

DEAR MINDFUL CHANGEMAKER,



HOSTED BY
MEICO MARQUETTE WHITLOCK



Dear Mindful Changemaker Podcast

Episode Ten - Shana Glickfield Transcript

Podcast Intro

Meico: As a changemaker, you're dedicated to making a positive difference in the world. You love what you do, and you're good at it. But here's the thing. With all the things on your plate, you may struggle with finding the right balance between work and having a fulfilling personal life. And as the world becomes more complex, it may seem change, disruption, and uncertainty have become new norms in your life and work.

Meico: But it doesn't have to be this way. I'm Meico Marquette Whitlock, and I'm on a mission to help changemakers like you improve your well being while increasing your well doing and changing the world without burning out. In every episode, my intention is simple, to share practical wisdom about the inner and the outer work required to take care of yourself while building a better world, especially when it feels like work doesn't love you back.

Meico: So, let's get started.

Part One

Meico: All right, welcome everyone to another episode of the Mindful Changemaker podcast. I am excited for today's interview with a very exciting person that I met doing my work in the nonprofit space in Washington, D. C. Her name is Shana Glickfield and she is joining us today. She is the founding partner of the Beekeeper Group.

Meico: And so if you are in the D. C. area, you're working in advocacy. You're working in nonprofits. You can't help but know her and know her name. So they are a boutique public affairs firm in the Washington, D. C. area, and she has over 20 years of

experience, working across sectors with corporate clients, association clients, nonprofit clients, all about supporting them with their digital communications and online advocacy strategies, particularly focusing on social media, creative design and digital advertising. And outside of that worksheet is very active, particularly in the nonprofit community. She serves on a number of boards.

Meico: We don't have time to list all the boards and activities that she's a part of. She loves to travel. We were talking about this before we started today. So hopefully she'll, if she feels comfortable, she'll share a little bit about her personal travels and how she's having fun these days. And so with that, Shana, I want to welcome you to the podcast.

Shana: Thank you so much for having me. As I mentioned, I'm always, so in awe of all your endeavors, from all the work that you give back and building people's own practices and helping them be better professionals. And now with everything you have on your plate from podcasting to writing a book, I'm so impressed.

Meico: Awesome. I'm happy to be here and I'm happy to be able to just share something that is useful to the world. And so as we get started today, I've given people a brief bio sketch of who you are. That's like the formal bio that's like what you submit for the conference thing when you're the keynote or whatever, but let me ask you this.

Meico: One of my favorite questions, really is just to ask you, who is Shana in your, and tell us in your own words, who is Shana and what do you want the folks who are listening to know about you?

Shana: Yeah, probably the most defining thing about me is that I am an extrovert. And so I really do love meeting people. I'm a networker by nature. Hearing people's stories, seeing how I can help them, and people from all different backgrounds and interests. It doesn't have to be around business. I love meeting my neighbor.

Shana: I'll talk to people on the street. And so really, who I am is just a connector. If anything, it can get overwhelming. Once that happens, you get text messages from people you don't even know, and you don't remember who is connecting with. And I think that really defines me as a person.

Meico: Awesome. So it sounds like you are a connector. You feed off of the energy of people. You love connecting with people. So Shana is going to be all up in your business if she you,

Shana: If you'll let me.

Meico: Yes.

Meico: Let's talk about your journey as a changemaker and going to ask you one of my favorite questions. I think it's so telling and it's so interesting to be able to connect the dot sometimes in unconscious ways. You don't recognize how our first experiences actually shape

Meico: where we are today, even if it looks on paper to be very different. Can you tell us about your first real job ever and I'm going to put real and quotation marks and you can define real however you would like to, but can you remember what that was and take us back there.

Shana: Growing up my summers were always at summer camp, I was at camp. But then obviously, even through college, I held on to summer camp as long as I could. And then I had to get a real job. My major, which most people wouldn't expect was I had studied I have a bachelor of science degree in environmental policy and natural resources.

Shana: And so I moved to DC to work at an environmental nonprofit. And, definitely, a statistic of people who want to come to D. C. to make a difference and change the world and, working in the environmental community for my first, couple of years, was definitely a unique experience. I think I learned about policymaking and lobbying when and, and that's the direction my career took. Sometimes it still touches environment, but now I realized, people who do environmental work are extremely knowledgeable and passionate. I just wasn't ready to stick to that 1 box. And my career evolved into consulting, which is great because, I have to become an expert in whatever my clients are working on.

