

Hey there, and welcome to another episode of the Your Next Best Step podcast. I wanted to talk today about something I've been experiencing myself. I know a lot I talk about on the podcast has to do with my experiences working with people one-on-one, as well as my own experiences and things that I've learned throughout the years in my 20 plus years doing marketing and operations, and running businesses, and growing businesses. But I wanted to talk a little bit today about something I've been experiencing myself, and I'm sure that a lot of you out there that own businesses, that are entrepreneurs, are probably experiencing the same thing. Maybe you realize it, maybe you don't.

This morning, I was sitting there and I was trying to write a post and I said to my husband, "I'm stuck. I have the topic and I don't know why, but I can't quite put the words together." And the topic is something that I talk about a lot, which is humanizing growth, and growth as we all know, it doesn't just come from taking steps, and having amazing things happen and achieving our goals, but it also comes a lot from the mistakes that we've made, the failures that we've had, the stumbles that we've had.

And I don't know why I was sitting there this morning... And well, first of all, I woke up and I was exhausted. And you've heard me talk about this before, but from time to time, I do struggle with anxiety, and I think a lot of people in today's day and age, with everything that's going on in the world and our economy, and just in our society, anxiety is prevalent. I know I've talked to a lot of business owners and I know I'm not alone in this, and it's taken me a long time to talk about this, but I do from time to time struggle with anxiety.

And as I said, this morning, let me just set the stage here, normally I plan my week, plan my days on a Sunday. I take a Sunday, and I sit down and now I do it, my husband, he goes to church, I do go to church. I meditate in the mornings and stuff, but with COVID and stuff, I'm kind of a little weird about going to church right now, but my husband goes, I sit with the puppies. It's super early in the morning, and I just plan out my week, I look at everything that I have going on and I plan everything out. And I've been doing this for years, planning it out on a Sunday, and if I don't do it on a Sunday, I get super, super like, oh my gosh, and just totally throws me off.

But, so I planned my week out yesterday, and this morning I woke up and I just felt this heaviness. I don't even know what it was, I just felt really, really exhausted and tired, and I was trying to talk about humanizing growth, and I just couldn't put the words together, which is weird. Right? So I sat there for a little bit, and my husband makes amazing coffee and it was super early in the morning, and I said to him, "I can't write this post. I don't know why. It's something that I talk about a lot, and I just, for some reason, can't put the words to it." And he said to me, he said, "Maybe it's something that you don't really want to talk about today subconsciously. Maybe there's something else that you want to talk about."

And I thought to myself, "That's not true. I always want to talk about stuff like this," and he said, "How have you been feeling? How have you been feeling?" And I said, "Well, okay, how have I been feeling? I have a launch going on. We're going through this launch of the Business Resilience Blueprint, the workshop, and we're going to be opening up Business Growth Formula. So I'm feeling overwhelmed a bit, and I'm feeling like, Oh my gosh, I have all this stuff to do, and I plan everything out." And he said, "Okay." He's like, "maybe you should talk about how you feel." And I was thinking to myself, "Oh my God, I'm not going to talk about how overwhelmed I am. Really?"

But the truth is, once I sat there and I talked about it with him, and I talked about yeah, most people today, most business owners, and I've had numerous conversations, people are feeling overwhelmed, and working from home, I have a home office, but I do go out and see customers, but for a long time, I couldn't because of COVID, and I was working in my home office. And my husband's been working from home because of COVID, since March, and people are just feeling that overwhelmed, because we're all

working extra hard. I mean, I have talked to so many people and I know I feel this for myself, I have never worked so hard as I have since March. And I'm doing the same things, and I'm launching the same stuff, and I have my schedule, but for some reason, and whether or not it's just focusing on creating new things, or focusing on finding solutions for people, or whatever it is, but for some reason this morning, all of a sudden, everything just hit me and I just felt tired and exhausted, and I felt like I was swimming.

And I know in that moment, I started to think to myself, "You know what? I have not taken time to..." Because my husband and I spent a good hour sitting and drinking coffee, and talking through things and just talking about everything that was going on, and everything that we're going to do this week, and we normally do this at night, but to do it in the morning. And I thought to myself, "I've been preaching this to people about slowing down," and I realized in that moment, that I haven't done it myself enough, in that we need to slow down, and it doesn't necessarily mean taking a week's vacation or two weeks vacation, but just to slow down and think about, or look at our vision, and look at what is it that we're doing and what is it that we want to do? What are those things that we really want in our life and in our business, and do they align with what we're doing on a regular basis?

