

Hello there and welcome to another episode of the Your Next Best Step podcast. I am your host, joining you week after week, Theresa Cantley, with some inspirations, some real life experiences from the coaching that I do on a daily basis, and that I've done for over the past 10 years, as well as my own insights as to things that can help you run your business better, things that can help you build your brand, but also just how to get through this entrepreneurial journey that we're all on being a small business owner, even a large business owner, and things that you can do to move forward and to just be a better leader. And to just, like I said, get through this entrepreneurial journey, because there are times when things get hard, and there are times when it feels like you are pushing a boulder up a hill. And believe me, I've been there myself and which brings me to today's episode. And today's episode is a little different.

I normally record my episodes up in my office and I have a whole setup that I do. And today I'm actually recording this from my family room. I just got done with a workout, and I have a cup of coffee. I know coffee after a workout, kind of weird, right? Although I did read something somewhere that if you do, that there is some kind of science, proven science, or proven research, that drinking coffee after workout actually is good for you. I don't know. I'll have to look that up. But anyway, I am sitting here, and I am recording this on my phone with my earbuds, because my setup, I got a new desk, and we are trying to get my setup hooked up because this new desk doesn't have the same kind of edge that my old one did. So trying to get it hooked up.

But anyway, besides that, I thought, "You know what?" And my amazing podcast editor, I said to him, I said, "listen, I'm going to send you a recording because I really want to get this message out and let's do it as a bonus recording this week. And it's going to be a bit raw, and it's going to be a bit rough, because I don't have my normal setup." But that's okay, because you know what? This is real life, and life isn't perfect, business isn't perfect, and neither are podcasts. But I wanted to get this message out, because I've noticed something, working with small business owners, especially now with everything that we've been through, all of the challenges and all of the things that have come up with what's happening in our societies and trying to build better cultures in your business, at the same time just trying to get your business open and be open for your customers and generate income. And there's all kinds of stuff going on.

And what I've seen a lot is people going back into what I call old habits or old behaviors, or particularly people that I work with, where they forgot to have a plan for the day. They forgot to have a plan for the day. They forget about their most precious gift. And I know I'm guilty of this too. I've worked with a lot of business owners who go through or have been through or are going through burnout. And I know what that feels like because I've been through it myself. And one of the things that leads to burnout is the feeling of that you're racing around, that you have no time to get stuff done, that you're putting too much on your plate, and you feel like you have no control over anything.

And I've been there myself, many times over, which is one of the things that I work on with people is doing things to get out of that overwhelm, to get out of that functioning in chaos, and get into functioning in opportunity. To not base what you're doing on your own current what's happening right now, current circumstance, and to really base it on where you want to go, and above all to learn how to let go of trying to do everything yourself, or trying to do it all, or just throwing stuff out there and adding more to your plate, which ends up creating overwhelm and exhaustion. And I know people, right now businesses are going through a lot of changes and going through a lot of transformation. And for some of them, it's not a positive experience, but as we know, when we grow and we transform, there is some pain that's involved, there is some discomfort, there is some struggle and challenge.

But what I see is a lot of business owners burning the candle at both ends and just functioning in "We have to do what we have to do, all of the things. We have to do all of these things. We have to generate

income." I mean, I saw an example of this where a local business, it was a restaurant where we have restrictions in place for social distancing. And this restaurant had been shut down. They did the whole curbside thing. Didn't have a whole lot of income coming in from that. And when we went green, they ended up opening up the bar area, and having what they called like a disco party and filling it with like a 1000 people. And, they were in the newspapers, and they were in, and all these people were complaining, and it was this big ordeal. And the reason why they did it was because they lost focus on what's really important.

Their focus was solely in that panic mode and that current circumstance, that, "We need to generate money. We need to bring income. We need to generate money." And they did it at the expense of other people's health and wellbeing. And obviously, they got into a lot of trouble for it. And the thing is, is that when something like that happens and when we're focusing in haste and we're focusing out of panic and we're focusing with the wrong intention, it may seem in the moment like that's what you need to do. "We need to just throw everything out there. We need to try everything. We need to bring more people in, because we need the income, because we've been struggling for so long." And when we have that wrong intention and something like this, like that example happens, people remember that. People remember it. They look at it. I mean, a lot of in conversations that I had with other businesses that were telling me the story about it after I saw the article, that's a lasting effect, because people look at that like their intention, they didn't care about the public, and they don't care about other people, and they don't care about the health and wellbeing of their customers. They only care about making money.

And you know what? I get it, from the business owners perspective of he's just trying to save his business, and I get it. But when we don't take the time to create a plan, and when we don't take the time to really figure out what our intention behind what we're doing, and what we need to do for the day, that's when we start to make really, really bad decisions. Really bad decisions. And in life, we are given three gifts, and I've mentioned this before, and I'm going to talk about one of the gifts that we're given as it relates to this, is our time. And how we spend our time, and the intention that we put behind our time is what determines the journey that we're on.

And I've seen so many people, like I said, going back to these bad behaviors of functioning in chaos and functioning in focusing on their current circumstance and wasting precious time. And if you think about it, the time that we're given, or our life, and you think about our time, it's like slices of bread. And every time we take a slice of bread out of the package, that's a slice of time that we don't get back. So if we're not putting the right intention into our time, and like I said, using our time, creating a plan, creating a strategy, and putting the right intention behind what we're doing, well, the time that we're spending on those activities, it's like throwing away a piece of bread. Because we don't get that time back.

