

# Dr. Anne Arvizu - Mindset for Success, Avoiding Burnout, and Stepping into your Power as a Leader

## In this episode:

- Falling in love with storytelling and how costume design brought the message she wants to exude in her creations.
- Be inspired with the origin story of her creative, soulful and exciting storytelling that paved the way for her career as a brand strategist/marketer.
- Shelley describes how personal authenticity builds effective communication and binding trust that will help individuals not only with their personal affairs but with their business undertakings, too.
- Breaking through the proverbial fear of speaking through relatable stories and common grounds of life experiences.
- Shelley discusses what her zone of creativity feels like (you'll need to hear this one!) not only for her costume designs but for her brand strategizing works as well.
- Listen to an insightful, wisdom-filled yet practical message Shelley shares exclusively with us.

Shelley cut her branding teeth designing costumes on Broadway in New York City. She used clothing as a tool for storytelling to connect the character and the audience. Like a well-defined character, today Shelley uses games and a matrix as tools to help clients better communicate to their audience.

Goldstein is the founder of bigIDEA, a branding and marketing consultancy. She created the bigIDEA Branding Matrix, an all-in-one framework for messaging, in 2010. Her client roster spans environmental, fashion, sports, hospitality, and entertainment industries.

In 2020 Shelley became a Certified Coach in Ultraspeaking, a system that gamifies the art of public speaking. Goldstein coach's clients on transformational journey of what to say and how to say it.

Fulfilling her passion to advance social and environmental justice, Shelley is the Event Producer of Pando Days at Pando Populus, accelerators in building resilient communities. Pando Days was awarded "sustainability event of the year 2020" by LA County Board of Supervisor Third District Sheila Kuehl.

## Quotes from this episode:

"If we play games, we give ourselves permission to have fun, have freedom and let go." – Shelley Goldstein

"Yes, we transfer the skills to real life scenarios so its not just in the games. But the games are the freeing and opening component. And, it really is proving that speaking is fun." - Shelley Goldstein

"Now I know you're talking to me because you're telling me something real and authentic." – Shelley Goldstein

“If we all come from a place of story, that’s where people will connect.” – Shelley Goldstein

“I am driven by my creativity. I am a curious person. Every day, there’s a new way to look at something.”  
– Shelley Goldstein

“Just discovering something new is rewarding. Especially if I get to share it with people, other people and my clients.” – Shelley Goldstein

“I believe that we learn the most when we’re in this area of experimentation and trial by error. We can continue to grow as individuals, we can improve our relationships with loved ones and business. They talk about toxic work environments and bad relationships; we’ll it boils a lot down to communication at its core.” – Shelley Goldstein

### **3 Pearls of Wisdom:**

“If you’re willing to do the work, if you’re willing to go out there and explore, if there’s something that’s been irking you, if you believe what you’re saying, your audience will believe what you’re saying.”

“You’ll also find it that it’s also liberating when you get comfortable being uncomfortable.”

“When we connect with people on a personal level, that’s where we build trusting relationships.”

### **Resources:**

#### **Shelley Goldstein: Brand Strategist Gamifying Story Telling**

Website: [www.bigideacompany.tv](http://www.bigideacompany.tv)

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### **Timestamp:**

21:12 – 22:00: The one advice Shelley gives to people who wants to tune-up their creativity levels.