

# LIMITLESS Coaching Call Transcript

FEBRUARY 28<sup>TH</sup>, 2022  
LEADERS COACHING CALL  
HIGH PERFORMANCE HAPPINESS

171

00:21:42.480 --> 00:21:52.050

Stephanie Bogan: All right, you guys want to talk about high performance happiness, this is pretty much my favorite topic on the planet, because this was the thing I had to figure out.

172

00:21:52.620 --> 00:22:03.060

Stephanie Bogan: To create real I call it equilibrium, I think, balance is concept is alive balances like a teeter totter if i'm doing more work, it means my life suffers and if i'm taking more life.

173

00:22:03.570 --> 00:22:11.820

Stephanie Bogan: It means my work suffers and that's a teeter totter that we don't like being on an equilibrium just really recognizes and respects that the world is very different.

174

00:22:12.540 --> 00:22:17.190

Stephanie Bogan: that things have changed there's different paradigms there's different processes, we can work from anywhere.

175

00:22:17.760 --> 00:22:27.900

Stephanie Bogan: And how do we create a space of high performance happiness, where we are genuinely personally happy productive and fulfill bring the peace and contentment and we feel personal power.

176

00:22:28.290 --> 00:22:38.100

Stephanie Bogan: An agency in our lives and then, how do we direct that energy through our choices our relationships are with our families our businesses.

177

00:22:38.610 --> 00:22:49.410

Stephanie Bogan: To create the experiences and the outcomes that we want for ourselves and others and that's what to me high performance happiness is all about, so it really boils down to how do we feel like this morning, the time.

178

00:22:50.880 --> 00:22:59.670

Stephanie Bogan: Like you have those days really like I rocked it, it was amazing that stuff happened, I was productive as zone, I have my workout in a great deal with my spouse like.

179

00:23:00.270 --> 00:23:14.580

Stephanie Bogan: And we want those days, more of the time, and the only difference between those days, and the other days are what are the circumstance sets and how are we controlling those circumstance sets so what's the



difference between a good day.

180

00:23:15.090 --> 00:23:25.950

Stephanie Bogan: and less productive day, so we did some research around top performance we've done a ton of this and I could share volumes, but I want to share a couple things that I think are really important.

181

00:23:26.490 --> 00:23:31.560

Stephanie Bogan: Especially as we've gone through kind of the three 60s and your firms and situations is that.

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00:23:31.920 --> 00:23:41.610

Stephanie Bogan: Some of you are really good at focusing follow through but but not most of us if we're being really honest and as we grow bigger firms, we try to do more things and we have more people and there's more to manage.

183

00:23:42.120 --> 00:23:54.000

Stephanie Bogan: And that's when the circle of complexity starts to kick in if we're not really careful and we, the succeeding becomes harder right we become more stress more challenged the more successful we become.

184

00:23:54.540 --> 00:24:04.650

Stephanie Bogan: So here's what the studies say if you're a top performer you are 55 times are you ready for this less likely to start projects you don't finish.

185

00:24:05.850 --> 00:24:19.500

Stephanie Bogan: Not five times 55 times so if you think about all those projects over the years that you would started not finished, if you would cut half of them out and then completed the other half how different would your business or your life.

186

00:24:21.420 --> 00:24:25.110

Stephanie Bogan: We are 21 times less likely to to experience tech.

187

00:24:25.380 --> 00:24:27.210

Stephanie Bogan: Tasks falling through the cracks, which is one of the.

188

00:24:27.210 --> 00:24:38.430

Stephanie Bogan: great frustrations and many immigrants or what happened and I don't know and it's not consistent I can't rely on it 21 times less likely to experience that and 17 times less likely to have email piling up in your inbox.

189

00:24:39.810 --> 00:24:48.390

Stephanie Bogan: So the real question is like, how do we get to a place where we can elevate our work wealth and well being in ways that actually work, and we know that it's not doing these things.

190



00:24:48.780 --> 00:25:01.440

Stephanie Bogan: But the question is, what does that actually mean doing so what is high performance happiness, so one, what is the definition right it's working at we're above an average level you're already doing that, by the way.

191

00:25:02.460 --> 00:25:17.280

Stephanie Bogan: So it's about your personal power Where are you relative to how you think feel and act is it aligned with who you want to be and how you want to show up as a person as a parent as a spouse as an advisor and as a leader.

192

00:25:18.180 --> 00:25:30.660

Stephanie Bogan: Right what's the standard where's your bar and the honest truth here is, this is a quote I heard it's not elegant but it's really true and it said we don't change until we get tired of our own bullshit.

193

00:25:32.490 --> 00:25:46.140

Stephanie Bogan: We don't change until we get tired of her own bullshit like okay what am I, putting myself through i'm constantly struggling and overwhelmed I have too much time i'm like what are we putting ourselves through, because until we account for it it's not going to go away.

194

00:25:47.640 --> 00:25:59.880

Stephanie Bogan: So the biggest problem that people have with happiness and wellbeing is they have a really skewed perspective of what it is right, so our social structure the paradigm is happiness comes when.

195

00:26:01.080 --> 00:26:02.070

Stephanie Bogan: I feel, in my blank.

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00:26:02.970 --> 00:26:13.890

Stephanie Bogan: If my spouse would be hate different thing everything would be okay, I would feel better in life would be perfect, if my bank account or bigger than I would have less stress and everything would be okay and life will be perfect, if my kids but just became.

197

00:26:14.190 --> 00:26:24.570

Stephanie Bogan: The way I want them to behave good luck with that life would be perfect and everything would be great right if then statements are the they're the death knell of creativity and happiness and joy.

198

00:26:25.590 --> 00:26:34.590

Stephanie Bogan: So our job is to get really clear that happiness, is not something that's, on the other side of your goals happiness is the goal.

199

00:26:35.640 --> 00:26:42.990

Stephanie Bogan: period, there is no amount of money and there is no amount of a UN that's going to fill that up for you, I promise.

200

00:26:44.580 --> 00:26:48.510



Stephanie Bogan: If you don't have equilibrium, where your purpose and your progress and your.

201

00:26:48.990 --> 00:26:59.550

Stephanie Bogan: Personal relate all those facets of our life that really make us an integrated human if we don't address those things we can't be happy we live in a state of conditional living.

202

00:27:00.120 --> 00:27:09.630

Stephanie Bogan: If this happens, then I will be happy fulfilled successful free and we've all heard it it's so cliché right the journey and happiness is the journey.

203

00:27:10.020 --> 00:27:14.370

Stephanie Bogan: But what they're really trying to articulate there is happiness is a state of being.

204

00:27:15.090 --> 00:27:26.010

Stephanie Bogan: Not a state of doing or achieving and you have all been really good, and I know a lot about this at achieving and succeeding and proving and validating.

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00:27:26.520 --> 00:27:30.960

Stephanie Bogan: And justifying and rationalizing in some way, shape or form if we're really honest.

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00:27:31.530 --> 00:27:46.590

Stephanie Bogan: Our existence, we are in some way, shape or form constantly trying to rationalize our worthiness for existence or next like whatever and that's the work that we're always doing so if we could actually get to a place where we can say my life is good.

207

00:27:47.940 --> 00:28:00.150

Stephanie Bogan: Not like it's perfect, but from a place of acceptance and then, how would I like it to be better and that's what I like to call there's a book written about it, called the happiness advantage by a guy named Sean anchors a TV personality.

208

00:28:01.020 --> 00:28:08.670

Stephanie Bogan: And the whole concept is, if you could just become 10% happier, how would that affect your life and what's stopping us between here and there.

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00:28:09.090 --> 00:28:21.870

Stephanie Bogan: And the goal is ultimately to recognize that happiness is not like a thing or a corner happiness is a state of being that we have the power to create for ourselves when we do.

210

00:28:22.410 --> 00:28:34.800

Stephanie Bogan: It improves every single business outcome intelligence raises creativity raises your 31% more productive you're 31% better at sales you're 19% more accurate diagnosis.

211



00:28:35.370 --> 00:28:48.960

Stephanie Bogan: Like at the end of the day, being happy feeling better is the answer to doing better when you feel better you do better, I say that to my daughter all the time she's a 10 year old girl with lots of emotions.

212

00:28:50.520 --> 00:28:52.410

Stephanie Bogan: When you feel better you can do better.

213

00:28:54.750 --> 00:29:04.740

Stephanie Bogan: And I tell my 15 year old clients, the same exact thing when we feel better we can do better, so our number one job is to really look at our businesses, not is the answer.

214

00:29:05.280 --> 00:29:15.720

Stephanie Bogan: Or the antidote they're just an action path they are the vehicle right the condition set the circumstances that we get to use to fuel that happiness and wellbeing.

215

00:29:16.260 --> 00:29:30.360

Stephanie Bogan: But there's nothing in your practice that's going to give you that sense of happiness and wellbeing, the fulfillment of clients and value, like you, guys sending emails that are like thank you this work to this change my life that's the best money, I make like I love that stuff.

216

00:29:31.380 --> 00:29:34.650

Stephanie Bogan: You all are doing okay financially that's not your issue.

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00:29:35.760 --> 00:29:41.730

Stephanie Bogan: Can we do more can we do better, can we do it more efficiently with more joy that's the issue so one is.

218

00:29:42.060 --> 00:29:54.240

Stephanie Bogan: The real work is right here it's what's in my headspace and what's in my heart space it's really keeping me from operating in the happiness some more of the time if we solve for that I promise you.

219

00:29:54.750 --> 00:30:01.320

Stephanie Bogan: Everything hell is a smooth roll downhill Isaac like we're like Oh, what do we have to solve for himself for this Okay, how are we going to solve work well.

220

00:30:01.710 --> 00:30:09.900

Stephanie Bogan: there's only so many choices we can make as a people as a process is OK, and then we right it's that clarity of what is our happiness really about.

221

00:30:11.640 --> 00:30:14.130

Stephanie Bogan: So I want you guys to take we're going to take two minutes.



222

00:30:15.420 --> 00:30:23.580

Stephanie Bogan: i've had you guys do the big why right, so what I want you to get really clear on this will be easy for some of you and hard for others you're going to close your eyes.

223

00:30:24.270 --> 00:30:34.230

Stephanie Bogan: And I want you to envision your best life through what i'll call your life categories, I have some you can create your own I do this every single day, where I go through.

224

00:30:34.770 --> 00:30:43.200

Stephanie Bogan: How I want my life to be physically emotionally spiritually financially relational Lee professionally and personally, you can create any categories, you want.

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00:30:44.130 --> 00:30:49.890

Stephanie Bogan: Right, but I want you to get really clear on not where you are because that's where your head stuck all the time.

226

00:30:50.610 --> 00:30:54.840

Stephanie Bogan: I want you to take two minutes you're going to close your eyes do this deep belly breaths that we talked about.

227

00:30:55.290 --> 00:31:05.430

Stephanie Bogan: And I want you to envision your ideal day life, why do you wake up who's taking you who's kissing you are you getting up at 4am running to the gym are you hanging out with the kids.

228

00:31:06.360 --> 00:31:19.650

Stephanie Bogan: I want you to get clear on what happiness, not your annual revenue don't worry about how I want you to get clear on the environment in the experience that you want to have so when take two minutes includes your eyes.

229

00:31:21.240 --> 00:31:23.070

Stephanie Bogan: eyes close no cheaters.

230

00:31:24.540 --> 00:31:35.790

Stephanie Bogan: To belly breath if you need the reminder right hand on your chest hand on your belly that really make sure that your chest stays flat that's how you know you're doing the deep belly breathing not the shallow chest breathing.

231

00:31:36.900 --> 00:31:39.630

Stephanie Bogan: three to four to five of those deep breaths.

232

00:31:40.980 --> 00:31:46.590

Stephanie Bogan: And then I just want you to give yourself permission to imagine your best life experience.



233

00:32:11.970 --> 00:32:15.840

Stephanie Bogan: When you have something you feel really awesome and excited about you can open your eyes.

234

00:32:25.200 --> 00:32:31.440

Stephanie Bogan: If you want me to give you one super secret success hack do that every morning and every night your brain will thank you for it.

235

00:32:34.890 --> 00:32:39.600

Stephanie Bogan: Right, if you have an idea in your head go ahead and open your eyes write it down.

236

00:32:40.530 --> 00:32:53.940

Stephanie Bogan: Take 30 seconds write down what you envision I wake up, I am overwhelmed with love and affection for my spouse my house is calm and cool I got to work out for an hour I eat amazing food I don't know like whatever write it down.

237

00:33:03.120 --> 00:33:04.050

Stephanie Bogan: Chris are you writing.

238

00:33:06.510 --> 00:33:09.300

Stephanie Bogan: Okay, I can't see your hands just checking.

239

00:33:16.410 --> 00:33:25.320

Stephanie Bogan: This is high performance happiness your version my version is my version my version isn't Christmas version it's not cows version it's not cherries version.

240

00:33:26.070 --> 00:33:37.620

Stephanie Bogan: Your number one job, I believe, as a human on this planet is to get abundantly clear on the life experience you want to create the secondly we're conscious that you get to create that life experience and you're all here now, the accounts.

241

00:33:38.640 --> 00:33:51.060

Stephanie Bogan: And then it's about everything we do after that are our intentions, our energy and our attention that's what our intention is, by the way, it's when you align your energy and your attention.

242

00:33:51.960 --> 00:34:01.350

Stephanie Bogan: If our intentions are aligned, we will make clear inconsistent choices that move us in the direction of that dream and if they're not we won't period, end of story i'm not going to sugarcoat it.

243

00:34:02.250 --> 00:34:15.210

Stephanie Bogan: Our job is to be aware of what's helping us what's hindering us and what sitting in that space, so



we can unstuck it and build right new and better strategies that's what it all boils down to here's why this matters.

244

00:34:16.350 --> 00:34:36.810

Stephanie Bogan: joy is the thing that we are all after we want to be above the line creativity inspiration joy laughter kindness gratitude abundance big ideas value to clients that's what we're all that's the jam, and when we don't get it when we're not experiencing it what happens.

245

00:34:40.680 --> 00:34:49.260

Stephanie Bogan: We shrivel and we die inside little bit by little bit by little bit and when we're not honest with ourselves where we don't know how to account for what we're experiencing.

246

00:34:49.830 --> 00:34:54.090

Stephanie Bogan: We just keep at it and we developed strategies those strategies might be.

247

00:34:54.300 --> 00:35:06.150

Stephanie Bogan: Just hiring people because that's the only answer that strategy might be right just running and being busy business is a very popular strategy, by the way, because if you're busy you don't have to stop and deal with stuff called feelings.

248

00:35:06.630 --> 00:35:15.990

Stephanie Bogan: It might be very common strategies TV drinking drug like we do fighting with our spotlight we line we line up strategies to numb.

249

00:35:16.320 --> 00:35:27.660

Stephanie Bogan: The pain of our lack of satisfaction to deal with the overwhelm to deal with the stress, because we haven't developed personal coping strategies that put us in a position of personal power.

250

00:35:28.530 --> 00:35:36.330

Stephanie Bogan: When I don't feel good lots of days, everyone thinks my life is perfect and pleasing in every way I was joking with the group, this morning, like.

251

00:35:36.600 --> 00:35:44.130

Stephanie Bogan: When coven happen, I was living on it like I was on vacation and covert happened I didn't go home for a year i've lived in 10 places with my kids.

252

00:35:44.550 --> 00:35:52.800

Stephanie Bogan: Out of a suitcase none of their stuff for a year was that easy, no, no, no, no, that was not easy.

253

00:35:53.640 --> 00:36:04.740

Stephanie Bogan: Did I have to use every single strategy that I teach you guys to keep myself above the line absolutely was I there every day know there were days, where I was like what was I thinking i'm retired I don't like I don't I sold my company I don't have to do this.



254

00:36:05.130 --> 00:36:12.990

Stephanie Bogan: What am I doing, and those are the stories like Oh, what do I need to account for what are my strategies, where, am I, where do I, like.

255

00:36:13.440 --> 00:36:27.000

Stephanie Bogan: All of that really does work to get you back in that lane of operating from success date we shot ourselves to death, we eat ourselves to death, we drink ourselves to death, we stress ourselves to that stresses number one disease in America in the world.

256

00:36:28.110 --> 00:36:36.960

Stephanie Bogan: Stress causes the breakdown of our immune system inflammation and those two things, by the way, are responsible for 95% of chronic diseases there avoidable.

257

00:36:37.620 --> 00:36:44.220

Stephanie Bogan: We literally eat and stress ourselves into these situations and they're just strategies, because we're not happy.

258

00:36:44.760 --> 00:36:53.400

Stephanie Bogan: And when we're happy we don't do those things, so this is the honest part where we get really clear what am I protecting what am I proven what am I hiding and what am I defending.