Shana: And so it's always something new and different everything from the hospitality industry to the financial sector. Sometimes energy and environment, sometimes health and medicine. So it could be anything. And I really love, I really do think that was instrumental in telling me, you I didn't belong just in 1 sector.

Shana: It felt like just such a choice that if you do this career, and you stick in this path, there were people who really were passionate and ready to do that for the rest of their life. And it just wasn't me.

Meico: Yes, and I'm seeing a through line here in terms of what you shared about who you are as a connector from the summer camps, right? You have to love people and love kids in order to do summer camp and to do a summer. It sounds like you did this consecutively summer after summer. And then you decided, okay, they're not enough people in this environmental space. And so I got to connect with all the people. So why don't I just do something where I can connect with all the people and learn about all the things they're doing. I love that. So let me ask you this, is, was there a particular experience that you had as you were working in the environmental space that really was like an aha moment where you were like, hey, I actually want to I want to do this work, but I want to work with a broader range of folks as we do this work.

Shana: I think it was more a person. I was really fortunate enough to have a first boss who was like, this amazing woman who was like, you can be my, I was a legislative assistant, a very common first job in D. C. to a lobbyist on these issues. And so she was like, you can be my assistant or you can really be my assistant.

Shana: It's up to you. if you want to be side by side with me, or if you just want assignments. And I'm like, no, I wanna be side by side with you. And she really took me to every meeting, really empowered me to do the work that was assigned to her, and

really lifted me up. And she was just such an amazing mentor and, she. The passion was there for the subject matter, and, I ended up going to law school and she had been to law school also. So I really did follow in her footsteps. A lot of lobbyists just like to throw around that they have a law degree, even though you don't really need it. And yeah, we stayed close and she was just, she passed away a few years ago, but she was just so instrumental in inspiring me in what I wanted to do, but also what I didn't want to do.

Meico: Yes. All right. I appreciate that. Do you want to put her name in the space?

Shana: Oh, her name is Joan Mulhern. Thank you for that. I don't get to say it often and I do think of her often. She gave me a candle that is shaped like a brain. That was a gift when I went to law school and I keep that in my office and on my desk. And so I do carry her around with me quite a bit, but her passion for environmental justice was just unmatched and she made a huge difference to a lot of environmental issues.

Shana: And I just learned so much from her.

Meico: Awesome. And what an amazing start so early in your career to actually have that opportunity to

Meico: I

Shana: so lucky.

Meico: Yeah, to be side by side at the start of your career. that's so amazing. So can you take us forward to how you're currently making an impact in the world?

Shana: We've been around. Yeah, 13 years now, which is crazy. When we started the company, it was a couple of us who worked at different organizations and consulting firms and social media was just coming out. And we really saw the direction communications and advocacy was going to be going.

Shana: And decided to start a firm where digital was very central to what we did. And we had to do a lot of education back then. If we wanted to get a new client, we had to convince them that a Facebook page was important and why they should invest in having a Twitter account. And it was a lot of work. People thought it was a fad.

Shana: People thought this would go away. And even I was nervous thinking, should I really be investing my career in social media? Is this going to go away? There was hesitancy really all around. So when we started the company, we thought, okay, maybe this will last a year or two. Let's see where it goes.

Shana: And then we had employee number one, employee number two, employee number three. And I would say within the first three years, business really skyrocketed. A lot of major associations and corporations and nonprofits, they just knew we had to do less and less education. More and more people were coming to us knowing they needed help with a digital presence.

Shana: And that's probably how we connected in the beginning, too, because you

Meico: It is, yeah, I was working for an association. Yeah, I was, yeah, we were working on HIV and hepatitis, and I think we had a, I think we may have met at a conference, but I also feel like we talked about potentially working with, because I was communications director, so I think we also talked about potentially doing some work for us as well when I was at the association.

Shana: Probably

Meico: Yeah.

Shana: And but I believe you were 1 of the ones that was already bought into digital and social.

Meico: Oh yeah, you don't have to convince me.

Shana: Yeah, and over the years, sure enough, digital and social has gotten more and more complex. Nobody can figure out their Facebook business suite or Meta business.

Shana: And so really the opportunities for my company to grow have been plentiful and, if anything, the journey has been more from changing from a startup to being a real company. And there's a lot of demand for systems, and processes, and H. R. handbooks, and that was all new. You didn't think this thing was going to last that long. So now we have a solid business infrastructure.

Shana: Of course, being 13 years old, you don't get to be 13 without that. So over the years, my journey turned into not just being a consultant and an expert on digital communications, but a journey of entrepreneurship and learning how to start and run a business. And so that was also that kept it interesting.

