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00:16

Hi, my name is Lauren Wiseman. I'm a brand messaging strategist, formerly a musician, a session drummer, music producer and a TV producer. And now for you guys today, I'm here speaking at the eighth annual grad career festival. My talk is titled seven notes, three harmonies and a lead tone to consider for your future. Now this is for some of you that aren't even in music, I did come from music and I'm gonna give you a quick background real quick so you can get into the the meat of it as to why I'm talking to you and why I'm a brand strategist. Now. I was a ghost drummer for the bulk of my career. That means that I came in behind the scenes in the middle of the night, cleaned up the parts for the drummer that couldn't quite hit it, or the guy that was fired or for the other guy was hired. In this and inside of my career, I did hundreds of albums, but it wasn't the album's it was more so learning the personalities, the different vibes, how things resonated communication, as, as well as the idea of the biggest budget album to the stuff that was just scraping by. This carried me into music production and carried me into TV. And then it carried me out to Los Angeles and I live in a place called Windermere, Florida, which about 20 minutes north of the mouse ears are Walt Disney World, and a couple minutes west of Orlando. Again, the title of this is seven notes, three harmonies and a lead tone to consider for your future, I'm not going to be giving you any slides. So here are the seven notes, I'll break it down into three harmonies, I'll share the lead tone, and then the ideas to consider when it comes to your career both in the job searching process and your career management, a couple soft skills, and some of the post graduation life topics that you may be dealing with, and the other things that might arise. So here are the key. Number one is subjective. Number two is objective. And this is one of the harmonies is subjective to the objective. Number three is intention. Number four is perception. Again, the second harmony, intention versus perception and the balance between the two, number three,

authority versus or against humility, that's five and six. And lastly, the lead tone cross all of this is authenticity. Now many people are coming out of the gate right now after COVID. And some of these people are my age, I'm 46, almost 47, they are reinventing themselves. And they may be in a similar a parallel marketing going after jobs. Now in this also between COVID. And in the last number of years, we have the Amplified expert that left the job, lost a job, and now they're an overnight expert. It's a little bit sad. It's also a bit scary. So in covering these seven tones, if you will, these seven notes, and looking at these harmonies, you may be able to differentiate, not the whole are different. I'm unique. I'm innovative, I've never been seen before. And by the way, please leave all of those terms out across the board. Even if you are different, innovative, unique and doing something or showcasing something in a way that's never been seen before. Show that in the authenticity and the authority over false words that have just been overly used in a yell towel sell element that's driving a lot of people crazy. From the hiring market to those you're competing with everyone else. When you stand in that lead tone in authenticity, you have a lot better of a chance. So let's jump back up into the subject diversity objective. This has been going on for more than just through COVID. Many people take an opinion that they are so just that there's so true to heart with it. They just believe it so much. And now they shifted and more fit into a fact. That's a dangerous area to be. And at the same time to be able to have that differentiation to be able to say in my opinion, I believe because I think and here's why you're now not only standing out with the people that you can be speaking with, but also at the same time differentiating yourself from many people. They're throwing out false claims. Not to mention online. This is from Facebook, to Twitter, to Instagram to the websites that you put up claims are dangerous. There are algorithms spider webs and artificial intelligence that are looking across the web looking for something but you know what, we better not let this go Hi. From an optimization standpoint, because it could set us in trouble. So the that flip of statement of This Is this too.



04:58

I believe this is this and Here's why. It's much more than semantics. And as you sit down with someone and share, and really differentiate your opinion from fact, that can bring a whole new level to the table for them, to see you in a light, where so many people use this shift of the subjective to be objective in fear. They're trying to seem like they know so much more they don't. And then they bury themselves worse by claiming things that they don't know. If you are not 100% sure, if you wouldn't bet your life, your career or your reputation, that it's a fact stated as an opinion, and back it up. Because in that, and also inside of that harmony, when you state a fact, it will come off that much stronger. And when your facts are less or people begin to realize it, so many of your opinions line up with the objective truth and the research that others find you become a greater asset than you

can imagine. Pull back from the Tony Robbins, Gary Vander Chubb John Maxwell, yell tell sell dominate forcing I know I know. You know what I don't know. And I'll find out. You can still mention I'll find out but I'm not sure. I don't know, is a beautiful thing. We'll touch on humility with that the minute but the core piece being differentiating the subjective from the objective, it offers so many more options, from the work that you do to the communication that you have that whether you're in sales, whether you're in strategy, whether you're in any kind of service industry, it's not some false trust you're trying to build up or this view of trying to become the expert.



