

The Nomadic Mindset meets Humanity through Social Leadership



TNM_Podcast Episode #006:

Andrea T Edwards

with Kevin Cottam

Transcription



Kevin Cottam 0:04

Welcome to the nomadic mindset season one. My name is Kevin called him a global Nomad and the author of the leadership book, the nomadic mindset never settle for too long. Over the season, we will go on a journey to discover what is the nomadic mindset

Kevin Cottam 0:19

and how you can tap into that.

Kevin Cottam 0:22

For this I will be interviewing of a diverse group of cross cultural thought leaders from all walks of life. So let's get on with it. Let's go no madding together.

Kevin Cottam 0:37

Welcome back to the nomadic mindset. And if this is your first time to the podcast, great to have you listening in. In this episode, the nomadic mindset meets humanity through social leadership. A massive subject is this. For this I'm honoured to have Andrew T. Edwards CSP, the digital conversation Let's change agent provocateur. Passionate communicator and social leader, as our guests for today. Andrea is a powerhouse of authentic social media. She challenges organisations and business leaders to think differently about integrity in the digital age through the positive potential of social media. Let's dig in and listen to what Andrea has to say on social leadership and the nomadic mindset. So can you just tell me something? I want to know what is a digital conversationalist.

Andrea T Edwards 1:30

Right, so when I set the digital conversationalist up in, I think was 2016. Like most things, I spent probably a good couple of years just really trying to work out what is the brand that I want to take into the market, you know, and what's important, why it's gonna it's gonna mean something. And the number one thing that I understood about becoming a social leader on social media is it's about the it's about conversation. It's not about just putting stuff out there into the world and seeing what sticks It's about creating conversations with your community that can inspire change or different ways of thinking or conversations where you can really get down and disagree with other each other in a respectful way. But yeah, it's about having conversations. Social media is about having conversations. And I think too many people are still sort of sitting in the broadcast mentality, which is the old media. That means the word social. So digital conversationalist was really about packaging up that idea that that's what we're here for where we're here to have conversations and to create change and to help people to serve each other. And that's, that's where it came from. Hmm. Slowly, conversations, stimulate conversations, thoughts and ideas. That's fantastic. And use it to send them thing about broadcast is the old way. What do you mean by that? Because I'm not sure what you mean by that. Right before we had social media. We had broadcast media, right. So it was the TVs it was newspapers, and basically Experts came together and gave us their points of view. And as we see, still to this day, media has its own bent, right? If you watch Fox, it's very much more the right wing. And then there's more liberal liberal media and we tend to go to the media that suits our own point of view. But prior to social media, and basically since, you know, for as long, as long as mankind has been civilised, right, there are the powers that be the control

knowledge control information. So when the printing press was invented in the Middle Ages, you know, for the first time we had this surge of humanity, who had access to information for the first time, because, you know, it became cheaper to produce books. And so then people started to learn how to read the power of being able to read, we didn't even have that. And so then you bring it all the way forward to to the social media era, and it's one of the reasons I'm so positive about it. It's the first time that we have controlled All of the information lives, whereas it's always been in the control of the powers. And I think a lot of the just, you know how unstable it is in the world, at the moment comes from that. And we obviously see the negative side of everyone having a voice. But the positive side, the people power side of social media is one of the things that I get most excited about it. We control information that we access. We were their own. Were our own editors and sub editors today, we don't have to rely on the powers that be for our information sources anymore. We've got billions of different sources. I mean, the first decade of the century, we created more information than has been created, and then in all of human history. And since 2010, it's been doubling every year. So there's an enormous amount of information out there in the world at the moment, which is creating both a problem but it's also an opportunity because we all have access to this knowledge in it. And my I suppose one of my missions in the world is to really help people understand The the power of the good of it and and how we have to focus on turning it into its good potential versus focusing only on the negative potential which we're swamped with every day right now, the negativity of social media. And I totally agree with the negativity of social media By the way, but we can't chop that chop that out without risking losing something even greater and that is the our own ability to be part of the information cycle in the world today. And I think that's, I think one of the fundamental reasons why I love it so much. It's, it's a total game changer for humanity.

