

Theresa Cantley: Hey there everyone, my friends, thank you for joining me, and welcome to another episode of the Your Next Best Step podcast. I'm your host, Theresa Cantley, and I am super, super glad you're here. At the time of this recording, we are wrapping up the holidays and getting ready to celebrate New Year's, and I just wanted to say that I am so grateful for all of you for listening every week and for joining me, whether you have coffee or tea or water, but joining me for that coffee talk every week and getting a dose of inspiration and some great tips, some real stories from some real coaching from real people, and just everything in between. I hope you all had an amazing, amazing holiday.

Theresa Cantley: This December has been a complete whirlwind for us, for my husband and I. If you listen to my podcast episode every week, last week we actually did not have a podcast episode. Partially it was because of the holidays, but the other part of it was because I was actually recovering from a surgery that I needed to have on the 19th. So, I thought to myself, and this is one of the things that I'm going to talk about today when I talk about the biggest lessons that I've learned in 2019, but one of the things that I've realized just as I'm getting older and I'm approaching the big five-O in six years, but as I've moved through my business, as I've moved through this journey of being an entrepreneur, and just move through life and life just happening, is that, there are times when you need to take a step back, you need to slow down, and you need to rest.

Theresa Cantley: And when you don't listen to those signs, and you've heard me talk about this before on the podcast, but when you don't listen to those signs, the signs get louder, and louder, and they smack you over the head. So, my team and I were talking, and I was talking to my husband, and my podcast comes out on Wednesday, Wednesday was Christmas, and we thought, "Well, we could get it out on Friday." And I was, which is dealing with these health issues that I've been dealing with, and actually, I was dealing with them since the end of October, but particularly in this month of December, and having this unexpected surgery. It was like trying to rush around and trying to get things recorded, because, normally, I batch my episodes. But, I had batched so many, and then I got behind, because, like I said, life happened.

Theresa Cantley: And I was rushing around trying to create something, and I thought, "Why am I rushing? Why am I rushing? Why am I trying to do this?" It's okay, it's okay to reflect and stop and take a break, especially when things are happening, life is happening, and just you have to just listen. You have to listen to what the universe is trying to tell you, and you have to listen to yourself and do what's right. And being completely transparent, when you rush, and you're trying to rush things, and you're trying to push stuff through, which is another lesson I learned this year. But when you're trying to push stuff through, it tends to start feeling heavy. And when stuff starts feeling heavy, you're trying to rush and you're getting stressed and you're getting anxious. Well, you can't create your best work then, right?

Theresa Cantley: And also, being an entrepreneur and wanting to create really good content for people, it just wasn't right. So, we decided, you know what? We're just going to have it be, since, like I said, it was a holiday week, we're just going to have it be, take a break, and start up again for the new years with a new year's episode, which is what we're talking about today, which were the lessons of, my biggest lessons from 2019. But, before we go into that, again, I just, I hope you all had a wonderful, wonderful holiday season, and I wish you the best, the absolutely best and brightest and most amazing things for 2020 and beyond.

Theresa Cantley: I know I am super excited for 2020, and this is what brought me to do this episode because my husband and I, during this period of reflecting and resting and trying to recover from everything, really taken a step back and seeing, because we're not just going into a new year, we're going into a new decade, and just stopping and saying, "What are all the things, A, that we've been through, and I've gotten to the other side of? But also, B, what are the biggest lessons, what are our biggest wins from the past 10 years, but also, from this past year?" So, we spent a lot of time and the one day we actually did it with pajamas and coffee and all, and it was great. It was great.

Theresa Cantley: It was the first time we actually took a couple days, and like I said, we got up in the morning, we made coffee, and then we just went right into the planning and the dreaming and really getting specific about certain things. And it was just, it was great to look back and see, because, so often, we totally underestimate what we're able to accomplish in a year, in 10 years, in five years, and we overestimate what we can do in a day. I know I'm guilty of that, I will say. I am guilty of putting 10 things on my to-do list and thinking I can get it all done. Sometimes I can, sometimes I can, depending on how those big the tasks are.

