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The forum for wine industry HR professionals

# Nice to Meet You

“You can always tell when a person has worked in a restaurant. There’s an empathy that only be cultivated by those who’ve stood between a hungry mouth and \$28 pork chop.” Anthony Bourdain

- Director of Marketing, Tampa Bay Buccaneers
- VP of Marketing Emerging Brands, Bloomin’ Brands
- Founder, JP Consulting
- Founder, Pen2Paper Project



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“To send a letter is a good way to go somewhere without moving anything but the heart” Phyllis Theroux

“Reading is my inhale. Writing is my exhale.” Glennon Doyle

“Rarely, if ever, are any of us healed in isolation. Healing is an act of communion.” Bell Hooks



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# Why We Write

“Almost everything will work again if you unplug it for a few minutes. That includes you.” Anne Lamott

“Write Hard and Clear about What Hurts” Ernest Hemmingway

“To Practice Any Art is a Way to Make Your Soul Grow” Kurt Vonnegut

# Healthy Pencil Pushing

- ✓ You will communicate with **clarity**.
  - Unlike talking, when you write you look for more sophisticated words and expressions to describe what you have in mind. This helps you build a structure that will allow you to express yourself better and communicate complex ideas in a much more effective way.
- ✓ You will **eliminate stress**.
  - Empty your mind—by capturing everything that comes to it—in order to eliminate the stress that causes having many things hitting your head, writing and developing your ideas produces an amplified effect since not only you take them out of your mind but also the whole process of rationalization that otherwise would abstractly stay in there.
- ✓ You will be **more productive**.
  - Writing activates the neurons in your brain and gets it ready to overcome the rest of the tasks (you can use it as a kind of warm-up at the beginning of the day).
  - In addition, writing down your tasks improves your ability to carry them out **by 42%**!
- ✓ You will **learn more**.
  - Writing in your own words the information that you receive helps you assimilating and consolidating knowledge that otherwise you would forget soon.

# Healthy Pencil Pushing

- ✓ You will gain **awareness of your reality**.
  - If you write down what you have in mind each day, what you expect to achieve and how you feel according to this, you won't need a psychologist to explain you who you are. You will realize yourself.
- ✓ You will **make better decisions**.
  - When writing you clear up your thoughts and, obviously, a clearer thinking allows you to make better choices.
- ✓ You will **be happier**.
  - It's an immediate consequence of the two previous points.

# Getting Pen to Paper

## 1. Don't over think it

- Just like riding a bike, at first it feels awkward and challenging. But you don't think about that challenge anymore – you simply hop on your bike and go.
- With letter writing and journaling you simply just have to start. It gets easier, more fluid and liberating the more frequently you put pen to paper.

## 2. Set aside seven minutes

- Why seven? Simply because it's not ten. 'Me time' shouldn't be a chore. We are also wired (scientifically) to be in two constant modalities; Flight/Fight or Rest/Digest. Seven minutes of writing stimulates the parasympathetic nervous system that helps the body recover.
- Cozy corners, comfy chairs or even getting outdoors are great places to write. Be stimulated by your surroundings.

## 3. Steal the Pen

- While I don't advocate thievery there is not a hotel on the planet that I've not swiped a pen from. And having plenty of writing options; pencils, ball points, markers, crayons, gel pens, pens that click – whatever invites you to get going – have a lot of them everywhere you plan to write.

## 4. Take it with you

- A journal doesn't need to be your only or sacred place to write.
- Take cards, stationary, sticky notes or anything you can get creative on, with you at all times. When the inspiration hits – be prepared. And don't forget the pens.

# Writing Prompts

## 1. Prompt One:

- Describe in detail the person sitting directly to your right. Extend outside of what they are wearing or look like, but describe in this human world, how they are more like you than unlike.
  - What joys might you share (sisterhood, family, children), what foods, activities, hobbies or books might you have in common?
- If the person next to you is a pure stranger, use your career similarities to identify how you are most alike.

## 2. Prompt Two:

- Today I am grateful for.....
- Yesterday I was proud of.....
- Today I am excited for.....
- Today I can release.....



# Daily(ish)Exercise

1. Three Things I am Grateful For
2. One Thing I love About Myself
3. Five Things I am Open to Receiving

For Corporate Workshops, Curated Journals  
and Speaking Engagements;

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