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Women Making An Impact

Written by Lisa Kanda

Impact - the powerful or dramatic effect that something or somebody has (Encarta Dictionary). March 8, 2011, was International Women's Day, a global day celebrating the economic, political and social achievements of women past, present and future. Observed since in the early 1900's, thousands of events are held throughout the world to inspire women and celebrate achievements.

Women from all around the world participated in activities ranging from political rallies, business conferences, government activities and networking events through to local women's craft markets, theatric performances, fashion parades and more. In fact, in China, Russia, Vietnam and Bulgaria, International Women's Day is a national holiday.

International Women's Day is also about women who make an impact everyday in all facets of their lives. Taking time to recognize where you are making an impact or discovering how you can make an impact are a part of the journey. So, I asked four successful women that I admire and believe make an impact to answer this question, "What advice do you give women to help them make an impact?" I was honored to receive the following thoughtful and inspiring responses.

Q: "What advice do you give women to help them make an impact?"

"Just do it! to borrow a phrase. Let no one tell you that you cannot accomplish anything you want to do. Whether a business idea, an opportunity to advance, or simply installing a light fixture. If the move or the idea is right, go ahead and try it; no one ever succeeded by doing nothing. Take the first step; then work at it. Use all the resources available to you; the internet for instantaneous information, know your community and reach out for advice, a book, a friend. Keep working at your life; it will surely have an impact on others." - **Esther Cohen** Managing Director, Cedars & Beeches B & B Inn

"Take a holistic approach. We all wear so many hats - spouse, parent, professional, community member, and friend. Each of these roles has varying and often conflicting

demands, but none should be entirely neglected for the sake of another. Making an impact is often not the product of a strategic plan or single monumental act. Rather, it can be the culmination of many small acts of kindness, charity, self-sacrifice, encouragement and empathy competently dispensed to those we interact with on a daily basis. The fact that we cannot point to public accolades or specific professional achievements may be immaterial - it is very likely that our day-to-day interactions have the greatest impact on those around us and should be the true measure of our success." - **Kathleen M. Connelly Esq.** Partner, Lindabury, McCormick, Estabrook & Cooper Law Firm

"Self Care First. Nothing meaningful can be created without a strong foundation. As a twenty year successful business owner, professional speaker, community leader and fitness enthusiast, I believe commitment to self-care enhances success in other areas of your life. Lift as you climb, collaborate instead of competing, network with abandon and ask for help when you need it. Pursue your work and life goals in the spirit of abundance. Focus. Commit. Share and care genuinely and embrace each day as a daring adventure in service to others. Elevating your giftedness in the world is the essence of impactful living and is your birthright!" - **Donnalyn Giegerich MBA CIC RYT**, Integrated Business & Wellness SpokesLeader

"To make a big impact, think small. All my life I've wrestled with the question: How can I make an impact in this world? Like many of us, I've donated time, money, and skills. I even volunteered in Latin America for three years. But what is my real calling? Finally, a wise friend told me: Lisa, perhaps your purpose is not to be the next Ghandi. Maybe there is no one earth-shattering thing you're meant to do. That's when I realized I could make a big impact in small ways. Now I spend a few minutes each day on little acts of kindness—a call, a prayer, a letter, a pep talk—that can make a huge difference in someone's life." - **Lisa McCormsey, Writer & Marketing Consultant**

We all have the power to make an impact in whatever way we wish to define it. The challenge at times is facing our own limiting beliefs, and building our self confidence and self esteem so we can move forward making positive change. Women can make an impact by supporting other women, empowering other women, and recognizing their own worth and contributions.

I invite you to share your story, advice or comments about women making an impact on my Facebook page: www.facebook.com/ElkayCorporateAdvisors ■



Lisa Kanda, Elkay Corporate Advisors specializes in leading, coaching, consulting and training businesses and individuals to help them be more effective and profitable. We use customized processes and practical guidance to help clients make strategic and informed decisions to achieve success faster and easier than they could on their own.

- Business / Marketing Strategic Plan Development
- Social Media Consulting & Training
- Coaching – Executives, Personal Branding, Leadership, Customer Loyalty, Team Building & Time Management
- Keynote/Conference Addresses and Training Workshops

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