Kevin Cottam 5:38

Well, and you are an incredible conversation as when it comes to the social media because I am following you and you have some very astute words and thoughts and I, I, I applaud you for doing this. And I've learned an awful lot from you and that particular thing. I think that The audience can certainly benefit from reading your posts and send it with this. I mean, you talked about the positive and negative and there's a big thing going on right now because of the whole GOP political situation being very negative, and also the Twitter The, the Facebook that which are in some ways, having a bit of a problem with with the way they're advertising with political and fake news. So what can you say to all of that?

Andrea T Edwards 6:32

There's no question that the social media companies need to clean up their act. They need to do a much, much, much better job. I, I listened to the argument of allowing free speech and you know, I grew up in a Western democracy. So I definitely agree with that. But I don't agree with you know, the spreading of hate speech, the spreading of disinformation allowing politicians to advertise advertise falsely, you know, I talk a lot about climate change. If I try and promote one of my blogs or sponsor one of my blogs on facebook, facebook rejects my sponsorship. So I can't boost the content I create when I'm talking about the environment. But a politician in America can advertise falsely. So I think they got a lot of, they've got a lot to do to clean up their act. But I think there's a lot of other issues at play. And if we only focus on one, we're not focusing on so many of the other issues that are relevant, or irrelevant to the problems in

society today. I think the power of demographics is a big issue. So the older generation and the younger generation, we've never had so many older people in the world. So they and they still they have they dominate politics, they dominate voting. So we've got one we've got to get the young people to vote, but to but you know, then you look at other things like the crumbling of the education systems, you know, jailing people, private jails, I mean, there's so many big societal issues that we face, and it's not only Social media's fault. But it seems to be the place where everyone wants to target the argument. And I think we've got to be very careful. Because there's so much good in it. Let's get them to they need to sort out what's bad. But it's a long process. But I don't think governments are in a position to do that. Because how can a government even manage that that sort of a process when the majority of people in government are well, well over 60? Right? And they're not even social? They're not even social themselves? So how can we trust them to make the right decisions? So you know, we're in a, we're in a crisis of trust in the world and we have been for four decades if you look just recently, Edelman released their trust barometer, which they release every year, and governments are at that right at the bottom of trust. So we've got huge issues to deal with. But I think what we need to do is go much more big picture and look at the big issues. What are the problems, you know, drug addiction, not just not just the illegal drugs, but What you can get from the doctor, you know, there's there's so many challenges in society. And we've got to stop pulling that pulling these challenges apart, inequality, things like that and look at how we can create a greater society where the vast majority of people benefit worldwide and we have to do it fast. And the climate conversation needs to be absolutely the centre of that. So we've got huge changes coming up for society, and we can hit towards catastrophe. Or we can head towards a utopia, if we get it right if we design it, right. And if we do it from from the we sit, we sit and look at all of the different aspects and we look at it from the right perspective. So it's a big conversation, obviously. But, you know, we've got some we got a lot of work to do. We're not building we're not we're not we're not building the best world we can. And I, I would like to be a voice that is contributing to helping define how we can build the best world for everybody or the vast majority. I don't think we'll ever get everybody in

Kevin Cottam 10:00

Yes, I totally agree with you. And I like the way you talked about the perspective. And it really is a perspective. And I would suggest that maybe perspective comes down to mindset, as well as the mindset of individuals, the mindset of individual people in government and mindset around these conversations that you're talking about. And what my sense of the matter is, and with regards to the nomadic mindset is that we've become very narrow in our thinking patterns. And it's, it's that settler mindset that we're really honing in pulling in the borders pulling in everything around us, like, you know, pulling the covers over in our bed, and I don't want to hear anything more, you know, or, and, but that's not the place to be is what you're saying. And I would totally agree with you is that we need this more expansive, broader view, which I think you started to say a bit earlier. So how do you feel that we can go in with that mindset to move into a sort of a broader mindset expansive, which is the nomadic mindset?