Shana: And, when you're starting the company, you're doing the work during the day and you're doing HR and accounting and marketing in the evening. And then eventually the business is big enough that you have a team and everyone pitches in and you have someone dedicated to accounting and someone dedicated to marketing.

Shana: And so you really get to just focus on the work that you want to be doing, which is great.

Meico: Yes, I think that is so awesome. And as you were sharing that I was thinking back to one of, I think one of our first conversations. And one of the things that I took away from that because I think you came and you actually talked to me but you also talked to our team and decision makers in our organization. And, you, you use the set of questions that were very helpful for me in terms of framing.

Meico: And I use that to this day for projects for communications, really, for pretty much anything that involves, creating some type of product or project. And the 2

questions that I remember are, who is your audience and what do you want them to do? If you can answer those two

Shana: Exactly.

Meico: You're going to have a pretty solid plan moving forward for how to engage them.

Shana: Exactly. Think of that for something as broad as a website to as narrow as a tweet. Who do you want to reach? And what do you want them to do? And you'd be surprised how many people, when you ask them to address these key critical questions when you have an objective, they're a little murky and you can't it can't be everyone.

Shana: You really have to break things down more. We do actually now more and more. And I know this is common in the nonprofit community. We just define personas up front because there is more than 1 target audience. And so let's go each persona and say, Okay. What is their motivation? What are they interested in?

Shana: What are they reading? And really get to know those people so that we can be in those spaces and connect whatever our mission is to, to what they're passionate about. And so the persona work I think most clients might be hesitant at first and then it becomes this reference document. We continue to come back over and over.

Meico: Absolutely. And it's, I think it's one of the, it's one of the smallest things that anybody can do taking the time to do this like you don't I mean you can certainly hire a consultant to do this but there are lots of free resources that you can do this on your own. And doing this one exercise can be very powerful, in terms of just really helping you to accelerate action on whatever it is that you're working on. Because if you're crystal clear about who it is and what you want them to do, then you can maximize your time your resources and whatever else you have in order to make that happen.

Shana: All right, that's the only way you can have a good report at the end is, knowing what you're trying to accomplish. Yeah.

Meico: Yes. so let me ask you this. So you, you have done a lot over, your career and particularly with the Beekeeper Group. You all have grown substantially. You mentioned from this idea, you are sure it's going to work to like having like a full team of people.

Meico: And now you all have an annual conference. I think that you all are still doing. So is there one that is like a project or initiative or an experience that really stands out to you as something that you're particularly proud of?

Shana: Yeah. I'm glad you mentioned the conference because it is, we've stayed steady for the last couple of years around, a team of about 30 people. And, we're really close with our clients. We have a lot of clients who've been with us for a decade. And then we have some clients who, just come to us for project work on and off.

Shana: But we feel like the conference has been really instrumental in building a community, especially around the pandemic where people are going to less meetings and getting off zoom we have for the last 2 years continued to put on the bus advocacy conference. It is, for clients and what we call friends of the hive, where we go to Annapolis, which is, you don't have to convince your boss to pay for a flight.

Shana: And the price of the ticket is includes a hotel and all the food, and it's really inexpensive considering it's a 3 days or. We get great speakers, keynotes and, lunchtime speakers. And then we also have it be peer to peer. All the panels, everyone who attends has some sort of role. we do a lot of fun things.

Shana: It is almost like a summer camp experience. Where we have this kind of environment, and, people really get to know each other and it just feels like great bonding and really authentic community building around practitioners in our sector. I think a lot of people who work in house and organizations, especially if they've been there a long time, they can feel stale and they really like to connect with others in this really meaningful way. There's only so much you can get out of a webinar where you're just taking something in or hearing someone's case study. But 3 days of conversations and workshops and, and asking each other questions, it just it helps everyone leave more inspired about their jobs.

Shana: And so I'm so proud of what I, when my colleague said, he was going to put this together. I was like, no way. This is a horrible use of our time and resources. I was like, fine, give it a shot.

Meico: You were like, who's the audience and what do you want them to do? Yes.

Shana: And it turns out, we have done it for 6 years now and we'll just love it. People fight for oh, I heard how do I get a ticket to Buzz Summit? Because it is we can only fit. I think it's 80 people total, and there's at least 20 of those are Beekeeper People. It has become a hot ticket, which we're very proud of.

Shana: And, and I think, it just the authenticity of the community building people who return year after year, or want to send a colleague because they had such a great experience. I'm really proud of it. And my colleague gets to do a big, I told you so dance every time.

