

# Client Success Stories



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# Blogs, Articles,



**AND OTHER DIGITAL  
PUBLICATIONS**

# HER AGENDA

*“No One Ever Slows Her Agenda”*

*Her Agenda* is an award-winning digital media platform bridging the gap between ambition and achievement for millennial women. We aim to universalize the motto of **No one Ever Slows Her Agenda** through our platform.

*Her Agenda* provides inspiration through the stories of *real women* who are succeeding in their industry while also highlighting the information and resources needed to achieve that success. Resources include the latest in **events, scholarships, conferences, internships and job opportunities** for young women to reach their full potential. The goal is to **empower women** to never allow anything to stop them from reaching their goals while providing them with the resources to **overcome their challenges**. The professionals featured on *Her Agenda* have the power to *break the mold* and illustrate to young women across America that *if they believe it, they can achieve it*. Each of our featured women are the embodiment of the **No one Ever Slows Her Agenda** motto within their own industries. The resources available to the members on the site can potentially put them in a position to better strategize and visualize *life and career* options.

There is currently *only one Black woman in the role of CEO at any Fortune 500 company*. The presence of women in these positions continues to shock and awe, further solidifying women as the “other” when it comes to positions of power. There’s a cycle of normalcy and complacency that exists around these sensitive topics. Utilizing *mentorship, personal empowerment*, and an increase in *information*, women can mobilize through empowering themselves to ultimately **break down the patriarchal structures** of society and **claim their power.**”



# HER **A** GENDA

THE MAIN AGENDA

## The Importance Of Long-Term Friendships Over 40

Some the most life-changing friendships we'll ever have are with people who've known us since we wore braces and a training bra. Here are...

By: **Carri Helman** · 10 months ago



ENTREPRENEURSHIP

## Here's What They Don't Tell You About Being Self-Employed

Being self-employed definitely has its perks. But it's not all bubble gum and unicorns. These four hard truths can help you prepare and thrive...

By: **Carri Helman** · 10 months ago



*Check out the feedback below*

HEALTH & WELLNESS

## Multiple Myeloma's Sneak Attack On The Black Community And How To Fight Back

I think we can all agree that there's absolutely no good time to receive a cancer diagnosis. But I can tell you that getting...

By: **Carri Helman** · 5 months ago





# A Peek Inside Her Agenda: Shanti Das

Host of The Mibo Show; Founder of “Silence The Shame” Nonprofit

BY CARRI HELMAN

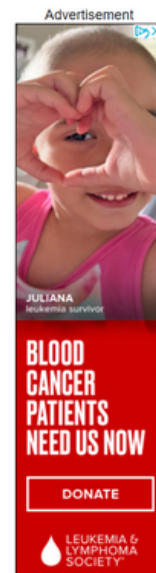
DEC. 4 2023, PUBLISHED 7:00 A.M. ET



“I LIVE AT THE INTERSECTION OF HEALTH AND CULTURE.”



With 50 years of hip-hop under our belts now, it's exciting to see how the culture is influencing the world far beyond just the beats and bars. Hip-hop is everywhere, and a key thread within the fabric of culture across the globe.



But it's not just the music we grew up on that's making bold moves and showing up in new ways. The artists and industry greats themselves are stepping up and out of their usual spaces to make different kinds of changes to and for the culture. Shanti Das is among them.

Shanti's music industry career began over 30 years ago, working closely with hip-hop legends like Outkast, Usher, and TLC. She started her professional rise as an Urban Promotions Assistant at Capital Records in 1991, and just 7 short years later, was named “Music Executive of the Year” by *Impact Magazine*. She continued to impact the hip-hop scene and culture for the next decade+ with other major labels like Sony Music Atlanta, LaFace Records, Arista Records, and Columbia Records, finalizing her iconic climb as Executive Vice President of Urban Marketing and Artist Development at Universal Motown in 2009.

But just as hip-hop itself has evolved, so has Shanti. These days her conversations with industry greats are a little less “hip-hop” and a little more “human.”

In 2014, Shanti was hit hard when a close friend ended her own life. Through her grief process, she recognized that she had some unhealed wounds from her own father's suicide when she was just 7 months old. Although often considered taboo, Shanti turned to therapy and took a more intentional approach to her own mental and physical health.

Since then, she's dedicated her life to repairing generational traumas and "silencing the shame" of asking for help. Her podcast, [The MiBo Show](#) (which stands for "mi" for *mind*, "bo" for *body*), gives the giants of hip-hop a platform to speak to the culture – real discussions, about real health issues, with real (famous) people. Her conversations showcase the simple fact that we're all human, we all need a helping hand at times, and it's more than okay to ask for it.

Her Agenda sat down with Shanti Das to dig a little deeper into her purpose and passions and she was not shy about sharing her journey.



