

# 5-11-22 Life On Your Terms-The 1 Rule You Must Master

## SUMMARY KEYWORDS

life, career, pleasure, fulfilled, pain, risk, adding, business, irreplaceable, katrina, rules, feel, deserve, asset, listened, week, customer, people, driver, secure

---



00:00

Hey everyone, welcome to another episode of legendary leaders. I am your host, Katrina Jamison, I'm the founder of legend leaders, where we arm business leaders with the strategies they need to live life on their terms, a legend, life. If you've listened to me last week, maybe I blew your mind a little bit, I'm getting some feedback, some great comments, some some people who are identifying with a message from last week, if you haven't checked it out, check it out. But let me give you a quick summary. We're talking about what we tell ourselves to keep us stuck. We're talking about the fear that we have in our lives, that we very much want to live life on our terms, we very much want the freedom of life, whatever that looks like for each of us, because that is different for each of us. But because we don't know how we don't know how to get that safely. We don't know how to do it without risking other parts of our lives, we're simply going to take it as it is. Here's one of the things I want you to think about. We as human beings are driven by two different emotions, essentially, pain, and pleasure, we very much want to avoid pain. And we very much want to enjoy pleasure. Those are the two drivers. For human beings that really are think about it, anything that we have happening in our lives, it will fall in one of those two buckets, and we're either going to very clearly stay away from pain, we're very clearly going to go towards pleasure, right? Now, when the two are head to head, when pain and pleasure are equal, the driver is stronger to avoid pain than it is to go towards pleasure. Now we need to think about that, as you're motivating other people that you work with, as you are trying to sell to a customer. If the pain is equal to the pleasure, then what you want to do is talk about the avoidance of pain, because people are going to avoid pain, much faster, much quicker, much, you know, without a doubt more than they're gonna go towards pleasure. Okay, it's just human nature. Think about it. We're going to do that majority of people. So my question for you is this and what I want you to think about as we're going through the concept of wanting to live our lives wanting to have that freedom. But yet not grabbing and not going after that pleasure. Because the fear of pain, the fear of loss is much more significant. And when I'm talking about loss, for us, it's really the risk of our livelihood, our financial security. I hear a lot from from women and men, right? Hey, Katrina, I would love to have this type of freedom, I would really love to not have to work on vacations, I would really love to have some self care time, I'd love to set some money aside and feel comfortable that I can do that and then spend it on a boat or a new car or whatever. But I'm so fearful of doing some of those things. Because I feel like my career isn't secure. I felt my job isn't secure. I feel like my business isn't where I want it to be. And so I don't want to make bad decisions that will then put me at risk later financially. Well, the same holds true for going and living life on your

terms. I want to take the vacation time. I want to have that self care time, but because I feel like my career could be at risk. Maybe I'm missing some cues in my career, maybe I'm missing some cues from my customer. You know, I'm not making as much money in my business as I want to the profits really not where I want it to be right. It's usually one of those two things. Because we don't feel safe. And we feel like our careers are precarious, or our businesses are. We struggle we're fearful. And we don't know exactly the blueprint, the rulebook, what are the rules to career success? What are the rules to business success? And the reason why we don't know the rules, because we think we should know the rule. That's the key. We think we should know it. We're looking around, right? And we're looking at other people. And we're like, well, they must have it figured out because they're not worried about these things like I am. And so, because I should have it figured out but I don't. And I can't take the risk, I must avoid the pain, of career risk. I'm just going to accept life as it is. And that's been our driver. And you're not alone in that. There's nothing wrong with you for wanting more out of your life. Okay, there's nothing wrong with you for not knowing how to create a secure career or create a secure business. There's nothing wrong with you for not knowing those things. Those aren't the things they actually teach us in school,



04:53

necessarily. Right. So don't beat yourself up because you don't know it. Don't also beat yourself up because you do want more because you want the pleasure of a fulfilled life. Right? Here's the deal, you are not like everyone else. And that's a good thing. The majority of the world is actually satisfied with getting up, going to work, coming home, having a meal of some sort, watching TV, going to bed, and doing it again. Many people call that a great life. And if that is a great life for you, that's awesome. The point is that if that fulfills you, then you are fulfilled, and that's the goal. But if you're watching me, if you're with me, if you're listening to me, here's the thing, you're doing that because you're not fulfilled, you're doing that because you're a high achiever, and you want more. And in a good life, a life on your terms. A legend, life is all about having achievement and fulfillment. And we've got to give you both. So you've got to learn the rules of how to achieve and have security in your career and your business, and then learn how to go and deliver on the fulfillment piece. And like I said, last week, is all about adding value in your corporate career, you add value, by being a valuable asset in the organization, there are key things that you must do, and display in your leadership consistently to be an irreplaceable asset. Because that's what gives value your valuable. As a business owner, you have to give value, you have to give more value to the customer than your competitors. It's all about value. And you become an irreplaceable asset in the marketplace, either in the career marketplace, or in the business marketplace. But you must become an irreplaceable asset because an irreplaceable asset adds extreme value. Now think about that for a second. I know that it's resonating with you. I know because it is so simple. It's so logical. And it's so clear. But yet we don't let ourselves see it from that perspective. Because we think what we think that's too easy. There's gotta be more to it. But I promise you in business, and in life, it really is that easy. You're just making it too hard on yourself. And you're telling yourself, I don't deserve it. Or you know how I probably can't learn that role. Or maybe this really is what life's about. Or you know what I asked for this amazing career I asked to start this business I prayed for this. Whatever it is, you tell yourself, and because I asked for it, then I'm getting what I deserve. Let me be abundantly clear you deserve to achieve and you deserve to feel fulfilled. You deserve to have a life on your terms. You deserve to feel safe living it. And that life is all about adding value where you are. And when you learn the pathway and you learn how to add value at the highest level. You will be secure and then you can start rewriting all the other rules in your life to let

you live fulfilled. Join me next week I'm going to share a little bit more about the next step about how you take one step further and adding value and becoming an irreplaceable asset. As always go and be legendary