

Issue 4 / Mar-Apr 2019

# LINCOLN CHRONICLE

By Students, For Students





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## Editor's Letter

Every Lincoln University student has the same goal of securing a job at their dream company or opening their own business. We must take every opportunity to prepare ourselves for this challenge, including asking the important question, "How can we make the most of our summer break?"

We provided some ideas in this issue. You'll find insight about two major companies in the market—Salesforce and LinkedIn—through an in-person interview with a software engineer at Salesforce and a report of a LinkedIn Marketing Lab. "How to get a job?" by Career Services gives you a step-by-step guide from identifying your goal to securing a job. We also focused on personal development by providing topics to increase your knowledge about trends around the world and increase soft skills that deal with difficult people, as well as an exercise to address the habit of overusing the word "sorry". Our Chronicle Crossword created a lot of excitement among students in the last issue, so backed by popular demand we have created a new Country Edition. We are excited to present you with our 4th issue, and with the Graduation Cruise around the corner, we hope to see all of you there.

Yours Sincerely,  
Editor-in-Chief

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Priyanka Thapa

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### On the Cover

Alumni

Imagine in a University where people come from at least 50 nations all around the world, the magnitude of cultural experience and ideas they bring. Add to that, an institution that has held its ground for 100 years. We deserve a publication like Lincoln Chronicle, that not only shares news and information, but is a voice to all the ideas and opinions simmering beneath this diversity and talent. Take this opportunity to engage and build your community and share your work.

To publish your work email us at  
**chronicle@lincolnuca.edu**

### Read, engage and share

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*In grateful recognition of your  
contributions to Lincoln Chronicle*

\*Chronicle Stars represent the number of contributions made to this  
Issue.

# Howard Schultz

## FORMER CEO OF STARBUCKS



Ashi M. Idicula



Schultz challenges the status quo of businesses in society.



One of America's most successful businessmen, Howard Schultz, has given us not just great Italian-style coffee, but also unconventional business initiatives that boost employee culture. From providing health insurance and free college tuition, even for part-time baristas, to controversial initiatives about race and refugees, Schultz challenges the status quo of businesses in today's society. He had his epiphany when he first stepped into Starbucks and realized its potential and the vision he had for the coffee shop.

### Balancing Humanity and Profit

Schultz attributes his success and achievements to the balance of humanity and profit in the decisions made at Starbucks. As an example, in his weekly meeting room he always kept two empty chairs -- one to represent the customer and the other the employee. Every discussion and decision made would weigh the impact on these two stakeholders. His major success has been in motivating employees and empowering them. He had his employees participate in the equity scheme for Starbucks, thereby performing better as they felt they were working for their own cause. Health insurance and other benefits for employees increased employee morale, turning Starbucks into a very humane workplace. This humane work culture is what makes Starbucks unique. Though, Schultz points out that none of Starbucks' activities are patented, anyone can do business like Starbucks.

### Vulnerability and Humility for a Leader

Watching or listening to Schultz proves he is the embodiment of both vulnerability and humility. Being a leader in Starbucks, he has certainly used these traits to his advantage.

Conventionally, vulnerability may be seen as a weakness, nevertheless, there are various kinds of leadership. When a leader shows he or she is human, followers can relate to the leader rather well compared to a leader who appears supernatural. This translates to employees having a genuine interest in following their leader. Humility is Schultz's ability to empathize with his employees despite the authority derived from his success and position. Yet again, employees have relatability and rapport with a leader who has humility. Employees can see themselves in a good leader.

### Did you know?

Starbucks is what it is today only because Bill Gates Sr. helped Schultz in 1987.

