

#169 Spirituality In Corporate America with Elizabeth Rosenb...

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SPEAKERS

Elizabeth Rosenberg, Michelle Glogovac

M Michelle Glogovac 00:00

You're listening to the mind simplified life podcast and this is episode number 169. Welcome to the my simplified life podcast, a place where you will learn that your past and even your present. Don't define your future. Regardless of what stage of life you're in, I want you to feel inspired and encouraged to pursue your dreams, simplify your life and start taking action today. I'm your host, Michelle Glogovac, and I'm excited to share my stories and life lessons with you will take you on my own journey. This is my simplified life. Hey, friends, welcome back to another episode. I'm your host, Michelle Glogovac. Today, the topic is spirituality in corporate America. And that sounds heavy, and it sounds woowoo. And like an oxymoron, really. You're gonna hear from a repeat guest, Elizabeth Rosenberg. I've worked with Elizabeth for over two years now. And her original story on the podcast was about burnout, and how she was in corporate America. And she suffered extreme burnout to the point that she had a migraine in which she lost all of her motor skills and landed in the ER. Since then, she has launched her own consulting branding agency, where she works with mainly C suite people who need to create their personal branding. But she's doing it differently. She's adding in their purpose, their purpose in their life, how they work, how they show up. And then on top of that, she's recently not only discovered, but shown the world, that she's an intuitive. And we're going to talk all about that and what that means, and how people need to bring more spirituality to corporate America. And to not make it such a taboo topic. You'll understand more once you listen to our conversation. But I loved it. I think that it should resonate with most everybody who's listening. Because no matter what you're doing, we're all searching for this purpose. Why are we here? What difference can we make? What's the impact we can have? And how do we bring that into our everyday work life, whether that's in a corporate office, or in a business that we own? Or whatever else it is that we're doing? Hi, Elizabeth.

E Elizabeth Rosenberg 02:35
Hello, Michelle.

M

Michelle Glogovac 02:36

So happy to see your smiling face. Not too long. Yes, a hot minute, right? You've been on the show. But for those who haven't heard your previous interview, can you introduce yourself, please?

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Elizabeth Rosenberg 02:49

Sure. My name is Elizabeth Rosenberg, and I am the founder of the good advice company. It is a communications consultancy, and now a personal branding advisory.

M

Michelle Glogovac 03:01

I love it. And it's so much more, you go very deep. And I'm so excited to get to chat with you about this, because I've known this for a while. But the rest of the world hasn't. You recently just shared an op ed article, I don't know what you want to call it. But you basically come out, per se, or what have you come out as a

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Elizabeth Rosenberg 03:25

yes, I've come out of the closet per se. I wasn't really sure how else to kind of describe that. But I think after 18 months of my friends and a very good girlfriend, who's also an executive coach telling me that I'm telling all of my friends to live authentically. And I'm not. But I kind of got the last push that I needed. So a couple weeks ago, I announced on LinkedIn that I am also an intuitive medium and advanced Akashic Record reader,

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Michelle Glogovac 03:55

which is amazing. I had to google it all just so you know, I didn't do

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Elizabeth Rosenberg 03:58

I didn't do I didn't know what the Akashic records were either. And I was like, I knew when somebody recommended I go get one. And I was like, I don't know what the hell this is. And I had to look it up and then was like, Oh, I got nothing to lose. Let's check it out. And so what does that mean changing my life?

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Michelle Glogovac 04:12

For those who are going to go Google it now? They've done it?

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Elizabeth Rosenberg 04:16

Elizabeth Rosenberg 04:12

Yeah, the Akashic records are, in essence, a library of your souls journey Past, Present Future. So it is a way for intuitives to get into a space to connect with your guides that your loved ones, teachers, kind of any anybody who has a message for you, they'll come through and share it.

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Michelle Glogovac 04:39

So like, and we've talked about Long Island Medium, which I am obsessed with, I'm like, Oh, that would be like the ultimate gift if I could go see her and she's like you Yes, yeah. I have people.

