

Hey there and welcome back. I'm Theresa Cantley, and I am your host of the Your Next Best Step podcast. And this is episode number 28. And we are talking about what have you accomplished this year. We're going to talk about this really, really simple 15 minute exercise that you can do, that will give you the momentum that you need to really go to the next level. And most people won't do it. So stay tuned because we're going get started.

Hey there, I'm Theresa Cantley, and I'm so happy to have you here, back for a another episode of the Your Next Best Step podcast. We are on episode number 28. This is going to be a little bit shorter than normal, but it's such, such, such an important exercise, and an important thing that you can do right now, while you're listening, if you have felt this year, that if you're looking back, I mean it's September, kids are back in school, and if you're looking back and saying, "Oh my gosh, I have not done anything. I have so much to do. I have so many things on my goal list. I have so many things on my to-do list, and I haven't been able to accomplish everything. What do I do?"

And this 15 minute really short exercise is going to really help you to build the momentum that you need to get past those feelings of feeling far behind, feeling that you haven't accomplished anything, and everything in between that goes along with that. And this exercise is something that I recently walked a client through a couple weeks ago. We were sitting outside at the restaurant, meeting someone on a leadership team, and this really opened their eyes to a whole new world.

But before we do that, I just wanted to let you in on something that I am launching in the next couple of weeks here at Theresa Cantley headquarters. I am going to be launching something called the Restaurant Growth Formula, and this is going to be a live virtual workshop. And this is going to be so jam-packed full of information on really how to grow your restaurant. Even if you own a retail store, or even if you're an online business owner, these things will apply, just to give you a little heads up. But if you do own a restaurant, it's going to be super, super, super full of information for you if you've been struggling, if you've been in the kitchen for 15 hours a day or 12 hours a day every day, and you just feel super, super burned out, super frustrated, you're not really sure what to do next.

So in this live virtual workshop, I'm going to be giving you my seven strategies, the seven mistakes that most restaurant owners make, and the seven strategies that you can do to really get yourself out of the kitchen, start building your business, bring everybody together in your business, and just really set it up for sustainable, exponential growth.

We're also going to talk about the four things that you need to create what I call the wow factor in your business, in your restaurant, and the secret weapon that is going to really make competition irrelevant. So you never have to worry about chasing trends, you don't have to worry about what anybody else is doing. You can just focus on you and what you're doing, and the difference that you're making in your business.

So if you would like to register, the first class, it's something I'm going to do every two weeks. It's a free class and it's going to be about an hour long. There's going to be a replay. And to join me and to register to join me on this, you can go to theresacantley.com/restaurantgrowth, and you can go ahead and register. We're going to do it, like I said, September 16th at 2:00 pm Eastern time. If you can't make it and you register, no worries. There will be a replay that you'll be getting.

So I would love it if you would join me. I am taking 20 plus years of experience and putting it into this class, particularly my experience that I've had recently with clients of mine in the restaurant industry that really it was some simple things that they needed to tweak and just some things that they needed to shift, and it really led to 20% growth, 30% growth in their business, year over year, in a very short period of time. And it's just been amazing. And they've definitely become the talk of the town. And I want to share what they did, what we worked on and what we ended up building, and what they did to really take their business to the next level. So join me, again, it's theresacantley.com/restaurantgrowth so that you can register, and I would love, love, love to see you there.

So anyway, all right, enough of that. Onto today's episode. Like I said, this is going to be a little bit of a shorter one, and with a story. So I work one-on-one with clients, and I've been working one-on-one with clients for, my heavens, probably about 10 years now. And one of the things that I've seen over and over and over again, time and time again, and it's also something that I know I've been guilty of, I know other entrepreneurs that are friends of mine, other entrepreneurs that I've worked with or worked for over the years, one of the things, and I think it's human nature, one of the things that we are always, what's easier for us to do, is for us to see and think about and remember the things that we haven't been able to accomplish.

So we look at our list, we look at our to-do list, and we look at our planner and we look at all of our goals. And what we end up focusing on is all the things that we haven't been able to accomplish. And I've seen this a lot with clients of mine, like I said, over the years. And I've recently had a conversation with one of my clients in the restaurant industry, and we were sitting there, and she's telling me all about the things that she hasn't been able to do.

And she's saying, we're sitting there, it's a beautiful day, sun shining, and we're meeting about her goals and what she needs to, because fourth quarter's coming up, what she wants to focus on, and she's saying to me, "Theresa, I am so stressed and I feel so anxious." She said, "I have not, I mean we have this whole list of things, and I have not been able to accomplish these things. I've wanted to clean up this stuff, or do these things, or launch this new program, and I haven't been able to do it, and I'm so stressed, and I don't even know what to even plan for the fourth quarter, or what I need to finish for the third quarter, because I have so many things that I haven't done, and it's just really stressing me out. And like planning for the fourth quarter just seems so overwhelming right now."

And because fourth quarter for them is a very, very busy time. There's lots of events, there's lots of things happening, obviously the holidays. So it's a super busy time. And I looked at her, and I just saw this like bewilderment on her face, and you could see the stress and the tension and she was talking fast, and you could just see it all around her. She was just so super filled with anxiety.

And I said, "Okay, listen. First of all..." And here's the deal. I know what it's like because I've been there myself. And like I said, I know many, many people, I don't know any entrepreneur that doesn't go through this, any business owner, any human being that doesn't go through this. And I said to her, I said, "Listen. Take a deep breath. Take out a clean sheet of paper. Just take a deep breath, calm down. It's beautiful out. Look at the sunshine. No reason to be anxious, okay. take a clean piece of paper out." And I said, "I'm going to set a timer, and we're going to take 15 minutes." And if you're listening to this podcast, this is something that you can do right here, right now.