Andrea T Edwards 11:04

Well, I think one of the things we've got to do is we've got to stop politicising words, right? So, there was a great example. I was in Denver, sort of in the middle of last year and the word socialism came up. And this lady that I was having lunch with was obviously a Republican,

and she reacted so strongly to the word and I said to her, why do you react so strongly to that word? And she got and then she started to go into this really negative sort of diatribe around socialism. And I'm like, well, surely you can say that there are many socialist countries, in the, in our world, some that wouldn't even define themselves as as socialist, but the vast majority of people in those countries have got very good lives. They've got great health care, everyone's taking care of so you know, and it was it's the politicisation of the word socialism that gets people so, so uptight. So I think we've got to be really conscious of the words that we use in the politicisation of the words because it closes down opportunities to have a meaningful conversation. So I think that's one of the things that I, I've seen and you know, the us and them in mind sort of thing that's been growing as well. You're either with us or against us, you know, I, I listened to all points of view, if I have a very strong opinion in an area, I will read the opposing opinion, I always want to know what other people are saying, because I want to make sure that I I want to challenge myself and my own thinking. But I think it's really important to be able to be aware of what other people are thinking because because then you can have a proper conversation. If you're all just sitting in your corner and you're not willing to, to even go into the other person's corner then we can't move forward. So I think opening just being open to different ideas and and not not not shutting stuff down. I mean, you know, you'd mentioned walls we definitely, walls walls have never like also history. I mean, wouldn't it be great if people love their history more but also history, we've had walls and you know what, they've never worked. And eventually they always come down and wherever Moving into a time when well certainly don't serve us because none of us can protect ourselves and what's going on in the world. We're all in it together. It's this is, you know, climate, the climate catastrophe that's coming our way is everybody's issues. So nationalism. I'm a proud Australian, but I'm a nationalist on every country I've ever been to is every every person I've ever met, culture, religion, I don't care what where people come from every single person has got something to offer me. And I love to be open to what everyone's got to say. It's very rare for me to meet somebody that I can't hear. Because there's too angry, they're too ugly in their way of thinking. I think everyone's got something worth worth listening to. And we've just got to stay open. You know, we've got to hear each other and we've got to come come together as a as a species, right? I was just reading the other day 83% of all wild animals have been being killed by humans, right? All by reducing their territory. it straight percent of all wild animals. I mean, I'm Can we sit here and just say, oh, let's just keep going as we are, we can't, you know, the oceans are full of trash. I'm picking up trash off the beach every night when I want my dog. We can't keep doing what we're doing. We're out of balance with with our own nature. Yeah. And the nomads. The nomadic mindset is all about being in balance with nature. And when it provides the bounty it provides, well, we're out of balance. So the bounty is going to go if we don't, if we don't wake up soon.

Kevin Cottam 14:26

Yeah, no, I absolutely agree with you. I mean, if we go back in history, which you have greatly done in this conversation is that in fact, if we go back to the beginning, and with nomadic tribes, whether they're some semi nomadic or nomadic and they're around the world or indigenous peoples, they never had boundaries, as far as land boundaries, and so they were able to move now, governments are wanting control and taxes and so therefore, they put up and a variety of other aspects, but they put up boundaries and so this is there is a very important thing to thinking about. Right cognitive flexibility of individuals through there is a big discussion around how is education, dealing with that cognitive flexibility and also the environment? And

how this can make us less flexible, therefore more narrow thinking, what do you think in that sense needs to be done so that we can keep this cognitive flexibility, which seems to be a skill that is really much needed?

Andrea T Edwards 15:31

Yeah, well, I mean, I'm so lucky my boys are in an IB school, so International Baccalaureate, and it's all about thinking for themselves. They set these big, wonderful projects, but what the children do within that is up to them. So from a really really young age, they start to define their own learning experience and it starts they don't know it of course, but it's such a privilege for them to be going through that but then you look at the you know, inner city schools. You look at some of the Some of the statistics that are coming out about around child poverty in the UK. And you think of those inner city schools and teachers who are scared to go to work or in America, people, you know, people are scared of being shot at school, right? We need to address this, it's critical that we address this. And this is a long term change that needs to happen. But we should have been on these years ago, when, as we look towards the future, the gig economy is going to come into full force. And I've said, I've been reading that up to 70% of jobs will be part of the gig economy. So that means people will not have full time jobs or won't have the benefits of full time jobs. So they're going to have to sort of really start thinking about, well, how do I get I'm already living in the gig economy. I've set my life up in the gig economy more than a decade ago. And it's about flexibility and freedom and movement and you can live wherever you want to live and do the job that you want to do. But if you know if 70% of jobs are going to be on the line, then people are needing to be thinking about that now not hunkering down, holding on to old industries. are already obsolete. And the only reason that there's still implies because governments haven't worked out how to how to make this change. And I'm a huge believer that we need universal basic income worldwide. So everybody gets a living wage. And then then we have a choice on top of that, what do we do? How do we spend our time so that our survival, basic survival is covered? You know, we can afford? And if you want to go and earn money, go and earn more money. And if you don't, you want to sit on the beach counted on the beach. So we've got a we're in it, we're in a really, really interesting time with automation and artificial intelligence, machine learning, all this sort of stuff coming in, right? The changes that are coming is so huge. And so it's so rare, just in the school environment to see even even this being talked about or thought about. I'm glad my boys are hearing it, but I know a vast majority of children. They're not being prepared for this future that's coming. But then the adults aren't preparing for either. So, you know, I was talking to my brother who was telling me that he was trying to get his son ready for the future. And I'm like, but you don't even understand the future of work, you don't understand what it's going to look like. So how can you possibly get your get your son ready? Right.

