

Branding and Emotional Intelligence with Cristina Aldan

Prologue 0:00

For me, it's that consistent messaging, how you're showing up across all your platforms consistently. That's what your brand is. So even an individual has a personal brand, right? Even if you're working within any company. I work with, again, in tech, a lot of programmers, you have a personal brand. You might not understand it, and you might not be driving that conversation, but your personal brand is there. And the same thing with small businesses and businesses, that conversation is already happening online. And so it's important for you to make sure that you're showing up in a consistent way, if you're on TikTok, if you're on Instagram, if you're on LinkedIn, in your brochures, in how you're, if you have a DevOps team, how your DevOps people are standing on stage and promoting your products, how your people are showing up at conferences at booths, and marketing your products and services. That brand message has to be the same consistently on digital and analog platforms.

SEO Leverage Podcast Intro Music 1:15

Welcome to the SEO leverage podcast, where we talk about search, marketing and conversion.

Gert Mellak 1:25

Welcome back to SEOLeverage.com. This is Gert Mellak. And we're very often talking about all kinds of things around SEO, around online businesses, conversions, etc. Today, I would like you to take mentally one step back, look at your overall business. Look at what you're actually building in terms of your brand, how you're building, how you behave when you engage with your client. And then very pleased to have a special guest on the show, probably one of the person that knows the most about these kinds of things, have just been talking about without knowing anything really. Christina Aldan, thank you so much for joining us.

Christina Aldan 2:04

Thanks a lot, Gert. It's good to be here. I love chatting with you because you know we have this like minded kind of thing happening.

Gert Mellak 2:13

I do a thing. So we had definitely had a great time I think on on last time we spoke and recorded a show for your podcast, 1 Luckygirliegirl Podcast, where we talked a little bit more about SEO. Today, I asked you to talk to us a little bit more about your background, and brand strategy, emotional intelligence, mental health. We're going to touch upon a few things you have really a lot of expertise in. Could you give us a little bit of your background first to tell our listeners where you come from and how you came to this level of expertise?

Christina Aldan 2:48

You know, I usually call myself a student and it seems like even the more more I learn it become more and more a student of things and I don't really like that word expert. It's like one of those, the more I learned the less I know kind of things, right? I didn't take the straight and narrow path. I studied chemical engineering. When I was in college, I was admitted into a very difficult chemical engineering program in an engineering school. And then I called my mom one day and I said Mom, I'm, I'm done being in the chemistry lab. I'm done. You know with this acetone and these very distinct measurements and I am done with it. I want to go in the forest. And so I switched my majors, I dropped my scholarship, and I went into ecology and environmental sciences. And through that program, I had to take a computer class, it was required that I take some kind of a computer class and I remember sitting around in my house with my roommates, all engineers, brilliant engineers, they went on to you know, MIT grad school and work for state governments and, you know, brilliant people. And I would sit around and I would say, Ah, I'm flunking my CS 110 class, and they would be, wait a minute, what do you mean? I think you mean CS 201, they don't they don't make computer classes that little Christina and I'm like actually they do. And I am barely passing this computer class right now. It's really hard. I was in a class with uhm, well I went to an engineering school where it was 10 men to one woman first of all, and then in my computer class, I was like one of two other other women, young women in there and it seemed like all the men had been programming before they had backgrounds. They had history. This is my very first experience with it. So I really struggled in that computer class. And I thought computers are just not for me, tech is way over my head and I don't get this at all. Well, it turned out that my one of my first jobs out of school was with Colorado Geological Survey and I was surveying terrain and I worked on this map project with them. And then I went into a contract with the National Park Service where I did surveying their roads. And I got to see nearly all the national parks in the country. It was a lot of work, it was a contract job that had me working sometimes even 80 hours a week, it was it was a lot of travel and a lot of work. And I drove a vehicle with with my fellow co workers with 26 ultrasonic sensors. It had we, you know, ways cameras, we looked at the pitch and the angle and the conditions of the road and we took pictures, and the person's job that I took, she, she wasn't working at this company anymore, because she had gone off, she had some kind of a contract with Google, like taking pictures of roads or something. And we were like, I don't know what she's doing. Well, then later, it turned out to be Google Maps, or just straight from somewhere, came from somewhere. And so you know, that's, that's that same company who made those vehicles in the data collection vehicles, that's, that's what I was working with, with Federal Highways, I had this contract with the National Park Service. And so I was working with computers, we had nine computers in this van on an ambulance carriage that was all custom made all of the, the pins were custom made everything from the computers, the sensors, and we're collecting all this data. Well, from there, I get burnt out from that job. And I wasn't a very good data collector, as it turns out. But I burned out from that job. And it turns out that I really wasn't as horrible at computers as I thought. And the more I started playing with computers, the more I thought, ha, this is kind of fun. In fact, computers are another medium for creating things. And so I started creating websites. And then I started creating websites for other people. And then I went into business for myself doing some freelance stuff, doing websites, I use Dreamweaver back in the day.

