



JULY / AUGUST EDITION

Collaborate for Impact

With EOFY in Australia behind us, we are reminded of two things: acronyms are rife and creating impact with your choices doesn't end on June 30.

It's a great time to do a stocktake on your charitable efforts. Are you supporting initiatives that align with personal and corporate values?

For business leaders, choosing a community cause can bring a team together with a shared purpose. The outcomes can then be celebrated with clients and stakeholders as a positive driving force that underpins company values.

We spotlight two organisations creating impact with collaboration at heart. The decision to follow our values is just that – a decision.

It's often the choices we make that show our true character more than our abilities.

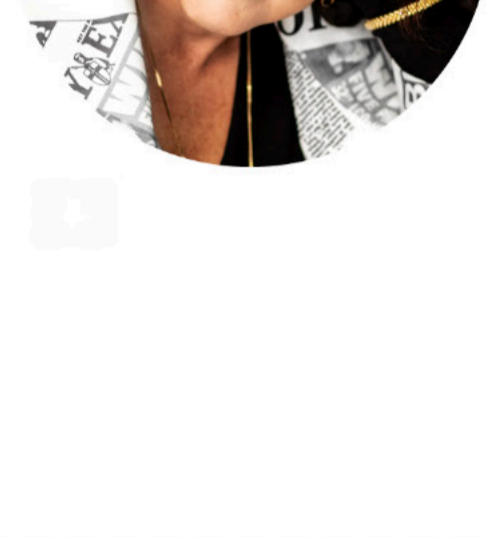
* **Karen Eck**
Founder & Presenter, The Power of Visibility

Photo: Confit Pathways in training

Visibility Tip

When your motivation needs a jump start, check your personal values against those of your work, clients or company. Do they align? If not, change it up or find an avenue to put your funds or expertise where it matters most to you. Use your visibility inside and outside of business as a platform for good.

Spotlight



Documentary Australia uses a unique model, enabling the production and visibility of a spectrum of socially conscious films in seven key impact areas: environment; health and well-being; human rights and social justice; indigenous; the arts; women and girls; and youth and education.

Their landmark report, **Impact – Our Story**, shows that more local filmmakers are securing funding and wider distribution rights than ever, and their docs are living on for longer, thanks to global digital access.

The numbers are impressive: \$35 million raised, more than 600 films supported by thousands of donors.

“Telling a great story and getting it seen by the right audience is one of the most effective things you can do to drive change, and that is central to our purpose,” says Dr Mitzi Goldman, CEO and Co-Founder of Documentary Australia (pictured).

Throughout 2022, Documentary Australia will continue to focus on the environment with its Environmental Accelerator program, as well as supporting women and First Nations' filmmakers through SheDoc and the Indigenous Fellowship program.

Find a documentary to support [here](#).



Impact100 Sydney is calling for members to join the 2022 Grant Round.

Imagine the collective power of 100 donations of \$1000! That's \$100,000 in one life-changing grant for a deserving local charity. [Sign up](#) yourself or pool resources with your team.

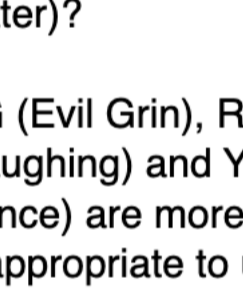
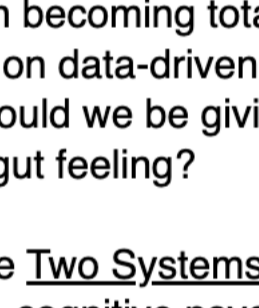
Last year's grant recipient, **Confit Pathways**, in collaboration with Shine for Kids, used funds to take 80 young people through a unique 12-month fitness and mentoring program in Australian juvenile detention centres. The aim is to reduce recidivism rates, ultimately saving lives and the shocking cost of keeping kids locked up – an estimated \$512,000 per child per year.

Read more about Confit Pathways Founder Joe Kwon (pictured) and the impact of his work in [SMH](#) and [ABC TV News](#).

“**Genius is in the idea. Impact, however, comes from action.**”

Best-selling author (Start with Why) Simon Sinek

Reflections



TWO BRAINS ARE BETTER THAN ONE

If you've ever made a gut decision it's likely you were engaging your second brain. Tucked away in the walls of your digestive system, it's known as the enteric nervous system (ENS) – and it's changing the way scientists think about the links between digestion, mood, health, and even the way you process information.

Rather than becoming totally dependent on data-driven decision making, should we be giving more respect to gut feeling?

In his article [Two Systems of Reasoning](#), cognitive psychologist Steve Sloman says we follow our noses but feel compelled to justify our behaviours with reasons. He presents evidence that intuition and analysis offer similar judgments.

According to Netflix CEO Reed Hastings, both are critical in good decision making. He says: “We start with the data. But the final call is always gut. It's called informed intuition.”

A-OK?

Acronyms (also called initialisms) are rife in business: NRMA, GIO, NRL, AFL and so on. But in the world of COVID they are becoming increasingly common as shorthand for terms used in both the workplace and social settings.

Are you showing your age by the ones you use? Like WFM (Work from Home), AFK (Away from the Keyboard) or BBL (Be back Later)?