Kevin Cottam 18:09

And one of the the guests on the show, Jeremy Blaine, he has talked about the future of work. And he says this is actually a myth. And I think that we, he says we need to stop thinking about it as a term like another buzzword because we already in the future. And so if you start thinking of the future as something out there, you're going to be left behind, and people are like, exactly, so exactly what you're talking about that and this is a as you say, there's huge changes and this I think that there's something to do with the generational divide here that we you probably can speak to because of your children and because of them being Z's and, and also what is

happening in this shift, and they are more in tune to this and therefore the content remote work is actually played into their realm a little bit more. So how do you feel that this can come into the play of where we are now? understanding and social, especially social conversation?

Andrea T Edwards 19:14

Yeah, well, I mean, my boys, my boys are saying it. And you're absolutely right. These it's not the future of work. It's the now of work right? So getting ready now that's that's what matters. What do you need to know? What do you need to learn? What tools do you need to master? What if you're in an industry if you're not researching your industry and its potential for disruption from a from a career or job security perspective? I think you're really crazy. And my children, they're saying both of their parents already living this life, right. So they're getting a really interesting insight more so than a lot of children have the opportunity to get around the world. You know, boys have seen us take big risks move countries, multiple times in their lives. We're not afraid to make the hard decision. And the right decisions, the best decisions for them first, you know, so I think, you know, just maybe we need to just say more people who are already making these movements to, to talk about what they're doing, why they're doing it, and talk to children about it and show children this possibility. It's a, it's a and then the other thing I'd say, we've got to stop being scared of it. It's not scary. Like, when I when I think of the human future that we can create, it's beautiful, you know, it's better, it's nicer, it's good for all of us. You know, equality is part of it. Diversity is part of it. living in harmony with Mother Nature is part of it, you know, the the mundane jobs in in the world right now. They can be done by robots. And that's not a scary thing. If we set up our societies to make sure that the people who were left behind are taken care of which is where I believe universal basic income has to come in and it's such a critical part of the story, right? We see these, we see these industries falling apart. But the people who are being left behind no one's no one's picking them up. No one's bringing them with us. No one's training them with the skills. They're just being let go. And then then you've got these massive populations, typically white men as well, who, who are disempowered? You know, they're angry and they're frustrated and they don't know how to make a change. You see, you know, we drove right across the, the American Midwest, we did route 66, a couple years ago, and all I could always constantly saw was destitution, abandoned buildings, lives of light, there was there was these these vibrant towns and there was nothing left. And then we'd see these caravan parks in the middle of the desert. It just went from miles and miles and miles and people living in that sort of an environment. So we've got to take care of the people that are being left behind. And I think you know, for me for you, we've got to get people excited about what What it looks like, for all of us that it's better for all of us. And then it's not something to be scared of, I think people, there's a lot of fear that's driving the world at the moment, you know, and we're seeing it in all ways. But, you know, we're fearful of each other. And politicians are excellent at putting someone you know, the Australian Government was, I think it was the Smiley's chameleons, they made out that there were some evil demographic within our community that were committing all these crimes. And none of the statistics played out to these claims that people still believed it. So critical thinking skills in adults is obviously another thing that we need to be working on. You know, if the data doesn't support a politician's position, then we should be calling them out on it, rather than getting caught up in the fear and we're constantly getting caught up in the fee. You know, we're allowing these walls to be bought to be built. And we really just got to always take a step back. I mean, it's never been different. Throughout history. It's human human nature. It's now You know the mob is it's crazy. The mob on social media, right? I've always