Gert Mellak 7:18

I drink to that!.

Christina Aldan 7:20

And what happened eventually is that kind of evolved, and people would say, Christina, I want you to build me a website. And I said, Great, why don't you send me your logo, send me your, your creative, your stuff that's worked before, and they send me their business card, and that would be purple. And then they wanted a green website. And then they had their pamphlets, which would be red, and then their logo would be blue. And I would go wait a minute hold on. This, this, this isn't working here, let's let's get some kind of a brand strategy behind this and really kind of think about the messaging that you're putting out. And sure I can create social media content, and put up Facebook ads, but if they're not converting, and if your website's not set up, and your website's not compliant for Google ads, then what's the point? You know, you're just giving money to Google. And you're not making any money. So that's kind of how it all evolved from chemical engineering to ecology to

Gert Mellak 8:19

where did you need

Christina Aldan 8:20

to tech. And now you know, here I am, you know, young Asian American girl who grew up in poverty in the shores of Lake Superior and Michigan, to now having spoken on all seven continents, and I travel and I speak about these things at conferences worldwide, and give workshops about how we're connecting our products and services with our ideal clients in meaningful ways. And people are educated now, right? People can find anything online to backup their existing biases, or where they're going, right.

Christina Aldan 9:02

So it is important that as a business, as a small business, as a medium size business, even as a large business, we're thinking about that messaging. We're really living our values through our branding and through our messaging and we're able to connect with those ideal clients to actually sell them the products, because people can, you know all those days back in the day where it used to be like, Today and today only boy do I have a deal for you, you know. People can smell that sleazy tactics and they can just simply look you up. They can look up your founders, they can look up your CEO. They can see what people are posting on Twitter, on Facebook, in your marketing campaign. Are they in alignment with the same values that your clients and your customers want?

Gert Mellak 9:57

There's there's a lot of information in there and I want to break it down a little bit. When you when people hear branding, or if I ask five of my clients what branding means I think I'm going to get five different answers, or answer.

Christina Aldan 10:10

For me, it's that consistent messaging how you're showing up across all your platforms consistently. That's what your brand is. So even an individual has a personal brand, right? Even if you're working within a company. I work with, again, in tech, a lot of programmers, you have a personal brand, you might not understand it, and you might not be driving that conversation, but your personal brand is there. And the same thing with small businesses and businesses, that conversation is already happening online. And so it's important for you to make sure that you're showing up in a consistent way, if you're on Tik Tok, if you're on Instagram, if you're on LinkedIn, in your brochures, in how your, if you have a DevOps team, how your DevOps people are standing on stage and promoting your products, how your people are showing up at conferences at booths, and marketing your products and services. That brand message has to be the same consistently on digital and analog platforms.

Gert Mellak 11:22

I think this was probably five years ago, I saw a video of Gary Vee Gary Vaynerchuk. And he was like, he always like he's a thought leader. He was like he was going to happen in 10, 20 years. And he said, Yeah, all, all those social media tricks and hacks and everything will be gone, the only guy and the only thing that's going to be staying around this brand. So people he said like people would be really making decisions based, I mean that they do obviously also right now make decisions in the grocery store based on the brands already. But he was like, a lot of things are going to go away. Voice assistants are going to choose based on the brand, what they recommend people should be buying and where they should get it etc. So branding seems to be seems to be here to stay. Is this mostly visual, like a visual thing where just want your your videos and your your images be recognizable, that it's just comes from you or just does this go beyond this? Actually?