Meico: So let me ask you this question about branding. so you've mentioned that. So the name is Beekeeper Group. You've talked about the Buzz Summit. talked about the Hive

Shana: How many metaphors

Shana: For people who some people who are not picking up. Yeah,

Meico: What you're putting down. Can you just take a step back and explain to us like what's going on here?

Meico: Like what is,

Shana: I know, I feel like the back of our business card should say, don't actually keep bees. It's a metaphor for online community building. But a lot of our clients are people like grassroots managers or communications directors, but they feel like, it's not herding cats, but you are trying to generate buzz and build a hive.

Shana: Why are people going to come to your website? How are you building community? And so we really have leaned into this metaphor when we started the company. We were really nervous. Nobody would hire us and take us seriously. And maybe we should have a 2nd name and then we decided that our message was that you have to be bolder, more creative to get attention in today's landscape and media landscape. And so we decided to lean into it for a while. Our business cards did say on the back, build the hive, manage the buzz. So that helped explain it a bit. But usually, once we explain it to someone, the light bulb goes off and they immediately are like, yes, I am a beekeeper. I am trying to harness these bees and collect some honey and not get stung.

Shana: So we go on and on with the bee puns. We actually did a rebrand this year, and so now our tagline is empowering people to advocate for impact. So it is more literal now that we don't have to explain the beekeeping model as much to our community.

Meico: So that must make for some sort of interesting inquiries. That you all receive. Have you received any interesting inquiries? People that actually literally think that you're beekeepers.

Shana: in the beginning, we used to get voicemails from people being like, yeah, it was swarm in my yard and we won't Editors pulling pranks on us, to, they're serious bee keeping issues with colony collapse disorder like that. yeah, even from I'm shocked from, NBC News reporters who want, didn't you read our website?

Shana: So there is a little bit of confusion out there, but. For the most part in DC and public affairs communications. By now, folks know who we are and what we do. And coincidentally, our office building installed an apiary on our roof. So we actually do relate to bee keeping now quite literally.

Sponsor Break

Meico: All right, it's time for a break. We'll be right back after a brief message from our sponsors.

Meico: Changemakers like you are driven to do more and more, often with fewer and fewer resources. But there comes a breaking point where your passion dwindles under the weight of pressure, the mission suffers, and you feel like you love the work more

than it loves you back. That's why I wrote the book *How to Thrive When Work Doesn't Love You Back*.

Meico: A practical guide for taking care of yourself while changing the world with a forward by Beth Kanter, author of the "Happy Healthy Nonprofit." This book is a succinct, practical, and action-based guide for changemakers seeking to make an impact without burnout. Learn more and order your copy at mindfulchangemaker.org/books. That's mindfulchangemaker.org/books. The reality is, if you really want to make a difference, you must start by taking time for yourself right now because you can't change the world if you're not around long enough to make that happen. This isn't about working harder and smarter, it's about making a commitment to work differently so you can take care of yourself while making an impact for the long haul.

Meico: In "*How to Thrive and Work Doesn't Love You Back*", I share practical strategies grounded in the well being while well doing change framework. And I wrote this book after experiencing more than my fair share of burnout and overwhelm in the name of saving the world during my previous career in government and non profit work.

Meico: I share what I've learned to be the most impactful strategies for my personal practice and my experience helping changemakers around the world just like you create lasting balance in their lives. These are the same strategies I teach teams and organizations through my live trainings, self-paced courses, coaching programs, and tools like the Intention Planner.

Meico: Each chapter has a summary of key ideas and a checklist of practices you can start implementing right away. I know you need practical strategies and resources to help you create sustained balance in your life and work so you can lower your stress level. And focus on getting the important things done right now.

Meico: So, this book isn't about theoretical concepts. It's about what to do and how to do it. Learn more and order your copy at mindfulchangemaker.org/books. That's mindfulchangemaker.org/books.

Meico: All right, let's get back to our conversation.

Part Two

Meico: Let me ask you this. typically when we do, when we have these kinds of conversations, or when people are posting, particularly on personal social media. People post the highlights, right? And that's understandable. People post the highlights and it makes it seem like the journey is all been a linear upward trajectory and everything is well with the world and you're always smiling and happy.

Meico: But I know that when you're building something and when you're doing the type of work that, that you do, that there are challenges, that there are ups and downs, that there are wins and there are losses. And so I'm wondering if you can talk to that in

the context of how you stay inspired And how you stay motivated through those ups and downs.

Meico: Is there a particular practice, or strategy or set of strategies that you use to do that?

