

# **TRUST ME...YOU NEED TO HEAR THIS PRESENTATION!**

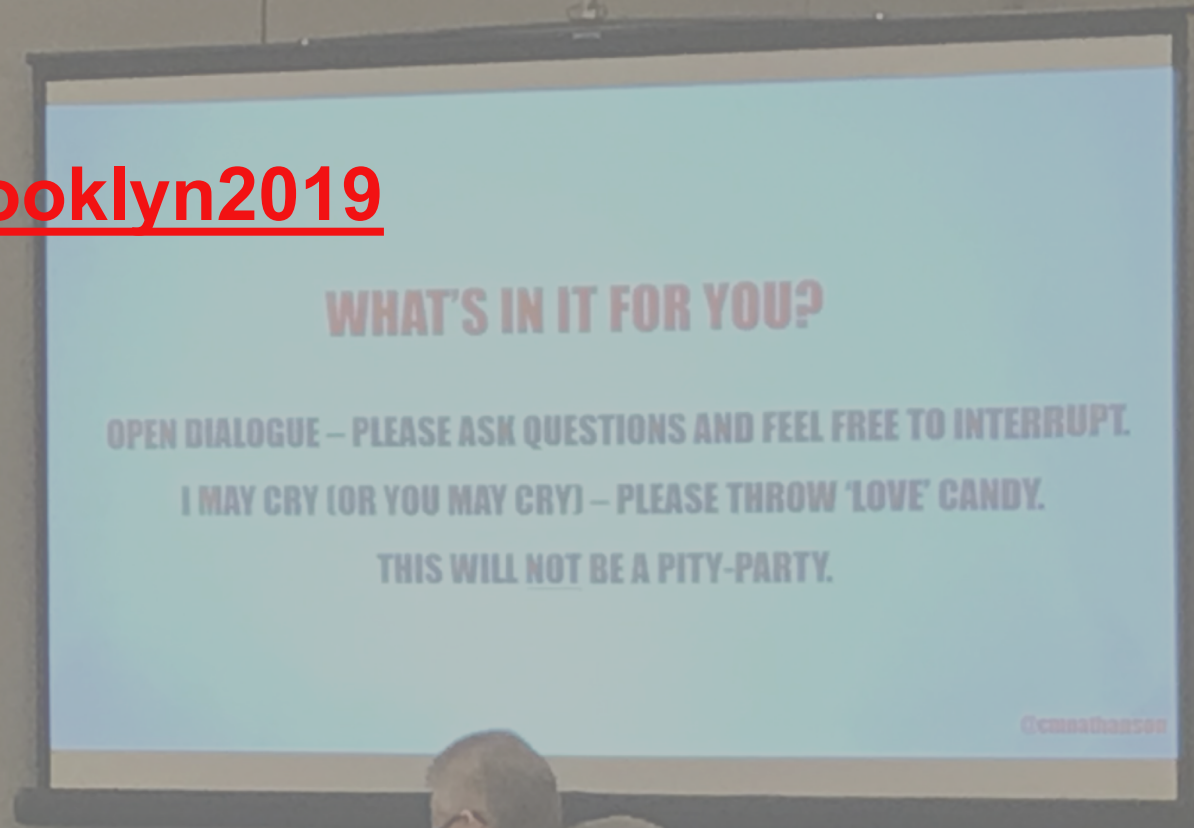
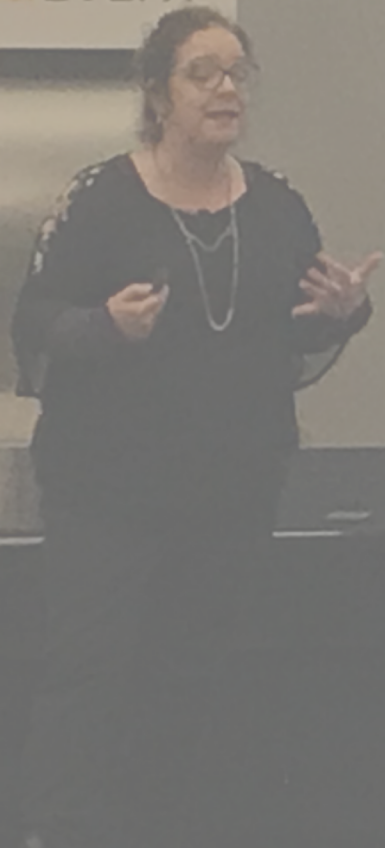
**IT'S THE FEAR OF THE UNKNOWN**



