

Hey there and welcome to another episode of The Your Next Best Step podcast. I'm your host Teresa Cantley and I am so super glad you're here. And guess what? I am not sick. The past two podcast episodes we had just gotten back from Ireland and I was recording my episodes and I had gotten this wicked, wicked sinus infection and had no voice and you know I was determined, I was bound and determined to deliver a podcast episode because I know it means a lot to me. It means a lot to my listeners and I know everybody loves having a cup of coffee with me every week and I was like I am doing this. And it was funny cause my podcast editor, when he listened to it, he was like, Oh my gosh Teresa, your voice. But I am all better and I am feeling amazing and I hope you are feeling amazing too today and thank you so much for joining me for another episode.

And this episode was inspired. I was going to do a totally different topic. This happens to me a lot and I was having a conversation with, I'm in a mastermind this year and we were having a conversation with the mastermind last week, actually. This is why like I normally have my episodes scheduled and I change my mind cause I'm allowed to do that cause there are no rules. I set my own rules and after this conversation I wanted to do this podcast episode all about being brave. And what happened during this, this mastermind call and you know the conversation that I have with my mentor and it was all centered around some things that are going on, you know, in my world personally and professionally and things where the personal stuff that I'm dealing with and then I have to take care of ends up kind of overlapping into the business world, which happens to everybody.

Cause remember there is no work life balance. It's all life. We just have to manage where we put our energy. And when things come up in our personal world, you know, important things, we have to learn how to shift our energy around. And I have never really been good at that. I have just my whole life, really, I have been like pedal to the metal, let's go like just super high energy. Let's get this done, let's get this going. If that doesn't work, let's try another strategy. Yes. You know, my husband was having surgery, I'm taking my laptop with me while he's, you know, having surgery and I can get stuff done and you know, I can make it all work. And I have come to realize over the past several years that, you know, I'm just being honest, I'm human, we're all human, right?

But over the past several years, really re-looking at what it is that I am committed to, what my commitment is. And is it too staying stuck and staying comfortable and staying afraid and not putting stuff out there or am I committed to being brave? So this conversation came up on, like I said, on our mastermind call and the question that I was asked was, what do you need to focus on now that is necessary to keep the momentum going? And I thought to myself, well I have, you know, and I had listed out, in typical Teresa fashion, I had listed out like 20 different things that I was working on, you know, including, I onboarded some new team members, made some changes with my team and I was working on getting them onboarded and having a new launch and having, you know, working with new clients that I just onboarded in my restaurant business growth formula program and I had all these different things, working on my book, working.

And I had all these different things laid out and his famous line is always hit the pause button. Let's hit the pause button, just hit the pause button when you start getting in your own head and you start going down this road of, well I have to do this because of this and I have to do this and I have to do this and because of this and dah, dah, dah, dah, dah. And then you go down this whole trail that you don't want to go down on. So it was kind of, okay, let's reel you back. Let's hit the pause button. So he said to me, okay, stop, stop, stop, stop. What do you need to do? What is really necessary for you to do right now to keep the momentum going and to get things done that you need to get done while at the same time

leaving, giving yourself that energy to take care of you and take care of the things that you have to take care of right now.

What is necessary for you? And I thought to myself, Oh good Lord. And I was like, well, and he's like, no, no, no. Hit the pause button. What is necessary? And I thought about it after the call. I didn't answer it on the call, you know, because my answer was I am not really good. I'm really good. I've always been really good at, I can fix everybody. I can fix, you know, if somebody's sick or if somebody's got some difficulties going on, I'm like, I can fix it. But when it comes to myself, it's so, I don't have that same thing. I don't have that same like I can fix it. I have the mentality of I got to just keep going. Got to just keep going and got to just keep going, which a lot of type A personalities do.

