

LIMITLESS Coaching Call Transcript

MAY 23RD, 2022
LEADERS COACHING CALL
SELF-TALK FOR SUCCESS

115

00:14:59.190 --> 00:15:03.960

Stephanie Bogan: All right, you guys ready to shift gears and talk about the most important conversations that you have.

116

00:15:05.970 --> 00:15:13.590

Stephanie Bogan: I shared with the lifestyle group, this morning, if there were a conversation if I picked one call to say, this is probably the most important call.

117

00:15:14.010 --> 00:15:23.760

Stephanie Bogan: That we're going to have this would probably be that call the mindset calls rate and his personal performance really drives into this, because you need to understand.

118

00:15:24.060 --> 00:15:36.030

Stephanie Bogan: kind of the science and what's working there to really kind of get how to use self talk to your advantage, but when it comes to actually applying what we talked about this is the lesson that has the greatest potential.

119

00:15:36.540 --> 00:15:48.300

Stephanie Bogan: To create radical shifts in your experience so whether it's you know what we'll talk about kind of the self talk that we that we do, but it's about how we create self talk that really drives our success.

120

00:15:48.840 --> 00:15:58.170

Stephanie Bogan: And how we can start to shift that, in a way that really repositions the way that we move forward and then we'll talk about how that really has an impact so.

121

00:15:59.400 --> 00:16:06.570

Stephanie Bogan: it's funny because I was having this conversation with Mike who's on vacation this



month I hope you're having a great time Mike if you watch this later.

122

00:16:07.320 --> 00:16:21.060

Stephanie Bogan: about the story that we told, I think it was one of the retreats where right if you all sat down and I said, your largest cleanse called left a message and you don't know why what's the first month is going into your head if you're like 99.999% of humans.

123

00:16:23.100 --> 00:16:23.700

Stephanie Bogan: what's it gonna be.

124

00:16:24.720 --> 00:16:26.400

Liz Hand: what's wrong hired.

125

00:16:26.760 --> 00:16:27.840

Stephanie Bogan: They found an error.

126

00:16:27.840 --> 00:16:33.390

Stephanie Bogan: And there's \$3,000 missing on the account you know i'm getting fired is really or i'm gonna have to defend.

127

00:16:33.810 --> 00:16:45.180

Stephanie Bogan: not getting fired is essentially what surfaces and that surfaces, because the self talk the story behind that is somehow embedded in survival mode.

128

00:16:46.200 --> 00:16:51.750

Stephanie Bogan: right that our natural default response to that challenge is, I must brace.

129

00:16:53.580 --> 00:17:02.640

Stephanie Bogan: And when we respond to situations from that are we do we think we're responding from our best place our most conscious evolved clear confident self.

130

00:17:03.930 --> 00:17:19.230

Stephanie Bogan: No, no, and if we can get to that place where we can reframe it and the reframe is really when you sit across from someone sherry, and you say, please give me all of your life savings and



i'll you can trust me with it.

131

00:17:20.850 --> 00:17:28.530

Stephanie Bogan: Right, are you saying don't ever call me don't talk to me i'm going to give you some prescribed stuff you're not allowed to ask questions like it's just a one way relationship.

132

00:17:29.910 --> 00:17:30.570

Sherri Stephens: No, no.

133

00:17:30.930 --> 00:17:32.400

Stephanie Bogan: No, what do you, what do you tell them.

134

00:17:33.330 --> 00:17:34.260

Sherri Stephens: call me anytime.

135

00:17:34.440 --> 00:17:37.140

Sherri Stephens: call me if you have any questions that me if you need me.

136

00:17:37.350 --> 00:17:48.720

Stephanie Bogan: that's right, and so our brain does this this very interesting service and that service is when that phone call comes in the default is something right bad threatening getting fired instead of.

137

00:17:49.350 --> 00:17:53.760

Stephanie Bogan: Well, of course, the claim is calling us we're supposed to be the first phone call when it comes to.

138

00:17:53.760 --> 00:17:54.960

Sherri Stephens: All things financial.

139

00:17:55.890 --> 00:18:05.610

Stephanie Bogan: But odds are good that it's someplace they have a question and we can add value and bash be sure love it when that happens, it might be something a mistake has been made will account for will own it and take will account for it.



140

00:18:06.540 --> 00:18:14.070

Stephanie Bogan: Right, it may be that something bad has happened and they're really upset and i'm going to have to really sit in that seat of clarity and calm.

141

00:18:14.550 --> 00:18:21.960

Stephanie Bogan: and bring them back to Center and add real value and yeah that's going to be worked for me today but but kind of game on that's what I get paid for.

142

00:18:22.590 --> 00:18:34.320

Stephanie Bogan: Right it's a very like okay i'm happy to take that call and you're going to get in that state of being prepared for it and coming at it from a conscious positive confident, please, which is very different than.

143

00:18:34.770 --> 00:18:47.040

Stephanie Bogan: All right, let me open the file let's see what happened walk it they possibly be calling me and here's what I want to share with you it's really all about the shit shirt I couldn't find a picture, with a shirt shirt so you just got a barrel.

144

00:18:49.800 --> 00:18:56.910

Stephanie Bogan: Have you guys, have you all heard me tell the story it, so I don't think all of you have so I know Liz is probably heard it a couple of times but it's important, which is.

145

00:18:57.330 --> 00:19:03.630

Stephanie Bogan: The self talk that we're constantly feeding ourselves which we'll talk about is often disempowering it's not positive.

146

00:19:04.380 --> 00:19:13.410

Stephanie Bogan: But that self talk was not self selected, we did not just wake up one day and go, you know what i'm just not good enough i'm not smart enough old enough young enough great enough.

147

00:19:14.400 --> 00:19:23.910

Stephanie Bogan: It didn't happen right it's our interactions that are experiences typically is children that frame those stories right and that's what surfaces all that self talk it's the stories getting squeezed out.

148



00:19:24.750 --> 00:19:35.160

Stephanie Bogan: here's why, when we get squeezed what's inside comes out when that client calls and you get squeezed a little bit the fear comes out because that's what's in there.

149

00:19:35.430 --> 00:19:43.590

Stephanie Bogan: When it comes to that client interaction because that's just the story that's been there for a long time, when you get squeezed with a different story.

150

00:19:44.100 --> 00:19:53.010

Stephanie Bogan: Liz rate Adam and I talked about this earlier Adams had a lot of people tell him no since he raised his minimums it's gone specialized now, and someone says no, you know what his reaction is.

151

00:19:55.050 --> 00:19:55.440

Stephanie Bogan: Okay.

152

00:19:56.520 --> 00:20:08.490

Stephanie Bogan: he's like I stuff I literally have no reaction like okay that's a bummer it would have been great but he's like i've got alive, you know, and so the reason that we don't sit in that space is somewhere along the way we picked up a shirt shirt.

153

00:20:09.570 --> 00:20:16.470

Stephanie Bogan: And the origin of the story is in Costa Rica, I used to take me horseback riding and wear flannel.

154

00:20:17.220 --> 00:20:24.240

Stephanie Bogan: Go on the morning came back one day we were hanging out with the kids and you know I should know my boots so I literally took off my flannel.

155

00:20:24.660 --> 00:20:34.740

Stephanie Bogan: taped up underneath wiped my boots we were going somewhere afterwards and I threw the flannel in the trunk of the car in Costa Rica, where it's warm and humid.

156

00:20:35.490 --> 00:20:39.630

Stephanie Bogan: And I proceeded to leave it there for a few weeks until.



157

00:20:40.080 --> 00:20:52.350

Stephanie Bogan: We found it and my husband said what is that and I said it's a shirt shirt do you want to wear it and he was like no you're crazy, why would I do that and I swear in that moment, it was like.

158

00:20:52.800 --> 00:21:04.260

Stephanie Bogan: All these interactions with people have flashed before my eyes were if someone had said something or done something or, worse, yet I had perceived that they might have said something we're done something.

159

00:21:05.340 --> 00:21:13.530

Stephanie Bogan: or someone said I think i've shared the story with you, I was it, as I was on a top producer event for Schwab in New York, which kind of gives you right.

160

00:21:14.130 --> 00:21:21.450

Stephanie Bogan: and understanding of the audience and I stood on that stage was probably 2829 years old and I love questions when I speak like I have no issue with that.

161

00:21:21.810 --> 00:21:32.310

Stephanie Bogan: Guy raises his hand he's a much older gentleman on the front row and i'm so excited as I get to re engage and he says, can you please tell me what the point of this presentation is.

162

00:21:33.750 --> 00:21:35.280

Stephanie Bogan: Like i'm 90 seconds in.

163

00:21:36.840 --> 00:21:44.760

Stephanie Bogan: And that's what he says now we're gonna have a whole conversation about why and how but that's not the point of this conversation, the point is in this moment the inside of me did what.

164

00:21:46.410 --> 00:21:56.670

Stephanie Bogan: It was like it cinched up in every way and I had like a fifth of a second to figure out how it was going to handle that and somewhere in there, and that was like that is just not cool.

165

00:21:57.390 --> 00:22:07.770



Stephanie Bogan: Instead of shrinking I was like that's not cool and all I could utter was something about how it wasn't a presentation of patients, that was the best I could come up with in that moment.

166

00:22:09.240 --> 00:22:18.060

Stephanie Bogan: If I had bought into the what am I going to be doing on this stage how would the next hour and a half, has gone, I was 90 seconds in.

167

00:22:19.830 --> 00:22:29.640

Stephanie Bogan: If I had been like oh my God i'm in this room, with all these older guys like no one's going to listen to me how you know this is going to be awful it would have been the worst 90 minutes of my life.

168

00:22:31.050 --> 00:22:39.510

Stephanie Bogan: And in that moment, it was like that's just not cool they invited me so i'm probably okay to be here i'm just going to do my thing.

169

00:22:40.890 --> 00:22:48.630

Stephanie Bogan: And, in the end it ended up being just fine, but what was essentially happening in this moment, and it has happened to every one of you 1000 times.

170

00:22:49.440 --> 00:22:57.390

Stephanie Bogan: Is that someone walked up to you with a shirt shirt and said, please, please put this on mark would you like to put this on.

171

00:22:57.900 --> 00:23:17.340

Stephanie Bogan: Neil is amazing ship shirt would you like to put it on and we because we're not in that conscious state say oh sure, and we wrap ourselves in it like because you said this, or I think you're thinking that or you're judging me or I think you're judging me i'm going to feel bad.

172

00:23:18.510 --> 00:23:25.200

Stephanie Bogan: And the stories in my mind are going to not serve me they're going to discount me they're going to disempower me they're going to break me down.

173

00:23:26.190 --> 00:23:36.060

Stephanie Bogan: And that is a huge part of the problem is that along the way we don't learn how to



reframe the exchanges in the interactions when we're children, we have no ego so it's incredibly different.

174

00:23:36.420 --> 00:23:48.930

Stephanie Bogan: Difficult hence these conversations as adults, we are conscious, we can be aware of what are the stories, what is the self talk and is it serving us it serves us in some way it's a survival strategy it's here to help us.

175

00:23:49.410 --> 00:23:59.490

Stephanie Bogan: The issue is at some point there's a shift where it starts to compromise our success but it's become a reliable strategy every client is a good client is a great example.

176

00:24:00.420 --> 00:24:09.900

Stephanie Bogan: Somewhere along the way, someone said here's a shirt and this shirt says every yes, is a good, yes, and we realized Oh, this is a great shirt all the successful people are wearing this shirt let's do it.

177

00:24:10.710 --> 00:24:15.960

Stephanie Bogan: And then along the way we relate these shirts tanks this doesn't fit i'm not bagging on clients, by the way right just a concept.

178

00:24:16.830 --> 00:24:27.960

Stephanie Bogan: Like the shirt but i'm stuck with a shirt like we really have the power with the conversations then ultimately how we act on them in our businesses to shift those dynamics and that's really what this conversation is about.

179

00:24:28.740 --> 00:24:38.610

Stephanie Bogan: So break down if you're going to take away one bullet point from this conversation, it is that the most important conversations we have are the ones we have with ourselves, this is not soft.

180

00:24:39.390 --> 00:24:51.060

Stephanie Bogan: This is science, this is not whoo whoo, this is the shoemith that works like all of the research says right, we have all those thoughts in our head 80% of the negative.

