

Wendy Lea - Leading Expert in Digital Innovation Strategy and Ecosystem Development and CEO of Energize Colorado

- Episode 243

Show Notes

In this episode:

- Celebrating International Women's Day and CBS4 Colorado's Week of Women
- Why women's wisdom and the power of our stories are so important right now
- Wendy's "My Fair Lady" journey from small business apprentice to full-fledged Silicon Valley entrepreneur to business advisor and ecosystem builder in Cincinnati and Colorado
- How Energize Colorado supports small businesses that most need support
- The importance of social resiliency to your business's success and to the broader economy
- Wendy's shares her secret sauce for female founders

Notable quotes:

"Women's wisdom is deeply seated. It wasn't necessarily acquired from one place, person, or book. It was developed in response to life's circumstances. The stories of that wisdom are visible and emotional and practical." – Wendy Lea

"Social resiliency is important for us to understand because if small business owners don't have anywhere to go and they get sad, angry, and disappointed, they'll wipe out." – Wendy Lea

"The sensibility of community and connectivity in community held a lot of us together through 2020." – Wendy Lea

"Really develop a deep sense of self-awareness. Stay in touch with who you really are and what is required to fill you up." – Wendy Lea

"At this stage in my life, my deepest wisdom is in accepting how different I am from how I used to be." – Wendy Lea

"What if you had only 2 years left in your professional career? What impact would you want to make now?" – Wendy Lea

"Our best days for high performance are ahead of us, not behind us." – Wendy Lea

3 Pearls of Wisdom:

1. To thine own self be true.
2. Take the call. This means taking risks, so define your risk tolerance and push past it.
3. Define what professional performance you want to have and the contribution you want to make. What strengths do you have to draw on?

Resources:

Wendy Lea - Leading Expert in Digital Innovation Strategy and Ecosystem Development and CEO of Energize Colorado

Website: <https://wendylea.com>

Facebook: <https://www.facebook.com/wendy.s.lea>

Instagram: <https://www.instagram.com/wendyslea/>

LinkedIn: <https://www.linkedin.com/in/wendylea/>

Twitter: <https://twitter.com/WendySLea>

Link to the show: <https://www.kamiguilddner.com/ewr-wendy-lea-243>

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