Christina Aldan 12:20

Well, and that's the thing, you know, a lot of times because the language can be very specific. And it can also be very general, it like you said earlier, it means different things to different people. SEO means different things to different people, people will come to me and they'll say, Christina, we need we need SEO, and I'll say okay, well there're you know about 288 triggers and and the Google algorithm alone, I'm like, let's think about what SEO means to you. And what it means to me like you can give me money. And I can do go do the SEO, but is it really going to meet your goals? What are you really trying to do? Well we're trying to get traffic? Oh, okay. Well, that's, that's a different thing, then we'll use SEO to do that. And then also we'll use content creation. We'll use you know, blogging, we'll use podcasting. Maybe we'll use speaking if a speaking platform makes sense. But really, it all comes down to what is that goal? And how are you showing up consistently? So my very first thing where I start with with people with brand strategy is core values. What are your core values at your company? How are those core values being shown through your logo, through your management style, through your leadership style, through your social media posts, your Google ads, your blog but all of these things, create a picture of your brand? And really understanding how to roll those things out? Listen, I see people make these these mistakes, these expensive mistakes. You know, somebody I had spoken to a couple of months ago and they said, ah, Well, what works so far? You know, what's, what's been working for you and what hasn't? Well, what's been working for us is we've been

spending \$25,000 a year about on Google ads. And I said, okay, cool. So what does that get you? And they said, We think it helps with our ranking on Google. Okay, well, that's that's expensive to be ranked. Are you actually getting sales? Are you making money off of that? That's a different question. Even in your training, are you, you know, I've met with a lot of startups, I've worked with a lot of startups and I remember at one point, I sat down with somebody I said, How's it going? And she said, Ah, man, what a busy weekend! This is a health and wellness company. We have such a busy weekend, busy weekend. And you know, our developers were really great. They had a final push to get our MVP out the door, we were on call, my co founders were, you know, like on the line signing. And I paused and I said, Now wait a minute, you told me they, the first thing that we talked about was your three top core values. And that was health and wellness, and taking care of your culture. And, you know, delivering a product that is, is a good product. But now what you just told me is the opposite of that. You just told me that you didn't pay your developers for them working overtime, through the weekend, you yourself are exhausted and didn't sleep much, and your co founder didn't sleep much. And so you're showing up differently. Here, you're saying your core values are one thing, but there's not consistency in the brand and how you're presenting, and people aren't going to trust you, people aren't going to trust you, forget it, they're definitely not going to be your clients, they won't be your customers.

Gert Mellak 16:07

I think it's a really interesting, a couple of interesting points. So very, we resonate here think very much to like defining what the goal is what you actually want to achieve. So the first call with just an SEO agency, but the first call is definitely with a client, who joins our program where we then every couple of weeks, send them updates. The first call is about what you want to achieve. And then let's see how SEO can play a role in getting you closer to this, if I may open up the application, it says goal column traffic, goal column leads, right goal column sales. So everybody who's working on this project, and the client knows always what they're trying to achieve. And then we can say I can assign the role of SEO, and then they might have paid us and they might have social media and content, marketing, whatever. But we just want to make sure that we know how we can bring them closer to their goal, from an SEO point of view. So we really liked it, you focus a lot on this here.

Christina Aldan 17:03

It's multi, multifaceted, right. And it's different for every company. That's why I don't do Hey, by my blueprint program, and, and by my click funnel, this will guarantee you six figures in 30 days, like I don't do any of that, because it has to be customized has to be customized for your industry, for how your team works, especially in tech. In tech, we find a lot of neurodiversity in team members. Maybe your funding is different. Maybe you have a capital partner, maybe you're crowdfunded. All of these things have to be taken into account, when you are rolling out your marketing, and thinking about what tools you that you want to use. Podcasting is a really good way to spread the word. For some people maybe writing a book or writing articles and large publications. As long as you have a strong call to action, and you have a good newsletter system or email system set up then then that's really good for some people, we can convert and get a lot of good clients out of that. It's just depends. And it has to be unique. Never trust any

anybody who says, Oh, I can get you ranked on the first page of Google or I can help you make seven figures in 30 days. Well, what they don't tell you is that it's a lot of work to set all that up. I did it as one person. Sure. And you also probably have a life partner at home, managing the kids, and you probably have a very data driven mindset, right? You have a lot of time to monitor tools and things like that. They don't they don't tell you all of that.

