

Webinar

ULI Colorado: WLI Leadership Connection with Tasha Jones, President & Founder LV Jones Consulting

Date: January 13, 2022

00:00:12 --> 00:00:15: In the interest of time, I think I'm gonna kick
 00:00:15 --> 00:00:15: us off.
 00:00:15 --> 00:00:17: And as those who want to join will hop on
 00:00:17 --> 00:00:18: and join us.
 00:00:18 --> 00:00:22: So thanks of you. Two are already on the call.
 00:00:22 --> 00:00:24: I am going to pass it over to one of
 00:00:24 --> 00:00:25: our Co chairs.
 00:00:25 --> 00:00:32: Jen Reynolds to announce Wli leadership connections.
 00:00:32 --> 00:00:34: Oh, I'm sorry, actually Jocelyn was going to kick us
 00:00:34 --> 00:00:34: off.
 00:00:34 --> 00:00:37: I flipped that Jocelyn taking their words.
 00:00:37 --> 00:00:41: Thanks Madeline. Hi all, I'm Jocelyn hittle.
 00:00:41 --> 00:00:43: I'm the assistant vice chancellor of the CSU Spur campus,
 00:00:43 --> 00:00:46: which just opened our first facility last Friday.
 00:00:46 --> 00:00:49: So I'll just take this opportunity invite you all to
 00:00:49 --> 00:00:51: come on by and see it bring your kids.
 00:00:51 --> 00:00:53: We are open every day throughout stock show and then
 00:00:53 --> 00:00:54: Monday through Saturday.
 00:00:54 --> 00:00:57: After that we are an educational destination,
 00:00:57 --> 00:01:00: so we have a clinic where you can see surgeries
 00:01:00 --> 00:01:02: happening in real time.
 00:01:02 --> 00:01:04: They've got all kinds of things for kids to do
 00:01:04 --> 00:01:05: and see educational exhibits,
 00:01:05 --> 00:01:08: VR. You can watch horses on treadmills has a lot
 00:01:08 --> 00:01:08: going on,
 00:01:08 --> 00:01:11: so I'm just welcome you all to come by and
 00:01:11 --> 00:01:12: see it.
 00:01:12 --> 00:01:14: But that is not my real role here.

00:01:14 --> 00:01:16: My role here is to introduce you all to the
00:01:16 --> 00:01:17: Women's Leadership initiative,
00:01:17 --> 00:01:19: which I am thrilled to.
00:01:19 --> 00:01:23: Co chair leadership connections, which is part of the
00:01:23 --> 00:01:25: Women's
00:01:25 --> 00:01:29: Leadership Initiative with Jen Riedel.
00:01:29 --> 00:01:33: So wli exists within the Urban Land Institute to enhance
00:01:33 --> 00:01:35: the work and visibility of women in ULI and in
00:01:35 --> 00:01:38: real estate in general.
00:01:38 --> 00:01:41: And we have a wonderful program called Leadership
00:01:41 --> 00:01:44: Connections that
00:01:44 --> 00:01:46: is an opportunity for us to hear from leaders within
00:01:46 --> 00:01:49: real estate adjacent to real estate in other fields that
00:01:49 --> 00:01:52: might be applicable to real estate and land use.
00:01:52 --> 00:01:54: And so we are thrilled to have Tasha Jones with
00:01:54 --> 00:01:58: us today for our leadership connection.
00:01:58 --> 00:01:59: If you're interested in getting involved in Wli,
00:01:59 --> 00:02:01: please do reach out. Lots of different programs and ways
00:02:01 --> 00:02:02: for you to be involved.
00:02:02 --> 00:02:04: And with that I'm handing it back to you,
00:02:04 --> 00:02:09: Madeline. Or am I handing it to Jen?
00:02:09 --> 00:02:12: You can take it from there,
00:02:12 --> 00:02:14: thank you. So just a quick update run through of
00:02:14 --> 00:02:15: how to operate on the call,
00:02:15 --> 00:02:17: so we're going to keep everybody muted 'cause we will
00:02:17 --> 00:02:20: be recording this session,
00:02:20 --> 00:02:21: so we'll have a quick introduction.
00:02:21 --> 00:02:22: If you could unmute yourself as you're introducing yourself
00:02:22 --> 00:02:24: and
00:02:24 --> 00:02:26: then make sure to go back on mute so we
00:02:26 --> 00:02:27: don't have any feedback,
00:02:27 --> 00:02:30: and then submit any questions you have through the chat
00:02:30 --> 00:02:32: box,
00:02:32 --> 00:02:34: we will stop recording during Q&A and you can unmute
00:02:34 --> 00:02:37: and ask questions then too.
00:02:37 --> 00:02:39: But just while Tasha is presenting,
00:02:39 --> 00:02:42: please make sure to follow those rules.
00:02:42 --> 00:02:45: So this is a quick agenda for today,
00:02:45 --> 00:02:46: so we're just going to do an update from ULI,
00:02:46 --> 00:02:48: and then we'll head into group introductions and then the
00:02:48 --> 00:02:52: presentation by Tasha.
00:02:52 --> 00:02:55: And then we'll have Q&A.
A quick thank you to our sponsors for 2022.

00:02:55 --> 00:02:58: We are wrapping up our sponsorship drive for this year
00:02:58 --> 00:03:00: so we do have a few spots left so if
00:03:00 --> 00:03:04: any of your companies are interested in supporting you alive
00:03:04 --> 00:03:07: would be greatly appreciative. Just reach out and let us
00:03:07 --> 00:03:07: know,
00:03:07 --> 00:03:10: but we have some obviously wonderful supporters already
this year,
00:03:10 --> 00:03:15: so we're very excited. For you and I,
00:03:15 --> 00:03:18: we have a lot of upcoming opportunities.
00:03:18 --> 00:03:21: So January 26th we have our book club coming up
00:03:21 --> 00:03:22: this week.
00:03:22 --> 00:03:24: All it read, listen, watch,
00:03:24 --> 00:03:25: UM and so it's a book club,
00:03:25 --> 00:03:28: but we make it accessible by offering something that you
00:03:28 --> 00:03:30: can listen to about the book.
00:03:30 --> 00:03:31: Or you can watch about the book.
00:03:31 --> 00:03:33: So if you don't have time to read the whole
00:03:33 --> 00:03:33: book,
00:03:33 --> 00:03:35: you can still join in the conversation.
00:03:35 --> 00:03:39: The book that we're discussing this month is going to
00:03:39 --> 00:03:41: be the holy so it is a book about our
00:03:41 --> 00:03:43: local Park Hill neighborhood.
00:03:43 --> 00:03:47: Gentrification development gangs, so there's a lot wrapped
into this
00:03:47 --> 00:03:48: book,
00:03:48 --> 00:03:49: and it's really, really interesting.
00:03:49 --> 00:03:53: I highly recommend it. January 27th will be hosting an
00:03:53 --> 00:03:58: adverse advocacy training on how to reduce risk and
increase
00:03:58 --> 00:04:01: success for affordable and workforce housing.
00:04:01 --> 00:04:04: So this is just a way to combat Nimbyism in
00:04:04 --> 00:04:06: our own backyard and make sure that we know how
00:04:06 --> 00:04:10: to have the conversations with our community and our
policymakers
00:04:10 --> 00:04:14: to make sure that affordable and workforce housing happens.
00:04:14 --> 00:04:16: Then we have one of our larger events of the
00:04:16 --> 00:04:16: year.
00:04:16 --> 00:04:19: Emerging trends happening February 15th,
00:04:19 --> 00:04:22: so this was postponed so we could make this hybrid
00:04:22 --> 00:04:25: so you can join us in person or virtually emerging
00:04:25 --> 00:04:28: trends is going to be we're going to have a
00:04:28 --> 00:04:31: national speaker. He actually Andy Warren helped Co.
00:04:31 --> 00:04:33: Write the report with you Ally,

