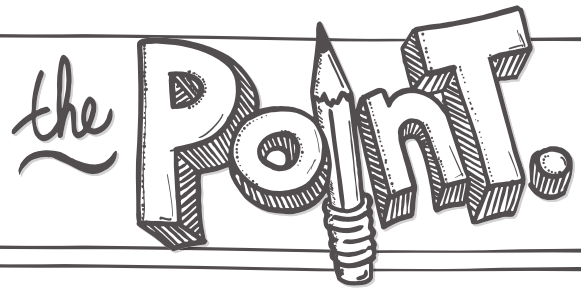




An Open Letter About My Leadership Style

by Theresa Cannavo



Let's just start with the obvious: I put ketchup on tacos.

Yes, I know some of you are already judging me. But hear me out. That tiny detail sums up a lot about who I am as a leader: unconventional, unapologetically myself, and willing to try something different even if people tilt their heads and ask, "Wait... you do what?"

I'm a Capricorn, a middle child, and according to anyone who's ever shared air with me - loud. I own all of it. These quirks have shaped how I show up, communicate, and lead.

And speaking of communication, let's keep it simple...

Introducing *The Point*

Welcome to the first installment of *The Point*, a new monthly series from the Edwards Creative leadership team. Each article will share insights from our directors and VPs on topics ranging from leadership and process to creativity, industry trends, and the values that drive our work. We're kicking off the series with a special message from Theresa Cannavo, who recently retired after a remarkable career in the creative industry. Her legacy of leadership has left a lasting mark on Edwards Creative and in this opening piece, she shares her final reflections as she passes the torch to the next generation.

Be brief. Be bright. Be gone.

Not because I don't want to hear from you, but because clarity is kindness. Say what matters, shine while you say it, and then let us both move forward and get back to doing great work.

Coaching is where I thrive. It's my thing. My passion. I take the time to learn the strengths, skill levels, and potential of everyone on my team even when you don't see it yet. Coaching isn't always comfortable. Growth never is. Sometimes the person you're pushing to the next level pushes back twice as hard. But I coach because I see the bigger picture: the version of you that's stronger, more confident, and more capable than you give yourself credit for.

My career has always lived in the creative world, and landing at Edwards Creative has been a dream come true. This company, 40-ish wildly talented people feels like home. It's a place where creative problem-solvers, makers, thinkers, and yes, even the wonderfully weird, get to show up as themselves.

Every day, I lead a team of six: project managers, estimators, receptionists, the whole spectrum. And every day involves checking in, supporting, guiding, listening, challenging, and cheering them on. Our environment is creative, dynamic, and layered. We're constantly learning from one another, and

I love that. It keeps me sharp. It keeps us growing. And it keeps the work fresh.

At Edwards Creative, weird isn't just accepted, it's encouraged. And that's exactly why I feel at home. Leadership isn't about fitting people into boxes; it's about helping them open the ones they didn't know they had.

So yes, I'll keep putting ketchup on my tacos.

I'll keep being loud.

I'll keep coaching—sometimes gently, sometimes with a metaphorical whistle and clipboard.

And I'll keep showing up for this team and this company with enthusiasm, honesty, and a determination to help us all reach our potential.

Feel free to reach out to anyone here at Edwards Creative for your next project—whether it's small or large, quiet or loud, normal or unusual. These wonderfully weird folks would love to help tell your next story.