had really struggled with the concept of the mob the mindlessness of a mob, and the violence that it can really bring. I struggle with how much people suppress their voices because they live in fear of that being turned in their direction. You know, I've experienced the trolls on social media. And it's crazy. Sometimes you just like and these and you talk to these people and they're not talking they just want to shout, just want to shout. So eventually you kind of learn how to engage in interesting conversation and other people you just you just got to chop it off because they're not interested to talk talking. They're not interested in understanding they just want to fight. So I'd love to I'd love to see us get the fee out I'd love to say is get the fight out towards each other. And I think the vast majority of us are here to do good in the world. The vast majority is here not to do harm. So let's, let's focus on the vast majority and just move forward and build what we need to build. Because we really are running out of time, you know, and I'm, I'm concerned for my children's future. And we talk about education. And I absolutely believe that we need to change the education system and but at the same time, we haven't got time for these kids to grow up. to sort it out for us. We've got to do it. Because we're running. We're running out of time, you know, so, yeah, it's a pretty complex world.

Kevin Cottam 24:24

It is a complex world and he, you know, I love the way you're talking about is and we there can be a beautiful world out there and that's what the majority I believe, are thinking and so I want to drive this back to organisations now and I know that you work a lot in organisations and how are you driving social leadership within organisations? Because I, I understand that that's something about a tool of business transformation that you're working with and challenging leaders. So how do you do that and why do you do that?

Andrea T Edwards 24:57

Well, so in my previous lives festival, With Microsoft and then afterwards with a content agency called Novus, so my, my business sort of background was very much in the content marketing space. And then then, when social media came out, that was a huge passion for me, because I'm a natural communicator, and I love sharing information. And, you know, so for me, social media was such a blessing. But there was this one thing that I kept saying within the big corporation, so they were creating this beautiful content. But then nobody was ever nobody was ever seeing it. And I was realising that, that we needed to embrace the employees within a business, to really go out there and own their voice on social media and share this beautiful company information so that the company could benefit and flourish. And you know, I've worked with and I focus on working with the big MNC because I'm interested in proving the massive change that's possible. And you can only do that if you work with, you know, hundreds or thousands of employees. So I've worked with lots of different ones but IBM, I've been working with them consistently, consistently across I specific for the last three years. And I'm just doing my third year of survey with the people who were part of the programme. And we've basically been able to prove that generates millions and millions of dollars in revenue and pipeline and opportunities for the business. But more than that, it also helps the employees be more confident in themselves, they feel more in control of their careers. Some of them talk about business stuff, they talk about the products, the technology, some of them want to talk about being a leader and what it means to be a leader and who inspires and, but some of them want to talk about mindfulness or spirituality, right? And people say to me, but how can that benefit my business if someone wants to talk about spirituality? And in the feedback, what I've

been saying is, the employees are getting these incredible response from their community. They, they believe that IBM must be an incredible company to work for because it celebrates its people for bringing their whole self to work, but also the culture As reaching out directly to employees on on LinkedIn and saying I want to talk to you, and then they go and do a business deal, but it starts from them consistently building a strong presence on social media, but it's not just talking about the company, it's talking about what they care about. Because if they're passionate in what they talk about, they build a community around that passion because people can't resist it, right? So I encourage all of the employees to go out there and really own their voice in whatever the way they want. And then off the back of that opportunities come, like they're getting promotions, huge promotions, global awareness within the company and externally to the company. They build more trust with their customers, as leaders, they build more trust with it with their teams, because the teams are seeing their leaders speaking in a really authentic and powerful way. So I'm a really big believer that you've got to unleash the voice of your employees and that is a total transformation today, and I've seen it happen, and you've got to do it at at scale and people talk about employee advocacy. Employee advocacy is always about the brand. It's about employees, taking the brand information and sharing it out there in the world. My message is go out there and build your voice. First be known for what you want to be known for. And also share the company information that you're proud of. So you can't just ask employees to share anything, because it's their integrity on the line. It's their social media presence, it's, it's who they are. And and the best people don't ever want to just share something for the sake of it that I want to share something to make the company happy and happy that they understand that it's about their personal integrity that they're putting on the line. So my message is very much about encouraging people to step into their own voice. And then collectively, that voice is incredibly powerful, and the business benefits but the individual employees benefit too. And you know, I've got three years of data now where I can really prove it on on in so many ways. There's so many benefits to the business, and I believe it is the tool of transformation for business today.

