

Hey there. Have you ever thought to yourself, I feel lost. I feel lost in what I'm doing. I have no idea what I'm doing in my business anymore and I just feel stuck. I had a conversation yesterday with a client of mine and that's exactly what he said to me. He said, "Theresa, I feel lost." I have this business, we've been working hard, we have all these orders coming in and we're struggling with our suppliers to get inventory in. We have all these customer calls coming in because we can't get inventory in. And we're struggling with that because our suppliers backed up. And we have customers that are looking for their product or looking for their order and they keep calling and we don't have any more answers. Any different answers than what we've given before, because we're stuck and I'm stuck. And I don't even know what I'm doing anymore. No one knows who we are. We have this great business and I don't know what I'm doing anymore.

I listened to what he had to say and I thought to myself ... as I listened to him make all kinds of decisions based on what was happening with his circumstances. And circumstances, we can't change them. Things happen around us. But the thing that I do know is that we can't look at those circumstances and say, I can't do this because of what's happening. Because here's the thing, those circumstances are given to us, not to harm us, but to help us. And it's really hard to think of that when you're in the middle of a situation. But here's the other thing, when we let our circumstances dictate the decisions that we make instead of moving from a place of opportunity or possibility, that's when we completely lose sight of the bigger vision that we have for our business.

And when we start to let those circumstances dictate decisions that we make in our business, that's when we start to get lost. That's when we start to get in the weeds and we lose sight of that greater thing that we're trying to do. And what ends up happening is, when we base our decisions and our actions and things on the circumstances that are surrounding us at that point in time ... and I know a lot of business owners are dealing with this right now, with everything that's happening. But when we do that, that's when we start to make excuses. We start to make excuses as to why we can't grow our business. We make excuses and we fight for those excuses as to why we're keeping ourselves stuck. And my answer to him was, you're running from your vision. You're running in the other direction and you're hiding from it.

And the reason why is because you're thinking with circumstantial thinking. Again, circumstances and situations around us are always going to happen. There's always going to be a problem that we need to solve. There's always going to be customers that aren't happy or suppliers that don't meet the demand that we have. There's always going to be things that happen. And as I listened to him talking about how they've placed orders with the suppliers and the suppliers are completely backed up because there's all these other companies that are placing orders and we can't grow, we can't do this, this is always going to be a problem. And I just kept listening and hearing all of these excuses. And what it came down to was that fear of trying to do something different. And my answer to him ... and as we talked through this, I said, "What is your true north?"

What is the north star in your business? And we're always ... if you think about it, the north star, just in life in general, when we think about it, that is that thing in the sky, the star in the sky that will always help us to find direction. We might be going down a path, we might be walking through the woods and we might be going down the wrong path. We might be going in the wrong direction. But you know what we do? We look to the north star, we look to our true north to course correct and find our direction again. But we can't do that if we're hiding and running from our vision and running from ... and when I say running from our vision, running from the work that we need to do to make that vision that we have happen.

And how do we do that? How do we course correct and how do we go back and stop hiding from the work that we really need to do to make the vision that we have a reality to achieve the results that we

want to achieve? We stop making excuses and we start following that true north, that true north and that north star that drives our business. So as I was listening to what he was saying, I asked him that question, what is your true north? What is your north star that will always guide you? That will always ... and even if you have to give up everything or even if everything comes crashing down, your north star, your true north, will get you back up and keep you moving forward. And I heard this about this true north when I was listening to something about how Google started.

No matter what happened ... when they first started, they started in a garage. Two guys and one of their employees, a temp employee that was working for them, started in her garage. And what they came up with was their true north. And it didn't matter if ... and I remember this way back when, when search engines ... when searches started and you would land on a search engine and all you would see were all these ads popping in your face. And when Google started, they started with a white screen. With a white screen and a search bar. And no matter what happened with Google and the things that they had ... and it was an uphill battle because they were trying to do something that was completely different. And that really is what being an entrepreneur is all about, doing something that's completely different, that the world has never seen. Finding solutions to problems that we have. And Google, that's exactly what they did. And their true north, the thing that always was their driving factor.

