

10-7-20 Mission and Life Plan Pillars

Wed, 9/30 7:11PM 12:12

SUMMARY KEYWORDS

pillars, guiding principles, mission statement, business, life, sustainable business, create, legendary, work, customer, guiding, decisions, live, matter, recharge, talk, disappointed, walmart, plan, leaders



00:00

Hey, everyone, welcome to another episode of legendary leaders, I am excited that you are with me. This is going to be another good one. I love talking about the pillars. I told you I'm owning my nerdiness. But let me tell you my nerdiness armed with power and allows you to go take action. So I think you like my nerdiness a little bit too. That said, let me jump right on into it. Let's tackle two more pillars. What do you say let's tackle two more. So today we're going to talk about your mission statement and guiding principles, and then your life plan. Okay, you've heard me talk about life plan 1001 times, little did you know it's part of the nine pillars. So let's dive into it. Remember, before I jump into these two pillars, like I just got to do a friendly public service announcement here. Remember that the nine pillars are critical to creating a sustainable business, you do not want to be a one and done you're not want to be a fly by night, you do not want to do that you've worked too hard. A lot of people will tell you to build relationships, a lot of people will tell you to go and buy these amazing tools, I'm not telling you that you don't need those things, I'm simply telling you that those will only get you started you have to have a sustainable business to grow. And that is what you need. And that's what I'm trying to walk you through. Okay, that's what these nine pillars are about. So if you can master the nine, that's your essentially your roadmap to create your sustainable business, it's your pathway. And that is overall your manual to create that business. Make sense? Gotta have a long term business. That's what you're in it for. You're in it's when it long term. So today, we're going to talk about your mission statement and guiding principles. And let me start with that one first. So your mission statement is what you do every day. It's Your what? It's what you do every single day in your business. Alright, so legend leaders are thrown around some different pieces of the mission statement. Let me just formally formally tell you, the mission statement at legend leaders is very small, it's helping female business leaders create a successful business and live a legendary life. Or there's some other pieces

that can go in there. Yes. But when I would get down to its simplest form, what I do every single day legend leaders and what legend leaders does, we help female business leaders create a successful business and live a legendary life. I could probably add sustainable energy, right? And maybe I will. But fundamentally, mission statement. That's what I do every day. That's what legend leaders does every day. Your guiding principles, or core values define how you will execute your mission, how you do it, your guiding principles, tell your customer how you will support them. And it tells your employees how to make decisions within the organization. It's critically important. And this is one of the many that I see people saying I will do that later. I don't need to have that right now. And I will tell you, depending upon where you are in launching your business, I'm not saying you need it day one, but you need it a lot sooner than you think you do. And that's all I'm gonna say about that for now. Okay. So let's do this. Let's look at Walmart for a second one more super easy. Everybody knows who Walmart is, what is their mission? Helping people save money so they can live better, right? That is what they do every single day, they help people save money, so they can live better. That's their mission statement. That's what they do daily. Now, internally, they have guiding principles. They call them the code of ethics, okay, you can call them code of ethics, guiding principles, core values, it's all the same stuff. Okay. At the end of the day, it's the key fundamental core guiding, guiding ethical principles that hold you down as an employee and you say, if you work for Walmart, this is how I will make decisions. These are the lenses that I will look through as I make decisions to take care of the customer, or take care of my peers, or run my business or make decisions within the business. Okay. And so you're going to create the same things in your business. So let's look at Walmart for a second. So they have their code of ethics one is respect for the individual. Okay, meaning I will be respectful no matter what the situation is, I will do my job with respect I will carry myself respectfully and I will treat each other with respect no matter who you are. The next one is striving for excellence. Okay? Which means I am constantly going to strive to do the best that I can do not going to settle for good. I'm striving and striving is important. Their thing



05:01

And then service to the customer. So another code of ethics service to the customer, I'm going to focus if I, if I work at Walmart, I'm going to focus on serving the customer because that is what I'm here to do. I exist to serve the customer. So when I'm making a business decision, I have to say, Hmm, does that serve the customer? Oh, no, it doesn't Okay, then why am I doing it? Right? You see how that works with that, that guiding principle. And then they, they say that they put all of this on a foundation of integrity, right. So everything that they do, will be done with integrity. customers know, this is how they will be treated. When they go into Walmart, this is the expectation that they have, how they will be treated, because this is their code of ethics, or their guiding principles or