181

00:24:51.480 --> 00:24:57.240



Stephanie Bogan: Those are the default systems, and we are operating in that disempowered state so much of the time.

182

00:24:58.050 --> 00:25:04.800

Stephanie Bogan: We cannot create a rant reality that we don't believe in and if the talking her head is constantly telling us we can't we shouldn't we don't know how it's hard.

183

00:25:05.220 --> 00:25:11.520

Stephanie Bogan: we're going to experience blame judgment criticism ridicule uncertainty fear doubt anxiety or stress.

184

00:25:11.880 --> 00:25:19.830

Stephanie Bogan: Like that's why you're all incredible because you've overcome all of that to start a firm run a firm keep building a firm deal with the challenges.

185

00:25:20.310 --> 00:25:31.200

Stephanie Bogan: And still come up the other side that's not most of the population, the challenges, a lot of the time in my experience what drives really successful people serves us to a point.

186

00:25:32.010 --> 00:25:37.710

Stephanie Bogan: And then it starts to come with a very high tax and it can drive us to places that we don't necessarily want to go.

187

00:25:37.980 --> 00:25:47.070

Stephanie Bogan: And it's not often intentional or not like who i'll take that client i'll do this thing and i'll do this thing and i'll get focused on this thing and i'll end up in this stressed overwhelmed place where I don't feel awesome.

188

00:25:48.030 --> 00:25:54.960

Stephanie Bogan: And nothing's working the way I want I can't believe i'm stressed out about it, like that's not what we started out to do, it's just those incremental.

189

00:25:55.260 --> 00:26:04.170

Stephanie Bogan: default decisions where we don't say why am I taking clients that are below my minimum like Why am I actually doing that, like what's the business case for that.



190

00:26:06.300 --> 00:26:11.460

Stephanie Bogan: Now that's why you're here because we're helping with that, but the goal is to be able to sit in that space.

191

00:26:11.850 --> 00:26:22.290

Stephanie Bogan: Because the words that you speak become the House that you live in if you say that I can't or it's scary or it's bad your brain really gets on board and it's like Liz you're super right about that.

192

00:26:23.520 --> 00:26:33.150

Stephanie Bogan: And when we shift to an empowered state where we're saying yes, we can then that's where we start to see really radical shifts and experiences I tell people all the time.

193

00:26:33.600 --> 00:26:42.840

Stephanie Bogan: No matter how bad you're feeling, no matter how frustrating your business might be over successful, it might be, it can be unrecognisably radically better in a year.

194

00:26:44.670 --> 00:26:51.390

Stephanie Bogan: And It all starts with what are the stories that we're serving up so you've all heard me talk about how we have 60,000 thoughts a day.

195

00:26:51.750 --> 00:27:06.150

Stephanie Bogan: 80% of them are negative and 95% of those are running on a replay loop, those are the voices in your head and by about age 35 those are pretty inked and what I mean is, we are literally a set of pre programmed hardwired behaviors.

196

00:27:06.900 --> 00:27:09.660

Stephanie Bogan: The way that we think the way that we feel the way that we respond.

197

00:27:10.830 --> 00:27:17.670

Stephanie Bogan: Is pre programmed, you know what triggers you and your spouse and your team and your business and your body and your bank account.

198

00:27:18.750 --> 00:27:23.070



Stephanie Bogan: And that trigger is self talk saying some bad stuff is going to happen.

199

00:27:24.600 --> 00:27:33.570

Stephanie Bogan: And the truth is 97% of the time, according to the research because well I love this stuff I like facts 97% of the time what we worry about doesn't happen.

200

00:27:34.140 --> 00:27:47.820

Stephanie Bogan: And the 3% of the time that it does the people surveyed 97 point some percentage of them said it just wasn't that big a deal, they could they handled it and they could handle it again so that leaves essentially like one and a half percent of the time.

201

00:27:49.170 --> 00:27:58.320

Stephanie Bogan: And that's probably accurate when we think about the amount of stuff running through our brains on a daily basis, what about this and how am I going to get that done in that class going to be upset is we ready to get home and the kids are.

202

00:27:58.890 --> 00:28:00.480

Stephanie Bogan: If you have kids That just goes on and on and on.

203

00:28:02.670 --> 00:28:07.980

Stephanie Bogan: right if your spouse isn't number is great, because our self talk really sets per course.

204

00:28:08.370 --> 00:28:19.200

Stephanie Bogan: So the only limits we have are the ones we place on ourselves, but it has very little to do with what's happening out here, and everything to do with what's happening in here and you've all seen me draw the triangle.

205

00:28:20.400 --> 00:28:28.740

Stephanie Bogan: person is going to give me a fat marker because I was complaining that my drawings, are all sketchy or not so smooth like curls but you've all seen me draw this.

206

00:28:29.220 --> 00:28:39.210

Stephanie Bogan: And that's what you're essentially seeing on your screen is our strategies are what's above that surface right and our story and our state or down here.



207

00:28:40.110 --> 00:28:48.720

Stephanie Bogan: And can't really do this on PowerPoint but the reason they draw the triangles because it spends sometimes we will respond to a situation purely from state.

208

00:28:49.290 --> 00:28:58.200

Stephanie Bogan: Right i'm super positive i'm super scared i'm super good i'm super bad sometimes will report will respond from a place of those stories like oh you can't do that to me.

209

00:28:59.130 --> 00:29:09.240

Stephanie Bogan: Nobody gets one over on me watch this right that's just a story that's acting itself out and then strategies are actually what happens and that's what either serves us or creates that tax.

210

00:29:09.630 --> 00:29:17.700

Stephanie Bogan: If we're worried that saying no to someone will create a negative feeling and we want to avoid that feeling, because the voices in our head are saying, if you do this, then.

211

00:29:18.300 --> 00:29:33.900

Stephanie Bogan: Then we're going to sabotage, so our self talk either sets us up for success or it sabotages us by shrinking us right keeping us back in some way, keeping us ball, because in nature, what happens when you're big you're seeing and when you're seeing in nature, what happens.

212

00:29:35.100 --> 00:29:44.460

Stephanie Bogan: You get eaten it's not usually a good thing right, so we get to this place where how big and successful can we get without the creating issues for us.

213

00:29:45.060 --> 00:29:54.300

Stephanie Bogan: So self talk is, by all accounts survival strategies, one of your brains coping mechanisms and here's some of the ways that it shows up and ready to talk about this a little bit.

214

00:29:54.990 --> 00:30:00.330

Stephanie Bogan: Personalizing when we personalize we pretty much blame ourselves for everything.

215

00:30:01.320 --> 00:30:08.580

Stephanie Bogan: client situation happen, I should have this I should have caught that I should have



talked to them sooner, I should have known I was talking with one of our advisors, the other day and he's like.

216

00:30:08.970 --> 00:30:15.690

Stephanie Bogan: Well, if I had seen this sooner and I looked at all the portfolios more closely and if I hit done this and I was like yeah those are a lot of IFS.

217

00:30:16.830 --> 00:30:25.830

Stephanie Bogan: Right so Personalizing is really about blaming yourself self judgment and criticism is one of the harshest things that we can do it's the energy on a super negative.

218

00:30:26.640 --> 00:30:39.240

Stephanie Bogan: The others magnifying so you have this tendency to focus on the negative and ignore all the positive it's just bad it's just awful there's no recovery, we are just going to focus on the details that serve bad things are coming.

219

00:30:40.140 --> 00:30:44.850

Stephanie Bogan: catastrophizing is usually clients call, what is the worst possible thing i'm getting fired.

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00:30:45.270 --> 00:30:52.290

Stephanie Bogan: Our brain goes to i'm getting fired oh I got a referral that doesn't fit that's it i'm going to have to say no they're never going to hire me again.

221

00:30:53.100 --> 00:31:01.920

Stephanie Bogan: Right and it's really hard to be persuaded otherwise polarizing is really where we see the world in black and white good or bad there's nothing in between.

222

00:31:02.820 --> 00:31:11.040

Stephanie Bogan: When we feel in we're in a position of authority or superiority like How dare they are they don't know what they're doing that's a very polarizing position.

223

00:31:11.820 --> 00:31:22.980

Stephanie Bogan: rehashing is going back over your past over and over and over trying to figure it out, trying to make something right, and then we like to share we're really good at sharing that the people in the past, this happened, and this happened, and this happened.



224

00:31:23.640 --> 00:31:27.060

Stephanie Bogan: Right so we're resurfacing kind of the old issues and then rehearsing.

225

00:31:28.140 --> 00:31:34.110

Stephanie Bogan: This is a very common strategy is you're constantly rehearsing all of the negative ways that things can unfold.

226

00:31:35.580 --> 00:31:43.500

Stephanie Bogan: Like Oh, if I raise my fees, then this will happen and then this will happen and then Bob Smith will say this, and then the team will get upset about that, and then, and then, and then it.

227

00:31:44.010 --> 00:31:50.280

Stephanie Bogan: And these mechanisms it's really important to understand that the self talk those voices in your head they're trying to help and save us.

228

00:31:50.880 --> 00:32:02.070

Stephanie Bogan: But the conversations that they're surfacing are fundamentally disempowering and when we as founders and leaders and humans show up from a disempowering state of mind.

229

00:32:02.460 --> 00:32:10.500

Stephanie Bogan: No one is being served, so our real job is just to understand that the voices that are header real where we should be listening to the more of the time.

230

00:32:11.130 --> 00:32:19.590

Stephanie Bogan: Because they're going to give us insight into either what's going to really push us forward or what stuck in us as I like to say right what's kind of stalling us out.

231

00:32:20.400 --> 00:32:31.740

Stephanie Bogan: So a lot of times we're going to end up feeling like we're in survival state where we take up residence right i'm to this i'm not enough I can't do that because I shouldn't it will be too hard, it will take too long.

232

00:32:32.940 --> 00:32:42.840



Stephanie Bogan: What we want to do is shift into what we like to call the success state and that's where all the possibility lives, I am I can I will incapable of I have all the time, I need to.

233

00:32:43.500 --> 00:32:53.010

Stephanie Bogan: And all of you have really gotten much better than a lot of average people who aren't as aware of this, because to do a lot of what you've done you've had to overcome a lot of the obstacles.

234

00:32:53.610 --> 00:33:04.500

Stephanie Bogan: What we ultimately want to get you is how do we live in that success state more of the time, as we grow our businesses, so that the job and the complexity that can come with it.

235

00:33:05.010 --> 00:33:14.250

Stephanie Bogan: doesn't start to turn us in on ourselves, and we end up driving to something that's not really effective or efficient or in the end the end is enjoyable as we want it to be.

236

00:33:14.970 --> 00:33:24.540

Stephanie Bogan: So it's not just about driving to success is about how we feel as we're moving toward the next level of success in a way that can feel really good for us.

237

00:33:24.870 --> 00:33:37.770

Stephanie Bogan: Irrespective of what might be happening, it doesn't mean they're bad days or bad markets or bad situations, but it means that that just what they are we're going to address them and then we're going to move forward and we're going to keep ourselves in that positive success date.

238

00:33:39.090 --> 00:33:51.600

Stephanie Bogan: So here's how we start the exercise, so I want you to think of one place where you get yourself we're self talk is not nice it's critical it's judging it's blaming it's uncertain it's doubtful.

239

00:33:52.170 --> 00:34:00.450

Stephanie Bogan: it's telling you that you can do your shouldn't raise you think about that big three your goal, and the next level, what is the loudest critic in your head.

240

00:34:04.020 --> 00:34:05.460

Stephanie Bogan: To take a second to think about that.



241

00:34:09.600 --> 00:34:16.980

Stephanie Bogan: And then we're, this is the honesty circle we're going to go around and we're going to talk a little bit about them and then work on some positive refrains.

242

00:34:18.360 --> 00:34:22.290

Stephanie Bogan: Right who wants to go first, this is the really exciting part.

243

00:34:24.120 --> 00:34:25.110

Stephanie Bogan: Please do you want to start.

244

00:34:31.770 --> 00:34:35.580

Stephanie Bogan: By one place for self talk is showing up in a disempowering way.

245

00:34:39.300 --> 00:34:43.350

Liz Hand: How dare she okay for the.