But I sat there and I thought about it and I said, you know, my way of working through things that are going on with me is for me to just keep moving. Like just keep moving and I'll deal with it when I have to deal with it and I'll just keep moving. And the thing that's going on with me right now is I need to have a surgical procedure. And this kind of came up, you know, over the things that have been going on for the past six months and some testing that I had done, you know, just having to go through the surgical procedure. So I'm dealing with this and, and I'm not very good with stuff like this with myself anyway, but on top of it, you know, onboarding new team members, building the momentum with this new program and you know, everything that goes along with being an entrepreneur. I'm keeping my schedule going with my one on one clients and trying to figure out how to make it all work and how to have it all kind of come together.

And I thought about it and I was like, Oh my gosh, I don't really, I don't have an answer right now, but I'll get back to you. And it was funny because I've been thinking about this, the answer to this question. What needs to be done? What do you need to do that's necessary right now to keep your momentum going and to keep things moving forward? And it was funny because after that call, I got a phone call from one of my one-on-one clients. And they called and they were telling me that unexpectedly they had some changes in their business with their leadership team and they were really worried and scared and not really sure how to present this to the rest of the leadership team and also how to move forward because they have all these big things going on and all these big things happening and all these plans that they're focusing on. How, with this kind of upheaval in the leadership team, which kind of came out of nowhere, what do we do? Because we have all these big plans, we're going into our biggest season. What do we do? What new thing can we put in place? Or how can we be better at this? Or how can we fix this? And you know, and I don't know what to do Teresa, what do I need to do better at being this leader of this business?

And I said the same thing to them. What was said to me is, okay, hit the pause button. What do you need to do right now that's absolutely necessary to keep the momentum going and to keep things moving forward while you figure out what needs to happen. And the answer that I came up with, I mean, because she sat there and she was on the phone with me and was like, I don't really know what to do. And I said to her, the same thing that I said to myself is that right now you need to be brave. You don't need to do anything better. You don't need to do anything new. You don't need to be the best. You don't need to beat anybody else. You don't need to beat last year's numbers. You don't need to do all this stuff all at once. What you need to do is you need to recommit to being brave.

You know it's possible at times like this and just periodic times, just like our business goes through different seasons and we decide, and I had an episode previously about this where we decide,

depending on what season you're in and your business, you know, what you're going to do, like what kind of activities and things are you going to do? Are you going to reinvest in the business? Are you going to reserve cash so that when you have a slow season, you know you have money in the bank so that you can keep things going. Just like those seasons and those events and what we pick to do, we forget that we also have these seasons and these periods in our life where it's the same kind of thing and we just need to, like I said, work life balance is a myth and this is one of those times where it really becomes present that it's a myth.

This is one of those times when we need to really decide where we need to spend our energy and that act alone. Deciding where and what is most important to spend your energy on right now, that act in itself is an act of bravery. Because most of the time, we all function like this, especially if you're a business owner, you're an entrepreneur, you're creative, we are always moving, moving, moving, and we always want to better ourselves. And that's what the, the personal development world is all about, like being better. You know, we always want to be a better version of ourself. But it's always possible that there are times when you don't need to get better at being a better version of you or being or doing, being a better manager or being a better leader or making the business better. Sometimes we need to just be, and we need to learn how to be brave and being brave means investing in new team members. Being brave means X. Maybe looking at your vision and taking time to slow down and take a step back so that you can expand that vision.

You don't always, like I said, you don't always need to be doing new things. You don't always need to be working, working, working and hustling, hustling, hustling. Sometimes we need to just be. We need to just be.

And when I had this conversation with her and I thought about it for myself and I thought as I'm talking to her, I'm like, Oh my gosh, okay universe. I get the message. So the answer that I was looking for came through in the advice that I was actually giving. And for me being brave does ... It's exactly that. It's figuring out where I need to spend my energy. Figuring out, taking that time to take a step back and say, okay, I have these new team members that I've onboarded and maybe I still need to do a little bit of onboarding. But being brave means letting go. Being brave means I don't need to handle all the modifications of contracts and things for new contractors that I work with or handling all the, the process and the documents and everything that need to go to new clients that I'm working with. That's something that I can let go and give to one of my team members, give to my integrator who I trust inherently. Being brave for me needs means that I don't need to handle all of those things. I can let go of them and give them to the team members that I've hired and onboarded and trained to do these things the way that I would do them.

