



## Regions Next Step Podcast

### Young Professionals Series: A Look at the Road to Success for 4 Professionals

In this podcast, we explore how four innovative, young professionals found their own professional passions and what drives each of them to succeed.

Tune in to hear about how these modern professionals are approaching career growth in today's business environment, what finding empowerment means to them and the importance of mentorship, as told by:

- Shannon Beube, Commercial Banking Solutions Relationship Manager for Regions Bank
- Chyna Bowen, Regional Director of Network for Teaching Entrepreneurship
- Kendra Elaine, Millennial Leadership Expert and Certified Corporate Trainer
- Jason R. Hall, Co-Founder and CEO of Arch to Park, LLC

### ***Episode Transcript***

Narrator:

You're listening to Real Talk with Regions. In this special podcast recorded at a panel discussion before a live audience, Laura Hettiger of KMOV New 4 interviews four innovative young leaders from the St. Louis business community about how they found their passion for running their professions and what drives them to succeed both personally and for the communities where they live and work.

In part one, we'll meet each of these professionals and get to know how they approach working in today's business environment. What finding empowerment means to them, the importance of mentorship and what inspires them. Chyna Bowen is the Regional Director of Network for Teaching Entrepreneurship. Kendra Elaine is a millennial leadership expert and certified corporate trainer. Jason R. Hall is the Co-Founder and CEO of Arch to Park LLC. And Shannon Beube is a commercial banking solutions relationship manager for Regions Bank. Now, let's hear from the city's young professional leaders brought to you by Regions Bank.

Chyna Bowen:

Well, good evening, everyone. I am Chyna Bowen, the regional director for The Network for Teaching Entrepreneurship. And in a nutshell we inspire young folks to become entrepreneurs.



Kendra Elaine:

Hello, everyone. I am Kendra Elaine. I am a local consultant, and I do millennial leadership training. So I work with companies on engaging and retaining their millennials.

Jason Hall:

I am Jason Hall, a lawyer by training but not practicing now. I'm the CEO and co-Founder of Arch to Park, which is an impact investing organization focused on economic growth in the city of St. Louis.

Shannon Beube:

Hi, everyone. I'm Shannon Beube and I work with Regions Bank, so thank you all for coming out tonight.

Laura Hettiger:

Passion. Passion is one of my favorite things in the world. Not only to talk about but to learn about. We all have a passion but sometimes it's hard to find. So, if we could go through and please tell us what your passion is, how you found it and if it came easily to you. That's not tricky at all.

Chyna:

That's a small question. Not at all. Well, I think one of the biggest misconceptions about passion is that it's a destination, and really it's the journey. It's something that you discover every single day, and it is no end in sight, right. It's something that you are excited to wake up in the morning to do, explore and continue learning about and continue doing.

Laura:

And what would you say your passion is?

Chyna:

I would say my passion right now today at this moment is empowering young people. Because I think there are so many institutions out there telling young people what the pathway is for success and I found that for so many young people it is not a four-year degree. It is entrepreneurship and so my passion is empowering young people.



Kendra:

For me, I would say my passion is helping people and my biggest piece of advice probably for a passion, like you said, it's the journey and understanding it's going to look differently as you grow and as you change. I've always had a passion for helping people but many, many years ago I thought I was going to be a really great assistant. Like that was my thing. Like I was like the assistant. I was the behind-the-scenes person that made everybody great, and I loved it. And I thought that was what I was destined to be. And in what I'm doing now my purpose is still helping people but it looks a lot different. Now I'm helping people -- millennials in the workplace. I'm helping managers and so I'm still helping, but as I've grown and as my experiences change, that passion takes on a different meaning and it manifests differently. So, as you're searching for your passion, think about the things that bring you joy and what makes you feel most fulfilled, and enjoy the journey and just go with the ride and know that sometimes it's going to morph and change and it will look different as you grow.

Laura:

And I'm curious about that. When you knew you were an awesome assistant and that's where you saw yourself going, was it one person that took a chance on you and maybe started you in a different direction? What happened there?

Kendra:

I think I've had a lot of good mentors in my life and all the positions that I've held and it was someone saying, no you can take that front seat. Or I had someone had given me the opportunity to have some leadership training, and there was an opportunity where it was like okay I have what it takes. I can step forward and make things happen and I don't have to be the behind-the-scenes-person. And so, it was me having that confidence in myself. I talk a lot about confidence when it comes to millennials, having your confidence in yourself and the workplace and in your talents and your abilities.

Laura:

Jason?

Jason:

So, probably not surprising given the nature of work that I do. My passion is St. Louis. I was born here on the metro east side. I've chosen to be here to make the city my home and I think it's greatest days lie ahead. And I am committed to the passion and the energy of rebuilding and helping revitalize a great American city.

