

You're listening to the Your Next Best Step Podcast, episode number 30, with your host Theresa Cantley, yours truly. Today, we are talking all about why change is so hard for so many people, so stay tuned.

Hey there. Welcome my friends for another super exciting edition of the podcast. I absolutely love, love, love doing this, and I love being able to chat with you every week, and just talk about all things. Business and business growth, and vision, and all kinds of cool stuff to help you whether you have some blocks that you need to remove, mindset blocks or blocks in your business, or even just building some strategies to help you grow, I absolutely love joining you every week.

I have my coffee here, ready to go. I have my notes, which I don't think I need them for this episode. Sometimes, I get so super passionate. I don't know if you've ever experienced this, but sometimes I get so super passionate about a topic that I feel like I just kind of go off on a tangent, and I end up talking about so many different things. Then, I kind of come back to the beginning, and by then, I have gone off on a tangent about something, just because I get so into it, so having my notes helps me to make sure I'm covering all of the points that I want to cover.

Before we get into this, I just wanted to let you know about a free training that I'm doing, a virtual masterclass, all about the number one strategy that you need in your business that will help you to build more income, more impact, and the freedom to live an extraordinary life. If your restaurant business is... you know, maybe you've seen a plateau in your business. Maybe your business is flat. Maybe you've just been working way over 40 hours, maybe 60, 70, 100, just feeling like you need to do everything yourself in your business. This is going to be a class that you definitely want to attend.

It's called the Restaurant Growth Formula, and I am going to be going over the three big blocks that hold restaurant owners, and quite frankly any business owner, back in their business and keep them stuck. We're also going to be talking about, because from those blocks, if you stay there, the consequence is these five common misconceptions and mistakes that restaurant owners and, really, a lot of local businesses make, and what you can do to really avoid them, what you can do differently. Then we're also going to talk about the number one thing that you need to do to really start building your business again.

If you're interested, and I would love you to join me because I always put some fun and humor into these classes because who wants to sit... I mean, I hated school. I mean, when I was in college, I used to skip half my classes. That's so bad to admit, because I couldn't sit still. I mean, if I had a really interesting teacher or even when I was in fashion school, I loved, loved, loved my studio classes, obviously, because they were very active. I like to put in some humor and some activity so you're not just sitting there listening to me completely just bore you with all kinds of just random stuff, but it's not boring. I promise you. It's going to be super exciting.

If you want to join, go to [TheresaCantley.com/restaurantgrowth](https://TheresaCantley.com/restaurantgrowth), and make sure you sign up. I am going to be doing these classes probably every two weeks, depending on how many people we get into the webinar. We might just do it once a month, because if it's overloaded or vice versa, we might do it once a month. We might do it every two weeks depending on how overloaded it gets. Doesn't matter because I know you're going to join me, and you're going to get a space in class and have some fun, so make sure you check it out.

All right. On to today's topic, which is all about why change is so hard. This is a topic that I talk a lot about with people because everybody seems to go through it. Everybody seems to... you know, something happens in their business or even something happens in life and you know, changes. I mean change is inevitable, right? I mean the only thing constant... I remember somebody saying this. I think it was... Who was it? Albert Einstein? The only thing constant is change. I don't know. Anyway, don't quote me on that.

But change is just inevitable, you know? The thing is is that most people have a tough time with it. One of the big things that I teach, when I start working with restaurant owners and business owners, is one of the big things that we focus on is setting goals. Setting goals and really focusing on creating a process to achieve those goals that really works for them.

We also, I mean obviously I'm a business growth expert, what do you think we dig into? We dig into everything. We really, you know, we unearth where all the struggles are, where all the problems and the blocks are in the business, obviously so we can change them, fix them, and move forward. I mean one of the things that I am a big, big, big proponent of is we don't scrap anything unless we absolutely 100% need to. I like to look at stuff and say, "Okay, what's working with this and what's not working?" And then if we can make changes to it, which I like to do because you've already had it in place and in some form it is a part of you and what you want for the business. I mean if we absolutely have to, we will scrap it and start fresh with stuff. But most of the time, I like to improve it. I like to learn from it, and improve it, and people just have such a difficult time with it.

I have one client where they have someone on their leadership team, he's a sous chef, and he has such a hard time writing down his goals. He has been fighting it, and telling me, and the business owner, and the executive chef, "I don't set goals because I stay in present day. I can't focus on the future because that's not who I am." He just absolutely fights it. It just is like wow, you know? We also had the pastry chef, same thing. She would fought it for the longest time until finally she understood that change didn't mean that she was going to become a different person. She was just going to be a better version of who she is, and be able to achieve more things.