**Her Agenda: Tell us a little about your history in the music industry.**

**Shanti Das:** I got my start in the early '90s so I was in the entertainment industry for almost 20 years.

My first internship was at Capitol Records while I was a sophomore in college and I did that for 2 summers, working in the promotional department. That was back when MC Hammer was on the label, Young MC – really old-school artists.

Once I graduated from Syracuse in 1993, I got hired at LaFace Records in Atlanta, GA. The first record I ever worked on was *Players Ball* from Outkast. I did promotions on their first two albums and marketing on the last two. And I was actually at the Source Awards in 1995 when Outkast won and Dre uttered those infamous words, "The South got something to say."

In the late '90s, I also brought Ludacris to L.A. Reid. He didn't end up signing with LaFace Records, but I was one of the few people in Atlanta who *really* wanted to bring him to our label. Although I didn't do A&R, I felt I had a pretty good ear for music.

Fast forward, when I went up to New York City, I did the marketing on Killer Mike's first album, worked alongside Jermaine Dupri, and later, got to work with Busta Rhymes.



**Her Agenda: What are some of the struggles you've faced in your climb?**

**Shanti Das:** I worked hard to demand my respect in a very male-dominated industry. I learned how to fight for myself in terms of salary and compensation. I eventually figured out what it took in terms of getting an attorney and negotiating what I felt was my value.

And then also, not being afraid to ask for what I feel I deserve. I think oftentimes we can be complacent with what we're given because we're just happy for those opportunities. Whereas men, they'll have these big pie-in-the-sky outlandish demands, but they ask for them and they get them. But half the battle is asking.

**Her Agenda: Do you have any words of professional wisdom for women aspiring to be business leaders?**



**Shanti Das:** We have to believe and feel that we're deserving and that we're valued. I think that's sometimes where we struggle. Women have to learn how to push forward and really exude that confidence. Really show that you deserve to be there. And the way you do that is by being so good, they can't refuse you. There's nothing better than hard work and determination – the statistics and the work will speak for itself.

I wrote a book about my career called 'The Hip Hop Professional – A Woman's Guide To Climbing The Ladder of Success In The Entertainment Industry.' I stepped away from the industry but I learned a lot as a woman. I understood the importance of mentorship and having people to support me.



**Her Agenda:** Did spending so many years in the music industry impact your overall health?

**Shanti Das:** I was a workaholic and I had pretty much dedicated my life to this career. I think I've sacrificed a lot of family time, outings, and different things from a friend perspective. The first time I felt like the work was impacting my mental health was around 2010-2011. I [considered ending my life.] I don't think I meant that at the time. I just was so stressed out, didn't really have healthy ways to cope, and wasn't really leaning on mentors. The number of hours I was working, the lack of sleep, and not eating properly – all of that was really taking a toll on my mental health.

**Her Agenda:** How did you manage the stress?

**Shanti Das:** I went to counseling for a couple of months and then threw myself back into the work – I should have stayed in there a lot longer. About five years later, I was diagnosed with cervical spinal stenosis. I thought I was going to have to have spinal surgery and my doctor said it was a direct result of stress – I was in my early 30's. That's when I knew it was a problem and I decided to walk away – at the height of my career, making a lot of money.

Then four years later, my best friend took her own life. That really took a toll on my emotional health and wellness, and in 2015, I came close to taking my own life.

As a community, we didn't talk about mental health much growing up. Had I been better equipped with tools and really understood what therapy was like, or how antidepressants could have benefited me, who knows? The work that I'm doing now is definitely important work for our community. But maybe had I been better equipped, the journey might not have been quite as tough.



**Her Agenda: What are some of the other ways you're spreading your message?**

**Shanti Das:** My nonprofit – [Silence the Shame](#) – is so important because we're still knocking down stigmas. As well as my podcast, which I launched earlier this year – [The Mibo Show](#). Being able to talk to others about their journeys and what they're going through still goes a long way. If we see someone talking about their own struggles and opening up, saying how much therapy has helped them, or different things that they're doing from a wellness perspective, that is something that we want to permeate in culture and society right?

I just want to do my part to really try to affect culture in a positive way and bring as many resources to the table, which is why I'm excited about my partnership with Johnson and Johnson. They supply medical experts for each episode of The Mibo Show and they're really committed to bringing a lot of really wonderful resources to the community so I couldn't do this work without them.



**Her Agenda: Will there be a season 2 of The Mibo Show?**

**Shanti Das:** I'm going to put it out there and say 'yes, we're going to have a season 2' and God willing, we'll be able to open up into other industries such as sports and entertainment. Maybe some actors and actresses, the fashion industry, and political icons – just keep these health conversations going.

