

Theresa Cantley: Hey there, and welcome to another episode of the Your Next Best Step podcast with me, your host, Theresa Cantley. I'm super glad you're here today. I wanted to talk about what do you want to be known for and what this whole principle of creating a legacy what that means. I remember years ago, and I've still ... I've said this periodically over the years. As I've been growing my business and as I've gone through many of the struggles that a lot of entrepreneurs go through, I've said to myself, and I've said this to my husband, and, like I said, when I was little, I used to make this comment, "One day, I want to be somebody great. I want people to know me for being somebody great, for somebody who's achieved great things."

Theresa Cantley: And what I found over the years, especially with the recent news of the passing of Kobe Bryant, the very tragic passing of Kobe Bryant, and just kind of refocusing and really reflecting on what it really means to be great and what it means to be known for something, greatness doesn't necessarily come from doing these big, giant, huge things. I found that in listening to a lot of the reports, and talking about Kobe Bryant, and talking about the tragic crash that happened, and the lives that were lost in it.

Theresa Cantley: What I realized, and I've realized this over the years, as I've said to myself, "I want to be somebody great," and when I was a little girl who was bullied and who had to fight for anything and everything that I had being the youngest child, greatness is not something external. Greatness is something that comes from within. Being known for something doesn't necessarily mean you have to do these big, giant, huge things. It means being what you want to be known for. That starts with what comes from within. Being great and having greatness isn't something that comes from being a big giant basketball star, or being a millionaire, or being somebody who owns a company. Having greatness is something that comes from how we show up in every moment of every day, how we interact with people, the positive difference that we make on people's lives. So as a little girl, I got that confused with looking at all these famous people and thinking that in order to be great I needed to be famous, I needed to be rich, I needed to own a business, or be an actress. But really, in reality, the legacy that we create is based on who we are in every moment of every day.

Theresa Cantley: And as we're building a business, and as we're moving through life, and as we're thinking, "What do I want to be known for? What legacy do I want to create?" that comes from starting from within ourselves and thinking about what difference do I want to make in the lives of others. It doesn't come from being rich and famous. It comes from what difference do I want to make in this world. How do I want to show up in this world and present my ideas? How can I take ... If things don't work out, and you go through failure, and you fall down, and mistakes happen, and you make bad decisions, how can you muster up the energy, and the effort, and the drive to get back up and keep going?

Theresa Cantley: What I realized, I mean, with ... We'll take Kobe Bryant as an example. He grew up not very far from where my husband and I live and rose to stardom and

became this giant basketball player. But what we all knew about him is that there was much more to that person than just playing basketball. Sure, he was a great basketball player, but he also had a lot more to offer this world than just being a master at his craft. He also had more to offer to this world in the coaching that he did with kids, and the things that he stood for, and just staying in alignment with the things that were important to him. And that's something that we all need to look at in our lives.

Theresa Cantley: When we are building a business, when we are ... We start this business, and so many people think, "I want to start this business because I want to make money." And as I've used examples in the past, I've had people who have come to me and have said, "How long is it going to take me to become a millionaire?" And it's like, "Well, you're only two weeks into owning your business."

Theresa Cantley: So instead of thinking about and focusing on what I haven't done or focusing on I want to be famous, what if we think about the legacy that we want to leave simply from the difference that we want to make? The legacy that we want to leave behind isn't about, oh, she was a really hard worker, or, oh, she was a millionaire. But how about that person really made a difference in this world because they had unique ideas, because they wanted to help people rise to their highest potential?

Theresa Cantley: And I know for me what I want to be known for is I want to be known, and the why that I wake up every single day and I write in my book, is I want to be known for my why that lights me on fire, is to show people what's possible when we let go of the limiting beliefs that have always held us back and we really step into believing in ourselves, believing in ourselves so much that we're not afraid to do things different. That's what my I want to show people.

Theresa Cantley: For me, the legacy that I want to leave behind is that when we go through ... Because everybody goes through adversity in their life. Everybody goes through adversity, but it's how we handle that adversity, how we take those experiences, and how instead of looking at them as adversity we look at them as lessons, and how we can take those lessons and put those things that we've learned along the way into the ideas that we put into our business so that we can create different things. We can create innovation, and creativity, and things that the world has never seen and we can't do that if we don't experience things, if we stop ourselves from experiencing things.

Theresa Cantley: When we can put diversity into our business and we can bring different people from outside of our industry into our business, people who may have had adversity in their lives themselves and have gotten through that adversity and use that to move them forward and use that to define success on their own terms, that's how we can bring new ideas into our business. And for me, the legacy that I want to leave behind is how I teach people to do that, how I teach people to break out of the mold and to step into a new way. And the only way

you can do that is if you believe in yourself. You use those experiences that we've been through to find the lessons to move us forward.

Theresa Cantley: So ask yourself, what is it that you want to be known for? How can you start showing up differently in every moment of every day? And how by showing up as our best selves, how can we positively impact the lives of the people that we see every day that we may interact with every day, whether we're physically there, whether it's we talked to them on the phone, whether they see us in a Facebook post, in a social media post? Whatever that is, how can we positively impact the lives of just, even if it's just one person every single day?

Theresa Cantley: And for me, creating this amazing legacy, it's not about like when I was a little girl. It's no longer about being rich and famous and being able to have money, because we didn't necessarily have it when we grew up, but it's more about how can I change the world. How can I make this world a much better place than how I found it? How can I make it much better for kids and for people so that they don't have to go through difficulties? And how can we take those experiences that we have and bring them into business to totally flip the paradigm of business on its head? Those are the things that I want to be known for.

Theresa Cantley: The three questions that you can ask yourself every day is, am I in alignment with what I want? Am I serving with a full heart and making sure that I'm filling up my own, my own tank, my own cup every single day so that I can serve with a full heart? And are you grateful and intentional? Are you grateful for everything in your life and approach each and every day with intention? The other thing is, are you helping people to rise to their highest potential? It's not just simply about telling people what to do. It's not just simply about going to a job every day doing your work and going home. What can you do? No matter what you're doing, no matter if you're a manager, or you're an employee, or you own a business, what are you doing every day to help people rise to their highest potential?

Theresa Cantley: What legacy do you want to leave? Is your legacy going to be someone who let failure, and challenges, and adversity get in their way and stayed in a box and had their business be a cookie-cutter-me-too? Or are you going to be that person that uses that adversity to move you forward, that uses that fear to move you forward, that person that shows up and serves the one, serves with a full heart filled with gratitude?

Theresa Cantley: So my question to you to end this episode I wanted this episode just to talk about what it is to be a ... to what it is to create your legacy and to leave a legacy. What will you do with this one amazing life? And if you can answer that question, the next question is, are you showing up in every moment of every day serving to your highest potential, focusing on the things that will move you forward and not keeping in busyness, focusing on being intentional with your day and not going through the motions? Will you be that person that leaves the

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legacy that you want to leave? Are you going to really focus on what it is that you want to be known for, for who you are and not what you do? So what are you going to do with this one amazing, fun, journey-filled life? I hope you enjoyed this episode and until next week. Have a wonderful rest of your week, and I will see you soon.