

Hello there. Today, we are going to get real about something. Something that I've actually been struggling with and myself, and instead of hiding from it, I felt like it's a message that probably everyone needs to hear because at one point in time, we have all felt stuck. We have all felt stuck or have faced a block or creative block or have focused on things that didn't necessarily later soul with joy. Like I said, instead of running from it, I thought, you know what? This might be a message that some of you need to hear, even if it's just one person. Since I am the person that host this podcast, I'm going to talk about it. As I said, Oh, in case, this is the first time you're listening, my name is Theresa Cantley and I am a Business Growth Strategist and Resilience Specialist.

I work with local business owners to help them to find the holes in their business, so that they can build resilience back into their business so that they can thrive in any market. That's who I am. I want to hear about you. Before we get into this topic, jump into iTunes and leave a review. Let me know what parts of the podcast you like, what topics you'd like to hear about. Maybe there's something that I'm not talking about that you would love to hear about, because let me tell you, I got lots of experience, years of experience, and I got lots of information in my head and in my heart that I really want to share with you. If there's a topic that you want to hear about that I really haven't touched on, let me know.

If I can't comment on it or teach about it or talk about it, I will definitely find someone in my community and my connections that can jump on the podcast with me and share their experience with it or their expertise. We had three great guests on the podcast recently. We had my husband, where we talked about the difference between urgent and important, which I think comes up a lot in everyday life. People think that stuff is super urgent and really we find out it's not and when we are jumping on everybody's urgency train, we forget about what's most important for us and what we really need to focus on. That was one episode. Then we talked about, my next guest was my best friend and previous business partner, Vanessa Good. We talked about beating the odds when the odds are against you.

She actually was so brave to talk about her experience battling pancreatic cancer and not once, not twice, but actually three times. She is still fighting and let me tell you, she is one of the strongest people I've ever met, just is not going to give up. We talked about her on, and that was actually episode number 80. I can't believe episode 80. Wow. Also, last week on episode 81, we had my first guest of, someone who's in my community but isn't in my personal community, which was Anthony Trucks. Anthony, I saw him speak back in 2017 when I was at an event and I was just mesmerized by his story. I mean, it is so inspirational. But he is a former NFL athlete. He was also on American Ninja Warrior three seasons, which is amazing. Just an all around amazing, amazing inspiring person who is now helping business owners and just people, to really connect to what is at their core, which is your identity.

I learned long ago that our identity is shaped by the time we are five years old, which is pretty amazing. Our identity comes from our environment and the beliefs that we have about who we are and what we're able to do. Those beliefs end up determining our thoughts, which determine our feelings, which determine our actions. Anthony talks about his work and teaching people how to really make shift happen and learning how to connect back to who they really are at their core, so three great, amazing guests. I hope that their message and their story inspired you to take action or inspired you to do things different in your business and maybe even in your life and to move you forward. I would love to hear from you. Drop me a message in the reviews, leave a comment, let me know what you liked the best and let me know, maybe there's something you want to hear about even more.

Let's talk about today because as I said, at one point in time, we've all gotten stuck. I've talked about my experiences with burnout and how you can avoid it or how you can get through it. But we all go through this and people who tell you that they don't get stuck are full of crap. I work with a lot of business owners on a regular basis and at one point in time, I mean, it's one of the main reasons why they ended up working with me in the first place. But at one point in time, during our conversations and it happens

at least once a month, they tell me about how they're feeling stuck and can't quite get out of this rut, whether it's a creative rut. If they're creating content and they can't figure out what they want to write about or what they want to create or how they're going to move their business forward, or it could just be a rut in their business.

As I said, I work with a lot of business owners and when they come to me, most of them are experiencing burnout because when we start our business, we start our business and we just get in there and we say, "Okay, this is what I want to do. I want to open up a restaurant. I want to open up a retail store. I want to do whatever." We just put sheer brute force into it and just work our butts off to get our business growing and moving to a certain point. But that only lasts so long and then what? I've said this, I can't even count how many times I've said this, but in order to get to the next level in your business, you need to do something different. You're not going to get to the next level doing the same things that you've always done.

