Hello there and welcome back to another episode of the Your Next Best Step podcast. I am so excited for this episode.

I decided to do this episode based on a master class that I taught last year and it's actually, it's a topic that comes up all the time, whether I'm starting to work with somebody, it's our first meeting or, people fall back into the habit and it's just something that happens. But it's all about the question that I get asked or the misbelief that people have, the common misconception is, do I need to just work longer hours and work harder in order to make my business successful? Do I need to just put more hours in and just really, just grind it, in order to grow my business. And the answer that we're going to be talking about is absolutely 100% no.

And a lot of people think this, it's so funny because I used to think this, but people think that if you work longer hours and you just work harder, okay, and you're just working harder, you're just putting your nose to the grindstone and you're just doing it, you're just plowing through. People think that they're going to be successful and they can't figure out why they keep falling flat. They keep falling flat and in fact, they're tired, they're exhausted, they can't hire good people. They're so unfocused, they're so distracted and they can't figure out why. And we're going to go over why?

Because here's the deal. If you're feeling like this, okay, and you are just putting more hours in, and you're getting more work, and you just add more stress, okay? Because that's what ends up happening. When you work harder and you work longer hours, you just keep doing more and more and more and more and more. And then that's when a lot of people think we just need to add more and more and more and more and more into our business. But wouldn't it be great to feel productive at the end of the day and create momentum in your business, and have more time, and energy, and focus, to really work on the things that you really need to work on to grow your business? Like wouldn't that all be awesome?

And here's the deal. And what I always tell people when they say, "Theresa, do I... I just need to work harder. I need to work longer." And I'm like, "No you don't." The deal is that the success that you have in your business or that you want in your business isn't determined by the number of hours you put in, but by the focus and perspective you put into the hours that you work. And people, when I say that, they look at me and they're like, "What?" Because here's the deal. Your brain can only focus for so long and especially if you are an avid multi-tasker. Your brain can only focus so long at stuff. And what happens is when people start to work nonstop for more than four hours, your productivity keeps going down and going down and going down. And people don't understand that. They just think, and my brother is actually one of these people, people think that if they just keep working and not stop, that they're going to get stuff done. And then at the end of the day, after their 12 hour day, they look at it and they're like, "Oh my God, I got nothing done."

Well why do you think that is? Well, because you end up focusing on random activities. Your focus actually goes down. You start focusing on distractions because you don't have focus. So you're like everything and anything distracts you. Okay? And you are thinking, "I just need to add more into the business." You're creating more work for yourself, you have more hours that you're trying to get stuff done and you're not really focusing on the things that are super important to grow your business.

And like I said, a lot of people do this. A lot of people just think that, "Oh, I just need to just work more hours." And someone, I had a conversation with someone who is on a leadership team in business, and we had this conversation and she said, because people, the management team was saying to her, "You

are so distracted, you don't get anything done. You're so distracted and you're so... We try and get projects done and when it comes to you, you never get the things done that you need to get done." And her answer was, "I work really hard. I work really hard and I'm here 12 hours a day and I'm trying to get caught up and I work really hard." And I'm sitting there and I'm in the middle of all this. And I'm like, "Okay everybody, let's hit the pause button. Let's stop. Okay. No one is saying that you don't work hard. Working hard does not equate to being distracted. Like no one's saying that. They're saying you're distracted. They're not saying you don't work hard."

And that's the misconception that people have. I mean, what does working hard mean anyway? For most people it means, well I'm working hard because I'm working longer hours because I'm here 12 hours a day. So I'm working hard. But that doesn't really mean that you're working hard because are you getting anything done? No. Is your business moving forward? No. So when we kind of calm the energy down and got her to realize that, and a lot of people will do this, a lot of business owners that I've seen will do this. They have that belief that working longer hours and working harder will bring them success. And what's behind that is fear. It's fear of working on what they really need to work on. Fear of not taking responsibility, full responsibility, for their role, and the fact that they haven't gotten stuff done because they're afraid. They're afraid to focus on those things because maybe they don't understand. Maybe they're afraid of success. Maybe they're afraid of failure. I mean fear just shows up in so many ways.

And here's the other thing. The other thing is that they're working harder and they're trying to make things perfect. Well, perfection is just procrastination in disguise and procrastination, guess what that is in disguise? Fear, right? So fear shows up in all these different ways and fear was showing up in that manager, that's what was coming up. She has a fear of doing things a different way than she's always done them because she's been there for like since he opened the business. She has a fear of doing things a different way. She has a fear of change because that had been her truth for so long that she needed to work long hours or that things flowed the way that they flowed, or that she didn't have to step up and take full responsibility for stuff because the owner always controlled everything. So she had a fear of letting go of what her reality was to step into a new reality that has less stress and more success.

