have you ever been at those board meetings or meetings where, how the hell did she survive that meeting? 'cause everyone was against her.

but she made sense. Yet after the meeting, everyone respected her. What did she do? Has anyone been in those meetings? Like it's, I was like, what magical fortress did she do? And she's first off Elaine therapy, number one, but two, it was that calm demeanor and her ability to actually ask questions and mirror things as well.

So perspectives and priorities. How do you feel as the Dodgers? How many of you hate the Dodgers? Woo.

If you watch baseball, they have a cap, right? And then from the cap they have okay, so this, person's that's coming up, I'm gonna move up this way. 'cause they're gonna hit a certain way. Similar to people that you work with. Having a dashboard of the people you work with, understanding their goals, communication style, who they work well with, how to improve your relationship with them, and what topics should you avoid or not.

We do this all the time in sales. Why don't we do this with our team members? For those of you that have a business, I would also recommend deals. So create a spreadsheet, not just how much money you're making from them, but what are the common goals and words they use? What are the common challenges they use as well?

for example, when I, the reason why people wanna work with me is they're like, you're very interactive. I'm like, okay, how do I showcase that onto my website? I can't do just the perfect pictures, but I wanna make sure there's interaction. What else? Why are people wanting to work with me? I have results, so I need a for, like show that as well.

For those of you have that a full-time job, how are you showcasing that as in link into LinkedIn as well, because you never know if a recruiter's gonna slide into your dms and constantly updating that. So having a difficult conversation, look at the dashboard and prepare like why is this so much work when we're having this conversation?

I, a book I recommend, if you haven't followed him. His name is Jefferson Fisher. He wrote the book, the Next Conversation, he's a trial lawyer, and so these small little trials, they're usually against family members to sisters and aunt, and he always prepares his clients. What do you know your sister's gonna say that's gonna trigger the hell out of you?

I know that's a worse scenario, but also about meetings. How can you prepare for those conversations as well? So if you have challenges right now, create a memo. I'm gonna keep going, but I wanna know any scripts or tips that you do when problems and stress happen when you're having difficult conversations.

'cause I wanna make sure we're learning from one another. Anyone wanna share? Yes.

**Audience Speaker:** one thing that, that I tend to do, because it's worked for many years, everything comes out of the human mind. The mind has the ability to solve any problem, but at first has to wait until you calm down so we can do what it needs to do.

So that's what I do recommend. The world has stepped away from thinking. Instead, we are following the follower and the leader doesn't know where they're going. But if you take time to actually think. And ask yourself again. The human mind can solve any problem, but it can't do it. If you're all upset and you're trying to do it your way, calm down.

Ask yourself some internal questions. The mind will help you answer whatever it is.

**Elaine Lou Cartas:** The green zone? Yes. I saw a hand here. No. Okay. I'm gonna keep going. When it comes to conversations, prepare. Like I said earlier, keep a diary and track weekly. What conversations has happened, what's worked, what's didn't.

The shift to coming a leader, like I said, comes from doing to thinking. So I heard a lot of burnout, and this is hard to do, but this is called the decide method. Discern, is this a priority or not? You don't need to decide right now. Delegate. Does this have to be? You do, maybe you do it. Delete. Is this necessary?

Or delay, can you this way and then discuss, ask for feedback from your boss or whoever you need to. I was talking to a client yesterday and she had this big decision she needed to make and I asked her, what's keeping you from making a decision? It's I'm just not calm. do you need more information?

Yeah, I do. Where do I start? who do you need to talk to? Who are the decision makers here? Who's influential? So even asking yourself if you're stuck, what are questions I need to ask myself as well? for those of you at work, if you're feeling overwhelmed, you don't need to keep it all together.

I know for us women's like we can, but we can ask, Hey, I'm feeling overwhelmed. Here's what I'm working on and I have a capacity to do this. What can I delay or delegate? Create allies in your organization to ask for support. And this is questions you could ask from your team to check in, like what works well for you?

What are you working on? Are you disconnected from work? And this is Ross from friends. But like I was saying earlier, so often it's like when you have a team member or even a family member, why did you do it this way? A better calming question is, can you help me

understand what made you decide this? It's just the thought process of it, or even as a leader and you have direct reports and you're frustrated because they're just not getting the work done.

Hey, I wanna share with you the thought process. I had to finish this project and then afterwards asked them like, what did you learn from this as well? I'm just thinking about like my parents telling me, and it's been great with my relationship with them, where they're like, oh, this is 'cause I'm learning more Filipino traditional dishes.

how many of you have learned like traditional dishes from your family? So I always ask questions like, why do you put it this first after this? So it's been great, even problem solving that way. And then conscious conversations include being present. An example is me right now having the two amazing women coming on stage, feeling out the energy of the room.