**Tina Nathanson @cmnathanson**  
**Global Marketing Research Executive**  
**Curious - Collaborative - Solution Driven**

Watch a replay on YouTube:

<https://tinyurl.com/TinaN-QuirksBrooklyn2019>





@cmnathanson

LIVE

3.9k

# HIGH-REZ TROPICAL SATELLITE

HAWAII  
NEWS NOW

HAWAII  
NEWS NOW

TRACKING HURRICANE LANE

Lane

Winds

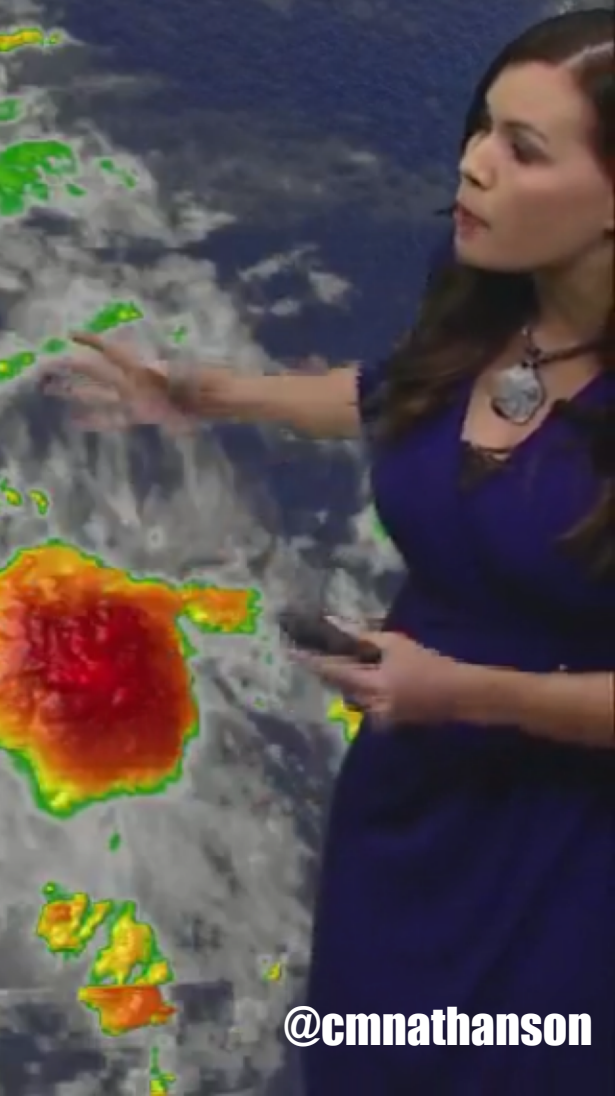
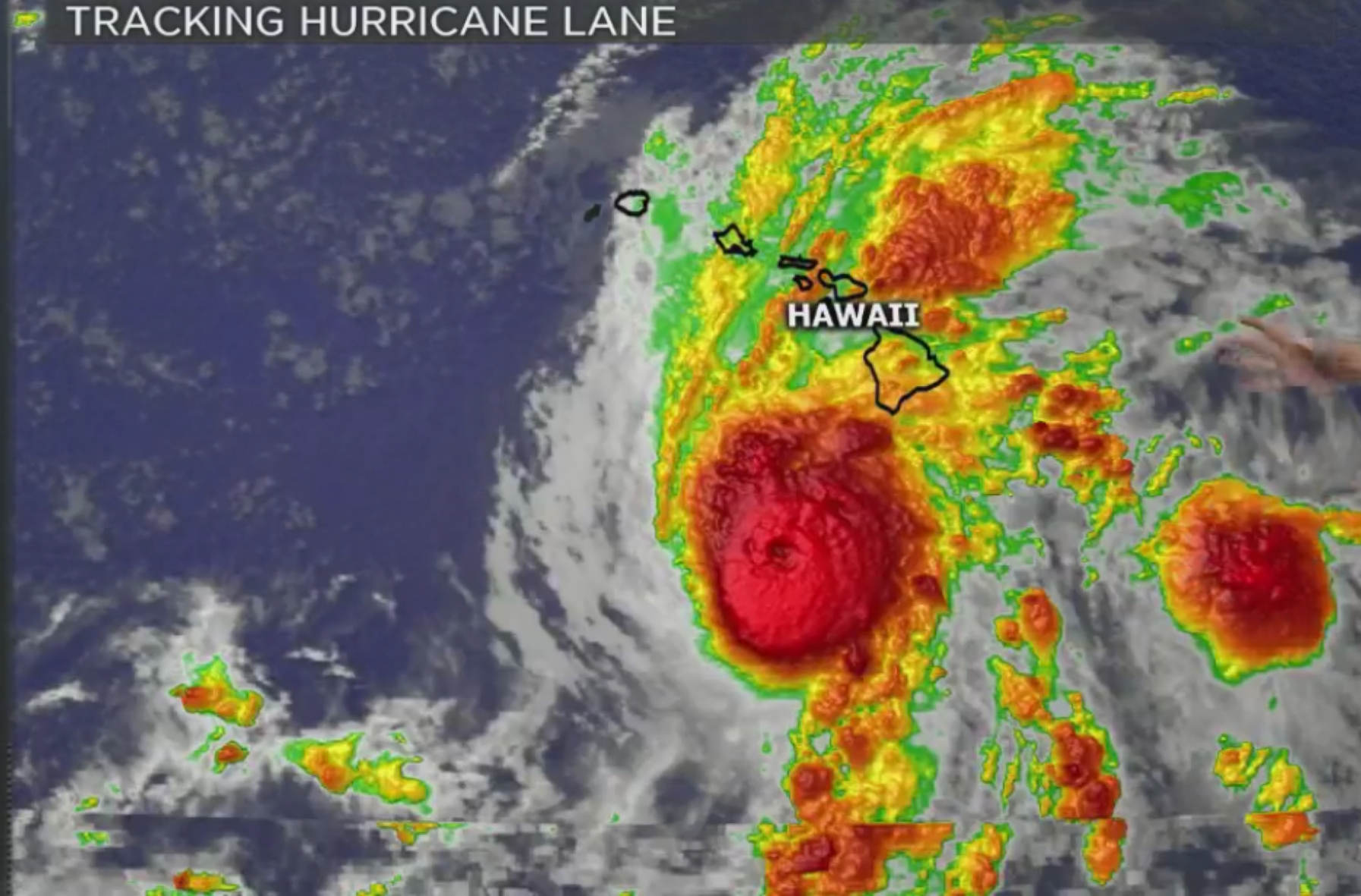
125 mph

Gusts

160 mph

Moving

NNW at  
6 mph



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# WHY AM I HERE?