246

00:34:45.390 --> 00:34:49.110

Liz Hand: Sorry i'm not thinking of the exact words that come to my mind, but that's essentially what it is.

247

00:34:49.320 --> 00:34:50.880

Stephanie Bogan: it's the feeling right who does she.

248

00:34:51.030 --> 00:34:51.750

Liz Hand: She is.

249

00:34:51.840 --> 00:34:54.960

Liz Hand: that's that's the one Thank you that's the voice.

250

00:34:56.610 --> 00:34:59.760

Stephanie Bogan: So what's the feeling state behind that.

251



00:35:00.960 --> 00:35:03.000

Stephanie Bogan: Is that anger is an uncertainty is it.

252

00:35:03.540 --> 00:35:04.560

Liz Hand: it's embarrassment.

253

00:35:06.660 --> 00:35:17.220

Stephanie Bogan: So the catch is what's happening right the self talk in my head How dare she where the feeling you're going to recognize the feeling usually before you catch the self talk, by the way, that's that's your.

254

00:35:17.970 --> 00:35:27.030

Stephanie Bogan: Emotions and for you guys, this is really important, because our culture says to them that feelings are this thing right they make you saw if they make you weak and you need to stuff them down.

255

00:35:27.960 --> 00:35:33.900

Stephanie Bogan: Right we're not going to write ask you to write were memos and run around the fire like hey if that works will try it but.

256

00:35:34.980 --> 00:35:43.680

Stephanie Bogan: really about understanding that feelings are your brain and body's way of telling you, you need to pay attention that's what they are.

257

00:35:43.950 --> 00:35:55.410

Stephanie Bogan: There, a cue that says this feels good do more of this this feels bad please stop doing this and solve for it, the breakdown comes when we don't heed the feeling.

258

00:35:56.220 --> 00:36:05.130

Stephanie Bogan: This feels crappy and i'm going to do it today and i'm going to do it tomorrow and i'm going to do it, the day after that and i'm going to do that for 17 years and then one day i'm going to be like bad.

259

00:36:05.790 --> 00:36:11.010

Stephanie Bogan: And there's going to be all these breakdowns along the way, and so, when we don't



heed the feeling.

260

00:36:11.040 --> 00:36:20.940

Stephanie Bogan: That does not mean we have to wrap ourselves in crying out for seven days it just means we don't look to escape from them, we just embrace them and we say hey this is uncomfortable and I don't like it.

261

00:36:21.780 --> 00:36:26.430

Stephanie Bogan: Right I don't like the conflict that's existing in this relationship, right now, it doesn't feel that to me.

262

00:36:27.510 --> 00:36:32.850

Stephanie Bogan: So what we're trying to do one is really catch, what is the self talk what's it triggering.

263

00:36:34.290 --> 00:36:46.710

Stephanie Bogan: Right, and so in Liz's example it's triggering this feeling of right how How dare this person what is how they're like is when you think about those other strategies it's polarizing it's a it's a power strategy.

264

00:36:47.790 --> 00:36:53.190

Stephanie Bogan: How dare someone right we think about like i'm boundary so our work, then, is.

265

00:36:53.520 --> 00:37:09.930

Stephanie Bogan: Is that serving me so the mindset conversation okay Liz what's the story behind that and it's what's it in service of, and we can go deeper into that the self talk conversation is as you're sitting in that space on top of that, that self talk is insight hey.

266

00:37:10.980 --> 00:37:15.690

Stephanie Bogan: Why am I saying how dare she i'm a mature conscious human being.

267

00:37:16.770 --> 00:37:26.310

Stephanie Bogan: So I had a Nick I had an experience with my 11 year old this morning it was really fun Liz will really appreciate this so she's on this consent thing.

268



00:37:27.990 --> 00:37:33.900

Stephanie Bogan: She was had a friend's thing yesterday, and then the friend and I have another friend she literally said that she didn't ask my consent.

269

00:37:36.540 --> 00:37:47.670

Stephanie Bogan: Do you know what this word means, how are we using it, and I was having a conversation this morning about vacation and she decided that she you know wasn't she didn't want to do all these things that she'd been signed up for, and she was like No one asked my consent.

270

00:37:48.810 --> 00:38:05.880

Stephanie Bogan: And I was like well you know in in my head i'm like who does she think she is like this, gels were like she is not the Queen of Sheba over here and that first fifth of a second if we're being honest I did not sit in that space because i'm human and I was like.

271

00:38:06.900 --> 00:38:19.860

Stephanie Bogan: Emma you're not going to sit around or some are watching netflix like Ray when I give you options you didn't know this is what we're going to do, and she was like basically you're not the boss of me and I went into yes, I am.

272

00:38:21.660 --> 00:38:38.970

Stephanie Bogan: Not in the worst but for about 30 seconds I was like I am the box, if you, I am the pair and then I noticed the voice in my head is screaming Oh, I am the boss of you like i'm the mom you're the kid you're going to, and I was like oh i'm so triggered right now.

273

00:38:41.040 --> 00:38:44.430

Stephanie Bogan: Stop right here we're going to take a very deep breath.

274

00:38:45.300 --> 00:38:53.190

Stephanie Bogan: we're going to recognize that the voices in our head are pissing us off and that's creating a conflict with an 11 year old and we're probably.

275

00:38:53.520 --> 00:38:57.720

Stephanie Bogan: going to want to do better than that I was like okay i'm going to need to back off of this.

276



00:38:58.200 --> 00:39:03.360

Stephanie Bogan: and be like hey I know that you have ideas about what you want to do this summer i've tried to talk to you about it.

277

00:39:03.660 --> 00:39:09.960

Stephanie Bogan: And now you haven't been certainly needed to make some plans we can sit down and talk about it after school, I want to start the morning in a good place.

278

00:39:10.680 --> 00:39:19.920

Stephanie Bogan: He said I don't want to push you into doing anything, this summer, but we're a family and we make plans together and it's not just about what you want, but I want to make sure that you heard, can we talk about it after school and she was like okay.

279

00:39:21.240 --> 00:39:23.040

Stephanie Bogan: way more conscious conversation.

280

00:39:26.040 --> 00:39:34.110

Stephanie Bogan: And that's how we show up for a team that's how we show up for herself before we take that client call or when the prospect challenges the fee in the moment.

281

00:39:34.590 --> 00:39:42.150

Stephanie Bogan: So the opportunity lives in that situation is to start to like the kitchen, the correct is the work you're going to do before that.

282

00:39:42.540 --> 00:39:49.950

Stephanie Bogan: But it's helpful to know what triggers you so we're going to go through an exercise in a little bit so you don't have to think about them all we're going to do the fun together.

283

00:39:50.430 --> 00:39:58.800

Stephanie Bogan: But the idea with catching correct as an exercise and then we're going to practice list, I want you to be thinking through this is what's the negative talk that's happening what's that story.

284

00:39:59.160 --> 00:40:08.520

Stephanie Bogan: I can't change my fees my clients will leave I can't resolve this relationship or right if I don't do X it's just never going to work out i'm gonna have to give up my you know.



285

00:40:08.850 --> 00:40:15.690

Stephanie Bogan: What I want, I have to sacrifice right, I have to be the suffering victim for this, you know to not what is that story.

286

00:40:16.110 --> 00:40:27.270

Stephanie Bogan: Can you get clear that it's not serving you and that's what we've talked about what's happening, is it really true is it in service of you, your clients, the goal and through know 99.99% of the time.

287

00:40:27.810 --> 00:40:37.530

Stephanie Bogan: What do you choose to believe, and that is what we're going to put in place the kitchen correct is where you're literally going to expedite the rewiring of your brain.

288

00:40:38.310 --> 00:40:42.960

Stephanie Bogan: A belief is justified this been thought more than once, over and over again.

289

00:40:43.500 --> 00:40:52.410

Stephanie Bogan: Which means that we can up level or upgrade the belief so as we're sitting in that moment catching correct, is that you give yourself the physical Q.

290

00:40:53.160 --> 00:41:03.810

Stephanie Bogan: right we use it use hands around here because that's how I learned it right which is i'm going to catch okay i'm gonna squeeze my polymer if you're sitting in a meeting squeeze your left leg or make a fist with your right hand.

291

00:41:04.530 --> 00:41:12.780

Stephanie Bogan: name or name the feeling if you're one of those rick hey this is right i've got you know my worldly wheel, is what you've heard me talk about right or you know.

292

00:41:13.200 --> 00:41:29.670

Stephanie Bogan: that she Bob is showing up whatever it is like so that you can start to identify it as something separate from you it's not you Melissa if you can identify it, that means you don't have to be governed by it and you now have created conscious space separate and apart from it.



293

00:41:30.840 --> 00:41:41.370

Stephanie Bogan: So we want to get clear on what's triggering us to this morning I was like wow someone trying to boss me whether it's a 50 year old or an 11 year old triggers the oh no you won't.

294

00:41:41.760 --> 00:41:48.510

Stephanie Bogan: Because big surprise crowded bus me my whole childhood they messed it up really bad I don't want any of them to boss me around anymore.

295

00:41:49.170 --> 00:42:00.330

Stephanie Bogan: And I was like oh OK, now the self talk is going to be very different, as I sit in that space so correct is get really clear on what the new and better self talk is.

296

00:42:01.530 --> 00:42:12.780

Stephanie Bogan: Listening in that moment right instead of how dare she what would be in better service of the relationship that you want to create even if it's a neutral relationship.

297

00:42:21.510 --> 00:42:38.010

Liz Hand: It comes around to like depending on where i'm projecting it if it's internally it's I i'm a valuable contribution I have something to add and then externally there's something being shared with me that I can sit with and.

298

00:42:39.090 --> 00:42:41.820

Liz Hand: yeah there's value here to be seen.

299

00:42:42.150 --> 00:42:49.350

Stephanie Bogan: Right, so in that moment, instead of how dare she can catch her correct or he or whatever your story is then the correct, can it become.

300

00:42:49.890 --> 00:42:58.740

Stephanie Bogan: Simply something more empowering Indian service right, so it doesn't have to mean that you're going to fix the other person or you're going to solve the problem in the instant, but it can be.

301

00:42:59.280 --> 00:43:09.780



Stephanie Bogan: i'm someone who can hear and understand without feeling the need to you know, create conflict my just something, and we can work on that obviously.

302

00:43:10.080 --> 00:43:15.780

Stephanie Bogan: But the ideas in that moment, if the self talk shifts from how dare she do this again to.

303

00:43:16.650 --> 00:43:26.640

Stephanie Bogan: I can sit in a quiet space and here and help someone feel understood and then move through that moment without you know being without being influenced by them.

304

00:43:26.970 --> 00:43:36.390

Stephanie Bogan: Right so there's something in that power dynamic that is working on the story The self talk in the moment is what surfaces that work so that you can get to that place where you're like.

305

00:43:37.560 --> 00:43:45.990

Stephanie Bogan: I am a person who can sit in the space and maintain calm and move through this without creating conflict, I am I am grace grace grace.

306

00:43:46.590 --> 00:43:56.400

Stephanie Bogan: Okay, so that when we do that, over and over again, obviously not necessarily out loud there as we're rewiring our brain those neural pathways you're being laid Liz one day.

307

00:43:56.730 --> 00:44:02.310

Stephanie Bogan: When that moment happens in that fifth of a second you won't have to do the catch the correct will simply show up it'll be like.

308

00:44:03.420 --> 00:44:04.230

Stephanie Bogan: I give grace.

309

00:44:05.430 --> 00:44:14.250

Stephanie Bogan: Like those three words you'll just be like right back to that State, because now, the self talk is not showing up with the judgment, the blame the criticism, the fear.

310

00:44:15.090 --> 00:44:23.040



Stephanie Bogan: And so it can be little things like, why is that client calling me, it can be much bigger things it can be the quality of our life and the quality of our relationships.

311

00:44:23.430 --> 00:44:29.250

Stephanie Bogan: But first we have to identify how is it showing up So these are three big areas that I coach on a lot.

312

00:44:30.030 --> 00:44:40.320

Stephanie Bogan: Right practice aside how we're what our relationship with time is, if you say to yourself on a regular basis, I don't have enough time there's never enough time I can't get all the shit done.

313

00:44:41.040 --> 00:44:52.410

Stephanie Bogan: you're going to stay stuck here, because that is a self fulfilling belief and i'll explain why in a moment, the answer is it just doesn't put you in a position of power to account for or solve if you're stuck in the spin cycle.

