

7-9-20 Starting Over in Your Business

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Hi, everyone, welcome to another episode. I had a friend recently asked me how to start over. That's a really surprising question. How do you start over? Because when I think of that question, I think of a lot of different things. Are we talking? How do I start over? In my marriage? How do I start over with my kids? How do I start over in a friendship? You know, there's so many things that we think about in this life that we just, we really wish we could start over. Sometimes that happens because of regrets. Sometimes that happens just because we realized that we want to change and continue to grow and be a different person. In this instance, she was actually talking about how do you sort over relative to your business, and so that I feel a bit more comfortable talking about I don't think I could give you marriage advice, or even parenting advice. You know, I'm still trying to figure out all those things myself, but business I think I can help you with a little bit. One of the things that I tell all my friends, my spouse, you know, I even talk to my kids about it is, you know, each day we get to wake up and decide who we want to be, and how we want to impact the world. Okay. And so I think that's important to remember, no matter what you're going to apply this to, but especially in business, because if we went to work yesterday, and we were a horrible leader to our team, Today is a new day, we get to show that team that we are better than what we did yesterday. Now, we probably need to and I wouldn't say probably let me be very clear, we definitely need to rectify that with our team and acknowledge where we screwed up. Okay, people need acknowledgement before they can forgive. And so if you want to be forgiven, acknowledge what you've done wrong. Okay, but each day, we get to wake up and we get to be a better leader and a better servant to our customer or client. We get to do that. And so what I will tell you is if you're just trying to start over in your business, personally If you want to be a better something in your business, then at the end of the day, you simply need to first commit to it. It's all about the mindset. We will think and think and think forever. But the moment that we

make the decision to change is whenever change happens, and Tony Robbins says that all the time, you should listen to them and check that out. He talks about the fact that, you know, we can want to change for years, we can want to be a better person, we can want to be a different person, we can want to be a better leader. But until we mentally make that commitment and say, boom, I'm done. I'm not I'm not living that way anymore. I'm going to be this person. That's, that's when the change happens is that mental instant when that change happens? And so that's all it takes, is if you want to start over. The question that you have to ask yourself is, what do you want to become? Who would you prefer to be? And I'm just talking about in your current business right now I'm talking about the type of leaving That you are right. The first step is to commit to being something different. The other, the other thing that you have to do is figure out what different is, right? If I want to be a better leader or a different leader, I need to go learn how to do that. So it takes us silencing our villain, because she's going to tell us that we can't, or you know, that us learning something new isn't going to work, right? Our billing is full of, you know, the, the words that calls our self doubt. So we have to overcome her. And we have to simply say, Nope, I am going to be a better leader, I am going to be a better business owner, I'm going to be better in my current business. So we have to commit to it mentally, I have to silence her by saying we have to get that strength and that courage. We have to find resources and tools to teach us how to be that better leader or business owner. We have to commit to learning those pieces. And then not only that, we have to actually take action on them. Right I've seen tons and tons of people go and do online courses or ebooks or whatever learning you want to talk about doesn't even matter, right? We get all of these resources at our fingertips, but they never apply them.



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And so the key to starting over is not just desire, not just overcoming the villain. Okay, not just finding the resources, but actually applying what you've learned in your life actually doing it. And I know that sounds silly, because if you're listening to me, you are in executer. Okay, that's why we have bonded already. You aren't executer you want to get things done. And I love that about you. Okay, but there are times that we all get a little weak. And it's it's definitely our villain raging in our ear, trying to tell us that we can't, or that we shouldn't, or that the effort is going to be wasted. And so we hesitate, doesn't mean we don't ever execute, but we do hesitate. So I'm telling you Execute orders. Don't let your villain slow you down. The way to start over and be better is to commit to it, make that decision now, find the resources that you need to be better. And then take the action that you're used to taking, for those of you that are a little hesitant in executing your path is the same that I just walk through, except you must commit to execution. And the way that I would encourage you to do that is to use your calendar and set target dates. You just have to set targets. We all have to have goals, we all have to have, you know, events that

we're striving to achieve. And the way we should we do that as we typically will is I do and the most the people that I know in the way that I coach is that we put deadlines on our calendar. We have to know when we're going to achieve something and that's no different when we're talking about starting over, okay? So if you're wanting to be something better in your business, its commitment. Its silencing the villain. It's finding the resources and the tools you need to learn to be the better leader or learn how to manage that p&l better, or learn how to be a better salesperson. or learn better communication skills. Learn how to write, copy, write, whatever it is that you're trying to learn that you feel as though you need to be better at, find the resources around you to learn those ebooks, online courses, go to a webinar, whatever it is, do it virtually right. That's where we're doing everything. But find those resources. And then create your deadlines or targets, write your goals, put them on your calendar, take action and deliver against that goal. And that deadline achieve it by that deadline. That is how you start over at a high level. Now, if we're talking How do I completely start over and run a different business that is a little bit of a long conversation, right? Because to say that we're going to walk away from the business that we've created. That's, that's hard. That's heartbreaking. And that's hard, especially if we've created that business as a part of us. Okay, so for this episode, I'm simply going to focus on how do I start over in my current business, I just feel like, I need to make a few personal tweaks to get myself on track, and to move myself to the next level. Okay. And like I said, Every day we start over, every day we wake up, and we're the hero in our own story. And we are going to be heroic by being better than we were yesterday. And the way that we become better is we move forward, we defeat our villain. It's a daily chore. It's a daily process. We defeat her, we silence her. We learn what we need to learn, we apply it. We create those deadlines and those milestone goals right along the way and we achieve them That's how we start over. I know that sounds simple and you're thinking Come on Katrina, there's more to it. I promise you, there is not. That is the framework to start over. You do it every single day, every day, wake up and be someone better by defeating your villain. learning what you need to learn. applying it. Okay, I think I didn't say that in that last sentence, apply it



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and then deliver to your goal.



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Think through that. How can you be better today than you were yesterday? How can you be better tomorrow than you are today?



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Go and be legendary.