And I mean, I'm human just like anybody else out there, and there are times when things get busy for myself. I have launches going on, I have a business to run, I have a team to connect with, and I have clients to connect with, working one-on-one with people, and I do run into that bad habit, or get stuck in that, not looking at my vision, not sitting there and saying, "Okay, what is it that I really want, and what does my vision look like? And are the things that I'm doing on a daily basis, are they moving that vision forward?" Because when we get stuck in that, I call it a hamster wheel, or think of it like driving on a highway, and you can't get off the highway to refill your tank of gas, or to reset your GPS because you might be going in the wrong direction, and we're just constantly on that highway, we can get lost and we can start focusing on the wrong things, and then it starts to feel like the vision that we have and the goals that we've planned, are so far away.

And it was a big reminder for me, going back to what I said in the beginning, which is that humanizing growth. And we all get into this, whether you want to call it a rut, or like I said, you're on a highway and that highway, you're just driving, and driving, and driving, and you're not stopping and refilling your tank, or you're not stopping and getting something to eat, or you're not course correcting because you're going the wrong direction. We all get caught in that, and when we get caught in that, we learn super valuable lessons. We make a lot of mistakes. We can burn ourselves out and take ourselves down, and the negative self-talk comes up and we feel like we're so out of control.

And I just had a conversation with somebody about this last week, a business owner who I started working with, where one of his big realizations is that he didn't have his vision in front of him. All he was doing was he was just on the highway, and he was just going at 90 miles an hour with no end in sight, and thinking that he didn't have control over his schedule, or thinking that he didn't have control over what was happening, and finally came to the realization after much frustration, and much overwhelm, and many failures, many mistakes, that indeed, he did have control.

And I'm here to tell you when we are growing and when we are experiencing super amounts of growth, slowing down is as important or even more important than moving at that, go, go, go speed up pace. Slowing down to take some time to reset and look at what is it that we really want? Because we get so far away from it, especially right now. With everything that's going on, all we're doing is functioning in, "I just have to get this done," or "I just have to make this work," or I know for myself for a while, I kept thinking, "Whatever I do now is setting me up for the future, so I need to make sure that I'm learning, and I'm executing, and I'm doing all these things."

And what ends up happening, and big things happen. Big things happen for me, but what I started to think, or what started to happen is I started to get on that highway, where there was no end in sight,

there were no exits to get off the highway so that I could recharge, and I know people get caught in that a lot. And being able to recognize that it's time to slow down, it's time to slow down and review what your goals are, or maybe if you've gotten totally off track, reset those goals or set them, period, and take a look at what you're doing on a daily basis, does that even align with what your core values are as a business owner, but your core values as a business in general?

And what happens is when we do slow down, when we do have that ability to take a couple hours in the morning, or even a day, and look at our vision and look at what we're doing, and reset our actions and reset our plans, or even reset what we need to focus on for the week, when we can do that, and we bring that awareness into our world, we can see things a whole heck of a lot clearer, and we can actually breathe. And when we're flying on that highway and we're going, going, going, and we're just moving at warp speed with no end in sight, eventually we run out of gas, or eventually, we can't breathe anymore. And it starts to feel like things are impossible.

But this is all a part of growth, and it's all a part, if we go back to what I was saying, humanizing growth, and realizing that as much as we can cheer other people on when they're going through the same things, and they need help with shifting their perspective and going back, and looking at what is it that they want in their life and what are they actually doing? And a lot of times, when we're on that freeway and we haven't gotten off in a long time, what we really want with our vision and the actions that we're taking on a daily basis, are not aligning. So what we're telling the universe, or what we're telling the world, or what we're telling people is that we want to stay committed, not to our vision, but to staying stuck.

But when we can stop and we can, again, as much as we want to cheer everybody else on and help them through when they get into this position, and when they feel like there's no end in sight, and we help them to slow down, we also need to help ourselves slow down. We need to say, "Okay," and recognize that when we feel tired, when we feel exhausted, when we feel like, "Oh my gosh, I have this block and I can't get anything out there. I can't figure out these numbers, or I can't put this content together, or I can't develop this new thing that I want to do," what that means is it's probably time to slow down. It's probably time to give yourself some space and stop thinking, and just give yourself some space to dream. Give yourself some space and some time to be creative, so that you can reconnect and reset that vision, but also reset your actions and your goals, and what is it that you're committed to?