It's just so funny how people resist it. Someone asked me, "Why is it that it's so hard?" Whether we're trying to change a limiting belief that we have, or we're trying to change something in our business, or we're trying to change something, even if you have a new routine you need to do at home. Why is it that it's so hard? The three things that I've come up with is number one, it challenges the norm. The norm, people get comfortable in it. I've seen this a lot when people reach a level of success in their business. Okay? Or people get even to a level of success in their relationships, or they've achieved certain things in their personal life. They get to that point, and guess what? They get comfortable. They get comfortable with the norm.

Okay, so then what? When you come in there and you're changing things, well guess what happens? You start to challenge it. You've heard me say it. I know my mentors have said it. What got you to this point in your business, in your life, in your relationship is not going to get you to the next level to take those things to the next level, to make them even better, and to make them even deeper and more connected. What got you to the point where you're at is not going to get you to the next level. They say, "Next level, next devil." As you grow, the challenges get harder, but also the benefits, and the rewards, and the wins get bigger. Let's just take business for example, when you get to a level of success, you get

comfortable, and you think, "Well I don't want to go through what I went through to go to the next level. This is the new norm, and this is where we want to stay, and we'll make more money."

But in reality, no. You want to go to the next level, you want to achieve all these things. So that's on one side of it. But then your belief is I don't want to go through what I went through to get to this point. I don't want to do anything different to get to this point. There's a misalignment there. When change gets hard because you're challenging the norm of what you've gotten used to and people don't like that.

The second thing is it challenges what people believe to be true. This kind of goes with the first one, but this is something that I've also seen a lot with the local businesses that I've worked with. People will come to me because the thing that we work on the most is really figuring out what makes them different, and then from there, what makes them different and having that vision, and that mission, and really getting clear on those core values and things. That's how we can build an iconic signature experience, which is what I am an expert in. More often than not, the first response that I get from a lot of the leadership team, which is one of the big experiences that we work on is the experience that you build with your leadership team, your managers, or whatever your leadership team looks like.

But one of the big things that I get is, "We're just a restaurant. We're just a restaurant. We're just a retail store. Why do we want to do any of these other things? Why do we want to put classes in? Why do we want to put workshops in? Why do we want to..." What it's doing is it's challenging what they've always believed to be true. It's hard for people when they think, "Oh, well we're just a restaurant," to be able to think something different, that they could be something different because being something different, or having that belief that you could be something different, that takes vision.

It's easier for people to look at where they are right now, and remember what happened in the past, and just kind of remember what they are right now, versus having and really visualizing, and creatively and imagining using their imagination to see what could be possible in the future. It's easier for people to stay uncomfortable in their current circumstance because that's what they believe to be true, that is the norm for them, than it is for them to get uncomfortable for a little bit, but experience some form of growth that actually makes things so much better, and brings that future vision that they have for their life, for their business, for their relationships, whatever. Bring that future vision to life.

It's funny because I learned something. I'm reading this new book and I learned something when I was reading it, is that our thoughts and how we think about things are a... When the reality happens, the reality and what we visually see, and what we're experiencing, is the manifestation of our thoughts. It just takes a little bit to catch up. So if people believe that they're always going to struggle, if people believe that the truth for them is that they're only just a restaurant, or that they're only just a retail store, then what do you think will be manifested in their reality? They're just a restaurant. They're just a retail store. They're just like everybody else. Right?

The consequence from that ends up being that businesses struggle, businesses struggle. They copy off of each other and they become another me too business. The owners burnout, they're working 40, 50, 60 hour weeks. The management team is upset. They're miserable, they're complaining all the time, and you can see how it kind of cascades. But if you can challenge what you believe, or what you have believed, to always be true, and make that shift, make that change, be able to visualize what's possible in the future, well guess what, that's what's going to manifest itself. That's what you will manifest in that physical reality.

Here's the third thing, and this goes along with what I just said. It's hard for people to think differently, and think that they can be better. Because again, it's comfortable for them to stay in that space of what they've been experiencing. So if you've been experiencing struggle, or if you've been experiencing anxiety, it's almost like you get addicted to that. You don't even realize it. It's hard. And again, it's easier for us to remember what life is like now, or the mistakes of the past, or how things have been. It's easier for human beings to remember that than it is for them to have a vision for the future, and imagine what things would be like in the future, so that they can, guess what, create, have that manifestation of that vision, and that changed perspective so that they can end up manifesting that in their reality. Right?