Gert Mellak 18:46

So we'll have to see one of those people who actually really did it in a month, maybe they went public within a month, maybe they've been working on it for five years. Interesting, what you can do out there. What you really, what was really interesting here for me, and this is definitely something we can also see with our team, is that branding ultimately has a very big internal component. So most of the people I talked to when asked him about branding, they say, look, all our social media ads have the same styling, we have the same font, we have the same colors. We have a similar theme, we talked about and this was all good. But we, we have been doing a lot of work, not really even thinking about thinking about the branding behind it. But we're doing a lot of work because one of the core values we definitely have is communication. Yes. There's , the communication. There's the SEO agencies who try to minimize contact to clients. And I have usually eight calls a day, right?

Christina Aldan 19:41

You're gonna have that collaborative environment.

Gert Mellak 19:44

It's completely different, right? And, then like 20% of my week is talking to my team and training them and communicating how we can make this better for this client. How can we come up with new ideas for that client, but we have the r&d team where we get together twice a week with them and say, Okay, what can we do here what we can think of it as they are, this is what's working here for this client, can work there with 40 projects or something like this, we want to work on it just there's a lot of communication. But we have this both internally. And everybody knows communication is key. But this communication is transmitted, we send clients updates every week, we proactively tell them what's going well, what what is the challenge, what what we are doing. So they just are informed of what we what's happening here. So there's this really big internal component to make sure that all the entire team, the entire company, essentially really streamlined inside out essentially, right?

Christina Aldan 20:36

And I'm all about I'm all about emotional triggers, right? Emotional Intelligence is my jam, I love I'm a student of emotional intelligence and how we're connecting with people and building rapport and creating emotional triggers to get people to buy our product products and services, I'm fine with that. As long as you know, they're, they're ethical, and they're not taking advantage of like, say, I just watched this documentary on about sugar in the US and how the marketing and the lobbying and, you know, studies funded by Sugar Company was just incest to us, you know, it's really bad, that's why we have so many health problems here. All the misinformation.

You know, as long as we're not doing that, then then I'm okay with prompting people, Hey, check this out. We really can only offer this for the next five days, because our team is, can only take on this much, right? And so you got to get on this deal now. Or if it's a meaningfulness or a purposeful driven or a shared value, that we're more I do a lot of work around mentorship and mental health. I don't mind you know, connecting on shared values like that, that'll that'll trigger some emotions. Sure. I'm, I'm cool with that. And your branding, your visual representation, it should match that. That's just one one key brand strategy is how you're living that and how you're rolling that creative content out. It's good that all of your social media posts look the same. That's that's good branding. And when you send your, your employees to a conference, are they talking about your business in negative ways? Or are they talking about your business in ways that represent that visual style? Maybe, maybe your branding is light, and you have pale sky blue and sage green? And you're a health and wellness company? Well, are your people showing up to meetings going, Oh I'm so exhausted? And it's left? Or are they grumpy? Or are they complaining about the company culture. That's really going to affect your brand strategy as well, those analog offline non digital interactions, all those touch points are representations of your branding and your brand.

Gert Mellak 23:05

You mentioned that point this was definitely on my agenda for this call, as well as emotional intelligence. You obviously speak on this on this topic a lot. I remember TED Talk where you brought up an example I think this was like the grocery store and whether people who naturally interact with the other people on the line. And then there are people probably like me, like looking down on the phone. But it's interesting. I never thought this might be, I think I'm personally, I'm probably engaging differently online that than in real life, so to speak and the person taking in with, with clients, with team members all the time and sending them an email. Look, I saw this, this reminded me of our last conversation, like really proactive online and then I'm, I'm in line in the supermarket. I don't talk to anybody.