00:04:33 --> 00:04:35: so it'll be really interesting.
00:04:35 --> 00:04:36: And then we have a local panel that's going to
00:04:36 --> 00:04:37: respond
00:04:37 --> 00:04:38: to the report as well.
00:04:39 --> 00:04:44: February 16th we have equitable access to capital real estate
00:04:44 --> 00:04:45: development by all four.
00:04:45 --> 00:04:49: Also, this is a presentation on how to make capital
00:04:49 --> 00:04:51: accessible to everybody,
00:04:51 --> 00:04:54: so we can make development happen where it needs to
00:04:54 --> 00:04:55: and by everybody,
00:04:55 --> 00:04:57: not just one sect of people.
00:04:57 --> 00:05:01: Then we have celebrating Colorado Springs 150th
anniversary past,
00:05:01 --> 00:05:04: present and future. So this is a celebration and we're
00:05:04 --> 00:05:07: actually going to have the mayor of Colorado Springs there
00:05:07 --> 00:05:08: to speak.
00:05:08 --> 00:05:10: So a really wonderful event that we're excited.
00:05:10 --> 00:05:14: Or you can sign up for all of these events
00:05:14 --> 00:05:17: on our ULI event page and we'd love to see
00:05:17 --> 00:05:20: you at any and all of them.
00:05:20 --> 00:05:24: So next, we're just going to do some quick introductions.
00:05:24 --> 00:05:27: Let me stop sharing my screen really quick and 1st
00:05:27 --> 00:05:32: I would like to introduce our new executive director for
00:05:32 --> 00:05:33: you like Colorado,
00:05:33 --> 00:05:35: Rodney, Milton, Rodney. Take it away
00:05:35 --> 00:05:37: absolutely. Thank you so much,
00:05:37 --> 00:05:40: Madeline, thank you chairs again.
00:05:40 --> 00:05:42: My name is Rodney Milton.
00:05:42 --> 00:05:46: I am very pleased and honored to be taking on
00:05:46 --> 00:05:47: this role.
00:05:47 --> 00:05:50: I'm I grew up in Denver and the metro area
00:05:50 --> 00:05:55: between Denver and Aurora and recently relocated and I'm
just
00:05:55 --> 00:05:57: extraordinarily excited.
00:05:57 --> 00:06:00: My background is I was a teacher before I was
00:06:00 --> 00:06:01: a planner,
00:06:01 --> 00:06:03: but I but I'm in planning.
00:06:03 --> 00:06:05: I did most of my work in the City of
00:06:05 --> 00:06:06: Atlanta,
00:06:06 --> 00:06:09: but I know Denver. City of Atlanta and the in
00:06:09 --> 00:06:12: the areas are very sister cities in the sense that
00:06:12 --> 00:06:14: they've got this.

00:06:14 --> 00:06:15: They faced a similar challenges,
 00:06:15 --> 00:06:19: and so I'm extraordinarily grateful to be in this role
 00:06:19 --> 00:06:22: and working in my hometown and I look forward to
 00:06:23 --> 00:06:26: serving all of you at throughout my career.
 00:06:26 --> 00:06:29: I've always been a public servant and now the public
 00:06:29 --> 00:06:32: that I'm serving is my membership and the residents of
 00:06:32 --> 00:06:35: the Front Range in the state of Colorado,
 00:06:35 --> 00:06:39: so I'm extraordinarily excited and I'm very looking forward to
 00:06:39 --> 00:06:40: Tasha's presentation,
 00:06:40 --> 00:06:43: so I will be quiet and mute and listen and
 00:06:43 --> 00:06:44: pass it.
 00:06:44 --> 00:06:47: Back to Madeline so we can do introductions.
 00:06:47 --> 00:06:48: So thank you again.
 00:06:49 --> 00:06:53: Great thank you Rodney. So we'll start off group
 introductions
 00:06:53 --> 00:06:55: and I'll call in the first person.
 00:06:55 --> 00:06:57: Then if you could just call on the next person
 00:06:57 --> 00:06:57: after that,
 00:06:57 --> 00:07:00: that would be great and tell us about yourself and
 00:07:00 --> 00:07:02: then maybe something that you wanna hear from Tasha as
 00:07:03 --> 00:07:03: well.
 00:07:03 --> 00:07:05: So Lisa, I'll start off with you.
 00:07:13 --> 00:07:14: Sorry, it's late in the day.
 00:07:14 --> 00:07:15: It's been a long day.
 00:07:15 --> 00:07:17: This is my first ULI event.
 00:07:17 --> 00:07:20: I'm really excited to be here and my name is
 00:07:20 --> 00:07:21: Lisa Huff.
 00:07:21 --> 00:07:25: I'm the new president, CEO of the Adams County Regional
 00:07:25 --> 00:07:26: Economic Partnership.
 00:07:26 --> 00:07:29: Not so new. I joined Act took this role on
 00:07:29 --> 00:07:32: in May and I'm really looking forward in 2022 into
 00:07:32 --> 00:07:36: getting more involved in some of these industry like groups.
 00:07:36 --> 00:07:39: So super excited to be here if you don't know
 00:07:39 --> 00:07:44: Adams County Regional Economic Partnership is a nonprofit
 organization.
 00:07:44 --> 00:07:47: That represents the greater Adams County region.
 00:07:47 --> 00:07:51: We have about 11 municipalities who are our community
 partners
 00:07:51 --> 00:07:53: and then many of some of the folks on this
 00:07:53 --> 00:07:57: call and other people are our private investors really focusing
 00:07:57 --> 00:08:01: on talking about making Adams County a great place to
 00:08:01 --> 00:08:02: do business so.
 00:08:02 --> 00:08:04: Looking forward to hearing from Tasha.

00:08:07 --> 00:08:10: Great thank you, Lisa, and welcome if you just wanna
00:08:10 --> 00:08:11: call the next person then great.
00:08:13 --> 00:08:14: How about Emma
00:08:14 --> 00:08:17: Baines? Hi
00:08:17 --> 00:08:19: everyone, my name is Emma Banks.
00:08:19 --> 00:08:19: I'm a current
00:08:20 --> 00:08:22: Merc student at Colorado,
00:08:22 --> 00:08:23: Denver.
00:08:23 --> 00:08:26: I'm five months away from my master,
00:08:26 --> 00:08:26: so we're counting
00:08:26 --> 00:08:27: down the months.
00:08:29 --> 00:08:32: So I'm excited to be here.
00:08:32 --> 00:08:34: Really interested in housing development,
00:08:34 --> 00:08:37: and I'm excited to learn from Tasha about from the
00:08:37 --> 00:08:38: the commercial side
00:08:39 --> 00:08:41: versus the planner side. So yeah,
00:08:41 --> 00:08:43: so I'll pass it off to Meredith
00:08:44 --> 00:08:45: if she's there.
00:09:03 --> 00:09:05: Can you guys hear me?
00:09:05 --> 00:09:06: Now you can OK perfect.
00:09:06 --> 00:09:08: I couldn't get my audio to work.
00:09:08 --> 00:09:12: Hey everyone, I am Meredith Wenskoski with Livable city
studio
00:09:12 --> 00:09:13: Uhm,
00:09:13 --> 00:09:17: we are a planning urban design and landscape architecture
00:09:17 --> 00:09:17: firm here
00:09:17 --> 00:09:18: in Denver
00:09:19 --> 00:09:22: and I honestly I'm really excited to hear
00:09:23 --> 00:09:24: Tasha about kind of your
00:09:24 --> 00:09:26: stories. I love to hear kind of the stories of
00:09:26 --> 00:09:26: people
00:09:26 --> 00:09:30: and how they how their careers evolved and kind of
00:09:30 --> 00:09:33: challenges and like really critical points and
00:09:34 --> 00:09:35: and how it kind of took you too.
00:09:35 --> 00:09:37: The next level in your career?
00:09:37 --> 00:09:39: So thanks for having me excited to be here today
00:09:40 --> 00:09:42: and I'm gonna pass it to Amira.
00:09:44 --> 00:09:45: Cool hey
00:09:45 --> 00:09:52: thanks man. Yeah I'm I'm your landscape architect over at
00:09:52 --> 00:09:52: HDR.
00:09:52 --> 00:09:58: I'm the ULIDE Committee Co chair and also on the
00:09:58 --> 00:09:59: WLI committee.

