

Hello there and welcome to another episode of the Your Next Best Step Podcast. I am so happy to have you here for yet another episode this week, where we're talking about these times that we are living in and what is happening between the coronavirus, the shutdown, the George Floyd murder and what is happening in this world to fight racism and to also bring together in some form solidarity throughout our nation. And I wanted to talk today, my husband and I had ordered Chinese awhile ago, and I forgot that we still have fortune cookies. And my husband brought me my fortune, because he said, "Oh, the cookie, we can't eat the cookies. They're bad." And he said, "But I opened a fortune cookie." And I said, "Okay, this one's for Theresa and this one's going to be for me." And he said, "Here's your fortune." And he gave this to me yesterday because I got to tell you, yesterday I was having a rough day. Last week was a really emotional week.

But back to my fortune, my fortune said, if you have knowledge, let others light their candles by it. And he gave it to me yesterday because as I said, I was just having... I mean, how could you not, as my mentor said to me yesterday, when I had a conversation with him and I was telling him how I felt last week, just like just, I couldn't get my feet, I couldn't get my feet underneath me. I mean, I just felt such sadness for what was happening in the world. And at the same time, just such this huge drive and passion to really to help people, to bring people together and to fight for what was right and just be able to get my voice out there, but my husband... And how could you not with everything that's happening? How could you not be emotional? How could you not be angry and sad and go through all those stages of grief with everything that was happening? I mean, how could you not?

And as someone who works with business owners and I'm watching the riots happen and I'm watching businesses who have been fighting to keep their doors open through this whole thing, watching their businesses be destroyed from the looters and burned down. And my husband was talking to somebody that he works with, who lives in the city. And he went downtown, he went, got some trash bags from the store and went to help these business owners clean up that lived across the street from where his apartment was and just everything that's happening and wanting to be a stand for change and be a stand, like I said, for equality and to be a stand to fight racism, but be a bigger stand for humanity for everyone.

And again, I looked at this message yesterday, and this, my fortune, if you have knowledge, let others light their candles by it. And I thought to myself, you know what, I got a lot of knowledge and I need to help as many people as I possibly can with the platforms that I have and the voice that I have. And like I said, what's happening in business right now and what's happening in the world. I mean, I have seen business owners just fighting and fighting and fighting to keep their businesses open. I've seen business owners who think that we're going to go back to as soon as, I mean, the states are starting to open, and see business owners that want to go back to the way that it was.

And they've done all this work to potentially redefine and create these alternative services to keep their businesses going. But then they have this mindset that, well, we're going to go back to the way that we were, being opening as a restaurant, how we were before. Meanwhile, these alternative services, meal boxes or whatever they've created abandoning the innovations that they just put forth. And it's like, what? And at the same time, like I said, I've seen business owners just fighting to keep their doors open and fighting to keep that dream that they have alive. And at the same time, so I've believed that, okay, with the coronavirus, we have a chance to redefine business. We have a chance to make business better and use this time to create innovations in our business, in our communities, in our country, in the world that this world really, really needs.

I mean, for the longest time I have felt like businesses, like things were going down a bad path. I mean, I believe in energy. I believe in, I'm very spiritual. That's why a lot of people call me "science meet Zen", and very in tune. I'm an empath, very in tune with energies and stuff. And I just felt like businesses, what

I was seeing and reading, and especially working with a lot of business owners, just seeing people have a focus that maybe was not so good in my mind. A focus of we need to make money, we need to make money, we need to make money, we need to make money. And just that focus of dictating to people, getting away from leading and just managing, managing, and dictating the people instead of having people be part of the solution.

And I've seen it externally. And that when I work with people, we focus on doing the exact opposite. We focus on building that experience. We focus on having an inclusive culture in our businesses. And the businesses that I've worked with and we've gone through this whole coronavirus in this COVID shutdown, those business owners have built bigger and better relationships with their customers because they've learned how to connect in different ways. And when you connect, everybody had to go virtual, and I've talked to many people.

I talked to my accountant yesterday too and he said the same thing. Like you're connecting with people virtually. You're finding different ways to connect with people and you're connecting with them virtually, and you're connecting with them. It's almost like you're more vulnerable and you're showing up more vulnerable because not everybody was comfortable with using Zoom or doing FaceTime or whatever. And even just showing up in a different way and connecting with your customers in a much deeper way, because it was like, we were all in this together. And we all got to find a way to keep moving and keep moving forward and stay safe and stay healthy and take care of one another, be kind to one another.

So then the whole horrific murder of George Floyd brought out or brought to the surface, even more, something that has existed in our country and just brought a whole other movement to the surface and forcing business owners and forcing people to look at our culture and say, what the heck is going on? What are we doing? And from that whole thing, from that situation, it was just a reminder of things that have happened in the past. And it was just to have the George Floyd situation happened on the heels of the situation in Georgia. It was just, I don't know. It just like, was this just eruption.