*[Editor's note: This interview has been edited for length and clarity.]*



# Feedback,

## TOP STORIES IN SOCIAL ENGAGEMENT:

Here's What They Don't Tell You About Self-Employment by Carri Helman

<https://heragenda.com/p/hard-truths-tips-about-self-employment/>

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This is the first time I've ever seen anyone anywhere even mention for lonely it is to be self-employed

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# caroo



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## Working towards a better world, together.

Since we started in 2015, it has always been our mission to make an impact and help companies everywhere care for their teams and their communities.



Fight Hunger



Stop Social Injustice



Protect the Environment



## Meaningful gifts that do a world of good



proudly partners with:

20M+

Meals donated

Caroo has donated over 20M meals to Feeding America



4.9M

Acres protected with Pachama

From 2020 to 2022, we partnered with Pachama to offset carbon emissions on all domestic deliveries to protect 4.9M acres of forests



5%

Donated to charities

Our Amplify Collections in 2020 donated a portion of proceeds to rotating charities for social good.



80%

Purpose-driven & diverse-founded

We partner with conscious brands committed to giving back so your team can discover and support products they're proud of.



modern sprout.





# caroo

Caroo designed a personality test for HR Professionals and Business Owners that identifies how their employees actually **prefer** to be recognized.

After taking the Assessment myself, I was able to identify how it works and how to describe its value to busy professionals.

The 1st blog below was the big reveal of their **RecognitionDNA** assessment and tied seamlessly into their membership program and corporate gifting selection.

Employee Recognition Featured

# What Is RecognitionDNA? | Discover How Employees Like To Be Recognized At Work

May 25, 2023

For 2023, Forbes magazine predicts some pretty big expectations of HR professionals, stating that "HR will be tasked with ensuring the highest productivity from each person." This means getting higher quality output from the same employees. But how? How do you motivate employees to do more, produce more, report more, give more of themselves to their jobs?

Here's a simple suggestion. Find out what makes them tick as an individual!

Since 1992, Gary Chapman has been teaching us how to identify and understand the different ways that people feel loved with The 5 Love Languages. A simple assessment reveals the language that most authentically resonates with each person. And by learning to "speak" our partner's primary love language, we're able to create stronger relationships, understand one another on a deeper level, and communicate clearer.

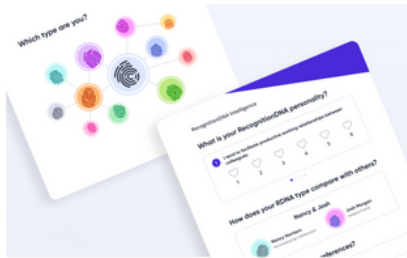
**RecognitionDNA is intended to determine our love language when it comes to recognition in the workplace.**

Removing the romantic context of course, each individual feels appreciated by different methods and gestures.

For example, some people love receiving gifts and a thoughtfully-worded card from their leadership to show how much they're valued, while others are more deeply moved by having their accomplishments announced loudly and proudly so everyone can see and congratulate them.

If you gave the latter a card and a gift, they're not going to feel acknowledged in the same way because that's not in their RecognitionDNA.

This is what makes them tick.



Recognition tactics can be a recipe for disaster when you don't know how to reach your employees. Typically, this is where companies start throwing money at the situation. They create focus groups, send out a few cryptic and ineffective surveys, and make major investments into things they think will "fix" the issues, without even digging into the data first.

Why is this often a big mistake?

Because the details are always in the data. DNA data, to be more precise.

So, let's close the capital checkbook for just a minute and do a deep dive into how assessing your employees' RecognitionDNA can be a fun, flexible, and feasible guide towards more effective recognition for your workforce.

[Try RecognitionDNA](#)

## What is RecognitionDNA?

RecognitionDNA is a psychological assessment that helps to clearly identify how each individual interprets and receives recognition.

The idea that everyone feels appreciated by the same forms of recognition is no longer a one-size-fits-all cookie-cutter process.

At its core, RecognitionDNA is a powerful tool for creating a more authentically engaged and connected workforce. It's intended to nourish your employee base from the inside out and support a people-centered work environment.

### What do you see in your full results?

### About Caroo

At Caroo, we envision a future where people experience deep connection at work. We're excited to get the ball rolling by transforming Employee Recognition.

## 1) Time

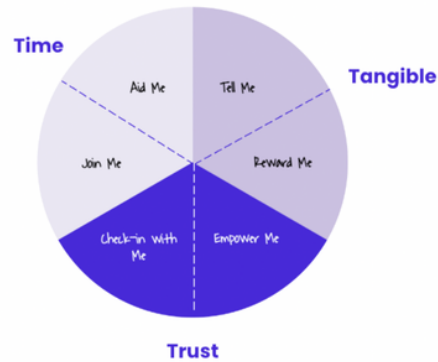
Steve Jobs said "The most precious resource we all have is time." And time itself is a form of recognition. Some employees most value time spent reviewing their projects, connecting to resources they need to be successful, discussing their work-life balance, and receiving feedback on their progress.

