

You're listening to the Your Next Best Step Podcast, episode number 10 with your host, yours truly, Theresa Cantley. If you've been experiencing a slowdown in the growth of your business, or things aren't quite coming together this past quarter, in the first quarter. You're going to want to listen up, because we're going to be talking all about how when your business isn't growing, the thing that people really want to do first is they want to add more into it. We're actually going to be talking about adding less, and removing more. If you've been experiencing this, you didn't have such a great first quarter, you're going to want to definitely tune into this episode because we are going to dig in and get clear on how doing less actually can bring us more. Stay tuned.

Hey there, and welcome. We are at episode number 10, can you believe it? Episode number 10, holy mackerel. It's amazing. I am just so, so, so very grateful for all of my listeners, all of the people that have supported me in getting this podcast up and running, and I'm just so excited to be here with you every week. This has been a dream of mine, to really share my stories, and experiences, and things that I do on a regular basis. Working with entrepreneurs, and helping people to build their local and small businesses. I am just so excited to be able to share, to share all of this with you. I'm so excited about the comments and the feedback that I've been getting from people. In case you haven't done so already, make sure that you subscribe to the podcast so that you can get notifications on new episodes that are released every Wednesday. 'Cause, if you're not subscribed, you won't get the notifications.

I would love it if you would subscribe, and I would also love it if you would leave me a comment or a review, and let me know how you like the podcast. Let me know which is your favorite episode, what was the biggest aha moment, what you've learned from it. I would just love to hear, because that actually helps me to create better content, create new content for you that I know is going to help you to really get clear on what it is that you want for your business, as well as really building a plan to move your business forward. To grow your revenue, to build an amazing team, to find new team members, and just ultimately achieve all the things that you want to achieve.

It's so funny, as we are sitting here chatting a big, giant hawk just swooped down in front of my office window. If I sounded a little distracted, I wasn't quite sure exactly what it was, and it was flying pretty low, so I don't know. But boy, was that weird. It was a big hawk too. We have lots of hawks in our neighborhood, and we don't ... I mean, we live in the country, but not like really country, country, like where my parents live. We live outside of Philadelphia, so I don't know. The hawks have been out like crazy in our neighborhood. It's interesting.

Okay, now that I'm refocused, okay? We're talking about today's topic, which is all about something that a lot of business owners, and managers, leaders that I work with. When their business, when they haven't seen the growth, and they haven't seen ... You know, things aren't really moving in the direction that they want them to move, and things start to get kind of tense. A lot of people what they want to do, is they want to add more stuff. They want to add more products, they want to add more service, they just want to add more into their business. They want to do more work, they want to add more stuff.

I've worked with people where when they have physical inventory, and the inventory isn't moving, or the business has gotten flat in the retail world. What they've done, is they've added more inventory because they thought, "Well if we could get more products to sell, and add more stuff, and just have more, then we'll be able to grow the business. Because, if we have more, people will want to buy more, and maybe we'll finally get it right, and it'll be all good."

What they don't realize, and what most people don't realize. I know I ran into this myself when I first started my business, I was creating tons of products. I had different services, I had all different services, and tons of products. What happens is when we do that, and we add more into it ... If you're doing this, if you're a business owner or you're an entrepreneur and you're doing this, don't worry because it's, in my opinion I think it's a common thing. I think a lot of people do it. I mean, pretty much every, almost every business owner I've ever worked with has done the same thing. Because, I think that's ... You know, if we have more to sell, then our business will grow, you know? Or if we add more, if we work harder, if we do more, if we do more work, our business will grow because that's what happens, right?

Wrong. What we need to actually do is, we need to focus on finding the vital few things. The things that are really at our core, okay? What our core focus is, what really aligns with our vision. If you have physical inventory, we'll take that example for instance. We really want to look at our inventory and say, "Okay, what is ..." Again, "What is at our core? What are the products that align with our vision, and what do we have access of?" When it comes to inventory, a lot of times your cash. When you have excess inventory, inventory that is not selling, your cash is actually tied up in that stale inventory.

Instead of trying to cycle that out, people want to add more into the business, they want to add more inventory. Same thing with products and services, or even like sales reps. I've worked with people where it's like, "Oh, well we're not selling enough so we're just going to add more sales people to our sales force." Well, that's a little crazy. But, it's like I said, it's something that a lot of business owners do. But, what we actually need to do is we need to, like I said, we need to focus on our, the vital few tasks that we need to do, okay? But, what we also need to do is what's really at our core, what is really at ... Like, what are we really trying to accomplish that aligns with the vision that we have, and also the goals that we've set?

