

Chrysta Castañeda, Barry McCarthy and Brendan Heegan Sit Down with Fotis Georgiadis

Female disruptors, developing resilience and developing a diverse skill set, an optimistic soul, and a pessimistic wallet.

GREENWICH, CT, USA, May 22, 2020 /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.



Chrysta Castañeda, oil and gas lawyer, co-author of the recently published book *The Last Trial of T. Boone Pickens*

The below interview excerpts done by Fotis Georgiadis showcase part of his work in building brands and images. Building the story around someone, a product or a company. Be sure to reach out to him and find out how he can help you strengthen or even rebuild your brand and image.

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Never, never, never give up.”
T. Boone Pickens

Chrysta Castañeda, oil and gas lawyer, co-author of the recently published book *The Last Trial of T. Boone Pickens* Can you share 3 of the best words of advice you’ve gotten along your journey? Please give a story or example for

each.

One of my role models is Jerry Clements, a lawyer I’ve worked with here in Dallas. She always said that you have to get “out on the skinny branches”—take risks and embrace every challenge—if you wanted to get ahead, especially if you’re a woman. The secret to success is saying yes to the opportunity first, then figuring out how to accomplish the task after committing. I channeled her when I first started my law firm. I said “yes” to every matter that

came my way, because I needed to prove myself. I had been a lawyer long enough to know that, even if I hadn't handled that specific issue before, I had the experience and the network to figure it out. And both of those things are critical. None of us gets where we are alone. Don't ever forget those people who helped you in the beginning, and never stop helping those coming behind you.

The other best words of advice I got were from my mom. She said, "Always do your best." Admittedly, it's pretty standard mom advice, but I truly took it to heart, and it's been one of my defining characteristics, and the source of whatever success I've had. I confess, though, that it's also a burden sometimes. Every once in awhile, it would be nice to be able to phone something in. But it's just not in my DNA.

Finally, Boone used to say "Never, never, never give up." Also, not all that original, but as a driving motivator, it sure worked for him, and it served us well as a team. It's so easy to get knocked down, and it happens to everybody. But the magic is in the getting up, and the staying up. And in the getting up again when, inevitably, you get knocked down again. You won't stop getting knocked down, but the getting up gets a little easier once you've done it a few times and you realize that every setback isn't failure, and every loss isn't necessarily permanent. Read the [rest of this exciting interview here](#).



Barry McCarthy, President and CEO of Deluxe



Brendan Heegan, Founder of Boxzooka Fulfillment & Global eCommerce

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Barry McCarthy, President and CEO of Deluxe

In your opinion, what are 5 steps that someone can take to become more resilient? Please share a story or an example for each.

Always learn. Being resilient means that you have failed at something and probably many things along the way. Learn how to do better next time. Failures and disappointments are just valuable

lessons.

Be all-in. Be in or out in whatever you do. Do nothing half-way. If you don't believe in yourself and whatever you're doing, no one else will either.

Be positive. Negativity is a trap because it only creates more negativity. Do not allow yourself to get on the "down escalator" of negativity. Find others who are optimistic, too and leave all the people who just want to feel sorry for themselves behind.

Be transparent. Hiding a problem, a weakness or a failure only ensures that you don't get help. Put it all out there on the table. This will help you learn (see #1), and help you from becoming negative (#3). When it's all out on the table, your peers, team and friends can help you overcome obstacles.

Celebrate even small successes. When good things happen, celebrate them. It will remind you of the good things you are doing, and give you and others around you more reason for optimism and to keep going. Read the [rest of the exchange, here](#).

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Brendan Heegan, Founder of Boxzooka Fulfillment & Global eCommerce

What are your "5 Things I Wish Someone Told Me Before I Became CEO"? Please share a story or example for each.

Consumer expectations are high. There are disruptors in the marketplace that set expectations for free fulfillment services, free transportation and one hour delivery is the standard. Those "standards" are unrealistic.

Most e-commerce companies do not make money... We always hear the success stories... but the real track record of most online businesses is a struggle to grow and thrive, we continue to work with our clients to obtain success for them.

There are so many good resources available today including podcasts, TV Shows and YouTube. Listen to Ted Talks and shows like "how I built this", even popular TV shows like Shark Tank and the Profit... all of these tools can provide insight to running a business. Even the simplest of ideas can turn your business for you.

Being a CEO sounds impressive, but it's not for everyone. You need a diverse skill set, an optimistic soul and a pessimistic wallet... and leadership is a daunting role to play.

Building teams that know how to collaborate and work through issues is key. You can't do it all yourself. You need to be able to delegate well and you shouldn't do things that you are not capable of doing well. Complete [reading the interview here](#).

You can reach out to Fotis Georgiadis at the below listed website, email and social media links to discuss how he can help your brand and image.

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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