## 2) Tangible

Receiving gifts is a love language that's not just reserved for romance. Material gifts and rewards are received in much the same way, with very similar effects on the receiver. Tangible recognition is basically anything they can use or physically touch – gift cards, a spa day, or a monthly wine subscription can really hit the target.

## 3) Trust

Showing your employees that you trust them to deliver is a subtle yet impactful form of recognition. Offering them support on-tap, with a side of autonomy to reach their goals without hovering, is the most empowering recognition you could offer this group. Acknowledging their dependability and consistency is like motivational currency.



## How long does it take to discover your RecognitionDNA results?

Minutes. No joke!

The RecognitionDNA assessment isn't a clunky time sucker at all.

It's super easy to navigate and delivers a ton of valuable information in an impressively short amount of time.

[Try RecognitionDNA](#)

## Recognition: Achievement vs. Relationships

Some professionals are motivated by progress and achievement, while others are motivated by their relationships with their peers. And neither is wrong or less inspired than the other – they're just different sides of the same coin.

### — Achievement

These task-oriented folks keep their eyes open for the gaps and opportunities, while never losing sight of the deadlines. They value regular check-ins to review progress because their work is important to them and they're proud of their efforts.

They also appreciate positive reinforcement and encouragement from those in leadership.

### — Relationships

Their work is equally important as the Achievement group, but those on this side of the coin appreciate when others acknowledge them as a person too. Work is only a piece of who they are and they're more engaged by questions like "How are you feeling?" and "How's the new puppy fitting in?" They're motivated by opportunities where their leadership expressly believes in them and empowers them to push beyond their own limitations.

READ MORE





Employee Recognition

# Presents or Praise? Navigating the Fine Line Between Corporate Gifting and Employee Recognition

January 18, 2024



Alright, folks. In the fickle world of corporate culture, we've got two heavy hitters vying for the "Annual Employee Appreciation Champion" title.

In one corner – representing almost 2 centuries of tradition and evolution and allegedly started by a famous Rockefeller – we have **Corporate Gifting**.

And in the other corner – weighing in with an impressive record of over 2600 years served, dating back to Cyrus The Great in 538 B.C. – **Employee Recognition**.

These two terms are often confused or used interchangeably, and from an employee perspective, this is where their heartbeat for your organization flattens. Their corporate gifting experience should feel much different than their employee recognition experience, as the two are in fact separate gestures with very distinct purposes and intentions. What is employee recognition? What is corporate gifting?

Finding the perfect equilibrium between presents and praise is an art form. Too much swag without genuine recognition, and you risk drowning in a sea of branded mediocrity. On the flip side, heaps of praise without a sprinkle of tangible appreciation can leave the workplace vibe feeling a bit lackluster.

Let's teeter a bit on this see-saw of sincerity and sentiment, and navigate the importance of maintaining a delicate balance between the two in the corporate world.

## The Tightrope of Appreciation and Acknowledgment

Hold onto your staplers, folks! We're talking about that thin line between genuine appreciation for the person and their unique contributions, and the act of acknowledging accomplishments and achievements. How can companies keep the good vibes flowing without turning gifts into expectations or recognition into a cringeworthy hierarchic performance (sans a standing ovation)? By implementing an effective employee engagement strategy with an equal focus on both corporate gifting and employee recognition.



## The 411 on Corporate Gifting

Why is corporate gifting so important? It's the peanut butter to your employee recognition jelly, of course! But there's always a right way and a wrong way to spread the bread and a solid corporate gifting program alone isn't going to seal all the cracks in your company culture. So let's make sure we're clear on the impact of gifting the right way.

From fancy pens to fruit baskets, corporate gifting is the business art of saying, "Thanks for being a part of this!" But let's not kid ourselves – there's a fine line between a thoughtful gesture and "oh yay... another branded coffee mug (insert eye roll)."

"Gifting" as an action is the same, no matter who the receiver is or where the gift is given. We give a gift and hope the person enjoys it. But when it comes to corporate gifting, your strategy really needs to make sense. Corporate gift-giving occasions aren't that much different than personal ones. Birthdays, holidays, anniversaries, new jobs, promotions – all totally valid reasons to give someone in your personal life a gift.

It's much the same in the business world. Birthdays, holidays, work anniversaries, new hires, promotions... you see where we're going with this? These occasions make sense for corporate gifting.

But hear us clearly... do NOT underestimate the importance of what you give as corporate gifts, as well as when you give them.