Theresa Cantley: But, like I said, most people underestimate what they are able to really accomplish, especially when you step out of your comfort zone and you really step into your purpose. And you just step out of that comfort zone and really dig into being brave, the amazing things that you're able to accomplish. So, looking back at this past decade, and this past year, it was like, "Wow." We've really achieved a lot as a couple, but also, medical things we've gotten through. I mean, my husband gotten through two diagnoses of cancer, I had my vertebral artery dissection, I started two businesses, left corporate America. We got married, even though we'd been together for 20 years, going on 21, but we got married, we had three grandchildren, we've done stuff with our house.

Theresa Cantley: I mean, it was just so many amazing things. But, looking back, for myself and for my business, as we were digging into this, and looking about, wow, what were the amazing things that I was able to accomplish this year? And just to give you a couple of them, one was, I was able to build, I started building my team. I mean, I've always had a team, but this year, really stepping into delegating out to the team, and really stepping into building this small but mighty team. Like I said, I've had a team for several years, but this year was different because I

needed to let go, in order to empower them to do the things that they needed to do. So, that was a big one.

Theresa Cantley: Obviously, hitting, or hitting, listen to me, obviously, launching this podcast was another big giant win for me. Another big thing, I mean, I hit several milestones in my business, which was absolutely amazing. But, one of the other things, we launched a new website, completely did an overhaul on the website and launched a new website, and just really, really got clear, got super, super clear on messaging, which is so, so important, I talk about it all the time. But, really getting super clear on our messaging and really stepping into that thought leadership. The thought leadership, and I've talked about this on previous episodes this year, thought leadership that I've always had, but really learning how to take that and package it differently, so that I can be a better teacher and I can be a better leader.

Theresa Cantley: And so, those are just several wins for me that we went back and we were digging through and looking at, and also looking at, what did I miss? One of my big goals for 2020 and something that I missed this year, was really finishing the outline that I have for my book. I know I've talked about this before, but I've had this idea for a book, and it ties into my idea for my Ted talk that I'm actually going to be submitting an application for. But, this year, in 2019, I've had this goal of really getting that book done. Actually, I've had it as a goal for two years now, and I just kept missing it. I kept missing targets that I needed to do on a monthly basis and things that I needed to get to accomplish, in order to get the outline done, and just different things. And I think, part of that, missing that goal for two years, is me, I have fear, too, I'm human, but having that fear of, "Can I really write a book?"

Theresa Cantley: So, that was something that was definitely a miss for me and didn't necessarily work. And then, also, one of the big things that my husband and I are focusing on this year is planning out our vacations. We always said, "Okay, we're going to go away in June." So, we plan it, we've done this for a couple of years now, we plan it like in May. So, this year, we actually looked at the entire calendar. And he has a busy travel schedule, my travel schedule isn't going to be as busy this year, but, looking at it and saying, "Okay, what vacations do we want to go on? And when do we want to take them?" And actually taking time to block those things out. That has been something that, I mean, ever since I've known him for the past 21 years, is, we have always been not great at planning time off. Planning it in advance, and saying, "Okay, we're going to do a staycation, or we're going to do a vacation here, or we're going to take a long weekend."

Theresa Cantley: We've never really done that, or we haven't done it well, I should say. But, again, with all the things that we've been through in the past decade, and things that we're able to accomplish this year and things that we want to do moving forward, that is something that we actually took some time and said, "Hey, we are going to plan out our time off." So, if you haven't done that, I highly, highly, highly encourage you to do that with your partner or your significant other,

spouse, or even, if it's just you, to just take some time and plan out when you want to take time off. Because, when we take time to rest and relax, that's when our best ideas come in. And my husband and I, it's funny because when we were doing all this planning, one of the big things that we came up with in 2020, again, because we were taking time to rest and reflect and relax, was, we came up with some new, some super cool new programs.

Theresa Cantley: Well, I should say, one cool new program, and an adjustment to another one that I'm going to be launching in 2020. One is going to be called The Restaurant Business Growth Bootcamp. So, it's going to be amazing. Stay tuned for that. It's going to be a workshop. I'm debating whether it's going to be live, or it's going to be live on, virtually live through Zoom. So, stay tuned for that, but it's going to be amazing. Anyway, but, again, those ideas come when we take time to rest and reflect and we slow down. It just gives us some space for those ideas and that creativity and those things to come in. Anyway, if you haven't planned out vacations moving forward, or just time off, time to rest and reflect, I highly, highly, highly recommend that you do that.