I mean, think about it, doing what you've always done, especially if you've been working long hours, working hard and just trying to push results through. That is not sustainable. It's not scalable either, so trying to do everything yourself. I found myself within the past couple of weeks, and I actually just had a conversation with my mentor, Mel, the other day. We talked about my business and what was going on and what was happening and how I felt about what was working, what wasn't working, especially the stuff that's not working. One of the things that we discovered is that I've been stuck and just talking about what do you do to get out of being stuck? I know for myself when COVID happened, I dug in. I mean, really dug in to my one-on-one work and working with these business owners to switch everything and really navigate these uncharted waters.

I know everybody uses that phrase, but navigate these changing times, period. As one of them said, "Strange times requires strange actions," which I thought was funny. But really digging in and helping them navigate and in that process, I didn't even realize but I was losing sight of the vision that I have for my business and really focusing on their vision. That is a benefit when you work with me because I do get in there and dig into the trenches with you and really, like my phrase that I've told people is, "I got you." I got you don't worry, we're going to get through this. We're going to redefine and rebuild where we need to, so that you can build a resilient business. But as I said, I found myself stuck. Just really stuck.

I am someone that struggles with anxiety. It's something that I didn't really know I had it all these years until I had my dissection in my neck and my head and the anxiety really reared its ugly head. But it's something that I believe I've actually struggled with my whole life and just found a way to kind of deal with it not realizing what it was, like I said, until I had this brain injury. But feeling stuck and feeling this anxiety coming up over and over and over again and thinking to myself, "Okay, why is this happening?" As I said, a lot of people go through it. A lot of people, and it manifests itself in many different ways. For me, it's that anxiety where I wake up in the middle of the night and my brain is just going, going, going, going, going and you're like, "Okay, I'm supposed to be sleeping right now."

But everybody goes through it. Everybody gets stuck at one point in time, everybody has a creative rut and what sets us apart and allows us to get to the other side of it, is our own ability to recognize it and not react to it but respond to it, and do it in a way, when we respond to things that allows us to be proactive and shift our perspective and not look at it from a negative point of view, but actually look at it from a positive point of view. I'm going to give you kind of the three things that I'm actually doing to get myself unstuck and get myself back on track. As I said, and I believe this wholeheartedly, that when we get stuck like this, if we are willing to look at it and say, "You know what, I'm stuck for a reason and I need to find what that lesson or learning or reason is, because on the other side of it, is something amazing that's going to get me to the next level."

As I said, when I first start working with people, they come to me because they're stuck and they're burned out and most of them are thinking about, "Should I sell my business? Should I close my business? What should I do?" It is something, and if you're feeling like this, and I know a lot of people are, just because we had the wave of COVID, then we had the wave of doing social reform and rebuilding and birthing a new world that's filled with inclusive and embracing all races, all colors, everybody and birthing this new world of building better cultures and businesses that embrace diversity. We had that. Now we're going into the election and we're going into the election and if you were one of those people that watched the debate the other night, Holy macro.

No wonder people are feeling stuck, right? Because there's so much energy just that's happening in the world and so much adversity and so much change that, yeah. It wouldn't be uncommon for you to feel like, "Oh my gosh, there's so many changes and I'm not really sure how to navigate this." Again, that's how I was being. As much as I preach and teach about, how you can't do things yourself and how you can't burn the candle at both ends, as my mom used to tell me when I was in college. You can't just keep going, going, going, going, going without refueling. I realized that, guess who was doing that, me, right? I'm human and I'm admitting it because I have this deep passion and I think this is another reason why people get stuck.

I have this deep passion to change the world and to really shift the paradigm of business away from these old policies and old ways of looking at things and these archaic methods or solely focusing on just making money and shifting that to making a difference. Like I said, to building resilient businesses. Resilient businesses that protect our people and are built with cultures that are built on inclusive and diversity and just embracing change. I think that desire that I have when COVID hit, my thing was I need to help people and I just dug into all these different businesses. I think that's kind of, for me, what led to feeling stuck instead of looking at my vision and saying, "How can I help more people?"