Picture this: you're handed a beautifully wrapped box, your eyes wide with anticipation. Is it a trophy of appreciation or just another branded USB drive? Corporate gifting can be like navigating a maze of mystery prizes. Are these presents heartfelt tokens of gratitude, or are they mere trinkets destined for the dusty shelves of forgotten swag?

Some corporate gifts have a lot of potential to come off as impersonal and make employees feel like you're just trying to check a box to make everyone happy. Pump the brakes on your bulk swag game and get personal with your people. After all, that's how gifts were meant to be given.



About Caroo

At Caroo, we envision a future where people experience deep connection at work. We're excited to get the ball rolling by transforming Employee Recognition.



Another example...



## What is Employee Recognition – More Than Just High Fives

Now, what is employee recognition, some people say. Kudos, which is could be the currency of the workplace soul. Spoiler alert: employee recognition isn't just about tossing around compliments like confetti or creating bonus point mafia rings every month. It's about acknowledging the hard work, dedication, and endless superhero feats of your colleagues. It's shining a spotlight on the office rockstars, the word wizards, the software sorcerers, and the solution sleuths.

In the world of recognition, a well-timed "You rock!" can do wonders. But the keyword in that 2-word phrase is "you."

Employee Recognition is directly tied to the individual and something they've achieved, accomplished, completed, etc. It's acknowledging their performance, their effort, and their teamwork, as opposed to this attention being tied to a certain date or event as with corporate gifting.

What is the goal of an employee recognition program? We're so glad you asked!

- Improve employee engagement** – when employees feel valued, they're more engaged in their roles and less likely to be job-hunting
- Improve employee morale** – there's nothing like having a payroll full of employees who are actually happy to be there
- Improve workplace culture** – regulate the vibe across the entire office so that everyone is operating at their optimum appreciation level
- Improve company culture** – if your company covers multiple locations, you can calibrate the culture across town or across the globe
- Improve team culture** – when employees are empowered and appreciated, ALL your teams can be A-Teams



Great employee recognition examples don't have to blow your budget either. Sure, it would be awesome to give each employee a weekend getaway each time they close a deal! But as the business grows, that can become a tad unrealistic (although still a super cool recognition gift). Two of the most important components of an effective recognition plan are **authenticity and personalization**, and neither of those has a minimum buy price.

## Design an Engaging Employee Appreciation Strategy (That Doesn't Activate their Eye Rolls)

To really nail this appreciation game, you need an employee engagement strategy that's more exciting than a mandatory once-a-year team-building exercise. We're talking about aligning gifts and gratitude with company values, understanding that not everyone loves a tote bag with the company logo, and creating an atmosphere where employees feel seen without feeling suffocated.

You're creating a workplace where appreciation isn't just a checkbox but a genuine celebration of the fabulousness that is your team. Ask yourself what employee appreciation means to you, then build an appreciation strategy that doesn't put people to sleep during the initial roll-out PowerPoint presentation.

## How Can You Improve Your Company's Employee Recognition Score?

Like most corporate strategies, there are some best practices to consider when designing an effective employee recognition plan. As an added bonus, Caroo offers a well-defined guide to help you upgrade your recognition strategy like a Boss. But in the meantime, here are some short-list actions you can take to make the whole shift go a little smoother:

- Learn their Recognition DNA type**  
By understanding how your employees best receive recognition, you can tailor your acknowledgments to their preferences and stop wasting money on bulk ideas that leave no lasting impression.
- Talk about it**  
Book some time in your monthly schedule to have intentional discussions with managers and colleagues to talk about the ways they feel most recognized (and maybe the ways they do NOT).
- Caroo's Care Preferences**  
By answering our 6 simple questions about how your employees like to be recognized (aka their Care Preferences), Caroo can help you zone in on the ways to best show them how much they're valued.
- Remember things!!**  
Each employee has a file, right? So add some valuable information to those files like their birthdays and work anniversaries, then set reminders so you're sure not to miss them. While you're at it, note the names of their children, spouses/partners, and don't forget their beloved cockatoos, Gladys.
- "Hero sandwich" feedback**  
Imagine the sub roll is the good news and the innards (meats, cheeses, veggies, etc.) are the not-so-good feedback (odd, I know, since the innards are the best part, but play along for a second). Serve up a "top roll" of positive commentary, followed by a respectable delivery of where they could make some improvements (aka "the innards"). Then leave them with a "bottom roll" of optimistic and empowering feedback that's motivating, not deflating.

## The Verdict

So, which side of the appreciation spectrum wins in this clash of the workplace titans? Is it the allure of a shiny gift or the roar of a thousand kudos?

And the trophy goes to... BOTH! When it comes to effective employee relations and engagement, juggling gifts and gratitude is a delicate balancing act. Remember that corporate gifting and employee recognition are like the peanut butter and jelly of workplace appreciation – great on their own, but even better together.