That intersects for me. So, when you're younger you don't know how that's going to manifest itself. So, as a young corporate lawyer at Brian Cave I was like I'll do the pro bono cases and I got a lucky



break in 2009. I had been a volunteer for then candidate, later Governor Jay Nixon who went on to become the Governor of Missouri, and he was looking to get young people involved in his administration as a newly elected governor particularly around job creation. 2009 we had just had this big global financial meltdown. Jobs were everything. And so, I sort of accidentally fell into economic development and I think doing it when families were under so much stress, when just paychecks, meeting needs. You learn that job creation and economic development isn't a luxury. It's a necessity and it has real impact on people's lives.

And for me personally I'm one of the first in my family to graduate from high school, the first to go to college. That pathway and the empowerment that economic opportunity creates was also deeply personal. So, those forces came together, and I said that's what I was meant to do. And I wake up every day trying to bring the good fortune that has been given to me to have opportunity in life and just bring that to more St. Louisans so we can lift this city up and make it the very best that it can be from the grassroots up.

Laura:

And there are so many things that are happening in our city to be proud about.

Jason:

There are so many awesome things happening in St. Louis right now.

Shannon:

I graduated and didn't know what my passion was going to be yet. So, I was kind of feeling my way around and landed in the financial industry, and now my passion is I get to meet new business owners every single day. I get to learn what their passions are, and it's so exciting to get to learn about all of the different businesses and different opportunities there are in the St. Louis area and the surrounding areas. It's amazing, and I get to help those business owners develop their passions. So, I'm helping people on a daily basis learn and develop and discover their needs, so I'm handling their financial piece of business, so that they can be focusing on their strategy, development is for their business. What I would tell everybody is find what your passion is run with it.

Laura:

What is your top tip for finding empowerment and purpose in the workplace and then through your career?



Shannon:

So, for finding empowerment you really got to find what you're passionate about. So, in the financial industry there's lots of different avenues that I could have taken, but I love building relationships. I love getting to know people and really helping people out.

Kendra:

Okay, so I would say my top tip is to know your why and understand your why and that's on multiple levels. One thing that I do -- that I talk to managers and companies about is making sure that their teams know the why behind what they're doing. Especially I know we have a lot of millennials here. I know we're all very purpose driven. And to me that's twofold. We want to know that the company we work for has purpose, but we want to know that what we're doing has purpose. We're not motivated at work if we think we're doing menial tasks or we don't know how it fits into the whole scheme of things or how it fits into the company or if it's making an impact. So, if your managers aren't making it clear to as to why you're doing what you're doing or what your tasks are or why your position is important, ask. Get that information and I agree with her.

Find a mentor. Find a mentor who will help guide you and help you ask those questions because you can definitely empower yourself to be a leader right where you are. When I was a younger millennial, I had someone very seriously stress to me I used to say I'm just an assistant. I'm just a host. I'm just a this and they said stop saying that. Stop saying just. Like there are no dead-end jobs. If you empower yourself and understand your why and why you're doing it, you can go anywhere you want to within a company or outside of a company. So, find your why personally, and also if you want to empower yourself in the position that you're in, find your why and understand your position and how it fits and how it adds value to the company that you're in.

Chyna:

To echo on all of those things, I think why is a big part of what drives millennials. But I think we also get stuck on that why, right. And we get caught up on what's your next move. And to kind of tie up what all of our panelists have said I think it's stepping outside of yourself really to be able to really truly be empowered and to have an impact. So, rather than saying I want a network and connect with this person because they're very influential and that can get me to the next level, learn what it is that they do. What was their journey to get to that point? Why did they find success in there, and putting yourself in a position to be successful, to be additive and to learn and to stay curious about what it is and what the possibilities are.



Narrator:

Certainly. Management poses plenty of challenges. And to become an outstanding leader you need to be ready to conquer any challenge that comes your way. Leveraging smart advice, tools and resources like those we learned about in today's discussion are great ways to set yourself up for success. Helping you achieve your goals is something Regions Bank understands.

Regions Next Step is a financial education program offering advice, tools and guidance to help you accomplish your goals at every stage of your life. No matter your goals, Regions will help you with each step you want to take.

Laura:

All of you pretty much hit on the mentor and I'd like to ask you guys about that. At least at Channel 4, what I've noticed are younger millennials are not seeking out mentors.

Chyna:

Well, I always -- well I come from the world of fundraising and development originally and the golden rule of fundraising is you ask for money, you get advice. You ask for advice you get money. And so—

Laura:

I'm going to start asking for advice every day.

Chyna:

Right. And I think that's what the same with finding a mentor and really finding someone to learn from is rather than saying what can you give me, what can I learn from you, what is it that you enjoy doing, how did you arrive at this place and to be in a position again of curiosity and of knowledge seeking and not so much of what can you do for me. It's not a quid pro quo. Everything is about the long game and about relationship building.

Laura:

Other advice for mentor?



