

How finding joy outside of work can make you a better leader

Nana Crawford





**You won't know your
potential until you
understand who you are and
what you're capable of.**



Hi! My name is Nana

- I'm Digital Marketing and Social Media Specialist
- I'm twerk dance instructor
- I'm a samba dancer
- I'm a mum of two, wife of one
- I'm excited to talk to you about how my samba journey helped me become a better leader

Samba in lockdown 2020



My team when I started



My team when I left



1.

**Finding your joy is
important for your
mental health**

Your mind matters...

My biggest obstacle has always been what I've said or thought to myself.

Taking on a new challenge meant taking on a new approach to how I saw myself.

Positive thinking isn't enough. It's a process and journey and the destination is forever evolving.

You'll learn to...

Believe in yourself

If you want to become a better leader, you need to tell yourself that and believe in it. Believe that work you're doing will get you there.

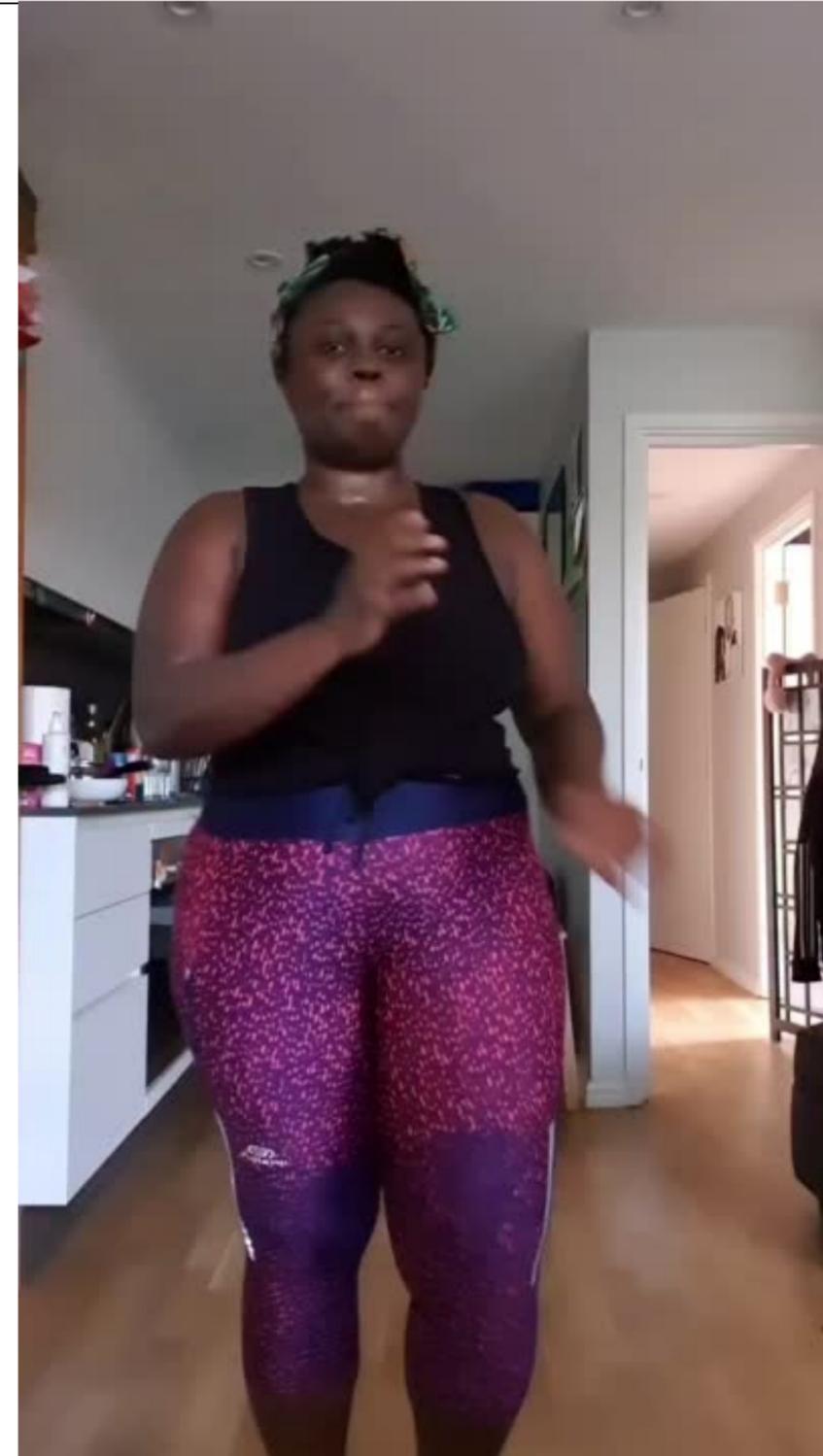
Experience new challenges

Finding an activity that challenges your brain in a different way, can help you look at situations differently

Expand the mind

Learn to look at the things that will help you get to where you want to be and find inspiration along the way.