Photo by [Gem & Lauris RK](#) on [Unsplash](#)

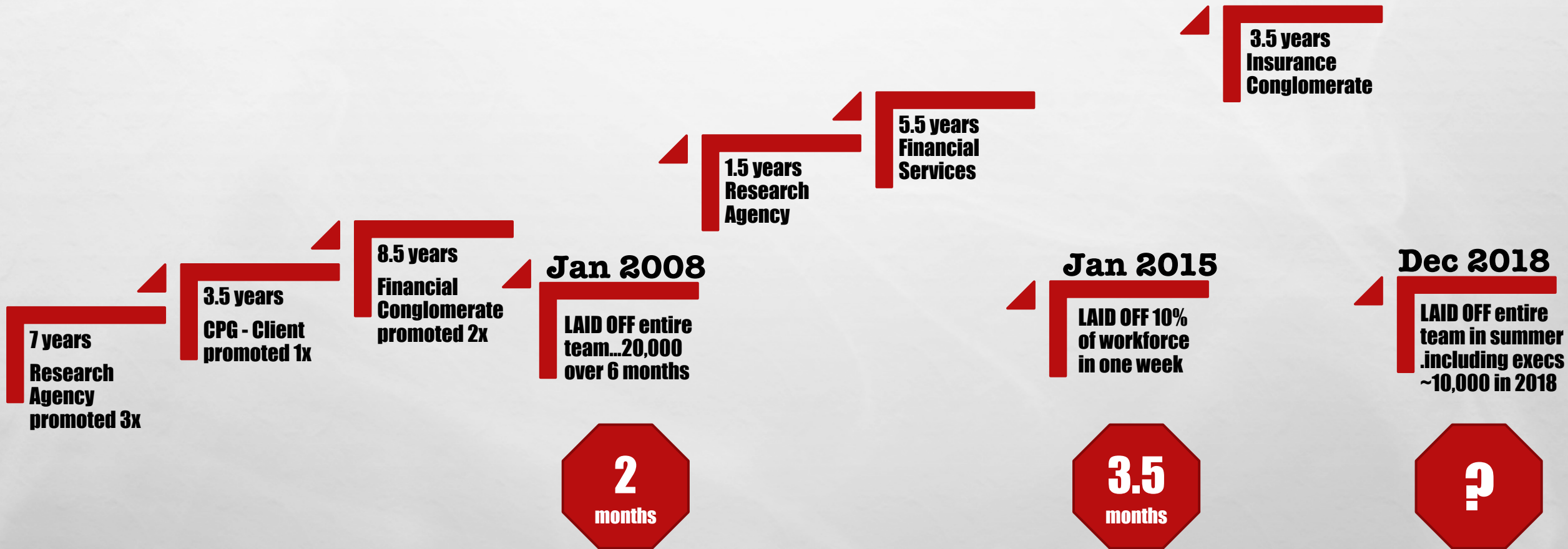
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# **FEAR OF THE UNKNOWN**

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# FEAR OF THE UNKNOWN

HOW MANY OF YOU HAVE EXPERIENCED THIS? ONCE, TWICE, THREE OR MORE TIMES????



# **WHAT'S IN IT FOR YOU?**

**OPEN DIALOGUE – PLEASE ASK QUESTIONS AND FEEL FREE TO INTERRUPT.**

**I MAY CRY (OR YOU MAY CRY) – PLEASE THROW 'LOVE' CANDY.**

**THIS WILL NOT BE A PITY-PARTY.**

**“ WHAT’S THE BEST STRATEGY? THERE IS  
NO RIGHT OR WRONG ANSWER.**

**INSTEAD, STEP BACK.  
EMBRACE WHAT’S HAPPENING.  
AND RETHINK YOUR STRATEGY.**

**”**

**TINA NATHANSON, SERIAL OPTIMIST**

**@cmnathanson**



@cmnathanson

# STEP BACK: YOU'VE BEEN GIVEN A GIFT OF TIME!

- This may be the first time in a long time that you can take a pause.
- Stepping away from the daily grind allows you to consider what you **love** and what you don't.
- Remember the journey you set out for and **DON'T LOSE SIGHT OF THE GOAL.**



**BOLD**

**RUN THE WORLD**

**ESCAPE**

**Go**



Said no one ever

Better matters.

