

# Dreamers Liana Pavane, Sergio Radovcic and Beth Vazquez breaking the mold with Candice Georgiadis

*Controlling what you can't control isn't easy and yet many dreamers have done it.*

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/EINPresswire.com/ -- Candice Georgiadis, owner of the blog by her namesake, interviews individuals on the cutting edge of hotel, travel, lifestyle and other similar topics. She expands the marketing footprint of individuals and companies with a combination of branding and imaging across social media and conventional websites.

Three dreamers sat down with Candice Georgiadis to get their success story out in front of others to let them know what can be achieved when dedication and hard work are used wisely.

Liana Pavane, a digital wellness expert and founder of TTYL, discusses the 'impossible' in an interview with Candice Georgiadis.

Based on your experience, can you share 5 strategies that people can use to harness the sense of tenacity and do what naysayers think is impossible? (Please share a story or an example for each)

Your brand values matter...

I was out to dinner with two people who have continuously supported my events and wanted to partner with me for their own tech-free event. While we were discussing my involvement at the event, one of them mentioned how my slogan sounded sexual. My slogan, for reference, is

“

Collaborate — look for equally crazy people. They're out there and they're looking for you too.”

*Sergio Radovcic, CEO and Founder of DYPER*

“move your lips, not your thumbs.” Not only was the comment inappropriate, but it was child-like and derailed the conversation for the rest of the dinner. Instead of getting defensive, I stood my ground and simply stated, “you’re the first person who has said that to me” and attempted to move on.. My takeaway from that experience was that that person’s criticism was a manifestation of their own jealousy and an attempt to bring me down. Ultimately, I decided not to partner with them. After all, TTYL is a judgment-free zone, and that’s what I look for in

potential partners too.

2. Nothing but a number...



Liana Pavane, a digital wellness expert and founder of TTYL

As a young entrepreneur, I believe it's valuable to surround myself with older generations and receive guidance. Since they've had way more life experience than me, I appreciate hearing advice on what they wish they would've done differently. However, sometimes some begin to spew their opinions at me even when I didn't ask for it. For example, I recently met someone for coffee because they had reached out to me with an idea of how they could help me with my business. I thought, great! The more ideas I could get, the better. However, the conversation began to derail as they began to tell me that, to them, my business model was "small-minded" and that I should be thinking about x, y, and z instead. In response, I kindly explained to them my business mission and how what they had in mind wasn't the goal of what I was trying to achieve with TTYL. My takeaway from this experience was that not everyone will relate to your business, and that's okay. I chose to shake off the encounter and use it as a lesson on how to stay true to the people I serve rather than worrying about the people I ultimately can't serve. Check out [the full fascinating interview here](#).

In an interview by Candice Georgiadis, Sergio Radovic, CEO and Founder of DYPER, discusses the 'impossible' and how being a dreamer harmed and helped him be successful.

Based on your experience, can you share 5 strategies that people can use to harness the sense of tenacity and do what naysayers think is impossible? (Please share a story or an example for each)

1. Ignore—let it be noise. It is not easy, but sometimes you just have to go with your gut. I was told that plant-based diapers will never be good enough. While it wasn't easy, we're getting it done.

2. Outpace—move fast, then move faster. Your first mover advantage will only last so long. We launched and then kept relaunching the company every few months. Treat it as a new launch each time.

3. Collaborate—look for equally crazy people. They're out there and they're looking for you too. When we wanted to compost our diapers, we found a group of dads in the Bay Area that were doing it on their own for years. We're now partners, serving thousands of families with professional composting.

4. Divide—it's not one big challenge. It is tons of small challenges. Conquer each one like it is the only one. We looked at every problem—materials, construction, delivery, service, disposal, etc. as the only problem we had and looked for breakthroughs in each one. The sum can be great and if it isn't, you go back and redo the exercise. When I was running



Sergio Radovic, CEO and Founder of DYPER



Beth Vazquez, Founder of Recess & Results



100-mile ultramarathons, I convinced myself to run one 5K at a time. Then I just repeated 33 times.

5. Track—if it can be counted, it should. Everything matters, not just the big stuff. Sometimes you won't know why but keeping track of every metric will come in handy. When we hit bumps, and we've had plenty, we would tend to get discouraged. Then we would look at the data and see if it was really a problem or simply just an anomaly. Be sure to check out [the complete interview here](#).

Surrounding ones self with those who empower and challenge is one of many areas covered by Beth Vazquez, Founder of Recess & Results, in her interview by Candice Georgiadis.

Based on your experience, can you share 5 strategies that people can use to harness the sense of tenacity and do what naysayers think is impossible? (Please share a story or an example for each)

Manage the influences of your mind. For me this means flooding my mind with the truth of God's word and making sure the things I hear, read, and consume are life-giving and motivating. This goes for everything from music, to social media, to food.

Surround yourself with those who empower and challenge you (in a healthy way). My dad always told me to be careful who I hang around—you become like them even if you don't realize it. It is so true. If you are the smartest person in the room, find a new room.

Take responsibility for your success or lack of. If something isn't working, make a change. Don't play the victim and don't linger in a pity party. Realize it and take action to change it. Check your intention and make sure you are doing something for the right reasons, then stay committed. The difference between those who succeed and those who do not is mere perseverance.

Make the conscious decision to choose faith over fear. It's ok to go scared as long as you keep moving. Read more about this [dreamer in the full interview](#).

While there is a huge divide as to dreamers and birthright citizenship, it is undeniable they have inspiring stories, as seen above, and turned out to be some amazing people. Using the services of Candice Georgiadis to reach multiples of their own ability will help others break out from their lives and do the 'impossible'.

About Candice Georgiadis

Candice Georgiadis is an active mother of three as well as a designer, founder, social media expert, and philanthropist. Candice Georgiadis is the founder and designer at CG & CO. She is also the Founder of the Social Media and Marketing Agency: Digital Agency. Candice Georgiadis is a Social Media influencer and contributing writer to ThriveGlobal, Authority Magazine, and several others. In addition to her busy work life, Candice is a volunteer and donor to St Jude's Children's hospital.



Candice Georgiadis

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