E

Elizabeth Rosenberg 04:50

Yeah, it's a little bit different than that. I mean, it's it's interesting because, you know, my, my wellness journey was long as you know. And what we talked about last time is I suffered From severe corporate burnout, I landed myself in the emergency room with a migraine where I lost all my motor skills. And then went on this like very intense wellness journey. And I really kind of told myself, I will do anything I need to in order to not ever feel that way again. And I explored Eastern medicine, Western medicine, spiritual healing, kind of everything that you could think of. And when I kind of like, it was it was interesting. In one week, three different people were like, You should meet this woman, Helen, who was an advanced Akashic Record reader. And I ended up taking one of her classes, it was a beginning class, and I just really something about it connected, it was very easy for me to connect in. And once I started really practicing, I did start watching a lot of Long Island Medium, and Tyler the medium any like, like ever back in the day, John Edwards, like, yeah, all of those people. Because it was the pandemic, and I didn't really have a mentor, it's not like you can just Google like media mentor and find a spiritual guide that can just kind of like help you figure out what what your ability is, how to use it, and what lessons are and all of that kind of stuff. So as I was watching them, both of them, I think, get very specific messages from wherever they are, they're getting messages from, and then you have to interpret them. It's a lot about being a translator and an interpreter for what you're hearing from the other side.

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Michelle Glogovac 06:24

And so were you hearing things before you discovered this, like they've had this talent, this gift?

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Elizabeth Rosenberg 06:32

Yeah, it's, well, it's interesting that you hold a gift, I am very specific that I do not call it a gift. And the reason why is I believe that everybody has the ability to tap into a higher power, some kind of some kind of something. And I also don't think that if I were to, like, choose to be an intuitive and choose to be a medium, if I would necessarily make that choice, it's really hard on you physically, it's really hard on you mentally, it's really hard on you emotionally, there's a lot of bias around it, which I think is why it took so long for me to kind of announcing come out of

the closet. So I think there's a lot of it's a lot more complicated, I think. But there's a beauty in it too, right? There's a beauty in like being able to really harness the the messages that you're giving or that you're getting, and then being able to share them with others.

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Michelle Glogovac 07:28

Yeah, and then now you're working with people in the corporate world. And they're looking at this, which is fascinating, because you do see more and more that the article that you sent me the other day, where there are some really big corporate people who are using intuitives, mediums, psychics on a regular basis.

E

Elizabeth Rosenberg 07:48

And they have for I mean, like years and years, I mean, like years and years and years. I mean, back way back in history, there were princes and you know, Queens, that we're connecting the shamans, and medicine, ladies, and, you know, healers and kind of all of that stuff. So the fact that there's this bias around it. Now, it's kind of a little bit crazy. But I don't call myself a medium. I don't really call myself an Akashic Record reader, it is an ability, it is something that I know how to do. And I tap into that in the corporate world, to help people uncover their purpose, uncover their authentic selves, and then actualize that in the world. So I have 25 years of PR experience and comms experience. So I really love doing that. Like, I'm not leaving PR anytime soon. I'm really good at it. I really love it. And I think the reason that my clients work with me is because I don't look like a typical intuitive, like a typical, typical psychic, I don't look, I don't look the part I look the part of them. So the bias of working with me is not necessarily there. Because I have the corporate chops to, to back up and validate the work that I'm doing.

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Michelle Glogovac 09:09

And it's interesting that the whole purpose part because I feel like especially with the pandemic, more and more people are like, let's forget the job. I want to find my purpose, quote, unquote, you know, what is that? What does that look like? How do I leave my job? How do I incorporate it into my job? So what does that even look like for you to come in? And say, Okay, this is what your purpose is, like, let's talk about it. Let's discover it. Because for my own personal journey, I mean, I had to really, I'll try this. I'll try this. Nope, nope, nope. Why, you know, and going down that soul searching path myself, and it took a good amount of years to figure it out on my own. Obviously, you're helping people do this in a much quicker timeframe.