Christina Aldan 23:55

Like you said, right? I just I took eight meetings and I'm exhausted and I'm just now I gotta go to the store. I don't want to make small talk. I've already been forcing myself professionally. I also, well people don't think a lot of times that introversion means how we recharge, right? Extraversion means when we're around other people, we recharge. So our founder and Arana Software, he's an extrovert and we'll go to conferences together. I'm an introvert. And we'll both be speaking, two very different styles, right? So for him to get charged up and energize before his talk, he'll go around an hour before he'll have lunch with people he'll talk to all the vendors visit all the vendors so that the time he has time comes up and he's going to be on that stage. He's ready to go right you've energized and good to go. That sounds exhausting to me. So, you know before I get on the stage, before I teach a workshop, before I'm delivering a keynote, you're gonna see me hanging back. I might have breakfast at the hotel, I'm going to, you know, go sit in the back of my room very quietly. If it's a regular talk, I'll sit at the back of the room very quietly, maybe an hour and a half my headphones in, on noise cancelling, just kind of getting in the zone, getting a feel for the room, do a tech check. That's how I recharge, so that by the time it's time for me to go on stage, the lights go down, I'm plugged in, the AV person gives me the

signal, then I can go, Okay, I've recharged. I've grounded myself. I've gotten energized and now I'm ready to interact. But you know, there's a thing about our brains, especially with like COVID brains, especially with the day repeating over and over again. Our brains have this quality, where it compresses time we get foggy. And so my most recent workshop and talk are about how to overcome that, you know, how our brains encode store and retrieve memories, and how we can really set ourselves up for success despite brain fog, despite neuro divergence. This despite all these, these challenges, if if you're an introvert, or if you have zoom fatigue, where you've been looking at somebody's head. It's one thing if we're in person, right, if we're in person, I can look around, I'm doing this while you're talking my brain done. When we're on zoom in, there's 15 other heads or 40 other heads, it's very intense. And our brains process those data differently. So we get, we get Zoom fatigue. Yeah,

Gert Mellak 26:41

Absolutely. Means, it's it's interesting, this, this whole topic. I did some some reading, I definitely not not a lot about emotional intelligence in general, and how to connect better with people. Obviously, I think the more virtual this gets, and does seem to be a trend. We have the metaverse, we have pandemic, everybody at home, everybody used to doing your usual work or interactions at home, we made friends via Zoom rather than going to the house. There were things change, right? So this personal connection is still necessity, right? So I consciously try to get this across for us, for my team, with my team, for them as a team with the clients as well, this natural connection. Today's Wednesday and Friday, we're going to get with the local group that's here living here in Spain, we got to go for lunch just to get get those connections going as well. How can we use emotional intelligence to connect better with our team and with our clients?

Christina Aldan 27:40

Yeah, I think they, with our clients, it comes down to understanding the customer journey. Where are they in that buying cycle, in that, you know, the the customer journey, I always map that out for people when we start to work, because sometimes what happens is we're trying to connect our products, connect our services with our customers, and they're not even ready, they're, they're still over here in the awareness phase, or there's just researching, and you're trying to push them to convert and it's not time yet. So they're going to need different content, different brand messaging, a different strategy, if they're in this early awareness phase in the buyer cycle, and you really got to be sensitive to knowing where they're at and then meeting them where they are, and then offering the right information so that they can educate themselves about your products and services. Otherwise, you're going to come off as pushy, right? If if you don't follow up, and I always offer a second follow up to in the customer journey. So when you're mapping that out, you do that follow up at the end, but I always add a follow up to the follow up as well. How are you offering more value to them, because the easiest clients are the ones that you already have, right? So as long as you can keep that relationship nurtured and keep it going. They're going to come back when they have other products when they have other needs when they have other things that they're going to need help with. So make sure you're following up with your employees and your teams.

Christina Aldan 29:18

You know, I think that the concepts of communication have really not changed. While we may be more in a digital world, it's still the same. It's how are you feeling? It's sticking to focus topics and not letting people go put their ranty pants on and go off the rails, right? There's, there's a nuance to communication, and there's a nuance to culturally competent communication, as well. So across different countries, I have to, I have a very hands on person when I do my workshops and so I have to really adjust my presentation. If I'm in Greece, for example, which the Greeks are my people, like they love to debate, they love to get into it, they're very direct. Same thing in, in the Netherlands very, very matter of fact, very direct in how they communicate, as opposed to like, maybe a, a talk that I've delivered maybe in Norway, where people are very polite, and they don't raise their hands. In the US people, there's a discussion people give their opinions. It's not, it's not that way the first time I ever gave a talk in Oslo, the audience gave me a nice, polite clap, and they all stood up and single file walked out of my room, and I thought, Oh, my God, everybody hated me. I have great reviews, I got fantastic reviews. It's just because it's how they communicate. So across, you know, zoom across social media, we have to make sure that our messaging again, just really always comes back to those core values. Are we, if it's important to have diversity and inclusion, then are we communicating with diversity and inclusion? Are there asynchronous communications, are we only scheduling meetings for people in the Western Hemisphere, and not the East. All of these things have to be considered, some people are better readers, some people are more at audio, some people are better at video, you have to make sure that you're communicating across multiple channels in the same messaging in the same way. And it's available to all of your employees. And that really is what brings that cohesion, because then people feel informed, right? They feel like they know what's going on, even if they are working remote, and they're not there locally to jump in to lunch in Spain.