ADVENTURE



**LIFE**

empowering

ONLY THOSE WHO DARE  
DRIVE THE WORLD FORWARD

**TOMORROW**

**MOVE FORWARD**

HEARTS ON FIRE

**MARATHON.**



**PUSHING  
BOUNDARIES**



PRIORITY: YOU

INSPIRED

Peace



EVERYDAY

**SPIRIT**

WHEN YOU  
ACHIEVE THE  
IMPOSSIBLE,  
YOU'VE MADE  
HISTORY.



**SUCCESS**

**transforms**

**DISRUPT**



**STARTING FRESH**

Christina Nathanson

**Day 6 of 24: Starting fresh. #TinasObservations**

Published on April 24, 2016

Christina (Tina) Nathanson  
Global Marketing Research Executive - Collaborative - Solution Driven  
Curious - C... See more  
18 articles

Today was a gorgeous day. It actually felt like one of those days where you wake up and realize it's the first weekend that we really didn't have to work for me. It was the first weekend that we really didn't have to work for me. It was the first weekend that we really didn't have to work for me.



Christina Nathanson - Maui, HI

**What is my next adventure? Not another Bandersnatch. You decide. #TinasObservations (Updated Jan. 3, 2019)**

Published on April 5, 2015 [Edit article](#) | [View stats](#)

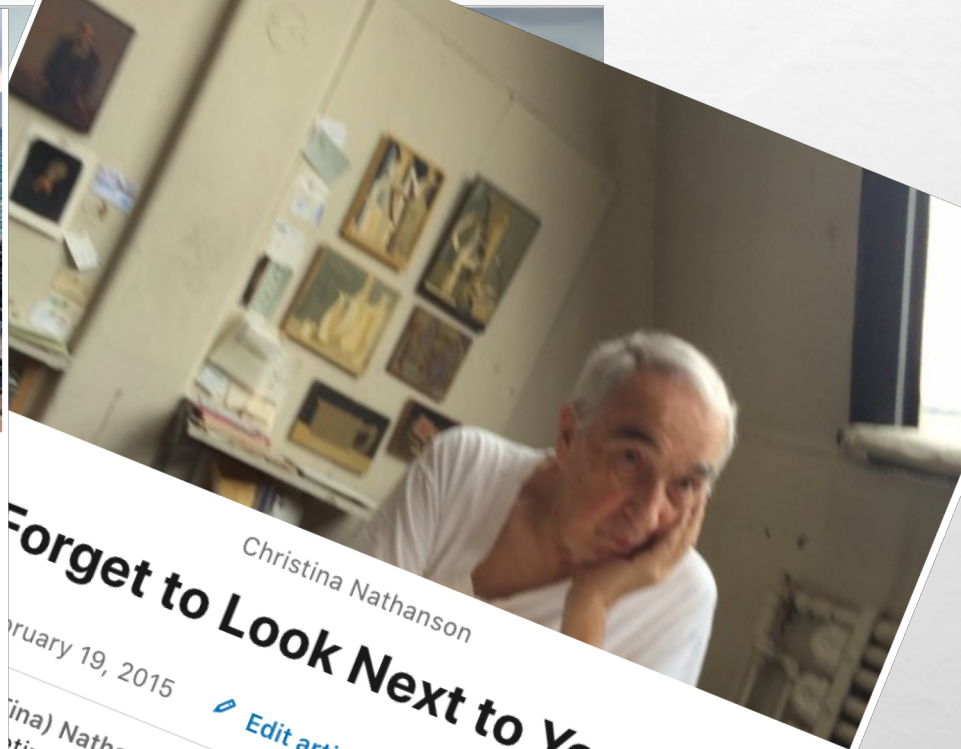
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*I've just been given a gift. The gift of time.*



"There comes a time when the world gets quiet and the only thing left is your own heart. So you'd better learn the sound of it. Otherwise you'll never understand what it's saying." —



**Forget to Look Next to You**

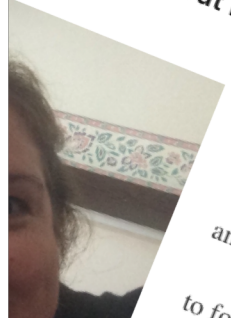
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44 33 2

*so special about my Uncle Hank?*



He's quirky and cranky. Satirical and creative. He's the guy you go to for advice about life.