00:09:59 --> 00:10:01: So excited to see all of you all here.
00:10:01 --> 00:10:05: And yeah, I'm really interested Tasha and hearing about kind
00:10:05 --> 00:10:09: of your career trajectory and where you started and how
00:10:09 --> 00:10:11: you got to where you are today.
00:10:11 --> 00:10:14: And I can't see the list on my.
00:10:14 --> 00:10:16: Screen so Madeline can you pick for me?
00:10:17 --> 00:10:20: Of course Amy, you wanna go next.
00:10:20 --> 00:10:21: Yeah,
00:10:21 --> 00:10:24: I'm Amy Vance. I work with Roseman and associates where
00:10:24 --> 00:10:26: I multi family architecture firm in Denver.
00:10:28 --> 00:10:30: And very excited to get to hear some of the
00:10:30 --> 00:10:30: ideas
00:10:30 --> 00:10:32: that you have to share with us today.
00:10:32 --> 00:10:35: Tasha and I will pop it over to Ali.
00:10:37 --> 00:10:38: Thank
00:10:38 --> 00:10:43: you Amy. Everybody hello, Holy Spirit with Mortenson,
00:10:43 --> 00:10:45: business development and clean engagement manager.
00:10:45 --> 00:10:49: See some familiar faces and Tasha I would like for
00:10:49 --> 00:10:53: your share with them about how you reinvent yourself in
00:10:53 --> 00:10:56: different roles and different organizations,
00:10:56 --> 00:10:59: because man, that's a fear of mine is like how
00:10:59 --> 00:11:00: you keep evolving
00:11:00 --> 00:11:03: and taking that leap. Thank you and I will pass
00:11:03 --> 00:11:05: it to my good friend Stacy.
00:11:05 --> 00:11:05: Well
00:11:05 --> 00:11:07: there's a lot of good friends so don't feel sad.
00:11:07 --> 00:11:14: Stacy thank you. Hi, I'm Stacy Richardson.
00:11:14 --> 00:11:19: I am the director of Business Development at 360
engineering
00:11:19 --> 00:11:25: where a mechanical and plumbing engineering firm based in
Golden.
00:11:25 --> 00:11:27: I'm just looking forward to,
00:11:27 --> 00:11:29: you know, M1 of my goals this year is.
00:11:32 --> 00:11:35: Jumping more into a leadership role and.
00:11:35 --> 00:11:40: I I love stories from other women in the community,
00:11:40 --> 00:11:41: so I'm just looking forward to
00:11:41 --> 00:11:47: that. Hi. I will pass it to you.
00:11:54 --> 00:12:03: On the. Mary Ann Miller I hear you.
00:12:04 --> 00:12:07: Hi guys, I I'm Marianna pig with the Urban Land
00:12:07 --> 00:12:08: Institute
00:12:08 --> 00:12:10: and Tasha such a pleasure to see you again and
00:12:10 --> 00:12:13: I'm just excited to learn more about you.
00:12:13 --> 00:12:15: I mean we've talked a few times but there's always

00:12:15 --> 00:12:18: more to learn and I'm also really interested in learning
00:12:18 --> 00:12:21: about what you're currently doing with your current work and
00:12:21 --> 00:12:24: how that's going with the DI storytelling.
00:12:28 --> 00:12:30: Oh, and I'll pass it on to
00:12:30 --> 00:12:34: Michael. Hi
00:12:34 --> 00:12:38: everybody, Michael leccese. I was the executive director of
you
00:12:38 --> 00:12:41: like Colorado for more than 16 years and I'm staying
00:12:41 --> 00:12:45: involved as a volunteer participant and you're really enjoy
working
00:12:46 --> 00:12:49: with Rodney as well as our our staff,
00:12:49 --> 00:12:52: Mary Ann and Madeline. So welcome,
00:12:52 --> 00:12:55: Rodney. You're already doing a great job.
00:12:55 --> 00:12:58: I've known Tasha for a long time back when she
00:12:58 --> 00:13:01: was at Forest City and I was a marketing consultant
00:13:01 --> 00:13:04: for them and she did a fantastic job of.
00:13:04 --> 00:13:07: Addressing our breaking the glass ceiling graduation in July.
00:13:07 --> 00:13:10: So I'm just looking forward to hearing the continuing story
00:13:10 --> 00:13:12: and then for those of you interested in housing,
00:13:12 --> 00:13:15: we are doing a housing workshop next week that will
00:13:15 --> 00:13:18: have probably be mostly virtual.
00:13:18 --> 00:13:20: You'll get an email about it and it's all about
00:13:20 --> 00:13:21: workshopping.
00:13:21 --> 00:13:25: The current affordable housing proposals moving forward in
Denver,
00:13:25 --> 00:13:27: so very excited about that and great to see her
00:13:27 --> 00:13:28: buddy.
00:13:32 --> 00:13:35: Thanks, I think we just have one more person the
00:13:35 --> 00:13:37: phone number the 720771.
00:13:37 --> 00:13:40: Are you there? If you would like to introduce yourself?
00:13:42 --> 00:13:44: Star 6 is unmute if
00:13:44 --> 00:13:50: you're on the phone. Right?
00:13:51 --> 00:13:54: Maybe not, maybe later. With that I will pass it
00:13:54 --> 00:13:55: over to Jenn.
00:14:02 --> 00:14:04: Alright guys, I'm
00:14:04 --> 00:14:07: Jen Riedel. I'm director of business development for Smith
Group
00:14:07 --> 00:14:08: in Denver,
00:14:08 --> 00:14:12: Co. Chair the Leadership Connections Committee with
Jocelyn.
00:14:12 --> 00:14:16: It's just it's been a great organization and it's really
00:14:16 --> 00:14:19: wonderful to hear just career journeys of you know,
00:14:19 --> 00:14:23: very powerful and successful women and men in our industry

00:14:23 --> 00:14:24: and in Denver,
00:14:24 --> 00:14:28: so I'm excited to introduce Tasha today.
00:14:28 --> 00:14:31: Tasha Jones is the president and founder of LV Jones
00:14:31 --> 00:14:32: Consulting,
00:14:32 --> 00:14:34: a diversity marketing consulting firm.
00:14:34 --> 00:14:36: Probably engaged in public private partnerships,
00:14:36 --> 00:14:39: real estate developments and local communities,
00:14:39 --> 00:14:43: and creating synergy between shareholder priorities and
community interests.
00:14:43 --> 00:14:47: She's recognized for her noted leadership and community
branding work
00:14:47 --> 00:14:49: in the Master Plan development realm,
00:14:49 --> 00:14:53: as well As for civic engagement and Metro Denver
community.
00:14:53 --> 00:14:54: And a lot of us know Tasha as well as
00:14:54 --> 00:14:57: the former senior director of marketing and Community
relations for
00:14:57 --> 00:15:00: Brookfield Properties in the mixed use division.
00:15:00 --> 00:15:02: And she's also the former director of marketing for Forrest
00:15:02 --> 00:15:02: City.
00:15:08 --> 00:15:09: We're so excited for all of you to hear her
00:15:09 --> 00:15:11: story and then with that I will turn it over
00:15:11 --> 00:15:11: to you,
00:15:11 --> 00:15:12: Tasha.
00:15:13 --> 00:15:16: Oh, I appreciate you. Thank you so much Jen.
00:15:16 --> 00:15:18: And I want to thank you all for just taking
00:15:18 --> 00:15:20: the time to be here.
00:15:20 --> 00:15:23: I'm flattered to be invited to share my story.
00:15:23 --> 00:15:29: I believe that stories are so powerful in bridging connections
00:15:29 --> 00:15:33: between each other and just at a human level.
00:15:33 --> 00:15:36: And I think that when we exchange stories,
00:15:36 --> 00:15:39: it really makes us that much more relatable to one
00:15:39 --> 00:15:40: another.
00:15:40 --> 00:15:42: So my hope my intention is I took note of
00:15:42 --> 00:15:45: everything that you all hope to get out of this.
00:15:45 --> 00:15:48: I think I'm in the vein with a large majority.
00:15:48 --> 00:15:51: About 90% of what you requested Emma in the Q&A
00:15:51 --> 00:15:52: portion,
00:15:52 --> 00:15:55: which I look so forward to and connecting with you
00:15:55 --> 00:15:55: all more.
00:15:55 --> 00:15:58: Please direct any commercial questions you have.
00:15:58 --> 00:16:02: I don't necessarily speak to that specifically in the
presentation,