## Want to learn more about Caroo?

Our platform uncovers deep behavioral understanding of individual employee recognition needs, provides insight on when to recognize and makes it easy to send rewards employees actually want. All in one place.

Learn your workplace personality here, or if you'd like – check out our gifts and rewards to make your entire team feel recognized.

Carri Helman

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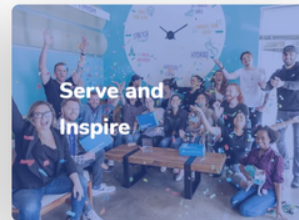
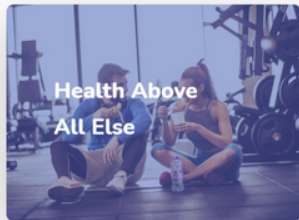


“I wanted to let you know - the piece of total rewards is really good, I love it. Thank you for pumping out such high quality content!!”

# SNACKNATION

## Our Core Values

From our snack selection to our corporate culture and relationships, our goal is for everything we create and cultivate to live up to the tenets of our Core Values. Because we know that what we do everyday determines our reputation, the level of success we achieve, and the positive impact we can make on people's health and wellbeing.



**We believe snacks aren't just snacks, but are integral to living a happier, healthier, more purposeful life.**



From our beginnings as two guys with a simple idea, to launching SnackNation in 2014, we've always made it our mission to find emerging, health conscious snack brands and connect them around the snack bowl with like-minded people. People craving a better alternative, a fuel that matches their fire and products with purpose. Now, with thousands of SnackNation members across the country, we're on our way to creating a better world through the power of delicious, healthier snack choices.



SnackNation publishes B2B blogs addressing many common concerns in the workplace – employee relations, engagement, recognition, etc.

Their target audience is HR Professionals, Start-up Managers, and Corporate Relations Experts.

I've been working with SnackNation since 2021 and contribute several articles each month to their platform.



# SNACKNATION

SnackNation Office

## Fractional CFO: Your Guide to Finding On-Demand Financial Leadership for Startups and Small Businesses

By Carl Holman No Comments

Have you ever wished you had a financial expert to help your management team navigate complex financial situations?

Look no further than Fractional CFOs – the ultimate resource for on-demand financial wisdom designed for startups, entrepreneurs, nonprofits, and small businesses.

Let's explore this option for financial leadership that perfectly aligns with your business needs and doesn't demand an executive-level salary.

Want to become a better professional in just 5 minutes?

Yes

Page Contents (Click To Jump)

### What Is A Fractional CFO?



A Fractional CFO is a finance professional with Chief Financial Officer experience who lends their expertise to businesses on a project basis, as a part-time CFO, or under contractual arrangements. They're an experienced, high-level contractor who keeps your company's finances in line.

Unlike traditional CFOs, Fractional CFOs aren't actual company employees – they may be independent contractors or sourced from an executive-level third-party organization. They likely either work on a retainer or bill an hourly rate for the time spent working on each client instead of receiving an annual salary. And they typically operate remotely vs. taking up valuable corner office space.



### Who Needs A Fractional CFO?

Are you curious about whether Fractional CFO services are the missing piece in your financial strategy puzzle? Let's talk about who exactly needs a Fractional CFO and why it might be the game-changer your business model needs.

Interested in a content partnership? Let's chat!

Get Started

### About SnackNation



SnackNation is a healthy office snack delivery service that makes healthy snacking fun, life more productive, and workplaces awesome. We provide a monthly, curated selection of healthy snacks from the hottest, most innovative natural food brands in the industry, giving our members a hassle-free experience and delivering joy to their offices.

### Popular Posts

- [Compare] HR-Approved Reward Programs To Improve Employee Morale
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- 18 Company Swag Ideas Employees Really Want
- 105 Unique Gifts For Employees
- 77 Awesome Employee Engagement Ideas
- 15 Free Work Planning Templates
- 168 Unique Corporate Gift Ideas
- 10 Best Applicant Tracking Systems & ATS Software

### A Company Without a Full-Time CFO

The Fractional CFO is the unsung hero for companies operating without a full-time CFO. You'll get all the financial expertise without the full-time employee salary commitment. These financial phenoms swoop in, tackle your strategic money moves, and tuck away in the wings until you need them again. It's like having a financial guardian angel on speed dial, making certain your stakeholders are happy, and your fiscal ship stays steady without the full-time CFO price tag.

### Companies With Messy Financials

Are your financials looking messier than a toddler's playroom? A Fractional CFO is a financial lifesaver who thrives on untangling the mess and bringing order to the monetary mayhem. From sorting out budgets to untwisting tax knots, a Fractional CFO turns your financial headache into a smooth operation. No more spreadsheet nightmares – just clarity and a financial hero to set things straight.