06:42

And let's jump



06:43

off for a second. Don't write a book, if you don't have a book in you. Don't start a podcast if you don't want to podcast and don't begin a video channel, if you don't want to make videos. On the other side of it. From a messaging standpoint, if you have that podcast in you make it but also, don't sit here to make it to try to scrape and scrub every sponsor, you can turn it into this moneymaker. Because people will be able to tell many of the business books much of the motivation, inspiration, and false hype has individuals right now pushing this limit of here's how you appear to be an authority. What is that? You regardless, you could be 18, you could be 28, you could be 38, you have an authority about you. My parent company is fish stewarding group we're based in. I'm in Florida, we're based in South Carolina, but we have projects around the world. And sometimes when people come to us in that humility, and we'll touch on that again in a bit. But showcasing what they know where they come from, without trying to pretty it up or hype it up, they become a greater asset to us than they ever would have. If they came off some script off of some hype off of pretending to be more than they are almost 47 years old, I don't know the life of a 27 year old. I don't know the impact of how I perceive certain things. That's why when people come whether they're just fresh out of college, interns in college, people transitioning inside of their jobs, and they showcase where they're at where they are right now, what they've learned what they've experienced, and not try to sell me height me or push to my company. They are something of a great authority and what they have your experiences, your views, the things that you've gone through, may mean so much more to someone like myself to my company, or to many other companies, when you share it in truth. Coming to the next section, intention versus perception. This is a big area here. When you're able to understand and again, it ties back to humility, a lot comes back to humility. When you're able to understand the message that you put out may not be

perceived or received in the way that you intended. You're going to do so much better, I believe you are going to do so much better across an array of industries. And here's why. Many people inside of sales inside of different companies and coming off of COVID and even in the last 1015 years, they are so dialed in to the intention, but they don't understand the perception may be different. Let me give you an example. Let's say you share something that you have. That's so true to your heart. You're grounded in a solid foundation. You're coming from a place more toward love than fear. You're coming from pure intelligence and the truth. Now, two steps back. What if someone was using or many people had used those same exact words? But they were false. They were lying. They were pushing a sales tactic. They were using hype, they were reading through some motivational, inspirational business, here's how we're going to push it coaching consulting book. Now, in that they're, their defenses are up, their walls are up. So it's not going to disarm them for you to yell it even louder, or for that matter to promote it even harder, but more so to just sit back in that understanding that maybe the perception is different? And how are there different ways that you can share the same root of your story, the same root of your authenticity of your authority in a way that they might hear it differently? This goes into some of the same things of are you forcing to create a connection? Or are you engaging to build a connection, because people can feel it, I can't tell you how many times I get on, I want to be on a one on one with you, I want to hear about what got you into this,



11:03

we know you don't. That's script number one in this motivational speaker or this business consultant state. Now also not taking away from some of these things. I don't believe in many of these hype certifications. And when you come at me with a certification that took you 40 hours, and now you're calling yourself an expert, I'm not responding in an email or a phone call. When you come at me, my organization, or the companies that we work with, stating this became a supplement and embellishment, it was some stuff that brought things together for me, I'm world's more interested in many others may be to stop reading off the short term element. I went to Berklee College of Music, we did the ongoing joke of a huge drop out of Berkeley, you become a professional musician. In my case, I was a drummer, you graduate, you become a teacher. When people were sitting there, well, I went to Berkeley, this is how this is done. And this is back when I had a studio and they were trying to revamp the microphones like, Okay, I'm 700 albums in your two months out of Berkeley, you're telling me what's supposed to be done. I'm open to hearing where you're coming from. But when you begin to redirect, and you just set in this intention that is overly dominant, pushy, and arrogant, I have no room for it, I have no time for it. And many others, regardless of the field don't either. So think about that. Realize that certain people may be exhausted from the same words and the same hype, if you're putting