00:16:02 --> 00:16:05: but ultimately I want you to leave feeling.
00:16:05 --> 00:16:09: Empower to stand tall and encouraged to pursue your dreams
00:16:09 --> 00:16:12: and just supported along your journey.
00:16:12 --> 00:16:16: So at that point this point I'm going to share
00:16:16 --> 00:16:17: my screen.
00:16:17 --> 00:16:20: And we will jump into the presentation.
00:16:25 --> 00:16:26: And if you could just thumbs up that you can
00:16:26 --> 00:16:27: see this,
00:16:27 --> 00:16:29: OK, that would be a good indicator.
00:16:29 --> 00:16:32: Thank you. Thank you alright so.
00:16:32 --> 00:16:37: Just jumping ahead letting you know about.
00:16:37 --> 00:16:41: LV Jones consulting. So this past New Year's Day marked
00:16:41 --> 00:16:44: the one year anniversary of launching my consulting
business,
00:16:44 --> 00:16:47: and it really had been a dream of mine that
00:16:47 --> 00:16:50: was in the works for about three to four years
00:16:50 --> 00:16:52: prior to launching it in 2020.
00:16:52 --> 00:16:54: I'll talk about that more,
00:16:54 --> 00:16:58: but essentially I'll be. Jones Consulting is the diversity
marketing
00:16:58 --> 00:17:02: firm that partners with organizations who are prioritizing DDI
who
00:17:02 --> 00:17:06: are working with practitioners to implement ways to
operationalize the
00:17:06 --> 00:17:08: work, and where. LD Jones.
00:17:08 --> 00:17:11: Consulting comes in as we can help partner and how
00:17:11 --> 00:17:14: you talk about the authentic story and the way in
00:17:14 --> 00:17:17: which you as an organization prioritizing DI.
00:17:17 --> 00:17:20: How you do that? Why it's valuable to you and
00:17:20 --> 00:17:24: how you're really putting action or putting your power where
00:17:24 --> 00:17:25: your mouth is.
00:17:25 --> 00:17:28: As I've heard Monica Williams say,
00:17:28 --> 00:17:31: dear friend of mine. But essentially,
00:17:31 --> 00:17:34: we focus on threading DVI as a priority through all
00:17:34 --> 00:17:35: marketing and communication,
00:17:35 --> 00:17:38: so it's a joy to be here with you on
00:17:38 --> 00:17:42: the heels of this very special anniversary for LD Jones
00:17:42 --> 00:17:42: Consulting.
00:17:42 --> 00:17:46: Now, one of the things that I like to say
00:17:46 --> 00:17:50: or how I like to describe myself is I am
00:17:50 --> 00:17:53: a connector bringer together of people,
00:17:53 --> 00:17:59: places, ideas, thought, leadership, and this has really been

inspired
00:17:59 --> 00:18:01: by Keith Ferrazzi book,
00:18:01 --> 00:18:03: Never Eat alone. I don't know if any of you've
00:18:03 --> 00:18:03: read it,
00:18:03 --> 00:18:07: but it's really a guide for being accountable in the
00:18:07 --> 00:18:11: way that we show up to our for our network
00:18:11 --> 00:18:12: and how we look.
00:18:12 --> 00:18:16: Not really adding and lending value to our relationships with
00:18:16 --> 00:18:18: intent of being of service.
00:18:18 --> 00:18:21: So Rodney, I love that you said that that you
00:18:21 --> 00:18:24: are a you know servant leader and that certainly resonates
00:18:25 --> 00:18:25: with with me.
00:18:25 --> 00:18:28: And this book was really pivotal to me when it
00:18:28 --> 00:18:31: was published in 2005 and clearly it was pivotal to
00:18:31 --> 00:18:34: a lot of people 'cause it's since been updated as
00:18:34 --> 00:18:37: of 2014. But one of the things that,
00:18:37 --> 00:18:40: in terms of my legacy that I hope to to
00:18:40 --> 00:18:41: really leave behind,
00:18:41 --> 00:18:44: is that as a supporter of others that I leave
00:18:44 --> 00:18:47: people feeling like they can get that much closer to
00:18:47 --> 00:18:48: their dreams,
00:18:48 --> 00:18:52: largely because I've had so many phenomenal mentors
who've been
00:18:52 --> 00:18:55: fiercely supportive of me and pursuit of my dreams.
00:18:55 --> 00:18:57: And I will say with all,
00:18:57 --> 00:19:00: like full transparency, there have even been some day
Sayers
00:19:01 --> 00:19:02: about my pursuit of my dreams,
00:19:02 --> 00:19:06: who have, quite frankly fueled me to prove to myself
00:19:06 --> 00:19:07: that I can.
00:19:07 --> 00:19:11: Accomplished said dreams and so in the spirit of Speaking
00:19:11 --> 00:19:14: of dreams I share with you that when I was
00:19:14 --> 00:19:18: in high school I had this aspiration of becoming a
00:19:18 --> 00:19:22: broadcast news reporter. And apparently I would not shut up
00:19:23 --> 00:19:26: about it because this dream made it to the news
00:19:26 --> 00:19:28: in the Fort Collins Co.
00:19:28 --> 00:19:32: And for some reason but side note I never worked
00:19:32 --> 00:19:33: for Denver.
00:19:33 --> 00:19:35: 7 This is just a fun store,
00:19:35 --> 00:19:36: a fun picture to put in here.
00:19:36 --> 00:19:39: This was from a tour that I did with them
00:19:39 --> 00:19:40: back in 2018.

00:19:40 --> 00:19:43: And they let me play a little.
00:19:43 --> 00:19:45: They let me play a little as as part of
00:19:45 --> 00:19:49: being interviewed for a story that they were working on.
00:19:49 --> 00:19:51: But yes, I grew up in Fort Collins,
00:19:51 --> 00:19:54: and part of that upbringing in high school,
00:19:54 --> 00:19:58: I became an upward bound scholar at Colorado State University.
00:19:58 --> 00:20:01: And so for those who might not be familiar with
00:20:01 --> 00:20:03: upward bounds is program what they do?
00:20:03 --> 00:20:07: Is they recruit high school students who show academic promise
00:20:07 --> 00:20:08: and who are,
00:20:08 --> 00:20:11: you know, slated to be the first.
00:20:11 --> 00:20:14: Folks in their family to go on and get a
00:20:14 --> 00:20:16: college degree.
00:20:16 --> 00:20:19: So really first generation students and what they did is
00:20:19 --> 00:20:23: they really they introduced us to all of these resources
00:20:23 --> 00:20:25: to make college a reality.
00:20:25 --> 00:20:28: So here I was. This high schooler with big dreams
00:20:28 --> 00:20:32: of going to journalism school and lucky for me I
00:20:32 --> 00:20:36: would get accepted to Drake University and I enrolled in
00:20:36 --> 00:20:39: their J school. So one off to Des Moines IA.
00:20:39 --> 00:20:42: But it was in my junior year of college.
00:20:42 --> 00:20:47: When I took an advertising class and student contemplated switching
00:20:47 --> 00:20:50: my nature to marketing and advertising,
00:20:50 --> 00:20:51: and I will tell you,
00:20:51 --> 00:20:56: spoiler alert, I couldn't get my head past not finishing
00:20:56 --> 00:20:58: what I started,
00:20:58 --> 00:21:00: so I felt like I had to stay the course
00:21:00 --> 00:21:02: and and I did.
00:21:02 --> 00:21:04: I stayed the course earn my degree in journalism and
00:21:05 --> 00:21:06: mass communications from Drake,
00:21:06 --> 00:21:10: largely because I felt obligated to finish this path right
00:21:10 --> 00:21:12: this path that I charted.
00:21:12 --> 00:21:16: I had all this vision around becoming this one thing.
00:21:16 --> 00:21:19: This dream job and so everything went into this shot
00:21:19 --> 00:21:22: at earning a college degree and I didn't wanna mess
00:21:23 --> 00:21:23: it up,
00:21:23 --> 00:21:26: but here's what I realized couldn't be denied.
00:21:26 --> 00:21:29: A seed was planted and just by nature of taking
00:21:29 --> 00:21:30: that class,
00:21:30 --> 00:21:35: the Steve was planted in this interest of advertising and

00:21:35 --> 00:21:41: marketing slowly germinated and when I was contemplating changing my

00:21:41 --> 00:21:41: major,

00:21:41 --> 00:21:44: I I couldn't. I couldn't couldn't let it go,

00:21:44 --> 00:21:47: but in decidedly committing to finish what I started.

