

tive environment fosters collaboration and encourages creative problem-solving.

8. YOU DON'T KNOW WHAT YOU DON'T KNOW

The real estate landscape is constantly evolving, with new regulations, market trends, and technological advancements emerging regularly. Powell's reminder about the limits of knowledge highlights the importance of continuous education. Real estate professionals should prioritize ongoing training, attend industry seminars, and stay informed about market dynamics to maintain a competitive edge.

9. BE KIND TO EVERYONE

Building strong relationships is fundamental in real estate. Powell's rule emphasizes the importance of kindness and respect in all interactions. Whether dealing with clients, colleagues, or vendors, treating others with kindness fosters trust and cooperation. Positive relationships can lead to referrals, repeat business, and a supportive professional network.

10. NEVER GIVE IN

Persistence is a hallmark of success in real estate. Deals can take unexpected

turns, and setbacks are common. Powell's insistence on perseverance encourages professionals to remain determined, even in the face of challenges. This resilience often makes the difference between success and failure, helping agents close deals and achieve their goals.

11. TAKE CARE OF YOUR PEOPLE

In real estate, effective leadership involves supporting agents and staff. Powell's principle of caring for team members underscores the need for strong mentorship and resource availability. Providing training, fostering open communication, and recognizing achievements creates a motivated and productive workforce, ultimately benefiting the organization and its clients.

12. LISTEN TO YOUR PEOPLE

Open communication is vital in a collaborative environment like real estate. Powell's rule to listen encourages leaders to value the input of their team members. Feedback from agents can provide insights into market conditions, client needs, and operational improvements. By fostering a culture

of listening, leaders can make informed decisions that enhance overall performance.

13. CELEBRATE SUCCESS AND LEARN FROM FAILURE

Recognizing achievements boosts morale and motivation within the team. Powell's rule to celebrate success while learning from failures is crucial in real estate, where both victories and setbacks are part of the journey. Reflecting on completed transactions and analyzing unsuccessful deals provides valuable lessons that inform future strategies.

Colin Powell's Rules of Leadership offer timeless guidance that can greatly benefit professionals in the real estate industry. By embracing these principles, agents and leaders can foster resilience, enhance relationships, and navigate the complexities of the market with confidence. Ultimately, these rules not only contribute to individual success but also promote a culture of excellence within the broader real estate community. ■

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BY ROXANA TOFAN

THE IMPACT OF SOCIAL MEDIA ON MENTAL HEALTH: A DOUBLE-EDGED SWORD

IN RECENT YEARS, SOCIAL media has become an integral part of our daily lives, offering a platform for connection, information sharing, and self-expression. While it can foster a sense of community and provide access to support networks, **the impact of social**

media on mental health is increasingly complex and multifaceted.

Here we explore both the positive and negative effects of social media on mental well-being, drawing on current research and expert insights.

THE POSITIVE EFFECTS OF SOCIAL MEDIA

1. CONNECTION AND COMMUNITY BUILDING

Social media allows individuals to connect with others across the globe, fostering relationships that may not be possible otherwise. For people with disabilities, those living in remote areas, or individuals facing social anxiety, online platforms can provide a vital sense of belonging. Support groups

on platforms like Facebook or Reddit enable users to share experiences and coping strategies, promoting emotional support and reducing feelings of isolation.

2. ACCESS TO INFORMATION AND RESOURCES

Social media serves as a powerful tool for disseminating information about mental health issues. Campaigns that raise awareness about mental health conditions, such as depression and anxiety, help reduce stigma and encourage individuals to seek help. Additionally, platforms like Instagram have become spaces for mental health advocates and professionals to share valuable resources, tips, and personal stories that resonate with users.