Shana: I think, for the most part, consulting is a bit of a roller coaster and I'm so used to it by now that I have to be mindful that, we have a lot of staff who this might be their first job or their 2nd job. And that can be scary to them. If there's something bad happens or a client, doesn't have budget anymore, and they don't want to they can't work with us.

Shana: And we're like, you can't take that personally. This is just like the business. So I think, developing my own leadership skills to be, mindful that my experience of that comes and goes, it comes and goes isn't everyone's experience and how can I guide them and be a stronger leader around coaching?

Shana: What's normal? And, you might make a mistake with a client and that's okay. And here's how you correct it. And sometimes with consulting, you feel like you have to be an expert all the time. And so it is about saying, I'll get back to you sometimes. Or, you don't know what you can share, or what the right answer is.

Shana: So a lot of coaching and mentoring around not everyone is having the best day ever, especially on the agency side. I think, to be honest, working at agencies in the pandemic was really hard because agency life can be really intense. You are shifting gears all the time. You're dealing with all different personalities, all different clients.

Shana: And in the pandemic, when everything shifted to Zoom, and I think, again, we have these junior employees who I think really relied on sitting next to people to say, hey, what are you using for this? Or how should I respond to this? Or, and not having someone next to them and really doing this work in isolation, I would imagine would have been really challenging.

Shana: We had to just really be mindful and, including working with you about how we can be supportive employers around the challenges of sometimes the work is a grind and we don't want people to feel isolated. Let alone, we're going through a pandemic and everyone was going through their own kind of journey, but doing the kind of work we do without being able to meet people in person or have someone sitting next to you.

Shana: I was very concerned about people feeling isolated or not knowing who to go to for things. I think we opened up like a Slack, Slack channels, which I know a lot of businesses have done and I think that was really helpful. We added a lot of fun channels as well as work channel. Of course, there's a chat for every client, but there's also a chat for sports and Bravo TV and what are you listening to?

Shana: And all kinds of things. So people felt like they were sitting next to each other and, we probably did have more meetings, but we really felt like it was important for

people to see faces regularly, not feel like they were working alone and have opportunities to ask questions that they didn't have while working in the office.

Meico: Yeah, I think that's so important. And what I'm taking away from, from what you're sharing is number 1, it sounds like there's some kind of formal, maybe informal practice that supports you and being mindful of the dynamics that are taking place, right? So that, the things are happening right?

Meico: To your point, like the client might not have the budget to continue working with you or maybe you mess up right and you have to fix whatever the thing is that you mess up on. And it sounds like there's some kind of awareness about okay, this, first of all, just acknowledging Okay, a thing happened.

Meico: All right. And it's okay. And then figuring out what can you do that's within your control. And it sounds like you were doing it for yourself and you were also coaching your folks on that too. Do you to say

Shana: I think I,

Meico: more?

Shana: it took me a while to realize, those muscles for me took work and exercise over the years because I did used to panic if something went wrong. Oh, my God, the spiral I would go through.

Meico: How do I tell them? Days just whatever to like, now where I'm like, okay, we're going to address this up front.

Shana: We're going to propose these 3 corrections and we're going to go from there. And now it just feels like nothing. And it does take me going back to putting myself in earlier shoes to be like, how can I, okay, help them through these journeys and also feel free to come to me if a mistake is made, I want them to feel comfortable.

Shana: I don't want anyone to feel like they're in trouble. This is the nature of the game and this is work and not everyone can be happy all the time. But it is, I think, you can't it's just so hard to have that open door policy in a virtual world. And so it is about creating these spaces and rapport and trust and other ways.

Shana: So that people feel comfortable. They feel like they have. I have their back, their colleagues have their back and that these are safe spaces to work in.

Meico: I think that's so important, right? It sounds I think it sounds simple, and maybe some of us maybe take that for granted, but not every, I know from the clients that I work with, not every organizational culture is at a place where, first of all, there is an open acknowledgement about things not always being okay, right?

Meico: And normalizing that, right? I think in some places, there's like this toxic positivity where we're like, okay, no, it has to be great. You have to be smiling. You have

to, you have to be having a great day like that. That's what our brand is all about. But that's that we're having a human experience, right?

Meico: And so there's a human aspect to that. And it's not always that case. And I love what you said in terms of, letting people know that, they can come to you and creating a space people feel comfortable sharing and knowing that, they're not in trouble. I think that's one of the other things that gets in the way of people feel like, yeah, Okay, I messed up, I made a mistake.

Meico: I missed something, whatever it is, and there's going to be some harsh consequence for this as opposed to seeing it as a learning opportunity or growth opportunity, right?