E

Elizabeth Rosenberg 09:51

I mean, it's interesting. I think that the people who I work with find me when they're supposed to find me. I would say all my clients are already on some and kind of, you know, journey to find their purpose, they've already started their, their trip of alchemy, if you want to call it that. I also think that purposes are very broad. And I think what I do is I really help thread the needle of how you're living your purpose, how you're showing up in your corporate life, how you're showing up as a person. And kind of, and that's where the PR part comes in. Right. That's

where the, the story mining part comes in. That's where the coaching part comes in. Because I also think, almost everybody I work with, has some kind of imposter syndrome doesn't necessarily feel worthy of the love that they're receiving, or the praise that they're receiving. And I think that's also where a little bit of coaching comes in. I mean, as you know, I'm one of those people that I'll be standing in line at Starbucks, and someone will tell me their life story. Yeah, sitting on the plane next to somebody. And it's like, somebody is telling me all their deepest, darkest secrets. And I have had this happen to me since I was little. And I think now, I didn't realize it at the time. But that was part of my journey, of really trying to be that helper and that guide, and that kind of like cheerleader for other for everybody around me. So it's interesting, because people say to me, I want to live my purpose. And as I get into a reading, I have an agenda for the reading, but I never know what's gonna happen. You could have loved ones come through, you could have, you know, very deep soul messages come through, you're gonna have a bunch of stuff come through, I mean, every reading, I'm like, ooh, that's never happened before, there's some kind of surprise that happens, that always just kind of throws me off a little bit. But when I asked what the soul journey or with the sole purpose is, and the life purposes, and I can explain that in a second, everyone's like, Oh, I'm already kind of living that I'm like, Yeah, well, let's figure out how to actualize it, then, how do we live it every day? What is the lesson that we're meant to learn here that we can tie in our corporate arts, corporate self, our personal self, our real self. And I also think, too, you know, I was talking to a client the other day, and we were talking about trauma. And the reality is, is like, everyone has childhood trauma. Now, the, the, the scale of what your trauma looks like, is different for everybody, you can have a very traumatic experience of abuse and loss and stuff, when you're a little, you could also just have had a fight on the playground that scarred you for your adulthood. Like, trauma is very individual, but everybody has it. So once we kind of accept that that happens to and that we all need to heal from it, you kind of look at things a little bit differently. So it's just like, everybody also has a purpose. But some of our purpose is really meant to live in living a life of love. Like to be very simple. And some purposes like to teach healing guide. So it's like, it's all really, really different.

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Michelle Glogovac 12:53

There's so much there. I'm reading two books right now. One is for a client's book launch. And it's about trauma, and how in the medical field trauma was defined, as you know, it had to be something bad, like you were beaten, or there was a death or there was something. And that's why we don't talk so much about everyone experiencing trauma, and you know, the different types of trauma. And then the other one I'm reading as close to the bone, which I've told you about two of how these near death illnesses are what wakes so many people up to, you have to find a purpose. You have to move, you know, forward and, and find something in your life that makes you want to continue to live sort of thing. So I think it's fascinating, all these things. I feel like they're all coming to me at the same time, and you're talking about them. And I think the other reason we get along so well is because I've always been the same, where people are telling me things. My husband's gone to the same dental hygienist for I don't know how many years I got her last time out of the blue. And I came home like Did you know that her parents passed away? And then and then and and he's like, you went to my hygenist? I'm like, yeah, you've never told me this. He's like, she's never shared that. I'm like, well, there you go. We're also

E

Elizabeth Rosenberg 14:07

the people that like babies and dogs like love, right? That. Yeah, you'll be walking down the street. I mean, I was walking down the street in New York and a dog literally ran across the street. And the owner was like, Oh, my God, I'm so sorry. that's ever happened to me. And I was like, it happens all the time. It's it's what it is.

M Michelle Glogovac 14:26

I'm the baby whisperer.

E Elizabeth Rosenberg 14:27

I've been told. I am to exactly. Yeah. It's so funny.

M Michelle Glogovac 14:31

Yeah, maybe maybe there's something there. I don't know. I'm waiting for you to tell me that someone's trying to come through.

E Elizabeth Rosenberg 14:38

No. Well, we did have that experience. But we do.