“

**DIG DEEP AND LET GO.**

**IT'S NORMAL TO DOUBT YOURSELF  
WHEN NOBODY SEEMS TO WANT YOU.**

”

TINA NATHANSON, SERIAL OPTIMIST

@cmnathanson



# **DIG DEEP: The Art Of Self-Promotion**

- **Effectively market yourself! It is an vital part of finding a job – and is the key to help you reach the next level of success.**
- **Don't do it alone. Yes...it might feel weird. Enlist a coach, a trusted partner or peer to help you.**
- **You are pretty amazing.... Keep shining!**



Photo by [Dane Deaner](#) on [Unsplash](#)

# **LET GO! Do This On Your Own Terms!**

- **Sometimes it feels like "the law of numbers"**
- **Audit your mind...and your soul.**

**If a role sparks your interest... APPLY!**

**YOU GOTTA LOVE YOURSELF FIRST**

<b>Sr. Director Customer Insights</b>	<b>Strategy Director</b>	<b>Exec. Director Insights &amp; Analytics</b>
<b>SVP Client Experience</b>	<b>VP Client Services</b>	<b>Sr. Manager Customer Experience</b>
<b>VP Client Director</b>	<b>Customer Relationship Manager</b>	<b>Dir. Customer Strategy &amp; Insights</b>
<b>Director Strategy &amp; Insights</b>	<b>Category Mgmt Insights Lead</b>	<b>Head of Market Research</b>
<b>Brand Director</b>	<b>Exec. Director Customer Service</b>	<b>VP Strategy &amp; Insights</b>
<b>Head of UX/CX</b>	<b>Substitute Teacher</b>	<b>Dir. MR &amp; Partnerships</b>
<b>Head of Fan Insights</b>	<b>VP Strategy</b>	<b>Director Data Analysis &amp; Strategy</b>
<b>Head of Planning &amp; Insights</b>	<b>Design Research Lead</b>	<b>VP Research &amp; Advisory</b>
<b>Sr. Director Customer Contacts</b>	<b>Director Customer Retention</b>	<b>Director Performance - HR</b>
<b>Director Conference Programs</b>	<b>Dir. Bus Dev &amp; Customer Insights</b>	<b>Director Client Solutions</b>