I've talked to a lot of people in quarter one, first quarter of this year. They set goals, and they didn't achieve the things that they wanted to achieve, and their first reaction was, "Well, we need to add more stuff. We need to have more events, we need to do more." Like I said, it's a common thing. Instead of, "Okay, let's look at what happened, and let's figure out ... Okay, let's go back. What is our intention," okay? "What is our intention as far as what we are doing in our business?" A lot of people, when they don't achieve their goals, or when their business isn't growing, they look at it as a failure. Or, they look at it like, "Oh, we've made so many mistakes," and they clearly just look at it that way. Mistakes, failures, whatever.

Like I said, their second thing is, a lot of people will want to just, "We need to work harder. We need to do more work, we need to add more stuff into our business, we need to add more inventory, and then we will get there." Like I said, the answer isn't that. The answer is actually removing, doing less, selling ... Not selling less, but not like looking at ... Again, going back to what I said a few minutes earlier is, what is our intention? What is it that we are trying to accomplish, and what is at the core of what we do?

When we can do that, we can ... When we can take a step back and say, "Okay, what didn't go right this year? What hasn't gone right? What goals did we set, and what did we do to try and accomplish those goals? And, what didn't go so right?" Okay? Then, also looking at things and saying, "Okay, what is our intention here? What is our biggest thing that we are trying to accomplish, and we haven't been able to?" Okay? And, "What is the intention behind it?"

Maybe, we'll take the inventory example. Maybe our intention is that we, our business has been flat, maybe it's even declining. And, we want to increase our sales, but we're not really sure what we have going on in inventory, and what our customers are really buying. Okay? Our intention is, is that we want to grow our business, but we also need to get clear on what it is that our core products are, okay? Because, our core vision is this, and we have these goals, and maybe the products that we sell aren't aligning with what our vision is, and what our goals are. Maybe again, we have too much stuff.

Same thing, maybe we have a series of products, or a series of services that we offer. And going back and saying, "Okay, we didn't achieve our goals. So our goal is again, we want to grow our business. We want to, we have this core offering, and we know what that core offering is. What we need to do, again, is not add more services, more classes, more whatever." But, take some time to really get clear on what is our ... What are the things that we do best? Basically. What are the things that we do best, our core strengths? And, what is the intention that we have here with our goals, that align directly to our vision, and what the purpose is in our business, okay?

After that, and okay ... So when I work with people they're like, "Okay, well we're clear on this. But, we still need to add more events." No. Let's focus on what you do best, and we know the intention behind it, all right? The next piece of this, and this is the big, this is kind of like the core of this whole episode. When we're talking about finding the vital few tasks that you need to do, or those core products and services, and what your strengths are, what you're really super good at. Then, what is the biggest obstacle that's holding you back from achieving the things that you want to do?

Now, that big obstacle, there might be many too, okay? You might have lots of obstacles. Maybe it's not, maybe it's a matter of just shifting some things around. But, maybe what we need to do is look at, what is the biggest obstacle that's holding us back? Let's go back to our inventory example.

If we have excess inventory, and we're trying to grow our business, and we know that we have a ton of inventory. Our biggest obstacle that's holding us back is that, we aren't really clear on what products are the ones that are selling, and what is ... And, those products, what are the ones that our customers really love, what are the ones that are really selling, we're selling the most of? And, those products also tie back to our purpose, our mission, and our vision, okay?

When we can do that, and we remove the largest obstacle first. In that case, it's getting clear on what products, what are our most popular products? What are the products that really connect to our customers, and really connect to what the mission of our business is, and what our purpose is, okay? It could be, the largest obstacle could be in ... Let's say you have a team of people, and maybe you have somebody, your largest obstacle is someone that's not pulling their weight. Maybe it's somebody who is not taking responsibility for their piece in the business. Maybe, you know, all the other team members are doing what they need to do, and stepping into their leadership roles, or stepping into their roles, and what they do as a team member, and what they bring to the organization, and maybe you have one person whose not really feeling it.

Maybe you have one person whose kind of like your slow hiker, you know? Somebody whose holding up, whose slowing down the pack. Maybe that person is just really disgruntled, or maybe that person ... Maybe it's a matter of they're in the wrong role. Maybe your biggest obstacle is as a business owner, you're burned out. Maybe your biggest obstacle is you have lost your passion for your business, and your energy just isn't there. Then, that ends up impacting everybody else. Maybe it's because you're

burning out, and your energy's not there, and you're all over the place, and overwhelmed, and frustrated, and anxious. Maybe that's what your biggest obstacle is.

Once we can really get clear on our intention, and the way that we get clear on that is we really have to go back and take a step back, and looked at not only what worked, but what didn't work, okay? Then also, what your vision is, and look at what your vision is, what your purpose is, what your mission is. And, are the things that you've kind of set in place, your goals, the things that you have, the products that you're offering, the services that you're offering. Does that all align with that vision, mission, and purpose?