259

00:36:53.940 --> 00:37:05.370

Stephanie Bogan: What conditional living is standing between me and that thing that I envision because you know what I know is if your brain can imagine that your brain can create it period, end of story Elon musk is sending people to Mars.

260

00:37:07.350 --> 00:37:11.250

Stephanie Bogan: Like anything between here and that we can agree is pretty possible right.

261

00:37:12.360 --> 00:37:21.210

Stephanie Bogan: So job one is awareness and then what's possible and what sitting in that gap so let's talk a little bit about that, what are the forces at work.

262

00:37:21.900 --> 00:37:33.720

Stephanie Bogan: three basic powerful forces one your unconscious mind, we talked about this in the mindset session we're going to keep talking about it, but the key tenants here are your brain is a hardwired survival system.

263

00:37:34.770 --> 00:37:35.460

Stephanie Bogan: hardware.

264

00:37:36.510 --> 00:37:45.630

Stephanie Bogan: You are so ready to jump into fight or flight and that stress state because you're hardwired to scan



the environment for threats that's why you check email 17 times a day.

265

00:37:45.900 --> 00:37:51.810

Stephanie Bogan: Not because you're thinking, the biggest prospect you've ever gotten is in there, and you just can't wait to check it it's because you're like.

266

00:37:52.080 --> 00:37:57.330

Stephanie Bogan: Oh, do I have to do, I have to feel productive I need my dopamine hit oh here's something I can control.

267

00:37:57.930 --> 00:38:10.980

Stephanie Bogan: right because we haven't given ourselves as other levers so we're survival system as soon as things don't go away, we hit that survival state or negativity hardwiring kicks in does anybody remember how many thoughts a day we have and how many of them are negative.

268

00:38:13.920 --> 00:38:15.480

Kim Waldman: Like 2000 something.

269

00:38:15.810 --> 00:38:26.400

Stephanie Bogan: out 60,000 thoughts, a day on average, they say it's 12 to 60,000 thoughts my husband's whereas i'm pegging the 60 plus but nonetheless 12 to 60,000 thoughts a day.

270

00:38:27.360 --> 00:38:39.690

Stephanie Bogan: 80% of those lots and they actually believe it's much higher but we're trying to be conservative and realistic here 80 to 90% of those thoughts are negative you're basically on a replay loop if you can't you shouldn't you don't know how what were you thinking it's going to be hard.

271

00:38:42.000 --> 00:38:48.270

Stephanie Bogan: And when we catch that we're like well actually i'm going to have to do X i'm gonna have to hire someone and there is work involved.

272

00:38:48.660 --> 00:39:00.330

Stephanie Bogan: But we talk ourselves out of stuff because that hardwiring is saying changes hard changes and certain changes risky the brain is lazy inefficient right it takes one in five calories just to function.

273

00:39:00.750 --> 00:39:06.750

Stephanie Bogan: At status, so your brain requires one of five of your calories just to lay on the bed and stay work.

274

00:39:07.890 --> 00:39:13.650

Stephanie Bogan: And then you get up and you do cool stuff and you can only imagine how much right, so your brain is constantly looking for the shortcuts.

275



00:39:14.250 --> 00:39:17.280

Stephanie Bogan: The shortcuts just don't serve us most of the time, so you want to.

276

00:39:17.790 --> 00:39:26.790

Stephanie Bogan: Exercise new shortcuts So those are your belief systems right, I can I will I got this is very different than oh shit i'm overwhelmed you don't know how.

277

00:39:27.150 --> 00:39:38.790

Stephanie Bogan: and your brain shuts down and what I tell people all the time is we make all these excuses I don't have this I don't have this I don't have that when you decide to do something, you always figure it out, you don't need someone babysitting you through it you've all done it 50 times.

278

00:39:40.020 --> 00:39:52.950

Stephanie Bogan: Right it's cutting through the background noise to get clear on what is it you're trying to create so our unconscious mind is working against us most of the time, like that's real why we got to start to do that work really clear and what's happening in this headspace.

279

00:39:53.340 --> 00:40:00.930

Stephanie Bogan: to your self conscious mind, we have talked less about this, and we want to introduce the concept, because it's really important you're all experiencing it.

280

00:40:02.040 --> 00:40:06.150

Stephanie Bogan: yellow anybody remember what yellow is Chris with yellow.

281

00:40:07.170 --> 00:40:08.130

Chris Girbes: You only live once.

282

00:40:08.400 --> 00:40:09.960

Stephanie Bogan: Right and Neil what's funnel.

283

00:40:11.250 --> 00:40:12.060

Neal Albritton: you're missing out.

284

00:40:12.150 --> 00:40:19.890

Stephanie Bogan: that's right and did you know that in caveman times the number one threat to our survival was something that was going to keep us.

285

00:40:20.430 --> 00:40:32.580

Stephanie Bogan: A tiger or a lion a saber tooth voluminous something was going to eat us that was the number one thing that we were scanning for what is the modern equivalent of that what is the number one threat in modern society.



286

00:40:34.020 --> 00:40:42.540

Stephanie Bogan: photo and most people haven't you're aware of it, but it's not as popular as yellow and photo and photo is fear of other people's opinions.

287

00:40:43.650 --> 00:40:53.760

Stephanie Bogan: Our fear of what other people think about us is the number one threat in our life, it is the number one drinker of our success is the number one stealer of our happiness.

288

00:40:54.210 --> 00:41:03.360

Stephanie Bogan: Because we worry about what the client will think what the staff will think what the spouse will think with the stories in our head will think and we don't just do the stuff, we need to do to make our lives better period.

289

00:41:04.350 --> 00:41:15.240

Stephanie Bogan: When we understand this all little boys, by the way, like going back to childhood all little boys want to be validated and recognize good job you killed the tiger go Isaac.

290

00:41:16.230 --> 00:41:21.240

Stephanie Bogan: little girls want to feel special and important we could charge you to step up.

291

00:41:22.170 --> 00:41:31.230

Stephanie Bogan: When we grow up guess what big boys and big girls want the same thing men want validation and recognition you killed the lion Neil great job good provider go you.

292

00:41:31.620 --> 00:41:37.380

Stephanie Bogan: And women want to feel special and important, we can have a whole conversation on marriage and relationships.

293

00:41:37.770 --> 00:41:51.810

Stephanie Bogan: That alone over and i'm gonna do it, you should all not asked me, you should all ask Neil about marriage and relationships, because he's super happily married and his wife rated their relationship 11 on a scale of 10 and I was like go you guys it's awesome i'm.

294

00:41:52.740 --> 00:42:02.520

Stephanie Bogan: meals dad also super cool so I feel like there's a lot of healthy dynamics going going on, it like right you find the right spouse you treat them the right way, and you have a better relationship imagine that.

295

00:42:03.810 --> 00:42:11.700

Stephanie Bogan: photo is literally our biggest stumbling block if you woke up each day and, by the way, not nice people do this really well really well.

296

00:42:12.510 --> 00:42:20.820

Stephanie Bogan: Look at all the not nice people in history, or in modern times, or in the world, right now, presidents



leaders of the world.

297

00:42:21.240 --> 00:42:32.490

Stephanie Bogan: What do the bad guys always do whatever the hell, they want without thinking about what anyone cares they are not sitting around worried about what we think they're worried about what they want and what they think they need to do now your job is to use your powers for good.

298

00:42:33.090 --> 00:42:46.740

Stephanie Bogan: Instead of evil, but imagine if you had that same level of I don't give a shit commitment to whatever you decided to do because you were abundantly clear that is what you needed to fill the gap in your business and life period.

299

00:42:47.970 --> 00:42:55.140

Stephanie Bogan: If we can check photo we will be infinitely more successful and far more important, we will be infinitely more satisfied.

300

00:42:56.130 --> 00:43:04.110

Stephanie Bogan: Like it is the modern day version of the saber tooth tiger my clients think what my friends think what will my spouse's think and then third.

301

00:43:04.710 --> 00:43:15.000

Stephanie Bogan: So we spent all this time and energy gaining acceptance and that takes a toll on our physical body or nervous system is designed for prehistoric times social pain is the same to your brain is physical pain.

302

00:43:15.960 --> 00:43:32.310

Stephanie Bogan: You will spend as much time and energy, avoiding rejection failure in perfection because of the stories that it creates for you, as you will avoiding physical pain and punishment like getting by a tiger wedding a bad guy on the street literally same feeling in your brain.

303

00:43:34.200 --> 00:43:46.230

Stephanie Bogan: So we create these windows of tolerance for ourselves, like where's that lane of joy and empowerment where we're not suffocating or having to look through the background noise of all those stories in her head.

304

00:43:46.800 --> 00:43:55.530

Stephanie Bogan: So it's what I call it, you know there's the Trinity I call this the trilogy break, which is Rule one, you may or may not like this, but you are a me too.

305

00:43:56.490 --> 00:44:08.490

Stephanie Bogan: me too me too I got a skeleton I got some meat on that skeleton get your muscles your ligaments your eyeballs are doing thing, like you, are a meat suit and in that means soon as control Center called your brain.

306

00:44:09.990 --> 00:44:22.770



Stephanie Bogan: And that runs the meat suit and then there's this intangible thing that science is really trying to figure out called consciousness and the best they've come up with is its energy and awareness.

307

00:44:23.880 --> 00:44:33.420

Stephanie Bogan: And consciousness is the part of you that says this doesn't feel good I don't like it Oh, why is this happening Oh, this is happening because of that, like it's your ability to observe.

308

00:44:33.900 --> 00:44:42.570

Stephanie Bogan: and be outside of your experience and to have a recognition and and knowing that you can observe the experience, while being outside of it.

309

00:44:43.590 --> 00:44:50.130

Stephanie Bogan: And it's the most powerful tool that you have is a human is your conscious awareness and we're constantly talking about that here.

310

00:44:50.550 --> 00:44:55.530

Stephanie Bogan: But if you get really clear on the fact that you're in mean soon just meet with the control Center.

311

00:44:56.310 --> 00:45:07.230

Stephanie Bogan: And then consciousness is what creates happiness, what is the environment, the experience that I want to have on my time here and am I doing the things that fill me.

312

00:45:08.010 --> 00:45:16.620

Stephanie Bogan: Allow me to re grow me support me and give me joy and if we're doing those things I was joking, I was on tribe last week, when I was flying to Costa Rica nouns in the lounge with Emma.

313

00:45:17.100 --> 00:45:30.870

Stephanie Bogan: And we were there for a few hours, and I was on tribe answering questions and was like what are you doing and i'm like i'm a Disneyland and she's like What do you mean, and I was like Emma if you do work that you genuinely love.

314

00:45:31.950 --> 00:45:43.470

Stephanie Bogan: it's like getting up and going to Disneyland every day and I was like I really like working at Disneyland and she's like you know work at Disneyland mom i'm like I work in my grandma Disneyland.

315

00:45:44.790 --> 00:45:49.410

Stephanie Bogan: And that's the job that we want to create is I want you to think about going back to that vision.

316

00:45:50.730 --> 00:45:59.610

Stephanie Bogan: Right your consciousness knows what it is you want to create and you're just trying to get your meat suit in your brain to catch up essentially right we're trying to break down the bad habits.

317



00:46:00.060 --> 00:46:12.180

Stephanie Bogan: That each of you have that I have to make sure that our consciousness is driving the show we have clarity about who we are, what we want to be, who we want to be how we want to show up what experience we want to create.

318

00:46:12.570 --> 00:46:22.860

Stephanie Bogan: And that we align our actions with those intentions and that's the work of not getting spun up in the background noise so here's some of the traits of top performers one purpose.

319

00:46:23.910 --> 00:46:32.640

Stephanie Bogan: If you don't have purpose, you know it, because you're like stuck in spinning or you're like I have i'm going to grow i'm going to pick this number of revenue worry when.

320

00:46:33.600 --> 00:46:35.010

Stephanie Bogan: But I really know why.

321

00:46:35.250 --> 00:46:47.190

Stephanie Bogan: And that's not uncommon, by the way, like we get in the business and we get in the habit train and we just go and go and go and our lifestyle requires a certain amount, so we got to grow more and we got to grow more we got to grow more and i'm not judging it, by the way.

322

00:46:47.700 --> 00:46:50.730

Stephanie Bogan: i'm just saying that if we don't do that with purpose.

323

00:46:51.420 --> 00:47:03.690

Stephanie Bogan: Then it starts to feel like a demanding spin and that's where clarity comes in, which is what's the life, you want to create what business, do you want to run, what are your needs right there's no reasonable in life, you make \$100,000 to make a billion dollars.

324

00:47:04.320 --> 00:47:13.800

Stephanie Bogan: it's what you're willing to do to get it, that really determines the level of happiness and joy that you experience right so clarity that three year vision, the one page plan, if you don't have those.

325

00:47:14.190 --> 00:47:23.700

Stephanie Bogan: And I know some of you do, and some of you are working on them do not pass go do not collect \$200 don't do anything else into your vision and clarity, because everything else will be easier.

326

00:47:24.090 --> 00:47:26.970

Stephanie Bogan: and less effortful if you know if we know that we're doubling.

327

00:47:27.240 --> 00:47:36.300

Stephanie Bogan: And we're going to do it with these clients, because those are the ones that meet the goals that we know how to target the growth strategy we know how to build the team, we know how to build the systems that are



super specialist those clients.

328

00:47:36.900 --> 00:47:40.290

Stephanie Bogan: If we're like we're going to do it all, because that feels good.

329

00:47:40.740 --> 00:47:48.360

Stephanie Bogan: Then it's a lot easier to cut through a lot harder to cut through the background noise and figure out what we ultimately need to account for you're going to hear me say that a lot what.

330

00:47:48.660 --> 00:47:57.450

Stephanie Bogan: Do I need to account for is the power question always mindset methods mapping or momentum it's always going to be in one of those four lanes.

331

00:47:58.200 --> 00:48:08.880

Stephanie Bogan: When you're clear then it goes to commitment how bad do you want it, what are you willing to do top performers pick things not everything, by the way, separate conversation will have in a minute.

332

00:48:09.540 --> 00:48:19.530

Stephanie Bogan: And then they're all in on those things they are committed without question hesitancy or fail because they know they're applying their resources with very specific objectives.

333

00:48:20.100 --> 00:48:25.620

Stephanie Bogan: which then empowers them to take very deliberate action if I know that my objective is to.

334

00:48:26.010 --> 00:48:35.970

Stephanie Bogan: double the size of my average revenue per client and i'm committed to that because it's what's aligned with my goals, does it make it easier to get clear on what deliberate action I need to take.

335

00:48:36.720 --> 00:48:40.830

Stephanie Bogan: Absolutely doesn't make it comfortable, but it makes it clear and that's what we're looking for.

336

00:48:42.000 --> 00:48:49.200

Stephanie Bogan: you're going to want to hone your craft we're going to go deeper into the three that are orange you're going to hone your craft you're pretty good at your craft or you wouldn't be here.

337

00:48:50.580 --> 00:48:59.700

Stephanie Bogan: Now honing your craft means different things, it means one honing it for you as an advisor you're all pretty good at that we're going to give you strategies to get even better.

338

00:49:00.420 --> 00:49:13.230

Stephanie Bogan: It also means honing it as a leader, because you're all in the space of leveraging other humans to



create the outcomes that you want so honing your craft, is no longer just being an advisor.

339

00:49:13.590 --> 00:49:18.960

Stephanie Bogan: Your craft is being a visionary leader, a mark like you write each of you have set those priorities.

340

00:49:19.800 --> 00:49:30.120

Stephanie Bogan: So getting to that next level means that you're going to stretch and grow in new and uncomfortable ways and that's just part of the process, so we want to be thinking about where can I hone my craft, is it.

341

00:49:30.570 --> 00:49:39.180

Stephanie Bogan: On the advice side or hey i'm great at that, but I need to teach people how to be great at it too so i've got a home my training and my development and my leadership skills.

342

00:49:39.570 --> 00:49:41.160

Stephanie Bogan: or hey all that's awesome.

343

00:49:41.400 --> 00:49:51.690

Stephanie Bogan: But we've just been so lucky to grow, because we do great work now i've got a home right my marketers skills that doesn't mean, I have to be the best marketer it means I need to find the people and resources that are or I need to develop those skills.

344

00:49:52.500 --> 00:49:57.990

Stephanie Bogan: So honing your craft is really important, and as you grow and develop it's going to change.

345

00:49:58.710 --> 00:50:11.910

Stephanie Bogan: Because your role is changing right if many of you have the goal of working with fewer clients right your top 20% or top 15 which means you're going to have to develop new and different skill sets to make that possible that's part of honing your craft.

346

00:50:13.620 --> 00:50:25.770

Stephanie Bogan: Right so productivity fee noms top performers rock and managing their time intention and energy so we're going to talk about that growth mindset like, how do you get your headspace in the right space.

347

00:50:26.130 --> 00:50:34.050

Stephanie Bogan: To develop that top performance approach and then, how do you protect the asset does anybody know what the asset is, you are the assets.