Again, if you're feeling stuck you're not alone. It's something I think that a lot of people are going through just because of all these changes. I'm human just like anybody else. I put my pants on the same way as everybody else. But let me just tell you all that it's been a challenging year. But I'm also willing to look at that challenge and say, "What do I need to learn from this, and how can I make it better?" I think in a lot of ways the things that have happened this year have pointed out and have really unearthed and exposed how poorly managed a lot of businesses were, how a lot of industries things needed to change. I mean, with the restaurant industry, I've worked with a lot of restaurants.

It pointed out a lot of the things that people didn't really realize about the restaurant industry. How male dominated and how the industry is and how employees were just being treated poorly, and because it exposed that, it allowed businesses to either make the change that needed to happen and really be honest with themselves and say, "I need to treat my employees better or." That's why a lot of those businesses have closed. With the challenges that have happened this year, it's a chance for us to embrace change and really do things to start healing the world, healing society so that we can continue to keep moving forward. We got into this pattern of so much technology and things moving so fast that this forced us to slow down. To slow down and look at things.

But unfortunately, as I said, a lot of businesses just went into panic mode and working harder and harder and longer and longer and pushing and pushing, which ultimately leads to getting stuck. If you're feeling like this, as I said, you're not alone, don't shut all over yourself and say, "I should have done this or I should have done that." But maybe try these three things that I'm going to talk about and what I've done, and maybe it'll help you because ultimately, we are the ones that are making ourselves stuck and we're only stuck because we think we're stuck. We're not really stuck. I know it sounds kind of weird, right? But if we choose to get unstuck, we'll get unstuck. But if we choose to stay stuck, we're going to stay stuck. Ultimately, we're the ones that determine that, nothing else does.

It's just that things are happening to show us a different direction to go. The direction we need to go. We just need to be open to finding that. These three things are the things that I've been doing and really exploring within myself, as well as doing stuff to start taking action. The first thing is, don't fight it. Don't fight it and give yourself permission to unplug. When we are building our business, I always talk about seasons in business and different activities that you need to do in these seasons. I see a lot of business owners and maybe you're one of them, that are just stuck in one season. One season of hustle and go, go, go. Well, you can't stay in that season all the time because you're going to burn out and you're going to just get frustrated and ultimately a lot of people end up quitting.

I don't want you to quit. Don't fight it, embrace it and say, "Okay, you know what, I'm going to take a break. Maybe it's for an hour, maybe it's for a day." I mean, who knows, maybe it was for a couple of days, whatever you need to kind of sit and just brainstorm. Brainstorm out ideas or get how you feel, even if it's crappy and cruddy and junky. Get that out on paper. One of the things that I did was, I sat with my husband and just talked about the things that I was feeling and where I saw that I was limiting myself from growth or where I saw, I was not doing the things that I need to do. For me, it's talking things out helps me to get it out of my head, so I can start feeling like letting go of that bad energy. It's kind of, and you even like, I mean, energetically you start to feel that releasing. Don't fight it and give yourself permission to unplug.

Then number two, and I heard this advice from a mentor of mine, which was, be okay with just creating something crappy. I mean, if you're stuck writing or you're stuck on, I was working with one of my clients the other day on redeveloping a Comp Plan and it was, they were having such a block on it. I just said, "You know what? Just put it together, as crappy as it looks for the first draft or as unfinished or whatever. Just get it out on paper and be okay with it because you can go back, nothing's ever set in stone. You go back and you can change it.

That's exactly what we did. Be okay with, if you're stuck on writing or you're stuck on creating content, or you're stuck on that new program that you want to put out that's going to be virtual because you can't have it live. Be okay with just creating it, having it be, really messy and imperfect and crappy because when you do that, that enables you to, I don't want to say perfect it, but to make it really good and find the inspiration in that. I mean, one of the things, and I can use this as an example is, I have a framework that I teach for building resilient businesses. One of the things, I had scribbled this out on paper, of what I wanted it to look like and what were the key components, and you know what? I just launched it.