Am I gonna be up here and lecturing and talking to them? Or how can we make this into a community like a kitchen? And for those of you that know, for comedians that have Netflix specials, they test out their material at comedy clubs. And they don't just watch videos of themselves on stage. They have a video projecting back in their audience.

So sometimes we see things that change in their jokes and their set. And then after you do a project or have a conversation, you pause, you debrief. And I'm bringing Beyonce here 'cause she's the queen bee. This was, When every single concert she has sh, for those of you that ever go to her concerts, she changes it each time too.

'cause she looks at the performance that she's doing and the audience reaction and different sections as well. So you're like, Elaine, but I'm not Beyonce. I'm not like a comedian. But how can you do that? Also in your personal life, maybe you have this irritating relationship with a family member. Maybe you have this difficult conversation that you have to deal with at work or a project.

Think about how you could debrief and pause just like an athlete of what things you can edit. And you could get the lights here, but

**Natasha Mcpherson:** let's see.

**Elaine Lou Cartas:** Oh, we got 10 minutes. But I want to go around the room and actually if you could yell out one word, where do you getting from this current session? Just yell a lot of word that's coming to mind.

Anyone share knowledge? Knowledge, change, communic communication. Who are, who's starting a nonprofit or business? Raise your hand. Okay. I'm gonna give you quick tips right now 'cause I'm a former fundraiser. here's how I started. Here's how I raised \$11 million and here's how I started my business.

I'm gonna take notes.

**Audience Speaker:** I am 11 million, you said? Yeah.

**Elaine Lou Cartas:** 11. That's

**Audience Speaker:** worth taking.

**Elaine Lou Cartas:** Okay. Do you, know what the word Rolodex is? Yes. All right. What's your favorite type of music? Anyone wanna share their favorite type of music? Renan, whatever mood you're in. Okay. You pull up that old Rolodex, or maybe it's all on your phone now.

Gmail, social media, whatever it is, A through Z. And you wanna look for two groups of people. One who are people that are possible clients or donors, and two, the person that knows everybody. Like the president of the Chamber of Commerce, your cousin that just knows everybody, whatever it is, right?

That list of people afterwards, you're gonna send 'em a little message or email, Hey, I want to do this. I wanna create this product or service. I wanna get your feedback because you always come to me for advice or just whatever it is we're doing, like a quick 10 to 20 minute phone call. This does not have to be Zoom.

This does not have to be teams. Here's what's very frustrating for me. So often it's I could just Google this. I could AI this. Who buys the product or service? Human beings? Human, not ai, not Google. Sure. You could ask okay, I work with women of color, Google, and AI still doesn't know what that means.

go talk to your community. Like I always give the example. Because, I grew up in LA so I know where my local like tamale person is. You probably, and then Like I also have this friend that has the best cheesecake that's not on Google or y'all. That's because everybody knows to go to that person for cheesecake.

So having these conversations and being curious, Hey, I'm curious if I do these services. What are your thoughts? What are your challenges when it comes to this? What are your goals? Collect the exact words they're using. So often we think, yes, we're the experts, but you're not the buyer, right? That is not the same.

So collecting those words and be unattached to the result because that ends up possibly being a client. And that's how I got a client. I got a client from doing this conversation from a conference I met. And then my second client came from my middle school friend who introduced me to her other friend.

But you're coming from a place of curiosity and then builds up. Then when you hear the words, when you're hearing the problems, people are saying Then how do I update my website? How do I update my social media? Then you're speaking the words and language, and then people come to you like, Natasha, I see you on the phone, so don't look at the phone right now.

But Natasha for example, I'm, when she reached out to me. You're like, you're exactly who we're looking for. That's because I created my website in a way where people come to me, I do not chase people. Come on.

**Audience Speaker:** great job.

**Elaine Lou Cartas:** So you're gonna be up here. I love it. Anyone else questions? Not just for me, but for the room.

**Natasha Mcpherson:** How to make sure everyone gets lunch, so

**Elaine Lou Cartas:** how to make sure everyone gets lunch? Yeah. are we gonna have lunch right on time? I think so. I think we might minutes. Okay. that's not my role today. Are you doing your job today, Natasha? With people getting hungry. Okay.