M Michelle Glogovac 14:41

Yes, we did. Yeah. Which is? Yeah, it's incredible. And so I know that. You're what do you call it a talent? If it's not a gift,

E Elizabeth Rosenberg 14:50

I call it an ability. Okay, just so I know your ability or anything else. I just really tap into it. Yeah,

M Michelle Glogovac 14:57

yeah, yeah. And so when people come So they come to you, you've talked about their purpose, you've put them on this new path, like what happens then because I feel like there's there's a hard spot and even in my position and you from the PR world, you know that we will give you all the tools, we will give you the path. Now go forth, you know, and make it happen. Since I'm sure some don't, yeah,

E Elizabeth Rosenberg 15:23

well, let's talk about the process first. And this is where it's like, I tied together the worlds it's

not like you're getting an intuitive reading, and then I'm like, go for it. Here's your here's your purpose. Good luck. So the very first session is an intuitive reading. And again, like I always tell everybody, whatever comes through is supposed to come through I have an agenda, I will try to steer as much as I can. But let's just see what happens. The second session is a behavioral analysis. So I work with an executive coach, and we take my clients through a really behavioral data on the best way to work the way that you should work the type of people that you should be working with. And it's funny, because after the first session, everyone's like, Oh, my God, I loved that session, it was so great. In the second session, they're like, oh, my god, that was my favorite. But the beauty is, is that you're tying in what I call intuitive data with behavioral analytics, and they always match up. It is, it's like a wild phenomenon. The third session is a very in depth story mining session, I give you homework, and then I kind of read between the lines. And it's interesting, because I think every leader that I work with, as executives that I work with comes to me and is like, I want to talk about diversity and leadership and creativity. And I'm like, No one gives a shit, what you have to say about any of those things like PR has changed, the world has changed, you have nothing new to say about any of those things, unless it's super, super Predock, like provocative, no one is going to care. And when they hear that, they're then more open to talking about the authentic stories that are actually interesting to them, whether you're leaving as a sober leader, whether you have children on the spectrum, and you then lead your teams differently, because of the way that you parent. There's so many different stories that have kind of come out. And those are the stories that people are finding interesting, those are the stories that are relatable, right? Like if I had told my burnout story, I mean, that it's interesting that morning, I mean, I tell us a lot, but like I threw up before I, I knew that it went into live, it went live and was like, oh my god, like everyone's gonna think that I'm weak, I'm never gonna be able to get a job again. And that was kind of the beginning of my own brand building. So I also tell everybody, like everything that I've built, and everything that I've kind of created in this process I've done for myself. So I know that works. And I also know what doesn't work. And then you go through I give you, you know, it's funny, I always tell people, I'm like, Hey, give me a new bio. And everyone's like, okay, but I'm like, your bio then reads about who you are as a person, not necessarily what you do. And I think I had this like kind of realization during the pandemic, as people were dying from COVID and other things, their obituaries, were reading, like resumes. And that's because LinkedIn is the easiest public place to get information. And I'm like, if we all die tomorrow, and your obituary reads, like, Oh, she did this for work. And, oh, he won this award, like, who cares? Like, I know, in the end, like, I want to be known as somebody who was making an impact, and somebody who was helping the world and somebody who was kind. And I really want my, you know, obituary to be funny. So I want there to be a little humor in it. Um, and then the fifth session is I really teach you how to like kind of media optimize. And again, like thought leadership, optimize your LinkedIn. So I, it's interesting. I think LinkedIn is going through a, a renaissance in many ways. I think, in a weird way, it was starting to become something like Facebook, like it really annoys me when people on LinkedIn put like a tweet that somebody else tweeted, and then that goes viral. And you're like, how did this get 20,000 likes, like, what is happening in the world. But I also think it's a place for really authentic thought leadership to share kind of like heartaches and opinions on what's going on in the world. But I also think there's a way that you can bring your authentic self to work in a work way. I'm not telling everybody like, we bring your whole self. I don't actually think you should bring your whole self to work.