Gert Mellak 31:57

As to what I'm hearing is, so on the one hand, I have this image in mind with a Spanish plug of one of my woodworking tools and a UK, I bought a woodworking tool from the UK, and they have this UK plug I'm trying to put into my Spanish outlet, right? And this was what I got reminded of when you said we sometimes try to connect our products with the customer, rather than taking in where they are in the journey, which are really like and then see, okay, do I have something for them? Or is this maybe earlier, I had a client reach out to us now two years after he initially reached out to us because now the product was a match. We have a client who said, Look, I love your product. In June, we're going to be ready for you. Right? Just reached out today, we have another client who has a look, I think we are pretty much there, but let's do this migration first and then we check out the new website and see what this does, what we can do with SEO right.

Christina Aldan 32:58

And people appreciate that about you because you're living your core values of being authentic, of integrity, right? I mean, I tell people sometimes like, look, I could take your money, we can run this. But your website is crap. It needs to be rebuilt. And so it doesn't really make much sense for us to do this. Until you redesign your website and get your developers on and make it

accessible and make it Google compliant for your ads. I work with different industries, and one of those industries is in plastic surgery, cosmetology. And so you know, the health industry, doctors, lawyers, insurance companies, they are held to higher standards as far as marketing online and what information they can put out there. And so that's important. And then people appreciate that, right. They appreciate that. They appreciate if I tell them, Look, we can design this website for you, we can do this and develop this. But you know, our level of security and robustness and how we do websites. That may be not, it might not be good for you, as an individual person has just a simple little wix website might be good for them. Okay, go get that set up, and then come back. And then we can work on things. People appreciate that. And they always come back when you're authentic.

Gert Mellak 34:23

Absolutely, absolutely. It makes sense. And it's interesting that it's always also the case for for one on one communication, right? So when you with a team that by the time you show an interest in your show, you really want to know what's going on in their world, and where they are and what they're going through. Everybody's going through a lot of stuff apart from work. So work is not only the only thing in their head obviously, that then also the communication works better. The output is better, the performance is better. So definitely also interesting to just get it get a feeling because we're right now, we have, we're in this pandemic. Life has changed, lots of changes. Here more and more, I am part of I think three different masterminds, to versio one for businesses. And I hear this theme coming up about really mental health. So people, struggling people, you're talking about brain fog. People just really thinking, Okay, I'm not performing at my highest level anymore. I'm not where I used to be. In my normal routine, my routine is completely changed. And this has affected me in ways. I didn't even anticipate, like you say, like, 10 hours on Zoom every every day might not be the most fun part of a week, right? What do you think are the main challenges people are going through in these days right now?

Christina Aldan 35:41

Well, I think the things that bother them before bother than now, only now. It's, you know, times 10. So it's things like if you're feeling impostor syndrome, I, I just finished the first draft of my memoir, you know, my whole life, I've felt like an imposter. And so I talked about the ways that I kind of overcame those things at different stages in my life. And if you're feeling like an imposter at your work, that maybe you're going to be found out at any moment, because you're maybe not as good as you think you are, everybody else thinks you are. Now, it's just more exacerbated, because a lot of times, not always, but a lot of times when we move from an in office scenario, to a remote scenario, we end up working ourselves more. Because we think, alright, we're here in my computer, I'm totally accessible. If somebody else has access to your calendar, they think, Alright, well, you're here, you don't have to have that half an hour to walk in between meetings or buildings, I'm just going to schedule you back to back to back to back with no breaks. People are working past normal hours and on the weekends, and you, it's really easy to get burnt out, especially if there's drama or pain outside of my office doors. Maybe I want to hide in my work where I know I can be effective, and I'm feeling more valuable. And putting those limits on ourselves only only comes from self awareness, you know.