314

00:44:53.040 --> 00:45:02.550

Stephanie Bogan: it's I don't like the feeling i'm acknowledging the feeling, but I don't know how to solve for it it's uncomfortable I can't stop the stories in my head are driving before it, I have to take all these clients.

315

00:45:02.880 --> 00:45:12.390

Stephanie Bogan: And when we don't address it, it compounds consistency compounds in the positive and really powerful ways, and it also compounds, with negative and equally powerful ways.

316

00:45:13.470 --> 00:45:16.920

Stephanie Bogan: So we're going to talk a little we're going to talk through time relationships.

317

00:45:17.610 --> 00:45:24.510

Stephanie Bogan: How are you really talking through your relationships 100% almost will define the quality of your relationships.

318

00:45:24.870 --> 00:45:38.490

Stephanie Bogan: And then the quality of the conversations with yourself we're going to define the quality of how you're experiencing life so, how does it show up in time and productivity, how you apply



your time matters as much as the amount of time you apply.

319

00:45:39.810 --> 00:45:47.190

Stephanie Bogan: Right so for showing up from a place of negativity fear uncertainty judgment stress distraction lack of focus, are we going to use our time to the utmost.

320

00:45:48.270 --> 00:46:01.020

Stephanie Bogan: No so when it comes to time we don't have time problems period we simply have priority problems and it's the stories and that self talk that keep us from dealing with it.

321

00:46:02.940 --> 00:46:04.500

Stephanie Bogan: Another client came in okay.

322

00:46:06.000 --> 00:46:07.830

Stephanie Bogan: Do I have capacity, no.

323

00:46:10.350 --> 00:46:23.880

Stephanie Bogan: want to take them anyway, why there's no business case there's no spreadsheet it says right, this is going to improve the quality of the outcome, relative to the goal we want to achieve, which means that some story in our head is saying this is what we do.

324

00:46:24.960 --> 00:46:36.630

Stephanie Bogan: Right, so we want to be able to check that sooner and make sure that we're not using our energy, so that all of our self talk is being focused in the direction that we want So what is the biggest time problem that you have.

325

00:46:37.860 --> 00:46:41.580

Stephanie Bogan: sherry, we think about time was the biggest time brother, you have.

326

00:46:44.430 --> 00:46:47.430

Sherri Stephens: You mean, as far as how I talked to myself about it.

327

00:46:48.030 --> 00:46:50.430

Stephanie Bogan: Or maybe it's something else for productivity.



328

00:46:52.860 --> 00:47:09.630

Sherri Stephens: Well, you know, probably my choices are the biggest problem that I have you know there's a there's a always a shiner object somewhere that I, you know leave something before it's done or think I have to get taken care of before the end of the day, just.

329

00:47:12.690 --> 00:47:16.950

Sherri Stephens: Sometimes, if i'm not managing my time it gets away from me that way.

330

00:47:18.750 --> 00:47:31.110

Stephanie Bogan: Okay, so when you're in that we know there's not a person on this call that has not changed to show anything right like we love shiny things in that moment, what is the conversation on our head about the shiny thing.

331

00:47:32.490 --> 00:47:33.990

Sherri Stephens: And it's somehow more important.

332

00:47:34.320 --> 00:47:42.750

Stephanie Bogan: Well it's just all you hear is it's going to serve us it's going to serve us it's going to serve us it's going to serve us it's going to serve us it's going to service it's going to solve it's going to fit like.

333

00:47:43.170 --> 00:47:54.480

Stephanie Bogan: Because it's right that's the default filter so again, we want to just sit in the space of hey where are these things coming up right the tools and the exercises and the model schedules or strategies.

334

00:47:54.960 --> 00:48:02.580

Stephanie Bogan: But there is no strategy that will solve for putting five pounds a ship into 10 times a Shin into a five pound bag and expecting awesome.

335

00:48:04.200 --> 00:48:07.950

Stephanie Bogan: doesn't happen like you do that you're going to get a mess every single time.

336



00:48:08.940 --> 00:48:19.950

Stephanie Bogan: And so the issue with self talk isn't the time strategy it's, how do we actually get to a space where we, in our own head in the matter of seconds convince ourselves to do things.

337

00:48:20.340 --> 00:48:29.370

Stephanie Bogan: That Upon reflection later don't always service to the utmost, and we all do it by the way, it's not a judgment on any of us.

338

00:48:30.450 --> 00:48:39.330

Stephanie Bogan: and our job is can we check the stories in our head in that moment our strategy and our goals are checking them at a higher level, so what the client model is all about.

339

00:48:40.230 --> 00:48:48.300

Stephanie Bogan: it's that client profitability spreadsheet, the only way that I can ever argue with the stories in people's head was with math I was like well how's that working out for you.

340

00:48:49.470 --> 00:48:55.590

Stephanie Bogan: If you double, you will have twice as many of these problems and I don't have a magical and they're like oh darn it we're going to have to change something.

341

00:48:56.160 --> 00:49:07.980

Stephanie Bogan: So step one is understanding, especially when it comes to time, it is the talk in the stories that are creating the choices that create the complexity and the compounding problem we can always tell clients.

342

00:49:08.370 --> 00:49:17.010

Stephanie Bogan: it'll take a little bit longer we can always choose to hire more we can choose to build better processes, we can choose to work with less clients, so we can be more attentive.

343

00:49:17.520 --> 00:49:26.160

Stephanie Bogan: I have yet to find a business problem that can't be solved when you stop listening to your own bullshit, and I say that with absolute love and respect.

344

00:49:26.550 --> 00:49:44.850

Stephanie Bogan: None of us change until we get tired of our own bullshit period and that all starts in



here, so all we want to do is pull back the curtain and be like oh my gosh look at the bs that i'm beating myself let's not do that anymore rate change the diet, change the outcome self talk.

345

00:49:44.880 --> 00:49:46.050

Sherri Stephens: In particular, shows up in the.

346

00:49:46.050 --> 00:49:47.910

Stephanie Bogan: Quality of your relationships.

347

00:49:51.900 --> 00:50:01.770

Stephanie Bogan: It is near impossible to engage in high quality relationships, if you are not engaged in high quality conversations with yourself why.

348

00:50:09.210 --> 00:50:10.050

Joe Van Name: You are trustworthy.

349

00:50:11.070 --> 00:50:12.150

Stephanie Bogan: You don't trust yourself.

350

00:50:12.180 --> 00:50:13.050

Joe Van Name: Is a great one.

351

00:50:13.680 --> 00:50:16.860

Stephanie Bogan: We also give people permission, how to treat us.

352

00:50:19.500 --> 00:50:26.970

Stephanie Bogan: Right in any relationship we create boundaries, we say you can talk to me this way or you can talk to me this way when we choose to show up for the second date.

353

00:50:27.450 --> 00:50:38.580

Stephanie Bogan: Right or we stay married for 20 years we say it's okay or not okay every single choice that we make, and the quality of our relationships is really defined by the quality of how we feel about ourselves.



354

00:50:39.300 --> 00:50:55.140

Stephanie Bogan: Because you cannot give what you do not have your cup must runneth over if your head is filled with fear uncertainty doubt anxiety or stress even a third of the time or judgment blame and criticism for yourself.

355

00:50:56.490 --> 00:51:01.230

Stephanie Bogan: And that's where your attention and energy are going, how is that going to impact the quality of your relationships.

356

00:51:02.790 --> 00:51:14.010

Stephanie Bogan: So here's a fun exercise my fun I use air quotes I want you to think about the most challenging relationship that you have right now i'm not making sure this out loud but it's really good reflection exercise.

357

00:51:16.650 --> 00:51:19.650

Stephanie Bogan: What about that relationship trigger issue.

358

00:51:20.790 --> 00:51:27.120

Stephanie Bogan: With me this morning and was going through this you know no one's the boss me stage it's very predictable she's 11 years old she's fiercely independent.

359

00:51:27.960 --> 00:51:39.090

Stephanie Bogan: Right so as a mature person i'm supposed to know that and not act like a child and be like oh she's going through a stage let's find a safe and healthy way to foster that sense of independence right but I can't do that if the voices in my head around that.

360

00:51:39.840 --> 00:51:51.180

Stephanie Bogan: So step one, what is the relationship that you're having a challenge with step two what's triggering about that step three, this is the honesty sighs, what are the voices in your head saying around that.

361

00:51:53.310 --> 00:51:53.610

Stephanie Bogan: Right.

362



00:51:55.620 --> 00:51:59.820

Stephanie Bogan: Oh yes, you will i'm the mom here the kid is the voices went to.

363

00:52:00.960 --> 00:52:01.200

Stephanie Bogan: Okay.

364

00:52:03.030 --> 00:52:08.190

Stephanie Bogan: Is it in what's in surface up right, so this is what we were where we ended up like what's it in service of.

365

00:52:10.650 --> 00:52:21.450

Stephanie Bogan: it's almost never in service of the actual relationship it's almost in service of protecting proving hiding or defending against some feeling that we don't like.

366

00:52:24.960 --> 00:52:36.900

Stephanie Bogan: And our self talk is the signal that says is this in service, and if that voice is not, then our job is to do the work to shift that talk to a much more positive place and here's why it really matters.

367

00:52:37.350 --> 00:52:41.310

Stephanie Bogan: Because, in the end, the best and most important relationship is to have the one with ourselves.

368

00:52:42.600 --> 00:52:55.440

Stephanie Bogan: We cannot give that we do not, we do not have so if we can't feel good, we cannot share that with other people if we are filled with judgment blame and criticism winner buffer runs out our energies Wayne how are we going to show up.

369

00:52:59.550 --> 00:53:07.830

Stephanie Bogan: With that default right that negative self talk in that criticism, so the quality of our time, the quality of our relationships and the quality of our life.

370

00:53:08.490 --> 00:53:16.380

Stephanie Bogan: How we feel anybody ever gone to a networking event or met a new coi or a client meeting and then you leave and the voices in your head or like.



371

00:53:17.010 --> 00:53:29.430

Stephanie Bogan: You didn't do this, you talk too much they you know they just said that because they were being nice to you is this just makes probably just me they were just being nice to you they're never going to really send anyone to you, they were just like what like honesty right.

372

00:53:31.380 --> 00:53:33.120

Stephanie Bogan: Sure he's like nope that's never happened to me.

373

00:53:35.100 --> 00:53:38.070

Stephanie Bogan: it's gonna mute, by the way, I don't have to be the only one talking today.

374

00:53:38.400 --> 00:53:44.010

Sherri Stephens: It is it does it does happen, but, honestly, it doesn't happen as much as it used to.

375

00:53:44.070 --> 00:53:47.010

Sherri Stephens: So I don't know if that's because I feel.

376

00:53:48.180 --> 00:53:57.000

Sherri Stephens: Maybe more confident at something like that these days, but there was a day my career with that was really true, there are fewer days now.

377

00:53:57.210 --> 00:54:09.510

Stephanie Bogan: And that is maturity and self love because it's in that moment when you're driving home and you're like i'm such an idiot I can ever remember names are Asian descent this ration it on that that's basically our disturbances beating us up.

378

00:54:10.530 --> 00:54:24.870

Stephanie Bogan: And that means there's some story there that says, we need to be disempowered we're going to choose to do that and that's, the most important shift is when we can create the shift that's when we can start to re insert self talk that.

379

00:54:24.900 --> 00:54:26.670

Sherri Stephens: radically serves us.



380

00:54:27.210 --> 00:54:35.010

Stephanie Bogan: Right, I can grow five X, I can triple the size of my clients, I can quadruple my business and work half as much time i'm just gonna have to be smart and sharp.

381

00:54:35.310 --> 00:54:44.100

Stephanie Bogan: hire us and people make good decisions, yes, I can, and I will is where all abundance joy, creativity and awesome is burst every single time.

382

00:54:44.790 --> 00:54:49.830

Stephanie Bogan: So the exercise is really to learn how to suit the savage beast when we sit in those moments.

383

00:54:50.460 --> 00:54:58.860

Stephanie Bogan: When we have a negative persistent experience when we're feeling overwhelmed or frustrated with a staff person when we start our town it's gone in 10 minutes that's not what i'm talking about.

