



Regions Next Step Podcast

Young Professionals Series: Clearing Career Hurdles

In this podcast, you will hear from about some of the biggest hurdles that young professionals have faced in their careers and the steps they took to overcome them. Tune into to hear how four young professionals turned their obstacles into successes, as told by:

- Gwen. A Cole, Branch Manager, Regions Bank Parkside West Branch
- Briana Holmes, CEO and Founder of Millennials of Atlanta
- Joey Womack, CEO and Founder of Goodie Nation
- Labriah Lee Holt, Outreach and Engagement Director at AIPAC

Episode Transcript

Narrator:

You're listening to Real Talk with Regions Bank. In this special podcast recorded in association with the United Way of Greater Atlanta before a live audience, Heather Catlin of WSB TV continues the panel discussion with four young leaders from the Atlanta business community who discuss making moves while giving back, featuring their advice for living a boss life personally, professionally and philanthropically.

In part two, we'll hear how our panelists deal with their many financial responsibilities, including saving money and how they overcome the hurdles they've had on their way to the top of their professions. Briana Holmes is the CEO and Founder of Millennials of Atlanta. Joey Womack is CEO and Founder of Goody Nation. Labriah Lee Holt is the Outreach and Engagement Director at AIPAC and founder of Sweet Roots and Gwen Cole is the branch manager of the Parkside West branch of Regions Bank. Now, let's hear from Atlanta's young leaders at this Real Talk with Regions live event.

Heather Catlin:

It's really an interesting thing trying to juggle our responsibilities that we have paying off school loans, trying to support ourselves and our families. It changes with kids. I know it did with myself. So, talk to me. You working at a bank, talk to me about first being able to trust somebody with my money because I think as a young person I didn't have a lot -- I still don't have that much but like when I go to the bank I want to make sure I can trust my banker. So talk to me a little bit about the trust relationship.



Gwen Cole:

Sure. So, here's the thing. When you're shopping for a doctor, when you're shopping for a car you're not going to go to the first place and go okay well this is where I go to the doctor. This is the place that I'm going to buy the car because it's the first car that I see. You're going to look around. So, it's important to have multiple resources, but the biggest thing that I can tell you around trust when it comes to your banker is are you having a conversation. Are they talking to you or are you talking to them? Are they asking you questions? Are you having, discourse with one another? Are they getting to know your needs, your wants, your goals? If you can get to that point where you can feel like you have that rapport, then you know that you are with a banker that has your best interests in mind. There's a wealth of resources and tools that you can find online. Including if you go to regions.com insights tab. There's really great articles and calculators and videos that you can watch that will help you to create that budget.

Heather:

So when it comes to nonprofits and asking your friends and family for money, how do you guys approach that the first time and then when it comes to the second time and third time. Do you approach them more than one time?

Labriah Lee Holt:

Yes. I think you have to learn how to be confident in asking for things. And when it's money, you have to become confident in what you're selling. So, when I look at the organizations that I'm a part of or hearing about ovarian cancer, I'm asking people to join in on an opportunity. I'm not asking for your money. I'm asking you to support a cause and giving you the opportunity to do so. And I think that has worked in some instances and then I think what I also do when I go back to people is I try to connect them to whatever the cause is. I do recall a point where I was afraid to ask people for things. And especially afraid to ask for money and I think as we're growing and I'm sure all of us have experienced this, lots of you have, we have to start talking about money to get better at it. And if you want someone to support something you're doing, you have to talk about money so that they know where their money is going, what impact it will have and that normally seems to help.

Heather:

I would love for each of you to tell me about the biggest hurdle you've had to overcome while giving back to the community and juggling your job and juggling your family and how you overcame it. So, go ahead start with you, Joey.



Joey Womack:

Literally going broke because I felt bad around having the opportunity to bring in money while doing good. I was actually digging into what my company already did. So I was literally sacrificing like \$80,000 so that it would go to my university. And it took me literally having like going in the red for it to go through my head like you know what it's okay as long as you solve a problem for this organization it's okay to make money.

Briana Holmes:

I don't know how to delegate at all. It literally took two of my close friends sitting me down behind this wall actually telling me you need to delegate. Because I spent all of my time organizing at least one event every month begging -- not begging people for money so that they can host -- so I can afford to host the events. The first couple of our events I was paying the tab when people weren't and making sure that we have a safety net so people who walk out on their tabs like we still pay people because that happens. Pay your bills, people, please. Someone has to get it. So, having to learn how to delegate was my issue and literally just sitting down and saying it's okay to tell people what to do. My friends have been some of the most supportive people on my adventures, especially Millennials of Atlanta. They are always there. They're always participating.

Labriah:

I think my biggest hurdle though is that I've been trained to be risk averse. So, what I've struggled with the most is actually a positive thing in one room when you're looking at practicing law and in business. It can be a curse when you're talking about entrepreneurship and impact. So, there was an opportunity for me to do exactly what I had been talking about was needed for the community and in the perfect area. But I had to get a lot of advice and have a lot of talks with myself quietly. I had a lot of prayer time. I sought out to several of my advisors to really figure out how do I get out of my own head to start doing and walking in the direction that I knew I needed to walk in.

Gwen:

So, I think the biggest thing for me would be work/life balance. You know you have to set those boundaries like we were talking about earlier of knowing what's important to you but also where you're going to draw the line. So, I'm fortunate enough to work for a company that not only supports but encourages my involvement in the community during work hours. There's oftentimes like tonight when I'm here when it's not work hours but this was important to me. And I'm here. It's a priority and so my husband is here to support me and so like is aid you just have to balance it out.



Narrator:

Certainly. Management poses plenty of challenges, and to become an outstanding leader, you need to be ready to conquer any challenge that comes your way. Leveraging smart advice, tools and resources, like those we learned about in today's discussion, are great ways to set yourself up for success.

Helping you achieve your goals is something Regions Bank understands. Regions Next Step is a financial education program offering advice, tools and guidance to help you accomplish your goals at every stage of your life. No matter your goals, Regions will help you with each step you want to take.

And that concludes part two of a special two-part podcast recorded live in Atlanta and presented by Real Talk with Regions Bank in association with The United Way of Greater Atlanta. If you missed part one, check it out to learn how our panelists follow their passions, deal with time management and find mentors to help them on their way to success. Thank you for listening.

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