Even if it meant that they had to let go of big opportunities or they had to say no to big opportunities, or if they did something and it didn't work, that true north, even if it cost them a lot of money, that true north is what kept them going. And prevented them from saying, you know what? We're just going to quit. We're just going to fold up shop and we're just going to quit and we're just going to get out of this. When I asked my client that question, what is your true north? What is that thing that you do that will connect you back to the work that you need to do? The hard work, the showing up on social media every single day or every single week, and being consistent with it. No matter if people criticize what you post or no matter if what you put out there people think it's crap or people think it's awesome.

What is that thing? That statement, that deeper meaning of what you do that is going to keep you moving forward? Everybody has a true north. Everybody has that deeper thing that they do. My true north is building resilient businesses with inclusive cultures and unique experiences. Healthy, wealthy experiences for customers, for employees, for everybody that you deal with. If you think about Apple, I don't really know what their true north is, but if I had to take a guess, it was making technology easier or helping people find their unique genius or their creative genius. It's not necessarily about having this big, huge processor in their computers, but about focusing on the experience that they can give to their customers. We all get stuck at times, we all get lost and we all hide from that vision that we have. Because what that vision is going to require is for us to do the hard work and for us to stay focused on that compass, focused on whatever that true north is.

And it comes with difficulties, it comes with challenges. It also comes with challenging us to do that hard work, to get out of the busy work, to get out of being in the weeds. To getting our lawnmower out and cutting down those weeds and really doing the things that we need to do. To finding the right people to be in our business, to handle the things that aren't necessarily our strength. To teach them how to do things the way that we would do them so they can be empowered and run with it. And so many people that I talked to, when they have problems, when they have situations that come up, they end up focusing and thinking and making a decision based on the current circumstance. They can't see past that. They can't see into the future. And what that vision is, is that vision is creating something and having a goal before you even achieve it. Being able to see into the future and say, this is really what I want to do. Before you even create it, before you even take that first step.

And so many people hide from that. Because again, what that is going to require is for you to do things that you've never done before and keep doing things that you've never done before. To really step into

doing that hard work so that you can keep moving towards that vision. And when we hide from it, and when we don't have that north star, when we don't have that compass ... because guess what, we're not always going to have the map. We're not always going to have the right map. And we might be going in a direction and that direction isn't right and we need to course correct. That doesn't mean that we give up on that vision. That doesn't mean that we give up on that goal. That doesn't mean that we hide from it and we go backwards, and we get so focused on all of the excuses that we can think of possible as to why we can't do it.

And that's where a lot of people get stuck and they think it's some kind of magic bullet, some kind of magic marketing strategy, it's some kind of magic thing. The thing is, the magic is within you. The magic comes within you to dig deep, to follow that north star and to continue to move forward. And not let your circumstances dictate what you can and can't do, but finding the lessons and the opportunities within those circumstances that help you, that have come to you. Taking those circumstances that are being dealt to you. Suppliers that aren't supplying and employees that are disgruntled, or customers that complain, customers that leave bad reviews. Not taking those circumstances and running and hiding from your vision, but using those circumstances to make things better. To find the opportunities and find the lessons that connect back to your north star.

So I encourage you today ... I've had many conversations with people, especially with what's happening in our economy right now, in our world right now, with everything that's coming, I encourage you to stop hiding from that bigger vision that you have. You have that vision, and most people hide from it. That's why a lot of businesses close and a lot of business owners give up. But not you, you're not going to hide from it. You're going to lean in and you're going to look to that north star, that true north that's going to keep you going. That's going to help you to find your path, find your anchor again, no matter what's happening around you, so that you can course correct and you can continue to move forward towards that vision. Not hiding, but doing the hard work. No matter how messy, no matter how scrappy, no matter how you don't know what you don't know, but you just step into it and you keep moving forward.

I hope this helped you, and I encourage you, after listening to this message, find your true north. Find that thing that keeps pointing you in the right direction, because it will always lead you to the right path for you, to the right map for you until something happens, and then you got to find a different map. But that compass is what always keeps you moving towards those bigger results that you're looking for, that bigger vision that you have, so you can keep moving forward. I hope this episode helped you today. I would love for you to leave a review in iTunes. Let me know how you like this episode or any of the episodes. If there's anything that you're looking to hear about or learn about. I read every single review and I would love, love, love to hear from you.

The more reviews we have on iTunes, the higher the show can get up in the algorithm and more people can find it and I can help more people. So I would love if you would do me a favor and just leave a review. Let me know how you liked the podcast, so that I can create more content to help more people. But until then, find your true north, because it will never lead you wrong. Have a great rest of your day and rest of your week. Take care.