Shana: Absolutely. And we want people to be themselves at work, and develop relationships with our clients because that's what I think the secret to our success has been is, the authentic, we want to like, who we work with. We want to like our clients. We want our clients to like us. And so it is new to a junior employee where I was like, you guys have been emailing this client for 6 months.

Shana: Why don't we all go to lunch? And they're like, oh, we can. I'm like, of course we can, that's the fun of D. C. This is part of it and it's I forget that's not normal because they don't know that's normal because they've been working in a pandemic for 3 years.

Meico: Yes. So yeah, I think it's so important. So it's, so you mentioned the pandemic and I guess I want to pivot to talk a little bit about balancing your professional obligations and personal life. We talked before the show started about you doing some personal travel. And, but you've been doing this for a while now and you're in, or I'm not sure like what your day to day looks like, but I would imagine, as one of the founders, that you have been pretty busy over the years. And so how have you carved out space to have a life outside of the work and specifically on the agency side? What I think what is unique is that you're an organization. So for folks that have like nonprofits, like associates, for example, you have members, you have a board and people want what they want when they want it.

Meico: And so sometimes I can feel like you're working around the clock. Like, how do you balance all of that with having a life?

Shana: I think, for agencies, it's we always want to be on top of trends and what, what's next. We want to feel like the smartest person in the room. People are paying us money for our time and our brains. And so we want to use what we know from, what's working or not working from other clients and help people advance, but we also like to look outside of our industry.

Shana: What are big brands doing? As you probably know, the nonprofit and advocacy space tends to be a few steps behind. Nobody wants to be the first to do something in our sector, but I want to be looking a little bit ahead because in a year or 2, we will be there. I think, live streaming and Instagram stories, and now TikTok and Instagram reels, our clients are just starting to get there.

Shana: And so I have to already be looking at, okay, what's going to be after that? Or what can we apply? So I think a lot of my time is, of course, client strategy, but also, looking ahead and making sure I'm staying on top of my game so that I'm bringing the best to, our teams and our clients.

Shana: And you said that's a fire hose that you could never feel like, okay, I've got it. I'm the smartest person. Now I'm done. You really do have to work in breaks and think about self care because you're never done. And yeah, travel's been great. We go, we just try and always have a trip, something coming up to look forward to.

Shana: And Paris, where else do we go? Italy. Trying to think I did a wine trip with some girlfriends to Oregon. So another trip with law school friends to Palm Springs. Just different groups of friends, different places, Just feeling I have something to something on my calendar that I'm looking forward to.

Shana: So is it fair to say then that you work fast and furiously or like intensely in sprints, and then you have this thing that you're looking forward to where you decompress, and then you rinse and repeat. Is that sort of how, what works for you?

Shana: That is pretty true. And, of course, even when I take these breaks, I'm checking an email, but I have everything covered. I prepare in advance. But, as when it's your company, you might have to do something

Meico: Yes.

Shana: Or respond to something and that's fine. But I would say, yeah, I'm definitely like, in work mode or vacation mode and then even during the day, I got a pandemic puppy and so I take many walks during the day, so I've worked in breaks, too. Even my routine, I do a mile before I even sit down at my desk a mile walk every morning. And then lunch break is another shorter walk and then a 430 another walk. And I would never do that if I didn't have a dog, I wouldn't be able to get myself out in that way.

Shana: And I don't wear headphones and I just try and be really present. And I think that's been, helpful for being present also, when I'm at my desk, because I know I have breaks worked in and, yeah, so it's fun and it's exercise. I think that's been good and I think a lot of people are doing that these days.

Meico: Yes. And it's, it's so simple and I love what you're sharing is because I think, not everyone has the same way of finding that balance and everyone has a similar sort of work flow, and it sounds like for you, you have a nonlinear work day most days, but you're able to break that up with the breaks that you talked about and now walking a dog, right?

Meico: But I also love that you have this thing that you're looking forward to, like this big trip or activity that you have already on the calendar to figure it out ahead of time. And, you're able to work intensely, up until that point, knowing that when you get there, you can just decompress.

Shana: And so it's just one way of doing it. That, and it sounds like it, it's working for you. So I also love that. It sounds like you've settled as I hear you describe it and as I'm sensing your energy, it sounds like you have practiced, and you've gotten to a place where you're settled. It is a pattern.

Meico: works for you.

Meico: Yeah.

Shana: But, I also mindful too of my employees, who isn't taking their vacation time? They need to schedule something. I think a lot of people save their vacation days or, and then we have this, use it or lose it towards the end. And then everyone's out, November, December.