Isn't that weird that people think that? Well, most people think that. I thought that. So when I first started my business, I kept saying, "I just need to just work longer. I just need to be busy. And if I'm busy, then the business will grow." And in reality that's not what happens. Because when we do that and when we are pushing ourself, when we are saying like working hard means that I just need to work 12 hour days. Well, what happens is is that you fill your time with all kinds of random work. You get tired, you're not focused, and you just keep spinning in that circle. And becoming another me too business. Right?

And the thing is is that people think, and this is another thing, is that people, the reason why they stay there, they stay in that place of feeling like they just have to work longer hours. And working hard means that they just need to work longer hours. And like I said, my brother is a perfect example of this. I mean he works like 12, 14 hour days and then goes home and works and can't figure out why he can't get ahead. Well, you can't get ahead because you're tired. Because your brain, you have packed your brain and extended your brain so much that there's no more capacity left for any kind of thinking. So then what happens? You make mistakes, you focus on busy work and random work. You procrastinate

and you just keep driving yourself in a circle, instead of stopping and figuring out what it really is important to do and taking focused action, which is what I like to call it.

And why do people do this? Why do people want to stay in that place of, "I just need to work harder. I just need to work harder and I need to just work more hours and I'll get this done." Why do they do that? Because it's comfortable. It's comfortable to stay in that place of pain than it is to get uncomfortable for a little bit and make a change so that they can have a bigger, better, brighter future. It's more comfortable for them to control, try to control everything than it is to invest in new team members or delegate out to team members that they have because I don't know what's going to happen because that's different than what I've always done, right? But when we can take focused action, that's what going to help us to build momentum. So the first thing we need to do is we need to figure out and get clarity on what is it that we really want and what is it that we're really trying to accomplish.

So that's how we start to build momentum, and we can remove that overwhelm, and we can reignite that passion. Because when you are burning the candle at both ends and you're working longer, harder hours, well I know for myself, when I was doing this, I started to lose my passion, and that was a very scary place for me to be because my dream was to be an entrepreneur and my dream was to change the world. And here I am losing passion in what I'm doing. That's a very scary place to be. And you don't want to be there.

And you also want to make sure that you're protecting that valuable asset that you have, which is your energy. And when you're working so long and you think you're working harder, but you're not, working hard means that you give yourself breaks, means that you're focused on the right things and you give yourself time to recharge in between. And you know what? Yeah, you might have an eight hour day, but you're focusing on the right stuff in the right order, and you're delegating out your distractions to people that can handle them. And then maybe that's their super strength. But protecting your energy, because without your energy, you can't do anything. Without the right energy, positive energy, good energy, passionate energy, behind what you're doing, you can't create. You can't create from a space of overwhelm and frustration and struggle and tiredness. You can't. It's impossible. I've tried to do it and it's impossible, and it just makes you feel even worse. And then what it ends up resulting in is burnout. And we don't want to do that.

So how can we stop the cycle of working these longer hours? Well, number one is, we need to get clarity on what our vision is for our business.

Number two, we need to make sure that we are creating a strategy every day to get the three most important tasks done that we need to get done. Not this random stuff, but we're clear, because the clearer we are on our vision and what we want to do in our business, then it makes the strategy, your daily strategy for what you're going to do, it makes it so much easier to come up with, and you can see what's a distraction and what's important. So that's number two.

Number three is you take time to recharge. You take time to recharge your batteries, whether it's going for a walk or meditating, or just taking time to just sit and dream, and think, and just give your brain a rest.

So we don't need to work longer hours to get stuff done because all that does is lead to exhaustion, and you can't create anything from a space of exhaustion. Plus also, it leads to randomness. It leads to chaos.

And then how are you going to lead your team when you're feeling like crap, right? So working harder like hustling and working harder means that you are laser focused, laser focused, on the vision that you have for the business and you've created a process so that you can be productive every day to move you closer. And I guarantee you can do that without working 12 hours in a day. And you'll be able to move your business forward faster than if you're trying to do everything yourself and you think that it's going to take working these long hours.

Life is too short beyond that, life is way too short to have it be solely focused on work. It's important, as business owners and entrepreneurs, that we create that space, that time, to be with the people that we love because we are only on this planet for a very, very, very short period of time. So number one, why would you want to continue and really build a job for yourself, instead of building your dream and building a business by your design, and by your definition, and defining your own definition of success, and being passionate about what you're doing every single day? Why wouldn't you want that? Why would you choose being miserable and creating a job for yourself that you feel like you're in prison because you're working so long and nothing is going anywhere?

So I hope after this episode that you choose to get clear on your vision and I hope that you choose, you choose the path of building your dreams. You choose to lean into your fear and not let it run you. And you choose, you choose to conserve your energy and create that space that you need in your day, in your week, and your month, to spend time doing the things that you love, with the people that you love. And you choose to surround yourself with good people, good people to help you build your business, and you choose to focus every day and stay laser focused on what is most important.

Until next time, I hope you have a great rest of your week and I'll see you soon.