I know it sounds kind of woo woo, but I can tell you this. I know it for myself because I've been there myself. The more you resist change, the more it will... Whatever you're experiencing now that is making you feel not so good, that will persist. Whatever you resist will persist. Let's go back to that sous chef who was resisting using a planner, and coming up with a process to achieve the goals that were set for him, and that he set himself, that will end up growing the business. What he resists will persist. So guess what's happening? He's resisting this. So people are ending up doing things for him because he's not getting stuff done in time. He's also not showing up as the leader that they need him to show up as in the business. That's creating some challenge. What you resist will persist. If you resist change, then the misery that you're feeling, the frustration, the anxiety, whatever that your feeling, will persist.

What can you do to make change easier? And yet change is, I mean, it's hard. It's hard for me, but what we need to do is I have three things. The first one is you have to commit and decide that you want to do something new. You have to decide. When I start working with people, the first thing that I say to them is you need to commit to the process and you almost have to surrender to it. You have to let go of what you've always done is how you think you should do it. You need to stay coachable, and stay open to whatever comes up and whatever comes in to the business. It may not look exactly the way that you want it to look, but it's there for a reason.

Deciding that you want to do something new, deciding that you want to have things be better is the first step. It's that commitment, that commitment to making the change that you need to make to do the things that you have always wanted to do. Like I said, however you think, whatever your thoughts are, your reality will reflect that just a little delayed.

You know, it's like our beliefs, our life isn't shaped... Wait a minute, how does this, I'm going to get it backwards. Our beliefs shape our life. Our beliefs, and how we believe about things, the truth that we see in things, that is what will show, our life will reflect that. It's not in reverse. So if we decide that we want to do something new, we're going to go all in. We're going to burn the boats, and we're going to go all in, and we're going to make this change. It's going to get uncomfortable, but what's on the other side of it is absolutely amazing.

Number two, we need to lean into the fear, and realize that not everything is going to be easy. Not everything is going to go the way that we want it to go, but if we lean into that fear instead of running from it, instead of blocking it, if we lean into it, and we can continue to visualize what that future reality is that we want to have, we can have those changes happen. We can have those things that we want come true. When I work with people in the restaurant industry, one of the biggest fears that they have, one of the biggest fears, is that they are going to have to work, and I hear this all the time, 15 hour days, like really, really long days. Everything in the restaurant industry is chaotic, and they're not going to be able to change it. That's a giant fear.

It's a giant fear that they won't be able to have that personal freedom that they crave so much, and therefore they're just going to have to keep sacrificing their life. That's a giant fear. So what do they do? They keep doing the same thing that they've always done, and perpetuating that fear even more. So when they can lean into it and say, "Where is this fear coming from, and what do I want to do to get to the other side of it?" Because like I said, on the other side of it is huge amounts of growth, and things more amazing than you ever thought possible.

The more we run from it... It's going to keep chasing us, remember? The more you resist something, the more it persists. You're just going to have that fear, so what's coming up on the outside is a struggle, but what is coming on the inside is that fear that they have that is the fueling energy behind their actions. It's fear. So they just keep doing the same thing saying, "If I just work harder, if I just work longer, if I do everything myself, then this business will end up being successful." It just doesn't happen that way. It just doesn't happen.

The third thing is, and this is a big one, we need to give up on knowing the outcome, and solely focus on the action. Whenever we try, when we're working on change, and we're working on new things, I have heard people say, "Well, I want to see X, Y, Z before we decide we're going to do it." It just does not work that way. Because what you're saying is, again, what's fueling it is fear. Instead what we need to do is just decide and commit that we're going to do that new initiative, and then put all the positive, and amazing, and great energy behind the actions that we're doing, and hold that vision for the future in front of us, and have our actions be in alignment with that. Instead of trying to control the outcome and trying to figure out what's going to happen, and trying to just...

And I get this a lot. Like I have different types of business owners and managers that I work with, and one is a control master, and guess what they do? They try and control every single thing that happens to make out the outcome the way that they want it. It just does not work that way. So why not put our energy into the actions that we're taking? Why not put great energy, positive energy behind the actions that we're taking in our business to build this future vision that we have? Why not?

Instead of fighting change, instead of constantly telling yourself change is hard, and resisting it, why not lean into it? Why not just hold that vision for the future, and just let things happen as they were intended to happen? But hold that vision for the future and decide and commit that you're going to let change be easy. You're going to let change move you forward. Because the more you resist it, the more the struggles, the frustration, and the anxiety will persist.

I hope this episode helped you. It's a little bit shorter, slightly shorter than normal, but change can be easy. Business can be easy, growth can be easy if we believe that to be true. Have a great rest of your week, and I will see you next week. Take care.