

You're listening to the Your Next Best Step podcast, episode number 32 with your host Theresa Cantley. And today we're talking about the three biggest blocks that stop business owners from achieving their dreams. You're going to want to listen.

All right, let's get started. Hey there, and welcome back. I'm so excited for this next episode. My weekly, this is like my weekly guilty pleasure. I don't know, like the thing that I love to do the most. I have my coffee here. Maybe you should see I have like a heart mug and yeah, I'm all ready to go. It's like I'm having a coffee talk with my followers so I'm super, super excited. I love doing this podcast. If you haven't subscribed, if you're just listening, episode on the fly, make sure that you subscribe so that you can get notifications when new episodes are released. We release them every Wednesday on iTunes, on Stitcher, on Google Play, so make sure you subscribe.

And I would love, love, love, love, love if you could leave me a review and let me know what you think about the podcast. I read all the reviews, good, bad, indifferent, because I want to know what's working. What's not working. What do you want to hear about. What do you want to learn about. What didn't you like. What did you like. You know, I want to hear it all because that's how I can make things better. That's how I can create better content for you that really helps you. So definitely leave me a review if you can. I would love it. I would be so excited if you did it and yeah.

So anyway, all right, enough of that. Onto our topic for today, which is all about the three biggest blocks that stop restaurant owners and business owners from achieving their dreams. And I recently taught one of my classes, the restaurant growth formula, and we talked about this. This is one of the big things that I talked about. One of the big topics. And it's funny and I know you've probably heard me say this before, but everything that I teach, everything that I create, everything that I do, it is not fluff and stuff. It's not theory. It is all stuff that I either had to get through myself. I've experienced myself, I've taught it, I've seen people get results. So it's not fluff and stuff. It's all experience. I have a PhD in results and I have a masters in experience. So everything that I teach is all based on things that I've had to do myself.

And these three blocks that we are going to talk about. I see this, I experienced it, like I said, myself. And I've also watched people, business owners that I've worked with over the years, even my old bosses. I've watched them make the same mistakes and it comes from these blocks. And you know, limiting beliefs and blocks that we have, they don't just like ... They're not always there and we know they're there. They're there, we just don't know they're there. And they come up when it's time to let them go.

And it's funny, when I first start working with people and people call me ... I am one of those people, customers call me, people call me when they went to work with me, when they are at their wit's end. And they're like, I don't know what to do. I'm either on the verge of closing or, but I want to grow my business and I just am ... I don't know what to do. And when we sit down and we have our initial conversations, I mean obviously we go through what I call the iconic assessment. So we go through iconic audit and we take a look at the business and what's happening. What's working, what's not working. What are their biggest frustrations, what are their biggest struggles. Where do they see the problems. And what always comes up are these three things. These three blocks.

And these three blocks, if you don't address them and you don't let them go and get help to let them go, they end up ... They feed into what I call the five big misconceptions that restaurant owners have that really keep them underperforming. That's the consequence of not fixing these blocks and not figuring out how to fix these blocks and get rid of them so that you don't make these mistakes. Because the five

biggest mistakes that people make, it's what ends up ... And I've seen it time and time again. It's what ends up causing people to close. And it makes me so sad. And owning a local business myself, my retail store, I saw and talk to so many business owners who had so many limiting beliefs. And a lot of those, I would say 90% of those businesses are no longer in existence today. They've all closed.

When we had our retail store, and just working alongside them and stuff. They, like I said, 90% of them aren't there anymore. The ones that are there are the ones that, when we would have conversations and a couple of them I actually worked with, they're still in business. And it was because they made the commitment to make the change and to let go of these blocks. Because they are definitely ones that keep us stuck. So let me know if this, these resonate with you.

So the first one is something that I do talk about a lot and it's thinking and trying to do everything yourself. This is a big, big, big one. And one of my clients is, you know, they always say to me ... People say to me when they are saying, and trying to do everything themselves, the common thing that I get from them is I don't have enough time. I don't have enough time to get everything done. I'm overwhelmed, I overbooked myself, I have all these things to do and I don't know how I'm going to get everything done. And I just ... I'm so stressed out.

And when we talk about it, I realize that they are trying to do everything themselves. And the really junky part is that they have a team. But in their mind they think that they're the ones that have to do it because they're the only ones that can do it and do it as well as they want it done. And that's such a limiting belief because as an entrepreneur, as a business owner, there is no possible way that you can do everything yourself. You are one human being. And you weren't meant to go 24/7 without refueling.