# Technology and Business Trend Review

Image Source : Hatch

## 5G Wireless Technology just around the corner

Dr. Walter Kruz  
Chairman, MIS Department  
Lincoln University

Looking at 5G's impact on some industries we can expect the following:

1. Transportation will benefit as autonomous vehicles start connecting at high speed with external sources of data such as roads, traffic lights, and other sensors. This should enhance safety on the road.
2. Greater adoption of high-speed wireless connectivity in factories will enable 5G manufacturing, which means greater use of robotics for most production processes resulting in improvements in quality and productivity.
3. Augmented reality and mixed-reality products, where computer-generated graphics are overlaid over real world images, will enhance the user experience through higher speed connectivity and low latency connections. Lower training costs for businesses can also be expected.
4. Improved health care services through faster access to our doctors, increased reliance on telemedicine for faster diagnostics, and higher real-time monitoring of patients.
5. Greater surveillance capability by governments through face recognition technologies, real-time geopositioning for individuals, and access to "loyalty" profiles of citizens, as in China, become mainstream.

Major service providers are already positioning for supremacy in delivering 5G connectivity. By 2020, we should have a variety of cell phone choices. Samsung has announced the release of 5G phones for AT&T and Verizon, Verizon could also release a Moto Z3 phone, and Sprint has announced an Android phone from LG.

In short, get ready for a major change in the way we connect and communicate.



**Since 5G**, the fifth generation of cellular mobile communications, will be available soon, we should think about its impact on our daily lives. Without getting into technical jargon, 5G will bring greater transmission speeds while moving more data, with lower latency or more responsiveness, and the capability to connect more devices simultaneously.

Overall, it will bring the IoT, the Internet of Things, where just about everything is connected, closer to reality.



# YOUNG BLOGGER SCHOLARSHIP AWARD

Your Chance To Win A Scholarship Award of **USD 2000**  
Deadline : 23rd April 2019 | Email : [chronicle@lincolnuca.edu](mailto:chronicle@lincolnuca.edu)

## Eligibility

1. The 'Invensis Learning Young Blogger Scholarship Award' is open to all undergraduate/post graduate students who are currently enrolled in universities/colleges worldwide.
2. Applicants should write an article from the list of topics given below
3. The article should be written and uploaded on your university blog section which is publicly visible.
4. Age limit: 18 - 35 years
5. Candidates must have a minimum cumulative GPA score of 3.0.

## List of Topics to write on:

1. Competency-based learning vs traditional learning
2. Role of ai (artificial intelligence) in learning and development
3. How technology is impacting in-class learning
4. Future of online learning
5. How colleges and universities can promote entrepreneurship
6. How students need to be job ready for complex future requirements
7. Importance of soft skills development in education
8. How stem education is shaping the future
9. Promoting creativity in education
10. Addressing the rising cost of education

## More Details at :

[https://www.invensislearning.com/scholarship/?utm\\_source=email&utm\\_campaign=scholarship-2019](https://www.invensislearning.com/scholarship/?utm_source=email&utm_campaign=scholarship-2019)



# CAREER SERVICE GARAGE

# HOW TO GET A JOB?

## First Things First

If you're new to the job market or if you're thinking about switching to a different line of work, you need to choose a specific occupation and understand in which department and position you want to work. Job placement along with management relationships are the top factors followed by the pay rate that determine job satisfaction. Applying for a job without naming a specific occupation will not get you a job and/or some employers will put you where they need you. That means that you'll have a higher risk of getting stuck in a job proposed to you, a job that you do not like will end up being a dead-end job with no chance for advancement, or a job with frequent layoffs and no job security. Is that really something you want to waste your life for? Don't let some stranger decide your future. Take charge of your life and choose your own occupation!