certain stuff out online, perhaps searching going to the incognito window, because then you're not seeing the windows of what you have. See what they're saying seems some of the stuff that's so true to heart has been shared by people that even you sure about. And again, it's not changing your story. It's altering the melody of your story to stay true to you. But respect perception wise, that other people have heard it time and time and time again. The next set, and I've referenced it throughout this because it really is part of the root authority to humility, coming back to that element of I don't know, it's okay to say you don't know. It's okay also to explain and begin to build out these elements of what you have and where you have it. You don't have to be perfect. You don't have to always present and if you think you do, maybe you're angling for the wrong job or trying to impress the wrong person. When you look at your engagement, whether you go to a sales road, whether you're in a team, whether, regardless of what you do, your authority comes from a good foundation. Many people sit in a foundation and it's just I'm going to aim for here, I'm going to not worry I'll build the corner of the foundation over here. But I'll build my second floor, my third floor, my fourth floor. Oh, I just saw this exciting speaker up here Tony Robbins and then all of a sudden that all crashes down. When you examine your authority, stop using the cheese puff words, stop using the the hype that's been out there and really examine yourself. It is a discovery of what you know what you've been through what you have to bring to the table, how you might be an added voice. I was sitting in a Starbucks this morning, going over a project we're doing some message, auditing and discovery. I asked a 19 year old barista what she thought she brought a completely different perspective to what I was doing. I was in my zone. I was looking at it from a wide array of angles that are already been sent out to a number of different people inside of what she offered and I gave her my card and I do want to speak with her. What she offered. It had authority to it and I asked her right afterwards. Love that. Tell me a little bit about your background? Where have you been educated? What do you experience? What have you seen? Don't try to amplify it.



15:08

It's okay. It's okay if you're, you know, playing baseball and you have a really crappy at bat record. Because maybe inside of that experience, you're aware of something over the confidence of someone that gets up and smacks him out of the park every day. Inside of your authentic authority, you may mean so much more to an individual, you may mean so much more inside of in an interview. And mostly you will be so much more received, I believe, when it comes to social media. Because many on social media are pushing me this is what you have to look like on LinkedIn. And you have to do this and this this this. Be your authority, be it online, be it when you comment, don't become going off on a side tangent, don't become a comment printer, commenting 25 times a day to certain extent can penalize you online. Great post love this totally agree here, come look at my blog.

That's self promoting. Where are you gifting and adding to a conversation, your simplicity of adding to a conversation of what you believe how you see it? In embellish? Isn't, it doesn't take away knowing that other side. And it's been the reference of the last five, humility. It's okay to fail. I do have a quote from a while back where I said, you know, it's you know, everyone talks about that idea. Mistakes are learning experiences. I don't believe that. I don't believe that unless you're learning from many people inside of their humility, Coach themselves to believe this mistake is a great thing for me, it might not be when I sit down with someone I want to learn about what you know, not just the mistake, I'm not judging a mistake. I want to know what they did afterwards. Did they get drunk on motivational books? Or did they look at what happened so it would never have to happen again.



17:10

That to me, is engaging. That to me is effort. That to me is the next step. That to me is you learn something that you won't make that you might you won't make that problem, you won't make that mistake again. Or if you do, you'll know when it's coming, you'll know how to shift out of it. Or if it happens again, you'll know next steps that much quicker. I mentioned inside of music inside of television side of business, in strategy and messaging. When I made mistakes, I've learned more from my mistakes. And I have from my successes. Because once I made the mistakes, I really dug in and tried to figure out what happened. Where did this go wrong? Was this me was this ego go back up the list was I claiming or going off of opinions or facts Was I too stuck in my intention to not see the perceptions of others, with somebody or somebody inside of the team presenting a false authority and not having the humility, it's circled around. And then it all circles down to authenticity. Authenticity has been used as an oversaturated just excessive buzzword, everybody's Oh, ml authentic. My belief, I see a lot of people being authentic. When the spotlights on them. Can you give someone \$1 a meal, or do something just wonderful and nice and not talk about it? There's a level of authenticity that is not cross promotion for yourself, are you able to stand to double check to see something that goes wrong, and from where that goes wrong? be accountable for it be transparent, bearing the weight of the issues presented on you can make all the difference. And as I've shared on these seven marks so far, this is so different than so many that have been out there for so long. Yes, it's a weird time to come into the market. It's a very weird time to graduate. But at the same time, the education that you have based on based with the life experiences that you have rooted in a solid foundation where you can grow an anchor off of a true vine that maintains the differential is subjective to objective intention to perception, authority and humility and all centered inauthenticity. Now you are marking yourself as something very different than the majority of people that are out there. Many of these people are jumping

into the five day free business course business coaching success. Let me do this for you. I'll show you I'll be your LinkedIn coach. I'll be your Facebook. I'll be your business coach. I'll be your business performance coach. It's an array of insanity out there of false hype. Even some of these people, they are rooted in authority, but they're working from fear. So people are tired of that. As you graduate, stand on solid ground, talk about what you learn what you experienced, what do you view, you can be humorous, you can be self deprecating at times, making fun of yourself, you can have this whole thing I mean, I'd love to see some lawyers coming up right now just being like, you know what, maybe guys here, not going to hit the tick tock dance challenge. As a guy I tried one it didn't go over. So well, the funny little elements inside of that, which bring out a personality that is not scripted and stale,