348

00:50:35.370 --> 00:50:39.300

Stephanie Bogan: Right so i'm going to pause here let's go back a second two seconds.

349

00:50:40.740 --> 00:50:48.810



Stephanie Bogan: what's surfacing for you as we just think about and talk through this as before we dive into the how to peace what's coming up for you.

350

00:50:50.040 --> 00:50:58.620

Stephanie Bogan: You all have thoughts running through your head, right now, I know that you do so i'm just going to do a quick round table and ask you like what is most in your head space, right now, David.

351

00:50:59.850 --> 00:51:07.530

David Burgio: yeah for me it's like what you said it's like a transition which which i'm trying to get my arms around it like when i'm setting.

352

00:51:07.530 --> 00:51:08.520

David Burgio: goals for.

353

00:51:09.750 --> 00:51:18.570

David Burgio: For myself, sometimes there are different than really maybe what the goals are the firmer you know because i've got two young guys that are you know up and coming and.

354

00:51:19.230 --> 00:51:35.760

David Burgio: I have a hard time setting the goals, because I know what they are for myself personally, but i'm trying to trend to you know figure out how to lead it for the group and i'm just I kind of struggling with that since it's it's you know it's it's a new part of my practice.

355

00:51:35.880 --> 00:51:47.520

Stephanie Bogan: Or what you need to account for is now you're moving out of the advisor role so in some way, shape or form, I know I said to all of you we're moving from this enduring firm to kind of what i'll call a professionally managed for right.

356

00:51:48.210 --> 00:51:57.810

Stephanie Bogan: You cannot all be dependent on you, you have to create what i'll call operating leverage from a marketing from an advice from an operations service like it's creating leverage for yourself.

357

00:51:58.530 --> 00:52:10.350

Stephanie Bogan: Your personal goals are your personal goals what's the firm that you want to create that allows you to fulfill those goals right so at some level you want an engineering firm a self managed, can you give it whatever name, you want.

358

00:52:11.100 --> 00:52:23.640

Stephanie Bogan: And then, all of you at some level have to says to david's point you've got to standardize and systematized all your core lanes of the business right operation service growth management finance, etc.

359

00:52:24.600 --> 00:52:34.230

Stephanie Bogan: And that's the clarity of leadership is like leading is about setting a future that does not exist yet



and guiding people to it.

360

00:52:35.820 --> 00:52:41.040

Stephanie Bogan: Doing is entirely different things like Oh, we got to fix some stuff have a meeting fix this stuff move on.

361

00:52:41.910 --> 00:52:52.680

Stephanie Bogan: So, David that's the shift that you're all going through is you've been thinking about yourself like and I don't mean that in a bad way right as founders, that is, the bonus pay it's all about me.

362

00:52:53.340 --> 00:53:07.410

Stephanie Bogan: And, and what you all now have to reconcile the uncomfortable work is what's about you may not be what's best for the business right like coming in and not following through and David I'm not picking.

363

00:53:07.740 --> 00:53:17.220

Stephanie Bogan: Random stuff right like I'm doing it I'm not doing like that's not best for the business when you're trying to build something that can operate independent of you, you have to create standards and the strategy.

364

00:53:17.910 --> 00:53:25.110

Stephanie Bogan: And then you teach that and you integrate it into the organization, so that it becomes part of the operating in cultural norm.

365

00:53:25.740 --> 00:53:36.120

Stephanie Bogan: And that's the hard part is hey I've always just done it and I've got these other people and they're just supposed to figure out how to do it, too, and why are they figuring it out Oh, I have to lead, I have to lay the tracks.

366

00:53:36.780 --> 00:53:43.110

Stephanie Bogan: So part of that David is the vision right, so all of you are going through the what do I want my role to be.

367

00:53:43.710 --> 00:53:53.940

Stephanie Bogan: And that pretty much tells you what's left that's your part of it, David like the personal part is what do I want my experience as the founder to be first generation founder or a second generation buying it I get to do that.

368

00:53:54.750 --> 00:53:57.960

Stephanie Bogan: doesn't have to make sense to anybody it just has to make sense to you.

369

00:53:58.410 --> 00:54:09.870

Stephanie Bogan: And then ultimately right work for the business and then it's, how does the team, the people, the process and the platform, how do they make that possible in a way that allows this business to run and grow.



370

00:54:10.350 --> 00:54:20.040

Stephanie Bogan: Independently of me and you're all in that spectrum, whether you're at 10% independent or 90% independent like the goal is to move across that spectrum.

371

00:54:23.160 --> 00:54:23.940

David Burgio: Right great thing.

372

00:54:25.080 --> 00:54:26.040

Stephanie Bogan: To help a little bit.

373

00:54:26.220 --> 00:54:26.880

David Burgio: Oh yeah.

374

00:54:28.380 --> 00:54:32.070

Stephanie Bogan: So Kim and cherry what surfaces for you as you think about this.

375

00:54:36.060 --> 00:54:44.520

Kim Waldman: I can go, so I think we're doing you know we're doing a lot of this so in terms of leverage, you know we're excited about.

376

00:54:45.630 --> 00:54:52.440

Kim Waldman: A new hire to kind of centralized our planning, but you know the the leading part.

377

00:54:53.820 --> 00:55:01.320

Kim Waldman: takes away from the growing part, so I worry about you know cuz used to always having all the balls in the air, all the time, every day.

378

00:55:04.410 --> 00:55:10.020

Kim Waldman: You know just taking time away from from grill strategy to do all this work.

379

00:55:10.470 --> 00:55:12.930

Stephanie Bogan: So can we shift that frame a little bit.

380

00:55:12.960 --> 00:55:13.470

Stephanie Bogan: Because I want you.

381

00:55:13.530 --> 00:55:15.930

Stephanie Bogan: guys to just notice what did sherry say.

382



00:55:17.550 --> 00:55:21.240

Stephanie Bogan: Leading takes away from growing does it really.

383

00:55:22.590 --> 00:55:24.690

Kim Waldman: Well it's my struggle, I feel like it.

384

00:55:24.720 --> 00:55:31.440

Stephanie Bogan: Right and so that's like this is the stuff that I really i'm not challenging you in a bad way like this is the stuff I want you guys to start to catch.

385

00:55:32.010 --> 00:55:38.460

Stephanie Bogan: If the story in your head is that leading is going to take away from growing, are you going to lead at another level.

386

00:55:38.730 --> 00:55:46.290

Stephanie Bogan: No like, no matter what, no matter how committed sherry is no matter what Kim tells her until that story surfaces and we're like really.

387

00:55:47.130 --> 00:55:58.050

Stephanie Bogan: Because we could also reframe that to leading is what actually fuels growth, when the team is clear when they have a set of consistent standards, and you have the confidence to know that they're going to reliably execute on the standards.

388

00:55:58.410 --> 00:56:08.370

Stephanie Bogan: holy cow your energy is massively freed up to go grow the firm but, until we get there, what can what sherry's really talking about is that the messy middle.

389

00:56:08.820 --> 00:56:18.450

Stephanie Bogan: And the messy middle is, I have the vision but i'm not there yet and i'm stuck in the messy middle and I don't like the messy middle so we're just kind of forget we're just gonna we're not gonna.

390

00:56:20.070 --> 00:56:21.960

Stephanie Bogan: we're gonna do the growth is hard or.

391

00:56:22.320 --> 00:56:31.350

Stephanie Bogan: They can we get there, like we do lecture you're super successful like we get there, but, but you all know the cost of that like you know the tax that you have felt.

392

00:56:31.950 --> 00:56:46.710

Stephanie Bogan: in getting there and certain times in ways and so that's the power of reframing what's going on is okay like obviously we could miss sherry, we can spend 30 minutes on that just all by itself, but I want to just catch the idea that those little things that we assume or truce.



393

00:56:47.790 --> 00:56:51.930

Stephanie Bogan: Are what stop us like okay does leadership really stall growth.

394

00:56:53.340 --> 00:56:57.090

Stephanie Bogan: Or if we get the Harvard Business study, what would the overwhelming likelihood be.

395

00:56:58.740 --> 00:57:08.130

Stephanie Bogan: Leadership drives growth right, because with clarity and consistency and was failing when people know what they're doing and why they're doing and they're good track to run on, and they have good managers and all those things are in place.

396

00:57:08.670 --> 00:57:15.540

Stephanie Bogan: they're going to perform better, but our brain says we're in the growth business this business is successful when I go grow.

397

00:57:16.770 --> 00:57:24.150

Stephanie Bogan: And it will be you guys, it will be, and that may not be the best kind of growth because it stays dependent on you sherry.

398

00:57:24.480 --> 00:57:32.790

Kim Waldman: that's the way, no, I agree with everything you said I am definitely in the messy middle you know Kim use that term this morning, this is the messy part.

399

00:57:32.970 --> 00:57:33.330

Kim Waldman: It just.

400

00:57:33.780 --> 00:57:35.070

Kim Waldman: doesn't mean I like it.

401

00:57:35.190 --> 00:57:38.220

Stephanie Bogan: No, no, no i'm in the messy middle all the time, asked my team i'm like.

402

00:57:38.910 --> 00:57:46.170

Stephanie Bogan: hey this feeling we're in the middle, in the middle that's what we're doing like just knowing that really does help because leadership.

403

00:57:46.650 --> 00:57:59.430

Stephanie Bogan: is about setting a tone, a strategy and laying tracks that allow other people when I go from Ray when they built the railroads and they had to go from the east coast to the west coast, how much time and energy did that take.



404

00:58:00.870 --> 00:58:12.990

Stephanie Bogan: A lot thousands of man hours and energy and money and courageous hammers human swinging hammers how much energy was required for all the people that followed, because of those tracks.

405

00:58:15.840 --> 00:58:20.190

Stephanie Bogan: that's leadership leadership is i'm going to do the work of laying tracks.

406

00:58:20.640 --> 00:58:30.480

Stephanie Bogan: so that people can follow behind me with greater ease greater effort and really, really a good sense of expectation, which is what you're all really working you're all incredibly good at what you do.

407

00:58:30.930 --> 00:58:37.530

Stephanie Bogan: You need to teach other people how to be incredibly good at what they do consistently absent you that's leadership.

408

00:58:37.860 --> 00:58:44.190

Stephanie Bogan: And so cherie's right it's a very normal challenging uncomfortable feeling because you're.

409

00:58:44.520 --> 00:58:54.870

Stephanie Bogan: Giving up everything that's ever worked for you, by the way, when you join this program I forgot to tell you, like everything you've ever done that work you're going to stop a lot of that you're going to develop new strategies 50% of them at least.

410

00:58:55.710 --> 00:58:59.340

Stephanie Bogan: that's the uncomfortable part that's what we're talking about here.

411

00:58:59.760 --> 00:59:09.870

Stephanie Bogan: I can give you all of the answers, and if you guys don't get this stuff you will not implement them, or you won't do it effectively or you won't do it efficiently, are you sure i'm doing enjoyably right how many of you.

412

00:59:10.170 --> 00:59:14.520

Stephanie Bogan: When I asked your teams what things were like how many of them were like constant change too much to manage.

413

00:59:17.250 --> 00:59:26.430

Stephanie Bogan: A few of them let's just go with that right, because that the way that we invoke change is not always healthy for our organizations leadership.

414

00:59:27.270 --> 00:59:31.500

Stephanie Bogan: So yes, you are in the messy middle you will be in the messy middle for the rest of the year.



415

00:59:32.190 --> 00:59:36.090

Stephanie Bogan: Knowing you're in the messy middle helps because the messy middle is where all the work is done.

416

00:59:36.300 --> 00:59:44.940

Stephanie Bogan: And, most people give up before they get through the messy middle, which is why they don't get the benefits it's why you've gotten the benefits that you have when you work through the messy middle and when you give up.

417

00:59:45.360 --> 01:00:00.000

Stephanie Bogan: right we get partial benefit, so all of that really boils into the next three conversations, which I think are super impactful in terms of how we show up in our best way, which is one, how do you become a productivity powerhouse.

418

01:00:00.600 --> 01:00:18.090

Stephanie Bogan: For all of you, this means getting really clear on your shifting roles taking agency over your time when, am I leading sherry when Am I advising when Am I growing Those are the three big things you now do you be hired set vision hire train development or etc.

419

01:00:19.350 --> 01:00:29.610

Stephanie Bogan: Right you service clients like that's the advice piece you're all I think, except for Isaac everybody is still doing that to some extent, and then the third piece is like, how are you going to implement on it.

420

01:00:31.500 --> 01:00:39.150

Stephanie Bogan: So leadership advice and growth are your big swim lanes ideally operations is not your swim lane.

421

01:00:39.870 --> 01:00:46.920

Stephanie Bogan: Right, so if you've got to Kim great if you don't many of you, I made that recommendation or you've got people in that role, or will move to that.

422

01:00:47.280 --> 01:00:56.940

Stephanie Bogan: But what you all need is operating leverage and top performers all leverage the hell out of themselves like period they are clear with your time is worth.

423

01:00:57.330 --> 01:01:06.810

Stephanie Bogan: They build an ensemble around them look at the President look at athletes, they have teams nutritionist specialist rate everything, because they are.

424

01:01:07.140 --> 01:01:12.930

Stephanie Bogan: Really amping their performance to that next next level because that's where excellence lives.

425

01:01:13.560 --> 01:01:23.670

Stephanie Bogan: So we're going to take agency, over time, which you should already be working on that that vision



and time or the to like do not pass go do not collect \$200 because you're gonna spend a lot of energy you're not going to know why.

426

01:01:24.390 --> 01:01:36.930

Stephanie Bogan: Any half the results, and if you don't use your time well, well, we all know what the cost of that is right, so if you have not dug into those lessons if you haven't really started to make changes, let me know, because that is work number one.

427

01:01:37.500 --> 01:01:46.200

Stephanie Bogan: The whole three year vision business plan is all about number to focus on the few like what are the three key objectives that you have for the year Neil.

428

01:01:46.560 --> 01:01:55.980

Stephanie Bogan: I was looking through your stuff last week right, I can always tell like I can very clearly tell who's applying the limit list of meals like i'm three year vision sheet it's all filled out is one page plan.

429

01:01:56.370 --> 01:02:11.700

Stephanie Bogan: All filled out boom boom boom boom boom boom and I was like that's clarity, like we know what we're focused on if you don't start the year and you and your team are not abundantly clear on what the priorities are one to run the shop that's got to happen.

430

01:02:12.720 --> 01:02:21.570

Stephanie Bogan: Right we're going to do this, we got our service model we got our weekly meetings like what are those run the shop priorities and then, what are the growth and development priorities, what are the few things we're going to do each year.

431

01:02:22.320 --> 01:02:34.800

Stephanie Bogan: each quarter to elevate or work wealth and wellbeing not 90 things the few things right so we've talked about the books we've talked about the brain patterns it's we just love to do too much we don't set.

432

01:02:35.160 --> 01:02:46.050

Stephanie Bogan: boundaries, because the stories in our head tell us that we can't, we have to take that client, we have to do this, we have to do that, and it really just shrinks and steals our success.

433

01:02:46.440 --> 01:02:57.420

Stephanie Bogan: So it's for all of you it's really getting clear on what's going to most move the needle this year, relative to the goal of building that engineering firm, what are the two or three really big levers that you can pull.

434

01:02:58.290 --> 01:03:12.540

Stephanie Bogan: And then personally want to do your genius work, what are the things that you do, that are energy creating revenue producing and how do we create leverage everywhere else I call it operating leverage right Kim is there to create operating leverage for sharing.

435



01:03:13.770 --> 01:03:22.140

Stephanie Bogan: Right for those of you that have a CMO right like Tiffany is the growth officer is there to create operating leverage, so that the firm has a focus growth channel.

436

01:03:22.950 --> 01:03:30.360

Stephanie Bogan: Right so Jared doesn't as the founder have to worry about that right now there's lots of work and right processes and all that but that's operating leverage.

437

01:03:31.650 --> 01:03:33.270

Stephanie Bogan: Their deep delegate others.

438

01:03:33.780 --> 01:03:47.400

Stephanie Bogan: who have two or three things that you do, that are genius level work and your job is to get clear on them and get the rid of everything else, whether it's people process platform eliminating it not doing any more hiring someone else we're seeing it.

439

01:03:48.090 --> 01:03:57.480

Stephanie Bogan: Top performers use their time, energy and intention in ways that are fanatically aligned with the goals that they want to create and then the fifth is what I call discipline diet.

440

01:03:58.470 --> 01:04:09.990

Stephanie Bogan: it's those routines and rituals of discipline that put us in the lane of top performance, if you look at all top performers in any field, what do they all share, which are they all have.

441

01:04:12.600 --> 01:04:23.580

Stephanie Bogan: routines and rituals, they have a way that they perform they have a way that they practice, they have a way that they do game day they have a way that they manage their time they're not winging it no top performer.

