

MELISSA LAWRENCE: MY FIRST 100-DAYS



FIRST IMPRESSIONS

My very first day was AMAZING at Clicksuasion Labs. My welcome was like no other. I was greeted with balloons, personalized gifts, mugs, food and books. Not to mention a customized gift for someone special in my life. This was not just to anyone but someone that would be missing me because of me taking advantage of this opportunity. This special gift was given to my mother. This gift was extra special considering I was moving 700 miles away from her.

The impression continued along with my first impression of Michael Barbera one month prior, in my interview; his pose and positive energy filled the room.

As the days progressed, I discovered that Michael Barbera was not only my boss, but my mentor. I was pleasantly surprised at his teaching abilities and willingness to provide detailed descriptions of the practices at the lab. This would be a critical feature to me as most employers are not able to provide the time or efforts to conduct proper training.

KEY FEATURES

After a couple of months wrangling his calendar, email and other duties I became comfortable. Comfortability and trust are other features in a job that are my top priority. Being comfortable going to “my boss” (he doesn’t like that word) for questions and concerns are vital. Having trust to express my personal and professional ambitions are key in building that relationship. Michael has been exceptional.

While working along the side of Michael, I have learned so much. I have learned that there is more to consumer decision making than I thought. The language and the ways of persuasion continue to fascinate me.

Another key feature is being challenged. At this point, I wanted to learn more about the persuasion part of our business which made me start reading the books that Michael gave to me on my first day. The first being Nudge by Richard Thaler. Although, I find the book to be common sense based, it is helpful. Needless to say, I am still reading it. I still have a tremendous amount of behavioral science to learn and I am certainly up for the challenge.

MELISSA LAWRENCE: MY FIRST 100-DAYS



FINAL THOUGHTS

Lastly, after my first few months here at the lab, I decided that I would like to challenge myself even more. I decided that I wanted to venture out and start my own brand. I had already started my book and knew that I wanted to do more than just write it; I wanted to speak about it. More importantly, help people that have been, or are in a situation like I was for so many years. Michael not only supported my venture but offered for me to use any services that he had available. You can only imagine how that made me feel. For having three decades of experience in multiple fields and having many bosses, I can honestly say this has been the easiest transition. I don't feel as though I have a job, I feel that I have a partnership.