Because when we can look at our growth, not based on the results that we're getting or that we're not getting, so we either celebrate all these results that have attachment to them, whether it's money, whether it's number of new clients, whether it's number of sales, being rated the top restaurant in an area. When we look at it that way, or we look at, "Oh, we had five bad reviews," or we look at it as, "Oh, I didn't get this stuff done, or "We didn't meet our monthly goal, or "We didn't meet our daily goal, and it was so slow," when we do that, that's how we dehumanize our growth. And when we can look at our growth and humanize it, and cheer ourselves on as well as everybody else on, that's how we can really see what's possible for ourselves.

And when we get caught on that freeway and we are constantly in that warp speed mode, and we don't give ourselves time to slow down, we can't see those things. All we see are mistakes, mistakes, mistakes, or all we see are dollar signs, dollar signs, dollar sign. And that stuff, we can't grow the way that we want to grow if we're focusing on the wrong things. And when we get in that mode of, "I just have to go, I just have to make more money, I just have to get more people in the door," and when we go from that space, that's how we start to make really bad decisions. That's how we start to not motivate our team, our team gets frustrated. That's how we start to break down, instead of breakthrough.

And that was one of the biggest things that I realized this morning, and why I wanted to do this episode is that we need to be able to slow down and see everything, the good, the bad, the positive, the not-so

positive, what's working, what's not working, and reset and realign with the vision that we have, and recognize what we have been able to do. Recognize the growth that we have seen, not just solely from the numbers standpoint or solely from the money standpoint, but from who we're becoming as a leader, as a business owner, as a team, those things we've been able to accomplish together, and the growth that we've seen internally, because that's way more fulfilling than just seeing dollar signs, right? Because there's more attached to it.

So the more we can learn to slow down, and slow down doesn't mean just sleeping all day, slow down means that we give ourselves some space to think, to block out all the distractions, to block out all the interruptions, to block time often, or schedule that we're not going from thing, to thing, to thing, to thing, but just head down, looking at what we're doing, what it is that we want to accomplish, what it is that we want for our life, and how we're going to get there. Because I know so many business owners, and I've talked to so many business owners that have not even looked at their vision since they started their business three years ago, five years ago, 10 years ago. And now, with everything that's happening, and having to redefine what their services are, or what their business is all about, now they feel.... I've heard people say, "I feel lost. I feel stuck. I feel frustrated. I feel like I have no control."

But the thing is, is that you do, you always have control. You have control over what you're going to think and believe about your situation, and the next steps that you're going to take. And it doesn't mean speeding up and doing more, many times, many times over, it actually means slowing down and giving yourself time to really look at what's happening, and does it align with what you really want? And one of the hardest questions to ask yourself is, "What is it that I want in this life?" I've asked that question to many, many clients, and they can't answer it. They can't answer it. Eventually, they are able to answer it, but they can't answer it because they have so much stuff filling their head, filling their heart, totally clouding their belief about what's possible for them, so they can't answer that question.

So what do they need to do? The biggest thing is, is to slow down to, empty that cup out, so they can fill it back up again, to get off the highway, exit at the next exit, and take some time to think about where it is that you want to go and what it is that you want to do. And that is how we can start to look at our growth, to humanize our own growth, but the growth of others, to cheer ourselves on and to also be there to cheer other people on.

So I hope this helped you. It's something that I experienced myself, and I hope that in some form, one of the tips, one of the things that I've shared will help you. These times are difficult and they are frustrating, and we can get through this. And I think on the other side, I know on the other side, there's going to be a lot of amazing things ahead, if we choose to see it. This is a chance for us to redefine and reset, and really correct, or fix, or reestablish things that were broken before, or reestablished things that were hindering our growth as a society, as an economy, as people, as communities, so that we can make things better, so that we can build a better world, we can build a different world, we can build a new world and keep moving forward.

So I hope this episode helped you, and what would really help me and I would absolutely love it, is if you could leave me a review on iTunes. I'm also on Spotify, on Stitcher, on Google Play. But if you could leave me a review, that would be amazing. I read each and every one of them, but also the way that the algorithms work, we all know this from social media, the more reviews, the more people download, the more I can get rated and pushed higher up so that people can find me, so I can help more people. So I would absolutely love it if you could leave me a review. As I said, I read every single one. So whatever comments I get, I incorporate that into making sure that I make this a much better experience for you, so that you can learn more, so that you can do more in this world to make your business better, and to achieve all that you want to achieve in life. So until next week, take care, and I will see you soon.