M

Michelle Glogovac 19:28

Don't don't always Yeah, don't bring the notary like laundry. Oh, learn

E

Elizabeth Rosenberg 19:33

how to bring the self that is the best version of the self for that day. But I think it's hard because I think when you are presenting your authentic self as a leader or even, you know, as a team member, it can be very scary. Because you have a lot of fear around the judgment that people are going to have around you. I mean, I you know, prior to putting out the story about me being intuitive, I was like I might even be Got to get a job I hate after this, like, what is like, this is terrifying. And it was the complete opposite. I went great. Yep. But because of my PR plan, you know, or a PR person, I had a plan for both. I was like, Well, if I get completely shunned, this is what I'm going to do. But it ended up being amazing. I mean, I've gotten hundreds of messages from people that were like, thank you so much for saying something I'm really interested in this. And that's kind of my only goal is like, if we just keep doing the things that we're doing, like how corporate America is working right now, like, we're going to implode, like we have to start thinking a little more creatively about how to help with the future of work looks like how to show up as yourself, how to innovate. I mean, there's a ton of kind of ways of we can improve?

M

Michelle Glogovac 20:47

Well, I think there's two things that came to mind when you mentioned this is, one is I think we are seeing some corporate leaders showing up in their authentic self, and it's kind of gross. We see how Elon Musk is showing up and he is his true self. Got to help him, you know. So I can see that there are some authentic selves that should just maybe not show up so much.

E

Elizabeth Rosenberg 21:12

But it's interesting on that front, though, because I feel the same way you do. But I also think that there's an audience for everyone.

M

Michelle Glogovac 21:21

Oh, as we've seen in the past number of years, yeah, there's definitely an audience for everyone. So anyone who thinks, you know, are there enough podcasts for me to be on? Absolutely, because there is something for everyone. The other thing, you know, when you talk about being your authentic self, and people saying, Oh, I'm interested in this, I think that there's a problem with people who then say they're interested, but they won't say it out loud. You know, I pride myself on I will tell you, I think this is freaking awesome. And, you know, teach me more, I want to hear more, give it all to me. But then you have people who are like, Oh, I think it's really cool, Elizabeth, but can you meet me, you know what in the back alley, and we'll talk about it there. But don't tell anyone that I'm here.

E

Elizabeth Rosenberg 22:08

I have I mean, that's probably half my clients, in all honesty, and I think I've become very comfortable with that. Because it's not, that that's their journey, they will get get somewhere

where they need to get somewhere at the beginning of the year, I kind of made this decision and this pack that when I'm thinking something nice about someone, I just text them and say that because I think that I don't want to, I don't want to leave anything on the table. And I also feel very, very strongly that we shouldn't have to die for people to say nice things about us. So as often as I can, I try to compliment a stranger every day. And I tried to say something nice to somebody that I know, every day. During the pandemic too. I started telling people that I love them outside of my family and close friends. And I think that also just changed the way that I kind of show up in the world, and changed my relationship with the people that I really value. But it's interesting, because, you know, I've, I've sent a few messages to people, I was just like I was thinking about you. And I just wanted to say something really nice to you. And, and I say the nice thing, and I don't hear anything back. And that's happened now three or four times. And the lesson for me in that was I don't need the validation. And the thank you to say something. I was saying something nice for that person, not for the response in return. So I actually really encourage everybody who's listening once a week, say something nice. And if you don't hear back, it's not about you. You don't let that you know,

M Michelle Glogovac 23:36

I've had a similar journey because I'll be like, Oh, should I text them? You know, I don't? should I should I or it may be do I come off as too needy if I'm like, you know, and I've said fuck it. I'm going to Hey, I like you. And I'm gonna let you know I like you. Or, you know, I encourage my daughter who's six. She's like, Oh, she's got pretty nails, like tell her go ahead and tell her that you really like her nails because it could make her day. And that could set who knows off down the road. Go tell her. She's like, okay, so I'm trying to teach her to do that. So she doesn't get to her 40s like we are Yeah, they Oh, yeah, shit, I should be telling people that I really liked their outfit on the street, or that was really nice, what they just did.

