

CANDID

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STORIES OF
PROFESSIONALS
CREATING
SUCCESS ON
THEIR TERMS



Cindy Wilson





FINDING THE RIGHT

**INGREDIENTS TO SUCCESS
IS AN INSIDE OUT JOB**



YOU CAN'T RUN AWAY FROM YOURSELF!

CINDY

Cindy Wilson allowed me to push past her quiet countenance to retrieve a few gems of what it means to BE YOURSELF!

WRITTEN BY GISELLE P. HUDSON

Exodus was still on the UK chart when its follow-up Kaya was released on March 23, 1978.

Kaya became Marley's highest-charting non-compilation album in the UK, where it peaked at No.4. Some critics at the time suggested that Marley had in some way sold out his hardcore political beliefs to produce an album of softer emotional hues, tailored for the mainstream market.

But, as Marley told *Hot Press* magazine around the time of the album's release, "Me never like what politics really represent," adding that his new songs, "They not really move away from anything. 'Tis music. It can't be political all the while." On the subject of reworking old songs, he told the French publication *Rock & Folk*, "It's as if I understood them better than the first time."

The first time is raw inspiration. The second time is comprehension... Songs evolve."

Just like Marley's songs Cindy Wilson has evolved and the Marley discussion is relevant because Cindy found herself at one point in her life simply running.

And just as in Marley's existential musing of "Running Away" - Ya running and ya running, but you can't run away from yourself - Cindy soon came to this realization herself.

BAD BOSSES ARE MORE COMMON THAN WE CARE TO ADMIT

Bad bosses, unfortunately, are all too common and Cindy had one such boss where she just couldn't do anything right.

Cindy left that job and found another but learned quickly that bad bosses do not operate in just one manner.

She knew she couldn't keep running, so she made up her mind to stand her ground and confront all of her fears.

This is when things started to shift!

**"YA RUNNING AND YA
RUNNING, BUT YOU CAN'T
RUN AWAY FROM
YOURSELF "**

Cindy started to take stock of herself; for the first time she actually heard herself and listened. **She was holding her own self back.**

That was a time that she didn't believe in affirmations or the metaphysical. Hers was a purely material world but slowly she opened up to her inner world and sought direction from there.

Plato said that music and rhythm find their way into the secret places of the soul and interestingly, as I continue to walk for the second time through Cindy's story, I find myself reaching for yet another song to describe this particular part of her journey.

This time it's 'Be Yourself', by Audioslave:

*Someone finds salvation in everyone
Another only pain
Someone tries to hide themselves
Down inside himself he prays...*

**"MUSIC AND
RHYTHM FIND THEIR
WAY INTO THE
SECRET PLACES OF
THE SOUL"**



JUST BE YOURSELF...

We've all heard the statement "just be yourself" so many times, it sounds like an amazing experience, yet for many, **how exactly do you know that the self you're being is you?**

The world is screaming at us through athletes, actors and now social media influencers to do it this way, show up wearing this, walk this way (and yes in the music vein I am thinking about Aerosmith).

It was Alan Watts who said -
"Waking up to who you are requires letting go of who you imagine yourself to be."

Our true self is who we really are when we let go of all of the stories, labels, and judgments that we have placed upon ourselves. It is who we naturally are without the masks and pretentiousness.

It is who we really are when we let fall to the floor the cloak of other people's stuff that we have taken on.

Everything else that we claim to be when we say, "This is who I am!" is only a story.

Tiny Buddha, a leading resource for peace and happiness, with more than six million readers and followers and a vibrant community forum, shares three steps to find the true you:

1. Get in touch with your inner child
2. Become more aware of your thoughts
3. Follow your intuition



JUST BE YOU!



Could Cindy first find herself and then be that?

Cindy is quiet, contemplative...

She decided to get comfortable and accept that not everyone would like her, but the people who mattered would embrace her. She just needed to be CINDY. And that she did.

A billboard in her honor would say "JUST BE YOU!"

SINCE THEN THERE HAVE BEEN MANY LESSONS

Cindy has learned to ignore people when they say you can't especially if it's something that she REALLY wants. And to say "No" to things she doesn't want to do.

She is fierce when it comes to her children, putting those that she loves first. But accepts that everyone has to learn and grow on their own, like her son found out, when she would no longer help him with his homework.

Cindy cautions against only pursuing career, and having qualifications on paper. For a long time, academia was her only pursuit, but she quickly

realized that what she lacked, despite her education was experience.

"You need to widen your scope; don't limit yourself to one area."

Now the Sector HR Manager, Automotive at Ansa McAl, she is grateful for the latitude, experience and coaching that she has received working there.

Sitting across from Cindy, her strong, quiet demeanor commanding attention, I cannot even imagine that she would ever get ruffled yet I ask – "When you feel overwhelmed, or lose focus temporarily – what do you do? "

You would be wise, to follow Cindy's suggestions:

- Stop and take a moment
- Make a list
- Remind yourself: "What do I want?"
- What outcome am I after?

And then you might just realize, that you've merely slipped off the pavement, but you're still on the right path – as is she.



Content marketing is a marketing strategy where you create indispensable information for a specific audience *on a consistent basis* with the goal of maintaining or changing a behavior. **"Everything you do as a company of one or many can be copied by someone else... except for how you communicate."** This is why we cannot get hung up on how our amazing product or service is or will be. **It can be copied.**

So how do you compete? You don't! Focus instead on being unique and creating amazing experiences for your customers on a consistent basis.

I work with solo professionals who want help getting clear about who they are and the real value they bring to the table. When they come to me, they are struggling especially in the area of consistent revenue generation. They have plateaued and don't seem to be able to move from where they are. They are stuck. When they have that clarity, they can define, package, monetize their expertise and boost their income. [Click here for more information.](#)

When companies come to me, they are struggling with a recurring problem they are unable to solve. I take time to ask questions, delve deeper and unearth the real problem or issue. Once I see clearly where the problem lies, I provide the guidance, ideas, framework and tools to help my clients find solutions and get back on track. [Click here for more information.](#)