Christina Aldan 37:24

And there are four different buckets for emotional intelligence, its awareness of self, awareness of others, management of self and management of others. And the good news about emotional intelligence is that there are 26 different facets of that. So if you know there, there are a few different facets about awareness of self, looking in the mirror and self management and understanding your emotions. We have like, I think it's something like 465 times a day that, that we switch emotional states. The average, the average human, think about that, that's a lot of like emotional whiplash. And so being aware of where you're at in that moment, is important. Because if you're not, you might take out your stress on your kids, you might snap at somebody in a meeting, you might start a burner Twitter account and go start trolling your anger. I just did a podcast interview where we're talking to you about that. The anger needs an outlet, frustration needs an outlet, needs a physical outlet and if you don't do that, it's going to turn inward. That's called depression or it's going to go outward. And you know, we call that with, with my 10 year old, we call that going volcano. You've been letting it build up and build up and build up, and then you just kind of explode on whoever's nearby, and neither of those things are healthy. So making sure that you know, you're managing you have that self awareness of where you're at. And you're kind of tempering your emotions. If you need 15 minutes in between zoom meetings, then make sure you're padding those meetings. If you're a leader, and you say that health and wellness is important, then make sure you model that and if you take a vacation, you'd actually take a vacation and you unplug you know. Of course you're gonna be there in case of emergencies, but let people know. I'm only answering unless it's emergencies, you know, set set some kind of system up and really model that behavior from the top down so that your employees then don't feel the need to overwork and they can close down their office at the end of the workday and not overwork on, on weekends for free.

Gert Mellak 39:46

That's definitely definitely I can I can certainly confirm this. What I'm hearing is you need to set some or give yourself some space to really unwind. You can obviously do like much more work then you're already busy probably on in the office anyway, you can do much more just because you're now at home. Probably on the contrary, you don't have those social interactions and anymore, you don't have those natural pauses anymore, from one meeting to the next one, etc. And I mean, it's just the next call, they're already waiting on Zoom, and you just switch off switch on and you should be performing at your best, it can be crazy. Personally, I definitely I definitely was had to just block out these pauses in my calendar. And so again, this is on on Friday, there's no meaning at all, I don't meet anybody on Friday, this is just for me some work and not have anything, we usually don't work too much. And we can might be reading some Google patents or whatever is fun for me. I was really not not too much work on the weekend either. But then no Monday to Thursday, is full of calls is communication. Like this is one of our core values. And I encourage the team as well to kind of put those things a little bit together and, and definitely have some space really to, to unwind. This was a lot of a lot of really good information here. I'm really appreciate your taking all this time. We talked about branding, we talked about emotional intelligence, we talked about mental health. The common theme I'm hearing in all those topics that are not really related, but still there at some point is once you break things down into, on a one to one basis, be this the brand talking to one customer in a certain

situation, whereas the team leader talking to a team member in their situation or just checking emotional states and knowledge with my kids as well. The emotional states are very often very different and once you have this space, creative space to really be aware of my state, their state, okay, I'm really tired, they come home from school, right? They want to play, how can we put this into sync and really set, match the plug with the outlet? It's some way or one way or another or find the time to really unwind and synchronize. I think is really really important in all kinds of aspects. Thank you so much. I'm definitely sure many of our listeners are going to want to know more about you, they're going to go to YouTube. Definitely search for a name get some season talks, where they can they get in touch with you in the best possible way.

Christina Aldan 42:19

I am lucky girlie girl everywhere on the interwebs and L U C K Y G I R L I E, lucky girlie girl everywhere on the internet. And my DMs are open for now, I am not, I don't know maybe one day it will be closed but so far no. Okay there. And I love to talk to people about emotional intelligence and speaking and mentorship and especially mental health.

Gert Mellak 42:51

Awesome. Thank you so much Christina Aldan. Lucky girlie girl. We're going to link this in the show notes. The episode is going to also contain a written summary over at [SEO leverage.com](https://www.seoleverage.com) forward slash podcast. This is episode 85. Thank you so much, Christina. I hope we can have you back in the future at some point.

Christina Aldan 43:06

Thank you