00:21:47 --> 00:21:51: I secured an internship with the local NBC affiliate,

00:21:51 --> 00:21:54: my junior and senior year of college,

00:21:54 --> 00:21:57: and then four months before graduation.

00:21:57 --> 00:22:00: I earned an entry level role with hopes of someday

00:22:00 --> 00:22:04: working my way into that news reporter position.

00:22:04 --> 00:22:08: But what would happen within a matter of months of

00:22:08 --> 00:22:09: having a job?

00:22:09 --> 00:22:13: I began to lose vision and like focus on what

00:22:13 --> 00:22:16: it was and why this dream meant so much to

00:22:16 --> 00:22:20: me and what I needed to go about fulfilling that

00:22:20 --> 00:22:25: dream and. All the opportunities I needed to pay attention

00:22:25 --> 00:22:28: to I began to lose sight of my what's next

00:22:28 --> 00:22:30: and I quickly.

00:22:30 --> 00:22:35: I watched self doubt ultimately take residence in my mind.

00:22:35 --> 00:22:38: It was it was it was permeating and my confidence

00:22:38 --> 00:22:39: was lacking.

00:22:39 --> 00:22:43: I wasn't finding opportunities to grow and I soon found

00:22:43 --> 00:22:45: myself losing what had always been.

00:22:45 --> 00:22:49: This go getter attitude again like upward bound and still

00:22:49 --> 00:22:51: something in me with those resources right?

00:22:51 --> 00:22:53: Like show me the gold line.

00:22:53 --> 00:22:56: I'm gonna go pursue that and then suddenly.

00:22:56 --> 00:23:00: The goal line looked really blurry to me and.

00:23:00 --> 00:23:05: I think I ultimately watched my peers advance I,

00:23:05 --> 00:23:08: but I couldn't find ways to advocate for myself and

00:23:08 --> 00:23:12: there became something about the structure of broadcast news that

00:23:13 --> 00:23:16: was no longer resonating with anything in me any longer

00:23:16 --> 00:23:18: and wasn't resonating as a dream,

00:23:18 --> 00:23:21: and I couldn't put my finger on exactly what it

00:23:21 --> 00:23:21: was,

00:23:21 --> 00:23:25: but I can certainly tell you that leadership started to

00:23:25 --> 00:23:29: notice that might interest or my passion was waning,

00:23:29 --> 00:23:33: and so coincidentally a large news outlet would soon bye

00:23:33 --> 00:23:34: out the station.

00:23:34 --> 00:23:36: And when the with the buyout came,

00:23:36 --> 00:23:39: some layoffs just four months after.

00:23:39 --> 00:23:43: College graduation so less than a year.
00:23:43 --> 00:23:47: And here I thought that I'd successfully landed my dream
00:23:47 --> 00:23:49: job and my area of study.
00:23:49 --> 00:23:51: See, I thought I checked all the boxes,
00:23:51 --> 00:23:53: done everything that I was supposed to do,
00:23:53 --> 00:23:57: but only to end up Syrian sing being one of
00:23:57 --> 00:24:01: the last five hired or the first out of the
00:24:01 --> 00:24:03: last five hired,
00:24:03 --> 00:24:06: who would eventually become the first one of the first
00:24:06 --> 00:24:09: five fired so fresh out of college?
00:24:09 --> 00:24:10: Got fired. It was amazing.
00:24:10 --> 00:24:12: And it really wasn't. It was devastating.
00:24:12 --> 00:24:15: And when I tell you that it was such a
00:24:15 --> 00:24:18: blow to this dream that I had conjured up for
00:24:18 --> 00:24:19: myself,
00:24:19 --> 00:24:22: that I planned what would be my life.
00:24:22 --> 00:24:25: It was deflating and I chose to believe that it
00:24:25 --> 00:24:29: was so devastating that I had convinced myself to keep
00:24:29 --> 00:24:30: committed.
00:24:30 --> 00:24:33: You know, I'd kept convinced myself he committed to this
00:24:33 --> 00:24:34: dream,
00:24:34 --> 00:24:39: but it had all unraveled within 120 days after graduation
00:24:39 --> 00:24:40: and so.
00:24:42 --> 00:24:48: After taking a moment of pause and swallowing that really
00:24:48 --> 00:24:53: big pill of a failure that's I felt like I
00:24:53 --> 00:24:53: failed.
00:24:53 --> 00:24:58: That shock reignited in me this tenacity that I always
00:24:58 --> 00:24:59: had,
00:24:59 --> 00:25:04: and it was the tenacity to re calibrate to charge
00:25:04 --> 00:25:05: forward.
00:25:05 --> 00:25:11: With this, with this decision to redefine my career goal.
00:25:11 --> 00:25:14: And I decided that you know that that seed that
00:25:14 --> 00:25:18: had been planted about getting into marketing and
advertising.
00:25:18 --> 00:25:22: I started exploring ways how I could someday come to
00:25:22 --> 00:25:27: learn how to lead large scale marketing campaigns that
would
00:25:27 --> 00:25:28: entail videos,
00:25:28 --> 00:25:32: brochures, promotions, events, the whole gamut.
00:25:32 --> 00:25:36: And I discovered that that tenacity was so ingrained and
00:25:36 --> 00:25:40: my character that it would prove to be.
00:25:40 --> 00:25:43: I don't know proved to be that thing that would
00:25:43 --> 00:25:46: guide me in re visualizing the the direction that my

00:25:46 --> 00:25:48: career could take and so eventually it led me to
00:25:49 --> 00:25:51: a career in advertising and marketing.
00:25:51 --> 00:25:55: After all, it took two years to re calibrate that
00:25:55 --> 00:25:58: vision to chart that new course.
00:25:58 --> 00:26:01: But I will tell you at an all knowing age
00:26:01 --> 00:26:02: of 24,
00:26:02 --> 00:26:05: I would go on to work for an advertising agency
00:26:05 --> 00:26:09: which would really propel me into what would become a
00:26:09 --> 00:26:11: 20 year career and marketing.
00:26:11 --> 00:26:14: So in comes the evolution,
00:26:14 --> 00:26:17: and I suppose we can say that the focus in
00:26:17 --> 00:26:21: trying to create this new path it paid off.
00:26:21 --> 00:26:23: I'll be it. I'm going to tell you,
00:26:23 --> 00:26:27: one might say that it came with.
00:26:27 --> 00:26:31: With a meandering path with a few set packs,
00:26:31 --> 00:26:33: but I went on to work for a few ad
00:26:33 --> 00:26:36: agencies followed by heading up Marketing and PR.
00:26:36 --> 00:26:40: First of all, private museum and Denver's Capitol Hill
neighborhood
00:26:40 --> 00:26:43: and went on to do some marketing and PR for
00:26:43 --> 00:26:47: the University of Denver and then in 2002 I found
00:26:47 --> 00:26:49: my way into global real estate.
00:26:49 --> 00:26:51: Didn't even know it was a thing,
00:26:51 --> 00:26:54: but I found my way into global real estate.
00:26:54 --> 00:26:57: Why getting hired with an investment real estate trust?
00:26:57 --> 00:27:00: Call or real estate investment trust called Prologis.
00:27:00 --> 00:27:04: And this is where I experience both a step back
00:27:04 --> 00:27:10: and tremendous opportunity that would ultimately shift the
trajectory to
00:27:10 --> 00:27:13: the trajectory of my of my career of my life.
00:27:13 --> 00:27:18: I was certainly schooled in the power of brands with
00:27:18 --> 00:27:21: this very highly regarded company.
00:27:21 --> 00:27:22: Rick Roth, who hired me,
00:27:22 --> 00:27:26: who has who would go on to become my lifelong
00:27:26 --> 00:27:27: career mentor.
00:27:27 --> 00:27:30: He said to me, is like you come work for
00:27:30 --> 00:27:30: me.
00:27:30 --> 00:27:32: And I assure you he's a brand purist.
00:27:32 --> 00:27:33: He's like I will assure you,
00:27:33 --> 00:27:36: I will teach you everything about the principles of branding,
00:27:36 --> 00:27:38: and I will show you how you roll it out
00:27:38 --> 00:27:41: with consistency on a global scale.

