



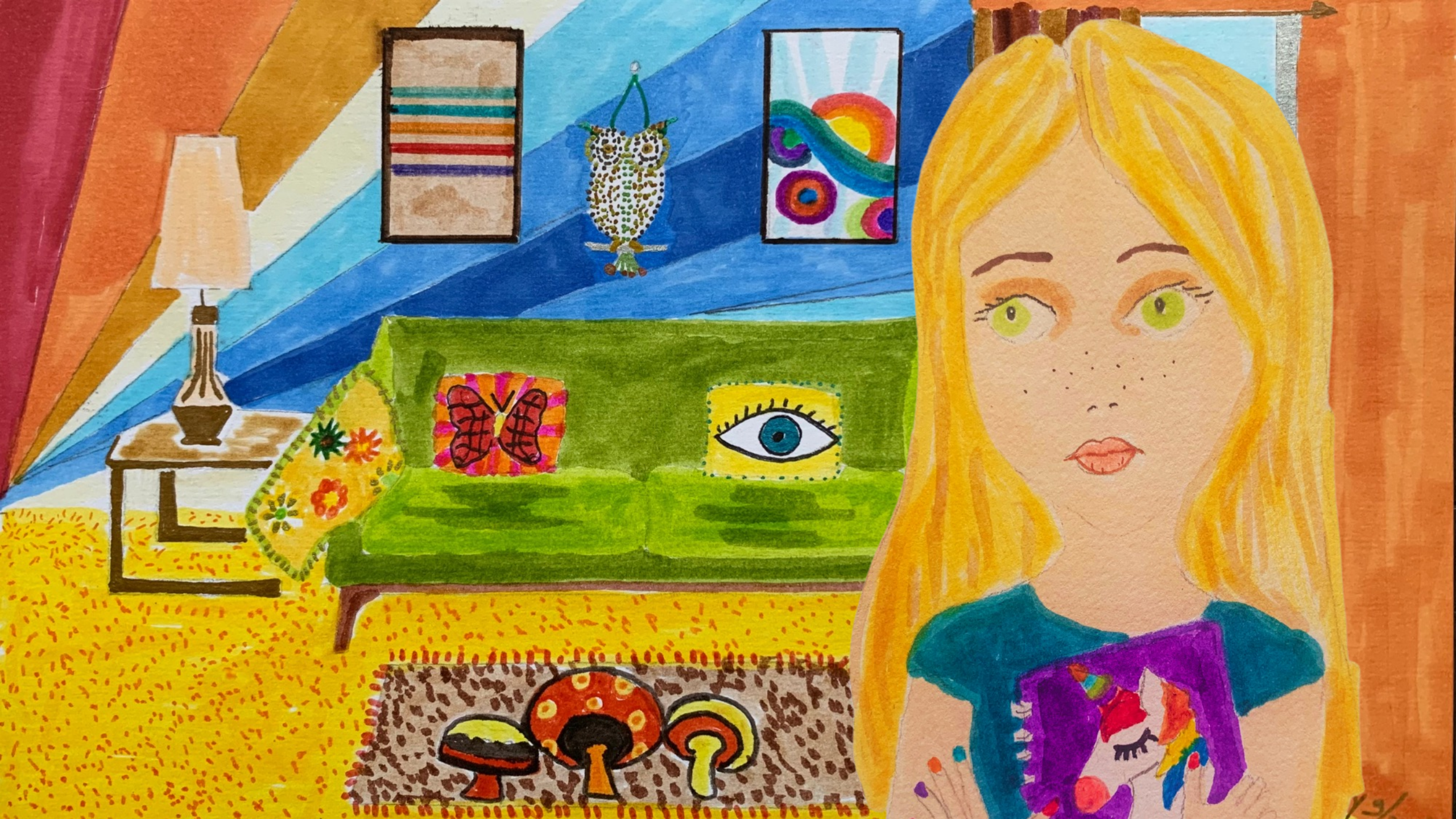
Louisa Travel Summit
SB 8/24/22



**"The Art of Belonging"
Infographic**

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SHELLEY 2/1/22





LOBBY GIRL

RVANA
@shelleybrownofficial



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GLARE
FACE →

← SHE
DEVIL

← EW Amy

← Scowl

Shut UP!
→

MEAN!
≡≡≡ →

← MEAN
≡≡≡

**We've all felt weird at
some point**



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The Meriam Webster Dictionary defines weird as of strange or extraordinary character, odd or fantastic.



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**We don't want to be seen as
our best selves,**

**we want to be seen as
ourselves**



51% of employees lack a sense of belonging at their job – McKinsey and Company

When people lack a sense of belonging, it is a strong predictor of depression. In fact, it's an even stronger predictor of loneliness or lack of social support. - *University of Michigan*

The more an individual identified with a particular group, the happier they were with their life. - *The Journal of Happiness*

Depression, anxiety and suicide are common mental health conditions associated with lacking a sense of belonging. – *Mayo Clinic*



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Exclusion can cause physical pain



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**Belonging
is a felt experience**



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**You can't feel like you belong
until you first feel
like you belong to yourself**





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W. WELCOMING

E. ENGAGING

I. INTEGRATING

R. RISK-TAKING

D. DYNAMIC





The **W** of
W.E.I.R.D.
is
Welcoming

**When the shit hits the fan,
the trust you've created
welcomes everyone
to be human, to feel safe,
and to know they matter.**

A hand-drawn illustration featuring a central speech bubble. The speech bubble is filled with a dense, chaotic scribble of black and white lines, creating a textured, almost abstract appearance. The background of the entire image is a solid, vibrant blue. The text inside the speech bubble is written in a bold, black, sans-serif font. The overall style is reminiscent of a hand-drawn comic book or a conceptual graphic design.

**Notice the
BULLSHOULD!**



The **E** of
W.E.I.R.D.
Engaging

**Each of must be open and
willing to take
a moment, even when
we don't feel like it,
to step outside of our story
and sit inside the story of
someone else's.**



A hand-drawn illustration of a large, bright white sun or moon in a dark, textured sky. The sun is composed of many overlapping, slightly irregular white shapes, giving it a soft, glowing appearance. The sky is filled with dense, dark, scribbled lines, creating a sense of depth and texture. The entire scene is framed by a dark, irregular border. The text "Take a Step!" is written in a bold, black, sans-serif font, centered over the sun.

**Take a
Step!**



The I of W.E.I.R.D. Integrating



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**Integrating looks like
boundaries. Knowing what
they are and being
accountable to honor them.**



**Zoom
Out!**



The **R** of **W.E.I.R.D.** **Risk - taking**



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**Risk-taking is starting with
“thank you” - finding
the smallest point of
agreement when you’re feeling
negative toward another
person’s opinion.**



Go First!



The **D** of
W.E.I.R.D.
Dynamic

A hand-drawn illustration featuring a white speech bubble with a black outline, set against a dark, heavily textured background of black and grey scribbles. The entire scene is framed by a thick black border. The text inside the speech bubble is written in a bold, black, sans-serif font.

**We need you
to be
W. E. I. R. D.**

WELCOMING

ENGAGING

INTEGRATING

RISK-TAKING

DYNAMIC



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"The Art of BELONGING"

with Shelley Brown





**THANK YOU
LOUISIANA TRAVEL SUMMIT**



**"The Art of Belonging"
Infographic**

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