## 6 easy ways to choose an occupation

1. Start with your wish list. What kind of work have you always dreamed of doing?
2. Think about your friends and relatives. Do you know people who have the kind of jobs you'd like to have?
3. Think about the things you love to do. Do you have a hobby or a passion that you could turn into an occupation?
4. Think about your **talents**. Do you have a **special talent, skill, or ability** that could be turned into a profession?
5. Try a career test. Log onto a computer and search the internet for "career tests." Career tests analyze your personality by asking a few dozen multiple-choice questions. Then, they match your personality to occupations you'd be good at. Give it a try. You might be surprised at what they recommend. Most tests are free, so try several different tests. Caution - use the test results only as a guide, not a rule. No test is totally accurate.
6. Visit the Career Services Department at LU. Career Services advisers will not choose a career for you, but they may



Administer some special aptitude tests and help you explore some options.

## Create a Simple Job-Hunting Plan

Every employer is not hiring today. You have to knock on a lot of doors to find the ones that are. Here's a simple plan that takes only about an hour a day. Give it a try and see how many interviews you can get.

1. Make a list of every company you would like to work for. The list should include at least 40 companies. Include large, medium, and small businesses.
2. Search through your network for connections to these businesses. It's much easier to get your foot into the door if you know someone on the inside.
3. Search the internet for contact or recruiter information for the companies you listed in step one.
4. Prepare your resume and tailor your cover letter to match each job opportunity that you plan on applying for.
5. Monday through Friday, contact five employers every day. That's 25 employers a week, 100 a month.

Now that you have a foundation of how to look for a job, take your knowledge to the next step and apply what you have learned. LU's Career Services department has arranged for two intensive skill building workshops and an on campus hiring event in April.

On **April 9th at 11:45 AM** a hiring manager from Big Oakland, a coworking space specifically for the architecture, engineering, and construction industry, will be giving a presentation on the company as well as interviewing applicants interested in a marketing internship. On **April 15th and 25th**, respectively, the Career Services department will be hosting a cover letter writing and interviewing skills workshop. Please bring your current resume and a laptop to each event. Career Services is always available via email to set up an appointment for counseling or to review your resume.

Email [careerservices@lincolnuca.edu](mailto:careerservices@lincolnuca.edu) for more information or to sign up for these events.

# The LinkedIn LAB



Gibu George



Priyanka Thapa

On the 14th of February, a loaded day, two Lincoln University students decided to attend a session at the LinkedIn headquarters in San Francisco for a LinkedIn Marketing Lab session. With a marketing major, Gibu knew exactly what he was heading for. With smart casuals and fancy Apple products, he was ready to grasp it all. On the other hand, I, a human resources person wasn't too sure what I would gain from it. In theory I knew that it helped not only businesses but also individuals with simple marketing solutions to generate leads, raise brand awareness, start a campaign or boost it by providing virtual and in-person sessions, so I decided to see what I could make of it.

## What to expect before heading out to a LinkedIn session?

**1. Choosing a session that fits your need:** The session that we went for was a comparatively advanced session. Here is the chart of how you should follow the classes as per your interest:

Fundamentals of Advertising on LinkedIn	Building a Content Marketing Strategy on LinkedIn	Advanced Strategies on LinkedIn	Using LinkedIn for Lead Generation
Basic	Intermediate	Advanced	Advanced
For people who are starting with LinkedIn Ads or need a refresher	For people who want to improve their content marketing efforts.	You already know everything about LinkedIn ads and want to learn how to use different strategies to take your campaign to a different level.	You already know everything about LinkedIn ads and want to know more about generating leads.

**2. Understanding the structure of the session:** The presentation is an informative session combined with questions and answers throughout. They send you a mail prior to the session with a detailed agenda and a pre-class survey that allows you to submit your questions prior to the session.

**3. What is in the agenda?** They divide the session into sections starting with registration and breakfast then a division of topics that they will cover, finally with a separate Q & A session in the end.

**4. After the session:** As it is not a networking event, people disperse after the session with some interacting with the speakers. They mail you the slides and resources of the presentation along with a free one-time consultation with a LinkedIn advertising strategist.