442

01:04:23.940 --> 01:04:35.130

Stephanie Bogan: Is winging it so as successful as you have all then it's because you have those governing right talents and systems and skills and you've put enough structure around them to create scale and leverage.

443

01:04:35.430 --> 01:04:46.110

Stephanie Bogan: And now we're taking that to the next level and that's a huge shift personally when you've been the person doing and creating everything and responsible for all the outcomes.

444

01:04:46.530 --> 01:04:51.420

Stephanie Bogan: Now it's about leverage productivity is none about what you do it's who you are and how you lead.

445

01:04:52.290 --> 01:05:02.550

Stephanie Bogan: there's a little bit of the doing obviously right the advice and the clients, but that part you've got



you don't you don't need me to tell you how to be a good advisor to your clients, we can help you grow and improve, we can help you build.

446

01:05:02.850 --> 01:05:12.120

Stephanie Bogan: consistency across your team, but at the end of the day, that's not what's stopping you that's why you're successful now we're talking about everything else that wraps around that skill set.

447

01:05:12.870 --> 01:05:20.670

Stephanie Bogan: So one being more productive, which is what we've really focused on this quarter time vision and accountability are all the cornerstones of that.

448

01:05:21.060 --> 01:05:33.390

Stephanie Bogan: And to growth mindset like what is the mindset that you're bringing one feedback is your friend top performers all welcome feedback I welcome feedback, even when it stings you got to know it, in order to fix it that's just the way it works.

449

01:05:33.990 --> 01:05:45.720

Stephanie Bogan: So feedback is your friend, you are to really seek that out, and you have to adopt this attitude that you do not fail you win or you learn, we are all so good at needing to get it right and perfect, for we can't.

450

01:05:46.230 --> 01:05:55.230

Stephanie Bogan: And it's really slows us down, we have to be willing to embrace uncertainty you've all been pretty good at this where you wouldn't be where you are.

451

01:05:55.650 --> 01:06:03.600

Stephanie Bogan: But at the end of the day, embracing embracing risk and uncertainty is the quintessential job of a leader or founder period that's the job.

452

01:06:04.140 --> 01:06:09.090

Stephanie Bogan: Because there's no map for how to be successful in any business like there's blueprints.

453

01:06:09.420 --> 01:06:17.610

Stephanie Bogan: But at the end of the day, you have to apply that group and there's a lot of risk and uncertainty so you've got to get really used to being uncomfortable to sherry's point you're going to live in the messy middle.

454

01:06:18.090 --> 01:06:20.850

Stephanie Bogan: A lot of the time that's why clarity is so important.

455

01:06:21.210 --> 01:06:30.060

Stephanie Bogan: you're going to learn to do it anyway, in spite of that risk and uncertainty you're still right David gave up his email and he's like Oh, this is scary and it sucks but i'm going to do it on the other side.

456



01:06:30.570 --> 01:06:33.330

Stephanie Bogan: Right, the proof of concept is in the results that you get.

457

01:06:33.780 --> 01:06:42.030

Stephanie Bogan: So you're really going to be taking steps this year to learn how to do it anyway, which is basically holding your fear in one hand and you're doing anyway in the other and then you're going to go for.

458

01:06:42.210 --> 01:06:46.560

Stephanie Bogan: Writing Our job is to give you the information and the insights and the tools and the resources and the coaching.

459

01:06:47.010 --> 01:06:57.600

Stephanie Bogan: To make that easier, but at the end of the day, that is, the work and then we'll all talk more about this, but self belief, if you don't have a strong sense of belief in yourself and your capability.

460

01:06:58.050 --> 01:07:08.370

Stephanie Bogan: You are going to shrink yourself every single time so it's the yes, I can I will, I am here I am worthy let it in that is your empowered success state mindset.

461

01:07:08.820 --> 01:07:19.080

Stephanie Bogan: So I want you all to really check, as you think about the next level for yourself, we all have the thermostat if I set my thermostat to 72 degrees and hit 74 what happens.

462

01:07:23.340 --> 01:07:31.740

Stephanie Bogan: Somebody jumped in here, let me hit hot it's going to turn on right like it's going to bring the temperature down, and if it gets too cold what's it going to do.

463

01:07:32.130 --> 01:07:38.640

Stephanie Bogan: It goes to 72 it's going to turn the heat on that's a regulator that we don't give ourselves in business in life.

464

01:07:39.120 --> 01:07:48.180

Stephanie Bogan: Which is we do, and we do, and we do, but we don't have those yardsticks for measuring this discipline diet that's what the plant profitability analysis is about, by the way, that's what.

465

01:07:48.540 --> 01:08:02.070

Stephanie Bogan: The practice benchmark is about that's what the launch process is about that's what time management and balance with daily routines are about is how do I get myself in a high performance lane like what's my discipline diet, because, why is my book, it says wear blue shirts.

466

01:08:05.430 --> 01:08:06.570

Neal Albritton: that's decision letters he.



467

01:08:06.720 --> 01:08:16.710

Stephanie Bogan: doesn't want to make any extra decisions now i'm a girl I like fashion so i'm probably not going that far, but what are the other places like I just get up every day and I follow my routine I don't have to think about it.

468

01:08:17.460 --> 01:08:24.570

Stephanie Bogan: Right I look at my calendar Green is do day red is talk day pretty straightforward like I know what I know what the lane is.

469

01:08:24.960 --> 01:08:37.410

Stephanie Bogan: So my guard rails in every area of my life routines with my family routines with my work routines personally, if you look at top performers, they all have discipline diets, what are the routines and rituals.

470

01:08:37.860 --> 01:08:49.260

Stephanie Bogan: That they rely on lay awesome tracks and you will get awesome results don't leave tracks and you're going to wander and hit upon some stuff right, so we just want to bring that focus to.

471

01:08:49.590 --> 01:08:57.930

Stephanie Bogan: What do I need to bring discipline to in my life isn't my eating my drinking my time my family relationships like what is it.

472

01:08:58.650 --> 01:09:09.000

Stephanie Bogan: So you don't have to do that in the chat, but I want you to all write down one thing you can bring a discipline diet to that will be meaningful for you, this year, like where can you affect change.

473

01:09:14.550 --> 01:09:21.750

Stephanie Bogan: One of my favorite discipline diets it probably will be some of yours, when my clients really want to up their game no drinking Monday through Thursday.

474

01:09:23.430 --> 01:09:34.560

Stephanie Bogan: I don't care, who you are, you have that drink it's your stress like oh i'm just gonna you know unwind like that's our non or avoid or overwhelmed we don't know how to feel or do about stuff so we just have that drink or we.

475

01:09:34.950 --> 01:09:48.270

Stephanie Bogan: come home, and we do more work like we all have these avoidance strategies discipline diets are like not letting yourself do that it's how am I going to manage my time my energy and my feelings in a way that align with michaels.

476

01:09:49.110 --> 01:09:57.840

Stephanie Bogan: Right, some people eat some people like we just have to find where is it showing up for us, so those are five characteristics of the growth mindset and we've talked about this.



477

01:09:58.500 --> 01:10:10.290

Stephanie Bogan: In terms of protecting the asset your attitude your mindset we've talked in the beginning, like people with positive attitudes do better in every measure health longevity relationships productivity sales there's no measure.

478

01:10:10.830 --> 01:10:20.280

Stephanie Bogan: we're feeling better will not show up in you doing better every single time right so it's about what are we doing to ourselves stress is the number one cause of disease.

479

01:10:20.850 --> 01:10:28.890

Stephanie Bogan: Literally in and of itself right on top of anything else that we might do so, our job is how do we own that space of calm and happy.

480

01:10:29.250 --> 01:10:40.650

Stephanie Bogan: No matter what the circumstances are around us right that's that inner peace sleep actually super important you guys have all heard this so i'm not going to go, but it really actually matters.

481

01:10:41.070 --> 01:10:51.990

Stephanie Bogan: An average of six to eight, I think I sleep seven hours, no matter what, if I go to bed at 10 like I just wake up between four and five by myself than alarm, because my body's gotten the rest of it needs like period in the story.

482

01:10:52.530 --> 01:11:02.700

Stephanie Bogan: If you're not it means you need some work somewhere right you're overstressed your brain is spinning you're laying in bed for an hour in the morning because you're like avoiding like the benefits of your day like.

483

01:11:03.090 --> 01:11:11.640

Stephanie Bogan: You really should get around 68 hours of good sleep wake up and be ready to just go and if you're not like literally this is real work like check in on that.

484

01:11:12.510 --> 01:11:20.280

Stephanie Bogan: diet, nobody wants me to tell them to stop eating crappy food I love crappy food I call it food product just be clear that there's a big difference between food.

485

01:11:20.790 --> 01:11:33.000

Stephanie Bogan: and food product food is what your body needs it needs entry nutrients and energy, and all that good stuff and sorry i'm so sorry I really I tried to find a way around this but 1000 calories of pizza rolls.

486

01:11:33.510 --> 01:11:38.160

Stephanie Bogan: it's not the same as 1000 calories of broccoli to your body, it is not the same.

487



01:11:38.520 --> 01:11:48.390

Stephanie Bogan: They do not have the same effect so everyone is on a personal journey here, but my rule is at 20 all things in moderation, sometimes, including moderation like that's okay.

488

01:11:48.960 --> 01:11:55.770

Stephanie Bogan: If you can make sure that what you're putting in your body 80% of the time is good for you you're going to feel better and when you feel better you.

489

01:11:56.640 --> 01:12:05.910

Stephanie Bogan: do better, when I eat well I like I literally gave myself permission at the end of the errors like it's been i'm going to just eat, whatever the heck I want I don't care drink like whatever.

490

01:12:06.990 --> 01:12:17.190

Stephanie Bogan: Totally felt the difference not like my life didn't spin off its axis, but I when I still woke up early but I laid in bed like I just didn't have that little spark to be crisp and pop up.

491

01:12:17.700 --> 01:12:20.640

Stephanie Bogan: Right like you notice these things about yourself, and when you.

492

01:12:20.970 --> 01:12:28.950

Stephanie Bogan: get more sleep and you give up alcohol during the week and you spend time being present with your date like you're going to notice material changes in the way that you feel.

493

01:12:29.250 --> 01:12:40.980

Stephanie Bogan: And it's going to create space where you have to feel the feelings and do the work of accounting for what they're creating so you can go solve the problem instead of avoiding it right with food or any of the things we do.

494

01:12:41.730 --> 01:12:52.290

Stephanie Bogan: Movement, we talked about super important the studies show that for, especially for those cognitive brain diseases parkinson's alzheimer's on the stuff that we really don't want.

495

01:12:53.160 --> 01:13:06.180

Stephanie Bogan: Is movement, it does not mean you have to be an exercise beast moving every day, is the key because movement does a lot of stuff in your brain, so we talked about Cardio for the body, but very few people talk about.

496

01:13:06.450 --> 01:13:16.950

Stephanie Bogan: Movement, and in particular Cardio for the brain it pushes more blood, through your blood vessels, it reduces inflammation it does all sorts of good things for your brain and creates new neurons.

497

01:13:17.340 --> 01:13:28.590

Stephanie Bogan: So the goal is if it's a five minute walk around the block if it's standing in the sun and doing some



stretches like try to get some movement into your Day, which is becoming even harder, as we all sit in our home offices.

498

01:13:29.070 --> 01:13:31.350

Stephanie Bogan: Right or just you know sitting here doing this stuff.

499

01:13:31.980 --> 01:13:44.190

Stephanie Bogan: I have clients all the time if you're one of those add types, which some of you definitely are set your alarm for every 60 to 90 minutes take it five or 10 minute brain break I have clients like literally like every hour and a half, you have to get up and walk around the office.

500

01:13:44.550 --> 01:13:53.520

Stephanie Bogan: You have to do belly breaths like you have to do something to disengage the brain creative break create new energy and go into the next test like.

501

01:13:54.120 --> 01:14:02.550

Stephanie Bogan: These seems like really trade things that we always talk about, but they actually work, and so our job is to incorporate some of these things into our routine.

502

01:14:02.970 --> 01:14:10.350

Stephanie Bogan: You cannot do better if you're not in the best place it's hard it's exhausting it's effortful it's not fun.

503

01:14:11.160 --> 01:14:22.320

Stephanie Bogan: So our job is how do we create a space for ourselves in our work life that gives us that freedom and latitude and the key to understanding that is just knowing that you are a set of hardwired habit bundles.

504

01:14:22.830 --> 01:14:32.340

Stephanie Bogan: you're just circuitry and to meet you with some consciousness consciousness is the really cool part you are thought habits, what are you thinking what's your daily thought die.

505

01:14:33.120 --> 01:14:42.030

Stephanie Bogan: what's running through your head on a daily basis, I can I will i'm awesome the next levels for me i'm going to be an amazing leader i'm going to figure this stuff out or is it.

506

01:14:42.960 --> 01:14:47.160

Stephanie Bogan: figured out it's overwhelming what is she talking about what comes next Oh, my goodness.

507

01:14:47.700 --> 01:14:57.420

Stephanie Bogan: Just know that that's a state of thought habit above the line below the line, so our work is to get really clear on what thought habits are serving us and what are they costing us.

508



01:14:58.050 --> 01:15:00.090

Stephanie Bogan: or behavior habits or how that show up.

509

01:15:00.810 --> 01:15:11.400

Stephanie Bogan: If we're stressed and overwhelmed we're going to come home and have the drink or we're going to work harder to avoid the problems that our relationship or we're going to have raid resort with our kids because we're grumpy and stressed out more below the line.

510

01:15:11.940 --> 01:15:16.260

Stephanie Bogan: Like how is your behavior if I came to your office and I observed you for a week.

511

01:15:17.070 --> 01:15:31.740

Stephanie Bogan: And I was like Neil, and following you around with the activity log right hey Mike i'm there i'm following you around with the activity log what would your behavior habits, I can watch you without a word, and I can, and I can totally predict your level of success.

512

01:15:32.880 --> 01:15:42.030

Stephanie Bogan: Based on what you choose to do each day in terms of what are the habit loops that you're caught in and if those habit loop serve you you're going to do great stuff and if this habit loops don't serve you.

513

01:15:42.390 --> 01:15:49.350

Stephanie Bogan: Were there mediocre that's that's the lane that you are very predictably, going to be in if your temperatures that to 72 it's going to be 72.

514

01:15:49.950 --> 01:15:59.340

Stephanie Bogan: Your job is to raise it to like 99 where you're like 72 is not nearly enough like we're going to 9900 like what do I need to do to get to that space.

515

01:15:59.910 --> 01:16:03.210

Stephanie Bogan: And that ultimately create your business habits you can't create the habit.

516

01:16:03.570 --> 01:16:13.350

Stephanie Bogan: of setting and clear minimum sticking to it, dealing with objectives managing your team driving deliberate growth if you are in the habit of reacting to the world.

517

01:16:13.860 --> 01:16:21.060

Stephanie Bogan: From a personal place it cannot be and all of your success happened in those windows of time.

518

01:16:21.630 --> 01:16:34.500

Stephanie Bogan: In which you had clarity and took action and if we went down over the last 10 years and I follow TIM I follow Joe and Chris and Isaac it's no different than the markets, how many days does the market produce really good returns over the course of an average year.



519

01:16:35.760 --> 01:16:43.440

Stephanie Bogan: nine nine days, on average, and if you're in the market on those days, things are great, but what happens if you're not in the market on these days you miss them.

520

01:16:44.910 --> 01:16:55.890

Stephanie Bogan: So what are the business habits that we're making sure that we're there on those days, that if we show up and we do that consistently greater success is inevitable, so I want you to do like an audit.

521

01:16:56.430 --> 01:17:02.760

Stephanie Bogan: On your thought habits your business habits and your behavior habits what's one thing that you can improve on in each area.

522

01:17:08.310 --> 01:17:09.270

Stephanie Bogan: Any volunteers.

523

01:17:20.040 --> 01:17:33.900

Neal Albritton: One things I need to do a better job is catching and correcting negative thoughts like you were mentioning earlier right so like if there's a client call or something like that you know don't let my brain go to the oh God, what do they want something go wrong, I feel like that.

524

01:17:35.130 --> 01:17:45.780

Stephanie Bogan: So reframing catching correct that's a great strategy we talked about it mindset, which is why you have to be aware that the thoughts happening that's why meditation, by the way, we'll talk about that a minute is so powerful.

525

01:17:46.320 --> 01:17:54.480

Stephanie Bogan: It teaches you how to be aware and observe your thoughts, not to be worthless and the second, that meals like oh client called my brain went into overdrive.

526

01:17:54.780 --> 01:17:59.670

Stephanie Bogan: And my heart's racing because I have that moment he is now in control, he has power to say.

527

01:18:00.480 --> 01:18:11.250

Stephanie Bogan: Actually that's silly because when they hire me I basically say to them i'm your go to money guy call me for anything i'm here to add value and now that they're doing it.

