

7-11-20 You Are Strategic

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Hi, everyone, welcome to another episode. Are you strategic? Do you get asked that at all ever? Or do you even do you ask yourself that like, do you question that in your mind sometimes going, am I really strategic? Or am I just pretending to be strategic? We have the villain whispering in our ear as you know, challenging us relative to imposter syndrome. Man, I feel that a lot sometimes depends on the day. I get a little bit better with it. But you know that the villain, she will always ask me, you know, it's one of her first questions when I when I let her speak, right, but I can't push her down far enough to keep her quiet. On those days that happens, she will ask the question, you know, who do you think you are? Why do you think you're good enough? Right, the self doubt that creeps into all of us. And so when I start thinking about the fact that I have to be strategic in my business, I have to be responsible for strategy of legend, you know, that's a responsibility that I wear, and that we all wear, whether we are senior leader in someone else's business, or we are the business owner in our business, we own the responsibility of being strategic. And that means that I'm responsible for creating that battle plan for legend. Just like you're responsible for being the owner and the creator of that battle plan for your business. And that comes with a lot of stress and responsibility. Oh, I don't want to make a misstep, right. Oh, I needed to be perfect because strategies are perfect. Right? You ever tell yourself that it is your villain tell you that? being strategic I have found over my years of business ownership and leadership is the fact that we simply have to come up with a methodology to be successful, and a way in which we bring our product and our service to our client. Strategy aren't perfect. Okay, they're never perfect. strategies are our pilots after pilots after pilots have, you know, hoping that we've listened to our customer in the right way that we've heard what they're asking for, and that we deliver what they need, in the way in which they needed. It's really that simple. The way that I try to think about a strategy is, you know, the way in which I envision a war happening now, I double majored

in undergrad I love history, history was one of my majors. World War Two is one of my favorite topics in history. I love to learn from, quite frankly, the mistakes that we have all made as human beings in the past, because I think that it's critically important that we learn from them. And so I like to study history. I like to learn from history. And so then I think about all the battle plans that existed in that were created in the war. In order to help us win the war when I say us, I mean You know, the US and all of our allies? Okay. It wasn't an easy war. It was a hard war. And there were lots of battles that that were lost before the war was overall one. And so that's what a strategy is. It's how are you winning the battle? What is the battle in front of you? And what are all the ways in which you are going to approach that situation? and win that battle? That's how you're strategic. It's not this. Oh my gosh, it's business. And so I've got to come up with all of these these business terms and this jargon and, you know, it has to sound very formal and official enough got to sound like I know what the heck I'm doing. No, you can, that's fine. But ultimately, that's not what you have to do. You have to sit down and say, Okay, what battle and I fighting? What battle do I want to win? Okay, maybe it's the fact that for me and legend, the battle that I want to win is it Want to help women learn how to map out their business process, identify, you know, assess their whole business, identify every gap that exists in their business, put resolutions in place and fix their business, find efficiencies, font, you know, better efficiencies, find gaps that exist that are slowing down those efficiencies that are damaging customer service that are costing them money so that that business leader can win. I want women armed with that knowledge, especially women who have never been an operations before or who haven't run a business that is starting to scale rapidly. That's my battle. And so I've created all of these different pieces, right these different weapons, these different tools to help legend help women in that battle.



05:00

Okay, that is how I get strategic. What's the battle? Okay, well, who do I who do I want to help? And how do I want to help them? What town Am I trying to free from the, you know, relative to the enemy? Well, the enemy in my instance, is the inner villain of my client. And so I have to free my client from the villain by arming her with the tools that she needs, the tools that she needs is the ear square framework. So that's all sit down and start to think strategically. I simply look at it as a battle. What's my battle plan? Who am I trying to help? What am I trying to save? What tools can I use? What tools do I need to create in order to execute on that on that mission and that battle? And then what will I consider to be victorious? You know, how I classify win or winning look like so instead of getting on your Head and thinking, I have to be completely strategic. Let me look up all these business terms and write out this strategic plan. Should you write it down? Absolutely. Does it have to be business jargon, things that you never had to say before or a lens that you haven't had? Look through? No. Don't let your villain win in that regard. She's wrong.

simply sit down and approach creating your strategy for your business by looking at it relative to a battle or a mission. And think about what it what are you trying to accomplish? Who are you trying to help? What tools do you have at your disposal? Or do you need to create? What does winning look like? And how will you measure that? Okay, and then just start, the most important thing after you create a strategy you just got to start. Don't sit there forever and let your villain tell you that you're not quite there yet or you've got to be perfect to get something going. Or that you, you know that you're not good enough, or, you know, maybe the the strategy needs to be 10 pages long instead of two pages long. Don't do that. Don't get caught up in perfection, or in the lies of not being good enough. Create your strategy around how you're going to win. Put it in your mind, create your tools, understand what you're going to provide, as part of your your battle plan. Create your roadmap for what good looks like, okay, define it be abundantly clear. Create your milestones. You have to have goals. Okay, and then just like every other part of a battle, right, any other movie that you've ever seen if you have not been in the military, and have been a part of a mission, okay, but we've watched all of these things. You know, all these different movies. Tom Hanks I think plays in most every military movie that I I can think of right? What happens after you win that battle. They celebrate. So create a celebration for yourself. All of these things are how you be strategic. You are strategic. You created your business. You've been put into a role where you have to be strategic because you can be. Don't hold yourself back thinking that it's harder than it is. A strategy is nothing more than a game plan, a battle plan or a mission. When you look at it through that lens, your mind knows how to work in that area. It does. It very much does. So if you need to go watch, you know Saving Private Ryan in order to get yourself mentally on track and understand how to be strategic do it.



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Right, whatever helps whatever works,



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but you understand how to be strategic and you are strategic. Don't bog yourself down and definitions or terms. Go be strategic, create your game plan and Above all else, start,



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go and execute. You can adjust it at any point in time.



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That's the amazing part about being the leader of that strategic plan is that you get to make adjustments to it. So, go make adjustments along the way.



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All right. Go and be legendary.