

## How to be Unstoppable

BY JT LONG ON MARCH 15, 2019



When the going gets tough, event professionals with an ownership mindset get going. Attendees at [Smart Meeting Northwest](#) at the year-old [Hotel Interurban](#) in Seattle learned how to shift from a victim mindset to that of a thriver by adopting the attitude of and being a powerful giver.

The day started with Dr. Dan Diamond, a former street mime who now works as part of a disaster emergency response team deployed to places such as Haiti and New Orleans. He explained that to be effective in a life-or-death situation, such as a flood or live shooter incident, you have to be committed to helping others. Victims and bystanders aren't the story. Those who cultivate an action mindset change the dialogue in their head, which shifts emotional attitudes and manifests better results.



That same attitude is what marks effective teams. "If only 10 percent of a team has that engaged, ownership mindset, it can go viral and change the culture of the organization," he said.

"That commitment to investing in the lives of others is what makes you unstoppable," Diamond concluded.



Planners and suppliers proved their action mindset on the 19th floor one-on-one meeting rooms, overlooking the mountains. They shared descriptions of inspired meeting spaces in locations near and far, made new friends and left with a curated swag bag full of ideas.

**More:** [Spring into Action with Your March Smart Style](#)

Smart Meetings CEO Marin Bright, who is celebrating her 10th year of bringing the industry together in a focused and fun format, displayed her own #neverstop attitude in the after-party on the roof as she invited everyone to the next Smart Meeting at Omni Frisco in Texas in April. There is no rest for the committed event professional.