Being brave means that I need to spend time and look at the vision that I have for my business. Let my team members handle the things that they need to handle and allow myself the time and the space to look at my vision and to look at where I am and where I want to go and what's happening and what steps can I put into place first. Being brave also means getting my tushy to finally submit the information to do a Ted Talk. It also means being brave and submitting my speaker bio to different events that I want to speak at.

So sometimes things like this happen. My situation is, you know, going through these things personally and now coming to the realization that I need to have a surgical procedure done. But sometimes those things happen to slow us down because we're not paying attention. To slow us down and get us to focus

on what is the vital things that we need to do right now? It's that whole doing less to achieve more or slowing down to speed up.

So these events happen in our life to show us, okay, you're not paying attention. It's time to pay attention. It's time to be brave, to recommit to being brave. To doing those things, to not focusing on the things that keep us busy every day and all day, which I'm guilty of that too. But to focus on being brave and stepping into what's necessary instead of, I mean if you would see my office, I've got ideas upon ideas, upon ideas, upon ideas. And I've got papers and brainstorming and all kinds of stuff.

But what happens is I get so into creating content and I get so into moving at such a fast clip every day, working with clients, I have my appointments, doing my podcast episodes and just constantly creating content that I forget about stepping back and being brave. Because it took, it took a lot of bravery to get to where I am today, but to being brave, to go to the next level. Being brave and doing the things that I need to do to take myself, my clients, my business, my team members, everything to the next level to get out of that comfort zone and be brave and focus on what is absolutely necessary to keep the momentum going until I can speed up again.

So the same thing with her, with my client when we had this conversation.

For her being brave, the answer that she was looking for was not, you know, hiring a whole bunch of new people or completely scrapping what they did and starting new with different strategies. For her what it meant was actually sitting down and putting, what I call an employee flow, which is an org chart, but putting it together and re-looking at the vision and saying, okay, what is the vision that I have for this business? Let's go back and let's re-look at this. And then who do I really need in the leadership roles? Where am I falling short as a visionary? Where do I need an additional layer so that I can get out of the day to day and really stay in that place of being the visionary and focusing on the why and the what of the business, which had been missing for so long because this person was getting caught in all the day to day stuff, dealing with things, dealing with you know, arguments between servers and you know, just all kinds of like operational things and didn't have the time. Inventory issues and accounting issues and really didn't have the time nor focused on making the time to stay in that visionary space and really be responsible, really take responsibility for the vision of the business.

So for her, being brave was looking re-looking at the vision and looking at what that employee flow look like and what she really wanted it to look like. And then also looking at the current staff, looking at the current, like stopping for a moment and, and thinking you don't need anything new, you potentially don't need anybody new. Let's look at the staff that you have right now. The people that have risen, that have risen to a new level in their role in the, in the company, in the business.

And maybe you can invest in them and elevate them. And when we did that, yeah, it took a lot of digging, like digging deep from within and saying it's time for me to let go. It's time for me to let go. It's for her. It's her comfort zone to stay in all that operational stuff. But in order to move the business in the next level, she needed to remove herself from there and really step into that visionary role. And one of the up happening was she realized she actually had three people that I had shown a ton of potential, had achieved a ton of goals and were ready to go to the next level. And if we wouldn't have taken the time to step back and she wouldn't have, you know, had that bravery to say, okay, I know I've made some mistakes as a leader, I know I've done some things wrong and I haven't held up my end of the bargain as far as being the visionary and driving the vision forward. So I need to let go of some

responsibility and elevate the people that have really shown huge potential and are really dedicated and really want to do good and really want to have some kind of a career path at this organization.

That takes a ton of courage and a ton of bravery to do something like that. She was totally, it took a little while, but she was totally all in. I remember when I first started in my business, I remember I was creating product after product after product because I would create a product, it wouldn't sell the first time. So I'd create a new product and then that wouldn't sell potentially. And then I'd create another one and then that would sell like a couple but then somebody would give me an idea and then I would create another one. And I had created all these different offers and like I said, I have brainstorm after brainstorm after brainstorm and all these different products.