### No Dialed-In Forward-Looking and Believable Forecast

If your business forecasts are about as believable as Bigfoot sightings, it might be time for a Fractional CFO intervention. These financial gurus don't just predict the future; they dial it in, make it believable, and set your business on a path to success. With a Fractional CFO in the mix, you're not just guessing anymore – you're strategizing with a crystal-clear roadmap, turning uncertainties into confident business moves.

### Dashboards That Are Not Automated/Helpful

If your business dashboards give you more confusion than clarity, it's time to bring in the secret weapon. Fractional CFOs don't just glance at the numbers; they whip up helpful, automated dashboards that turn your data into actionable insights. Imagine charts and graphs that actually make sense, delivered effortlessly to your fingertips! With a Fractional CFO on board, you can avoid the headache of deciphering confusing dashboards and embrace an automated and streamlined financial analysis.

## Benefits of Hiring a Fractional CFO



Are you curious about the wonders a Fractional CFO can work for your business? Whether it's bringing financial finesse without the hefty bill or transforming chaotic spreadsheets into success stories, let's explore the game-changing perks that come with having a Fractional CFO on board.

### Cost Efficiency

When it comes to financial firepower, hiring a Fractional CFO is like your secret weapon. Here's the lowdown on how this move saves you money, time, and headaches:

- **Budget-Friendly Brilliance:** Fractional CFOs bring top-tier financial expertise without the top-tier executive salary.
- **Pay as You Go:** No need to commit to a full-time CFO – with a Fractional CFO, you only pay for what you need when needed.
- **Cost-Effective Solutions:** They identify cost-saving opportunities, keeping your financial ship sailing smoothly without sinking your budget.
- **Strategic Spending:** Fractional CFOs help you allocate resources strategically, maximizing impact without burning a hole in your pocket.

It's a financial powerhouse at a fraction of the cost and the kind of cost efficiency that's music to a business owner's ears.

### Strategic Insight

Welcome to the world of strategic brilliance! They don't just crunch numbers; they perform financial magic, transforming your business outlook. Here's why their strategic insight is the secret ingredient your company may need:

- **Big Picture Focus:** Fractional CFOs bring a holistic view, ensuring your financial strategy aligns with your business goals.
- **Data-Driven Wisdom:** Armed with insightful data analysis, they turn complex numbers into actionable strategies, guiding your business toward success.
- **Risk Mitigation:** Fractional CFOs are your risk radar, spotting potential pitfalls and steering your ship away from the icebergs.
- **Adaptability:** They pivot with the punches, keeping your business ahead of the curve by adapting strategies to changing market conditions.

In essence, it's not just about the numbers. With a Fractional CFO in the mix, you get future-focused strategic insight.

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# 7 Traits of Successful Female Leaders that Empower Women to Excel

By Carri Helman | No Comments

## Who runs the world?

Leading ladies with a recipe for success involving the 7 traits of successful female leaders including confidence, ambition, and vision that allows them to shatter glass ceilings while sporting high heels.

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Studies consistently show that companies with a mix of effective leaders at the top — including strong female voices — tend to outshine the competition. A 2023 Forbes article said a mouthful in just the title — “New Research: Women More Effective Than Men In All Leadership Measures.”

So, it's not just about raising bars and breaking glass ceilings. We're talking about unleashing the full gamut of talent that women bring to the table.

But hey, it's not all serious business. Embrace the learning curve with a grin because let's face it — whether you're an entrepreneur starting a small business, you're launching a Fortune 500, or you're working for a corporate global giant, the workplace is a bit like a rollercoaster. From staying tech-savvy to perfecting the art of personal development, it's about consistently adding leadership skills to your arsenal and exhibiting the 7 traits of successful female leaders.

So, whether you're negotiating a deal or cracking a joke at the water cooler, remember, it's your time to shine. By championing equality, supporting each other, and constantly growing, you're not just climbing the career ladder, you're turning it into a staircase for successful women leaders to follow.

Strap on your best hikers and let's start this climb!

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## 7 Traits of Successful Female Leaders



Women are increasingly taking the business lead, bringing with them a distinctive set of qualities like emotional intelligence and adaptability that redefine success.

Now, this is not at all a man-bashing conversation! There are certainly plenty of effective male leaders out there as well. We're simply highlighting the 7 distinctive traits identified in successful female leaders that not only shape their professional journeys but also inspire a paradigm shift in the way we perceive and cultivate leadership potential in the modern world.

### 1. Confidence

Confidence is an invaluable attribute but it's also the secret sauce in the search for leadership potential, and successful female leaders have it in spades. Picture this: a leader who struts into a room, not with arrogance, but with a self-aware and contagious vibe that says, “I got this, and so do we.” She's not bulletproof — she's wearing resilience like a superhero cape and encouraging the whole team to join the adventure.

