

PTTOW!NXT

FUTURE FORUM

THE BEST YOU FOR THE YEAR AHEAD

In the afterglow of the 2023 PTTOW! NXT Summit we came together for our final session of the year to think about the season ahead.

2024 is on the horizon, are you ready to carpe diem?! In this session, we chatted future plans for your personal and professional self. Do you ever wonder how A-players make time for both professional growth and create space for self-care? Check out this toolkit to find out.

Featured Mentors:

Carole Diarra // Global Head of Marketing (UGG) // [Deckers Brands](#)
IN-Q // National Poetry Slam Champion & Multi-Platinum Winning Songwriter
Lydia Smith // Chief Diversity Officer // [Victoria's Secret](#)
Sarah Squiers // EVP Business Development // [TelevisaUnivision](#)

CAROLE DIARRA *Global Head of Marketing (UGG)*

Carole Diarra is a strategic global executive leading brand and digital transformation with over 20 years of experience in Fortune 500 companies and private businesses. She helps companies unlock growth opportunities at the intersection of digital consumer experiences and product innovation. Carole leverages data and creativity to solve complex problems while connecting with the next generation of consumers and pop culture to remain relevant. She drives strategy, brand purpose, social impact, sustainability, and brand inclusion programs. She has led teams in eCommerce, R&D, marketing, social media and digital marketing, and has worked in beauty, fashion, footwear and wellness.

Carole currently lives in Paris and is the Chief Marketing Officer and Global VP of Marketing at Ugg, a \$2B global business at the Deckers Corporation. Carole has enhanced consumer engagement and created immersive experiences across social, retail, digital and the metaverse.

She spent 15 years at L’Oreal SA, a \$22B leader in the beauty industry where she held various positions in brand management, P&L, and innovation. As the VP of Vichy and AcneFree, she improved the P&L increasing net sales and improving profitability with D2C performance driven marketing and social-first campaigns for millennials and Gen Z. She led a new premium skincare section at CVS, Walgreens, and Amazon.

IN-Q *National Poetry Slam Champion & Multi-Platinum Winning Songwriter*

IN-Q is an Emmy nominated poet, multi-platinum songwriter, world renowned keynote speaker and the best-selling author of *Inquire Within*.

His groundbreaking achievements include being named to Oprah’s SuperSoul 100 list of the world’s most influential thought leaders, being the first spoken word artist to perform with Cirque du Soleil, and being featured on A&E, ESPN, and HBO’s *Def Poetry Jam*.

He’s inspired countless audiences around the world, live and virtually, through his performances and storytelling workshops. Many of his recent poetry videos have gone viral with over 60+ million views combined, and his stand-up poetry special, *IN-Q – Live at the Ace Theatre*, is now streaming exclusively on Amazon Prime Video.

As a songwriter, IN-Q’s hit single “*Love You Like a Love Song*” by Selena Gomez went multi-platinum, winning him a BMI award. He has written with renowned artists including Aloe Blacc, Miley Cyrus, Mike Posner, ZHU, Foster the People and has collaborated with RockMafia on 40+ songs for Disney Television. Most recently, he was nominated for a Billboard Award for his contributions on the *Descendants 3* soundtrack. His songs have accumulated over two billion views on YouTube alone.

Leading organizations including Nike, Instagram, Spotify, Google, Zappos, Lululemon, Live Nation, Shazam, The Grammy Foundation, and many more have brought IN-Q in to motivate their teams through his keynote performances and transformational storytelling workshops. These unique offerings provide a powerful bonding experience for companies that want to learn to lead with vulnerability and share their voice more authentically.

Ultimately IN-Q writes to entertain, inspire, and challenge his audiences to look deeper into the human experience and ask questions about themselves, their environment, and the world at large.



DECKERS
— BRANDS —



IN-Q
QUESTION EVERYTHING

LYDIA SMITH *Chief Diversity Officer*

Lydia Smith is Chief Diversity Officer at Victoria's Secret & Co., where she spearheads the company's DEI efforts to welcome and celebrate every associate, partner and customer from all backgrounds, abilities, and life stages.