And what I didn't really understand until one of my mentors long ago pointed it out was, Teresa, you don't need another strategy. You don't need another offer. You need less offers. We need to cut this down. We need to cut this down. And like, and I was so scared to do that, to just focus on one thing. I was so afraid to stop creating content. And to really like realize to get that realization that it wasn't a strategy I needed. It wasn't a new tactic I needed. I had all that I didn't need to learn anything new. I didn't need to take another course. I didn't need to, you know, take another program. I didn't need to learn to go to another lecture. I didn't need to do that. I had everything I already needed. What I needed to do was I needed to be brave.

And for the longest time my business was stuck and it was stuck and stuck and stuck and I couldn't figure out what I needed to do to move it forward. And when my mentor long ago said, what you need is you need to build your courage muscles. That's what you need. You need to just put it out there, put it out there, tweak it, rinse and repeat, put it out there again and just keep going.

All you need is to just be brave. You know, the biggest thing that, as entrepreneurs and as business owners, especially if you are someone who is more introverted versus extroverted. Extroverted people typically can connect people together. They're connectors. Okay? Introverted people, which is what I am. If you ever took the Myers Briggs, I'm an INFJ. Introverted people typically are people who can connect ideas together. They can look at things and take, two unlike things and put them together and create something super innovative, which is why one of the things that I do is when I go into a business, I look at it and have conversations with the owner and the management team and look at what they're offering and think about things from the outside, from outside of their industry and what we can do to incorporate them into their business, to bring in different types of income stream and to also make their business differentiated. And to really make it stand out because the things that we bring in from outside of their industry typically are super skills of theirs. 99.99% of the time, they have super skills in one of these things and when we incorporate it, it fits right into the business and there's a whole process we go through to get there.

So it is also, like I said, it's one of my super skills is to take those ideas and connect them together. But you know, we can have a ton of ideas and we can have a ton of brainstorm and innovations that we create. But the world will never know about them if we're not brave. The world will never know about them if we don't take time to cut out all the noise and to cut out all this stuff and to stop, to give ourselves time to stop trying to learn something new and take what we have already and put it out there. We're always going to be learning. Always. Even when you're not physically like learning a new, trying to improve your skills or improve your craft, you're always going to be learning because you're learning by just putting it out there.

You're learning by just being brave, just putting it out there, seeing what happens, making mistakes, and then trying it again and trying it even better. We learn by stepping into a whole new level of leadership and business ownership that we thought that was never possible for us. And the way that we do that is by being brave.

We can't make a difference in this world, we can't change the world, we can't bring those ideas together to create something amazing if we're not brave. We can't find those gold nuggets, we can't find that inspiration, we can't create new things and really tap into that creativity if we're constantly running, running, running, running because we're afraid to slow down. Because we're afraid to stop because we feel like we constantly have to be moving. And if we're not moving, if we're not working, then we're not making money and we're not and we suck.

But that's not the truth. It takes courage and it takes bravery to just stop and to just put yourself out there and get these things moving, investing in new team members, maybe even hiring a new team member. Expanding your vision, pushing the limits and pushing it way out beyond what you ever thought was possible and doing something different.

So I hope you're with me on this and I hope that for the next, 'cause we have a little less than 90 days in the rest of 2019. So I'm going to ask for you to stay committed to being brave. To stay committed to being brave and to doing what you need to do to up level your business, yourself, your team, your community. To getting those ideas out there and to really focusing on making a difference.

So if you can commit, I'm committing to you that I am going to be brave through this surgical procedure and beyond, for the rest of the year for years to come, that I'm going to be brave and I'm going to step, let go of the things that my team can handle and to step into getting to really putting myself out there even more as a thought leader. And I would love for you to do the same thing. So for the rest of the year, here's to being brave, to expanding our vision, to making a difference in the world, to connecting ideas together. And as I like to say now, to feeding more souls so we can feed more bellies. I hope you have a great rest of your week and until next time, take care, be well. And I'll see you soon.