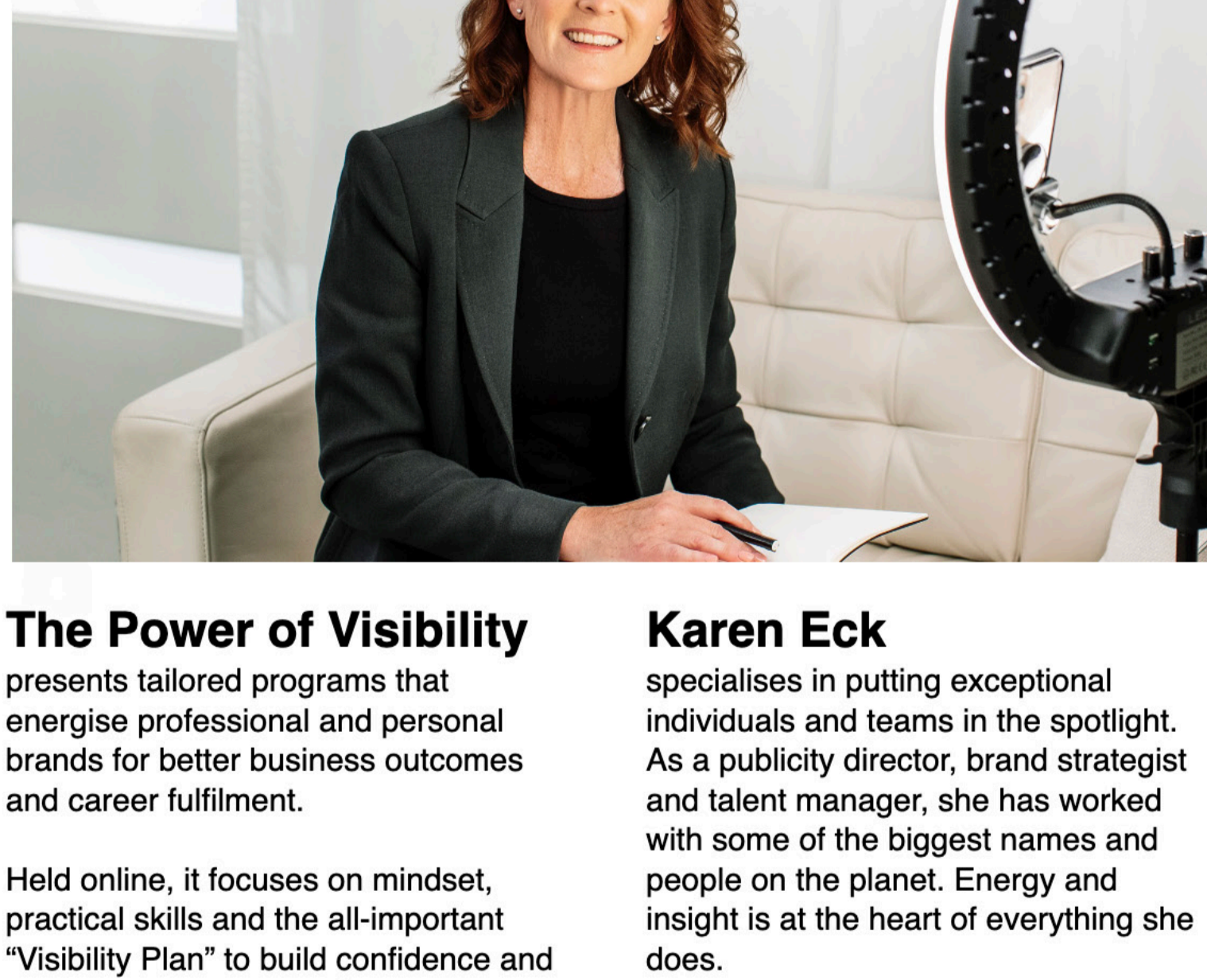
Perhaps EG (Evil Grin), ROFL (Roll on the Floor Laughing) and YOLO (You Only Live Once) are more your style. But what's appropriate to use with staff and clients?

Getting it wrong can be funny, or a little embarrassing. If in doubt, ask a teenager.

On a morning radio show a listener shared her personal experience of texting “LOL” in response to the death of her good friend's grandmother. She thought it meant “Lots of Love”, not “Laughing out Loud”. Oops! Get up to date with this [cheat sheet](#).

Coming up

- 3-10 July
NAIDOC Week
- 11 July
UN World Population Day
- 30 July
UN World Friendship Day
- 31 July
National Tree Day
- 3 August
Collabor8Women
- 1-7 August
Homelessness Prevention Week
- 13 August
Left-Handers Day



The Power of Visibility

presents tailored programs that engage professional and personal brands for better business outcomes and career fulfilment.

Held online, it focuses on mindset, practical skills and the all-important “Visibility Plan” to build confidence and a pathway to step out of the shadows.

It's ideal for company-wide training, executive teams, on-boarding and women's professional development. No matter the industry, whatever the role, visibility is everyone's business.

The Power of Visibility (POV) runs two signature programs:

Women's POV

Ideal for corporate teams, industry groups and personal professional development.

Culture of Visibility

Suitable for company-wide learning and development and executive team up-skilling.

Karen Eck

specialises in putting exceptional individuals and teams in the spotlight. As a publicity director, brand strategist and talent manager, she has worked with some of the biggest names and people on the planet. Energy and insight is at the heart of everything she does.

Karen is the Founder of [eckfactor](#) media relations, representing clients across business, entertainment and technology for more than 25 years.

She is also the co-founder of [Collabor8Women](#), a monthly connecting event bringing together diverse professional women to enjoy interesting conversation and wonderful food around curated tables of 8.

Invited guests bring their own plus one, ensuring the RSVP list is ever-evolving and dynamic.

FIND OUT MORE

Every action has the potential for positive impact with a ripple effect cast from the first stone.