After joining VS&Co in June 2021, Lydia led the work to develop the company's first Diversity, Equity, & Inclusion (DEI) Team and launch a DEI Council, while integrating DEI into every part of the business through a strategy focused on People, Experience and Purpose.

Prior to this role, Lydia was the Head of Diversity and Inclusion at Kohl's, where she was responsible for implementing the company's internal strategy for attracting, developing, and advancing a diverse workforce and their external strategy for connecting to a more diverse customer population. Prior to Kohl's, Lydia held DEI leadership roles at Northwestern Mutual and General Electric.

Lydia received her MBA from Florida Agricultural and Mechanical University. She holds certifications for effective decision making from Yale University and diversity and inclusion from Cornell University.

SARAH SQUIERS *EVP, Business Development*

Sarah Squiers is Executive Vice President of Business Development for TelevisaUnivision Communications Inc., the leading Spanish-language media and content company in the United States, where she leads the business development strategy and oversees the team representing the company's multiplatform portfolio, including Univision, the No. 1 Spanish-language network, and UniMás, the fastest-growing broadcast network.

In her role, she works closely with the senior leaders throughout the Company to unlock brand equities and create successful, fully integrated, and trackable programs for clients who want to reach and engage with Hispanics.

During her 15-year career at Univision, Squiers has brought countless new business accounts across multiple industries, contributing to meeting their sales goals while interacting with Hispanic consumers in culture and language.

Squiers is also a Founding and Executive Sponsor of Univision's employee resource group Kulture. Kulture's mission is to celebrate the varied cultures of the Black, Indigenous, and People of Color (BIPOC) represented among Univision's employees while leveraging our media platforms to empower, educate, and champion universal diversity, equity & inclusion (DE&I) change.

Squiers has decades of broadcasting and advertising sales experience, having served in multiple sales roles in local television stations across the country- from the general sales manager, regional sales manager, and local sales manager to account executive. Before joining Univision in 2008, she served as regional sales manager for the Bay Area's leading Spanish-language stations KDTV Univision 14 and KFSF UniMás 66.

Squiers earned a Bachelor's in Communications from Loras College in Dubuque, IA, and currently serves on their Board of Regents.



KEY LEARNINGS

Carole

1. START WITH THE "NOW"

- There's no way to create a future if you don't first visualize it.
 - Every year, think about your goals for next year and what you want to accomplish, both personally and professionally.
 - The most important aspect is allowing yourself the space & time for self-growth.
- If you find yourself not knowing how to control everything that is going on, consider asking yourself, "what are the three most important things you need to get done today".
 - If too many things are falling through the cracks, outsourcing help can make a big difference. Get a virtual assistant, or work with a coach to set intentions.
 - Learn where you have weaknesses and focus your energy on solving them. Ultimately you should aim to create a system that holds you accountable.
- There should be a balance between things that give you energy and things that take it away.
 - Once things become imbalanced, there needs to be a reevaluation of your priorities.

2. THE PROCESS

- One way to create a roadmap to achieve your goals is to start on what you want the outcome to be and reverse engineer your way back.
 - Is what you're doing achieving the results you desire?
- When working with data, it's important to take time in the beginning of your process to think about what drives your decision making. This will help point your fact finding in the right direction.

Lydia

1. SMALL COURSE CORRECTIONS

- Have micro goals that lead and play into getting you to the bigger picture.
 - You can always make minor adjustments as you go but it's essential that you not wait too long, or else things can go array and prove more difficult to correct.
 - Whether it's family or a job, remember that all of your micro goals must come together to form a bigger picture.
- Create SMART goals because they're measurable. Start with what you know and commit to sticking with what you want to achieve.
 - It's important to follow through, no matter the size of the goal. Ambition is key.