So that owner of that business, that could have taken that time, that he had, that slice of bread, that slice of time, and said, "Let's set this up right. Because we have control over this. We want to bring in customers. We want to welcome people back. And yes, ultimately we want to make money, but we also want to make sure that everybody stays safe, and that we are being socially responsible, and using that slice of time for good, and putting the right intention behind it." And I also see people, not using their time wisely and not putting the right intention behind their time, but also not respecting other people's time. When people start to, and especially right now with businesses reopening and everybody's rushing around and trying to get things up and running and throwing anything at the wall to try and get people back into their town, into their business, into their restaurant, into their store, bad decisions are being made.

And that feeling of, that chaotic feeling is starting to come back again. And what I've been telling people is if you don't have a strategy or a plan, at least a plan for your day, then you are wasting one of the most precious gifts that you have, which is your time. We have tons of time to do things. We have tons

of time to create amazing things, but if we're not spending that time wisely, that time feels like we have a limited amount of it. And I spent the day with two clients yesterday, and I witnessed it, people not having a plan for the day, and coming in and feeling so chaotic, and like they were just rushing around and just making decisions on haste and scarcity and fear and frustration, versus stopping and having that plan so that they can make a bigger impact. Because when we make these decisions, and like I said, we make these decisions out of circumstance and we make these decisions out of the wrong intentions. Well, then what comes out of it, and the time that we're spending, what ends up coming out of it is a negative impact when we can make a more positive impact.

So one of the key things, and as well, it's what we're doing, but then also how we're interacting and what we're doing with others. So if we're functioning in haste and fear and frustration and rushing around and having that feeling of overwhelm, what do you think everybody else is going to feel? I mean, I sat in a meeting with somebody and we're talking about something super important and we're interrupted five times. So not only was the time that we were trying to spend doing something to plan for the future, and so we could execute it and everybody would feel good, but people were also not respecting our time or their time. And it starts to feel like this swirl. Because then the person I was meeting with got frustrated with the person that interrupted, and it just starts to break down from there.

So here's the deal. As I said, we have three gifts that we're given in life. We have our time, we have our genius, and we have our connection to people that we care about and love. And our time, because here's the thing, when we use our time wisely, that's how we can, and when we respect our time and we honor our time, we can create better things using our genius, and we can spend time with the people having better connections and making a bigger impact with others.

So when we don't respect our time, that's when we start to get burned out. That's when we start to get burned out, and we have disagreements with people, we make poor decisions and we don't do the things that we were brought on this earth to do. And we don't create that amazing business that we were born to create. And right now, more than ever, this is a pivotal moment, and that breaking point, where everybody's been kind of, I mean if you think about it like a straight line, we're at the point of the straight line where the straight line is either going to start to look like the hockey effect, where it's the hockey stick effect, where it's going to start to ramp up, or we're going to start to ramp down.

And if we honor that gift of time that we have, we have the ability right now with these challenges that we've been given and how we've gotten through them, and what's next for the future, and how we plan for it. Now is the time that's going to show, and the decisions that we make right now, whether or not we start to ramp up and we start to excel and soar and use our time, honor our time and our gifts and people around us in the most positive way, or we're going to go the other way and it becomes destructive.

So I want you to give this some thought as one of the things that we can do to honor our time is to do our part, create the plan that we need so that we can help others and we can create solutions in our business. And when we do our part by honoring our time and honoring other people's time and honoring our gifts and honoring the people that work for us and their unique gifts, that is how we can make a bigger impact. So when we have a plan and we understand what needs to happen for the day, and we also not just today, but also what we need to do for tomorrow, that is how we can move, really start to move things forward. Because without a plan, you can't show up the way that you need to show up. At all. And without a plan, we feel like we're constantly in a sprint instead of in this marathon that just never ends. Because that's what owning a business is. It's not a sprint, it's a marathon. And sometimes we get tired and we might have to kind of take a break and get some water. And other times we're going to be running, and we're going to be going, and we're going to be moving forward.

It's not the short stint, but this long marathon, and respecting our time and doing our part is going to enable that we keep going and we keep running the race.

So I want to leave this principle with you, or this metaphor that I heard the other day, and I am paraphrasing it for myself to share with all of you because I think it's so valuable to think of it this way, is that we have three days to do our part, to respect our time, to honor our time, to honor our gifts, and to honor the people that are around us. Those things that we are given. And we have three days to do our part so we can make a bigger impact. We have yesterday. We have the things that we can learn from yesterday, the mistakes that we made, the things that maybe didn't go right and the things that did go right, and how we can then take what we learned and use it for today. What can we do today to create that plan, to honor our time, and other people's time in the most positive way so that we can all get through this, so that we can move our business forward, and we can be a better leader for tomorrow?

So for tomorrow, we can take the plans that we had from yesterday and today, and we can start to build for the future, for tomorrow, so that we can continue to create solutions in our business that help the people in our community, that serve our customers and make them want to come back time and time again. But that we're also leaving a legacy for the people that might take over our business after us, or even leaving a legacy of the change and the inspiration and the greatness that we were able to do by building this business and by building a brand that matters.

So we have three days. We have yesterday, we have today, and we have tomorrow. So I want you to give that some thought, and as you're moving through the weekend, and maybe you're taking some time to reflect, maybe you're taking some time to rest. Maybe you're taking some, maybe you are taking some time to put together your plan. I want you to remember, as you're putting together your plan, these three days, and the fact that we have this brilliant, beautiful, valuable gift of time and how we spend our time in those three days is how we create an impact and how we end up building our legacy. So, I wish you a wonderful weekend. Take care, and I will see you next week, right back here. Be well, be safe, be healthy.