I mean, it wasn't crappy, but it wasn't necessarily perfect in the way that I wanted it. But I put it out there anyway. You know what? It helped many, many, many, many people to look at it and say, "Okay, how can I get my feet underneath me?" I launched it in April, how can I get my feet underneath me so I can at least take a deep breath and start even thinking about growing or start even thinking about moving forward. Be okay with putting something out that's crappy. Be okay with putting something out that's not necessarily perfect. I mean, because perfection is a distraction for success. Be okay with it. The third thing is, it kind of goes along with that, don't just stop and wait for inspiration to come to you.

I mean, yes. Unplug, take a break. But when you're doing that, brainstorm out. I mean, I took a couple of mornings where I read articles. I just read articles that I never had time to read that came in to just start getting inspiration. If we start taking action inspiration will come. It'll be messy action. It'll be imperfect action. Like I said, we'll be creating something that's not necessarily the greatest thing. But as long as we create it and we share it and we post it, we can rinse and repeat it, so that we get to the point where we really want it to be. The client that I had or the customer that I had a conversation with, as far as them recreating a specific Comp Plan for a group of people in their business and it was like, well, the rest of the industry doesn't work that way, so what?

Be an industry leader as in Aladdin's Genie said, "Great minds don't think alike, they think different." Do something different. Again, just take action, even if the first round of it doesn't look that great and it's imperfect, and maybe it's not exactly the way that you wanted, get that draft out, get that first round out. You can go back, you can get feedback on it and you can go back and change it, because if you don't take action, you're just going to be sitting around. When we take action like inspiration, it's not just going to come. Inspiration comes from starting to take action, taking that first step.

If we sit and we're stuck and we just sit around all day and do nothing, we end up feeling sorry for ourselves and we end up feeling even crappier than we felt feeling stuck, right? If we start taking action, if you have a mentor or a coach, call them, talk to them. That's exactly what I did. Reach out to your community, your connections that you have or like I said, just read. Read some articles, listen to a podcast, whatever that looks like. At least you're taking action because as clear as I know my name, when I've done that, when I've gone through these periods of feeling stuck and I go back and I read or I listened to a podcast or I just talk it out. I talk a lot of stuff out with my husband who really is my business partner.

All of a sudden I get an idea and I start thinking, "Huh, so let's go back to that business resilience blueprint framework that I have." Recently through this stuckness, I've looked at that framework and I said, "You know what? I can make this better." I started drawing it out and started kind of moving some things around. That came from taking action. It came from reading and it also came from just kind of looking at it and thinking, and looking back at all the work that I've done to help people to keep moving forward through this year, to improve it and make it better. Whatever it is that you've felt stuck on, just put it together and put it out there. It doesn't have to be perfect. It can look crappy. It can be crappy but that's okay because from that crappiness, you can find the biggest innovations or the breakthroughs or the things that you're actually looking for.

If you're feeling stuck, the main thing here is to remember, you're not alone. Everybody goes through this but you have the choice and only you can make this choice, to get unstuck. The way that you do it, is by not fighting it. By being okay with just putting something out there, to create it, to share it, to post it, and to rinse and repeat, to perfect it. But also just starting to just take action, whatever that looks like. From there, you will start to find that inspiration and the answers that you're looking for, or the lessons that you need, so that you can keep moving forward and that, is what the world needs. That is what we need in this world to build this new world. The world that we all want to live in and that will create the changes and the inventions and the innovations and the ideas that we all need to continue to move forward.

I hope this episode helped you. If you are feeling anxiety or depression or severe frustration or sadness through this time, I want you to remember, you're not alone and to seek help. Whether that's a mentor or a friend or a sibling or a parent or even a mental health professional, remember that you're not alone. If you're really feeling stuck and you can't quite get yourself out of it, get some help, reach out to somebody and get some help. Don't try and figure it out by yourself. It's always better and we can get through it faster together. Whatever that looks like, whoever that looks like. Anyway, I hope this episode helped you. Remember, you are the one that makes the choice to be stuck. You can always get yourself unstuck. Until next time, have a great rest of your week. Take care. Be well. I'll see you soon.