384

00:54:59.490 --> 00:55:06.150

Stephanie Bogan: Any negative persistent experience isn't sign that there's something to be tended to it means there is self talk in the head saying.

385

00:55:06.840 --> 00:55:12.450

Stephanie Bogan: can't you shouldn't you don't know how judgment blame criticism fear any of those potential stories.

386

00:55:13.290 --> 00:55:29.010

Stephanie Bogan: The antidote is awareness step one you've heard me say it 1000 times what's happening what's happening is, I feel bad what's really happening oh i'm triggered by an 11 year old wow that's mature okay Ray like buzz okay.

387

00:55:30.420 --> 00:55:42.630

Stephanie Bogan: Right, is it really true No, I do not need to get in a conflict I don't need to win a debate with an 11 year old it's not required on safe and secure it's going to be okay obviously triggered in this moment but we're going to get through it.



388

00:55:43.230 --> 00:55:53.430

Stephanie Bogan: What do I choose to believe right I choose to believe that Emma is a fiery independent 11 year old and it's going to be just fine right we're going to do the work like I can sit like Liz I can sit in the space.

389

00:55:53.730 --> 00:56:07.860

Stephanie Bogan: And I can allow her to assert massive amounts of independence with that and, anyway, great being triggered by it like okay that's my work that's just that was literally the awareness exercise that I went through I literally went to my husband, because he was like hey stuff.

390

00:56:09.150 --> 00:56:13.950

Stephanie Bogan: In there and I was like thank you like, he heard the tension ratchet up, just as I felt it.

391

00:56:14.760 --> 00:56:22.440

Stephanie Bogan: Literally right so that's awareness clarity is what am I going to like what's what is that third and fourth step what am I going to do about it in this case i'm going to choose.

392

00:56:22.770 --> 00:56:33.090

Stephanie Bogan: How i'm going to sit in that space i'm going to choose self talk that says right, I can create a space where I can let someone be heard, without having to be right that's much more powerful self talk.

393

00:56:34.470 --> 00:56:49.410

Stephanie Bogan: What do I need to pay attention to this is the part where you change and that's where self talk serves us because it surfaces, what we need to work on, because we agree that you should be building and empowering yourself, the vast majority of the time.

394

00:56:50.520 --> 00:57:00.030

Stephanie Bogan: The only negative experiences, good for us contrast like Oh, I learned what I need to learn ideally quickly and after that there is no Roi and negativity zero.

395

00:57:00.810 --> 00:57:08.100

Stephanie Bogan: So we're job is how do we sit in that space as quickly as possible right, so what might take weeks when you start really working on something that triggers you Liz.



396

00:57:08.820 --> 00:57:14.040

Stephanie Bogan: Three months from now, or three you know, nine months from now, you might be like Oh, she said it again and you'd be like cool.

397

00:57:14.850 --> 00:57:21.780

Stephanie Bogan: And you just let that conversation flow, because the self talk in your head is silenced right and it's serving up a much more constructive conversation.

398

00:57:22.080 --> 00:57:29.370

Stephanie Bogan: That tension is what do I need to actually solve for here so i'm not feeding myself this stuff anymore like i'm actually going to account for something.

399

00:57:29.940 --> 00:57:41.130

Stephanie Bogan: hey i'm tired of feeling overwhelmed and what I need to account for is really making different choices is that a system issue is it a people issue is it a focus issue is that I have too many clients and then you solve for that issue.

400

00:57:41.640 --> 00:57:51.270

Stephanie Bogan: that's the part where you can create the roadmap for change and then practice is those very versions of the exercises but catching correct what are the voices in my head saying Are they really true.

401

00:57:51.600 --> 00:57:58.140

Stephanie Bogan: What do I want to reframe that into the more positive empowering and really elevates the success that I experience.

402

00:57:58.800 --> 00:58:08.070

Stephanie Bogan: there's a ton of science around how powerful the conversations we have with ourselves are so the step one is to really start to just create that awareness.

403

00:58:08.340 --> 00:58:14.880

Stephanie Bogan: you're all really successful so it's very easy for the natural response to be like we're all good over here, and you.

404



00:58:15.270 --> 00:58:24.210

Stephanie Bogan: Like you're probably more above the line and below the line or you wouldn't be where you were and it doesn't have to be good to be better, which is you're in this room.

405

00:58:24.960 --> 00:58:34.920

Stephanie Bogan: Because you want to grow to that more and better and you want to squeeze all the awesome out of that experience on the way we're going to give up the frustration and all the complexity and the diff.

406

00:58:35.370 --> 00:58:46.860

Stephanie Bogan: Not 100% because that's part of life, but can we really start to smooth out some of the wrinkles so this idea of getting to the next level doesn't have to suck everything out of us and quadruple or complexity.

407

00:58:47.550 --> 00:58:59.100

Stephanie Bogan: And that's what success is really about is it that next level it's can we build and enjoy without letting the self talk sit in that space and create compromises that ultimately break it down.

408

00:58:59.430 --> 00:59:05.700

Stephanie Bogan: And we get bigger businesses but they're not any more enjoyable because they're just more complex, so this is the exercise.

409

00:59:06.300 --> 00:59:19.500

Stephanie Bogan: Energy creating and revenue, creating it could be joy inspiring self talk so we're going to take just a couple of minutes and I want you to write down at least one or two, you can write mad dash if you want.

410

00:59:20.700 --> 00:59:30.720

Stephanie Bogan: What are the self talk stories when you reflect on time relationships your body your business your bank account your personal behavior your relationships.

411

00:59:31.350 --> 00:59:42.630

Stephanie Bogan: What are those self talks that are they're really working for you right, I say all the time, like yes, I can, and yes, I will I live in no time I are dre I have the power to make choices that align my time with my life okay.



412

00:59:43.350 --> 00:59:51.210

Stephanie Bogan: Like those are just there my go to's man, if I start to feel remotely stressed about time I just go there and the goal is to get in that space of.

413

00:59:51.900 --> 01:00:01.050

Stephanie Bogan: reviewing it and reinforcing it and saying it a few times Liz again, you might say, to yourself, so that you actually change your state from Shannon i'm overwhelmed.

414

01:00:01.470 --> 01:00:13.800

Stephanie Bogan: Again, for the 700 day to actually know i'm empowered to make better choices that align my time, energy and outcomes and so i'm going to take steps to do that and then what happens is, as you start to make those choices.

415

01:00:14.640 --> 01:00:22.830

Stephanie Bogan: The surface sherry sherry that stuff that we've been working on this, this is one of those choices and then your brain starts to move.

416

01:00:23.280 --> 01:00:29.790

Stephanie Bogan: Its resources to the benefit of what's in service of you, and it starts to say hey actually that's not what we want to do.

417

01:00:30.180 --> 01:00:42.660

Stephanie Bogan: Because we are empowered to make choices with our time, and this is not a choice it's going to service, so it allows you over time to just really consciously sit in this space between that one fifth of a second between stimulus.

418

01:00:43.110 --> 01:01:00.090

Stephanie Bogan: what's happening around you and response, which is what you're choosing to think feel and do about it so that's the exercise so take a minute I know you've been writing but i'll give you a minute a quieter so what's one or two or three stories self talk that you can recognize and identify.

419

01:01:01.410 --> 01:01:13.050

Stephanie Bogan: And then what are a couple that are below the line, what are things that frustrate you and your relationships in your life and your business like what are the things that trigger you and create those negative feelings that's usually where your self taught will show up.



420

01:01:42.780 --> 01:01:50.220

Stephanie Bogan: All right, you guys can continue this the idea, ultimately, is to get as many of them, as you can out there's a great worksheet.

421

01:01:51.870 --> 01:02:01.320

Stephanie Bogan: A great I think it's the catching correct exercise here's what you want to do with those disempowering stories and we're gonna i'll have allison send this out after.

422

01:02:02.790 --> 01:02:11.010

Stephanie Bogan: Is you're gonna you can use this exercise, you can use a piece of paper, this is just a framework and the idea is you're going to identify the negative store negative stories.

423

01:02:11.400 --> 01:02:16.890

Stephanie Bogan: And to challenge the negative story curiosity is a form of challenge right like Why do I feel this way.

424

01:02:17.310 --> 01:02:27.510

Stephanie Bogan: Is it really true is a challenge, the second that you challenge you've created awareness and pattern interrupt you stopped your brain from falling the same track because sherry, for the first time is gone oh wait.

425

01:02:28.050 --> 01:02:36.240

Stephanie Bogan: i'm going to question this thought pattern interrupt then you're going to insert the positive reframe what am I choosing to think and believe instead.

426

01:02:37.740 --> 01:02:46.290

Stephanie Bogan: And we broke it down through the different mindsets that we talked through here worth personally right Adam talked in the call earlier this morning about how.

427

01:02:46.680 --> 01:02:54.510

Stephanie Bogan: What it is really issues when he got to fees and other things, was it boiled down to the conversation and is headwinds you're not worth it, you can charge this people will laugh you out of the room.



428

01:02:56.970 --> 01:03:10.080

Stephanie Bogan: Right, which is the challenge is it really true no he was charging way less than he could have right what's the positive reframe i'm worth it, I can charge any fee I want because I will always be able to deliver five extra 10 X more value.

429

01:03:11.820 --> 01:03:13.110

Stephanie Bogan: that's a powerful shift.

430

01:03:14.310 --> 01:03:21.870

Stephanie Bogan: Like you will never get worried about a fee again you'll never hear me say if you understand, without question, that you can unequivocally provide more value than the fees.

431

01:03:23.010 --> 01:03:25.710

Stephanie Bogan: The self talk sits in that space and says, maybe you're not.

432

01:03:26.940 --> 01:03:35.280

Stephanie Bogan: And that's where we need to get to attention and how do we account for it like if it's true because sometimes it is not with you guys I know your firm's but if it's true, then you got to go fix it.

433

01:03:35.790 --> 01:03:46.320

Stephanie Bogan: And if it's not then you want to really set it aside, so that you can write set it down and use all that energy disorder and that's why this is so important to what you're all going through as an experience.

434

01:03:46.710 --> 01:03:52.350

Stephanie Bogan: Is any energy that you don't spend, which is a lot on this is energy that you get to redirect.

435

01:03:53.100 --> 01:03:59.010

Stephanie Bogan: into being empowered around the clarity and the choices and the course of action that you take in your practice and that's when you see.

436

01:03:59.340 --> 01:04:08.370

Stephanie Bogan: What we like to call this hockey sticks results around here, so this is going to be the



follow up exercise in but I need, in this case, what we're going to do is i'm going to ask you to complete this exercise.

437

01:04:08.760 --> 01:04:16.860

Stephanie Bogan: And then we come back for office hours in a couple of weeks so now that we've kind of got our flow, as a group we're going to start stringing some of the calls together.

438

01:04:17.190 --> 01:04:25.560

Stephanie Bogan: And i'm going to ask you to come back and share one thing that you've identified as write some self talk that's just not serving you.

439

01:04:26.340 --> 01:04:34.350

Stephanie Bogan: What your thought process around it is, how are you challenging that creating that up level and then what is the up level and the refrain.

440

01:04:35.070 --> 01:04:42.750

Stephanie Bogan: In the ideal, you will be practicing that between now and the next call so that Melissa mark, I think you can say hey.

441

01:04:43.140 --> 01:04:51.630

Stephanie Bogan: You know and i've done it twice and it helped an awful forgot all the rest of the time, which is where I started, by the way, i'd in the day i'd be like oh my God, I only remember one time.

442

01:04:52.050 --> 01:05:00.570

Stephanie Bogan: And then I had to reframe that and I just say hey That was one time that I was utterly conscious today, but I have not been before.

443

01:05:01.050 --> 01:05:04.320

Stephanie Bogan: That is one time, more than yesterday okay awesome go meet right.

444

01:05:05.130 --> 01:05:16.500

Stephanie Bogan: And that's really where our job is to sit in that space and reframing the moment what's the powerful frame the reframing and then in the bigger picture What are those stories that continue to surface.



445

01:05:17.040 --> 01:05:24.090

Stephanie Bogan: right that we might need to address so that that feeling of worth or innateness is just there, no matter what that circumstances.