### What we learned at the session?

1. Definition and short explanation of what Lead Generation is followed by a glossary of all the important terms that will be used.
2. Importance of content marketing in Lead Generation: Segregates and explains the importance of different types of content strategy used and what the decision makers think about it.
3. Comparison of different platforms like Twitter and Facebook based on ad credibility with LinkedIn
4. Strategies to generate leads by using specific types of audiences targeting method like email or website targeting.
5. Understanding what your ad formats should look like according to your goal, i.e. either creating awareness, consideration, or conversions.
6. Different types of ad formats.
7. How to create an effective lead generation form.
8. Measuring the effectiveness of your campaign using LinkedIn campaign manager tools and why we should use them.
9. New conversion tracking and setup features.
10. Further optimizing campaigns.

### How useful was it?

For a person who already has in-depth knowledge like Gibu, this advanced session will help him understand LinkedIn more and compare it with other platforms like Facebook that he is also well versed in.

As for a beginner like me, it would have been better if I had some prior practical knowledge about not only LinkedIn ads but ads in general; Maybe attend a basic session before an advanced one. However, I do believe that when I work with it in the future, the knowledge I gained from this session is going to help me.



“

**LinkedIn is no longer an online resume. It's your digital reputation.**

**-Jill Rowly**  
Social Selling Evangelist

”



# NOT SORRY

At the National Student Leadership Diversity Convention on February 7, 2019, we reflected on the habit of saying "sorry". *Ayannah Johnson*, the instructor, argued that when we overuse "sorry" it shows vulnerability or lack of self-confidence. This self-reflective workshop challenged us to think why we say sorry, how many times we say it, and whether we should. Noticing our habit is the first step to changing it.

## Think of the number of times you've apologized for in a month:

1. Not responding immediately to a call, text or email.

1 2 3 4 5 6 7 8 9 10

2. Being under or over dressed for the occasion.

1 2 3 4 5 6 7 8 9 10

3. Circumstances not under your control.

1 2 3 4 5 6 7 8 9 10

4. Started a sentence when you had a question or concern.

1 2 3 4 5 6 7 8 9 10

5. Someone else's behavior.

1 2 3 4 5 6 7 8 9 10

## How would you replace sorry with other empowering words/phases in the following circumstances?

"Sorry, it's not your fault, no need to apologize"

"Sorry I didn't attend"

"Sorry for doing that"

"Sorry to interrupt"

"Sorry for being late"

"Sorry if what I said hurt your feelings"

"Sorry for getting in the way"

"Sorry for taking up your time"

"Sorry for not dressing up"

"Sorry I didn't answer your (call, text, email)"

Tear Here

Tear Here

Tear Here

# EVERYTHING ABOUT SALESFORCE



On 22nd Jan'19, Lincoln University students went on a tour of the Salesforce headquarter in San Francisco led by senior software engineer **Patrick Manrahoe**.

**From left to right :**

Assem Nurakhmetova  
 Patrick Manrahoe  
 Tatjana Bojasova  
 Sergey Eremeev  
 Monther Ababneh  
 Yordanos Woldebirhan  
 Roxy Blank  
 Yayha Ghaith

## Q&A WITH PATRICK MANRAHOE

Exclusive Interview By Gibu George

**Welcome to our university. Please introduce yourself and tell us about your current position at Salesforce.**

My name is Patrick Manrahoe. I work as a software engineer at Salesforce as a part of team called Industries. Basically, I work with financial services cloud where I play a senior role in the team. We work on software, but most of it is on the cloud. You must have noticed that my English is not perfect. Coming to the U.S. was a big part of my journey. I was born in Rwanda in Africa, moved to India for my undergraduate degree at Indian Institute of Technology (IIT), then went to Europe for a while before coming to the U.S. to pursue my Masters in IT at Carnegie Mellon University, Pittsburgh. I was hired by Oracle in New York where I worked for 2 years before I joined Salesforce.