00:27:41 --> 00:27:44: And that was really intriguing to me and so intriguing
00:27:44 --> 00:27:46: that the set back was.
00:27:46 --> 00:27:51: I took a massive pay cut and.
00:27:51 --> 00:27:55: Position I went. I agreed to be either administrative assistant
00:27:55 --> 00:27:57: so that I could learn.
00:27:57 --> 00:27:59: I don't know that I'd recommend that anybody do that,
00:27:59 --> 00:28:03: but you know this was part of my chosen recalibration.
00:28:03 --> 00:28:06: Of course, right, and I knew that I had a
00:28:06 --> 00:28:09: strong work ethic with a willingness to work long hours
00:28:09 --> 00:28:11: and to learn every aspect of the business.
00:28:11 --> 00:28:13: I am a very inquisitive learner,
00:28:13 --> 00:28:16: so I knew folks were going to have a lot
00:28:16 --> 00:28:18: of questions coming from me,
00:28:18 --> 00:28:21: but I I chose to take that step back if
00:28:21 --> 00:28:22: you will.
00:28:22 --> 00:28:26: As an opportunity to grow and to learn corporate marketing
00:28:26 --> 00:28:31: at a global scale and ultimately Prologis would introduce me
00:28:31 --> 00:28:35: to an opportunity that would again recalibrate my focus and
00:28:35 --> 00:28:39: my introduction to the real estate industry would prove to
00:28:39 --> 00:28:43: be that puzzle piece that would bring it all together.
00:28:43 --> 00:28:47: So here's a quote when I was deciding whether or
00:28:47 --> 00:28:48: not I would.
00:28:48 --> 00:28:53: Leave Prologis and go on to other opportunities.
00:28:53 --> 00:28:55: I I certainly was at a point where I was
00:28:55 --> 00:28:58: questioning if my value was being fully utilized and I
00:28:58 --> 00:29:02: encountered this quote where it's you know if you don't
00:29:02 --> 00:29:04: like your situation, change it and if you can't change
00:29:04 --> 00:29:05: it,
00:29:05 --> 00:29:09: change your attitude and this has this quote has been
00:29:09 --> 00:29:14: my accountability check forever and always and ownership
of.
00:29:14 --> 00:29:16: How I define where I'm going?
00:29:16 --> 00:29:20: How I charge forward, how I enlist the support and
00:29:20 --> 00:29:23: help to pursue the direction of the dream that I
00:29:23 --> 00:29:25: want to fulfill.
00:29:25 --> 00:29:29: So this quote always calls attention to my level of
00:29:29 --> 00:29:30: focus.
00:29:32 --> 00:29:34: So three years after my time at Prologis,
00:29:34 --> 00:29:38: I was approached about an opportunity to go work for
00:29:38 --> 00:29:39: Forrest City,
00:29:39 --> 00:29:43: and that opportunity would be to work in their marketing
00:29:43 --> 00:29:44: department.

00:29:44 --> 00:29:48: On the uh Stapleton International Airport redevelopment,
00:29:48 --> 00:29:50: now newly named Central Park,
00:29:50 --> 00:29:57: the Central Park community and I had this tremendous
experience
00:29:57 --> 00:30:01: of 15 years of growth and evolution.
00:30:01 --> 00:30:05: In my time at Forrest City in 2005,
00:30:05 --> 00:30:10: you know I was hired to be their marketing coordinator
00:30:10 --> 00:30:15: and what this slide shows you is this evolution of.
00:30:15 --> 00:30:18: You know professional growth in terms of titles that I
00:30:18 --> 00:30:18: got,
00:30:18 --> 00:30:23: but I want to point out that this career growth
00:30:23 --> 00:30:27: really was aligned with my desire to be of service.
00:30:27 --> 00:30:31: By nature of the project being a public private partnership
00:30:31 --> 00:30:31: project,
00:30:31 --> 00:30:36: it really afforded me these opportunities to join boards and
00:30:36 --> 00:30:40: serve on committees and really apply my value in being
00:30:40 --> 00:30:42: this marketing talent.
00:30:42 --> 00:30:47: This tenacious go getter. And what would happen is when
00:30:47 --> 00:30:51: I would serve on these boards and committees,
00:30:51 --> 00:30:55: I'd come back to work standing taller.
00:30:55 --> 00:30:59: And. My leadership took notice and then it would present
00:30:59 --> 00:31:03: another opportunity and so this is just to showcase just
00:31:03 --> 00:31:06: that ebb and flow of my journey of that alignment
00:31:06 --> 00:31:10: of value in the offering of what I have to
00:31:10 --> 00:31:13: give to my employer and my community,
00:31:13 --> 00:31:17: but also the alignment of my passion to be of
00:31:17 --> 00:31:18: service.
00:31:18 --> 00:31:22: And I will tell you that with this growth,
00:31:22 --> 00:31:24: when I was at Forest City,
00:31:24 --> 00:31:28: it certainly presented me these opportunities to really
showcase my
00:31:28 --> 00:31:28: value.
00:31:28 --> 00:31:34: So this would prove really beneficial when Brookfield
Properties came
00:31:34 --> 00:31:39: in and acquired for a city in December of 2018.
00:31:39 --> 00:31:43: But you could also imagine how jarring news and the
00:31:43 --> 00:31:46: finality of acquisition can be.
00:31:46 --> 00:31:48: 'cause I'd had this vision.
00:31:48 --> 00:31:50: Of sunsetting with four city,
00:31:50 --> 00:31:52: this company had been committed to for so long,
00:31:52 --> 00:31:56: and I was going to sunset on this project that
00:31:56 --> 00:31:58: was slated to be completed in 2020.
00:31:58 --> 00:32:02: And so, as news of this acquisition is happening,

00:32:02 --> 00:32:06: and as news of this imminent sunset of the project
00:32:06 --> 00:32:10: I've been working on for a while over a decade,
00:32:10 --> 00:32:15: I decided to take some control,
00:32:15 --> 00:32:18: right? So to take control of my attitude and my
00:32:18 --> 00:32:19: situation,
00:32:19 --> 00:32:22: and so I tried to evaluate like what could my
00:32:22 --> 00:32:23: next move look like?
00:32:23 --> 00:32:26: And so this is where it was like in 2017
00:32:26 --> 00:32:28: when I started to map out.
00:32:28 --> 00:32:29: Well, could I have my.
00:32:29 --> 00:32:31: Own consulting firm? What would it be?
00:32:31 --> 00:32:33: How could I make sure that diverse voices can be
00:32:33 --> 00:32:34: at the table?
00:32:34 --> 00:32:38: How can I leverage all of this experience I've had
00:32:38 --> 00:32:42: in alignment of value and passion into purpose?
00:32:42 --> 00:32:44: How could I really take that forward in my next
00:32:44 --> 00:32:45: thing?
00:32:45 --> 00:32:49: So that's when the genesis of planning out LD Jones
00:32:49 --> 00:32:51: Consulting began,
00:32:51 --> 00:32:55: but then and came Brookfield and they were recognizing my
00:32:55 --> 00:32:59: my value and they were certainly trying to figure out.
00:32:59 --> 00:33:01: What to do? Where to place me?
00:33:01 --> 00:33:05: How I could fit in with this acquisition?
00:33:05 --> 00:33:07: And ultimately, in the end,
00:33:07 --> 00:33:11: what I realized was I needed to stay the course
00:33:11 --> 00:33:14: of what was true to my dream fulfillment.
00:33:14 --> 00:33:17: And I found that staying on which some people might
00:33:17 --> 00:33:18: call me crazy.
00:33:18 --> 00:33:22: But I found that staying on with Brookfield was no
00:33:22 --> 00:33:25: longer in alignment with my dream fulfillment.
00:33:25 --> 00:33:28: And really, this idea of aligning value,
00:33:28 --> 00:33:33: passion and purpose so I would leave for city.
00:33:33 --> 00:33:36: To go work for Brookfield through acquisition and then I
00:33:36 --> 00:33:38: would leave Brookfield and I'd had a brief stint at
00:33:39 --> 00:33:42: Mile High United Way as their chief Marketer marketing
officer
00:33:42 --> 00:33:45: for a little over a year and the intention there
00:33:45 --> 00:33:49: was to really see that alignment come through and to
00:33:49 --> 00:33:53: help establish a really clear strategy of how you could
00:33:53 --> 00:33:56: have a framework and a guide for marketing and how
00:33:56 --> 00:33:59: you can have consistency in reporting.
00:33:59 --> 00:34:01: And I negotiated to be able to have a side