Theresa Cantley: Now, the biggest thing I wanted to talk about today were the biggest lessons that I learned in 2019. And some of this comes from joining a mastermind and working with a mentor. Which, I've worked with a mentor probably for the past, actually, since I've started my business, but really heavy duty for the past three, maybe four years. And this past year, I joined a new mastermind and had a really, really amazing mentor, Colin Boyd, Colin and Sarah Boyd, and learned a ton. And, a lot of these lessons, a lot of the breakthroughs that I've had this year, came from surrounding myself with these amazing people, and, or working with an amazing mentor. I can tell you, if you don't have a mentor, or you've been thinking about getting one, I highly, highly, highly recommend that you find one that has achieved the success that you want to achieve, and has been there, probably where you are, has struggled through the same kind of things and has gotten to the other side.

Theresa Cantley: Because, working with somebody who understands, and they're just like a couple steps ahead of you, to help you get to that next level, is so, so, so important. So, I wanted to share with you these lessons, because, so often, people are like, "Oh, I'm just going to set these new resolutions. I'm going to set these new goals." But, in order to do that, and this is a process that I take my high level one-on-one clients through, we did it in October, November, December, with, depending on what each one of their schedules were, but it's a process of reflecting on the past, and then assessing your present situation, and then planning for the future. So, assessing, what worked? What didn't work? What were the biggest lessons?

Theresa Cantley: Because, from our lessons, what we learned from that is what we can use to grow and to plan for new amazing things. And we don't realize that, if you don't do it, right? So, when you can make a list of the amazing lessons that you've learned, you can actually take that and apply it to what you're doing moving

forward, so that you can grow even more. So, in this process that I walk people through, we look at, what the previous year, or even like the previous decade, we did that this year, what were the biggest wins? And what were the biggest misses? And then, what opportunities maybe should we let go of? And what opportunities should we refocus on?

Theresa Cantley: But then, also, like I said, one of the biggest things is, what were the biggest lessons that we learned, so that we can use those, all the insights that we've gleaned from them, and use it to grow and to move forward? I wanted to just give you some of my biggest lessons that I learned this year, and maybe if you sit back and think about these things for yourself, maybe you've learned the same thing, but maybe some of these things are things that you need to focus on yourself, so that you can move past a limiting belief, or even it's something that might even be blocking your growth. Because, as I go through these, you're going to see, and I'll talk about how holding onto this stuff was really preventing me from going to the next level in my business. And once I got through a lot of this stuff and I learned the lesson, I mean, this year just provided exponential growth. So, here we go.

Theresa Cantley: The first one was all about totally embracing your purpose. And this comes into what I talked about with being a thought leader and having all of these ideas and having all of this knowledge and this experience, and not really packaging it right or also not really having that complete belief that this is what my purpose was. So, once I learned this year and really looked at all of the experiences, all of the knowledge, all of the things that I've done, the people that I've helped, and everything in between, it really helped me to really embrace my purpose. And what I discovered in this, and I always knew it, but now I know it even more, is that my purpose here, my purpose on this planet is to really shift the paradigm of business, particularly, local business, away from focusing solely on product and service, and selling that, and instead, working on building a deeper relationship with their customer, and understanding them, so that you can provide a better experience for them, through your products and services.

Theresa Cantley: And a lot of that comes from, as I've been putting this together myself, is, as we've gone through things in our life, and we've fallen down, and gotten back up, and fallen down, and gotten back up, when we can look at those things and learn from them, okay? When we can learn from those things, that's when we can start to say, "I see things a little bit differently, and maybe I can help people in this way." So, for me, having a brick and mortar business, working for many entrepreneurs over the years and seeing the flaws in, or what I call flaws, in business, and how I believe I can make it better for people and help people to grow their income and their profit and their impact, that's how I was able to say, "Hey, this is what I went through, this is what I've also helped other people get through, and this is what I can do to change the perspective and the paradigm of business moving forward.