E Elizabeth Rosenberg 24:18

And yes, and the other thing too, is I think we always have to remember to have a lot of grace for everybody around us. Like we are in a time of complete, emotional, physical, spiritual mental burnout for everyone. So you always have to remember that somebody else is going through something. And I think we just are moving so fast. And I think in many ways, the corporate America and the economy in the world are all trying to get back to where we were. And there were people that grew during the pandemic and kind of like really worked on healing themselves and what they want their lives to look like, and other people who were like, No, I just want things to go back to the way they were. The right exercising is happening right now. And I think we just kind of have to ride the wave and see where we all land, I, of course want everybody to, to evolve and move forward and heal and be better versions of themselves. But we just have to remember everyone is going through something. So I just constantly have to remind myself, I have to have grace for myself, and I have to have grace for other people. Because you never know when anybody is going through. And we are isolating my work. There's a lot going on right now. I mean, we are burned the eff out like there is just, there is a lot happening. So

M Michelle Glogovac 25:33

So brings us to with corporate America, how do we overcome the spiritual bias? You know, is it

just a process of us talking more and more about it? You know, embracing it, not being afraid to talk about it? Because I think it also goes back to those who are like, Hey, back alley, let's talk about it, but not in, you know, in the front, you know, and at the same time, if we're all just doing it behind closed doors, we're not going to overcome that bias.

E

Elizabeth Rosenberg 25:59

Yeah. I mean, it's interesting. That's a great question, because I wish I hope I have a decent answer. Um, my mentor was talking to me, and I mentioned this to him a couple years ago about the journey that I was on. And he was like, It's really similar to like surfing. And he was like, there was I'll have to look up the book, there was a story about a leader who like didn't tell anybody who was surfing every morning, it was doing it for like meditation. And because surfing had this bias of being like a beach bum. And now in LA, like, CEOs are doing business in the water, like it's happening. And that bias is completely gone. Now, when you surf, you're doing it like you are the Zen leader, who's also in great shape, right. And the spiritual world is very different. Because it's not like surfing. It's not like a one thing there. And there's the Akashic records. There's Taro, there's plant medicine, there is energy work, there's Reiki, there's sound baths, there's like, too many things. And then I also think there is this. I mean, there was a great article, it was like probably, again, like it probably a year ago, but about all of the kind of like Shams that mediums are putting people through of trying to like rid people of demons and all of this stuff. So there's also this, like, huge hurdle that we have to get over as well. So I think it's going to take a while. But the thing that I did, again, when I kind of like wrote this op ed and and posted it is I send it to my entire network. And part of what I said was, what can you do for me? Or how can how can now how can you help. And I asked the CMOS that I've worked with, I've asked people in my network who've had a reading, I've asked people that know me, and know that I'm not crazy and know that this is an amazing evolution of what Brandon could look like and what corporate America could look like to please comment on my post. I've dozens and dozens and dozens of comments. And I've had people email me and be like holy, like the who's who of the marketing world has commented on your post. And I was like, they're like that says so much about you. And I said, it doesn't say that. Thank you. That's really nice. But I actually think it says so much about the acceptance of the practice. Because in 2020, when I think my ability was really honing in, I was really honing in on what it is that I was doing and how I was doing it. And I talk a lot about this, too. It's like the world got quiet, and the spiritual world got loud. And that was really where I was watching all the all the medium shows trying to figure out like, what is that? Like? How do I translate all of this? And, and in that year, I was just offering readings to people. And in 2020, I ended up doing like over 100 readings for executives at Fortune 500 companies, for startup founders that it was all via referral. And I think it's because everybody was just sitting at home being like, Oh, my God, I am a board and be like, I need an answer for something.

M

Michelle Glogovac 29:03

So it was we thought the end of the world was coming.

E

Elizabeth Rosenberg 29:07

We thought the end of the world was coming. So if everybody's doing it, and no one's talking about it be an early adopter. Yeah, jump on the journey.

M

Michelle Glogovac 29:15

Yes, like AI, chat chat, whatever it is.