And just for myself, just sitting here and saying, what the heck? And in my mind, murder is murder. It doesn't matter what color you are. Murder is murder, and it's awful. And it's unjustified. I mean, it's just, it's horrible and people should be punished. And with the situation with George Floyd and that coming to the surface and everything that surrounded that, looking at our systems and saying, the systems that were created, they're broken and they're just not right. And we need to reform them.

But at the same time, I've seen people, other influencers and other people calling other people out. And not necessarily because they've done something wrong in their business, but for they didn't like the way their feed looked, their Instagram feed. And I'm sitting here saying to myself, okay, that's not right either. Because as I said in my last episode, we can't fight hate with hate. We can't fight darkness with darkness. So I'm watching people and I am a stand for eradicating racism completely, racism against American-Indians, against Asians, against people of color, African-Americans, I mean, against anybody. I mean, discrimination against people, different religions. I am a stand for erasing that and getting rid of it because it doesn't belong in this world.

But at the same time, those things that people are fighting for, fighting for black lives matter. At the same time, what they're fighting for and standing up for and saying, this can't happen anymore. What I see some doing with this whole movement is using it in a way that it's tearing people down and it's almost like for no reason. And I don't quite understand that. But what I do understand is this is that we have the power, each one of us individually, as human beings, as business owners to change, to change the way that we think, to change our perspective, to change the way that we teach our kids, to change the way that we interact with our employees and our community.

So quite frankly, the change starts with us, with what we can do to use our voice and to use our own gifts and our ability to make real change happen in this world. Not by tearing others down, but by being a stand for education and for compassion and for understanding and for empathy. And if we can start within ourselves, then we can impact change in others. And this is where the power of context and shifting the conversation is so important because when we can change our context, which is how we see a situation and what our perspective ends up being about the situation, that is how we can really start to transform this whole world and our whole nation.

I've looked at it as, we can make the change in our own businesses. And I'm going to give you three things that you can focus on in your own business to start. And these are just my thoughts, things that I've always worked with people to do and I do in my own business. And I believe that if we can change the context and we can shift our perspective on things, when I was talking to my mentor yesterday, I said to him, I said, "We always talk about being anti, anti-racism, anti-this, anti. How about we be, I want to be for something? I want to be for a quality. I want to be for positive social reform. I want to be for solidarity across humanity. That's what I want to be for."

And maybe if we shift our perspective and our context, instead of being anti, anti, anti, maybe if we be a stand and if you've ever read the book, The Secret, you know what I'm talking about, be a stand for being for something. So for me, I'm a stand for building, helping to build businesses of equality, businesses that, or even communities and a culture of solidarity and a culture that is for humanity, for, like I said, social reform, positive reform to make sure that every person doesn't have to be afraid to walk down the street. Every person doesn't have to fear whether or not they can do something based on the color of their skin or their religion and building these businesses of equality and just growth. And yes, wiping out hate, wiping out...

I mean, I was not brought up with, I mean, some of the hate that I see, I was not brought up in an environment like that. As I said in previous episodes, I was brought up, my parents taught us that every person is equal. And I believe that in order to make changes in this country, we need to wipe out hate. We need to wipe out inequality. We need to wipe out the brutality that many police officers. I mean, as a white woman, I feel afraid. My husband and I were talking about this the other day. When I have ever gotten stopped by a police officer, I've been petrified, petrified, and that needs to stop. That needs to stop.

But as I said, if we can choose to see the situation different and shift that context, that we can change the future of tomorrow. We can build a brighter future by educating our kids, educating ourselves, educating the people that we work for and being a stand for this positive change. And in order to do this, in order to evolve and transform away from the chains that have held us back over centuries, over years and centuries. And in order to do that, we have to fall. And I believe that this evolution and this transformation and this rebirth of this nation, we had the fall and we fell freaking hard. We crashed, but now it's time to rebuild. Now it's time to choose to do better and to choose to stand up and lead.

And for those people that as I said in the beginning of this episode, those business owners that want to go back to the way that it was, I don't, and we can't go back. We can't go back to the way that business was. And we also can't go back to the way that this country was. No way. We need to move forward. We need to create this change and we need to create a new nation and a new one world that is built on as I said, equality. That is built on humanity. That is built on justice. That's what we need to move forward. I don't want to go backwards. I've talked to many people. No, they don't want to go backwards.

So thinking we're going to go back to the way that things were. Heck no, we need to choose to do better. We need to choose to stand up and fight for what's right. We need to choose to lead, to lead in our businesses, to lead in our communities, to be role models for the youth that are coming up so that... I mean, I've talked to many kids and they don't see color. They don't see. They just see their friends.

They see people that they interact with every day and that they love and that they... And that's what we need to push out there, that we are all connected, that we are all in this together and we can't change the past, but we can learn from it and we can move forward from it. And we have the choice right here right now to do exactly that.

And I wanted to give you some things that you can do in your business that you can start doing today. Three things, three simple things to start moving this forward. And the first one is setting core values that carry throughout the organization. And I talk to many, many business owners who have not, they don't have any written core values that really represent their business and what they stand for. And now more than ever it's so important to do that, to really define what your core values are. Core values that create an inclusive environment, core values that celebrate diversity and core values that create a safe culture, a culture that is grounded in equality, that is grounded in opportunity and that is grounded in possibility.

