

EXPERTS AND ENTREPRENEURS
REVEAL HOW THEY SAID **YES!** TO SUCCESS.
and you can too

ANSWERING THE CALL



Lisa

SASEVICH, BRENDA R. MCGUIRE
AND THE WORLD'S LEADING EXPERTS AND ENTREPRENEURS



**ANSWERING
THE CALL**

Copyright © 2014 CelebrityPress® LLC

All rights reserved. No part of this book may be used or reproduced in any manner whatsoever without prior written consent of the authors, except as provided by the United States of America copyright law.

Published by CelebrityPress®, Orlando, FL

CelebrityPress® is a registered trademark.

Printed in the United States of America.

ISBN: 978-0-9912143-1-0

LCCN: 2014900535

This publication is designed to provide accurate and authoritative information with regard to the subject matter covered. It is sold with the understanding that the publisher is not engaged in rendering legal, accounting, or other professional advice. If legal advice or other expert assistance is required, the services of a competent professional should be sought. The opinions expressed by the authors in this book are not endorsed by Celebrity Press® and are the sole responsibility of the author rendering the opinion.

Most CelebrityPress® titles are available at special quantity discounts for bulk purchases for sales promotions, premiums, fundraising, and educational use. Special versions or book excerpts can also be created to fit specific needs.

For more information, please write:

CelebrityPress®

520 N. Orlando Ave, #2

Winter Park, FL 32789

or call 1.877.261.4930

Visit us online at: www.CelebrityPressPublishing.com

ANSWERING THE CALL

CELEBRITY PRESS®
Winter Park, Florida

CHAPTER 16

BIG DREAMS — A SMALL WORLD

BY BRENDA R. MCGUIRE

Looking out as my plane descended into the twinkling lights of sleeping Osaka, Japan, a wave of emotions hit me. It was the start of the Japanese New Year 1998 – the Year of the Tiger. Yet for me, I was touching down with little more than a backpack, some money and a dream. I disembarked without a job, contacts or even a place to sleep that night. I was not a stranger to establishing a new life in a foreign country; I had moved overseas several times before. In the past, I had found jobs, housing and friends in Australia, Ireland and the U.K. However, this journey to Japan posed my greatest obstacles-to-date: cultural and language barriers. Jet-lagged from the long flight and navigating a forebodingly-long customs line, I began to question this adventure. The reassuring voices of my parents swiftly diffused any doubts as I reminisced about our conversation as they drove me to the airport two days earlier. My parent’s strong conviction in my ability to make things work resonated within me as I cleared customs and my new adventure unfolded.

Throughout my childhood in rural Iowa, I had told my parents I wanted to travel the world. At first they weren’t sure if this was a childhood dream like being a movie star that would pass as I matured, but it only persisted. I started small, traveling in the U.S. with youth organizations, and later on a six-week student exchange to Switzerland. During my junior year of college, I saw a poster for *Semester at Sea*, a whirlwind educational trip aboard the S.S. *Universe*, which would take participants

through 12 countries, 4 continents, 25 bodies of water and 27,000 miles over three months. Now *this* was the type of world travel I craved! My parents, who didn't even have passports, provided their unconditional support as I transformed my dream into a reality through intense work and financial sacrifice. I boarded the ship as a naïve girl and disembarked three months later a different woman. Over the course of the trip my heart soared as I saw the Nutcracker Ballet in Russia and broke as I walked through a destitute village in India. Completely in awe of the many cultures so different from my own, I vowed to return to my favorite locations to truly immerse myself.

Now, the *S.S Universe's* first port of call, Osaka, was calling me back. For a year, I had lived with my parents and worked to save money and acquire expertise that could help me land a job in Japan. Within an hour of landing, I had connected with a Japanese woman, Akiko Furuya, who was returning from an exchange trip to Indiana. She invited me to her family's home for the night. Thanks to the hospitable nature of the Japanese and their commitment to relationships, this became my home; her family became my extended family, as we lived together over the next two years. She provided me with connections that quickly led to a corporate training position where I experienced challenge after challenge operating in an unfamiliar business environment and culture. During my stay in Japan, my parents came to visit me and began their love of international travel, which later culminated in the fulfillment of my father's childhood dream of going on safari in Africa.