446

01:05:24.810 --> 01:05:37.320

Stephanie Bogan: So that will be the exercise allison and Lisa will follow up with the resources and guidance and then here's your near term exercise, this is one of my favorites because it's going to give you a temperature reading.

447

01:05:38.220 --> 01:05:46.290

Stephanie Bogan: And I think we call it a complaining diet, I like to call it a negativity diet, which is, you have to give up negativity starting with yourself.

448

01:05:46.950 --> 01:05:52.200

Stephanie Bogan: Now you're like oh that's easy yeah I just made it hard and what I mean by that is you can start with an hour.

449

01:05:52.650 --> 01:06:00.060

Stephanie Bogan: A week is really awesome, but this is a great place if you want to surface The self talk that you really want to talk about in a couple weeks try this.

450

01:06:00.360 --> 01:06:11.190

Stephanie Bogan: Because when you do this you're basically saying that i'm not going to complain blame judge criticize none of that anytime we slip up i'm going to reframe it as a positive self talk.

451

01:06:11.850 --> 01:06:20.580

Stephanie Bogan: Oh, I got into a you know, a two minute debate with an 11 year old I got a little frustrated and I got a little bit like oh no you wouldn't and.

452

01:06:20.910 --> 01:06:25.710

Stephanie Bogan: You know what i'm a mom and i'm human and how cool and I could catch myself in that moment.

453

01:06:26.190 --> 01:06:33.720



Stephanie Bogan: and pull back and identify, something that I want to work on how awesome that I could go to my husband and say thank you for catching that even though it's really annoyed with you in the moment.

454

01:06:33.990 --> 01:06:40.410

Stephanie Bogan: I appreciate, you were willing to sit in that space and be like hey you said when this happens to like give you the wave, thank you for that.

455

01:06:40.740 --> 01:06:48.870

Stephanie Bogan: hey i'm going to acknowledge that this is something that is my daughter gets older and more independent, given the relationship, I had with my mom might be something I need to work on.

456

01:06:49.410 --> 01:07:00.180

Stephanie Bogan: i'm going to account for that, and if I can do that when I face challenges in my relationships and i'm going to be so much infinitely better than the experience that my head and will, I will not be perfect.

457

01:07:00.630 --> 01:07:12.870

Stephanie Bogan: My kids will grow up, knowing that change is possible it's, the best thing I can give them and I was like Okay, I feel better about myself, now that feels a whole lot better than your an awful mom and you know you've got frustrated that's going to happen.

458

01:07:14.130 --> 01:07:22.230

Stephanie Bogan: And so, your number one challenge is, can you be utterly loving to yourself, no matter, this is so challenging for a lot of us sharing my.

459

01:07:22.830 --> 01:07:31.710

Stephanie Bogan: Good average when I started looking in the mirror and love every see when I look in the mirror every time i'm like I love the skin that i'm in I can get I can make it better anytime I get ready.

460

01:07:32.160 --> 01:07:43.350

Stephanie Bogan: But it walks me and it talks to me and it climbs mountains and it raised my babies and I love this body and you guys know i've been through some chick like I was blaming for 10 years I did not love my body at all.

461



01:07:44.640 --> 01:07:49.950

Stephanie Bogan: But the self talk now is entirely different entirely different so that's your exercise.

462

01:07:50.640 --> 01:07:57.930

Stephanie Bogan: No judging anything you say to yourself, you have to replace it with sherry is awesome I look amazing in this or hey this was.

463

01:07:58.170 --> 01:08:07.800

Stephanie Bogan: The not the best meal, I have ever cooked but you know at least I tried or I you know I don't care just your job is to be nice to yourself, and everyone else.

464

01:08:08.700 --> 01:08:17.010

Stephanie Bogan: What you're going to notice is all those places so put posts up like find a way to remind yourself of your forget really quickly.

465

01:08:17.460 --> 01:08:26.490

Stephanie Bogan: But that is the exercise no so negativity diet for i'm going to say a week but we're going to check back in on this in our next call every kind of.

466

01:08:27.360 --> 01:08:33.390

Stephanie Bogan: went, because what you're going to find, is it creates a whole you're going to find out how not conscious about it.

467

01:08:33.690 --> 01:08:43.950

Stephanie Bogan: You are in terms of yourself talk when you start to pay attention to where, am I, being negative you're going to be constantly tuning into that frequency on your brain radio dial.

468

01:08:44.820 --> 01:08:54.030

Stephanie Bogan: And whether it's a little or a lot you're going to tune into those things that are your next level, whatever they are that's going to tell us where's the insight where's the growth where's the development.

469

01:08:54.420 --> 01:09:02.850

Stephanie Bogan: where's that next level of empowerment for March, so that he can go on to that next chapter and really crush it in a way that feels amazing and gets him those awesome outcomes.



470

01:09:03.540 --> 01:09:14.130

Stephanie Bogan: So no negativity and you all do this, I know that you do and i'm really trying to teach my kids not to do it start to pay attention stop saying i'm sorry for nothing.

471

01:09:15.690 --> 01:09:21.480

Stephanie Bogan: i'll ask him to hand me a knife and she'll hand me a different life and i'll be like oh that's not the one I was looking for and should be like sorry and i'm like.

472

01:09:21.870 --> 01:09:31.650

Stephanie Bogan: Direct to apologize for handing me the wrong knife, we, the vast majority of the time apologize for all kinds of random stuff because the default is i'm sorry, please make it better.

473

01:09:32.070 --> 01:09:42.090

Stephanie Bogan: just wanted to be okay, so instead of saying oh my God, I totally missed that just say thanks appreciate you're highlighting that instead of sending it's not my fault it's not my mistake just say great cash will make some changes.

474

01:09:42.600 --> 01:09:45.090

Stephanie Bogan: sort of saying i'm sorry i'm late say thanks for your patience.

475

01:09:45.930 --> 01:09:59.310

Stephanie Bogan: i'm sorry in just a day to day circumstances doesn't sound like a big deal, but what it says is my default stage is disempowered I feel the need to apologize for any little thing.

476

01:09:59.880 --> 01:10:05.520

Stephanie Bogan: That might not be perfect like i'm putting myself in the responsible spot of what other people think or feel about it.

477

01:10:07.170 --> 01:10:19.350

Stephanie Bogan: And so there's not necessarily a lot of self talk in that moment, but the self talk around it, is that we have to be accommodating pleasing perfect etc all the time, then that when we think we're not we disempowering discount ourselves.

478



01:10:19.770 --> 01:10:23.220

Stephanie Bogan: and show it going i'm sorry when it's just like hey I get some traffic thanks for waiting.

479

01:10:24.390 --> 01:10:27.450

Stephanie Bogan: Does it mean to be rude or disrespectful that's not what i'm suggesting.

480

01:10:28.260 --> 01:10:39.150

Stephanie Bogan: Right, but those absolutes I always I never i'm sorry when we didn't actually do something wrong or that really warrants an apology or those little self talk mechanism showing up.

481

01:10:39.720 --> 01:10:44.160

Stephanie Bogan: And the answer to all of this, which we'll talk more about in office hours is really gratitude.

482

01:10:44.580 --> 01:10:51.960

Stephanie Bogan: rates that loving action that we talked about, can you be graceful with yourself, no matter how you're doing, can you be graceful with people around you.

483

01:10:52.650 --> 01:11:04.560

Stephanie Bogan: Can we operate from a place of loving action and my experiences we get really better we get a lot better at that, when the voice voices in our head in the space between her ears is filled with loving conversation.

484

01:11:05.250 --> 01:11:15.300

Stephanie Bogan: And again, it doesn't mean we've gotten soft and we're not kicking butt and taking names you guys know all about that stuff, but we want to do it feeling good not from that scarcity and that drive and the stress and the worry.

485

01:11:15.780 --> 01:11:22.170

Stephanie Bogan: And if we're not really careful as we get more successful that becomes the shift is that takes us to the next generation of our careers.

486

01:11:22.560 --> 01:11:29.790

Stephanie Bogan: And that is not that fun and so you have this incredible opportunity, all of you to use your success.



487

01:11:30.330 --> 01:11:37.140

Stephanie Bogan: To really elevate your business your team your clients in your life and what I know is that we can do all the strategies that are out there.

488

01:11:37.440 --> 01:11:49.020

Stephanie Bogan: But there are triggers that will shut us down or fear or failure or bad days right so just notice those trigger points when I fail, I used to beat myself up.

489

01:11:49.380 --> 01:11:58.380

Stephanie Bogan: Still love it, I really don't but now i'm just like I don't feel, I wonder, I learned any actually believe it and it feels so much better than feeling like an F up every time you make a mistake.

490

01:11:59.910 --> 01:12:09.660

Stephanie Bogan: honest truth, where you're like wow they did not go exactly the way they want it, but kind of a kind of a cool person i'm willing to practice in public and do these things and figure out what works and keep showing up man not everybody will do that go me.

491

01:12:10.710 --> 01:12:12.420

Stephanie Bogan: I just learned like a beast.

492

01:12:13.470 --> 01:12:21.060

Stephanie Bogan: That feel so much better than I tried all that other stuff for years it's awful it drives you It makes you successful and make you a lot of money does not make you feel good.

493

01:12:21.630 --> 01:12:29.340

Stephanie Bogan: Fear like what's the scary monster that's driving a lot of our success like be listening to that and your self talk exercises this next level.

494

01:12:29.760 --> 01:12:42.150

Stephanie Bogan: About really stepping into your power and owning your voice and your vision, and the vehicle, which is just your business or isn't about pushing and having to and scarcity and what if and protecting.

495



01:12:42.600 --> 01:12:52.500

Stephanie Bogan: Because again, you can get there, but the goal is to feel good as we're doing it and then just you're going to have bad days too so give yourself a pat on the back and be graceful as you go through those.

496

01:12:52.890 --> 01:13:01.560

Stephanie Bogan: So we'll talk more about the triggers and how you experience them, but what I ultimately want you guys to lead with as we go through this month and we're going to talk more about this in June.

497

01:13:02.040 --> 01:13:12.510

Stephanie Bogan: Is that your language really does create your life from one of my favorite quotes around here is one of my coaches favorite quotes and based on that she passed last year from cancer, so this one's really meaningful to me, which is.

498

01:13:12.960 --> 01:13:19.500

Stephanie Bogan: If you hear a voice within you say, then you cannot paint then by all means paint and that voice will be silenced.

499

01:13:20.220 --> 01:13:31.170

Stephanie Bogan: Our job is to sit in the space of our fear and stand up in the face of it put that self talk down and really step into conversations and empower who we are.

500

01:13:31.680 --> 01:13:38.160

Stephanie Bogan: How we show up and, ultimately, the thing that makes you all so talented and such great contributors it's how you serve.

501

01:13:38.820 --> 01:13:45.390

Stephanie Bogan: So, whether that's in your business whether that's in your family or children, your church your charities your Community the things that most.

502

01:13:45.870 --> 01:13:55.650

Stephanie Bogan: make us tremble and that make our knees knock Those are the things that were ultimately called to do that's where the abundance and the creativity and the joy is and we just shut ourselves down.



503

01:13:56.040 --> 01:14:01.110

Stephanie Bogan: Because of the conversations that we're having in our head far more often than serves us.

504

01:14:01.530 --> 01:14:09.090

Stephanie Bogan: So we'll continue this conversation as they said we'll send out some of those exercises i'm going to do a short video with an exercise that I really love.

505

01:14:09.720 --> 01:14:14.790

Stephanie Bogan: it's a very quick exercise but it's really powerful and you just need a piece of paper to do it so i'll add that.

506

01:14:15.180 --> 01:14:20.820

Stephanie Bogan: And when we do the follow up but Our job now is to really reflect on the conversations that we're having with ourselves.

507

01:14:21.390 --> 01:14:28.200

Stephanie Bogan: Really tuned into no negativity and that's going to help surface like where is that self top showing up in ways that aren't serving me.

508

01:14:28.830 --> 01:14:37.260

Stephanie Bogan: will do at least one of those exercises to kind of identify pick one thing reframe it and then pick that one thing, between now and our next office hours call.

509

01:14:37.650 --> 01:14:46.740

Stephanie Bogan: To just try and work on that just tune into it and pay attention to what you're not trying to solve it you're definitely not judging it you're not feeling bad about it you're simply saying.