If not, what can you remove more of? Because, once we can remove the things that are ending up becoming distractions or obstacles, they could become ... I mean, if you have too many products and services, it takes your energy and totally disperses it. When our energy is dispersed, we can't really focus on the things that we are super, super, super good at so that we can take those and do them even better, and build a better experience so that we can connect to our customers on a deeper level, and build better relationships.

It's that whole focus of when you can do less, you can actually make more. When you can let go of, and remove the things that are, like I said, excess. Things that aren't really, they don't really connect with the business. Maybe it's products that aren't selling, maybe it's services that people aren't really connecting to, and really getting clear on what the core, what your core products and services are, what the core things are that you do in your business.

Then also, looking at what those obstacles are, the biggest obstacle. We start, I mean people want to just start ... Once they figured this out they're like, "Ugh, let's just start cutting. Let's start cutting all kinds of ..." No, no, no. No, we don't want to do that either. We want to get clear on what it is that we're trying to accomplish, and the intention behind it. Then, looking at what our biggest obstacle that's standing in our way from accomplishing those things, and making our business better. Like I said, it could be a team member, it could be your energy, it could be products and services that just aren't selling, and don't really align with what you want to do. So we look at what those biggest obstacles are.

Then what we do is we say, "Okay, how can we remove them?" In our inventory example we look at it and say, "Okay. Well, we have to figure out what are the biggest products that we sell, our core products that we sell?" Then, "How much excess inventory we have, and then also at the same time, what can we do to get rid of all of this excess inventory so we can turn that inventory into cash, so that we can reinvest it back potentially into buying inventory that people really do love, and that aligns with what our business does? Then, we can turn it faster," okay?

The other thing that, if we use that example as well, and I've actually seen this. What ends up happening is, when we remove the biggest obstacle, and we don't realize it. There's other obstacles that, other smaller obstacles along the way, okay? What ends up happening is, as we remove those obstacles, as we remove all of this excess and we're removing more things that are just getting in the way, and don't really align. What starts to happen is, people feel better. People feel more motivated, and more inspired. Morale starts to go up. If you have a team member that maybe doesn't align with the vision of the business, and maybe it's a team member that has, you know, they're not really into what they're doing, and maybe they have a negative attitude. If you can get to the core of it, and either have that

difficult conversation or find out what's bothering them and do something ... You can then do what you need to do to fix it, you know? Work with that person. Maybe they're in the wrong role.

But, once you start to remove whatever obstacles those are, you get rid of the inventory that has just been dragging you down, and actually costing you money. You get clear on what your core products and services are, and you're removing more so that then your energy, everybody's energy is focused on what you do best. It's focused on what your zone of genius is. What your business does best, and what your customers love the most, and what is the most valuable things that you do? Then what you can do, is you can work on building a better experience. You can then also look at how can we build more connection with our customers, and build a better relationship? How can we also reset our goals and our process to achieve those goals for the next quarter, and the next quarter, the next quarter so that we can really stay focused on what we're trying to accomplish, and not be running ourselves ragged all over the place? And, like I said, costing the business, costing the business money.

The more we can remove obstacles and roadblocks that have been holding us back from growth, and some ... You know People are like, "Oh, I don't know Theresa. If we remove stuff then we're not going to be selling it, da-da-da." Well, if it doesn't align with what you're doing and it's costing you money to keep it going, and it doesn't align with what you do, and people really aren't interested in it. Why keep it, right? We have a tendency to over complicate things, and make our businesses complicated. Instead of doing what we need to do to simplify things down, and remove those obstacles so that we can then grow and amplify.

It's just like, if we think about like a rose bush. The more you prune down a rose bush, the bigger the rose bush is going to grow, right? Sometimes when you look at it you're like, "Ugh," 'cause I know we have rose bushes out front. When you prune the rose bush, and you're trimming the dead stuff off, the stuff that's not growing anymore, the stuff that's not ... You know, it actually harms the healthy part of the plant. But, when you can trim that stuff back, the plant will then get its energy back, and then it grows bigger, and more beautiful, and just produces these unbelievable roses.

It's the same thing with our business. The more we can trim back and we can prune, the more ... And, remove those obstacles, those dead branches, that dead weight. Those products that aren't selling, those services that people aren't really interested in. The things that don't really connect to what the vision and the core of the business is, the more we can remove those, then what we can do is we can actually start to grow again. We can revive the energy in the business. Like I said, morale starts to improve, people start to get inspired, and motivated. New ideas, new creativity comes in. But, it does take, it takes some hard work.