Theresa Cantley: "So that people can build more profitable, meaningful businesses. And really teach them how to embrace their own purpose." So, that was a big, big, big lesson for me, is to really step into that, and, A, not be afraid to step into that, and really, just really embrace all of that uniqueness and all of the lessons that I've learned throughout my life. And the one thing that I realized, is that, we need to be more afraid of not achieving our highest potential. So, if you're afraid to step into your purpose and embrace it, and not be afraid of rejection, we should be more afraid of not stepping into and achieving our highest potential, than of being rejected. And I think, for the longest time, because I had these different ideas about business and about how to build business, and I knew that they worked, because I've helped people to increase their business, their profitability, and their income, 30%, 40%, 50%, year over year, I know they work, but they're different.

Theresa Cantley: And you know what? That's okay, because I know they work. So, if I was more afraid of being rejected, I would never be able to get that out there, and I would never be able to help people. So, that was a giant lesson. Another lesson that I learned was really learning how to step into my future self. Really being the person that has already achieved the results that I wanted to achieve. And part of that comes from, and I think I did a podcast episode about this, Power of I Am, this new exercise that I started doing this year, which was, writing down, I Am statements. I Am statements for who I believe I am, and who I believe I am, which is the person that I want to become, and really stepping into who I want to be, or who even, who is that person that's already achieved those results?

Theresa Cantley: And writing these I Am statements, and I actually, I have my vision. I have my little one sentence, two-sentence thing, my vision, which has my why. So, I have my why there. And then, underneath it, I have my goals. So, I have my goals written out every day and the things that I'm going to accomplish. And then, right next to it, in this, I had this note section on one side of my planner, underneath that is where I write my I Am statements. And I write between 10 and 12, every day, and it has really helped me to step into that being that person who has already achieved the results that I want to achieve, who has already achieved the success that I want to achieve. So, that was another big, big, big lesson. Because, I was trying to function in, "This is who I am, this is what I'm doing right now," instead of, "This is who I am, and who I want to be, and what I want to do."

Theresa Cantley: And really stepping into that future version of who I want to be. So, that was number two. The third one was all about not being afraid to fail and be rejected, and really stepping into uncertainty, that uncertainty. And you've heard me say, "The price of success is getting into unknown terrain." The more certain you are about stuff and you stay in that comfort zone, you can't grow. So, when we choose uncertainty, that gives us access to freedom and growth. And uncertainty means, going back to the thought leadership, putting stuff out there, and we don't know whether or not it's going to work, but we're going to put it out there, anyway, because, the bigger thing is, is that, if we don't, we

can't help people, right? You can't help people when you're afraid to put your program out there, or when you're afraid to even open your doors, or you're afraid to try a new event, or trying something new on your menu, or even have a completely different spin on your menu, or on traditional food or whatever.

Theresa Cantley: So, the more we aren't afraid of being rejected and a failing, the more we can step into finding better solutions, or creating different things. And this year, I had two things, I had a failed strategy of, I am willing to fail, at least, a hundred times, so that, at least, one of those times, I am going to, it's going to work. Something will work. Okay. And not being afraid to do a new launch and try new things. And my team this year, they kept saying to me, because every time we would be redoing our launch and we were trying new things, we were trying different types of ads, different types of Facebook ads, and different types of videos, and different types of audio files, and different sequences, and just different things to hopefully give good content.

Theresa Cantley: And I kept saying, they would tell you, "You're sure you want to do this?" And I'm like, "Yeah, I don't care. Let's just do it, I'm willing to do anything, I'm willing to try it. Just tell me what I need to create, and let's just do it." And they kept saying, "Wow, out of anybody, you're the one that, you're willing to do anything." Of course, because, if we don't won't, we're never going to know if it's going to work, right? So, again, the more we choose that uncertainty, we don't have all the answers. And I said this to, I have some new team members, and I've said this to them, "In this world, there really is no right or wrong, we just try it. And if it doesn't work, we try something different or we tweak it. And if it does work, awesome, then we repeat it."