After a decade spent living, working and traveling abroad, my international experience led to a job in New York as the Director of Global Workforce Development overseeing one of the world's largest intercultural and global workforce divisions for a Fortune 500 company. Yet, my home state was finally drawing me back and I negotiated a working arrangement in order to be closer to my roots in Iowa. In time, I founded my own company, *WorldWide Connect*[®], training business people and their families from around the world as they navigated unfamiliar cultures. I didn't want others to needlessly suffer through the culture shock and *faux pas* as I had while living in six countries and traveling to over 65 countries. All of my experiences—whether living in Asia-Pacific, working in the Middle East or visiting an indigenous village in South America—served to solidify my desire to help others develop cultural competencies. Additionally, starting *WorldWide*

Connect® allowed me to continue my jet-setting global career and enabled me to stay connected with colleagues around the globe.

In 2013, my international business was thriving; my client list included numerous companies worldwide and I had a network of trainers and consultants on six continents. On February 19th, my world was rocked when my father was diagnosed with stage 4 lung cancer. I went from focusing on people around the world, to focusing on one man in rural Iowa receiving hospice care in the home we built together. While caring for my father, we reminisced about the adventures he had taken around the world, and what they meant to him. As news of his diagnosis spread, messages came flooding in from around the globe. It was then that he realized how many people he had met and the impact he had on them. I too, came to fully realize the crucial role he played as a constant cheerleader and advocate for all of my dreams. Shortly before he took a turn for the worse, I was in San Diego listening to Lisa Sasevich talk about following your dreams, and giving your gift to the world. Though I lost my greatest supporter on March 6, 2013, I realized that because of all that my father had given to me, I had another gift to give. As a legacy to him, I created a new company, *Global Gals*®, to help other women achieve their travel dreams. Following the example my father set forth, *Global Gals*® has the goal of empowering and educating women who want to live, work and travel around the world.

My passion is to help other women to be successful in “answering the call” of their travel dreams. I hope the below strategies can help you reach your travel goals, no matter whether you’re male or female, if you just take the first step.

SIX SUCCESS STRATEGIES TO ACHIEVE YOUR TRAVEL D.R.E.A.M.S.

- 1. Decide** - Where in the world do you want to go? Who might be a good travel companion or do you want to venture forth on your own? When will you travel and what would you like to do/see/learn/experience? Is your goal education, professional development or volunteering? Do you want to learn a new hobby or experience other cultures? What do you want to take away from the experience? Don’t let your dream stay just a dream. As Mark Twain said, “Twenty years from now you will be more disappointed by the things you didn’t do than by the

ones you did. So throw off the bow lines. Sail away from the safe harbor. Catch the trade winds in your sails. EXPLORE, DREAM, DISCOVER.”

2. **Research** - Once you’ve picked out the “who,” “where,” “when” and “why,” focus on the “how.” Research the requirements, such as visas or vaccinations that you will need to visit your country of choice. Put together a budget for your travels. If you don’t do your homework ahead of time, your dream could turn into a nightmare. I recently met a bride who arrived at her “dream destination” honeymoon in the Maldives, only to be turned away at passport control because she didn’t have the necessary full six-months validity left on her passport. Even though she still had a few months left and her passport hadn’t expired, they denied her entry into the country and sent her home.

One of the goals of *Global Gals*[®] is to educate women on what they need to do, consider and plan for in order to become more confident and safe travelers. By planning ahead, you can save valuable money and maximize the time you have in your dream location. Preparation doesn’t mean everything will go perfectly (so don’t forget to pack your patience, flexibility and open-mindedness before you leave), but many disasters can be averted with a little forethought.

3. **Explore** - You’ve picked your location, done all of your preparations and have finally arrived! Now what?? Be careful not to overschedule yourself, especially at the beginning of a trip. I often give myself a day to acclimate to my new environment before I have set plans. Once you do head out, go off the beaten path and throw away the guidebook. Take a risk and try something new. Never been salsa dancing? Jump up and join in the fun at the local dance club. If you move away from the tourist centers you’ll get more of a “true” experience of the country you are visiting. As you bring your own *cultural baggage* with you, make a conscious effort to observe behaviors and attitudes that are different from ‘home.’ Be a cultural detective as you explore. Learn the cultural do’s and don’ts. Be aware of the culture’s communication style and pay attention to *how* something is said, not just what is said.

