

3-28-20

Sun, 7/19 9:23AM 9:44

SUMMARY KEYWORDS

business, personal brand, brand, happening, talk, pandemic, legend, simply, part, feel, aware, work, impact, emotions, change, favorite restaurants, frustrated, portrayed, stand, entrepreneurs



00:00

Hi, everyone, I



00:02

hope that you are hanging in making it through all of the changes that are happening around us. I hope that you're staying safe. Today, I want you to be thinking about your personal brand. And I know we've been talking a lot about your business brand and that, you know, I did a little series based off of Robert Kiyosaki, these five bad pieces of bad advice that entrepreneurs get. And one of those was you know, that you don't have to worry about your brand. But today, I want to talk about your personal brand. And I want to talk about it through the lens of all the changes that are happening around you know, we've talked a lot about, you know, who you need to be as a leader, and the characteristics that you want to display and the characteristics of leadership that you hire for such that you can establish your business brand. And we talked about the fact that your personal brand will strongly influence your business brand, because essentially they go hand in hand right? What Stand for as a leader, what I stand for as a person and a business owner is essentially what legend stands for. Right? So I stand for things like integrity and honesty. I stand for things like hard work and direct conversations. I you know, I stand for living up to a commitment. There are different things that are seen for it. So whenever you work with me, through legend, you're going to find those things are going to be predominantly in the business as well, right? I'm going to deliver timely, I'm going to be honest with you, I'm going to communicate in a direct fashion. You know, anyone that works in legend is going to do the same. We're gonna have integrity in what we do. We're not just gonna sell something to make money, we're actually providing a

service and then as a result of providing a service, we make money, right? But it's not money first, it's



01:48

service first.



01:49

Okay, that's what I believe in and therefore that's how legend operate. So naturally, as you look at your business, no doubt your personal brand. goes through and then is portrayed through the lens of your business. But right now as the world changes, there can be a temptation to change, you know, your brand, your personal brand. And what I want you to do is I want you to be very cognizant of that. Okay? I'm not saying that you can't, I'm just simply saying, Be aware of the decisions that you're going to make as we move through these changes. Is it natural to be afraid? Of course it is.



02:27

Is it natural to be frustrated?



02:29

Yes. We've talked about that. That's, you know, that's a human emotion.



02:32

You can be frustrated,



02:34

you can be angry, you can be sad that the world is changing, you can grieve, right? All of those things are natural. All those things are part of being human and feeling what's happening around you and feeling you know, the impact of what's happening around you rather. So don't think that you can't feel those things. But what I would tell you is, you know, step back and ask yourself if that's impacting your personal brand or you getting frustrated and therefore allowing that frustration to, you know, come across as a part of

who you are. And then therefore, is it being portrayed through your business? Right? We all know that tons of businesses have closed recently, you know, a lot of restaurants are having to close and they can do takeout only. You know, non essential businesses are having to close this hard. My heart goes out to every single person in this world period. And then layer on that the fact that there are tons of people that have lost their jobs or lost their businesses, through this, you know, this pandemic, and simply heartbreaking. People are left wondering, you know, what they're going to do next, and who they're going to be next. And all I'm saying to you, because again, I primarily work with health care or health and wellness entrepreneurs. That's who I primarily work with. And so during this pandemic, those of us that are in Health care, you know, we're being called to action. And there are a lot of us that are considered essential workers through this time. And so you know, what I'm talking about, when I'm talking about your personal brand is through the frustration through the exhaustion through the desire to provide service and help others, you know, step back and think about, who do you want to be and who do you want your business to be after we come out of this? Because we are,



04:26

we will come out of this. I can't tell you when,



04:29

right you can't tell me when we don't know the answers to that. We simply know that we all should be doing our part, washing our hands, social distancing, you know, staying away from large groups as much as possible, doing our part to stay home or simply Tuesday, you know, isolated as much as possible to reduce the spread, whether we're sick or not, we can help prevent the spread, right? So that's what we're doing. And so during this time of change, I want you to ask yourself who are you right now? What are the most emotions that you are feeling? It's okay to feel them. But I want you to be aware of what you're feeling right now. Because again, your brand emanates and just disseminates through your business. And if your brand is starting to change, because of the emotions that you're feeling right now, your business is going to change. Now some of that may be for the better, right? It may be that you do need to change. It may be that you finally gotten the courage to say, Hey, you know, I do want to serve others and I'm capable of more, let me solve that, you know, let me have you know, I can do attitude. And so that's gonna be my attitude now and therefore that's going to be the brand of my business.



05:43

Well, that's fine.



05:45

That can be considered a positive change.



05:48

But what I want you to be aware of is the changes that are happening within you such that you can be purposeful in the decision that you make about it becoming part of your business brand.



05:59

That's really my challenge. You



06:00

don't make changes within your personal brand that you're not aware of, or that you really don't approve of. It's just you feel like it's happening to you. Not for you, right, Tony Robbins says that life is happening for you, not to you. So you need to remember that. And so if that's really the perspective that you take, then you need to be aware of the emotions that you're feeling and the way that your personal brand is changing. And be purposeful about that. And then let that confidently translate over to your business. Don't let it happen to you. So that then your business brand changes as a result. And then it may not be something that you don't want to show the world. It may not be the brand that you want to have. You're in control. You're in control of your emotions, you're in control of the decisions that you make,



06:51

to a reasonable degree right?



06:54

To a reasonable degree right now, it may feel like things are out of control, but you can decide how you feel about them. The things are happening around you, you can decide

how that's going to impact your personal brand, how you carry yourself and how you interact in the world. And therefore you can decide how that translates over to your business brand.



07:14

Own that, be aware of it.



07:17

Recognize the emotions and the feelings and the changes that are happening within you and then purposely decide if that is the brand that you want to translate over to your business. Okay, now, if your business is being negatively impacted through all this change, my heart goes out to you. Truly, I know that it's heartbreaking again, we talk all the time about our gifts, and how our gifts are what we're trying to give back to the world and right now it makes me feel like the world doesn't need your gift but let me tell you the world does. The world is going to need to come out of this and feel some normalcy. People are going to want to go to the favorite places and the favorite restaurants and have their lives back We're all we all want that now, you know that you feel that within yourself. So if you've been negatively impacted by the, by this pandemic, and the changes that have been made the recommendations to keep everyone safe, be planning right now of how you're going to come back and offer your gifts back to the world. You know, maybe you can find a way to do that remotely, maybe you can find a way to do that. Virtually think about how you can do that. Be creative, right? be innovative, don't hold yourself back. Maybe that's the personal brand that you want to have right now is innovation and overcoming and I think those are great brands to have. They can translate over to your business. And it's okay right now, if you just simply want to mourn the loss of your business, if that's really truly what's happened.



08:47

I respect that 100%



08:50

that's anything that we can all do to do to come together and help each other. Let's be doing that and this time. Let that be part of your brand, to continue to support one another Come together be a part of someone's circle be someone's person that you that

they can share their concerns with and that you can support them and come together. And we don't have all the answers and we don't have to. But we can simply be there for one another and care about each other. Okay, again, let that be part of your brand. Right. So again, think about it today, how are you feeling? How is that translating to your brand? And then how is that translating potentially to your business brand? And what will that mean for you now, if you're still open and your business is thriving? And what will that mean whenever you get back to running your business in a normal state? What will you learn from this? And how will it impact you and your brand



09:41

thanks for listening