528

01:18:11.520 --> 01:18:23.040

Stephanie Bogan: Go me, even if that person's challenging me that's my job that's my job to answer the tough questions to be that source of reinsurance to communicate my value go me.

529

01:18:23.430 --> 01:18:32.730

Stephanie Bogan: Because that self belief part in the other side says, even if they utterly reject me and they're like oh



my God that's the stupidest thing i've ever heard you can't check your email address today i'm firing you.

530

01:18:33.210 --> 01:18:41.970

Stephanie Bogan: Neil sense of it's okay that alignment is not going to be affected, yes we're all human we hate that but he's going to be so clear.

531

01:18:42.330 --> 01:18:50.670

Stephanie Bogan: That that's what aligns with his values that he's going to be able to ride that messy middle out and you'll start it lots of times in the last couple of years i'm sure he'll tell you.

532

01:18:51.540 --> 01:19:01.800

Stephanie Bogan: it's not the easiest thing to do so, understand that what you're experiencing is complicated and messy and challenging and overwhelming, is it sometimes is and sometimes it's awesome.

533

01:19:02.400 --> 01:19:05.550

Stephanie Bogan: is nothing more than three sets of habit bundles that's it.

534

01:19:06.240 --> 01:19:13.170

Stephanie Bogan: I thought habits decide how we feel how we feel decides our behavior and our consistent behavior ultimately decides the business.

535

01:19:13.500 --> 01:19:20.400

Stephanie Bogan: Discipline and diets and systems that we do or don't put in place in our businesses to get the outcome that we want if we can't control our inner world.

536

01:19:21.000 --> 01:19:25.680

Stephanie Bogan: We simply cannot control our outer world period right so that's the real work.

537

01:19:26.400 --> 01:19:38.790

Stephanie Bogan: So my goal to be really clear what's the thought habit that's holding you back like literally is that I can't charge that what will I do the team this like what's one thought habit that you need to work on write it down.

538

01:19:40.680 --> 01:19:42.210

Stephanie Bogan: what's one behavior habit.

539

01:19:43.410 --> 01:19:48.540

Stephanie Bogan: Right, are you going to stop checking email 17 times are you doing I drink Monday through Thursday or you're gonna you know.

540

01:19:48.930 --> 01:19:59.610

Stephanie Bogan: Have a meaningful conversation with your children three times a week, you know we're going to



build a system like what is the behavior habit, that you can improve that will help you be happier and more successful.

541

01:20:04.140 --> 01:20:10.800

Stephanie Bogan: And then business habit you guys should have a laundry list of those things just go to the summaries right what everything do that.

542

01:20:11.370 --> 01:20:22.740

Stephanie Bogan: what's one business habit, that if you did that and nothing else, this year, nothing else that's not going to happen, but if you did this one thing and nothing else, what would be the business habit that could most move the needle.

543

01:20:34.980 --> 01:20:40.470

Stephanie Bogan: If you guys go with that thought habit that behavior habit not business habit this year and did nothing else that would rock your world.

544

01:20:41.670 --> 01:20:48.060

Stephanie Bogan: So if you ever get overwhelmed if you ever get one clear whatever you wrote put it on a post it put it on your wall and look at that thing every single day.

545

01:20:49.110 --> 01:21:00.090

Stephanie Bogan: If you go through that process on a continual basis, you will just get better and better so we give you models and exercises and all that but it's basically what are my habit bundles where Am I thought habits are they serving me.

546

01:21:00.690 --> 01:21:08.100

Stephanie Bogan: Where are they holding me back what are my behavior habits and how is that showing up in terms of the business habits that I, and we have developed.

547

01:21:08.610 --> 01:21:21.900

Stephanie Bogan: where's that working where is it not and that puts you in a place to take agency over your mind and your methods, which means that you can start to ask yourself the all powerful question of what do I need to account for.

548

01:21:22.920 --> 01:21:31.980

Stephanie Bogan: How do we get that clarity, how do we get that purpose, how do we get those methods in place so as a person personally well number one is have a daily practice.

549

01:21:32.880 --> 01:21:43.080

Stephanie Bogan: A daily practice could be five minutes if it sounds like a scary idea you're like oh that's not for me and that could be right, an hour of really intense focus which we'll talk about.

550

01:21:43.620 --> 01:21:49.530



Stephanie Bogan: But it's about having the study say the mornings your best some people really feel compelled to do it at night and that's Okay, too.

551

01:21:50.040 --> 01:21:59.130

Stephanie Bogan: But ideally you're going to carve out some part of your day so i'm going to call this the five minute challenge because whatever you're doing right now is a habit, however good or bad, it is.

552

01:21:59.760 --> 01:22:17.010

Stephanie Bogan: and your job is to insert were consciousness invoke agency and say i'm back in charge i'm behind the drivers wheel five minutes a day that you insert into your morning, if you don't already have a morning routine if you do right improve that says, I know, when my day.

553

01:22:18.030 --> 01:22:27.330

Stephanie Bogan: that's a pattern interrupt it stops the current default pattern the neural pathway that your brain you get up you put your feet on the floor Isaac I promise you, you did same thing every morning right.

554

01:22:27.660 --> 01:22:41.190

Stephanie Bogan: My dog every single day between four and five bucks is big giant head on the edge of my bed like you're supposed to read me now i'm super condition anytime after dark he just follows my husband around why what happens every night after dark.

555

01:22:42.630 --> 01:22:50.010

Stephanie Bogan: It was for a walk he's just like he knows like that routine and so establishing his dog brain he cannot help it.

556

01:22:50.670 --> 01:22:55.830

Stephanie Bogan: Right, so our morning routine is saying in coaching is how you set your how you start your day set your day.

557

01:22:56.430 --> 01:23:08.280

Stephanie Bogan: Anybody ever started the day behind overwhelmed or in a bad mood what happened if every minute after that man it just keeps going right because you're in that negative disempowered state your brains locked on it's telling you all negative stories sucks.

558

01:23:09.060 --> 01:23:15.810

Stephanie Bogan: When you have an amazing day what happens you wake up you're empowered you're clearly, you know how to use your time feel productive.

559

01:23:16.470 --> 01:23:25.140

Stephanie Bogan: That all starts with the daily practice and a daily practice is just saying i'm going to own my day at the outset, because how I set mine how I start my day is how I set my day.

560

01:23:26.010 --> 01:23:34.410



Stephanie Bogan: Daily promises or promises that commitments that you make if you're familiar with success, habits and the journals at this point that's what daily promises are.

561

01:23:34.950 --> 01:23:44.910

Stephanie Bogan: I will only check email twice a day because my commitment is to do that, to be more productive, where I will not do this thing right it's Monday through Thursday right no drinking Monday and Thursday okay i'm not doing that.

562

01:23:45.720 --> 01:23:51.960

Stephanie Bogan: And it's a forcing mechanism, because it creates space for things that are better and more productive and more aligned.

563

01:23:52.380 --> 01:23:57.720

Stephanie Bogan: Which means we sit in that space, so the daily promises are what are the things we need to invoke to be our best.

564

01:23:58.260 --> 01:24:05.340

Stephanie Bogan: And then the weekly loop you guys should all be doing this is part of your masterminds that weekly check in with yourself that you're supposed to post with your group.

565

01:24:05.970 --> 01:24:13.710

Stephanie Bogan: That is a very high form of accountability because it's saying in between that monthly call i'm keeping myself clear focused on track.

566

01:24:14.100 --> 01:24:20.580

Stephanie Bogan: i'm sitting down each week and i'm saying i'm David and I said I was going to do these things, and my success after this week that I do them did I not.

567

01:24:21.000 --> 01:24:28.440

Stephanie Bogan: Why not Why did I do what worked what didn't Oh, I did that thing again dammit I didn't mean to do that thing okay i'll do better next week.

568

01:24:29.010 --> 01:24:37.200

Stephanie Bogan: That feedback loop is the most powerful loop that you have because it's you feeding back to you what's working and what's not and you get really good awareness.

569

01:24:37.500 --> 01:24:46.230

Stephanie Bogan: So even if it's I have a daily rap at the end of each day, and then I have a weekly review every Friday, the last thing I do is I look great how did my week go.

570

01:24:46.770 --> 01:24:49.140

Stephanie Bogan: And then right, what do I need to account for.



571

01:24:49.440 --> 01:25:00.360

Stephanie Bogan: And then I look a week ahead and we have a process for that we're we're always looking a month ahead but that's my personal like i'm in the zone i'm doing the high performance call on Monday i'm doing overwhelmed in the morning okay.

572

01:25:00.780 --> 01:25:12.600

Stephanie Bogan: i'm going to get in the lane for that Tuesday i'm doing this once okay I got 17 after school activities after three o'clock okay there's going to be wearing we're like it's this just very clarifying.

573

01:25:13.020 --> 01:25:20.250

Stephanie Bogan: Exercise where I can't lie to myself, you can lie to me, you can lie to your spouse, you can lead your team, you can align yourself.

574

01:25:21.090 --> 01:25:29.580

Stephanie Bogan: So that weekly review, especially as part of that mastermind process is intended to be a forcing mechanism to build your discipline diet that says i'm going to evaluate.

575

01:25:30.060 --> 01:25:36.510

Stephanie Bogan: Whether it showed up in the way that I wanted to this week, based on my intention, and in that is the messy work of.

576

01:25:37.140 --> 01:25:45.840

Stephanie Bogan: Narrowing that gap over time and the more that you do it, the more aware you become and then the more you're able to account for things and get that clarity and move forward so.

577

01:25:46.260 --> 01:25:55.590

Stephanie Bogan: That is a really powerful loop you've all heard it before, by the way, it's not new, but like what I really want to reinforce is, if you work, the plan, the plan will work use your time.

578

01:25:55.920 --> 01:26:00.000

Stephanie Bogan: don't check your eat like go through what makes you the most productive, you will know that.

579

01:26:00.930 --> 01:26:10.290

Stephanie Bogan: commit to one or two or three things, this is not about going from zero to 60 and 90 days and that's going to overwhelm you every single time q1 is all about vision.

580

01:26:10.530 --> 01:26:20.010

Stephanie Bogan: Clarity time and accountability, because that's how you set yourself up for success personally and professionally So if I had one piece of advice, it would be you got to take five minutes and morning.

581

01:26:20.940 --> 01:26:28.140

Stephanie Bogan: create a pattern interrupt now, what can you do with that five minutes lots of things now if you can



do 20 or 30 awesome.

582

01:26:28.650 --> 01:26:37.470

Stephanie Bogan: But if you're one of those i'll call them hyper resistive people really like oh my God morning meditation I can't believe all right fine i'm married to one of those by the way, and he loves it now so.

583

01:26:38.190 --> 01:26:45.810

Stephanie Bogan: Literally the daily practice is what I call it, you can do it whenever but morning routines right morning meditations However, you want to structure it.

584

01:26:46.770 --> 01:26:57.420

Stephanie Bogan: mindfulness is what it's all about meditation is a form of mindfulness so is breathing you literally I had a coach once and she was like your nervous system is jacked you have been in trauma and struggle.

585

01:26:57.690 --> 01:27:04.380

Stephanie Bogan: And you just wake up hardwired to go and defend she's like so we're not going to do that we're going to just wake up and breathe, and I was like.

586

01:27:05.160 --> 01:27:10.770

Stephanie Bogan: I can't just sit still for, and she was like that's the work like literally lay there for five minutes.

587

01:27:11.610 --> 01:27:18.990

Stephanie Bogan: and breathe in and out so that you're in charge of your nervous system that the brain kicking in and going oh my God it's Chris and I got to do all this stuff today and on it.

588

01:27:19.050 --> 01:27:28.920

Stephanie Bogan: Like that's how the whole thing starts, and I was like okay fine whatever it guess what that stuff actually works right you're teaching yourself how to put yourself in that column and neutral state.

589

01:27:30.390 --> 01:27:37.500

Stephanie Bogan: super powerful meditation super amazing I you guys all know the research, I just want to say double double double down on that.

590

01:27:37.920 --> 01:27:42.840

Stephanie Bogan: eight minutes a day is minimum viable product for benefit you all have eight minutes today.

591

01:27:43.590 --> 01:27:46.830

Stephanie Bogan: i'm going to show you an APP that you can use in 10 minutes a day it's going to be awesome.

592

01:27:47.400 --> 01:27:59.280

Stephanie Bogan: it's not about clearing your head you're all going to think meditation sucks because i'm not good at



it and that's the wrong view of meditation, it is not about clearing your mind it's about observing and taking agency.

593

01:27:59.700 --> 01:28:02.430

Stephanie Bogan: If you have one thought in the span of your meditation.

594

01:28:03.390 --> 01:28:12.900

Stephanie Bogan: And you go down that train of like being in your head and any point you're like oh crap i'm in my head coming back to my Center right my breath or whatever it is.

595

01:28:13.410 --> 01:28:16.770

Stephanie Bogan: That was a successful meditation literally you rocked it.

596

01:28:17.220 --> 01:28:28.230

Stephanie Bogan: Because that habit is consciousness and that's what you're trying to do on a daily basis, more of the time is actually not be on the autopilot of go go go do you're trying to create consciousness, where you're like.

597

01:28:29.040 --> 01:28:33.240

Stephanie Bogan: Oh yeah that's how I get prepared that's how I show up that's how I do my best work.

598

01:28:33.750 --> 01:28:44.100

Stephanie Bogan: So eight to 10 minutes a day will literally change your world, and I promise you cannot mess it up, so all those stories in your head about how meditation doesn't work and it's not free, like those are just stories in your head.

599

01:28:44.520 --> 01:28:48.930

Stephanie Bogan: So we'll talk about that you're not bad meditation you're just playing by the wrong rules.

600

01:28:49.740 --> 01:29:00.030

Stephanie Bogan: And then journaling for any of you that have busy minds and you feel like sitting still is just not where you're going to start and I get that especially for guys, but I was this person to.

601

01:29:00.480 --> 01:29:07.890

Stephanie Bogan: journaling is very powerful because it's basically mental processing, so all that stuff, by the way, 90% of what you need is already there.

602

01:29:08.370 --> 01:29:12.840

Stephanie Bogan: i'm not going to invent some amazing solution i'm just going to help create space where you can figure it out.

603

01:29:13.350 --> 01:29:20.940

Stephanie Bogan: And then we'll talk about the methods for doing it, but journaling is an active process for busy



minds that can create clarity.

604

01:29:21.690 --> 01:29:30.450

Stephanie Bogan: That you need to get to a place where you can create more mindfulness because it's really about asking yourself better questions hey Why am I having a hard time with my vision.

605

01:29:31.470 --> 01:29:41.640

Stephanie Bogan: And then someone was on tribe and they're like well i'm stuck and i'm like well then just keep going I feel stuck trying to get clarity about my vision, I hate being stuck stuck sucks i'm going to be stuck for the next 59.

606

01:29:42.210 --> 01:29:52.080

Stephanie Bogan: that's journaling journaling is no judgment like you just ask yourself a question pick a topic or an intention and you start writing about it, and I cannot even explain to you like.

607

01:29:52.440 --> 01:29:57.570

Stephanie Bogan: How many emails that I have gotten about how journaling change somebody's life like oh my God, I was in my Journal and.

608

01:29:58.320 --> 01:30:04.590

Stephanie Bogan: So I always tell people do it for five minutes a day if that's the most best thing that you can do to create that space for yourself.

609

01:30:05.400 --> 01:30:13.200

Stephanie Bogan: And what inevitably happens is, I get the email that says five minutes wasn't enough I needed 10 oh wait Oh, I had an insight oh wait great.

610

01:30:13.800 --> 01:30:22.230

Stephanie Bogan: All I want you to do is make a commitment so i'm going to ask you to drop it in the chat I don't care if your morning practice to start is five minutes of breathing.

611

01:30:22.800 --> 01:30:33.120

Stephanie Bogan: But I want you to make as your coach and want and need you to make a commitment to some morning practice that says i'm breaking the pattern loop it's called a pattern interrupt.

612

01:30:33.690 --> 01:30:41.970

Stephanie Bogan: And i'm going to create a space where i'm in charge, and when you break that pattern loop, and you create that space guess what you get to do after that.

613

01:30:43.680 --> 01:30:48.180

Stephanie Bogan: create the new and better to have it, you just have to create that five minutes of space to put yourself in charge.

614



01:30:48.540 --> 01:31:00.150

Stephanie Bogan: Then it can be 10 or it can be something different, or it can be 20 or it can be whatever I promise you, the odds are overwhelming that you get addicted to your morning routine if you do it right, because it becomes that thing if you don't do it you're like.

615

01:31:01.320 --> 01:31:06.900

Stephanie Bogan: sucked and every time we have one of those days, what is 100% of the time consistent.