510

01:14:47.310 --> 01:14:51.690

Stephanie Bogan: Can I sit with this self talk thing can I can I just get curious about it.

511

01:14:52.350 --> 01:14:58.350

Stephanie Bogan: And then you're going to challenge it and reframe it and then we'll talk more about catching correct, but as you do, that start to pay attention.



512

01:14:58.860 --> 01:15:10.470

Stephanie Bogan: To the conversations that you're having in your head and then we'll continue the conversation officers was this call helpful to you guys today in terms of just really sitting in the space of the conversations that are happening.

513

01:15:12.960 --> 01:15:14.610

Stephanie Bogan: Good all right.

514

01:15:14.850 --> 01:15:15.780

Liz Hand: epic win.

515

01:15:16.050 --> 01:15:18.000

Liz Hand: For me in this process.

516

01:15:19.980 --> 01:15:25.770

Liz Hand: So I have noticed over the last couple of years, part of my mindset.

517

01:15:27.510 --> 01:15:36.330

Liz Hand: box that i've been keeping myself in is being this being in good daughter status and so look at me chose to work for my parent.

518

01:15:38.130 --> 01:15:43.230

Liz Hand: still trying to maintain that status as trying to purchase the business and the shifting power dynamics.

519

01:15:45.090 --> 01:15:49.620

Liz Hand: And so, this weekend I went to my parents house and it's been kind of.

520

01:15:52.470 --> 01:16:11.040

Liz Hand: As i've put in boundaries, with my parents it's been awkward really awkward in different ways, but this weekend I went to my parents house with my kid and my parents said some of those old things that I hear of like oh guess we can't talk about business here she won't, let us haha or.



521

01:16:13.140 --> 01:16:20.790

Liz Hand: I don't know there's there's others, but I found myself being like okay yeah they can say that and it doesn't mean anything about me.

522

01:16:21.480 --> 01:16:26.910

Liz Hand: Like i've seen the improvement that i've made there and I came away from that for like.

523

01:16:27.540 --> 01:16:39.630

Liz Hand: I used to have anxiety before and after I would go and see them and, like none of that I felt really good coming out of it, I saw their part of the street, but there, they need to like deal with on their own that's not mine.

524

01:16:40.230 --> 01:16:42.390

Stephanie Bogan: responsible for their part of the street and.

525

01:16:42.510 --> 01:16:45.810

Stephanie Bogan: What is this is just such a great example it's a very personal.

526

01:16:45.810 --> 01:16:54.930

Stephanie Bogan: One but that's where the quality of her life largely is in our relationships right that strategy service models are easy by comparison is.

527

01:16:55.380 --> 01:17:01.800

Stephanie Bogan: The the growth there Liz is that when you have the story like a I have to be a good daughter.

528

01:17:02.550 --> 01:17:08.160

Stephanie Bogan: And some interaction like your mom or your dad says something like Oh, we want to talk about the business unless it's like a really good.

529

01:17:09.090 --> 01:17:16.170

Stephanie Bogan: Business, then the self talk the voices kick in and say, but a good daughter would so that's what I was trying to get to earlier.



530

01:17:16.560 --> 01:17:31.230

Stephanie Bogan: But a good daughter would do this, but a good and in that moment it out really affects your energy it affects your state it affects this like and that's what you're like it has a place to land, we say it means you it's something is happening that you're responding to.

531

01:17:32.520 --> 01:17:42.240

Stephanie Bogan: is called being triggered and that's how you know that there's probably some voices in your head doing some not nice things like that's 99.9 and when those voices aren't there.

532

01:17:43.110 --> 01:17:53.730

Stephanie Bogan: Liz is able to stay in just basically states like it's a neutral zone now there's nothing to activate it's like an empty room and the conversation comes in and the conversation goes out.

533

01:17:54.240 --> 01:18:05.670

Stephanie Bogan: And Liz gets to sit in the space of choosing how she'll handle it, and now is going back to where we started right it's really dialing up what are those spaces in that relationship that create those triggers.

534

01:18:06.540 --> 01:18:13.650

Stephanie Bogan: what's the story behind them and what's that self talk so that you can just keep reframing it so again when it doesn't show up anymore there's there's no conflict.

535

01:18:14.790 --> 01:18:22.470

Stephanie Bogan: Right I got into conflict with 11 year old it was brief, it was not extreme but because the car the voices in my head we're having a conversation.

536

01:18:22.740 --> 01:18:30.810

Stephanie Bogan: With the voices in her head and anytime you're arguing with someone or you're frustrated that is exactly what's happening and that never served anybody because.

537

01:18:31.140 --> 01:18:38.970

Stephanie Bogan: None of those races are conscious right they're all super survival oriented so as I think that's a phenomenal when when you think about.

538



01:18:39.360 --> 01:18:48.720

Stephanie Bogan: kind of how you've just shifted and it just I think the best part for me, this is a word that I love and I realize it's because it's a feeling word when you get on the other side relief.

539

01:18:50.100 --> 01:18:57.600

Stephanie Bogan: There is so much power when you go into situations with a stranger overwhelm or all you guys know you we all have places where it shows up for us.

540

01:18:57.930 --> 01:19:08.760

Stephanie Bogan: And when you can then go into that and all that anxiety and that energy's been lost, and then you go into that same situation and you're like oh it didn't bother me at all you're like.

541

01:19:10.020 --> 01:19:14.820

Stephanie Bogan: Like it feels like a like a load has been lifted and you do.

542

01:19:15.780 --> 01:19:29.160

Stephanie Bogan: feel later right and that times 100 little places times, all the different aspects of our life really is where we get into that energy creating what we call success date and catching correct and self talk is, how can we in the moment.

543

01:19:29.640 --> 01:19:40.410

Stephanie Bogan: Really own that for ourselves, and then again very much like the work Liz and all of you were doing in different ways right then it's really about the stories and how they're serving us, and then the work we're all doing and businesses.

544

01:19:40.950 --> 01:19:44.940

Stephanie Bogan: How do we use all that to define the strategies that actually create the outcomes that you guys want.

545

01:19:45.960 --> 01:19:55.860

Stephanie Bogan: So that's a huge when we still have time so let's see who's got big wins or challenges this week what's happened has been positive, since the last call David you're in the top left.

546

01:19:59.580 --> 01:20:11.040

David Burgio: yeah yeah we you know things going good we had our first strategic meeting you know



from you know today with it, and it was great it was great it's just great to have.

547

01:20:12.000 --> 01:20:22.770

David Burgio: Everybody I shared their you know the vision, the three year plan, I put the agenda together how you know through limitless the schedule, I put together like priorities for the quarter.

548

01:20:23.220 --> 01:20:33.300

David Burgio: And it was very empowering you know, and you know it's just you know the wind is is that you, you know some sometimes the you know it's just incredible how just.

549

01:20:33.300 --> 01:20:34.470

David Burgio: collaboration with.

550

01:20:35.100 --> 01:20:46.140

David Burgio: With others the you know you sometimes I have, I have, I have to think that i'm the one that has to come up with all the answers, but the answers are you know we were as a collective group.

551

01:20:46.560 --> 01:20:58.950

David Burgio: You know, everybody is so sharp and we solves a lot of problems, collectively, so it was nice getting everybody involved and I need to do that on more often yeah so that was you know.

552

01:20:59.220 --> 01:21:09.330

Stephanie Bogan: And that's where the the quarterly reviews are like many versions of that right, the milestones and the check ins and then typically you'll do that on an annual basis and it becomes a really healthy positive routine.

553

01:21:09.930 --> 01:21:20.940

Stephanie Bogan: This is a really good example of david's is of the triangle right the state stories and strategies which is sometimes even before we know what the story or the self talk freighter the state is.

554

01:21:21.270 --> 01:21:31.830

Stephanie Bogan: there's a strategy right and that's what the strategic planning meeting and the quarterly bit rate that strategy is for clarity and transparency, but as you went as they went through what you heard was.



555

01:21:32.220 --> 01:21:44.850

Stephanie Bogan: What did you can I caught that but he was like I always thought that I had to do this, and I was kind of on my own and it turns out, great that we have all these these people who are doing these things, and so somewhere in that when we are especially as founders.

556

01:21:45.090 --> 01:21:51.750

Stephanie Bogan: Who work our way up from the beginning, sometimes those self talk in those stories are right i'm the one with all the answers, therefore.

557

01:21:52.380 --> 01:21:58.560

Stephanie Bogan: With the best of intentions right i'll make the dirt i'll pick the direction i'll make the decisions, and then we'll go drive in that in that direction.

558

01:21:59.550 --> 01:22:07.620

Stephanie Bogan: When you get to the other side of it, the strategy, sometimes it can teach raid the outside in can work where you're like Oh, I really don't have all the answers that.

559

01:22:08.100 --> 01:22:12.450

Stephanie Bogan: That opinion was just false it's not serving me anymore, and sometimes that stuff just goes away.

560

01:22:13.110 --> 01:22:20.340

Stephanie Bogan: If it doesn't that's how you know that that self stuck in the stories are sticking to something deeper that you ultimately want to work through, and if it doesn't.

561

01:22:20.820 --> 01:22:27.330

Stephanie Bogan: Then it just means you needed a little bit of awareness and a good strategy it's like great I have a headache i'm gonna take a glass of water and aspirin.

562

01:22:27.780 --> 01:22:37.890

Stephanie Bogan: I don't need to go to the hospital it's when it's persistent and you and you're really struggling in a relationship in the way that you're feeling in a part of the business.

563

01:22:38.790 --> 01:22:48.030



Stephanie Bogan: It is really inevitable that there is something that needs tended to and you're all break capable successful people right if we were going to deal with the surface stuff we would have done it so it's.

564

01:22:48.360 --> 01:22:51.840

Stephanie Bogan: This is a great strategy for figuring out what you can deal with on the surface.

565

01:22:52.290 --> 01:23:02.010

Stephanie Bogan: And then over time figuring out are there places that I need to do a little bit deeper work where there's something right, this is working on her relationship with their parents i'm currently working on my relationship with my daughter.

566

01:23:02.430 --> 01:23:11.520

Stephanie Bogan: Because I wanted to be positive and healthy don't want the team relationship that I had with my mom I can't imagine anything less than service of my goals.

567

01:23:13.590 --> 01:23:28.140

Stephanie Bogan: And so, whether it's our relationships with our kids are our spouses or a business systems, the stories that we surface and the conversations we have are the things that either hold us back or or really pushes forward so David it's great that you implement it it's really working.

568

01:23:29.970 --> 01:23:33.660

Stephanie Bogan: This quarter, these will be the the in between right just those milestone meetings.

569

01:23:34.560 --> 01:23:37.320

Stephanie Bogan: yeah you know how about you any big wins or challenges to.

570

01:23:37.320 --> 01:23:37.710

share.

571

01:23:40.200 --> 01:23:41.400

Neal Albritton: Oh wins.

572

01:23:42.540 --> 01:23:54.810



Neal Albritton: we're going to be finishing upsurge this week so we're wrapping that up so that's always nice and this time through we're able to actually keep doing coi meetings and prospect meetings throughout search, so we.

573

01:23:56.040 --> 01:24:03.210

Neal Albritton: have two decision meetings in the next week so that'll be interesting is the first time to that i'm actually following the limitless.

574

01:24:04.020 --> 01:24:13.200

Neal Albritton: example, all the way through and doing the decision meetings that way so it'll be interesting to see how those go out So yes, those are those some nice wins right now, and the.

575

01:24:14.220 --> 01:24:26.580

Neal Albritton: We also got our quarterly value adds delivering at the end of June, and then again in neither September, October, so we finally put those in place after the march retreat So those are the big wins so far for us.

576

01:24:26.820 --> 01:24:33.660

Stephanie Bogan: Those are great well, we should also when you do the when we talk about service models and stuff because you've done value adds.

577

01:24:34.320 --> 01:24:42.150

Stephanie Bogan: A lot of the group hasn't yet be good to share some of those things we've got a list value adds to which we can share with you guys, but those are cool things to put into the system.

578

01:24:42.540 --> 01:24:43.260

Neal Albritton: We use Thank you.

579

01:24:44.400 --> 01:24:53.010

Stephanie Bogan: Well, it sounds like searches are great and then the ability to do seo eyes and prospect meetings through that and sound like like you're very calm and measured and cool so was that just.

