

# Leah Bonvissuto and Alex DeBarr Interviewed by Fotis Georgiadis

*Leah Bonvissuto, founder of PresentVoices. Alex DeBarr, president and CEO of Naylor Association Solutions.*

GREENWICH, CT, USA, February 25, 2022 /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 first quarter of 2022 is almost over. Where is your marketing? Is it providing a strong ROI? Maybe you think it's ok.

Why 'think' when you can make sure by reaching out to Fotis Georgiadis and getting a strong branding/imaging and marketing plan in place. Get that ROI you are looking for and grow your client reach.

-

Leah Bonvissuto, founder of PresentVoices

Can you tell us the most interesting story that happened to you since you began your career?

At the height of the pandemic in late 2020, I designed and facilitated a virtual resiliency training program for essential workers at an employee-owned pizzeria in a rural part of the country. The program was facilitated on Zoom in interactive meetings of varying sizes and structures over three months. I was approached by leadership to develop this program because these young workers, most of them under 21, were being harassed by customers at work for upholding COVID-19 regulations.



Leah Bonvissuto, founder of PresentVoices

I first developed a program for the team leaders, eight young women under the age of 25, and then together, we designed a program for all workers at the company. We talked about anxiety, psychological safety, trauma, shame, and burnout.

Through creating a space that was collectively-built, reliable, and intentional, we worked on tools to help the workers feel more present and powerful—behind masks, when taking orders over the phone, and on the floor of the pizzeria. Participants came out of the program feeling supported, heard, validated, and empowered with tools to help them speak their truth in moments of uncertainty and high stress. This program impacted me greatly—I learned so much about resiliency, leadership, ownership, and empathy from these young, essential workers.

Can you share a story about the funniest mistake you made when you were first starting? Can you tell us what lesson you learned from that?

I jumped right in to entrepreneurship and parenting at the same time. I wish I'd trusted my own intuition and instincts earlier in both cases. It took me a while to listen to myself—to hear and trust my own voice—something that has become a lifelong journey.

“

I was fortunate to have a close-up view of executives in action early in my career, which spanned the recessions of 1987 and 1992, the dot-com bubble burst and 9/11.”

*Alex DeBarr, president and CEO of Naylor Association Solutions*

I still had my day job as a neuropsychological assistant when I started doing the work of helping others communicate. Coaching work had built to the point that I could not keep my day job, even though my work with the neuropsychologist was super flexible. I booked my very first corporate contracts, three at the same time for the same week. I was about to embark on a trip where I'd teach five workshops in seven days in four cities. And I also had just found out I was pregnant.



Alex DeBarr, president and CEO of Naylor Association Solutions

[Read the rest here](#)

Alex DeBarr, president and CEO of Naylor Association Solutions

Is there a “number one principle” that can help guide a company through the ups and downs of turbulent times?

I don't believe there is one principle. As we've discussed, identifying the issues and threats, developing a cohesive plan and attacking the issues and opportunities expediently are the keys. From there, you need to communicate early and often. You can't be fearful of the crisis or afraid to make mistakes. In a crisis, what matters is forward movement—you can reverse a majority of bad decisions quickly if you are staying on top of the impacts.

The leadership team of a company must be able work well together and trust the effort, judgement and skills of each key member. Employees can usually tell if a management team is on the same page or not and senior managers need to help communicate and lead through their teams. It takes a cohesive team to succeed in tough times.

Can you share 3 or 4 of the most common mistakes you have seen other businesses make during difficult times? What should one keep in mind to avoid that?

Some companies jump to conclusions or fall into the trap of following consensus thinking or conventional wisdom that is not always accurate or has proper context. It's very important to analyze and assess the impact of a crisis on your company rather than rely entirely on outside information. Generalizations can be dangerous.

Speed in assessment, taking swift action and increasing company-wide communication is vital. You can always reverse a decision, but you never get the time back that can be lost to inaction. Moving too slow to recognize issues and taking action is something I've seen hinder companies. Being overly conservative and simply “playing defense” during a difficult time is a natural reaction that can mask the opportunities that come from turbulent times. There are almost always opportunities during a challenging time, such as showing market leadership or creating new offerings. Look for opportunities to go on the offense—difficult times often reveal opportunities for improvements. Tough times slow us all down in some way, but I believe smart companies find ways to keep moving forward.

[The full interview is available 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.

Contact and information on how to follow Fotis Georgiadis' latest interviews:

Website: <http://www.fotisgeorgiadis.com>

Email: [fg@fotisgeorgiadis.com](mailto:fg@fotisgeorgiadis.com)

LinkedIn: <https://www.linkedin.com/in/fotis-georgiadis-994833103/>

Twitter: <https://twitter.com/FotisGeorgiadi3> @FotisGeorgiadi3

Fotis Georgiadis

[fotisgeorgiadis.com](http://fotisgeorgiadis.com)

+1 203-983-1234

[email us here](#)

Visit us on social media:

[Twitter](#)

[LinkedIn](#)

---

This press release can be viewed online at: <https://www.einpresswire.com/article/564044231>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2022 IPD Group, Inc. All Right Reserved.