

## **ARCH Support**

Getting Over the Hump Getting Through a Slump Flattening the Curve

Wednesday's Tip Sheet: Steps pros took to get through a challenging time in life.

**FEATURED PRO:** *Martha Carrigan, CEO – Big Shoes Network* a focused job board and resource site for digital advertising, communication, graphic & web design, marketing, PR and social media in IL, MN, WI.

## TELL US ABOUT A PROJECT YOU HAD TO GET THROUGH:

All went well with a <u>TEDX talk "The Inertia of the Couch</u>" that I was invited to present at UW-Milwaukee. That is, until the first run-through. A few of the other speakers were there to help critique each others' talks, including mine. The other speakers?

- A Math expert speaking on Bitcoin technology
- A Design professor speaking on 3-D printing and rapid prototyping
- A PhD in Physics speaking on experiencing weightlessness in space
- A nonprofit entrepreneur transforming the lives of students on the autism spectrum



How could a **nobody like me** succeed compared to people with 90 lb. brains like them?

## HOW DID YOU GET THROUGH IT?

Short of running away, I had to go through with the practice. I could always bow out afterward. A few of the others presented their talk before I shared mine. They were as nervous as I was! And they each had good advice for improving the talks.

I was still nervous. The event was sold out with a waiting list as soon as tickets were released.

The TED talk organization is pretty stringent on how talks are presented. So, I recorded the practices and rehearsed a LOT to get the timing down. (TEDX has specific requirement for that.) Friends helped me pick out the right outfit. (TEDX has strong recommendations about that.) I wanted to use a couch onstage as that was part of my talk (TEDX allowed an exception – but I had to bring my own couch and people to get it quickly on and off stage).

Even with the best preparation, things can go awry. My husband forgot and took our only car to get our son who was coming to town just to see the talk. This was 'pre-Uber' era so I had to quickly hoof it three miles by bike to get there on time: sweaty and out of breath. The clip on the microphone I wore during the presentation broke. It was tucked in the waistband of my pants and crawled down my back into my underwear by the end of the presentation! Even so, all went well. (Check it out here: https://www.youtube.com/watch?v=hvKWnMnuO3s)

**KEY TAKEAWAY**: This was the ultimate "You be you" experience. The others had more impressive CVs. But each of us had something worthwhile to share. I'm still connected with a few of the other speakers and have even been able to help some of them over the years as much as their talks helped and inspired me.

**FAVORITE QUOTE**: A quote used in the TEDX presentation:

"Pull a string and it will follow wherever you wish. Push it, and it will go nowhere at all." Dwight D. Eisenhower

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