E

Elizabeth Rosenberg 29:20

Chat, GBT. Yeah, that's it. Well, yeah, it's interesting, because I have a couple clients that are in AI and stuff, too. We could have an entire conversation about that later. Yeah. Fascinating. Yeah.

M

Michelle Glogovac 29:30

So one more thing when it comes to the branding, because let's talk about the personal branding, because I think it's something that so often we forget, and we've talked about this before, that even if you work for a corporation, you need to be branding yourself. And that's how all of this comes into play with what you do. Because for two decades, I was my brand that I worked for. And I didn't think at all even though I had a website and I had an email list that I never added any One two, I could have been eons ahead of when I decided to leave the corporate world. Yeah. So, you know, bring that all in to That's intense. Yeah, bring that all in for why people need to be working on their corporate brand, or their I'm sorry, their personal brand when they're in the corporate world.

E

Elizabeth Rosenberg 30:16

Yeah, I mean, the reality is, you're not going to get that job forever, like we are not. Unless you're my twin sister who, like my God, she's been at the same job forever, and she just is killing it. And she's amazing. And she's so happy. And there's very few people like that in the world right now. Um, some tips on how to kind of get around that. And I also think to like, you know, it's funny. I think as we are now at this time, where we're like, what's making me happy, I think there's even people who've been in jobs for 10 years that are like, Oh, I just am good at this. It's not necessarily something I want to do. Because I've been a corporate PR person, some some advice, I have to give, it's hard to get around the corporate PR people, they have very strong boundaries around what you can and cannot do. The first thing that I do, or that I recommend all my clients is change your header image, to not your your companies. Now, as a corporate PR person, I love that you have it there. Because you're doing exactly what I'm telling you to do. Stop doing that. The other thing is to really, and this is where I help my clients mostly, is to pick like three topics that are authentic to you, whether it is Lena mine is a lot about burnout, branding, PR. And I really like don't veer from those, I can kind of like weave together moments, cultural moments, and kind of like, you know, I think post about that kind of stuff in terms of PR, burnout, purpose, branding, that kind of stuff. But once you kind of completely veer and, and go into like hot tech Central and are talking about things that have nothing to do with those topics. Your brand just kind of lost. The other thing too, I think that people fear is leaning so much in their brand, that that's all they're talking about. Don't feel bad about that. I remember you and I talking about it. And I was like, Okay, I'm gonna do some podcasts. And you're like, Yeah, you're gonna tell your story. And like that, I just tell him the

same story on all the podcasts. And you're like, Well, you, there's nuance to it. But like, every podcast has a different audience. And you're still just, your story's important and needs to be told, again, in all of these places. And I think that's true for your brand name message. And also like, pick the the social media that feels most authentic to you. I think a lot of my clients also are like, Oh, God, I need to start a tech talk. And I need to be on Instagram. And I'm like, why are you getting clients on there? Like, is that really, is that your audience? Or I feel like I've got a tweet all the time. I feel like to do this. And it's like, again, it's like, what is the what is the return on investment? Because a lot of that takes a lot of time. Some of the best executives in the world have no social media presence at all. They are just running their company and their personal brand is through the people that they're mentoring.

M

Michelle Glogovac 33:04

Yeah, I've seen more and more drop off of Instagram. All the

E

Elizabeth Rosenberg 33:08

time. Yeah. And I think there's something actually kind of level like, kind of lovely about that, like, that's your brand. Cool. You do you? Yeah, yeah. But getting your own corporate PR people is hard, because the thing you have to remember is that you are not, you're not their priority, the brand is their priority, you are a vessel to tell the brand story, which is why, you know, I've got one client who just is so amazing. She's a CMO at a huge company. And she's on stage constantly talking about, you know, brand stuff. And she took a couple years off to have her kids and had this fear around. Oh, my God, will I be able to get a job again, after making this life choice. And every panel, she's on every talk, she's in every podcast she's on, we weave that relatable personal story into her narrative. Because and by the way, and that's the thing that after every talk, after every podcast, ever, everything, everyone comes up and says, Thank you so much for sharing that. That was the thing that resonated with me.