Kendra:

I completely agree. I think a lot of millennials don't ask for mentors because in their mind they're thinking oh this person is going to think I'm trying to take their job or they're thinking whatever and it's about like she said framing your approach. How I started seeking out mentors is like she said ask for advice. Could I take you out to lunch? I would love to learn about how you got to where you are or I would love your advice. I'm really looking to do X, Y and Z and I would love to get your advice on that or is there any way offering assistance reshaping how you approach it will really help you in terms of seeking out mentors.

Shannon:

I say don't be scared to ask. So, I did that very same thing. I just went to somebody, and I said hey you're the job that I want next. I want to pick your brain. I want to know how you got there. I want to know how you developed your career, and I got very good reception from that. And I even said it was one of my boss's said oh well you need to go talk with this person and talk with them.

So, make sure that you're not scared to ask and don't be scared to say hey this is what I want as my next step and don't be scared to say like it might be your position that I want next. But don't be scared to go ask and request that. And you'll be surprised at how often that people are very receptive to it and you find that people want to teach. They want to teach you and they want to kind of develop us as this next generation coming up.

Laura:

Who inspires you and why? And this can be professional. It can be personal. It can be anyone.

Kendra:

She's an attorney. And she went into a very male dominated industry and was able to develop and grow as a female very quickly throughout her career and has become very successful doing so. So, part of that was just not being scared to kind of drive that bus to say hey look at me I can do this. I will be the person that does it. And part of what she instilled in me is be that yes person in your company.

When they're looking for somebody to lead a new project or to jump on an organization or to do a panel or something like that, be that person in your company that says yes. It may be uncomfortable. It may not be something that you think that you want to do or you have the skillsets to do. Just say yes because it makes you grow personally. It make you grow professionally and it can lead to a much kind of happier and grow your career.



Jason:

I do think oftentimes about the sacrifices that it took to give me a level of opportunity to sit on this stage like this that they didn't have in the sort of selflessness that that took financially and other wise to try to give me a better life. I often reflect on that as strength as to why I do what I do. And to give back and just remember there are some people I would prefer not to spend time with in this world but at the end of the day, most of the world there are really fundamental good people. And the family and teachers and everybody that sort of got me along, got me across that high school stage and then to later in life, I often reflect on that to keep me grounded.

Shannon:

So, I would say my biggest inspiration and my biggest influence kind of just to piggyback off of -- it's hard to nail down but for me it's absolutely my mom. I know that's kind of cheesy but it is. She made a lot of sacrifices to put me in a position where I'm in as far as getting me through high school and attending a private high school and pushing me through college and my random decisions and switching colleges and all of my, you know, supporting me through all of my career changes because there have been many. And she was just has always been that voice that's telling me to go for it and stand up for myself and that person when I was doubting myself, helping me realize the skills that I had accrued and who was as a person and just kind of keeping me grounded and continually pushing me and supporting me.

Chyna:

I could never nail down a single person that inspires me. Mentors have been so important in my life, and I think I also learned as a young professional is to not invest so much in aspiring to be like someone that you admire. Because you are limiting yourself and living in an inauthentic life. I draw inspiration from the young people I work with every day. I draw inspiration from the custodian that has worked at Wash U. for 30 years and takes such incredible pride in their work. I draw inspiration from the educators who I work with and the corporate people who give so dearly at their time. I think you can draw inspiration from anyone and also of yourself. And where you are in that journey.

Laura:

How do you work for diversity in your career or industry?

Kendra:

I always want to make sure that I have a good cross section of gender, a good cross section of races, ethnicities and different backgrounds and different ages. So, I really try and look at it from a truly





holistic standpoint. And when you bring all of those different diversities together really makes for a strong working team.

Chyna:

I think diversity comes far more than just checking a box of gender, race, economic background but from a variety of different experiences and pathways in life. And so, adding to your team to have different voices at the table with different perspectives from the most minor of decisions to a broader scale and vision for where your organization where your company is going.

Shannon:

Diversity and inclusion because I think one of the best descriptions of the difference between diversity and inclusion is diversity is having a diverse group of people at the party. So you're invited to the party but inclusion is everybody getting asked to dance. So, it's one thing for me to be in the room. It's another thing for me to sit at the table. It's another thing for me to actually be able to contribute to the conversation.

Jason:

I was going to go where you at. It's not -- I feel like diversity is sort of the 1980's like okay we get it. we need to invite more people to the table, and I think inclusion really is making that mix work or really making people feel welcome I think on a fundamental level. So, and then I think the next iteration of that is equity.

Narrator:

And that concludes part one of a special three-part podcast recorded live in St. Louis, presented by Real Talk with Regions Bank. Look for part two where we'll continue our discussion with these leaders and hear about the challenges young professionals face today and how they innovate and overcome challenges in the workplace. In part three, we'll learn about how to make time for networking and career growth in a busy world and what characteristics they look for in a leader. Thank you for listening

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