

# LEADERSHIP AT ALL LEVELS

With Gail Lowney Alofsin



***"The difference between a successful person and others is not a lack of strength, not a lack of knowledge, but rather in a lack of will."***

*Vincent Lombardi*

This past January 2017, I had the privilege of teaching my third New York J-term course for the Harrington School of Communication and Media at the University of Rhode Island. This one week, three credit course, offers the students an opportunity to network and learn from over 40 business professionals from corporations and agencies. We had the privilege of visiting the corporate offices of CitiBank, HBO, Momentum, Pepsi, Thomson Reuters, CBS Local Digital, Focus Financial Partners, Genesco, Allison + Partners, Carat Global, Access Intelligence, Twitter and ESPN to name a few.

The main leadership trait discussed by the majority of the speakers was the importance of Trust. While authenticity, integrity and communication are all important, trust is the main indicator of successful relationships, both personal and professional. Your word, your work, your brand – are you trusted? Are you trusted to complete projects on time? Are you trusted to meet or exceed your budget? Do you show up on time? When you show up, are you present or is your mind elsewhere?

A trusted employee at all levels of one's career is a most coveted and valuable asset. You will not always agree with changes, policies or decisions in your organization. There may be opportunities to voice your opinion, however, when a decision is set in stone, move forward and choose your battles wisely. Bring YOUR best self to work. Subscribe to the

fortune cookie wisdom of "Good work brings good fortune." No company wants to lose an employee who is valuable – showcase your value every day.

There is a neon sign when you walk through the door of Twitter's Manhattan offices aglow with #LoveWhereYouWork. This serves as a reminder that when we start each day focused on the positive aspects of where we work, our mindset will be that of productivity, contribution and trust. As you build your brand, make trust a cornerstone. Additionally, define your digital brand on line professionally as you can - people "meet" you before they meet you. There are no "little" things – every touchpoint counts. As you pay attention to detail and work on self-improvement every day, this will lead to a trusted brand called YOU!

**Gail Lowney Alofsin** is a keynote speaker, author, adjunct professor and business executive. Her book, *Your Someday is NOW – What are you Waiting For*, focuses on becoming your best you. A lifelong student and humanitarian, Gail believes that we all have the capability to be a leader in our own lives, influencing the lives of others for positive peak performance and success. She can be reached at 401-640-4418 and gail@gailspeaks.com. Follow her on twitter: @gailalofsin and visit her website: gailspeaks.com.

Whether you are new to the workforce or have been working for decades, the sage advice below from the Jterm guest speakers offers great insight:

***"Be the first one to raise your hand, always."***

*Adam Wiener  
CBS Local Digital*

***"Don't be afraid to scare yourself. Whether you fail or succeed, it will lead to other things."***

*Mark Dupont  
Focus Financial Partners*

***"Adhere to the Adjunct Model, try something – fail fast and forward."***

*Michael Moore  
Thomson Reuters*

***"Can you hear the smile in my voice and hear my enthusiasm in talking with you?"***

*Kathy O'Donnell  
Citizens Bank  
(during a phone call with the students)*

***"There will be mini fire drills throughout your day. Nothing surprises us. A Type A personality is an asset!"***

*Sammi Vogel  
HBO*