Shana: And I'm like, no, you need to have something in the spring, have something in the summer and then have something in the winter.

Meico: Yes.

Shana: And, but, I guess everyone's on their own journey, but I will be, like, send everyone their vacation days. Everyone needs to take vacation time. Take your vacations.

Meico: Awesome. And I, yeah, I, and I love that you as a leader in the company that you are encouraging folks to regularly take time for themselves and not just hoard it. I think that is, it's so important. And it's interesting, when I do training with organizations, sometimes when we talk about this particular issue, I say, one of the simplest things you can do right now is to actually plan your PTO now for the next, I'm maybe starting maybe just for the next quarter, for example. And I give the analogy that, we know that Thanksgiving and Hanukkah and Christmas and all those holidays, like they're around the same time every year, right? Let's not act surprised when they come when they sneak up on us.

Meico: So if you already know that, why don't you just plan your PTO right

Shana: And you can plan your work around it.

Shana: Yeah, and, I think it's also different a younger generations. They have, I don't know, bachelorettes or weddings and things like that. So maybe there's more need to save and be ready for other life events. But also I agree. I just think having that thing on your calendar to look forward to is so important.

Meico: Yes. Even just like having a, I'm not sure if this is common in your team, but I was a big fan for me when I was working in my last job. just not necessarily taking a long vacation. I certainly would do that, but like just having a long weekend. Taking a Friday and a Monday off.

Meico: And like having that be a mini vacation,

Shana: Yeah, absolutely. You can do a lot in 4 days.

Meico: Yes. Yes. So let me ask you this. I want to pivot to the work that we've done together, over the years. So we have, through Mindful Techie done training for your team. I think, we did training during the pandemic, and supporting folks and making that adjustment and figuring out how do they find balance and work and in a, an efficient way in the pandemic.

Meico: And the other thing that we've done is you've actually invited me to come and speak at the Buzz Summit, to talk to the, some of your clients that you work with. And I'm curious if you could maybe just share what's been the impact of that work for you, for the team, for the clients that you all have at the summit.

Shana: Yeah, we get nothing but positive feedback because you bring, I hate to use your own words, but, this mindfulness aspect that rarely we encounter in our day to day, and so it's brand new information, even though you might present it a lot. It's brand new information to a lot of our community.

Shana: One other project you did is you did a workshop and I think some extending work with the nonprofit I'm on the board of

Meico: Oh, yes,

Shana: loved you and Safe Shores, they help families when child abuse is reported, so the people who work there are facing just really tough issues and subject matter, and they do amazing work to take care of the people that they serve.

Shana: And I know when you came in, and you said, this is how you take care of yourself. I think that was a really important message and I was just so grateful that you were, to connect you with the in the nonprofit space where people are doing such hard, hard, heartbreaking work to say, here's how you, especially they were doing it virtually at the time.

Shana: And so bringing trauma stories, literally into their own home, it was just like, oh, they, if anyone needs you, it's them.

Meico: Yes. Yes.

Shana: And but no, same with people, everyone was going through burnout phases at the time. So your work was particularly important. I think even now your work is important as people are trying to find balance and figure out what a hybrid life looks like.

Meico: Yes.

Shana: And as our kind of society and workplace evolves. I just continually see the value of coming back to your practices to see, are we taking care of ourselves?

Meico: Yes. Absolutely. And thank you for the reminder about Safe Shores. I've forgotten about that. We did work with their team around, because these are the folks that are the, frontline folks and, they are, they're experiencing secondary trauma by virtue of the folks that they're working with.

Meico: And so we did training with them, to support them in navigating that, doing that in the context of hybrid, like we help them with putting together a playbook because that was one of the things to where, onboarding new staff, in particular during the pandemic like what are the norms. This is I think lots of organizations are figuring this out or have figured out, at least in the interim, what works for them in terms of norms, but things that we take for granted in terms of, should we have cameras on or cameras off?

Meico: What does that actually look like? What do you do in situations where, if folks need to have their cameras on for, for whatever the reason might be. but they're in a shared space where they might not necessarily be comfortable sharing their background and inviting all their colleagues into their space, right?

Meico: How do you deal with those types of issues? How do you deal with the sensitive, the fact that, they were doing and maybe still are doing, sensitive counseling and interviews remotely? How do you protect that information? And ensure that it's actually safe and that the folks on the receiving end of the services feel comfortable accessing the services in that way.