616

01:31:08.910 --> 01:31:18.240

Stephanie Bogan: did not do the morning routine got up late kids they you know chaos, you know, and you just get in the pattern, and you go without thinking and you guys I love you all to death, I do it to.

617

01:31:19.080 --> 01:31:26.970

Stephanie Bogan: spend 70 to 90% of our time doing without thinking my God if we get 20% of our agency back what would be possible.

618

01:31:27.960 --> 01:31:36.240

Stephanie Bogan: that's the beauty of like it's eight to 10 minutes a day to own your world is basically if you're a control freak or a perfectionist this is your jam.

619

01:31:36.720 --> 01:31:42.600

Stephanie Bogan: like this is that mechanism for this is a different kind of control because controls and illusion.

620

01:31:43.020 --> 01:31:54.270

Stephanie Bogan: But it's this idea that we have agency that's different than control right, we can adapt, we can adjust, we can pivot we can handle those circumstances control says.

621

01:31:54.600 --> 01:32:08.820

Stephanie Bogan: We can only be okay, if everything works, the way that we want and that's the breakdown like it's such a lie, because control means everything has to go exactly the way I want it, and anybody here have that life if you're married and have kids no way.

622

01:32:09.840 --> 01:32:22.890

Stephanie Bogan: No way right that's our job I call it mind like water and mind like water says that no matter what's happening, if I take a giant rock and i'm in my boat and someone throws in the pond there's going to be a splash.

623

01:32:23.490 --> 01:32:28.110

Stephanie Bogan: But what happens 10 seconds or 30 seconds after that splash depending on the size of it.

624

01:32:30.720 --> 01:32:38.430

Stephanie Bogan: Water always seeks level it's always very quickly comes back I have good days and bad days.



625

01:32:38.850 --> 01:32:42.150

Stephanie Bogan: But i've gotten really good at going Oh, this is where i'm at.

626

01:32:42.480 --> 01:32:49.770

Stephanie Bogan: Now, this would have spun me up for months before I really give a shit with that person thinks whatever I want to do like I can catch it not perfect right but.

627

01:32:50.070 --> 01:33:01.830

Stephanie Bogan: you're looking to increase the amount of time, you have the awareness and then how you can account for it, so that you can put yourself in that high performing happy state like Oh, this is what's happening, this is how i'm feeling.

628

01:33:02.190 --> 01:33:04.350

Stephanie Bogan: I need to do some work on my stories oh.

629

01:33:04.590 --> 01:33:18.450

Stephanie Bogan: I haven't accounted for this with the team we missed that step in the process let's go fix that no more eyeballs no more oh my God just what's the situation, how do I account for it, what action, am I going to take awareness account action simple formula.

630

01:33:19.050 --> 01:33:29.220

Stephanie Bogan: meditation mindfulness journaling put you in the places where you get to have that freedom of headspace and heart space to start to have that level of consciousness.

631

01:33:29.670 --> 01:33:37.080

Stephanie Bogan: So everybody drop in the chat really quick because we're running up on time where what's the one commitment you're going to make for daily practice.

632

01:33:44.910 --> 01:33:46.110

Stephanie Bogan: shiny objects.

633

01:33:47.940 --> 01:33:50.250

Stephanie Bogan: I Minister breathing great.

634

01:33:51.960 --> 01:33:59.640

Stephanie Bogan: All right, what do we got I agree with Neil breathing glass of water, I want you guys there's no big lift if it's breathing and a glass of water if it's.

635

01:34:00.120 --> 01:34:12.480

Stephanie Bogan: I sit with my dog for five minutes and listen to a song that makes me feel good your job is to start your day with something that makes you feel good I am like notorious I love YouTube every morning i'm getting ready, and I am listening to something.



636

01:34:13.140 --> 01:34:23.100

Stephanie Bogan: Some inspirational things that motivational things some pump up song like I am I understand the power of state, because when when you listen to a good song and you feel the vibe do you feel better.

637

01:34:25.470 --> 01:34:33.660

Stephanie Bogan: Right so that's your job is to find that flow state that's what we're really talking about which means you have to be aware of what's happening, and when you're not in it.

638

01:34:34.080 --> 01:34:44.340

Stephanie Bogan: Get agency, so you know what you need to account for and then put yourself in a position to account for it so Chris is going to do, five minutes of visualizing care is going to breathe for three minutes in a journal.

639

01:34:45.030 --> 01:34:53.010

Stephanie Bogan: I'll tell you guys about some of the meditation Apps I don't care what it is just commit to one thing because that's your pattern interrupt that's where you tell your brain.

640

01:34:53.370 --> 01:34:59.220

Stephanie Bogan: Thank you for everything that you've done to get us here, but we got to up level, which means we got to break this pattern.

641

01:34:59.910 --> 01:35:06.840

Stephanie Bogan: and create space for something new and five minutes a day will give you the ability to do that because it will grow and grow and graph.

642

01:35:07.620 --> 01:35:18.240

Stephanie Bogan: So what are some of the ways that you can do that purpose in progress we've talked about like the purpose pieces important to keep listening to things to feel good and fulfilled they need purpose, a reason right.

643

01:35:18.750 --> 01:35:25.530

Stephanie Bogan: And they progress, they need to be incrementally moving forward in the direction of the purpose one without the others very frustrating.

644

01:35:26.130 --> 01:35:30.780

Stephanie Bogan: So we do that with clarity right if we distill this down its clarity.

645

01:35:31.530 --> 01:35:39.690

Stephanie Bogan: Like top performers always start with clarity what's the process and building what's the outcome, I want from that process, how do I want clients to feel, how do I want the team to work.

646

01:35:40.590 --> 01:35:50.400



Stephanie Bogan: Right what's my life hey my body doesn't look or feel the way that I wanted to look or feel okay great what do I need to do, and then focus get really fanatical about focusing.

647

01:35:51.090 --> 01:36:01.200

Stephanie Bogan: Not on everything, but on those select few things because you're going to optimize your energy and attention you only have so much to give and if you're tired and exhausted and overwhelmed using coping strategies.

648

01:36:01.710 --> 01:36:12.330

Stephanie Bogan: It means that you're doing too much because you're depleting your energy and flow is about operating from that success state just a lot more of the time you're not going to do 100% I don't do 100%.

649

01:36:13.170 --> 01:36:24.570

Stephanie Bogan: But it's about being aware of it, and being able to pull yourself back into that good feeling more and more of the time i'm going to stop i'm going to breathe i'm going to check my stories i'm going to remind myself that i'm awesome.

650

01:36:25.290 --> 01:36:32.700

Stephanie Bogan: Great for each of you will be slightly different things, based on the work that you're doing, and then I think, to the question around some of the resources.

651

01:36:33.360 --> 01:36:43.110

Stephanie Bogan: there's a resource list that breaks this all down, which is in the top right there if you are not familiar or comfortable with meditation here's some options you're going to thank me for later one.

652

01:36:43.500 --> 01:36:52.950

Stephanie Bogan: headspace ladies, if you like, a sexy Australian accent, this is your man I don't know why I just was like I gotta listen to this guy for five minutes a day off of.

653

01:36:53.250 --> 01:36:58.470

Stephanie Bogan: I think they have a chick version I don't know I didn't try that because thanks the Australian guy was enough to keep me going.

654

01:36:59.100 --> 01:37:09.810

Stephanie Bogan: But they literally start five like five minutes a day, and you have to do anything he freakin walks you through it like today we're going to talk about what you do for five minutes a day like it's really awesome.

655

01:37:10.830 --> 01:37:20.940

Stephanie Bogan: My new favorite get started at because I tested it on my husband and my husband is brilliant and awesome and I love him to death, but I would not put him in the category of open self helper.

656

01:37:21.420 --> 01:37:34.530

Stephanie Bogan: I would put him in the category of No thank you that's for all you people I got my shit figured out



like I love him so much, but that was his coping strategy so Finally I was like we're not going to push that amen and, finally, one day, he was like.

657

01:37:36.360 --> 01:37:43.980

Stephanie Bogan: Maybe maybe I can try this meditation thing, do you think I was like, yes, but I had to act not too excited I was like I could probably do bench.

658

01:37:44.490 --> 01:37:48.570

Stephanie Bogan: Today, and he was like Okay, and then I thought to myself, I got to make this 10.

659

01:37:48.840 --> 01:37:57.300

Stephanie Bogan: Really awesome minutes so i've got to find the meditation thing that's going to be like right for the guy or the Gal who's like I was when I started like.

660

01:37:57.570 --> 01:38:08.520

Stephanie Bogan: can't sit still I don't like this stuff this is for all those people who need to be worked on and i'm all awesome like all of that and calm calm has so many awesome options, but the one that I found that I love.

661

01:38:09.060 --> 01:38:15.900

Stephanie Bogan: Is there's a guy named Jeff Warren and it's basically how to meditate and it's 30 minutes or 10 minutes a day for 30 days.

662

01:38:16.590 --> 01:38:31.170

Stephanie Bogan: And he basically walks you through 10 minutes of you just have to show up and follow along and it's awesome I know that it's awesome because my husband did it for 30 days and then kept meditating and then one day out of the blue came to me and said.

663

01:38:32.340 --> 01:38:33.930

Stephanie Bogan: I think I need to be more present.

664

01:38:37.020 --> 01:38:45.810

Stephanie Bogan: He was like i'm always in my head and I was like I have to tell him that he just meditated for 10 minutes a day and Jeff did all the work you would so.

665

01:38:47.340 --> 01:38:59.880

Stephanie Bogan: So it really they he doesn't incredible is funny jokes about led Zeppelin there's cool stuff in there and like it's not your standard boring like you're gonna if you're really just want to check it out try Jeff one calm calm it's awesome I love it.

666

01:39:00.420 --> 01:39:11.550

Stephanie Bogan: If you've done it and you want to go deeper I love brainwave player, so this uses by normal beats and frequencies it's a seven month program where you listen for 30 minutes a day, seven elevated levels.



667

01:39:11.970 --> 01:39:24.180

Stephanie Bogan: And over the course of the seven month, it does a lot of the work for you and it's kind of the equivalent of like being on a mountaintop for 30 years without doing all the work of being on a mountaintop for 30 years so when you're ready for next level stuff that's super awesome.

668

01:39:25.200 --> 01:39:29.880

Stephanie Bogan: Lisa Nichols who's one of my coaches she's one of the best speakers in the whole world she's phenomenal.

669

01:39:30.450 --> 01:39:35.580

Stephanie Bogan: she's got a course on mine valley called creative visualization You can check out her stuff on YouTube she's got a book.

670

01:39:36.570 --> 01:39:45.510

Stephanie Bogan: But creative visualization there's a ton of science and research around it right your brain doesn't know the difference between what's real and what's imaginary So if you want to do something powerful for five minutes a day.

671

01:39:45.900 --> 01:39:55.890

Stephanie Bogan: Imagine your awesome life in your business like your brain will actually lay the neural pathways in the neurons and after a while that becomes the automatic behavior because you thought it more than the other stuff.

672

01:39:56.610 --> 01:40:06.090

Stephanie Bogan: unplug my morning routine and my miracle morning by hal elrod all great options if you're like I just don't quite get this morning routine thing.

673

01:40:06.540 --> 01:40:14.310

Stephanie Bogan: How has a six step process called savers silence affirmation like he literally walks you through it, step by step, if you need a routine just to get you started.

674

01:40:14.790 --> 01:40:25.140

Stephanie Bogan: And I promise you, if you Google morning routines or meditation you're on Google you're going to get 1000 options so it's just about finding something that works for you.

675

01:40:25.800 --> 01:40:30.870

Stephanie Bogan: But in five to eight minutes a day right five minutes a day creates the pattern interrupt.

676

01:40:31.470 --> 01:40:41.940

Stephanie Bogan: eight minutes for meditation is minimal like you will start to actually experience the benefits of meditation and eight minutes a day and here's what I need you all to know about it, you don't experience the benefits in meditation.

677



01:40:43.050 --> 01:40:49.830

Stephanie Bogan: that's the key everyone thinks you do, you get the benefits later when you're sitting there and you're like oh.

678

01:40:50.310 --> 01:40:56.580

Stephanie Bogan: That equanimity thing that he was talking about or pricing Oh, he was talking about bracing that's what i'm doing.

679

01:40:56.970 --> 01:41:04.350

Stephanie Bogan: It shows up in your life in an organic way and that's what happened to my husband or he just sat down for 10 minutes a day and then.

680

01:41:04.770 --> 01:41:16.320

Stephanie Bogan: Because he was becoming more and more aware of it on his own he came to the conclusion that holy cow i'm always in my head i'm never in the moment that's the work because from that place what's possible.

681

01:41:18.120 --> 01:41:27.420

Stephanie Bogan: Change like Oh, I would like to be more present more at the time, oh the kids you're doing X, this is that, like it's teaching him, you need to be in the observer mode.

682

01:41:27.840 --> 01:41:36.720

Stephanie Bogan: Where we have agency, because we sit in that space versus reactive mode that's what meditation is really about if you don't like being in reactive mode stress mode and overwhelm mode.

683

01:41:37.140 --> 01:41:47.010

Stephanie Bogan: The number one antidote is on your mind on your state and meditation is the best way that I know to do that, so it might be uncomfortable at my new.

684

01:41:47.550 --> 01:41:59.580

Stephanie Bogan: But it's really worthwhile so just find some way five to 15 minutes or 30 minutes if you're up to it to really own your mind and space because that's what's going to create I gotta stop my share now that I stopped my share.

685

01:42:00.630 --> 01:42:01.320

Stephanie Bogan: Secure you guys.

686

01:42:07.020 --> 01:42:12.240

Stephanie Bogan: It can run all the controls for me and now and mission control here by myself, so not my superpower.

687

01:42:12.840 --> 01:42:25.200

Stephanie Bogan: right was that was today's call helpful to you in terms of really getting a sense of what are like we can go I gotta build this huge business and I got a double and I got to do all of this to get to that place of high



performing happiness and I hope.

688

01:42:25.890 --> 01:42:34.260

Stephanie Bogan: That today was really a reframe that what you need to do to get there is create awareness, for yourself right over your consciousness that's the mindset piece.

689

01:42:34.680 --> 01:42:46.470

Stephanie Bogan: That you get clear and focused on what you need to account for it that's the vision, the clarity the goals the leadership the weekly meeting, like all that stuff is already baked in those processes for you, you don't have to figure it out.

690

01:42:47.160 --> 01:42:58.800

Stephanie Bogan: And then action, what are the action levers that I can pull so when you get that clarity and you create that agency, Neil is made incredible changes because he was like i'm doing this i'm doing this and i'm doing this.

691

01:42:59.670 --> 01:43:03.930

Stephanie Bogan: And then, when you get to action with that clarity and with that presence Neil, is it easier.

692

01:43:05.460 --> 01:43:14.040

Stephanie Bogan: not easy right doesn't mean you don't have the moments, but it's easier because you're aligned right your thoughts your behaviors your business habits.

693

01:43:14.430 --> 01:43:26.700

Stephanie Bogan: are all now in equilibrium, with the outcome, and the experience that you want to create so we could spend the next 11 months just talking about this, and it would be a game changer without any of the actual methods.

694

01:43:27.150 --> 01:43:29.640

Stephanie Bogan: The good news is we're going to keep talking about this.

695

01:43:30.030 --> 01:43:40.470

Stephanie Bogan: And you're all going to start diving into the actual methods, but I promise you this is going to be challenged and especially the mindset pieces you make these changes and you move from advisor to leader.

696

01:43:40.980 --> 01:43:51.030

Stephanie Bogan: And from Dewar right to developer of other people and and building this thing that can learn independently of me it's not about you anymore it's about you, being in your best face.

697

01:43:51.330 --> 01:43:59.220

Stephanie Bogan: so that you can create a business system, a set of habit bundles from other people that you've laid the tracks.



698

01:43:59.640 --> 01:44:08.040

Stephanie Bogan: And you have confidence that they're awesome tracks and they're going to get you the outcome that you want, and then you're not going to need to worry anymore, and it doesn't mean that there's not business and there are breakdowns.

699

01:44:08.700 --> 01:44:15.690

Stephanie Bogan: you're going to have a process for those two which you've already heard about, which means that, no matter what you need to account for.

700

01:44:16.380 --> 01:44:26.490

Stephanie Bogan: There is a way to take agency and action and account for it and that's the roadmap for change and that's when the magic happens so you've already started with your vision and your clarity and your time.

701

01:44:27.060 --> 01:44:40.590

Stephanie Bogan: And as you guys move forward it's really about the power question is, what do I need to account for in my business as the leader of this next gen range Chapter two of the firm, irrespective of where you are.

702

01:44:41.430 --> 01:44:52.500

Stephanie Bogan: What do I need to account for me personally, as an advisor as a leader as a person as a marketer as an operator what joy right, what do I need to not account for him hiring my kin and.

703

01:44:53.250 --> 01:44:54.510

Stephanie Bogan: that's how many you get for it.