2. MANAGING EXPECTATIONS

- Just because you're good at multitasking and managing, doesn't mean you're performing effectively. Prioritize doing fewer things at a higher efficiency.
- Don't forget to give yourself credit for everything you have already learned along the way. We can become so laser-focused on the future that we get lost in everything we haven't done yet or still need to do.

KEY LEARNINGS

Sarah

1. RESET & REFLECT

- We all do a great job with beating ourselves up about things we could've done better throughout the year, but this is a good opportunity to reflect on what you've done well and what you can take with you in the year ahead.
 - Think of resets and reflections as something to do not just in your career but in your personal life as well.
- A great practice is waking up in the morning and not immediately looking at your phone or your laptop.
 - Give yourself an hour and decide how you want your day to go without letting outside influences dictate the course of your entire day.
 - Start with 15 minutes and work your way up. It's difficult, but you'll find yourself at a point where it will become unnoticeable and freeing.

2. DRIVING & MEASURING SUCCESS

- When trying to reach your goals, commit to setting a date and an intention. Be specific.
 - Prioritize and think, "what am I trying to solve for?"
 - It's easier to achieve when going inch by inch rather than mile by mile.
- One of the best measurements of external success is what people say about you.
 - When people talk about you positively on any and every occasion, it means whatever process you took touched the hearts and minds of those around you.

IN-Q

1. THE ONLY THING CONSTANT IN LIFE IS CHANGE

- You're either growing purposely or growing accidentally.
- Look at life like a diversified portfolio and at the end of year - see where you need to reinvest in yourself.
 - Don't just look at what you didn't do, celebrate what you accomplished.
- Anything you choose to do in life is going to have positives and negatives. Only you will know the difference.
 - Consider if what you're doing is aligned with who you want to be. Sometimes actions that don't feel right are necessary to achieve a larger goal and you may decide you're okay with that. Or alternatively, you'll have to choose to step back from those actions altogether.

2. SLOWING DOWN

- Take ten minutes to breathe, it will help slow things down so you can have better reaction time.
 - Doing meditation is key, and while you may feel like you don't have the time, once you take the time you'll start to use your other time more effectively.
- Sometimes it's hard to control an outcome and it can be harder for marketers to let go of whatever the end result is, but you might be driving yourself crazy with perfectionism.
 - If you're able to let go, you'll be amazed at the art you can create.
 - The most you'll ever learn is from your beautiful failures. Even failures that don't seem to have a lesson are great ways to show that you're still here.

IN-Q POEM

Every morning while the stars are
still in mourning for the night
We crawl out of our dreams and
embrace the sunlight
We open up our eyes, open up our
blinds, open up our minds and step
into our precious lives
The world is calling us to come
outside
To make a difference with our time
in our time
But we have to make commitments
that align
We commit to our careers, our
schools, our health, our
communities, our families, our
friends, ourselves
We commit to our purpose
Our work becomes our play
We commit to searching for a
better life than yesterday
This is what it means to be human
This is what it means to consciously
commit to evolution
To focus on the problems but be
part of the solution
To choose to make a contribution
I don't need to know you to be
proud of you
I'm proud of you for all you've done
and all you do
Because you're trying to become a
better version of you
And I'm fucking proud of you

I hope this poem will empower you
I hope you will remember it the
next time someone's doubting you
I hope you remember it then next
time "them" is you
And you're doubting yourself
because you have nothing else to
do
Pull the voice inside, aside, you're
on their side
Look them in the eyes and say,
"Who are you to talk to you that
way?"
You wouldn't let another person talk
to you that way so what makes you
think just because it's you, it's okay?
You'd probably never talk to
another person that way
You'd either walk away or defend
yourself if you stay
But because you're the other
person in this particular case and
you can't leave yourself, you have
to learn to hold space
So say, "I'm proud of you"
Even if it feels like it's pretend, try
talking to yourself like you're your
own best friend
Try talking to yourself like the
relationship can end and the words
you choose have consequence
Don't take yourself for granted
because you're always there
Celebrate yourself for always being