See, how she gave me feedback when I called her out or called her in. She was like, I was focused on lunch. So we had a very difficult conversation just right now, and I still respect Natasha. I love this. I am a fundraiser because all of is clean. It's not just the initial conversation. connect with a person, obviously take notes.

There's, on Amazon, I have it. I actually have it in my bag, but there's, it's a, business card holder, but you could take notes from it because you know how I get all these business cards and then it's just in your person, you just don't even know. I'll show you the book in a bit, but take notes, like anything specific.

Oh, we both are from Long Beach. And then even ask, Hey, what do you need right now? What's, what support do you need? But not only do I get the card, I also connect with 'em on social media as well, whether it's Instagram or LinkedIn, and right on the spot. When I'm with them, it's Hey, women, like with the brown scarf, like it was so great connecting and talking about A, B and C.

You put in the direct message, you're like, Hey, I'm just sending this message so I remember. 'cause the reality is you're not gonna remember it is, yes, I'm an extrovert, for anyone into human design. I'm a projector, but this is a lot of energy, so I'm not gonna remember. So that's why I need to do direct message after and then after it's prioritize who you wanna connect with.

There's some people who are like really great vibes, that's completely okay. But there's some, it's like this could be a potential client, this could be a potential lead. Follow them with them right away. there's specific tactics if you wanna follow up in terms of specific time and date. When you send a message to follow up, you wanna do it right before they start work.

So if they start work at nine, send a message at 8 45. It's in the beginning of the day, because what happens when you send a message at the end of the day? They're busy. They're

putting out fires. Also, when you send a message like, Hey, it was so great connecting. Love the lunch that Natasha prepared for us right now.

Are you, I would love to connect about A, B, and C reminding them what both of you talked about. Are you free Monday, one to three or Tuesday four to six? I did not give an option to say no. I gave them two options to meet with me. This is like my fundraising hat right now. Did that answer your question? Yes.

Okay. But also know it's not just one touch, it's five to seven. Absolutely. But also you don't wanna be aggressive, so like you feel it out two weeks, four weeks. And sometimes I'm just real with them after the third touch, Hey, are you interested? Like, I just wanna honor your time, like did you wanna connect or not?

And if you don't, that's completely okay. I just wanna honor your time as well. So I wanna go back to the room and. Because what I always like telling people, I don't wanna just be here for motivation, inspiration, I wanna make sure there's action after. 'cause then what was the point of having me up here? I wanna make sure that there's things that happen and that action could also be pause.

What do you wanna manifest after this? Go ahead, Anita.

**Audience Speaker:** yes. what I'm going to manifest is I'm starting a consulting business because I think that society I'm only gearing toward, People that are high achievers, and I think that the world for high achievers is a little sick of a 25, 30-year-old guru because first of all, I'm bringing 30 years of sales experience to the table, published author.

So my superpower is storytelling. And so I am looking for the person, the beta companies that are willing to. Come in with me initially to get this thing kicked off, and then it's an evergreen business after that. as I mentioned, I'm here to network and talk to you all. My first two principles are t, P, talk to people, and then my second.

Principle is TT mp. Talk to more people and all of these people. I will be asking this specific question. My name is Annette Daniel. I'm about to become a world renowned motivational speaker. Do you know anyone that may need my service? That's me.

**Elaine Lou Cartas:** Thank you, Anita. Natasha, where are we at? Food?

**Natasha Mcpherson:** we got Marlene next, and then food.

**Elaine Lou Cartas:** Oh, okay. Alright. I'm gonna give room for, can I do one for one more person to manifest? Is that okay? Anyone else? All right. You don't gonna say anything. That's fine. Also, no judgment, write it down then for yourself. You don't have to necessarily say it out loud, write it down. Okay, I'm doing that. You need to write it down.

Thank you mom, for teaching That to me,

**Audience Speaker:** tell her why writing it down is important.

**Elaine Lou Cartas:** I forgot what part of the brain, there is actually part of the brain, but do you notice that when you are driving in the freeway for, any of you that have a dream car, do you notice your dream car more often?

Yeah, it's actually, oh, the amygdala. The amygdala. So there is actually signs behind this. So when you're driving, you notice like your favorite car, it's because of your amygdala. So if you write down your goal, then everything you do day to day, even if you're showering, you're thinking of ideas, your brain, your amygdala will remind you of, oh, this will actually help me towards this goal.

**Audience Speaker:** Connects to the cerebral cortex.

**Elaine Lou Cartas:** Yes, amygdala, cerebral cortex. So thank you, Anita. You welcome. And then thank you everyone. I'll be here all day, but just wanna connect. So thank you, Marlene. You're up.