So if you haven't done that already, make sure that you take some time to really give this some thought. Being introspective and giving yourself time to reflect and think about you and your actions and how you're showing up every day as a person, as a business owner, maybe as a manager, how you're showing up and maybe what you need to do to change that, to uphold these core values in your business, but even what you need to do to change how you're showing up every day to push this positive change in this reform forward that we are fighting for right now.

The second one is to make sure that you are giving space and time to connect with your employees, your community, your customers, and kind of having that conversation and making it a safe place for people to be able to connect and communicate without judgment. I mean, that is the one thing that I see so much is its just, everybody is judging everybody. There's so much judgment. I mean, someone announced, a big influencer announced that her and her husband were separating. I mean, it's a sad time. I've been through a divorce myself and it's a sad time. And the feed of judgment, it was just unreal. And it's like you don't know what's going on in their relationship. So you can't judge, and we need to get rid of that judgment. I mean, that is not going to help anything. In fact, that's going to hinder any kind of positive reform and positive movement forward.

So positive connection, positive interaction and communication, making sure that you are communicating these core values, not just by what you say, but also by what you do, your actions. That's why taking time to reflect and get introspective as to how you are showing up every day. What actions are you taking every day, and what can you do to do better. What can you do to lead better? What can you do to uphold those core values that are important for your business?

And the third thing is, and this is a big one, making sure that every single employee, every single employee understands their purpose in the business and how their purpose connects to the bigger purpose of the business and how what they do is important to helping others. Just because you're a restaurant, just because you're a retail store, just because you make widgets, everybody always in marketing class they used to always say widgets, but just because you do that doesn't mean that you aren't impacting someone's life in a positive way, and you're creating some kind of growth or transformation or change for the people that you sell to. And because you do, every single business does, every single business. And if you don't think that you do, you got some work to do to really figure out what it is that your business does.

But if you do understand the growth and the transformation and how you impact the lives of others, you do understand that you need to make sure that every single employee understands that. They understand how they're making an impact, but they also understand how that, how their impact with the impact that the business is creating is pushing out a bigger impact to a bigger group, pushing it out to the community, pushing out to the greater good of this planet.

So I thought about this the other day and if you do these three things, that's how we can be a stand for positive change, for reform and be that stand for compassion and education and understanding and empathy that will push out into this nation and start to heal the nation and start to push out and birth a new and better country. And birth is painful. I mean, I haven't been able to have children unfortunately, but talking to others, birth is painful. Death is painful. And we go through stages of emotions and things. But on the other side of it is peace. On the other side of it is growth. On the other side of it is change.

And someone had asked me, what is that the core of your business? What is at the core of what you do? If you had to pick one word or two, like a short phrase, what is it that you do? And I wrote it down and I think about it every day. And I thought about it today when I was meditating, because when I was meditating, I asked, how can I serve? How can I get my message out there and serve this world in a higher way? And the message that came to me was find it in your heart. Well, I thought about this question that someone asked, what is at the core of what my business does. And I thought about it this morning, after that message came through in my meditation. And what I do is I help people find freedom.

Freedom from the things that have hindered their growth as people, as a community, as a business. And that freedom is not just time, getting more freedom so that you can do the things that you love, but that freedom also comes in freedom to free your mind from thoughts or perspectives or things that have hindered your growth as a leader. Getting that freedom to create a better culture and a better business, so we can create a better world. And I thought about it and I thought, that's exactly what this country and this nation needs is to find freedom, is to create freedom. Freedom that everyone has the chance to live their own dream, their own American dream. Freedom that everyone has the chance to speak their voice with no fear of judgment. And we know that judgment, when people judge they're really judging themselves, but also to have that freedom that we don't have to live in fear.

And we have this chance right here, right now as business owners and as individuals to create this change, this transformation in this world. And as I said in the beginning, if you have knowledge, help others to light their candle by what you can teach and what you can do to create change within yourself, within your business, within your community, within your home and within the world so that we can create a way better country, way better planet than the way we found it. It's time to change. It's time to birth a new nation, and a new country and a new time. We're not going back. I'm not going back. I'm only going forward and I hope you go forward as well.

So thank you for joining me today and for this message. And I hope you have a wonderful rest of your week. Take some time to think about those three things that I gave you, figuring out your core values, being introspective as to how you can, how you have been showing up and how you can show up better and then setting those core values so that your culture becomes a culture of inclusive and integrity and responsibility and honesty and justice, to find ways to communicate and connect with the people that you interact with every day in a much more positive way, as well as to find, to make sure that everybody understands their purpose and their importance in the business, as well as the importance, the greater that the purpose of the business... They understand the purpose that the business has in the greater good of the community and of the world.

So take some time today to be a stand for equality, to be a stand for solidarity and to do those three things, to give that some thought and some focus for today, because remember our individual change is what will help to change others. So we all need to take that responsibility. We all have that responsibility to start with ourselves so we can push it out to the world. So have a great rest of your week. And I will see you next week.