704

01:44:55.290 --> 01:45:08.160

Stephanie Bogan: that's what I want you guys to really as you process and digest this and it will take place over days and weeks and months we're going to keep having the conversation but that's the underlying conversation is you're already in the top performers club.

705

01:45:08.580 --> 01:45:13.590

Stephanie Bogan: Now it's about how do you take it up a notch not so that you can succeed.

706

01:45:14.550 --> 01:45:24.000

Stephanie Bogan: But that you can succeed at a whole new level with an abundance of joy and enthusiasm and fulfillment and contribution.

707

01:45:24.420 --> 01:45:35.910

Stephanie Bogan: That gets you out of bed enthusiastic and above the line I won't say every day, but right that that's the default pattern is we're operating in that flow state and that success date way more of the time.

708

01:45:36.450 --> 01:45:50.730

Stephanie Bogan: So i'll pause there I know we've gone a little over i'm sorry this is like literally my favorite topic I



could do it for nine days um what questions do you guys have so as we, as we process this, what is the biggest thing on your mind Liz I haven't talked to you, yet.

709

01:45:54.030 --> 01:46:05.700

Liz Hand: it's not really a question just thinking about those journal prompts that you gave me on tribe, and how they two of the question will all three of the questions.

710

01:46:06.330 --> 01:46:16.860

Liz Hand: are forming into like this week, there are several big conversations i'm having with the team, and one of them happened today and I was so worried about it and then ended up going really well and just like.

711

01:46:18.750 --> 01:46:29.880

Liz Hand: yeah the ability to process and to get to this like the core issue that it is that i'm battling against which, for me, I realized was like the title of Nice.

712

01:46:31.380 --> 01:46:37.920

Liz Hand: Like that's been my mo for so long and I push against it a little bit because Nice is like bland.

713

01:46:39.180 --> 01:46:54.450

Liz Hand: But when i'm Nice, there is no feedback and i'm scared of feedback and so by dropping Nice and taking on authenticity like that gives me the ability to give the feedback that I need to give and receive the feedback that I need to receive.

714

01:46:55.050 --> 01:46:55.440

Stephanie Bogan: and

715

01:46:55.470 --> 01:47:05.760

Stephanie Bogan: What Liz is talking about is this is where tried becomes really powerful sometimes just go in there and look i've answered literally a bazillion dollars, with the questions like game changer stuff already you guys can learn like oh my gosh.

716

01:47:06.180 --> 01:47:16.710

Stephanie Bogan: Liz sauce, this is a really good example of engagement Liz someone else asked a question about journaling and I was like oh ask yourself these questions that will help and listen oh my God that's really cool.

717

01:47:17.010 --> 01:47:21.360

Stephanie Bogan: you've known me for a year and a half what questions Should I be asking myself, and I was like oh girl came on.

718

01:47:21.990 --> 01:47:29.940

Stephanie Bogan: And I was like ask yourself this question and I was like, why does it like, why did, why do you worry about what your staff, think about you, as a leader as an advisor.



719

01:47:30.180 --> 01:47:40.110

Stephanie Bogan: As a nice person as the daughter taking over the firm and just journaling around that is going to end up with like oh there's going to be some juicy she isn't it in there, like Why do I.

720

01:47:40.350 --> 01:47:43.590

Stephanie Bogan: So notice how Liz is already processing it out here now.

721

01:47:43.830 --> 01:47:54.600

Stephanie Bogan: Like oh i've got this meeting, and I want to be nice but nice isn't going to get the job done I got to be firm and kind different thing right firm and kind So when I told me like that's parenting but it's kind of the same thing.

722

01:47:55.440 --> 01:48:04.380

Stephanie Bogan: So Liz is like pulling herself back constantly because the photo what's the team going to think, are they going to like it, what are they going to think about me i'm not my dad blah blah.

723

01:48:05.700 --> 01:48:17.700

Stephanie Bogan: you're not your dad like that chapter is closed we're in Chapter two right Liz has to really find authentically who she is as a leader totally different from an advisor massive identity shift.

724

01:48:18.600 --> 01:48:26.010

Stephanie Bogan: And she's trying to figure that out in the mystery stories, which are what are they going to think about me and i'm not me down and if they don't like the changes and, like all know what if.

725

01:48:27.240 --> 01:48:34.320

Stephanie Bogan: So there's a lot we've had a lot of conversation around right uncertainty and discomfort that's called leadership it's leading through those moments.

726

01:48:34.860 --> 01:48:44.490

Stephanie Bogan: So if you want your own personal questions just asked me a tribe, if you want a journal i'll be happy to give you all some but it's, what are the questions that I can ask myself, that are going to help me to really.

727

01:48:44.940 --> 01:48:50.190

Stephanie Bogan: find the origin of Why do I feel the need to be so damn nice all the time, like I figured out as a leader.

728

01:48:51.210 --> 01:49:01.320

Stephanie Bogan: I am not naturally the world's most awesome LEADER I have no patience I want everything to be perfect, I can, like many of you do things better than a lot of people a lot more quickly and you're like okay.

729

01:49:02.250 --> 01:49:09.060

Stephanie Bogan: And then I had to realize, so I tried to be perfect for a really long time and guess what that



doesn't work, so I had to ditch perfect and go with authentic.

730

01:49:10.500 --> 01:49:19.470

Stephanie Bogan: authentic works way better like okay team I overreacted on that here's i'm sorry here's what I want to do here's how we're going to account like authenticity is way better than perfection.

731

01:49:20.610 --> 01:49:32.310

Stephanie Bogan: Teams don't need you to be perfect, they need purpose and progress, and if they see you incrementally moving in the right direction, they will be the good people will be loyal to a fault, and if they don't they get really frustrated and demotivated.

732

01:49:33.840 --> 01:49:40.590

Stephanie Bogan: So list is like that exercise can really help so for all of you it's going to be something different, Melissa what surface for you today.

733

01:49:42.690 --> 01:49:55.530

Melissa Joy: The comment you made about meditation and how it's not like in the moment it's perhaps unfairly, but I feel like being 12 months in 14 months into the kind of limitless journey.

734

01:49:57.300 --> 01:50:06.750

Melissa Joy: That just because i'm implementing at a high speed that's what i'm experiencing is those mindsets set shifts so that I can.

735

01:50:07.410 --> 01:50:11.460

Melissa Joy: make more effective decisions, even though there's a lot of them that I need to make.

736

01:50:11.910 --> 01:50:18.870

Melissa Joy: I feel myself like oh I wouldn't have made the same decision or had the same poise and then I The other thing running through my head was, I had a really.

737

01:50:19.650 --> 01:50:23.640

Melissa Joy: weird bad morning I couldn't find my phone for like an hour and then I can get into anything.

738

01:50:24.420 --> 01:50:35.430

Melissa Joy: And you know where you said that what we're in a day I was just like okay logged on it when I mean I had done work in the morning but logged on at 130 when I was in the office and it was like did not ruin my day and I was.

739

01:50:35.910 --> 01:50:40.620

Melissa Joy: felt good about that, but there's just a lot of opportunity to implement.

740



01:50:41.430 --> 01:50:46.710

Stephanie Bogan: yeah the mindset piece, like the biggest demons and battles that we're all fighting or the invisible and.

741

01:50:46.800 --> 01:50:53.940

Stephanie Bogan: I don't care, who you are right, like, for the most part, if you want more and better and you're struggling to get it it's because of the stuff that's happening in our head your.

742

01:50:54.330 --> 01:51:03.390

Stephanie Bogan: Your office video stuff everything, by the way, really awesome love the color like the color scheme and everything so that's the question like what's something that you all need to account for.

743

01:51:05.190 --> 01:51:12.270

Stephanie Bogan: Right so what's the daily routine five minutes of what do I need to account for as a person or leader, it can be journaling it can be meditation.

744

01:51:12.600 --> 01:51:18.660

Stephanie Bogan: If it's like I just need to learn how to own my state and I'm always in that reaction mode if it's five minutes of breathing.

745

01:51:19.260 --> 01:51:25.740

Stephanie Bogan: Right, because what you're building is the habit muscle that says, I can invoke that anytime to melissa's point you'll be sitting there.

746

01:51:26.220 --> 01:51:37.470

Stephanie Bogan: meditation and mindset it's never in the moment, which is why we think we fail at we're like oh I sat here for 20 minutes and I did this, and I did this, and nothing worked it's the consciousness four hours later we're like.

747

01:51:38.880 --> 01:51:47.700

Stephanie Bogan: I'm tense and I don't want to be banned me and that's a million dollar move right there that level of agency 99% of the population does not have.

748

01:51:48.540 --> 01:51:57.990

Stephanie Bogan: So, whether it's meditation journaling what's the daily practice that you can really put yourself into get in that flow state when you make decisions make them with mine like water.

749

01:51:58.470 --> 01:52:09.060

Stephanie Bogan: Never there's a sign that I have it says the best fighters never fight angry right the best leaders always make decisions from a place of that calm stillness because that's where clarity and agency live.

750

01:52:09.930 --> 01:52:22.620

Stephanie Bogan: And we operate from that space we make better, more aligned decisions and we save ourselves all kinds of heavy lifting that come from not doing that in all sorts of the ways that we do it, so it makes sense.



751

01:52:23.880 --> 01:52:33.060

Stephanie Bogan: Right does everybody have something that they are going to act on from today's call mark I don't see you there Isaac how about you, Chris like Joe.

752

01:52:34.860 --> 01:52:36.090

Stephanie Bogan: Isaac what's your commitment.

753

01:52:40.140 --> 01:52:43.260

Isaac Presley: The unmute button is a long ways from where my mouth was.

754

01:52:43.380 --> 01:52:43.890

um.

755

01:52:45.300 --> 01:52:55.530

Isaac Presley: it's the email thing you know one one or two times a day still falling back into it's it's a distraction, you know I I don't want to do what i'm doing so I can distract myself with email.

756

01:52:56.100 --> 01:53:03.750

Stephanie Bogan: yeah if you find i'm really good at this, by the way, if I am facing a task right, we were hiring a couple people, so there are some tasks that I.

757

01:53:03.780 --> 01:53:09.930

Stephanie Bogan: really good at, but I would not say that they're what I want to do all day every day they're not energy creating revenue producing over time.

758

01:53:10.320 --> 01:53:14.190

Stephanie Bogan: But i'm also in a mind space where i'm really clear about what i'm doing and why i'm doing it.

759

01:53:14.490 --> 01:53:24.630

Stephanie Bogan: But those are energy drains and anytime you do those things consistently it's really hard to stay above the line because those energy drains you're pulling you below it.

760

01:53:25.080 --> 01:53:34.740

Stephanie Bogan: So one, how can you protect the acid during that time of when you ever you're procrastinating there is a reason you were not just procrastinating procrastination.

761

01:53:35.100 --> 01:53:48.810

Stephanie Bogan: Is a very powerful strategy I don't like the work i'm worried that I won't be good at, it is the client going to judge it like there's all kinds so just really check that and then one X outside in strategy scaffolding right.



762

01:53:49.290 --> 01:54:02.250

Stephanie Bogan: commit to twice a day, no matter what create an rate and your mastermind create an accountability like Okay, if that happens i'm going to send \$1,000 to my least favorite political candidate, because I need to create that level of.

763

01:54:02.790 --> 01:54:07.290

Stephanie Bogan: The shit in my brain right, I need to get my brains attention and pop it out of that habit.

764

01:54:07.620 --> 01:54:14.820

Stephanie Bogan: because all of you have been pretty successful doing what you're doing, but you all know that right Isaac they what got you here won't get you there.

765

01:54:15.240 --> 01:54:22.230

Stephanie Bogan: that's what you're living right now truly so it's about like you got to shock the system with new habit muscles so Isaac.

766

01:54:22.980 --> 01:54:30.990

Stephanie Bogan: However, you do that take it off your phone right take you know, like block it on your computer like what are the one or two times a day that you're going to check.

767

01:54:31.560 --> 01:54:38.040

Stephanie Bogan: And then, when you're sitting in that space of who I actually bought a MOD where does my mug say, can you guys read my mug right now.

768

01:54:40.140 --> 01:54:40.680

Kim Waldman: Yes.

769

01:54:40.770 --> 01:54:51.600

Stephanie Bogan: My mom says, do the damn thing when I have days today's a bad example because it's a call day and that's easy for me, but when I have days, where i'm like okay it's a deep breath day and I gotta get through all that clutter analysis analysis for me.

770

01:54:52.140 --> 01:55:02.070

Stephanie Bogan: I pull up my do the damn thing Mike because i'm like Okay, this is what i'm doing right now, I have to keep my motivation and my energy where it needs to be, because this is not naturally.

771

01:55:02.460 --> 01:55:10.380

Stephanie Bogan: An energy creating activity for me like I gotta get my son I literally bought myself a coffee mug that I was like it's do the damn thing day we're going to get there.

772

01:55:10.800 --> 01:55:15.900

Stephanie Bogan: that's a habit muscle, there are times, where I was like Ukraine is happening i'm completely.



773

01:55:16.290 --> 01:55:25.290

Stephanie Bogan: Like I don't like bullies so this whole dynamic, I was on there yesterday, like ooh I gotta give credit to do this again and I was like Oh, I would have been done my homework if it wasn't for Ukraine.

774

01:55:25.860 --> 01:55:33.390

Stephanie Bogan: Right and I was like Oh, I have to get this done and I was like I know exactly what's happening here, this is interesting it's juicy it's.

775

01:55:33.690 --> 01:55:39.450

Stephanie Bogan: it's in my value system right and wrong David and Goliath and I was like i'm so and I was like.

776

01:55:40.020 --> 01:55:48.750

Stephanie Bogan: And that's going to be there at four o'clock and i'm done like I need to like I had to catch myself because it's so personally compelling to me and i'm so.

777

01:55:49.200 --> 01:55:58.500

Stephanie Bogan: Like I so don't want the bad guy to win you know, and I was like, but I have stuff I actually need to do today and I had to just catch myself check myself as the allison I was texting I was like.

778

01:55:58.770 --> 01:56:04.320

Stephanie Bogan: I would have been done by now we're free upgrade alright have to refocus myself so.

779

01:56:04.770 --> 01:56:13.080

Stephanie Bogan: I share that because I want you guys know like i'm not perfect at this stuff right i'm just really good at practicing it and staying tuned in.

780

01:56:13.500 --> 01:56:19.590

Stephanie Bogan: and constantly course correcting and that's what we're really talking about is, if I can help you guys get clear on the tracks.

781

01:56:20.160 --> 01:56:24.630

Stephanie Bogan: Then it's just course corrections, can you live in the messy middle more comfortably.

782

01:56:25.050 --> 01:56:33.030

Stephanie Bogan: While still having peace and positivity because that's what you're all waiting for, if this gets done and this gets done and I check all those boxes on stuffs plan.

783

01:56:33.360 --> 01:56:43.920

Stephanie Bogan: Then everything will be better, no, no, not if you don't do the inner work, everything will just be a different version of messed up because you haven't done the work to really put yourself in that zone of.



784

01:56:44.430 --> 01:56:57.120

Stephanie Bogan: I have agency over my situation, I know what I want to create, I know how to account for it and i'm learning more and more how to take action in a way that aligns with my goals and that's really what this year is about more than anything else.

785

01:56:58.380 --> 01:57:05.010

Stephanie Bogan: Anybody have any, what do you want to Joel Chris anything, mark you guys want to share Mike in terms of what surface for you.

786

01:57:06.120 --> 01:57:09.000

Joseph M. Van Name: You get back to slowing down and just.

787

01:57:10.200 --> 01:57:14.640

Joseph M. Van Name: not getting ahead of myself too many shiny objects and just getting distracted so.

788

01:57:17.250 --> 01:57:22.830

Stephanie Bogan: yeah i'm going to give you an earth shattering quote you should all write it down and pop it on your computer's it's going to be really uncomfortable.

789

01:57:24.330 --> 01:57:26.640

Stephanie Bogan: Sometimes, the best way to speed up is to slow down.

790

01:57:28.860 --> 01:57:37.620

Stephanie Bogan: be quick but don't hurry right like it is we've all heard the great their sayings that have lasted thousands of years for a reason, by the way, and it's because there's truth in them.

791

01:57:38.220 --> 01:57:52.890

Stephanie Bogan: But it's really counter to our hustle culture, if I do more if I check off the boxes everything's going to be okay no positive change is what makes things better one positive change is far more impactful than for have implemented changes, and we know that.

792

01:57:53.910 --> 01:58:03.270

Stephanie Bogan: that's the story is like but, but like that can I call it a compulsion because I have it and i'm like Oh, but I need to and then i'm like to I really.

793

01:58:03.810 --> 01:58:10.320

Stephanie Bogan: Do I really need to do that, or if I my brain and i'm like okay that's right I don't that's the check in part, so.

