

Hey there, and welcome to another episode of the Locally Grown Podcast. I am actually out of town and I'm recording this episode in my hotel room before I am headed to a meeting with my mentor. I've been thinking about something and I wanted to just quick record this episode to talk about something I see a lot, something I've experienced myself, and I just want to put it out there in case you are experiencing this and you are one of these people. It is something that I found to be a common [inaudible 00:00:42] with local business owners and something that we need to change. And this message might be a little hard to hear, especially if you are one of these people. It might be something that you totally don't even think about, but it's something that I see a lot. And like I said, it is a common thread with a lot of business owners and something that prevents them from seeing the success that they want to see.

And since I am all about helping you to achieve the levels of success, and based on your own terms, based on your own definition of what success means to you, but really achieving those levels of success and abundance and all the things that you want to achieve, I wanted to share this with you because I think it's something that, again, we need to change, we need to shift, we need to think differently about. And that is, and I get so frustrated when I see this and when I hear it, but what it is, is that common theme that as a business owner that you need to be in your business every single day, all day as if you had a J-O-B, as if you had a job. And I see this a lot with local business owners, and I've actually had people that have said to me, "Well, as the business owner, you need to be the first one in and the last one to leave. You need to be here all the time. You need to be involved in everything." And the truth is, no, you don't. You absolutely don't and you shouldn't.

That is why focusing on building the right team, and even before you build that team as a business owner, building that people-centric culture. How can you build a people-centric culture if you're burning yourself out day in and day out every single week? How can you set a culture of growth and creativity and just abundance, an abundance of energy? How can you build a culture like that when you have that belief in your mind that you need to be in your business, working in your business all the time, every day, doing everything, being involved in every single decision? How can you build that culture if you're not doing it yourself, if you're not showing up as that leader yourself? That is what's actually preventing you from achieving those next levels of success, from achieving, from being the best that you want to be in your industry and also building that legacy and building that financial security and building that financial freedom.

If you're not doing that as the business owner, how can you expect anybody else to do it? Because here's the thing, you set the tone, you set the rhythm in your business. And if you feel that in order to achieve success, if you feel that in order to hit that seven figure mark, or in order to be recognized as a leader in your area, in your community, in your business that you need to just work harder and longer to get there, by thinking that, you're preventing yourself from achieving the things that you want for your life. And like I said, I've seen this as a common thread, and maybe corporate business owners, they get to a certain level and they have a certain amount of people that work for them and they just can't be everywhere all the time, but you shouldn't either.

And that is why as a business owner, shifting your perspective, focusing on developing that culture, and then focusing on finding the right team to help you achieve all the things that you want to achieve, the team that is focused on growth, the team that is focused on co-creating the vision that you have for your business, number one, that starts with finding your number two, that person that can help you carry that vision forward, that person that can think or strategize and at the same time execute the things for you. You shouldn't be working in your business all the time, and neither should your number two either. Again, that's why the number two helps you to strategize how to get to that next step, how to get to that next point in your business, how to keep that boat moving forward. And then the rest of

the team, you have people that are in the right roles and that align with the vision and the core values that you have for your business that really fit into that culture.

So often I see local business owners wanting to just hire to fill a spot and hire to just put bodies in place, and what they end up finding, especially right now, is that those people are not who they needed. They just were filling a spot. What's behind that is desperation, desperation to just put bodies in places because people feel like they're overworked instead of looking at, "Okay, what roles do we need and what people do we need to fill those roles, and how can we then streamline what we're doing in our business so we're doing more with less, we're doing more with less frustration, less stress, less complication, and we're actually making more money, we have more freedom to be creative, we have more fun in our business again, and we're able to do the things that we want to do, we're able to live our life, we're able to thrive in life and not just survive it?"

So if you're one of these people, you definitely need to listen to this episode a couple times. You do not need to do everything. You do not need to be in your business every day. And if you are, you're probably seeing a lack of results. You're probably seeing your business go backwards or maybe even plateau. And maybe you're even seeing people leave your business because the energy that you're putting into the situation is not the energy that the business needs to grow and to continue to thrive. It's actually the energy that the business needs to shrink and go backwards. And we don't want to do that, because we're in business to grow, we're in business to thrive, we're in business to achieve our dreams, and you can't do that if your focus is being in the every day, all day.

So if you're one of those people, give that some thought. Focus on, what type of culture do you want to build? And are you showing up as the leader of that culture that, that culture needs? Do you have somebody in place who is your number two? And if you do, do you know how to get them the right help so that they can be that amazing number two that can think and strategize as well as help to implement so that you can keep focusing on those next things that you're going to do? And does that number two have the right team in place to help them make things happen?

So if this episode helped you, I want you to leave me a comment and let me know. Let me know what resonated with you most and maybe, what are the things that you need help to figure out how to do to shift your mindset about this? It's a shift, believe me. It is a shift, but once you make that shift, things start to open up and you're going to start to see the things that you've been wanting to see. So until next time, have a great rest of your week and I'll see you soon.