Kevin Cottam 29:00

Wow, that's fantastic. I mean, it's wonderful to hear and I remember you saying never to outsource your voice to me. And when doing social media, such as I want to get a social media manager to do all of that, and because I'm a bit lazy and all sorts of things, however, you said, Never outsource your voice because everybody wants to hear your voice and nobody can speak it like you can. And I guess that is also what you're saying, as far as start with your voice first, and then the advocacy, which is the brand comes with it. And that's what y'all need to think about that. Right?

Andrea T Edwards 29:36

Yeah. And people still try and convince me otherwise. I'm not saying, as a business leader, you can't be supported by your executive communittech communications teams or your PR team, but you've got to be involved in your voice. And, you know, Kevin, who can do Kevin other than Kevin, who can do Andrea rather than Andrea, right? You know, we're very strong personalities in our own right and If I if I if I allowed information to be put out there that I hadn't created, everybody would instantly say that it wasn't me. Because I've been doing my own thing for such a long time. And it is a commitment. But I think there are things that people are doing today that they can stop doing that can be outsourced. But your voice should never be

one of them. People are craving authenticity. Trust is at an all time low. If you want to build trust, you've got to be authentic and real and have a lot of integrity on social media. And you can never understand the true power of social media. If you're not participating there yourself. You just can't. You don't understand how it works. You don't understand how people behave on the platform. You don't see it's good and it's bad in all its glory, right? You got to see it all and you can only see it if you participate in it. So that's why I really, I really discourage people from outsourcing their voice. If you can't write and you want to write blogs, fine. Get a ghostwriter. But you need to be part of the process of getting that blog written. You can't just let go Somebody else write it, right? So it's just about being involved in your own voice because there is nothing more powerful than owning your own voice today. And I'm amazed by how many people have still not taken up this opportunity amazed. I guess there's

Kevin Cottam 31:14

a lot of factors in that. And again, I come back to mindset and where that mindset might be. And it seems like from what I have been discussing with other guests on the show is that they have said that the 21st century organisational model needs to have a more nomadic mindset not to say that we can we don't need the builder mindsets in the settler mindsets, but this is that part of it participation of where that Nomad is a is freer. They don't buy into the fear as much they don't buy into you know, fear of change or things like that, because as when I spoke to spend time with nomadic cultures and I asked him first real question Like, how do you deal with change? And they sort of look at me very blankly, it's like, everything's change, you know? Or they wouldn't even ask questions like, why even have the conversation? It's just the way it is. And so we get ourselves into this mess. And I get, I would say, then that social media and the social conversation that you're talking about, can be very helpful in a very positive way of, you know, the expansion, thinking wide. So what do you what are you seeing as far as mindset when you talk about IBM? Or do you see that being more expensive? Do you see that it'd be more flat? Or do you see it still being sort of siloed and, and very top down? Are they giving much more? I don't like to use the word power and control but are they given much more leeway, I suppose to make decisions and take responsibilities.

Andrea T Edwards 32:59

Yeah, I mean, I had a really wonderful starting point with the CMO, as well as the VP of the business unit that brought me in, and they both fully embraced the message and became active in their own right. And, and so just just, you know, I always say, to do the work that I do, I have to start at the top of the organisation, because if I can convince them that this is the right approach, then everything then the whole, the whole business changes. And so because I had had that incredible start with these really open people that were really open to a way of thinking that hadn't been proved yet as well, which was, which was a bit of a unusual privilege that you know, yeah, this idea that has to be proved before you embrace it is kind of interesting to me. But what I've seen is so when you when you're a social leader, you're solving problems, you're inspiring people to think differently. You're, you're you're challenging people to move forward, with technology or with a mindset. So it's, it's very, very unique. It's very expensive. And what I see is, I just see the people that I work with who really embrace it. They, they bubble. I mean, every time I say these people, they hug me, right? I've never, I've never worked. I've never worked with clients like that before, right? And they hug me because they're so grateful that I said to them, it's alright to be you. It's alright, to unlock that potential. It's