4. **Ask, Ask, Ask!** - Don't be afraid to ask questions. Speak to the locals, asking them for the best places to shop, eat and visit. If someone came to your town, you'd be able to give them much better advice than anything they could read online or in a 4-year-old guidebook. Even if you don't speak the language fluently, you can often find a way to communicate and you'll be surprised how many people speak English around the world. Certainly, if you are going to a non-English speaking country, you will earn the respect and create a comfort level with the locals if you at least try to use a few basic phrases from their language such as "hello," "excuse me" or "can you help me?"
5. **Make it a priority** - We can always find excuses why this isn't the "right" time to travel. Whether it is fear of the unknown, concern about traveling alone or a lack of funds, we are constantly creating roadblocks. Finances are one of the biggest concerns I hear from would-be travelers. Through *Global Gals*[®], I'm helping women around the world design their dream trip on a dime, just like I did so many years ago. You may need to be creative and think outside the box on how to finance the trip, whether it is volunteering in exchange for room and board, or staying in hostels instead of five star hotels. The key is to put together a budget and be prepared to sacrifice in order to achieve it. Look at travel as an investment you make in yourself, your future and your career. If traveling is truly your life's ambition, make it a priority because, as I learned from my father's early death, you never know how much time you have.
6. **It's a Small World After All** - When you return, you'll have pictures and mementos, yet what you will remember most are the people you met. I have countless stories of the people whom I first encountered during my adventures and I never cease to be amazed by the ways our paths continue to overlap. In 1997, I moved to London without a job. Within a few days of arriving, while walking through a bustling Piccadilly Circus, I ran into my former boss from Australia whom I hadn't seen in two years. She had an opening at the company she owned and within an hour, I was gainfully employed! Serendipity seems to have a way of bringing the people that we need into our lives, but it is up to us to take advantage of the opportunities that present themselves.

It may be a cliché, but travel is a gift that never stops giving back to you. Today I challenge you to take the first step to reach for that dream. Don't let your fears, or doubts act as a roadblock – no one I have met has ever regretted their travels, but so many have regretted not taking their dream trip. Later in life, we often realize that the obstacles we found so daunting in our younger years were not so insurmountable after all. So what are you waiting for?

The *Universe* is calling....



About Brenda

Brenda McGuire helps teach people how to successfully live, work, and travel the world. With a record of travel that would leave most in awe—and an impressive professional history to match—Brenda has the expertise and the know-how needed to help others succeed internationally. Whether training corporate executives on cross-cultural business differences, developing global leaders, or educating women on how to travel the world independently, Brenda is passionate about sharing her experience, expertise, and of course, her travel secrets. An avid globetrotter, entrepreneur, and cultural expert, Brenda’s global journey has taken her to over 65 countries on 6 continents. Wherever she is in the world—backpacking Europe, trekking the Himalayas, exploring the Amazon Rain Forest, or traversing the Australian outback—she feels right at home.

Growing up in Iowa, Brenda had limited opportunities to see a world beyond her small town, but that all changed after she participated in the whirlwind *Semester at Sea* program, visiting 12 countries in 102 days. She returned home a “citizen of the world,” and with a keen sense of wanderlust, spent the next 20 years turning her global dreams into reality. She successfully lived and worked in Japan, the UK, Ireland, Switzerland, Australia, New York City, and Washington, D.C. before settling back in Des Moines, Iowa, where she now resides.

During her international career, Brenda has held positions in the corporate, non-profit, academic, and government sectors. She worked in diverse positions as an educator, travel director, corporate trainer, international recruiter, cross-cultural coach, and global workforce development specialist. As an expert in her field, she has worked with thousands of individuals and companies in over 50 countries teaching them how to effectively live, work, and travel across diverse cultures, time zones, and language barriers.

Brenda is the Founder & President of *WorldWide Connect*[®]. With their extensive global network of consultants, they deliver cross-cultural coaching, global business effectiveness programs, global leadership development, and expatriate support to international companies. In addition, Brenda founded and became Chief Global Gal of *Global Gals*[®], which empowers and educates women to reach their travel dreams through workshops, retreats, cultural training, and networking events. *Global Gals*[®] equips women to overcome real, or perceived roadblocks, and is a resource and support for women whether they want a backpacking adventure, dream getaway,

or expatriate experience. Whatever a woman needs to fulfill her travel dreams, *Global Gals*[®] tailors the help and support given to meet their individual needs.

She has an MA in International Communications from Macquarie University in Sydney, Australia, and a BS in Psychology and International Relations with Distinction from Iowa State University. Furthermore, she is a frequent international speaker at conferences, corporate meetings, and industry events, and has served as a guest lecturer aboard several cruise ships around the world. Brenda has won many awards in her community, is recognized for her contributions in her field, and has been selected as one of America's PremierExperts[®].

You can connect with Brenda at:

BMcGuire@worldwide-connect.com

www.globalgals.org

www.worldwideconnect.com

[www.facebook/globalgals](https://www.facebook.com/globalgals)