**How the
journey is
going**



2.

**Movement can help
your self-confidence**

Give yourself permission to take up space

Taking up space without invading
the space of others

A great leader also knows how to be
a good listener and follower

Projecting and presenting yourself is
just as important as having a voice

Understanding body language and
reading people to help bring out
their best selves

You'll get better at...

Growing from being uncomfortable

The more you grow, the more comfortable you'll feel in yourself and in your body.

When you learn to hold yourself differently, you'll face new challenges with a different stance.

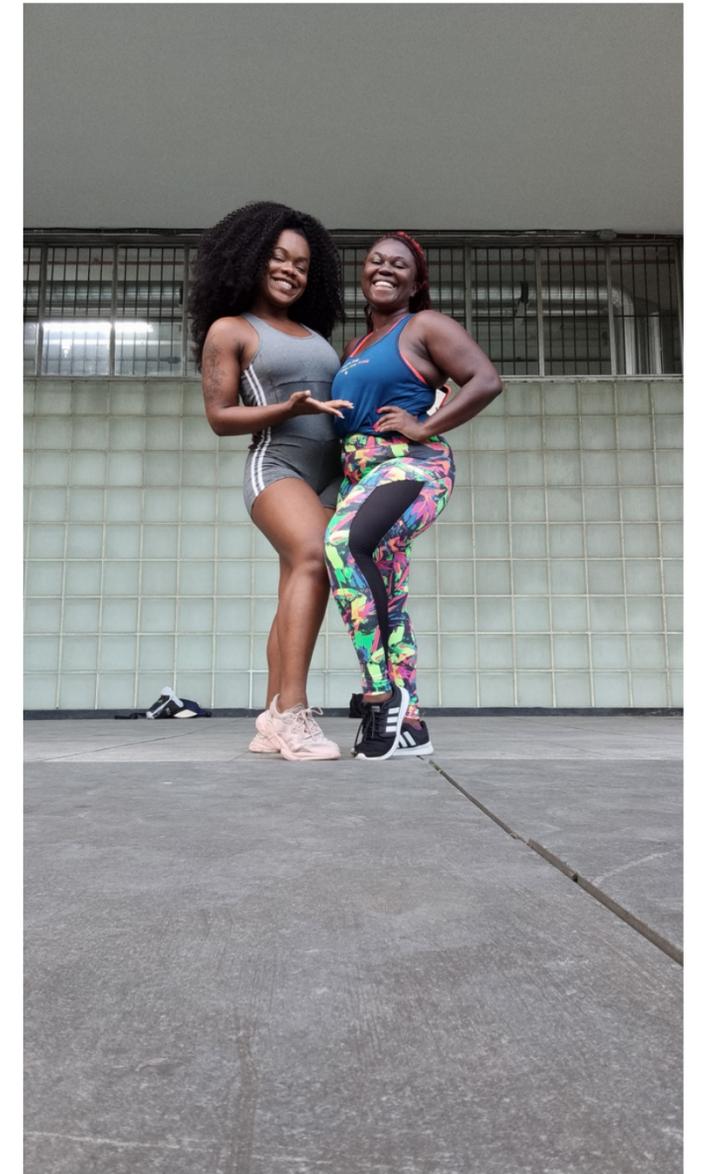
Understanding your body

Tension and stress can show up as physical traits that sometimes we ignore. The body remembers what the mind tries to forget. Find ways to release stress from the body and mind, so you can feel confident in the decisions you make

Celebrating your uniqueness

We're all unique and we move in different ways and should celebrate that. The more you can appreciate yours, the better equipped you'll become at recognising and respecting the uniqueness of others.

Brazil 2023



3.

**You'll pick up new
skills that can be
applied to your job**

Discover new and hidden talents

Get familiar with the unfamiliar

Turning your perceived flaws into areas of improvement and growth

Encourage those around you to discover more about themselves

Learn to adapt to new situations as you discover your new talents

You can now...

Expand your sources for inspiration

Leadership looks different on everyone, and the way you lead will be different. This also applies to how you learn and who you learn from.

Note down your transferable skills

Write down the new things you've learnt about yourself and how you can grow those skills.

Challenge yourself in new ways

Take opportunities to expand your leadership in different ways – secondments, new projects. coaching etc



**This is
where I am
now...**



The Drum Awards Social Media

Winner 2021

Social media team of the year





Nana Crawford | 21 June 2023



Nana Crawford | 21 June 2023



**You won't know your
potential until you
understand who you are and
what you're capable of.**

Thank you!

Any questions?