

WE'VE GOT THE POWER! OUR STORIES, OUR VOICE...

By Sarah Cannata

It's been a while now since I met *Dynamic Exchange's* Annalise Jennings.

Our paths crossed thanks to Global Twitter Marketing Specialist, Keith Keller.

These days, I really understand what people mean when they say the universe has a funny way of putting you exactly where you need to be. I find myself surrounded by people who truly inspire me to work towards becoming a better version of myself.

While I've already blogged about Annalise's incredible TED talk about Shift, recently, she sent me another video she filmed for the Women of

Achievement UnConference taking place this week.

Annalise couldn't be at the event but that didn't mean she didn't have anything to say... The two minutes of video footage you'll watch, filmed in the beautiful Cradle Mountain in Tasmania, has certainly left its mark on me (again).



And when I write this, I mean in a different way to Annalise's TED talk. This speech hits a little closer to home.

Given I started my entrepreneurial journey only four months ago, I've spent this last little while in fast-forward mode. Blogs, meetings, articles, podcasts... It's gone incredibly quickly. I've made some fantastic progress and lost some things and people along the way.

In her video, Annalise reminds me just how important it is to **be still**. To remind myself who *I am* and to ask:

What's deeply meaningful to me?

This line really got me:

"I help people to remember... Remember their connection to themselves... to their community and as a result, to society on a wider scale."

When Annalise says she helps people to **build their dreams**, it's something I really identify with. Even though, if you look at us on paper, we do very different things.

Annalise's expertise lies in creating the structures in which every sector of the

community is engaged, valued and has a voice. She changes lives by helping people to help each other.

And it's all done by rebuilding the social fabric of communities... As a result, Annalise's work is helping to facilitate a shift from welfare dependency to welfare creation.

I was so interested in Annalise's work and what drove her that I needed to know more about her programs. Here's her description.

"My program works on the principle that there must be a shift in thinking and behaviours across the entire community if there is to be **true and lasting change**.

I see communities shift by helping them to identify their core values and needs. I then help them draw up a community owned vision and blueprint for the future and conduct various programs across the community that facilitate change - such as Women of Worth."

Annalise will be talking more about her Women of Worth program as it's been so successful. She is so good at what she does that more communities are trying to connect with her as each day passes.

What's really fascinating is that her work is based on the premise that spiritual growth, when aligned to economic opportunity, provides the fundamental basis for social transformation.

As for me, I'm a writer - I write about many different things but I have a real passion for working with entrepreneurs to help them to share their stories. The kind of stories that help people from all walks of life to ignite that spark that tells them to chase a better tomorrow.

"My work is all about dreaming big... And looking beyond myself," says Annalise.

I really believe this is something that lies within every successful entrepreneur. A vision to carry a message forward on a global scale. Why? Because the most important messages transcend countries and continents.

"You, me... Each of us as women have the capacity to shift humanity in a positive way. You're powerful: You each have stories which means you have content to share."

Powerful words... I'll end by allowing Annalise's final words to sit with you.

"What is your soul calling you to do that could change the course of humanity?"

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