Meico: So there's so many things that you have to unpack and

Shana: They're hybrid now. So I think back to in person, some of it, but the executive director of the organization is just amazing and how she wants to care for her staff and take care of the community, take care of the people that they serve and the way they had to pivot to doing things out of their homes and make those adjustments.

Shana: I think, yeah, you were really helpful and helping people sort that out.

Meico: Excellent is there anything else you want to share about the work that we've done together? You know any particular impact or ahas or anything that stands out to you that you want to share before we wrap up?

Shana: No, I do think in terms of, work day when we all brought our offices into our rooms and thinking about setting boundaries and, keeping to a schedule and, that's been really helpful for me, but no, I think just I appreciate your visibility. Because even seeing you pop up in my LinkedIn or something like that is a reminder to me of the work we've done together.

Shana: And I love that you're continuing to put of your expertise into the universe and all these new and different formats. So I will definitely be listening and learning as you evolve as well.

Meico: Awesome. I appreciate you taking the time to be here today to share your story to share your wisdom and to share like we're all figuring this out together. And so I appreciate just being able to hear from folks who are on the journey. and seeing, how they're doing this, how they're figuring it out.

Meico: With that being said, I want to ask you, what is next for Shana? What is next for the Beekeeper Group? You mentioned talking about keeping up on trends. And so what's trending in your life and what's trending in Beekeeper

Shana: Good question. No, I think, just balance. I've been, thinking a lot about getting involved in my community hyper locally, I'm supporting my ANC commissioner with her social media, which, she's just responsible for, 10 blocks around here. But, and that's gotten me really involved in, oh, there's new construction over here.

Shana: Do people agree with it or not agree with it? And so just being attentive to what's going on around me locally, continuing to do work with nonprofits outside of work, to, again, keep me connected with the community in DC and what my original passions are and who I am, and then still bringing that to work.

Shana: And then, yeah, just I think maybe some more mentoring and being mindful and mentoring and, I think young people are coming up in their careers and just a really strange time and, when I was coming up, there was always a happy hour or an event, or a meeting, or with other stakeholders. And I just think that's not the norm for people who've been in the workplace for the last 3 years.

Shana: So I think I want to make sure. I'm flagging events for them, making sure they're attending things in person and having some of those experiences that they might not have had in the last couple of years. Filling my cup, but also filling other there's cups as well.

Meico: Yes, and I see that the camp counselor in you coming out when you share that.

Shana: All right,

Meico: So maybe there's an adult summer camp for young professionals coming

Shana: The Buzz Summit is as close as I got.

Meico: Okay.

Meico: And so where can people go to, to stay connected and to learn more about you and the Beekeeper Group?

Shana: Yes. Beekeeper Group and myself personally, very active on social media, Twitter, Instagram, LinkedIn and TikTok even. So feel free to follow a Beekeeper Group or a SGlickfield on any platform.

Meico: Awesome. Thank you so much for being a part of this conversation. I appreciate you sharing your story.

Sponsor Break

Meico: I want to take a moment to tell you about a live virtual program to help changemakers like you take better care of yourself while creating a positive impact in the world. It's a live virtual two-day interactive experience designed to help you increase your well being so you can increase your well doing.

Meico: This retreat focuses on practices and strategies connected to the change framework for well being while well doing from my latest book, "How to Thrive When Work Doesn't Love You Back." The framework addresses the U. S. Surgeon General's five essentials for workplace mental health and well being. Learn more at mindfulchangemaker.org/retreat. Again, that's mindfulchangemaker.org/retreat

Meico: During the retreat, we tackle the inner work of things such as guilt about not being able to always get it all done, fear of setting boundaries, the anxiety of imposter syndrome, and adjusting to the world of hybrid work, among other things. We'll also tackle the outer work of things such as setting intentional goals, effective priority setting, especially when everything seems urgent and important, setting and protecting boundaries, and making space to rest and recharge in a sustainable way.

Meico: When you sign up, you get support from a community of smart, heart centered changemakers just like you. And also, one year of unlimited access to video lessons, handouts, and an invitation to return to any of the live monthly retreat sessions we host. Learn more at mindfulchangemaker.org/retreat.

Meico: That's mindfulchangemaker.org/retreat.

Outro

Meico: Thank you for listening to this episode of the Dear Mindful Changemaker podcast. Are you ready to finally prioritize your well being so you can increase your impact in changing the world? Join the Mindful Changemaker community and take the next step on your journey to increase your well being while well doing.

Meico: It's 100 percent free when you join at mindfulchangemaker.org/join. Again, that's mindfulchangemaker.org/join. Until next time, I'm Meico Marquette Whitlock. Take it one intentional moment at a time.