The C-Suite: Takes Hard Work and Dedication

Being the head or upper management of a company takes a lot more than just 'being a boss'.


Vercie Lark, former executive vice president of DST Systems financial services

GREENWICH, CT, USA, August 23, 2019 /EINPresswire.com/ -- Fotis Georgiadis, owner of the blog by his namesake, is a branding and image consultant specialist with a robust background and is a visionary interviewer. With a knack for pulling out a well rounded interview, not only covering cutting edge technologies and corporate directions, but also bringing out the personal side of the interviewee.

The executive team (c-suite) of a company is critical. They guide the business through the dangerous corporate waters. Fotis Georgiadis' social media expertise is helping bring this understanding to the corporate marketplace. In a recent interview with Vercie Lark, former executive vice president of DST Systems financial services, Fotis Georgiadis and Vercie Lark discuss executive team diversity:

> "Hiring and retaining the best talent to work in the executive suite means exploring talent in communities outside one's own circle of relationships"
> *Vercie Lark, former exec VP of DST Systems financial services*

Can you share three reasons with our readers about why it's really important for a business to have a diverse executive team?

· Perspective. The first and primary reason to have a diverse executive team is to help senior leaders and board members make more informed decisions leading to a higher ROI for current and future investors, customers, employees and suppliers. Decades of research on this topic proves that companies with diverse leadership and staff perform much better than those without.

· Connection. We live in a world full of people with different genders, races, nationalities, values, religions et al, and in the U.S. our workforce is only further diversifying. Having executives who can relate to and connect with a diverse population of future leaders, customers and suppliers is important to the ongoing survival and performance of any growing business.

· Broader talent pool. Hiring and retaining the best talent to work in the executive suite means exploring talent in communities outside one's own circle of relationships. Firms who truly desire to hire and retain the best are shortchanging themselves if they lack minority leaders' personal connections with people who aren't connected to traditional minority executive recruiting firms. Check out the full interview here.

When it comes to leadership lessons, Linda Olson, the CEO & founder of Tampa Bay Wave, had the following to say during the interview by Fotis Georgiadis:

What are your “5 Leadership Lessons I Learned From My Experience” and why. (Please share a story or example for each.)

My 5 Leadership Lessons:

1. Know your authentic self, find your inner strength, and let it shine through. Everyone has super powers, and when you are properly tapped into your full potential, your options are endless.

2. Relationships are like rose bushes — you have to continually invest in taking care of them if you want them to bloom. In business, you need those relationships — as customers, vendors, employees, or even just connectors.

3. Don’t hold grudges. You need that brain power for better purposes.

4. Find your guideposts and stay focused on them, especially for the occasional storm. [The rest of the interview is available here].

Linda Olson, the CEO & founder of Tampa Bay Wave

These are some key items to remember for anyone, from intern to CEO. Fotis Georgiadis expands the marketplace knowledge with his social media marketing, desperately needed to help bring understanding to corporate america.

Lastly, but not least, is Fotis Georgiadis' interview with Eric Martin, an award-winning entrepreneur. While the information is priceless, Fotis Georgiadis is not only discussing it, but bringing this information to the masses.

Eric Martin, an award-winning entrepreneur

What are your “5 things I wish someone told me when I first started” and why. Please share a story or example for each.

1. Work/life balance is essential. — When building my business, it wasn’t uncommon for me to end up working long nights and still wake up the next morning feeling like there was work to be done. It was almost like there weren’t enough hours in the day. It’s easy to get caught in that rabbit hole of endless work hours once you start to see results. It wasn’t until I discovered a work-shaped void in my personal life that I found myself having to realign in order to produce my best work & ideas. Spending more time connecting with friends, family and myself. Everything requires balance. There’s a time to turn on and a time to turn off.

2. Work on your business, not in your business. — Don’t be afraid to delegate daily responsibilities to other team members or employees. Once your company grows to a certain point, you won’t have a choice. It can be a bit daunting, especially if you’re a perfectionist like myself. At Black & Abroad, I’ve personally found that standardizing processes help to create consistency and quality across the board. As the architect of your company’s future, you’re responsible for team building and strategy deployment to add value to your market and overall vision.

3. Network across .– For some reason, I could never get with the idea of ‘networking up.’ I understand it, but it just doesn’t seem organic to me. Some people do it successfully, but if it isn’t natural to me then I don’t have a desire. I am however, comfortable with leveraging organic relationships to create mutually beneficial opportunities for all involved. The potential for these organic relationships are all around us. The people we meet at seminars, social outings, or even your network of college classmates. When you network across, you grow together, adding even more strength to the relationship. One of my favorite places to meet other professionals is a co-working spot in Atlanta called The Gathering Spot. - Continue reading here.

Discussing and providing details on the c-suite sees Fotis Georgiadis pushing this important narrative to the corporate world.

About Fotis Georgiadis
Fotis Georgiadis is the founder of DigitalDayLab. Fotis Georgiadis is a serial entrepreneur with offices in both Malibu and New York City. He has expertise in marketing, branding and mergers & acquisitions. Fotis Georgiadis is also an accomplished VC who has successfully concluded five exits. Fotis Georgiadis is also a contributor to Authority Magazine, Thrive Global & several others.

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