794

01:58:10.890 --> 01:58:24.090



Stephanie Bogan: As you're looking at the year and all the things that you want to do to get yourself to that next awesome place just understand that you don't need to do all those things in order to get there, it will be incrementally better every day in every way if you pick a thing.

795

01:58:24.570 --> 01:58:27.060

Stephanie Bogan: and execute if you haven't done vision and goals.

796

01:58:27.450 --> 01:58:39.030

Stephanie Bogan: that's job one if you've done that rate clarity and accountability to get make sure you've got the the backstop to manage yourself and the team and then time because that's the container that it all happens in like those are your top three things.

797

01:58:39.570 --> 01:58:49.800

Stephanie Bogan: And then to joe's point each quarter you're going to pick the one or two or three priorities, depending on your time and resources that are going to really move you forward so Joe what's that for you this corner.

798

01:58:52.890 --> 01:58:53.640

Joseph M. Van Name: it's.

799

01:58:53.730 --> 01:59:03.810

Joseph M. Van Name: it's slowing down and getting this stuff just you know start the process of getting all these things kicked off i've got too many balls juggling and I just got to slow down to make sure that I land them.

800

01:59:04.950 --> 01:59:06.570

Stephanie Bogan: The most important ball, that you have.

801

01:59:07.860 --> 01:59:11.760

Stephanie Bogan: If you did one thing this year that would really move the needle what's that one thing.

802

01:59:13.110 --> 01:59:21.030

Joseph M. Van Name: it's really getting my staff to I get to some clear expectations for my staff as to what they need to be doing so i'm doing less.

803

01:59:21.870 --> 01:59:31.380

Stephanie Bogan: Right so is that strategies that standards is that right job duties and mentoring understand there's top down and bottom up, so just get really clear on how you're going to pull those levers.

804

01:59:32.550 --> 01:59:42.120

Stephanie Bogan: Right, so if Joe knows that what does that tell him about everything he does going for like all that other stuff is cool, but this is the place he wants to focus his time and energy, because it's leverage.

805



01:59:42.510 --> 01:59:50.490

Stephanie Bogan: And leverage is the magic bullet because that's what frees you up to do the growth and the fun and the experience living that you all want to do.

806

01:59:51.150 --> 01:59:59.190

Stephanie Bogan: So, Joe is now clear like his number one priority is look at the list of things he can do relative to creating leverage with this team.

807

01:59:59.640 --> 02:00:08.910

Stephanie Bogan: And there's going to be now rate goals under that build out the advice model update the service model create the career path right build out the training program for advice like whatever those things are.

808

02:00:09.540 --> 02:00:20.580

Stephanie Bogan: That creates your roadmap for change, so when you do it that way becomes a lot less overwhelming and a lot more like blocking and tackling like Okay, if this, then this I do this, can I do one, two or three things this quarter go.

809

02:00:22.110 --> 02:00:31.680

Stephanie Bogan: So hopefully that helps you get clear about how you want to focus going forward and then what about Chris mark and Mike are you guys there you have some what's your focus what it's what surface for you today.

810

02:00:33.540 --> 02:00:34.200

Stephanie Bogan: Hansen.

811

02:00:36.300 --> 02:00:41.910

Chris Hansen: i'd be question, I mean i'm going to go out on a limb and say, this is not the first time, any of us have heard this.

812

02:00:42.300 --> 02:01:00.090

Chris Hansen: yeah and what drives me NUTS is like why don't I do this, I do this for months, at a time and it's way better everything's working better and then you stop you know why do I, why is why is this cycle there I.

813

02:01:00.180 --> 02:01:08.430

Stephanie Bogan: don't read so here's the great exercise for you, if you want a journal or ponder is what was happening each of those times when you think back.

814

02:01:09.210 --> 02:01:15.480

Stephanie Bogan: What came up with it, oh lots of prospects growth is good i'll i'll distract his personal situation is it.

815

02:01:15.840 --> 02:01:22.500

Stephanie Bogan: You just started checking email again and as tends to happen, like over the course of a couple of days and weeks it just sucked you back in.



816

02:01:22.980 --> 02:01:30.690

Stephanie Bogan: So that's really, what do you have to account for it that's where agency comes in, so that's the exercise Chris has to go back and say.

817

02:01:31.410 --> 02:01:42.360

Stephanie Bogan: Where did I get off track well when I went to that party and ate the twinkie and broke the 90 day then that's where it went sideways like you're going to find something in there that tells you what your personal triggers are.

818

02:01:43.440 --> 02:01:44.580

Stephanie Bogan: right for some of you it's.

819

02:01:44.790 --> 02:01:51.690

Stephanie Bogan: I can't say no to a growth opportunity or right like what about this or it's personal stuff get families and kids and strategic.

820

02:01:52.050 --> 02:01:57.390

Stephanie Bogan: what's the trigger that takes you off track is what you need to know so that you can then.

821

02:01:57.930 --> 02:02:05.580

Stephanie Bogan: account for it Oh, I get distracted by shiny things half of you really suffer from this, I know all about it okay.

822

02:02:05.940 --> 02:02:13.710

Stephanie Bogan: what's the regulator on the thermostats called a launch process or eos and those quarterly priorities where you're like I.

823

02:02:14.340 --> 02:02:26.490

Stephanie Bogan: can't do 17 things tried last quarter oh look only one of them got done maybe we'll learn, we can only do what like that's the feedback loop and process, but first Chris it's what's your trigger like what's.

824

02:02:27.000 --> 02:02:37.320

Stephanie Bogan: What throws you off track, so that you can reverse engineer that and a put systems in place to account for it and or be have more self regulation right build that muscle up.

825

02:02:37.770 --> 02:02:40.200

Stephanie Bogan: So that when those circumstances come you're like oh.

826

02:02:41.100 --> 02:02:48.330

Stephanie Bogan: I know what's happening right now, this is happening and i'm going to do that thing I do i'm going to take my breath i'm going to get my clarity and then i'm going to take action.



827

02:02:49.080 --> 02:03:01.620

Stephanie Bogan: So my invitation, there is start to get clear on do some exploration around what the triggers are like where did you start to get off track okay cool all right mark Mike is there.

828

02:03:04.170 --> 02:03:06.060

Stephanie Bogan: Mr Campbell Mr burbank somebody.

829

02:03:07.710 --> 02:03:09.540

Mike Burbank: variation on the same theme is.

830

02:03:12.510 --> 02:03:15.420

Mike Burbank: Personal agency so i'm trying to nail the.

831

02:03:16.650 --> 02:03:27.330

Mike Burbank: Control of my calendar i'm using the habit tracker have to get really deep grooves they think or else they get distracted and forth, then I jump off the tracks.

832

02:03:28.680 --> 02:03:38.970

Stephanie Bogan: Your many, you are right, the focus in the follow through P so Mike I think he's a great phrase there right building your deed groove the first time you take a trail, is there a groove.

833

02:03:40.140 --> 02:03:48.660

Stephanie Bogan: huh no second time know 14 time little bit 400 time deep grief that's the discipline diet that I was talking about.

834

02:03:49.350 --> 02:04:03.120

Stephanie Bogan: Great so for Mike what works for you and very similar to last conversation what throws you off track that's what you want to account for like where do you get your personal energy power and productivity, like what's the levers, you can pull yeah yeah.

835

02:04:03.150 --> 02:04:03.600

Mike Burbank: And then.

836

02:04:04.980 --> 02:04:08.670

Mike Burbank: My mantra that just has to be less is more saying.

837

02:04:09.600 --> 02:04:12.840

Mike Burbank: slow down to speed I tend to have long to do list with.

838



02:04:13.230 --> 02:04:16.800

Mike Burbank: Thousands of projects, I did so good.

839

02:04:17.640 --> 02:04:24.810

Stephanie Bogan: So another thing is like Oh, I could do this, and I could do this, and I could do this, and I could do this and sees this huge opportunity set.

840

02:04:25.290 --> 02:04:34.830

Stephanie Bogan: And that's great it's like going to the Buffet when you're hungry and you're like that, and I want that, if I said to you Mike you're going to eat all your meals for a year in one sitting What would you say.

841

02:04:37.920 --> 02:04:39.150

Mike Burbank: No i'm not your.

842

02:04:39.720 --> 02:04:45.630

Stephanie Bogan: same thing right like when we pick our projects it's no different than looking at the Buffet and going through.

843

02:04:46.410 --> 02:04:52.020

Stephanie Bogan: This and I want this, we want this and you're never going to be able to intake it digested and process it.

844

02:04:52.470 --> 02:04:59.310

Stephanie Bogan: it'll crush you right so it's the same thing I get an appetizer I get a not tracking and I get a desert like what are the three things.

845

02:04:59.850 --> 02:05:12.540

Stephanie Bogan: That i'm going to focus on, and I think to your point time and productivity are among the most powerful things that you can so it's where do you need to enact those changes to continue to deepen that group, where do you get off track.

846

02:05:14.430 --> 02:05:25.560

Stephanie Bogan: And then, if you need to journal or write about that or meditate on it or talk to me about it, like that's the work of like I need to figure this out because if i'm not in my group that i'm not doing the thing I need to be doing.

847

02:05:25.800 --> 02:05:30.810

Stephanie Bogan: Right, I want to feel good, and I want to do good everyday Those are two things anytime you don't.

848

02:05:31.320 --> 02:05:45.150

Stephanie Bogan: feel good or do good, it is your clue that's your body your brain your emotions saying this isn't working for us it needs attention that's what feelings are for it's why it hurts when you put your hand on the stove.



849

02:05:46.410 --> 02:05:58.740

Stephanie Bogan: And because it hurts right when we don't manage your time on bad things happen it hurts, but in a different way and we want to draw those lines, a little bit more tightly so we recognize the cause of the correlation between our behavior and our actions.

850

02:06:00.780 --> 02:06:04.740

Stephanie Bogan: Great can I get did everybody share something David did you.

851

02:06:05.910 --> 02:06:06.780

Stephanie Bogan: you've got your thing.

852

02:06:09.060 --> 02:06:10.050

Stephanie Bogan: I can't hear you right now.

853

02:06:10.290 --> 02:06:26.400

David Burgio: You have for me and you had a good thing, there and said leading leading doesn't falter growth, but it, but it feels growth and it's it'll help me with my business vision, because i'm i've got a pretty much got it i'm circling the wagons on, and I should set up so.

854

02:06:26.490 --> 02:06:30.270

Stephanie Bogan: You guys are in the space where you you're spending a good bit of time doing.

855

02:06:30.840 --> 02:06:38.490

Stephanie Bogan: Right and the shift for many of you is to move into that space of managing mentoring leading not so much managing it's not most people superpower.

856

02:06:38.970 --> 02:06:42.690

Stephanie Bogan: But will call leading, which is setting the vision or path and then mentoring.

857

02:06:43.080 --> 02:06:52.320

Stephanie Bogan: and training is really how do we in the organization right or processes or kim's or resources, our coaches, how do we make sure the team is getting what they need.

858

02:06:53.100 --> 02:06:58.590

Stephanie Bogan: So that they're set up for success right they need processes, they need standards they need consistency, they need to clear set of.

859

02:06:58.860 --> 02:07:06.750

Stephanie Bogan: priorities they need governing rules of behavior like those are all the things we're talking about with service models and standards as they need the playbook.



860

02:07:07.140 --> 02:07:16.110

Stephanie Bogan: That says this is how we went and we like to kind of like leave it wide open and be like well the playbooks kind of in flux and yes you're going to pivot as entrepreneurs and founders.

861

02:07:16.530 --> 02:07:28.140

Stephanie Bogan: But it's about giving them that and that's that shift from doing to lead it that's a huge shift that you're all going to go through at varying levels over the next couple of years, based on all your goals.

862

02:07:29.070 --> 02:07:41.220

Stephanie Bogan: you've been successful, by doing and now your entire model for success is shifting into leading setting tracks mentoring completely different skill sets.

863

02:07:41.790 --> 02:07:54.750

David Burgio: And then, can I ask a quick question if we don't have time to answer it is fine for for minimums i've got my minimum it's fine for different levels of advisors, to have different minimums right like for their minimum phase.

864

02:07:55.200 --> 02:07:56.880

Stephanie Bogan: You mean inside the same firm.

865

02:07:57.150 --> 02:08:00.240

Stephanie Bogan: yeah it can be it depends on your growth strategy.

866

02:08:00.870 --> 02:08:05.430

Stephanie Bogan: Right, so if your growth strategy is targeted at raising the average revenue per client in a very.

867

02:08:05.880 --> 02:08:10.230

Stephanie Bogan: You know kind of focused and disciplined way, then it might be that you're pushing clients down.

868

02:08:10.560 --> 02:08:21.330

Stephanie Bogan: And that you're taking them on as the top if you're building like a bigger team with multiple segments segments occur in your growth strategy and your team model account for that then yeah, you will have segments service levels of different.

869

02:08:21.750 --> 02:08:29.040

Stephanie Bogan: segments right the newer younger clients versus the MID level clients versus rates and being in of life client right you're going to spend your time on so.

870

02:08:29.370 --> 02:08:38.100

Stephanie Bogan: I wish I could say good bad, but we're all going to be having conversations around how you grow if you look at your summaries like in the notes it's all about.



871

02:08:38.700 --> 02:08:44.910

Stephanie Bogan: Either you're really clear about the WHO and the how and you need to build the mechanisms to support it and the other half of you are still.

872

02:08:45.210 --> 02:08:54.450

Stephanie Bogan: you've been really successful doing what you're doing but we got to get really focused about the WHO in the hell, and then we want to build the growth strategy and the team model and the service model.

873

02:08:54.870 --> 02:09:03.600

Stephanie Bogan: That supports that, so I think, to some extent for all of you i've recommended the practice benchmark and the client profitability analysis, because, even if you're doing great.

874

02:09:04.200 --> 02:09:11.250

Stephanie Bogan: that's going to give us an under the hood look at how the business is performing from an income engine and a productivity engine standpoint.

875

02:09:11.640 --> 02:09:14.160

Stephanie Bogan: And that's going to give us a lot of insight into.

876

02:09:14.460 --> 02:09:21.810

Stephanie Bogan: Well, if we want to double our revenue per client and you want to work 80% less time on clients, that means these clients have to go somewhere, what does that mean.

877

02:09:21.990 --> 02:09:26.700

Stephanie Bogan: How many of new people can we take on with the team that we've got if you only want for people, we have to.

878

02:09:27.090 --> 02:09:35.190

Stephanie Bogan: write, if you want a team of 40 that's so all of those variables like, if you think of those little mazes where you're like if this, then this, then this it's kind of like that.

879

02:09:35.820 --> 02:09:42.900

Stephanie Bogan: But the answer is yes, you can do that, but you want to always do it in the context of is that the best strategy for the outcome that you're trying to create.

880

02:09:43.290 --> 02:09:44.970

David Burgio: gotcha well, thank you very much.

881

02:09:45.210 --> 02:09:55.530

Stephanie Bogan: you're welcome alright so everyone at this point should have a much deeper understanding, not of



the concepts, because I think to my point like everyone's talked about these concepts before.

882

02:09:55.890 --> 02:10:03.090

Stephanie Bogan: But hopefully why they're so important in terms of information and insights of like how they actually show up and affect your performance.

883

02:10:03.510 --> 02:10:11.370

Stephanie Bogan: Health wealth and well being relationships business body bank account like if you've got that today that's the big learning.

884

02:10:11.910 --> 02:10:22.320

Stephanie Bogan: And everything from here is how do we apply these ideas around how I can operate with clarity focus and flow, a lot more of the time, and so this is not.

885

02:10:22.680 --> 02:10:33.540

Stephanie Bogan: An event, this is not a call you hear me you check off the box you're done, this is a process, this is evolutionary not revolutionary we're going to be talking about this focusing on it, working on it.

886

02:10:33.960 --> 02:10:39.900

Stephanie Bogan: Engaging this whole concept over the year because that's what we're trying to create a space where use it happy and productive.

887

02:10:40.260 --> 02:10:50.700

Stephanie Bogan: And then you're empowered to build a business and a team that can do that same thing, and if we lead from and we lead and we work from our wounds if we don't solve that within ourselves.

888

02:10:51.120 --> 02:10:58.560

Stephanie Bogan: We bring who we are, to our business every day, every time, without question, so the environment that we're experiencing at work.

889

02:10:58.950 --> 02:11:02.550

Stephanie Bogan: is a reflection of the environment that we're experiencing in here.

890

02:11:02.970 --> 02:11:12.750

Stephanie Bogan: and our job is to align those environments, so that we're happier healthier more productive and we feel better each day, so that we can do better for ourselves, our clients and our team, so I really hope.

891

02:11:13.200 --> 02:11:22.890

Stephanie Bogan: that the time that we spent talking about this today gave you guys some insights and some clarity about why and how to create that form of high performance happiness for yourself.