On the ride of leadership, confidence is the seatbelt that keeps everyone secure. It's not a solo act but a group dance, where a leader's belief in herself becomes the rhythm that gets the whole team moving to the beat of innovation. When the going gets tough, and challenges start throwing punches, a confident female leader doesn't back down. She rallies the troops and turns the obstacle course into a playground.

And here's the magic — confidence isn't stingy! It's not a limited resource but instead, an overflowing cup that she invites everyone to drink from. This creates a workplace where everyone feels like they're wearing their own invisible superhero cape, ready to conquer the business world together.

**Pro-Tip from The Assist:** Embrace the Unconventional Path. Success doesn't always follow a linear trajectory. Being open to taking unconventional routes in your career and not fearing the detours often leads to new opportunities and unique perspectives that set you apart as a leader.

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### About SnackNation



SnackNation is a healthy office snack delivery service that makes healthy snacking fun, life more productive, and workplaces awesome. We provide a monthly, curated selection of healthy snacks from the hottest, most innovative natural food brands in the industry, giving our members a hassle-free experience and delivering joy to their offices.

SnackNation is a welcome addition to our office. We love the variety and convenience... and not to mention, having healthy options around for a change, Win-Win-Win!

—Hers D. Smith, Business Admin

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## 2. Vision



Imagine a successful female leader as the captain of a ship, navigating uncharted waters with a bold and vivid vision as her North Star. Vision isn't only being able to see the path ahead, it's painting a graphic masterpiece of what could be. A visionary leader is like an artist armed with a brush, daring to create a future that exceeds the present. They don't have a crystal ball but they do have the audacity to imagine, innovate, and inspire.

This visionary prowess is like having a personal GPS. Destination... success. A successful female leader with a clear vision doesn't just wander — she charts a course that others willingly follow. It's like a magnetic pull toward a brighter, bolder tomorrow. She's not just focused on hitting quarterly targets — she's building a legacy. A visionary leader isn't afraid to dream big, and in doing so, she invites her team to dream right alongside her. It's a dynamic, ever-evolving adventure where detours become discoveries and the destination is always worth the journey.

In a world where change is the only constant, a leader's vision isn't a fixed snapshot but a moving picture. It's the ability to adapt, pivot, and recalibrate when necessary, all while keeping the ultimate goal in sharp focus. A successful female leader's vision isn't confined to boardroom strategies. It's a narrative that breathes life into the workplace, making each team member an essential character in the epic tale of achievement and growth. So, here's to the women leaders who don't just see the future; they create it — one visionary brushstroke at a time.

## 3. Courage

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Courage isn't an immunity to fear — it's dancing with it. Giving it a nod and striding confidently into the unknown. Courageous leaders — the true daredevils of the corporate arena — don't just play it safe. They embrace the exhilarating uncertainty of uncharted territories.

Think of courage as a secret weapon that turns challenges into conquests. A successful female leader armed with courage doesn't tiptoe around obstacles — she faces them head-on, armed with resilience and determination. Sure, she's making some tough decisions but it's more about making the right decisions, even when the ground is shaking beneath her. Courage is a superpower that turns adversity into opportunity.

And let's not discount the ripple effect of courage. It's like a contagious spark that ignites the entire team. A leader's bravery becomes the rallying cry that transforms a group of individuals into a formidable force. It's infectious, creating a workplace culture where taking calculated risks isn't just encouraged, it's celebrated.

Successful female leaders not only break glass ceilings but also shatter the barriers of doubt and fear. Their courage isn't just a personality trait — it's a lighthouse guiding others to sail boldly into unknown realms of success.

**Pro-Tip from The Assist:** Embrace the Power of “No”. In the world of female leadership, recognizing that “no” is a complete sentence and a perfectly acceptable answer can be transformative. Learn to prioritize your commitments and strategically say “no” to carve out space for what aligns with your goals and values.

## 4. Resilience



The ultimate Comeback Queens, wearing resilience as a badge of honor. Resilient female leaders are the rockstars of the professional arena, and their secret weapon is an unwavering spirit. When faced with setbacks, a good leader doesn't crumble. She adjusts her crown and rises up stronger and wiser. She doesn't avoid the storms — she's simply learning to dance in the rain. Resilience is the backbone of her journey, turning each stumble into a lesson and transforming every failure into a stepping stone toward success.

Resilience isn't a solitary action but a collective attitude that echoes throughout the team. A leader's resilience becomes the anthem that inspires others to face challenges head-on. It creates a workplace atmosphere where setbacks are not roadblocks, but growth opportunities. These successful female leaders not only weather storms but also turn them into legacies of strength.

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