

3-3-21 Who Are You Really?

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Hey, everyone, welcome to another episode of legendary leaders. Today I want to know, who are you really? Who are you really? You know that that question may open Pandora's box? Because you may be sitting there going, Oh, my gosh, who am I? What defines who I am? Is it you know, the fact that I'm a Senior Director of blah, blah, blah? Or a senior vice president of data data? Or whatever it is? Right? Am I defined by my corporate job? Or am I defined by the business that I'm starting? Am I defined by being my kid's mom? Am I defined by being my spouse's spouse? Right? How do I define myself. And so that's what I mean by Pandora's box, because we're a lot of things to a lot of different people. But the reason why I want you to think about this today is because you are starting a business, if you haven't already, you are on the path of starting your own business. And because you're on the path of starting your own business, you're creating a new part of you, you're creating a new identity for yourself. And sometimes that's the scary part, right? That we are creating a new identity. And many times we get fearful that we're losing the old identity, which is why as a little caveat, you have to make sure that what you're going to do is so a part of you, that means so much to you, that that shifts, the change from who you used to be to who you're becoming, is so much more appealing and enticing, right? That you don't feel like you've lost something, you only see the gain, the pleasure, the excitement, the fulfillment that you're going to get by starting your own business. Okay, so let's go back to this really quickly, who are you really, I want you to think about this today. Because, like I said, you're starting your own business, or you've recently started your own business. And so in circles, where you go Introduce yourself, and we don't really ride in elevators anymore, I mean, hopefully, they'll come back as we start to get out and about again, but we don't do a lot of elevator speech speeches or pitches, right? We don't do that as often. But you are still introducing yourself in zoom rooms, you are still introducing yourself on the phone, right? And so those introductions still matter. You can't get on the

phone with a potential vendor, or a business partner, or whomever and give your standard introduction, that you're the senior whatever, blah, blah, blah, right? Because that's who you are in the corporate world. But who are you in the entrepreneurial world? Who are you there? Well, you're a founder, and you're a CEO. And so what I want you to do sit back and think about who are you in specific scenarios, and that's going to change depending upon the scenario. And it's okay, because like I said, you already change it up, you already change who you are, depending upon the audience, because that's just what we do as human beings, right? When I go, and I take my kids to a sporting event, or I go to school, I'm their mom, right? But when I'm talking to you, I'm the founder and CEO of legend leaders, right? I'm one of the same person, but depending upon the situation, it determines how I introduce myself. And so what I want you to understand is, you already know that piece inherently, that's not really what I'm here to teach you. What I'm here to help you remember and empower you to do is give yourself a new identity and a title. And I want you to practice that. Because you are a founder, you are a CEO, you are a business owner. And many times we go through all the hard work of creating our businesses. And we work very diligently to create those businesses and serve the people that were out there to serve. And if you're anything like me, titles, really they don't matter. It's it's not the significance that's important to me, it's just the fact that unfortunately, this world works on status, right? So if I call you and say, Well, I'm the founder and CEO of this business, that's going to be a little bit different than, you know, I'm the mom of three kids. Both of those things matter. But depending upon the circle that you're in one carries more influence than the other based on the circle. And what I want you to do is practice saying that you're the founder, or that you're the CEO, or that you're the whatever, whatever you want your title to be in your business, I want you to pull that out and create it. And I want you to practice it. Because even if you're hanging out with friends in a social group, and you meet someone new, they're going to ask, you know, what, the common question, Well, what do you do? And so in that instance, you can meld the two. Well, you know, in my day job, I'm the senior, whatever, blah, blah, blah, and I am also the founder and CEO of and you fill in the blank.



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And so that's truly your identity. That's who you are. You're both of those things. in some circles, and especially in the corporate world, you're only going to be the senior whatever, blah, blah, blah, and you're still going to have to say that because it's who you are. And then in your personal business circles or In your friendship circles or whatever, you may only want to introduce yourself as the founder and CEO of your business, right? In other circles, when you go, and if you have kids, and you're introducing yourself, they don't care what you do in your day job, they just want to know whose kid is yours. So they know who they're talking about and who they're working with, right. And so it's all the same theory.

People just want to know what you do. So they know how to interact with you. So they know what questions to ask or how they can support you. But the key point here is that if you're working diligently to start your business, or run your business, and you don't have your 30-second introduction down for yourself, when it relates to your business, you've got to practice that now. That's going to be the answer of Who are you really, because you're a multitude of different people all combined into one we all are. But you've got to practice introducing yourself as a business owner. So then when the time comes, and you need to introduce yourself, it's casual, it's easy. You're not stumbling, like, Oh, crap, what am I going to call myself? How am I going to say this? What's the best way that I want to do it? Because you're making an introduction, and you want people to see you with the level of authority and confidence that you really do have, you have both of those. But your introduction has to convey that. And I see a lot of women who start their businesses and they leave this key piece out. So today, that's my challenge for you. Who are you really go practice defining who you are in your business? What's your role? What do you do? What does your business do? Right? 30 seconds, you've got to be able to introduce yourself, write it down, create draft, then simplified even more, but be ready and then practice it. So that whenever you have to go and introduce yourself, your brain will kick in and you'll know which introduction to use, and you'll go ahead and just hit that one right out of the park. Okay. Thank you for joining me as always, go and be legendary.