**Most of my questions are from a student's point of view. You have always been an international student, not only in the U.S. but also in India and Europe too. How was your journey with different cultures in these four continents?**

That's a very interesting question. This is something that defines who I am. Probably that's the reason I am volunteering now. And if you saw my presentation yesterday, the first slide was a map of the world. I see the world as one, and full of opportunities. I went to India because India was doing well and I could get a better education there than in Rwanda. I was lucky to get into one of the top engineering colleges in India. It was challenging and also very different than my culture. You start to see the world in a different way, you make new friends with people you would never have thought of before. You get roommates you have nothing, even remotely, in common with. But I started looking at how all this diversity was injected in me and how it changed the way I see the world. I remember the first few weeks, I suffered a lot, and I even decided to go home. But two months later I realized that it's a one-time opportunity. I challenged myself to get on board with everything that was offered. I started exploring everything around me and that makes me who I am now. I'm not afraid of change. I believe changes are always opportunities, especially when you are coming from the bottom.

When you started your higher education in IIT India, did you ever imagine that your education would change from electrical engineering to computer engineering? Also, do you have any future plans to shift your career again?

When I started at IIT, it was really tough due to the educational standards and cultural differences. When I started accepting the facts and evolving, it gave me insight that my life was going to be diverse. When I was studying at IIT, my professor suggested I try the field of software engineering. Once I started, I became more intrigued. I am not afraid to move around. Now I am enjoying the job I am doing. I am not sure it will be the same tomorrow and I am open to change, both in the jobs and the people I meet every day.

**PATRICK  
MANRAHOE**

Tell us about Salesforce, your contribution and how Salesforce is contributing to our modern way of doing business?

Salesforce is a great company based on CRM software and cloud based services. They are leading in the market. It is connecting customers to the companies. It is a really good company to work for. They have work-life balance, you can even work from home. It has been always in the top 10 companies to work for by Forbes. My contribution is in the financial service cloud. As a software engineer, there is no better feeling than seeing your product selling in the market.



**What do you think we can do to evolve and handle the constant changes in new technology, as well as become leaders in those situations?**

Yesterday, a student came to me and said that he is new here and is so scared because everything looks so new. I told him that in the 1950s, if you were from a developing country, it was very difficult to adapt to the technology because there was no access to relevant materials to gain necessary knowledge. Think what we have today. I can go to Google and find all the details, like machine learning. I don't need to wait to raise money and go to MIT or Stanford to learn it. Today you can get the same content for free. You can teach yourself. That's what I say to my fellow students, you shouldn't get scared, there's plenty of opportunity for us. Because of the changes happening around you, don't think you are behind. It's new to everyone. It's like catching the bus, you enter the bus from particular point. You don't need to go to the first bus stop to catch it. This is the best time to evolve and face the changes as opportunities.

**As a former international student, what advice can you give to our current students?**

There are couple of things. First, there is opportunity and time to figure out what can be added to your resume that will make it stand out. Nobody reads a resume anymore, machines go through your resume and if your skills match with the requirements, it will pop up. From thousands of applications, how will your resume be different from others to give you an advantage? Through your skills, certifications, experience, internships (paid or unpaid). Don't go only for extra money. Try to get good internships in NGOs or unpaid internships as a volunteer and you will get great references. They will support your future job search. Also, start networking and going to meetups where you will meet people in the same field of work. You might get lots of help from the people you meet through networking events. Start planning your career right now instead of waiting for the OPT period. You can't be blind till the end. Start searching for jobs now, before it's too late. Also, if you are concentrating only on studies and not looking for future opportunities, it will be the biggest mistake that you are making.



Salesforce is one of the big names mentioned along with customer relationship management (crm) and cloud computing in recent days. It is a revolutionary company that changed people's perception about software applications.

In our visit to the salesforce headquarters in san francisco, we got to witness how huge the company is indeed, the interesting working environment, and the great vibe between the people working there. We learned how the company provides all the different services related to crm, marketing, and discussed a little bit about the software, platform, and infrastructure services of the company; in a way this made us understand what the company is all about.