Theresa Cantley: So, when we choose that uncertainty and we step into that unknown terrain, that's when we can access this amazing freedom and amazing growth in our business, to do the things that we want to do. Right? All right, that was number three. Number four was, this has to do with, the quicker I can catch my thoughts, those negative thoughts that creep in, the faster I can change them and move forward. And this is those like doubts that come in, the fear that comes in, and those things that try and tell you, "Oh, you can't do this, don't do it. Oh, you can't do this." And the thing is, is that, what I've learned this year, through, hey, and like I said, I am human, I have the same fears and frustrations and struggles that everybody else does, I just can get through it a lot faster. I get these doubts in and I say, "Oh, my gosh, I'm not going to be able to do this. This isn't going to work."

Theresa Cantley: And what I've trained myself to do, is I've trained myself to catch it, realize it, recognize it. I mean, if you're aware of something, then you can change it, right? So, I have that, I have better awareness of it, and I'm able say, "Okay, let's change the channel." And another lesson that I learned that goes along with this, that ties into it, is, those thoughts, and this is what helped me to get through it, the thoughts that you think, create the actions which end up creating your results, right? So, if you let those negative thoughts swirl and swirl and

swirl and swirl and swirl, well, then what happens is the actions that you take or don't take, and then you get the results that go along with the other two things.

Theresa Cantley: So, what I found is that, with those negative thoughts that creep in, and they creep in, just like anybody else, they creep in, I'm not immune to them. But, what I started to do is I started to say to myself, "Okay, some of the things that I'm doing, are things that other people won't do." Okay? Doing a podcast is hard. Creating weekly content is hard. Writing a book, doing a Ted talk, being a thought leader, most people won't do that. Most people won't sit and look at a situation or look at something, and say, "You know what? I see this differently, and I'm going to build a framework around it, so I can teach it and explain it, so it helps people." So, I started thinking to myself, "Some of these things, most of the things that I do, a lot of people won't do."

Theresa Cantley: So, when that doubt starts to creep in, I say to myself, "Well, if I'm doing some things that most people won't do, well, that makes me pretty amazing, right? And that also, if I'm not putting these things out, and I'm not doing these different things, like trying a different type of video launch, or trying a different type of Facebook live launch, or LinkedIn live launch, or whatever, if I'm not doing those things, then I can't help people, and I can't get my message out there. So, why not?" And that has helped me to change that channel, that negative channel, faster than I was able to do it before. And when I start to feel, and I've told my husband this, when I start to feel those doubts come in, I'm getting a case of the doubts, and sometimes, they really hit hard, and I've told my husband, "Okay, when they started to creep in, I've started to say to myself, 'Okay, let me go do something for someone else.

Theresa Cantley: "'Let me go look at someone's business plan that they sent over, or let me go create a piece of content, or let me go whatever, to help me to change that channel.'" So, understanding that our thoughts create our actions. Whatever we're thinking or feeling, then our actions follow after that, which yields the results that tie back to the negative thought or the positive thoughts. If we're thinking positively, and we think, "I can do this." And then we take the right actions towards the results that we want to get, well, the results are going to be good, right? And really, whether they're good or not, I mean, it's both. Whether you make the decision or you don't make the decision, whatever you do is right. And people look at me, and they're like, "What?"

Theresa Cantley: And it's like, you determine, you determine what you want to do, you determine what you want to think. And whatever you think or whatever you do, it's right and it's wrong. It's whatever you determine. So, really understanding that those thoughts, and being aware of them, and learning how to change them pretty quickly, helped me to move my results along faster, and get things done faster, and achieve the things that I wanted to do, faster. The last thing, the last lesson of 2019 that I learned, is to surround yourself with people who drive you. And this is where the power of a powerful team is important. Whether it's a team



that helps you with work, or it's a team, it's your team that, your A-team that surrounds you every day to support you and lift you up.

Theresa Cantley: And I have made so many amazing friends over the years in the masterminds that I've been in, people who, if I have a problem or I have an issue, I can text them at any moment. Or, I can text them and say, "Hey, I have this awesome idea, what do you think?" People who I can go to and I can talk to, and when I need some support, like these past few months with these health issues, that are always going to be there to help lift me back up. But then also having the power of a team, a team that works with you. A team that understands your vision and wants to help you make that vision come true. I can't tell you how many businesses I've worked with over the years, who, the business owner, or the leadership team, thinks that they have to do everything themselves, and nobody else can help them. And they tell me, "I don't understand why we can't hire good people, or I don't understand why we can't get stuff done, or I don't understand why people don't listen to me, or I don't understand why I'm so overwhelmed."