M

Michelle Glogovac 34:12

I totally agree. It's just,

E

Elizabeth Rosenberg 34:14

there's a beautiful way to tie it all in. It's just, we can't be. Again, when you're a corporate talking point. No one's gonna care. We have to say, I hate to say that. But as you know, having been a corporate PR person for over 20 years. It's a little depressing, and very real.

M

Michelle Glogovac 34:33

I love it. I just posted about this the other day, I was like, it has to be your story. Don't go in with the intention of selling. That's disgusting. And I think if you just are always talking about the corporation, the brand, whatever it is, nobody's going to care. Go win with your story and let people relate and ultimately they'll want to buy from you whatever it is.

E

Elizabeth Rosenberg 34:54

Yeah, and you know, I also everybody's on their own timeline. So, a lot of the time people will finish up on my, I call it like a workshop methodology, and we'll finish up, and then it'll be six months. And I'm like, just checking in what's happening, I even posted anything I and I really like to just follow up with my clients and see, you know, the progress that people are making. And I'm a great example, it took me over 18 months to once I kind of like, accepted that I was this and I was going to come out with my story. I mean, you and I talked about this like two years ago at this point. And then finally being able to feel comfortable enough to do it. We're all in our own timeline. We're on our own journey, and you need to do what's right for you at the time that's right for you. And absolutely having, I think, a personal board of advisors around you that you can add, they can edit things that they can read things that they can nudge you that they can support you is really, really, really important. You have to find your people gotta find your people. Yeah, the ones that will be real with you. Yeah.

M

Michelle Glogovac 36:01

Yeah, yeah, it might hurt sometimes, but go with those people.

E

Elizabeth Rosenberg 36:07

Yeah. But I also think that's why people probably like working with the two of us is we're no nonsense. Like, I'm not I don't sugarcoat anything. I'm very, and I think that's why my readings are probably a little bit different than most intuitive readings. Because the guides are pretty blunt. They don't, they don't really sugarcoat much. So be

M

Michelle Glogovac 36:27

I think that's how the world should be. Let's not sugarcoat,

E

Elizabeth Rosenberg 36:31

not everybody, not everybody can take it. But yeah, wouldn't it be lovely if that was the case?

M

Michelle Glogovac 36:35

So where can people find you? These days?

E

Elizabeth Rosenberg 36:40

LinkedIn is the best place to find me. And to find me. At Elizabeth Rosenberg, I do have the good advice company page. But again, like I'm, I'm practicing what I preach, I'm building my own my own brand on my own page. And then on Twitter at good advice. Co. And then also

own my own brand on my own page. And then on Twitter at good advice. Co. And then also, like, obviously, you can find more about the branding process at my website, which is [www the good advice. company.com](http://www.thegoodadvice.com).

M

Michelle Glogovac 37:04

Thank you so much. I love talking to you. It's such a treat.

E

Elizabeth Rosenberg 37:09

Thanks for having me back.

M

Michelle Glogovac 37:11

Okay, friends, I hope you're as intrigued as I am I adore Elizabeth as a human being. And I think that what she's doing is so unique. So incredible, fascinating. I love it. And I love that she's helping people more and more on their journey to not only discovering their purpose, but to taking action with it. It's one thing to say that you want to have purpose and that you want to make a difference. But it's a whole other thing to actually go out and do that and to make sure that you are living out your purpose every day, in the corporate world, in your business in whatever it is that you're doing. I encourage you this week to think about what it is that you want to make a change. What is your purpose in this world? What are you meant to be doing? And how are you showing up and doing it every single day? If you're in the corporate space? How do you do that with your clients, with your co workers with your team members? How is that? And are you representing yourself in that same way, in whatever space you're in, whether it's online or in the boardroom? I encourage you to take that closer look. And to get in touch with the guides the spirits, the extra that's out there that you may not even be thinking about having an impact on your life the way that it is. Connect with Elizabeth if you think that's a great fit, because I know that she will help you find that purpose and will help you make a difference not only in your life, but in the lives of so many others.