00:34:01 --> 00:34:02: hustle again.
00:34:02 --> 00:34:04: I thought LV Jones. Consulting,
00:34:04 --> 00:34:06: I wanted to believe that it was possible,
00:34:06 --> 00:34:09: but I was too scared to go all in and
00:34:09 --> 00:34:13: so I committed to having LV Jones launched as my
00:34:13 --> 00:34:17: side hustle and be fully committed and all in with
00:34:17 --> 00:34:21: Mile High United Way and what would happen was once
00:34:22 --> 00:34:23: I launched in.
00:34:23 --> 00:34:29: January of 2021 I got quite an outpouring of support
00:34:29 --> 00:34:30: and interest,
00:34:30 --> 00:34:35: which prompted me just six months later to go full
00:34:35 --> 00:34:41: time with Elvie Jones Consulting effective July 1 of 2021.
00:34:41 --> 00:34:44: But ultimately, through all of that,
00:34:44 --> 00:34:47: that timeline that you saw that ebb and flow of
00:34:48 --> 00:34:51: aligning my value with my passion for service.
00:34:51 --> 00:34:55: It really led me to this discovery of my purpose,
00:34:55 --> 00:34:59: discovering of my why. And I know that my passion
00:35:00 --> 00:35:04: is for anything that supports women and education and.
00:35:04 --> 00:35:08: And, you know, development, professional development of
00:35:08 --> 00:35:11: women,
00:35:08 --> 00:35:11: the advancement of women. And so I have chosen.
00:35:11 --> 00:35:13: Got my wise to you know,
00:35:13 --> 00:35:14: really put forth my time,
00:35:14 --> 00:35:19: talent and treasure and volunteer service of any
00:35:19 --> 00:35:20: organizations that
00:35:19 --> 00:35:20: support.
00:35:20 --> 00:35:23: Those verticals in support of women.
00:35:23 --> 00:35:26: And what has helped me do is to really not
00:35:26 --> 00:35:29: just having this defined purpose in life,
00:35:29 --> 00:35:31: but it's permitted to me to be discerning,
00:35:31 --> 00:35:35: and it's helped me really maintain focus on how I
00:35:35 --> 00:35:39: show up to serve and contribute that value that I
00:35:39 --> 00:35:40: mentioned.
00:35:40 --> 00:35:43: And So what I want to just point out is
00:35:43 --> 00:35:47: through this journey this personal career journey,
00:35:47 --> 00:35:50: there's been 3 themes. That I've learned,
00:35:50 --> 00:35:53: and one of them is really remember.
00:35:53 --> 00:35:57: I was saying like sometimes there's folks who are your
00:35:57 --> 00:36:00: naysayers who think that you can't do it or they
00:36:00 --> 00:36:01: underestimate you.
00:36:01 --> 00:36:05: And I just say channel underestimation as fuel.
00:36:05 --> 00:36:09: To succeed, there's something about someone telling me
00:36:05 --> 00:36:09: that I

00:36:09 --> 00:36:12: can't or that I'm not ready yet that really lights
00:36:12 --> 00:36:15: a fire and need to prove to myself for some.
00:36:15 --> 00:36:18: For most that I indeed can and aligning myself with
00:36:18 --> 00:36:20: all of the resources to help me.
00:36:20 --> 00:36:23: Word and make that possible.
00:36:23 --> 00:36:28: I just believe in living a life of possibilities and
00:36:28 --> 00:36:29: what I can.
00:36:29 --> 00:36:32: What I can accomplish, what I can do.
00:36:32 --> 00:36:35: But in this instance, and particularly I was really struck
00:36:35 --> 00:36:38: by this article early last month in the Denver Business
00:36:38 --> 00:36:38: Journal.
00:36:38 --> 00:36:41: I don't know if anybody knows who Dana Rodriguez is,
00:36:41 --> 00:36:44: but what you should know about Dana Rodriguez is over
00:36:44 --> 00:36:44: 20 years ago.
00:36:44 --> 00:36:50: She first applied to be a dishwasher at Casa Bonita.
00:36:50 --> 00:36:52: And she was rejected to do to her lack of
00:36:52 --> 00:36:54: experience in the kitchen.
00:36:54 --> 00:36:59: And now Fast forward the span of 23 years,
00:36:59 --> 00:37:02: Miss Rodriguez has built up some pretty noteworthy
experience.
00:37:02 --> 00:37:03: In fact, if anybody knows her,
00:37:03 --> 00:37:06: it's my dream to meet her and tell her that
00:37:06 --> 00:37:09: I am in awe of her journey because not only
00:37:09 --> 00:37:13: is she a three times James Beard Award nominee,
00:37:13 --> 00:37:17: but she is operated a multitude of widely widely acclaimed
00:37:17 --> 00:37:19: restaurants such as Supermega at the end.
00:37:19 --> 00:37:23: Working class and in this article she talks about how
00:37:23 --> 00:37:27: you use and create business to create a platform and
00:37:27 --> 00:37:30: so I would say that what data has demonstrated is
00:37:30 --> 00:37:34: that with focus she made her journey work in achieving
00:37:34 --> 00:37:37: her dreams and you see here that she is the
00:37:37 --> 00:37:41: newly named Executive chef or said Casa Bonita that wants
00:37:41 --> 00:37:44: rejected her over 20 years ago and I think that
00:37:44 --> 00:37:47: Dana you know she knows her worth and I just
00:37:47 --> 00:37:51: believe that when we know our worth and we maintain.
00:37:51 --> 00:37:54: Our focus on our dream.
00:37:54 --> 00:37:58: We really keep building on our experiences as we work
00:37:58 --> 00:37:59: toward that dream.
00:37:59 --> 00:38:02: And so I'm just such a believer in this theme.
00:38:02 --> 00:38:03: It's been one of my lessons.
00:38:03 --> 00:38:06: Know your worth and live it.
00:38:06 --> 00:38:08: And then this idea of,