And also, and this is a giant ... Doing this, trying to do everything yourself, this is a giant problem that I've seen many, many, many local business owners have. Is that they lose that white space that they need in their day. They lose that period of time in their day, in their week, in their month to be able to be creative. To be able to think about the next thing is that they want to do. Or be able to make things better in their business. Figure out what they're not doing right. And what they can do better.

And when you're trying to do everything yourself, and you think you can, that's when you burn the candle at both ends and you stay stuck. You stay stuck. Because if you're not spending time being creative, doing the things that you need to do to be the visionary, to build better experiences for your customers, to build a better experience for your employees and your team, your leadership team. And connect with the community. If you don't have that time and space to do that because you're overworked and overwhelmed, the business will stay stuck. We'll stay stuck.

So the number one thing that they do is they blame their time. They say don't have enough time. And I've actually seen this in reality and having self sabotage come out of it where I have a client and we were talking about doing a new event. A big event. And he did not want to do that. The management team was getting all together and talking about all these ideas and he squashed every single idea and kept this event super, super, super simple.

And he said to me later ... And the event was, I mean, it was okay, like it did good. But he said to me later, he said ... Because I even questioned him on it. I said, why don't you want to do, like, have food down there? Because people are going to be listening to music. You want to have food, because they're going to be there for several hours. You should have refreshments and not just, you know, not just like

soda and then beer and wine. But you need to have some food down there too so people can eat. And maybe you want to do this or dah, dah, dah.

And he was very emphatic, Nope, I want to keep it simple. Like just, you know, whatever. Just the music. And he said to me later, he said, you know what Theresa? He said, you were right. And he said, I had always, for years, I was the one that planned all the events. I was the one that did all of the execution. I never let anybody else do it because I didn't think that anybody could do it as good as me. Plus I didn't have the right people in place to be able to help me to do the execution. So he said, I let that fear of the past come in and prevent me, like basically self sabotage this event and prevent me from doing something amazing. Because I felt like I don't want to have to put all this work in and sacrifice my days and do all this stuff. Because we had gotten him to the point where he did have a great team. We built a great team and he was letting stuff go and letting go of control. And giving things, delegating stuff out to his team to have them handle.

And he said, I pulled back for this because it was a new initiative. It was a new event. And I thought I had to do everything myself. So what happened? The event stayed stuck. But now we know better. And he admitted it. He knew. He recognized it. He let it sink in. And then what did we do? We made the changes. And the next year he did it, it was fabulous. And he went with the suggestions that people had, the ideas that people had, the things that people wanted to do. And then what happened? It was fabulous. So that's number one.

Number two has to do with blaming external factors for your lack of growth. So this is a big one. I, when I work with people, and I've talked to people, and it's like what's working and what's not working? And inevitably I always hear, well, we're not growing because we don't do enough coupons. And we're not growing because the economy is bad and nobody's coming into town and they're not promoting the town enough. And we haven't grown because this person was supposed to help us and they didn't help us. And that's why we're not, we haven't grown.

And I'm like, okay, so it's everybody else's problem except yours, right? That's why I'm ... Based on what you're telling me and I'm listening to you, it's everybody else's problem that your business isn't growing. But it's not yours. Right? And they look at me, they're like, well, no. Well that's what you just told me. Right? So the thing is is that, and one of the things that I work on when I work with people in my program, is we build ... We start by figuring out what kind of experience we want to build for them, the business owner. And that's where we really start to dig into the vision, the mission, and the core values of the business. Because from there, that's how you start to connect to and take ownership for what it is that you're building. If you don't know why you're building something and you don't know what you're building other than you have a restaurant, well how can you take responsibility for it?

But when you dig in and dive in and really get clear on why you are doing this and then what it is that you want to do, the vision, the mission, the core values, and also start to figure out what your role is in everything. When you can do that, it helps you to take ... That's when you can really take responsibility for absolutely everything that happens in your business. One of the things that will lead you to success is if you take responsibility for everything that happens in your business and your life. Yes, somebody probably didn't do their job. But also your responsibility in it is there's something in there, right? So we also work on building out the experience that you create with your community and connecting to the community so you know what's going on. So you can be a part of bringing people into your town. Or you can consistently connect with them and cross promote with them and collaborate with them.