alright to go out there and say that I helped them believe that they had something worth hearing. I help them believe doing that. And that's basically what I do. You know, and such a privilege to be able to do that. And, you know, I've sat down with these people, smartest people I've ever met in my life, right? And they'll still talk to me about these topics that they care about. And I might, it might be something I've never heard of, but because I'm always sort of taking on board, so many different data points and information points. I'm always reading. I'm sort of on the pulse of what's going on. Right. That's kind of one of my my things. I understand where they can place their position within the context of the bigger global discussions that are going on and that gives Some confidence to but yeah, it's it's been it's, it's, it's such a I've, it's, I'll say it again. But it's such a privilege to be able to unlock those doors to people because I think a lot of us get locked down quite early on in life with a path to follow with a religion to believe in with a career to follow, you know, we've kind of locked down and cultural, not cultural sort of challenges, families, all that sort of stuff. And I suppose when I work with people on unlocking the door, like I had one guy he read, he wrote the first time then he'd written since he was 12, because after that, he was too focused on becoming a software engineer. And he's basically in tears at this ability to sort of express itself creatively and he forgot. He forgot that he had that passion, because he'd had to sort of lock it down so that he could see these other these other sort of paths that society told him he had to do. So yeah, it's a really powerful unlocking of people, and it's That's why, you know, when I talk to people about I'm like, get on social media, have a voice, get out there, earn it, talk about it, don't worry about trolls and bots there, they'll always be there, you'll see him coming, don't worry, over time you kind of get used to them, you deal with them or you don't whatever, or you have a bit of fun with them, which I do sometimes. But just get out there and stand for something stand for something you believe in, you know, if you want to create a future for that, you know, that you're, that's going to be good for your children, get out there and start talking about it. Start talking about solutions to those problems, stop presenting different ideas and different ways of thinking and bring people with you, you know, and you get your message, right? You you build a community around you that wants to be part of that, you know, they believe in what you've got to say. And that's a really that's a you know, but that's not a short term thing. It takes time it takes it can take six months, 12 months, five years, 10 years, you know, but you've just got to get out there and don't don't have an outcome in mind. Just be a voice that wants to solve the problems that the world is facing and and really go out there and own it. And just watch out watch how it builds you know, don't be scared of it. It's it's a contribution that we can all make today. I think

Kevin Cottam 37:06

that's probably one of the most important things what you just said there was being your voice and own it. And I think it's a great way to end today in that wonderful conversation god you're you're fabulous Android I really, really believe this and I love the way you're very articulate about all of these messages and and your passion has come through in your voice and and when I'm with you, it's always very passionate in that sense. And I want to thank you very much for being your voice being the social leader, helping us to all shift and being that digital conversation isn't and I you know, hey man, you are a nomad that's for sure. You have a growth mindset.

Andrea T Edwards 37:50

I am a definite moment Nomad physically and intellectually I'm all over the place. And and I love it. I love it such a gift and you're being very, very kind You know, that's, it's just, it's all about working out who we are. And it's a journey, right? And we, we start, we start from the place that we're in, but we're always growing, we're always changing, we're always evolving. And I think my voice is going much wider. Now it's talking about a lot of different things. It's trying to bring a lot of different ideas together. Because that's something that I think I'm good at, I think I can sort of track a lot of different sort of ideas and opinions. And I think I'm good at pulling them together and sort of drawing conclusions. And you know, and different people have different strengths. And I think we've got to, we've got to be proud of our strengths, you know, and, and be a voice for good in the world we need we need voices for good. And I think we need more of us to step up into our goodness, and drown out drown out the haters and the ugliness because the one thing that turns people off social media is the ugliness of social media. And the only way we can turn and turn it down is if more of us speak up. So that's a big part of my drive and my passion to

Kevin Cottam 38:55

Wow, thank you so much, Andrea, this is a great message for us to to step up, and to our own voices, thank you very much for being here today, Andrea, it's been an absolute delight.

Andrea T Edwards 39:07

Thank you darling.

Kevin Cottam 39:09

You've been listening to the nomadic mindset season one. My name is Kevin Cottam, and invite you to find out more about the nomadic mindset at the [nomadic mindset.com](http://nomadicmindset.com). Until next time, make it a point to go nomadic and start discovering your nomadic mindset.



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