

PODCAST TRANSCRIPT



EPISODE 119

*They Lied to You,
Business IS Personal!*

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HAPPY EXECUTIVE WOMAN

Episode 119

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### **They Lied to You, Business IS Personal!**

There's a longstanding belief in the corporate world that emotions and personal connections should be secondary to profits and productivity...

**But this traditional view is outdated and needs revision.**

My philosophy, encapsulated in the tagline **"They lied to you, business IS personal!"** challenges this notion and brings a fresh perspective to corporate leadership and employee relations.

*Join me inside the episode to learn more...*

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The Misconception of Impersonality in Business

For years, executives have been taught to maintain a professional distance, to keep emotions out of the boardroom, and to focus solely on the bottom line. This approach, however, overlooks a crucial element of business success – the human element.

Employees are more than cogs in a machine; they are individuals with aspirations, emotions, and a need for connection and a vision for their future.

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### They Lied to You, Business IS Personal!

My experience as a relationship coach with over 30 years in the corporate sector has shown me that personal connections are *critical* to a thriving workplace. *Engaged employees feel valued and understood and are the backbone of a successful company.* A highly engaged workforce increases profitability by 21% according to Gallup. *This isn't just about feeling good; it's about achieving tangible results.*

**At Relationship Architect Academy, we specialize in bridging the corporate and personal gap.** Our approach fosters a workplace where employees feel personally invested and valued. This enhances their well-being and directly impacts the company's bottom line, *with engaged teams outperforming competitors by 20%.*

Our strategies are rooted in emotional intelligence and empathetic leadership. **We offer personalized engagement strategies and professional growth opportunities.**

*Here is another quote from Gallop:*

"Highly engaged organizations also hold their managers accountable -- not just for their team's measured engagement level, but also for how it relates to their team's overall performance. **They ensure managers engage employees from the first minute of their first day.**

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They Lied to You, Business IS Personal!

These organizations have well-defined and comprehensive development programs for leaders *and* managers, focusing on the development of individuals and teams.

Employee engagement is a fundamental consideration in their people strategy, not an annual 'check-the-box' activity."

Why Choose Us?

Choosing Relationship Architect Academy means partnering with someone who understands business is personal. We don't just change how leaders lead; *we transform how workplaces function. Our mission is to turn workplaces into environments where employees feel connected to their roles and the company's vision, where they believe in themselves because we believe in them, driving satisfaction and honest business success.*

The traditional view of keeping business impersonal is a relic of the past. In today's world, where employee engagement and satisfaction directly impact company performance, understanding and embracing the personal aspects of business is not just beneficial; *it's essential.*

As we say, **"They lied to you; business IS personal!"** it's time for corporate leaders to embrace this truth.

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### **They Lied to You, Business IS Personal!**

**Embark on this transformative journey with us as we reshape your workplace into a realm of success AND profound personal fulfillment.**

Together, let's embark on a journey of reigniting the heart of your business, focusing not just on the pursuit of profit margins but also on nurturing an environment that sparks a deeper yearning in your employees to achieve more each year, personally and professionally.

In this space, employees are not just workers but *valued members of a community committed to growth and excellence.*

Reach out to explore how we can collaborate to forge a vibrant, fulfilling workplace that stands the test of time. In this environment, **the legacy and longevity of employees are as valued as the company's achievements.**

Thank you so much for listening, and *see you in the next episode...*

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Anita Charlot, an esteemed ForbesBLK personality and Global Woman Award Nominee is a visionary retention strategist in corporate America. With a rich background as a military veteran and the founder of Relationship Architect Academy

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### **They Lied to You, Business IS Personal!**

LLC, Anita is renowned for her R.E.A.L. Talk Conversation series, honored by the Federal Reserve Bank of Chicago.

She transforms corporate cultures, fosters individual and collective growth, and crafting compassionate leaders.

Anita's innovative approach is encapsulated in her mantra, *"They lied to you; business IS personal."*

Committed to reviving the familial bond within workplaces, she aims to make companies a legacy for families, where employees passionately engage in their growth and development.

**Anita is dedicated to bringing love back to the workplace, ensuring companies are not just a career choice but a cherished part of personal and family history.**