“

**EACH TIME I WAS LAID OFF, I  
RECONNECTED WITH MYSELF AND MADE  
A POINT TO RECONNECT WITH OTHERS. ”**

TINA NATHANSON, SERIAL OPTIMIST

@cmnathanson

# CONNECT & RE-CONNECT

**2008**

**LINKEDIN JUST STARTED**

**OUTPLACEMENT WAS IN-PERSON**

**ATTENDED FACE-TO-FACE NETWORK  
MEETINGS**

**STARTED THE '*COSI BREAKFAST CLUB*  
WITH FOUR STRANGERS THAT I AM STILL  
IN TOUCH WITH TODAY**

**2 MONTHS TO FIND A JOB  
WITH TWO OFFERS**

**2015**

**EVERYONE WAS ON LINKEDIN**

**OUTPLACEMENT WAS VIRTUAL AND  
IN-PERSON (ONCE A WEEK)**

**"OWN YOUR BRAND" BECAME MORE  
OBVIOUS**

**IT IS ABOUT WHO YOU KNOW AND NOT JUST  
WHAT YOU KNOW**

**3.5 MONTHS TO FIND A JOB  
(WORKING FOR SOMEONE I MET IN 2008)**

**2018**

**YOU NEED TO "ENGAGE" WITH PEERS ON  
LINKEDIN TO BE SEEN AS AN INFLUENCER**

**OUTPLACEMENT IS ALL VIRTUAL**

**YOU HAVE A BRAND, NOW WORK-IT**

**IT REALLY IS WHO YOU KNOW. WORK THE  
SYSTEM AND THE ALGORITHMYS IN ORDER  