And then we also focus on building that experience with your customers. So you know who your ideal customer is and how to attract them into your business. It has, nothing ... It has zero to do with the economy. It has zero to do with the fact that the marketing agency that you hired and paid an enormous amount of money to didn't spend time getting, finding out what your vision is. Didn't spend time on figuring out what your core values are. Didn't spend time figuring out where your sweet spot is. So it has nothing to do with that. It has to do with you and you taking ownership of that. And I hear a lot ... People just want to pass the blame onto all these external things when it's really an internal problem.

So the number three block that I see, and this is another one that I see a lot, is making decisions based on your current circumstances. Money, time and people. People ... I hear this a lot where people, business owners that I work with, restaurant owners that I work with, they will say to me, well we want to grow our business but we can't because we don't have the cashflow right now. Or we want to grow the business but we don't, we can't hire the right people. Or we can't do that right now because we don't know if it'll work.

You can't grow if you're functioning in current circumstance. You can't grow and do the things that you want to do if you don't have a vision for the future. So it's easier to blame money, time, people, external factors, when ... And plan based on what's going on right now in this moment. Versus having a vision for the future and figuring out. Figuring out what season your business is in, and what activities you should do in your business with the season that you're in so you can prepare for the next season that's coming.

You should never ever stop and plan and do things based on where you are right now. Because as clear as I know my name, your business will look nothing like it does today, six months from now. Even three months from now. Because again, things are constantly changing and growing and morphing and you're trying new things or you should be trying new things. So planning based on your current circumstance is only going to continue to bring you what your current circumstance looks like, right? So if you don't have the money in your business right now ... And when people come to me and they're like, Oh, well, you know, we always done it this way. So we're always, like, why would we want to change? We're just going to continue to do this. We don't have the money right now. So we're just going to continue to do what we've always done. And I just look at them and I'm like, okay, well why'd you call me then?

You have to be open to future possibility and not just current circumstance. And it just, it makes me laugh because I'm just like, okay, well how's that working out for you? Obviously not very much. Very well, right? So you can't plan for the future based on where you are now because your business is going to change. It's going to morph. It's going to be different. So if you have these three blocks, do you need to stay in your uncomfortable circumstance and keep these blocks in place? Or are you ready to make a change now? Are you ready to step into those future possibilities? Because these blocks I have seen time and time again where you're blaming your lack of time, you're blaming everyone else in the economy and you're blaming people money and your current circumstance. Well what is that going to bring you? More of the same, right?

So focusing on empowering your team and building a better experience for your team. Knowing what you can delegate and get off your plate and what only you can handle is how to combat and break through that first block. Understanding that you made that ... Getting a coach. Investing in the help from a coach or a consultant to really help you to figure out what is going to work to build your business. What is going to work for you. And then building that experience with your team, and maybe even your

employees, to push some of that out to them. Figuring out your core values of the business and making sure that people align with them.

Number two, taking ... If you want to be successful in your business, you have to take full responsibility for absolutely everything that happens in your business and in your life. And I don't mean absorb the responsibility of others. I mean that you are the person. You hold those promises. You keep your promises to yourself. You take responsibility for your actions. And you take responsibility and ownership of the vision that you have for the business. And also communicating that vision out to absolutely every single person in your organization. That's what it means by taking full responsibility for everything that happens in your business. It doesn't mean absorbing the responsibility of others and their lack of performance. It means that you take ownership of your vision. You take ownership of the mission and the values of your business. You take ownership of the plan that you're creating to build your business.

And the last one is putting together a plan and a strategy that is based on future possibility, not on current circumstance. So many people get caught, especially if you've left corporate and have gone into the entrepreneurial world, the thinking is different. How you function is different. And yeah, there's no longer a safety net. But ... And that's what keeps people stuck a lot because they're like, Oh, and they're basing it on their current circumstance. This is where I'm at. I can't plan anything new. I can't hire anybody. I can't get good people in my business. I have to do everything myself. That's basing your decisions ... We can't invest in a new system because we don't have the money right now.

There's always a way. Anything is possible. There's always a way to make it happen. But you have to believe that. And these three blocks, if you don't take them, look at them ... If you've choose to stay in that discomfort, the consequence is making giant mistakes in your business that end up holding you back or causing something even worse. But when you can take a look at these and remove these blocks, and are ready to make change, anything is possible in your business. Anything is possible. You can achieve things beyond what you ever thought possible, simply by letting go. Letting go of what you thought was the truth, and stepping into something new. Stepping into letting go of the uncomfortable circumstance and the frustration, and the anxiety and the stress because of these blocks, and stepping into something new.

So anyway, I hope this helped you. And until next time, have a great rest of your week and I'll see you soon.