Theresa Cantley: That's because you need to be the visionary, and you need to build a powerful team around you. Because, that powerful team around you, and surrounding yourself, the people who drive you, you can focus on the things that you need to focus on, that only you can focus on, and they can help you to build those pieces and build those blocks, so that you can keep moving stuff forward. They can help you build the foundation, to keep scaling and building more pieces on, so that you can achieve all those results that you've always wanted to achieve. And I've learned that so much this year, being in a mastermind, surrounded by amazing people, who we just lifted each other up. People who have achieved super big things, and we just kept pushing each other forward. Whether it was more of a mental block that someone was struggling with and they needed some help working through it, because those things come up as entrepreneur.

Theresa Cantley: They would come up in life just in general, for anyone. But learning how to work through those things, learning how to shift the negative back to the positive faster. And then, also, working on working through. Okay, this program didn't work, or this event didn't work, or this project didn't work, and trying to find where the gaps were or the holes were, so that you could fix them later. And surrounding people that just keep helping you to move forward. When you feel like giving up, they're like, "Uh-uh, let's go. Get on my back, I'm going to carry you. And then, once you're ready to go, you're going to start walking again, and then we're just going to keep going." And people who believe in you, when sometimes when you don't believe in yourself, they're there to tell you, "Oh, no, I believe in you, and you're going to keep going because you're amazing and you have something to give this world and you are going to make a difference."

Theresa Cantley: But then, also, like I said, having the team that works with you, it's the same thing. Having people who, amazing people who want to help you to achieve the amazing vision that you have, but then, also, and I say this to my own team,

"You're not just helping me to achieve things, I want to help you achieve your highest potential, or help you achieve goals that you have. However I can, I want to do that for you." And one of the things that I ask my team is, "What are the things that are most important to you? What's your biggest goal?" Every week, we talk about what their biggest win is. And then, also, what are those values that are super important to them? So, I understand that as much as they understand what my core values are as a business owner.

Theresa Cantley: So, understanding the power of a team, and surrounding yourself with amazing people to lift you up and drive you forward to do more and to achieve more. So, these were all my lessons from 2019. And with those lessons, I took those and I said, "You know what? In 2020, we are doing big things." Because, being able to learn all that stuff and seeing how it helped me to achieve super big things this year. And I tell my team all the time, "We can do big things, we're doing big things. Learning all of those things is going to help me because we laid out 2020, and we're ready to go." Like I said, I have a new program. We've done some revamping to the business growth formula and the restaurant business growth formula. We're also going to be doing some new downloads in different podcast episodes. So, stay tuned for that.

Theresa Cantley: I have my book on my list, to get that book done and do a Ted talk and just so many other big, big things. Some of them scare the crap out of me, but that's okay. Because, you know what? If it doesn't scare you, it's not going to help you to grow. So, it's all good. So, if you haven't taken time already to look back and reflect on 2019 and the past decade and say, what were your big wins? What were your misses? What were the biggest lessons that you've learned, to help you to move forward? And then, take that and start your 2020 planning. You've got two days left, but even if you don't do it before the end of the year, it's totally okay. It's not like you can't do it in the month of January. So, take some time to reflect and think about, like I said, people underestimate what they're able to achieve in a month, in a year, in 10 years, and way overestimate what they're able to achieve in one day, or one hour.

Theresa Cantley: So, take some time to reflect. It's the season of reflection and gratitude, and just take some time to think about all the amazing things that you've done, what you've learned, so that you can plan out an amazing 2020, full of breakthroughs and full of successes and big wins. And I would love to hear about it. So, if you can drop me a message, leave a comment, and let me know what you're planning for 2020, what big things are you planning to do in 2020? I would absolutely love to hear from you.

Theresa Cantley: So, here's to an amazing new year, filled with blessings, and big things, and stepping out of our comfort zone, and really stepping into the person that we've always wanted to be. So, until next time, have an amazing happy new year, I know it's coming in two days, and I will see you soon. Take care and bye for now.

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