It's not easy to just look at, "Okay, what are the things that we've done? What hasn't really been working, why didn't we meet our goals, what we can learn from it, what lessons can we learn? Then, what is the biggest thing that's holding us back? What is the biggest thing that's holding us back, and what are the things, the ..." Like I said, "The vital few things that we need to focus on so that we can start moving forward?"

Once we're able to do that, and it doesn't have to be difficult. It doesn't have to be complicated. It just has to be you starting small with the biggest obstacle that's holding us back. It simply could just be, it could be the energy that you bring into your business. It could be as simple as, maybe it's starting a new morning routine so that you feel energized in the morning. Maybe it's hiring a coach, maybe because

you're not really sure which way to go, or what to do, or how to fix things, how to find that, even how to find that obstacle. Maybe the biggest thing is, the biggest thing to start with is finding a coach. Finding a coach to help you get clear on things, to help you figure out where the holes are in the business, and what that biggest obstacle is. But then also, what can you do to ... What you can actually do to remove it, and start moving forward.

It takes hard work, and really asking some difficult questions. But, once you do that, and once you get the ball rolling, it's just like if you got something ... When you're building a snowball, okay? I was going to say if somethings stuck. But, when you're building a snowball, and you start off small. Sometimes it takes a little bit to get started, but once you get it started and you start building, the momentum of building the snowball, and making it bigger, and bigger, and bigger, and bigger. You know, that little, once you get the little thing started it just builds momentum.

Or, if you have, if you're trying to get something unstuck. A rock, or a boulder in something. Then, once you get it up, once you get it unstuck and you're trying to push it somewhere, it just starts to build momentum. You get some leverage, and you can start to move it forward faster, and away you go. It's the same kind of thing, but we just have to. We don't have to make it difficult, we don't have to make it complicated. We just have to ask ourselves some honest questions, and our team some honest questions, and just get started.

I hope this helped you, and if you had a really rough first quarter ask yourself some of these questions. What is it that you are really super, super awesome at? What is your core vision, and your purpose, and your mission? Then, what are you, what is the intention behind what you're trying to do in your business? Or, maybe it's just one particular project. What is the intention behind that project?

Then, what is that slow hiker, the slowest hiker, the biggest obstacle that's holding you back? What is that? Then also, how can you remove it, how can you remove more from your business, more things that really are holding you back, weighing you down, sucking the energy, and just don't really align with what it is that you want to do? How can you remove more, and prune back so that you can grow even bigger and better, and make better things, and do things better, and make a bigger impact, and connect with your customers on a deeper level?

I mean, how great would it feel if you could remove all the services and the stuff that doesn't align? So that you can spend more time talking with people, and building a relationship with them so they come back time and time again to see you, and buy from you, and visit you, and come to events, or visit your store, or visit your restaurant, or come to your classes, or buy your services? Because, you have time now that you can actually get to know, you know, get to know them and what they're struggling with so you can help them, and you can make an impact on their life, and make a difference, and make their life better. How great would that be?

But, we can't do it if we're trying to put more into our business. We have to remove stuff, remove what is holding us back. The biggest things that are holding us back to free up that space so that we can be creative again, and we can do all of the amazing things that we were meant to do.

I hope this episode helped you, and I would love it if you would leave me a comment, send me a message, and let me know what your favorite part of this episode was. What was your big aha moment? And, maybe also, what your biggest obstacles are, and what you're doing to remove that obstacle. I

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would love to hear from you, and I would love to just, would love to hear how this episode helped you maybe to turn some things around. Because, I know for myself, I've been through this. Like I said, when I first started my business, I had a ton of products and services. I just kept adding stuff. Adding, adding, adding, adding, and couldn't figure out why I wasn't growing.

What did I do? I cut 75% of my products and services. Crazy, right? But, as soon as I did that, and I could really focus my energy on the most important things. The things that, the products, the services that really people that would really help people the most, and make the biggest impact. When I was able to do that, things started to shift.

I hope this helped you, and I would love to hear from you. If you haven't done so already, I do have a free audio download with a worksheet, all about how getting really super clear on your vision, what it is that you want for your business, where do you want to go, what do you want to do. How getting super clear on it, there's five things that it will help you to grow your business faster once you do get super clear on your vision. If you go to TheresaCantley.com/Vision, you will find a ... You can go ahead and opt in to download that audio training, and just pop your ear buds in. It's a quick listen with a worksheet to help you to start brainstorming, and get your ideas together.

Anyway, I hope you have an amazing rest of your week. I hope you have an amazing rest of your day, and I will see you here next week. Remember, keep ... You don't have to put more into your business, you don't have to do more. You just have to figure out what you do best, and do it even more amazing. All right, I will see you soon. Take care for now.