CASE STUDY

JESSICA-JOAN **RICHARDS**









Jessica-Joan Richards Marketing Professional

I'm going to share something I never thought I would on LinkedIn...

My profile picture.

Why is this such big news for me? Well, I had a previous senior leader say that I was too fat for my job & that I needed to lose weight. Whether true or not, this statement really affected me, so much so that I stopped allowing my photo to be taken, personally & professionally. Removed my picture from LI for fear that people wouldn't want to work with or employ me because of my weight. I was afraid to share this for fear that everyone else would agree. I wanted my experience, energy, loyalty and passion to do the talking

Someone mentioned how I didn't have a profile picture on LinkedIn which set off those fears again, but instead of allowing them to spiral, I thought to myself, no, I am confident in my abilities and what I can offer to the world, regardless of how I look, my weight or any other shallow opinion people have about me. I am more than what my appearance is, & so are you.

Words hurt, they really do, but I hope that you can take a moment to step away & realise how not fitting into what others tell you is beautiful doesn't make you ugly, it doesn't make you a bad worker either.

#beautywithin #bodyshaming #badmanagers #confidence #sorrynotsorry #unashamedlyme

○ ○ 570,772 - 38,953 Comments



& Like ☐ Comment ♠ Share





It's been a crazy journey over the last few weeks from when I first shared my post. I didn't realise that the body topic in the workplace was as big as it is, I thought for so long my situation was an isolated incident but actually the more I speak to people the more I realise that this problem is rife in the work place. The post received over 19 million views! I didn't have any future plans when it came to my post but now I realise more needs to be

done and I want to help others speak their truth and give themselves permission to love themselves, because the truth is the body can be healthy at any size. I can't wait to see how the workplace people's attitudes change to body image and self-love, I'm so blessed and honoured to be a part of a mass empowering of people in the workplace - hopefully the positivity and courage spills out to the outside world of LinkedIn!