their core values. employees know that this is the framework they use to make decisions. As they work daily, to execute on the mission. You see how they go hand in hand? So my question for you is, do you have a mission statement and guiding principles or core values or whatever you want to call? I'm gonna call them guiding principles. Do you have a mission statement and guiding principles? They absolutely help you make decisions now. Okay, they help you make decisions now in your business, and the anchor you into the marketplace, you can build trust with your customer, in the long run. It builds trust, because they know what you do and how you do it. Now the other pillar for today is your legendary life plan. And again, we've talked about this one, many times in the past. But did you know the reason I talk about it regularly again, is because part of the nine pillars. Now why is it part of the nine pillars? You're like Katrina? Why is my life plan? a pillar in my business? That's crazy. That doesn't have anything to do with business, let me tell you, it absolutely has a lot to do with business. Because you are a key piece of your business. Typically when we start our businesses, and I'll say it time again, we are a one woman shows. We come in and we start our business, and we are it. We are everything in our business. Just how it works. And so you have to have a life plan. I'm going to give you three reasons why. Number one, you cannot work 24 seven, can you get a try, because we all try, okay, but you're going to burn out. And you're not going to be able to deliver on the other pillars, you're going to fail at creating a sustainable business. If you don't have a life plan, because you have to create balance, you have to go and recharge and refresh your brain and re energize so that you are worth something to your business. All right, that's the first one. Number two, you can't be working so hard that you lose your family and your friends, and all the relationships that matter to you. I mean, I've seen that happen time and time again, again, but are working 24 seven, they're thinking, hey, let me work 24 seven, because I'm going to go ahead and put all this time in now. And then I'll be able to pull back later and you you will if you get your business off the ground, if you become part of the 18% you'll get some time back. But by the time you get there is there going to be anyone left to to hang out with you or spend time with you. Because here's the thing, while you throw your life into running and opening a business, creating a sustainable business, right? Everyone else's lives go on. It's not like you've pressed Paul's on them. And they're just sitting there waiting for you. They're having to go on and live their lives, which means things are going to happen to them and events are going to happen and you are going to miss it. And if you miss enough of them, you don't matter anymore. Now that's harsh, I get it. But you know me, I'm directing, I'm honest. So that's the reality. If you want to create an amazing life to live, because you have freedom and flexibility as a result of your business, then go ahead and live the life now. So you don't lose the relationships that you were trying to create this business for in the first place. Don't lose your family. And then the third reason is you can't be disappointed. Each day you wake up and you aren't living your dream life. This is a big one. And this is not one that a lot of people talk about but I have to call it out because it's important. When you thought about your dream life

you thought about the life you were going to have



09:46

you envisioned whatever it is that you can see it right now you can see that life you thought about in your mind as I'm talking to you. Yep, I was gonna be living this place and this kind of house with this kind of car and you know this many kids And the spouse or, or no spouse and no kids, because I'm completely free. Whatever it is, it doesn't matter. There's no right answer. It's only your answer, but you see it, you see that dream life in your brain right now, as I'm talking to you. And here's the thing, when we started off and started our businesses, we thought, I'm gonna get this thing fixed in a couple of months, because that's the life I'm gonna be living. Right. And it's been a couple months, you're like, Hello, where's my awesome life, I'm putting in my time, right? But the life's not there. And you start to get disappointed. And that's the thing, you can't be disappointed. Because it takes time for your business to grow. And therefore it takes time for your life to grow. But not a lot of people handle that and think about in that capacity, and that's why it's, it's a pillar, there are three reasons why and all of them are equally as important. You can't work 24 seven, you're not going to you have to recharge, okay, you have to you're not going to be worth anything without recharging. You can't dive into your business and lose relationships that matter to you, because they won't be there whenever you pick your head back up. And you can't be disappointed when your dream life doesn't start tomorrow. It's a process. So do you see how these two pillars fit into creating sustainable business? It doesn't happen without these pillars. Okay, you have to have both your mission statement guiding principles and your life plan to not just be a one and done business, I want you in this for the long haul. That means you have to get your pillars right without them. You're gonna see a business fail. So you've got to have both your mission statement and guiding principles and your legendary life plan. Those are the two pillars that we're going to touch on today. Think through that. Would you learn? What aha moments Did you have what reconfirm for you the fact that you've got to put these into place. That's what I want you to think about today. Join me tomorrow. Again, I'm going to do a couple more pillars. We've got we've got quite a few left. So I will talk to you tomorrow. Be legendary.