00:38:08 --> 00:38:10: you know, dream it, believe it builds it.
00:38:10 --> 00:38:14: I think acting on what we've always dreamt for ourselves.
00:38:14 --> 00:38:19: I say write it down or perhaps get it published
00:38:19 --> 00:38:20: in print,
00:38:20 --> 00:38:22: but write it down so that it becomes a goal
00:38:22 --> 00:38:24: like you've heard this,
00:38:24 --> 00:38:26: I'm just reiterating it and showing it in a different
00:38:26 --> 00:38:26: way.
00:38:26 --> 00:38:27: But I think there's power.
00:38:27 --> 00:38:29: And when we write it down and you know we
00:38:30 --> 00:38:32: what we we write it down to make it become
00:38:32 --> 00:38:34: a goal and we share it with others.
00:38:34 --> 00:38:36: That's really how you come to believe it when you
00:38:36 --> 00:38:37: start telling other people.
00:38:37 --> 00:38:42: About it and listing mentors and supporters and really
breaking
00:38:42 --> 00:38:46: down those goals into steps that eventually become your
plan,
00:38:46 --> 00:38:49: which will be backed by the action that you take
00:38:49 --> 00:38:52: to make your dreams become a reality.
00:38:52 --> 00:38:56: Quite frankly again, I dreamed up LD Jones consulting over
00:38:56 --> 00:38:58: the course of three years.
00:38:58 --> 00:39:00: I thought it would be a side hustle.
00:39:00 --> 00:39:03: But this thing I tell people.
00:39:03 --> 00:39:05: This past I'm living in my must.
00:39:05 --> 00:39:08: Once I decided to go full time with this in
00:39:08 --> 00:39:10: July one I felt this.
00:39:10 --> 00:39:14: You know, this honoring of this direction of dream fulfillment.
00:39:14 --> 00:39:18: I'm living in my must to be of service to
00:39:18 --> 00:39:22: those who are really looking to prioritize how we tell
00:39:22 --> 00:39:23: story about diverse,
00:39:23 --> 00:39:28: diverse audiences, diverse communities. And so this idea of
value,
00:39:28 --> 00:39:31: passion, purpose that I, you know,
00:39:31 --> 00:39:34: I mentioned being of service as something that really guides
00:39:35 --> 00:39:35: me.
00:39:35 --> 00:39:39: I think there's a responsibility to be of service and
00:39:39 --> 00:39:42: it adds value to help us drive toward our dreams
00:39:42 --> 00:39:44: and the dreams of others.
00:39:44 --> 00:39:48: And I think it's really reciprocal when you,
00:39:48 --> 00:39:53: when you're choosing to be responsible and accountable and
service
00:39:53 --> 00:39:56: but also listening with intent to serve.

00:39:56 --> 00:39:57: And what I mean by that is.
00:39:57 --> 00:40:01: As we're serving, I think it's important to pay attention
00:40:01 --> 00:40:05: to those meandering paths that are leading us to where,
00:40:05 --> 00:40:06: where we're trying to go,
00:40:06 --> 00:40:10: but also that are leading others to where they're trying
00:40:10 --> 00:40:13: to go when we hear when we present with people
00:40:13 --> 00:40:15: that we meet or were present in in sharing our
00:40:15 --> 00:40:19: stories and listening to other people's journeys,
00:40:19 --> 00:40:22: who knows what we discover in terms of how we
00:40:22 --> 00:40:25: could help them get a little bit closer to their
00:40:25 --> 00:40:25: dream or.
00:40:25 --> 00:40:31: Serendipitously, we might discover that they have some
connections that
00:40:31 --> 00:40:34: can be a way for them to help support us
00:40:34 --> 00:40:36: in achieving our treatment.
00:40:36 --> 00:40:40: I think living and reciprocity is key at keeping us
00:40:40 --> 00:40:41: all connected.
00:40:41 --> 00:40:44: And I say one way to stay focused on the
00:40:44 --> 00:40:47: dream is to really know your value.
00:40:47 --> 00:40:50: And really live in your worth and identify where you
00:40:50 --> 00:40:51: have a passion to serve.
00:40:51 --> 00:40:55: And really aligning the two in an effort to discover
00:40:55 --> 00:40:56: your life purpose.
00:40:56 --> 00:41:02: So I leave you with this focus on the possibilities.
00:41:02 --> 00:41:05: When you see the potential in yourself and others and
00:41:05 --> 00:41:09: you embrace executive sponsorship and I can look many
different
00:41:09 --> 00:41:10: ways,
00:41:10 --> 00:41:12: but ultimately, how do you celebrate your success?
00:41:12 --> 00:41:15: So I always say we should speak to people as
00:41:15 --> 00:41:17: if all we see is their potential.
00:41:17 --> 00:41:18: We don't all get that,
00:41:18 --> 00:41:21: you know you. Every person on this call knows that
00:41:21 --> 00:41:24: we don't always get someone who sees our potential but
00:41:24 --> 00:41:27: God when we get somebody who believes in US.
00:41:27 --> 00:41:31: That's the trajectory shift for a lot of us,
00:41:31 --> 00:41:33: and so be that for someone else is what I
00:41:33 --> 00:41:33: say.
00:41:33 --> 00:41:36: How can we be a support to an aspiring a
00:41:36 --> 00:41:41: leader to achieve their greatest accomplishment and be the
leader
00:41:41 --> 00:41:43: who inspires people to grow?
00:41:43 --> 00:41:46: In ways that they never imagined,

00:41:46 --> 00:41:48: and then in terms of executive sponsorship,
00:41:48 --> 00:41:49: you know I mentioned Rick Ross,
00:41:49 --> 00:41:52: my Venter, who I left to go,
00:41:52 --> 00:41:55: work for Forrest City. I kept him on as a
00:41:55 --> 00:41:59: mentor every time I'd want to accomplish something over the
00:41:59 --> 00:42:01: course of those 15 years,
00:42:01 --> 00:42:02: I would reach out to him saying,
00:42:02 --> 00:42:03: OK, my goal is this.
00:42:03 --> 00:42:07: Now my goal is this now and he would help
00:42:07 --> 00:42:07: me.
00:42:07 --> 00:42:11: And and every time he would outline these suggestions and
00:42:11 --> 00:42:12: strategies,
00:42:12 --> 00:42:14: I would I would follow through on them and I
00:42:14 --> 00:42:15: would achieve goal after goal.
00:42:15 --> 00:42:18: So he gets a lot of credit for my my
00:42:18 --> 00:42:21: professional development growth.
00:42:21 --> 00:42:24: But I think also how does executive sponsorship look in
00:42:24 --> 00:42:25: our companies?
00:42:25 --> 00:42:29: You know how are we committed to training workforce to
00:42:29 --> 00:42:31: grow within our companies?
00:42:31 --> 00:42:33: I know we hire out a lot and fill from
00:42:33 --> 00:42:34: the outside,
00:42:34 --> 00:42:39: but also what kind of training models do we have
00:42:39 --> 00:42:46: in place to provide executive sponsorship for advancement
within within
00:42:46 --> 00:42:47: our companies?
00:42:47 --> 00:42:49: But ultimately I really mean it.
00:42:49 --> 00:42:51: Like celebrate your success. That was one of the things
00:42:51 --> 00:42:53: that Rick always would say to me every time I'd
00:42:53 --> 00:42:55: come back to him with a new goal.
00:42:55 --> 00:42:57: Finally, he's just like after like the 7th year,
00:42:57 --> 00:43:00: he's like Tasha. Seriously, I really need you.
00:43:00 --> 00:43:02: You've accomplished a lot, and I just need you to
00:43:02 --> 00:43:04: sit with that for a minute.
00:43:04 --> 00:43:06: Sit with and think about like what you've done.
00:43:06 --> 00:43:10: And so I would just suggest that we all remember
00:43:10 --> 00:43:14: to celebrate our success to stand tall and to pat
00:43:15 --> 00:43:17: ourselves on the back and.
00:43:17 --> 00:43:18: At the end of the day,
00:43:18 --> 00:43:21: let's all go out there and exceed our dreams with
00:43:22 --> 00:43:23: focus and a belief,
00:43:23 --> 00:43:26: and the possibilities. And with that,

00:43:26 --> 00:43:28: I say, let me know how I can be a
00:43:28 --> 00:43:31: support to you and pursuing your dreams.
00:43:31 --> 00:43:34: I know there were questions about you know,
00:43:34 --> 00:43:36: career, evolution, trajectory shift reinvention.
00:43:36 --> 00:43:41: I'm happy to sit and talk more with you after
00:43:41 --> 00:43:42: after this,
00:43:42 --> 00:43:45: but so contact me. But at this point I will
00:43:45 --> 00:43:47: open it up for questions.
00:43:54 --> 00:43:55: Thank you so much Tasha.
00:43:55 --> 00:43:58: That was so inspiring. I love it.
00:43:58 --> 00:44:00: Yeah, please hop in with questions.
00:44:00 --> 00:44:02: Feel free to unmute yourself.
00:44:02 --> 00:44:03: Turn your camera
00:44:03 --> 00:44:04: on let's let's have a conversation.

This video transcript has been machine-generated, so it may not be accurate. It is for personal use only. Reproduction or use without written permission is prohibited. If you have a correction or for permission inquiries, please contact [\[email protected\]](#).