1. The welcoming faces and the friendly discussions we had made our visit a pleasant experience and it got us interested in the certificate training program the company has.
2. The salesforce office building has a beautiful and natural themed interior design that makes the workplace relaxing and tranquil. The trailhead games installed at the different screens and devices in the open spaces of the building are amazingly entertaining and drives the continuous learning of employees that engage themselves in them at break times.
3. The pleasant aesthetics and the existing trailhead games i believe are one of the few things that motivate employees. They make the workplace interesting and it shows the company values.
4. Salesforce is a company with the goal and mission focused on customer success, innovation, and environmentally sustainable cloud services. It would be very meaningful to work for a successful company that adds values to people not to mention that it is named one of the best places to work for.
5. I believe the company's success begins with the idea of making things simple when it comes to software applications by creating a platform for anyone to create their own personalized and customized results. The companies priority to customer success with quality-focused service reinforces the simple idea of becoming world's leading company.

# Event Review



Yordanos Woldebirhan



# LINCOLN CROSSWORD : COUNTRY EDITION

A crossword puzzle grid with 39 numbered starting points for words. The grid is composed of white squares for letters and grey squares for empty space. The numbers are as follows:

- 2: Down, starting at row 1, column 10.
- 3: Across, starting at row 2, column 3.
- 4: Across, starting at row 2, column 4.
- 5: Across, starting at row 2, column 13.
- 6: Across, starting at row 2, column 14.
- 7: Across, starting at row 2, column 15.
- 8: Down, starting at row 3, column 2.
- 9: Across, starting at row 4, column 6.
- 10: Across, starting at row 4, column 7.
- 11: Across, starting at row 4, column 8.
- 12: Across, starting at row 5, column 1.
- 13: Down, starting at row 5, column 11.
- 14: Down, starting at row 6, column 9.
- 15: Across, starting at row 6, column 10.
- 16: Down, starting at row 7, column 16.
- 17: Down, starting at row 8, column 14.
- 18: Across, starting at row 8, column 10.
- 19: Across, starting at row 9, column 7.
- 20: Down, starting at row 10, column 4.
- 21: Across, starting at row 10, column 10.
- 22: Down, starting at row 11, column 2.
- 23: Across, starting at row 11, column 3.
- 24: Down, starting at row 11, column 16.
- 25: Across, starting at row 12, column 1.
- 26: Across, starting at row 12, column 10.
- 27: Down, starting at row 13, column 10.
- 28: Across, starting at row 14, column 1.
- 29: Across, starting at row 14, column 8.
- 30: Down, starting at row 15, column 7.
- 31: Down, starting at row 15, column 14.
- 32: Across, starting at row 16, column 1.
- 33: Down, starting at row 16, column 11.
- 34: Across, starting at row 17, column 9.
- 35: Across, starting at row 18, column 4.
- 37: Across, starting at row 19, column 11.
- 38: Across, starting at row 20, column 3.
- 39: Across, starting at row 20, column 10.





## 5 useful hints on how to resist negative influence

Being positive and resistant to any negative external influence is a useful professional and spiritual skill. Empathy is the ability to recognize and feel the emotions of other people. Sympathy is a feeling of compassion for others. Feeling "empathy" means absorbing the pain, suffering, and other negative emotions that can affect you. Have you ever been in a room with a negative person? If the answer is yes then you know how toxic that energy can be. Learning not to absorb the negative energy of other people is a great spiritual skill. Here are 5 ways to protect yourself from the evil influence of other people.

### Remember that you cannot please everyone

When someone complains about something to you, the best way is not to react pleasing this person. This will only draw power out of you and create dependence on his/her opinion on the invisible energy level. Unfortunately, not everyone will love you. People live on earth for another purpose. First, love yourself. That way you will create a force field that will serve as protection from the influence of other people's opinions. Also keep in mind that you cannot change anyone and/or anything but yourself! The mission of your life is to become the better version of yourself, disregarding external factors.

