

The Female Advantage

Wired for Success

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I was drawn into coaching more than 10 years ago because of the fluid lifestyle and depth of personal growth I witnessed within my first business coach. I wanted what she had. I signed up for coach training and not only found more purpose and meaning, I found a new profession. Today I coach individuals and mentor coaches who are determined to live their lives, and if necessary, earn their livings doing those things that inspire them.

While my clients are spread across the nation and around the globe, I live and work from Salt Lake City. I have had the great pleasure of coaching homegrown philanthropists from Park City, leading citizens along the Wasatch Front and up-and-coming business owners such as those at Struck Creative, Gym Jones and Wadsworth Design.

While coaching such accomplished entrepreneurs and individuals I have discovered the emergence of five new aptitudes of success. Curiously, these attributes all fall naturally into the right brain, "soft-skill" categories generally endowed within the female nature. These aptitudes can be learned. They bring energy with them and will help you in both your career and day-to-day life. Are you already accessing these skills? See which ones you may already be practicing:

- **Play** — The life-regenerating activities of renewal, fun and freedom, all enjoyed with a dash of whimsy and magic.
- **Artistry** — A continued connection with your own creative process.

- **Emotionality/Empathy** — The ability to live from your heart leavened by a highly developed EQ (emotional intelligence quotient).
- **Spirituality** — A profound connectedness to a life-giving, stabilizing power.
- **Beauty/Design** — The ability to combine utility with meaning, technology with need, then serving it up beautifully in something we didn't know we were missing.

Wasatch Woman Angie Katsanevas, co-owner of several Salt Lake-based companies, including the Lunatic Fringe salons, expresses several of these traits. Here are three ways Angie accesses her unique female brain to bring success to her business and life.

PLAY Angie has given managers and a CEO the responsibility of handling the day-to-day functions of her businesses. This frees her up so she can relate to her teams on "their level." Sometimes, while making her rounds from business to business, Angie will jump into the trenches and help finish hair by doing a double blow-dry with a stylist. They joke and play around with each other while delighting the client with a quick and artistic finish. At last year's company Christmas party, she didn't hesitate to grab the mic and perform an impromptu sing-along while the DJ spun a rap song. "Our employees were clapping and whistling like crazy. They had no idea I'd know the words to that song." In the Lunatic Fringe culture, playing like this is what Angie calls "making magic."

EMOTIONALITY/EMPATHY Angie doesn't just delight her employees and guests. She takes time, slows down and makes an effort to emotionally connect with people. "[We've] done every job from cleaning toilets to doing rock-star styles. When I see an assistant sweeping hair or mopping the entrance, I stop." Angie knows it is important to look people in the eye and to tell them genuinely how much she appreciates their efforts. "In that moment, I want our employee to know that I get that what they do benefits us all. I've been in their shoes. I want them to feel that."

SPIRITUALITY Angie shows a strong sense for the spiritual shifts needed by people and our planet. "We are in the business of touching people and making a difference. We are often inspired to support causes brought to us by our clients." The list of charities supported by her companies is an arm's-length long.

Internally, Angie encourages her managers to hand-write at least 50 personalized thank-you notes to their staff members each year.

"We believe that when we practice gratitude we are not only building up our people, we are taking actions that express how thankful we are for the abundance of cooperation and goodness we all share." With her encouragement, the Lunatic Fringe salons recycle everything from hair to paper to glass to foils. Angie believes, "We need to be responsible for one another as humans and for this planet we live on."

Angie Katsanevas is finding success using these attributes. How about you? Think of ways to start using these attributes to bring fun, fulfillment and accomplishment to your career. Engage your own feminine wiring and incorporate these aptitudes within life and your work. Here are a few tips:

PLAY



Ask yourself, "What gives me aliveness?" and then take notes on your answers. Engage in one of the activities you come up with at least once a week. Repeat this activity as often as you desire.

Plan a party for no good reason then have it!



Find at least two new methods of solving problems or doing daily tasks. Engage your creativity.

Carve out a place in your home or office that draws out your most innovative juices. Go there often.



EMOTIONALITY/EMPATHY

Understand this concept by reading Emotional Intelligence by Daniel Goleman.

Increase your ability to use empathic listening (contact us to attend one of our SoulSalt Inc. teleclasses on this subject)

SPIRITUALITY



Begin or inject new energy into a personal spiritual practice such as yoga or meditation.

Take a spiritual retreat for a weekend, a week, a month or longer.

Never settle for the drab, pedestrian grey or white toilet bowl brush. Design or purchase a new one that compliments your commode.

Bring order by applying feng shui techniques to the design of a room, a closet or your entire office or home.

BEAUTY/DESIGN