TO GET AN INTERVIEW.**

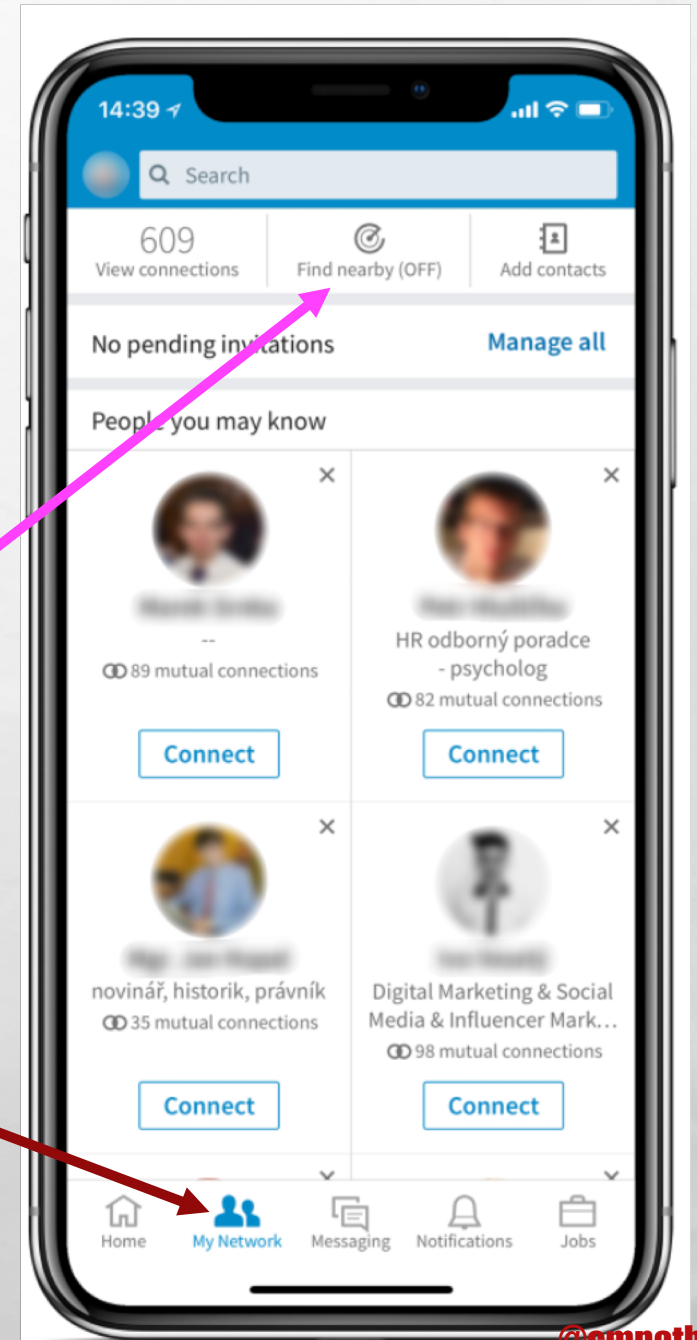
**ANYONE WANT TO HIRE ME?**

**@cmnathanson**

# LinkedIn Nearby

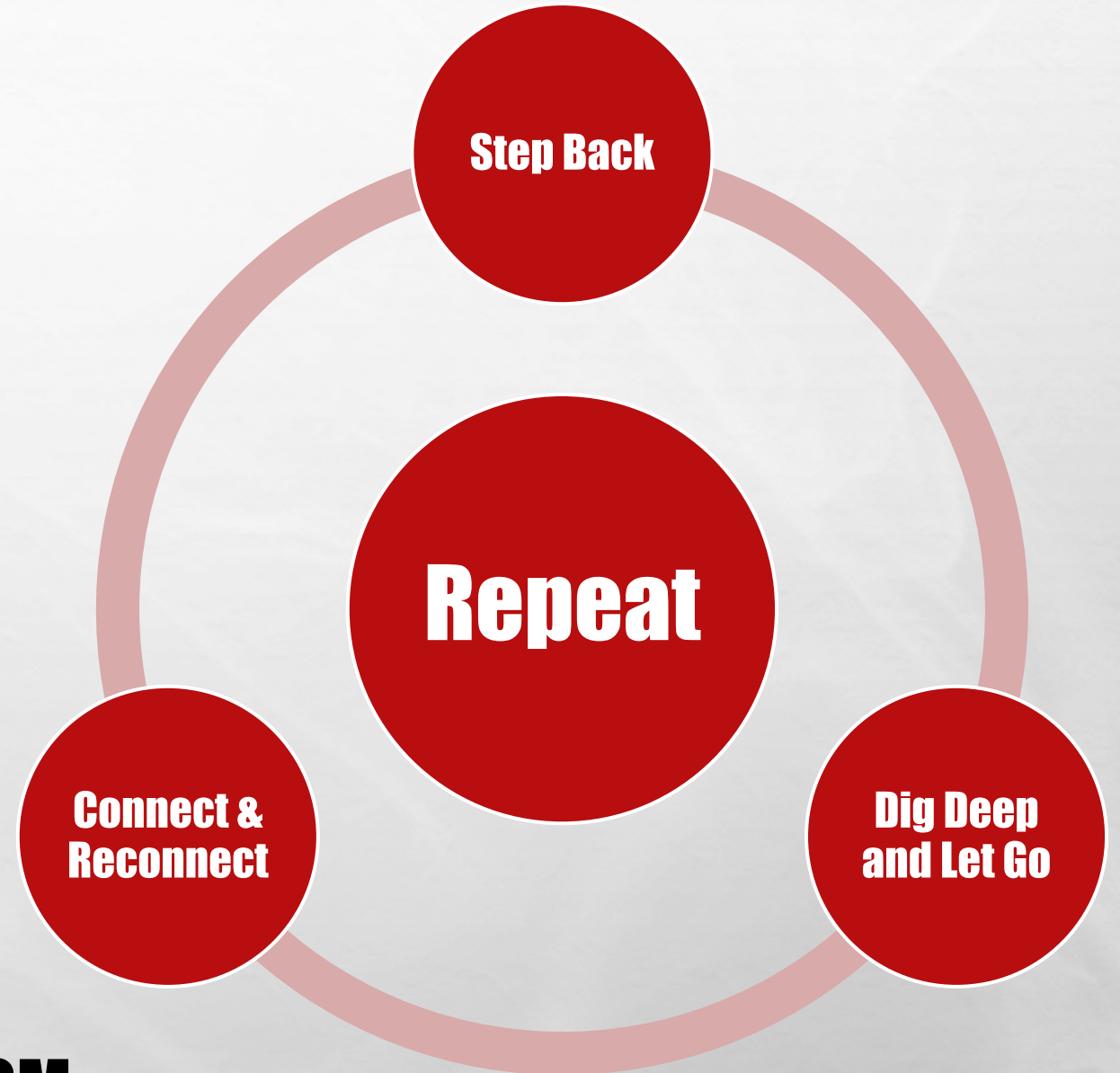
## How to use this LinkedIn's feature?

- To use this feature, you need to turn on **Bluetooth**.
- Open LinkedIn app on your mobile device, tap the "**My Network**"
- Then tap the "**Find nearby**" at the bottom.



Once the Bluetooth is turned on, the feature is activated and starts searching for people in first level connections (people you're directly connected to because you've accepted their invitation to connect, or they've accepted your invitation) who are nearby based on your current location. You can also **choose whether people nearby can discover you** only when on this page, for the next day, for the next 3 days or during weekdays 9am - 5pm.

**THANK YOU  
AND PLEASE...  
DON'T PANIC...**



**CHRISTINA.NATHANSON@GMAIL.COM**

**@cmnathanson**