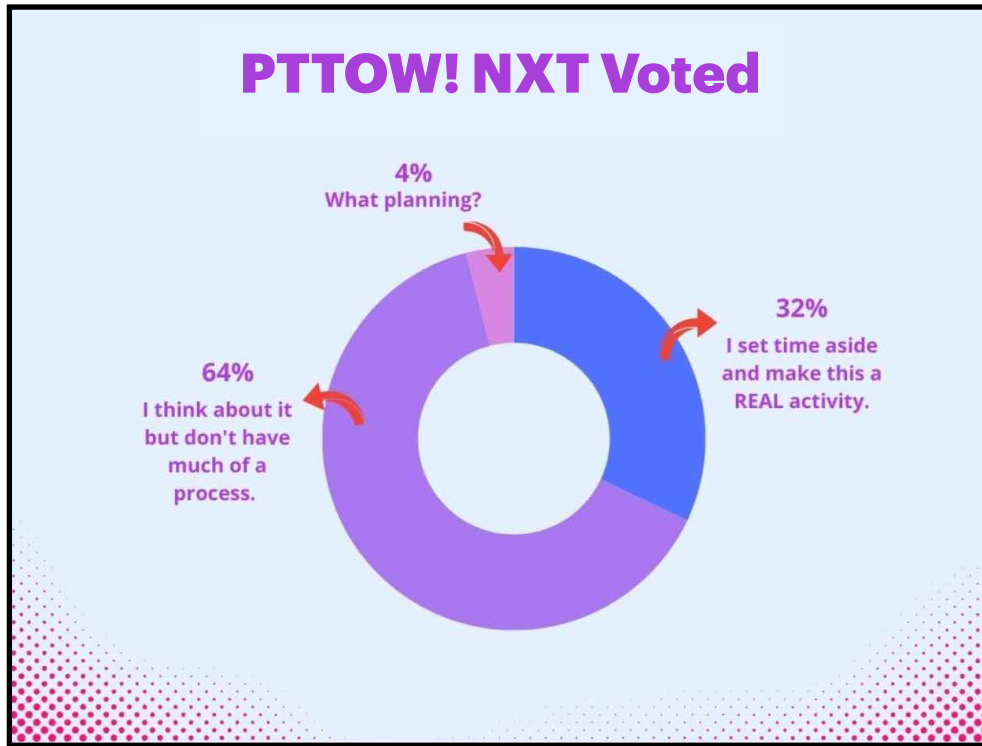
IN-Q POEM

there, always being here
Compliment the mirror
Let's be clear self-help is self-care
Are you aware that your awareness
and your ego are completely
different things
Are you scared of the dichotomy
constructing everything
Are you prepared to share the inner
space without defining things
Are you attached to the illusion of
the lullaby it sings
Are you distracted by the story
even if it isn't true
If you are, you're not alone it
happens to me too
And still I'm proud to be proud of
you, oh, yeah you
Infinite you, the nonspecific you,
the specifically terrific you, the
universal you, the perfectly
imperfect you
Look at you, you eternal you
You raced against at least a
hundred million sperm before
becoming you and you and you
The one and only life will make
You have the nerve to walk around
like you're some sort of mistake
You deserve to walk around like
you're designed to take up space
Like you are aligned from the core
inside earth to outer space
You're a fucking miracle without a

molecule to waste
You're a physical expression of fate
and I think you're a mystical
expression
And I relate you're a miracle,
magical, beautiful powerful
individual that's why I'm extra
proud of you
Even when you get cynical
Remember that when times are
tough
Close your eyes and hear my voice
You're a million times enough
Close your eyes and hear your
voice until it's something you can
trust
You're a million times enough
You're a million times enough
You're a million times enough
You're a million times enough
You are the sum of all of your
experiences
You are the sum of none of your
experiences
You're only you because they
doubted you
You're your best self and im proud
of you

QUESTION:

What is the effort you put into planning your year ahead?



READY TO WATCH THE REPLAY?



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HERE!**