And we took 15 minutes and I said, "I want you to write down everything that you've done this year." And she looked at me and she said, "I haven't done a lot." I said, "Okay, well let's think about it. Let's go back and list it." Long story short, as we're listing out, and she had a legal sized pad of paper, and she filled the whole sheet of paper. Filled it with everything that she's done. Because she said, "Well, what if it's like really small stuff?" And I'm like the small stuff, many small things end up being something big. So, I mean, one of the big things that I teach is to do things in small chunks, do things in small pieces, take that big giant goal and break it into small pieces.

So as she's writing down on her paper, and she's just taking 15 minutes, 15 minutes to just write everything down that she's accomplished. And you could see as she was writing it down, the anxiety just fading from her face, from her whole presence. And you could just see that tension just start to fade. And when she was done, and she's writing and I have my timer going, and she says to me, she says, "Theresa, oh my gosh." And she is looking at the paper and she said, "I've accomplished so much." And I said, "Well, yeah."

It's easier for us to remember what we haven't done than to really recognize ourselves for what we have been able to accomplish. And when we looked at that list and I said to her, I said, "So do you think you've come a far way? Do you think you've grown from the beginning of the year till now, in what you've been able to accomplish, or what you've been able to do, or moving things forward?" And without a doubt, without blinking, without even thinking about it, she said, "Absolutely 100%."

I said, "Okay. Well if we look at all the things that you've done, and we look at how profitable the business is, do you think they're in alignment?" And she said, and she was like, "Yeah, absolutely." I said, "Okay."

So let's not focus on the past and what we haven't done, because it's easier for us to do that. What it's not easy for us to do is to take five, 10, 15 minutes to recognize ourselves, our team, anybody that works for us, particularly ourselves though, to recognize what we have been able to accomplish, and the things that we have done, and the growth that we have seen. It's easier for us to remember what we haven't done, or even to remember the things that we did do and went wrong, than it is for us to recognize all those little steps that we've taken, all those little steps that we've taken to move our goals and our vision forward.

And when we can do that, especially when she listed that out, it was so easy for her to connect back to the vision that she has as her role in the leadership team, and what she does there. It was easy for her to think back and say, "Oh my gosh. Yeah, I have moved things forward. This is my vision and I am staying connected to that vision, so that I can continue to move forward."

It's hard for people to recognize themselves and say, "You know what? Yeah, I was able to accomplish this. I was able to do these things. And these are actually the things that I did this year." And then also, it's also hard for us to have a future, to think about who we want to be in the future, and where do we want to go in the future, and align that with the actions that we're taking today.

So when we can take a moment and stop and say, "Okay, what are the things, like let's celebrate the wins that I've had, the wins that I've had this year, no matter how big or how small." Because, and remember, a lot of small wins equal a big giant win. Sometimes our big wins take a little bit longer to get to, but when we look at those small things that we've done, those are the things that we end up being

super, super proud of, because most of the time they're struggles that we've had to get through, they're mountains that we've had to climb, they're frustrations that we've had to overcome, and they're definitely lessons that we've had to learn.

And when this person who is, like I said, she's on the leadership team, she's in charge of the bakery... I also went through the same exercise with someone who is... there's two businesses, a retail store and a restaurant, and they're owned by the same person... also went through the same exercise with someone on the retail side that's in the leadership team, same thing, because they're focused so much. When we focus on what we haven't done, that keeps us small, that keeps us stuck, that keeps us frustrated. But when we can recognize the things that we've done and the things we have been able to accomplish, that is a sign of growth, that is thinking big, that is playing a bigger game, because that enables us to connect back to that vision that we have for where we want to go, and the difference that we want to make.

So if you haven't done this already, and here's another part to the story, which is even funnier. So these two people, two different businesses, both on the management team for each business, the one woman, we were meeting with the full leadership team, and they were all going through the same thing, saying, "We haven't done this, or I haven't done that, and I feel so lousy about myself." And the woman that we went through this activity said, "Well, you all need to just do this activity, because I did it..." and it was actually an assignment that I had given them... "But I did it and this is what it did for me. So you two need to go do your homework assignments," which is funny.

So anyway, moral of the story. If you haven't done so already, if you haven't done it this week, today, whatever, take a moment, take five minutes, 10 minutes, 15 minutes. Just set a timer on your phone and write down all the things. Don't look at what you haven't done. Write down all the things that you have accomplished, and take some time to celebrate that, because as I said, when we can do that we're playing a bigger game. And when we do that also it helps us to gain that momentum, to build that momentum that we need to move ourselves forward and take things to the next level.

When we stay focused on what we haven't accomplished, like the rest of the management team before they did their homework, and this exercise, when we stay focused on what we haven't accomplished, we stay stuck. But when we can celebrate our wins and really look at how far we've come, that is going to give us the energy and the momentum that we need to take our business, to take our team, to take ourselves, to the next level.

So I highly, highly recommend, today, give yourself 15 minutes and do this exercise. Number one, it's just going to make you feel so good. I do it myself. I didn't always do this, and I couldn't figure out why I kept burning out and why I kept staying stuck. When we can take five minutes, 10 minutes, once a week, once a month, even at the end of the day, make it part of your day-end ritual, to celebrate the things that you were able to accomplish. Even if it's one thing, if it's one thing that's going to move you closer to achieving that, that life that you want, that business that you want, the team that you want, or just to feel better every day.

If it's just one thing, that is going to help you to build the momentum that you need to keep going and keep achieving and keep moving forward, instead of staying stuck and playing small. So take 15 minutes, take five minutes, and celebrate what you've been able to accomplish.

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Thank you for joining me today for the short version of the Your Next Best Step podcast. Short and small, but super, super powerful. So until next time, have a great rest of your week and I'll see you soon.