### Invite other people into your life carefully

Your body, mind, and immediate surroundings are your temple. Who will you invite to enter your private space? Will it be an open invitation? Do people have to wipe their feet before they come in, or you will allow them to drag dirt into your soul? It is really up to you. However, you should know that if one day you give a man a piece of bread, the next day he/she will ask for a loaf. Letting someone staying for the weekend may end up as a stay for a week (or two!). Respect yourself and know your boundaries, do not let anyone cross your comfort zone. Indeed, being generous and kind is essential and important. However, there is a fine line that you need to stick to so that you are not trampled. Learn to say no and feel good about yourself!

### Stop paying attention to stupid people!

The parasite needs a host to survive. When you pay attention to someone else, you give him/her your time. Energy vampire's aim is to steal your thoughts and that will reduce your energy level. Some people will drop their negative energy on you, and then go to the next victim. A friendly ear is probably a wonderful thing, but there is, again, a line that no one has the right to cross. In case someone

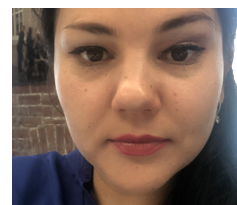
pours out his/her frustrations about work or a relationship, or even their successful achievements on you, be alert, all these emotions can drain you and change your life in a negative way. Love yourself, stop people or tell them that you are not ready to listen to it right now. That way you will be not absorbing their poisonous energy.

### Breathe and walk in nature. Take time to be with yourself!

Go outside, if possible to nature - meditate, relax and breathe. Drink clean water, eat good food, and exercise. Move like a butterfly: gently, but quickly. Breathing increases blood circulation throughout the body and helps prevent energy from being absorbed from people around you. Walk with confidence, lift your head up, and do not let anyone spoil your mood. The caterpillar eats everything around it and becomes fat and stationary. Therefore it must first become light in order to fly.

### Take 100% responsibility for your thoughts and emotions

The way you feel - is 100% your responsibility. The universe sends people into our lives to test us. Our perception of ourselves is stronger than the opinion of others. You are not a victim, and no one has power over you. Envision how your thoughts or expectations manifest themselves in a situation that bothers you. What if everything depends on your level of patience, irritability, or compassion? Once you take responsibility for your reactions, you will connect with yourself on a deeper level. I would suggest, creating positive situations for yourself to increase your energy level. When you are with someone, ask yourself - do you feel good around this person? Is this person well near you? You deserve to be happy and the time has come to realize that! The science of protecting oneself from other people's energies begins with self-love. Remember that you deserve happiness, joy, and peace. It is normal to say "no", and only you are the creator of your life! Keep calm and keep going.



Maria Boukhal

# HUMANS OF LINCOLN



Before joining MBA at Lincoln University, I was a TV host and a model in Thailand. I also represent Thailand in Miss All Nations 2015. I was the second runner-up. Until recently my career goal has changed, I would like to see myself as a business owner, an entrepreneur.

I know about Lincoln University from attending a Language School in San Francisco through their Pathway Program. Thanks to the Admissions staff, my application process and school transfer were so easy.

My favorite thing about studying at Lincoln University is that my classmates come from many different countries and professor always encourage us to participate and give our opinion on the topic. Instead of 3 hours lecture, we are sharing our ideas and thought. but what really set LU faculties apart from other university is that they are sharing the real examples from their work and experiences and how the concept can be applied to the business world.

I'm sure that I'm learning the practical skills that I will be used in my future business.



Praewpayome Luksitanon

MBA student  
General Business,  
Lincoln University, Oakland

In Collaboration with Students Services





\*Winner was selected by lottery from the pool of qualifying submissions. To claim your \$50 prize email us at [chronicle@lincolnuca.edu](mailto:chronicle@lincolnuca.edu)



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