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inside of the direction that you choose, inside of the instruction that you continue to take, after you've gotten out of school. And inside of the correction that you make, again, the direction instruction correction, you may find a path to opening many more doors than many people have in the past. And that inside of that highly, highly competitive market that you're dealing with right now, just inside of those seven notes, those three and harmonies and that lead tone of authenticity, your melody has a better chance to stand out from the unison of so many other people that are singing the same song, in a level of fear, with a false level of hype, trying to sell instead of trying to connect and engage. I hope this concept helps you. I hope that you take a second and take in again, I'm asking you to consider it I'm not telling you to do these things. And when someone tells you what to do, and you can't find the vetted, grounded proof that is up to date, relatable to you, and relatable to where we are today. It may be something to digest, but not necessarily follow. It's not bad to read all the books, it's not bad to take some of the courses, the dangerous part becomes when all of a sudden, you get addicted to the trendy book, the trendy course the false hype, the super business famous guy who shares 25% of the story. Yes, he's not lying. But he didn't give you the entire direction. He didn't give you the entire story. So now if you follow that, and your parameters are different from the money, you have to the money that your family has to the money that was connected to this particular individual, that's a crash and burn. It's not about getting out there and getting on the phone. And also I'm going to call every single person that aggressive tone worked at one time, but now that so many people have become that aggressive, that's turning certain people off. Think of it as a skill set to apply across your interviewing, across your career, across sales across marketing. This even goes into the compliance online if you're inside of finance, or even following what you're supposed to be doing on LinkedIn. Because you know what, here's a side note posting parties not a good idea. I'm going to go in, we're going to get a whole bunch of people gonna share a whole bunch of posts,

we're gonna like those posts and comment on those posts. Conceptually, okay, we're pushing stuff up. objectively, quantitatively, LinkedIn is identifying nothing has happened. All of a sudden the same people are trying to jump a post up. Don't be a comment printer, be you stop trying to hype as an entrepreneur stop trying to say that you're nine different titles. You don't have to be that many. Because the more titles that you add, it could end up being the lesser sense of authenticity or authority, someone is going to see inside of you.



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Consider the subjective to be objective, I invite you to stay more subjective. I invite you to back up your objective when links would prove just like you were in school, cite the references. intention to perception. Consider that what you so true to heart may be read differently from others authority to humility. Your authority may be elements that are not necessarily the business, you know, by lines, but the experiences that you've had the jobs that you work, the classes that you took, what you grew up in, you may have a different skill set and a different set of authority levels. That could be that much more helpful. If they're not hyped or fluffed. And consider staying in humility. It's okay not to know it's okay not to hype. It's okay to stand. It's not being submissive. It's not being passive. It's being honorable. It's being moral. It's differentiating yourself on a better foundation. And lastly, tie it all together with authenticity. Would you tell your mom your dad, would you post something online? Or say something in an interview? Or put up a video or an audio? Would that stand for today? tomorrow, next week, next month next year? Would you say the same thing and at an interview in front of someone that you are looking to get a job from, to a son or daughter that you have later on? What would you share the aspects of how you're marketing yourself to the individual that ends up finding you? If that transparency isn't there, that may ask you to question your authenticity. It's a crazy time. I congratulate you on getting to graduation in this time. And in this time from graduating now, after everything that happened last year, you have a new perspective that I've never seen that the workforce hasn't seen as a whole, that people can't fake. Use that experience that share about that because now you are a voice, you are a transition, you're a liaison to ideas and approaches. And while it might not build up the craziness of a resume, with the old hype, you can bring a new voice that can be an embellishment and a supplement to an organization, a company a service or a product. Stand in rooted authenticity in your authority and see what happens. It might work so much better for you than following that other path that so many other graduates may be taking, as well as so many other people that lost their jobs are so many other people that are transitioning from their jobs. Be you be your voice be your melody tell your story. And what comes next can be for you, as opposed to you trying to fit in the shoe or in the square of somebody else. I hope this helps you. My name is Lauren Wiseman. I'm a brand messaging strategist.

There we go.