580

01:24:53.610 --> 01:24:59.850

Stephanie Bogan: Was that just the way the bunching is working now that you're more spacing it out a



little bit or just more people doing meetings and that's freeing you up.

581

01:25:00.840 --> 01:25:12.150

Neal Albritton: A little bit of both so we were able to spread it out a little bit more, and I had more open space in the calendar, and so I started plugging it with coi meetings and stuff like that, instead of just trying to play catch up so.

582

01:25:13.980 --> 01:25:18.510

Stephanie Bogan: Adam started surging his prospect calls, which is kind of cool obviously they're not twice a year.

583

01:25:19.050 --> 01:25:28.800

Stephanie Bogan: But to kind of like he'll do the same thing so right hell of a couple weeks, then i'll have a day or two prospect calls, in a few weeks and dear to a prospect calls and it's kind of cool because, like all things you get in the zone.

584

01:25:30.060 --> 01:25:33.720

Stephanie Bogan: Four or five calls a day like you know the conversation is for the most part.

585

01:25:34.080 --> 01:25:40.860

Stephanie Bogan: there's great the personal part and around the edges, but the conversation is like here's what we're doing about you know, like you've gone through the process at this point.

586

01:25:41.340 --> 01:25:56.070

Stephanie Bogan: And so it really is proving very efficient in that sense, and now he's like wow I really do have all this between because he's basically in on mode we're off mode and you're starting to see that as well, so it's good that you're really starting to see the time workout really positively.

587

01:25:58.620 --> 01:26:02.700

Stephanie Bogan: Right sherry, and he wins this week, you want to share were challenges.

588

01:26:02.730 --> 01:26:20.040

Sherri Stephens: yeah whoa when, so we are scheduling the first search that we're get that i'm going to do for to lie, so that I can have August available so i'm pretty excited about that and Neil actually suggested helped us with.



589

01:26:21.510 --> 01:26:28.860

Sherri Stephens: Leaving some space, which I think is going to make us a little bit anxious at first, and now we're leaving little space, I feel a bit better about it.

590

01:26:29.490 --> 01:26:45.600

Sherri Stephens: And now I think it's just going to be incredible so we're doing it for July, and then I think again in October, so December will have no meetings which is going to be great and our new director of financial planning started today.

591

01:26:46.110 --> 01:26:49.710

Sherri Stephens: yeah so thrilled and he.

592

01:26:51.030 --> 01:26:58.980

Sherri Stephens: has read a couple of the books he's seen a couple of videos he's all over it.

593

01:26:59.100 --> 01:27:04.590

Stephanie Bogan: And where did you guys find him was it just random was at one of the people that we serve i'm sorry so excited to find out.

594

01:27:04.770 --> 01:27:13.530

Sherri Stephens: yeah so two things so one of the people that you sent us it was between him who was outside of.

595

01:27:14.910 --> 01:27:32.100

Sherri Stephens: I think he came through as the search that Kim did, and it was between he and a younger person who did come through your your I think referral they were both outstanding one was a bit younger and he is most more senior.

596

01:27:33.480 --> 01:27:50.430

Sherri Stephens: And, on paper, I wasn't going to talk to either one of them is going to hire the younger person and once I met them both there's no question I needed to hire the more senior person and I found the younger one a job with another firm in Dallas so i'm really.

597



01:27:50.490 --> 01:27:54.150

Stephanie Bogan: happy to give me my younger person back and look at them, oh no no.

598

01:27:54.780 --> 01:27:58.860

Sherri Stephens: I didn't want to lose them wanted somebody else they have a because he was terrific.

599

01:27:58.860 --> 01:28:00.450

Stephanie Bogan: So that's great that's great.

600

01:28:00.660 --> 01:28:05.250

Stephanie Bogan: yeah I was, I was joking that like I think i'm up to like \$200,000 in recruiter fees and.

601

01:28:06.570 --> 01:28:09.480

Stephanie Bogan: i'm like yeah i'm happy to do it like I would never take your money but.

602

01:28:10.020 --> 01:28:18.000

Stephanie Bogan: But it's kind of funny because, like the people that follow me or like Michael will share them sometimes right is there, like there's a certain culture there right.

603

01:28:18.510 --> 01:28:27.840

Sherri Stephens: We had instant credibility because we were in the limitless group in his mind we had instant credibility, I think, for that reason, so yeah it was very.

604

01:28:27.870 --> 01:28:29.610

Stephanie Bogan: fun i'm glad you found him a good home.

605

01:28:30.060 --> 01:28:32.520

Stephanie Bogan: Because good people are you know, everybody wants is.

606

01:28:32.520 --> 01:28:33.840

Sherri Stephens: really hard to find.

607



01:28:34.080 --> 01:28:36.420

Stephanie Bogan: And I want to quit high quality people in high quality.

608

01:28:36.420 --> 01:28:43.050

Stephanie Bogan: Firms just so many people in mediocre firms, because they just don't know that you all are out there.

609

01:28:43.260 --> 01:28:50.310

Stephanie Bogan: Great so that's a great one i'm super excited and look for you the experience we talked about this like sometimes experiences just.

610

01:28:50.760 --> 01:29:03.180

Stephanie Bogan: You don't have that steep learning curve, and if that person is still mobile and innovative and sounds like they are like it's a really nice combo and for you guys, because you have a large firm and a lot of clients and you need that experience, like the learning curve, or just.

611

01:29:03.300 --> 01:29:03.960

Stephanie Bogan: The lack of.

612

01:29:04.200 --> 01:29:14.640

Sherri Stephens: learning curve will be nice, I think the benefit of I mean he set up the financial planning at ti craft he did it he's done it two or three places.

613

01:29:16.020 --> 01:29:26.550

Sherri Stephens: able to work with younger advisors helping them understand how to think about things technically great technology wise great, but he had that other.

614

01:29:28.590 --> 01:29:40.530

Sherri Stephens: Experience around advising advisors right helping them think about ways to do things which we don't have to do now, so at least I don't think so we'll see.

615

01:29:40.860 --> 01:29:49.560

Stephanie Bogan: Well that's super exciting, I think, just centralizing that role for you guys is going to be a really cool shift it's going to really support deeper service but also scale as you grow.



616

01:29:50.070 --> 01:29:54.390

Stephanie Bogan: And I think getting someone with that level of experience is going to be I think you're going to really enjoy it so.

617

01:29:54.420 --> 01:29:54.960

Sherri Stephens: I do two.

618

01:29:55.020 --> 01:30:00.750

Stephanie Bogan: Things Mister newfield how's it going do we have do we have a winner winner chicken dinner younger one man.

619

01:30:03.450 --> 01:30:06.270

Stephanie Bogan: that's that's the question of the hour, where.

620

01:30:07.050 --> 01:30:09.390

Mark Newfield: we're at and to.

621

01:30:12.390 --> 01:30:22.470

Mark Newfield: potential partners at this point we actually had a very productive team meeting today on everybody's pros and cons and so speaking to.

622

01:30:24.090 --> 01:30:31.410

Mark Newfield: You know, being the one who's always had to make the decision I feel very good about the fact that I mean, ultimately, it is my decision it's not money but.

623

01:30:32.700 --> 01:30:41.880

Mark Newfield: we're very collaborative process, so I feel pretty good about that we're actually going to pull up our IRA conversion 30 days early, so the end of this month, instead of the end of June.

624

01:30:44.370 --> 01:30:46.260

Mark Newfield: Which means we can go all flat fee.

625

01:30:47.280 --> 01:30:54.870



Mark Newfield: we've only been able to do flat fee with Schwab, because the lpl is such a pain in the ass but now that we don't rely on them for billing we don't we can do whatever we want.

626

01:30:56.520 --> 01:31:01.890

Mark Newfield: So those are two pretty big things and we brought in \$8 billion, a new money doing zero marketing so.

627

01:31:03.090 --> 01:31:08.280

Mark Newfield: I won't complain about that either, and we have a client have just sold the business for \$46 million so.

628

01:31:09.360 --> 01:31:17.580

Mark Newfield: Now he's going to get about 35 mil so we're gonna probably blow through our new business target this year by about double.

629

01:31:18.750 --> 01:31:20.130

Stephanie Bogan: that's awesome so you're.

630

01:31:20.430 --> 01:31:28.380

Neal Albritton: Also mark one congratulations to you too, this is a great example of self talk going on in my head, right now, like silicon beach.

631

01:31:31.980 --> 01:31:34.500

Mark Newfield: You know, Neil, most people call me that anyway, so I feel.

632

01:31:37.020 --> 01:31:41.730

Mark Newfield: that's my normal my wife uses worst words but that's okay um.

633

01:31:43.140 --> 01:31:53.100

Mark Newfield: So it it, it lays to rest, a lot of those things around you know which I think we all suffer from you know i'm not good enough for how am I going to pull this off.

634

01:31:54.510 --> 01:32:00.780

Mark Newfield: Or, more from my team, which is there's no way we can pull this off and i'm like bullshit



we can and we will um.

635

01:32:02.580 --> 01:32:08.280

Mark Newfield: And i've taken 17 days off this year too, so if that makes you feel any better Neil i'll drop that down.

636

01:32:11.040 --> 01:32:12.150

Mark Newfield: There I have, I have a very.

637

01:32:13.620 --> 01:32:25.770

Mark Newfield: Few people have 3030 years of experience with me, so I don't have to do a lot of leadership, I mean they are very, very independent but that's the way I always operate, so I think.

638

01:32:26.400 --> 01:32:32.610

Mark Newfield: If I have anything in my favor it's i'll give you a job and say figure out how to get it done, and if you need me come asked me for help.

639

01:32:34.920 --> 01:32:35.580

Mark Newfield: Well i'm so.

640

01:32:36.060 --> 01:32:40.980

Stephanie Bogan: i'm super excited to see if I had to guess I would guess it's down to journey and mission.

641

01:32:41.340 --> 01:32:42.300

That would be correct.

642

01:32:43.800 --> 01:32:45.510

Mark Newfield: And I did the financial analytics this.

643

01:32:45.510 --> 01:32:51.450

Mark Newfield: morning because that I will not outsource to anybody else no chance on and.



644

01:32:52.590 --> 01:32:52.860

Mark Newfield: off.

645

01:32:53.160 --> 01:33:02.190

Mark Newfield: or within an after tax net present value basis \$36,000 of each other, so the money has nothing to do with it yeah.

646

01:33:03.090 --> 01:33:13.050

Stephanie Bogan: Well, I think they're both good firms, I know mission obviously was way better than journey but penny is I mean she's a quality person I respect her i'm sure they're building a good business there but.

647

01:33:13.740 --> 01:33:17.160

Mark Newfield: The hard part i'll tell you the hardest thing that i'm going to suffer with this.

648

01:33:17.220 --> 01:33:21.720

Mark Newfield: Is because i'm i'm one of the i've void conflict, like the plague.

649

01:33:22.650 --> 01:33:23.580

Stephanie Bogan: To tell somebody.

650

01:33:23.880 --> 01:33:30.150

Mark Newfield: i'm going to have to tell somebody that I really value a lot I think very highly of that it's not them on.

651

01:33:31.320 --> 01:33:33.120

Mark Newfield: So that that's going to be.

652

01:33:34.920 --> 01:33:37.260

Mark Newfield: I wish I drank because I would drink a lot before I mean.

653

01:33:38.550 --> 01:33:39.300



Mark Newfield: i'm.

654

01:33:39.360 --> 01:33:40.440

Stephanie Bogan: I quality problems.

655

01:33:40.440 --> 01:33:43.710

Mark Newfield: yeah, it is very high quality problem and.

656

01:33:45.180 --> 01:33:48.960

Mark Newfield: It just is what it is i'm just gonna have to deal with it, you know.

657

01:33:50.940 --> 01:33:53.430

Mark Newfield: So we'll we'll see what happens, I mean.

658

01:33:53.730 --> 01:34:06.210

Stephanie Bogan: here's the way we could potentially reframe that conversation is, and this is the way I think i'd sent you an email a while back, which is they're both quality firms genuinely I think that's pretty established.

659

01:34:06.630 --> 01:34:16.050

Stephanie Bogan: And so you're in a really good position their job if they're doing their job well is define the firms that are right, the absolute ideal fit.

660

01:34:16.380 --> 01:34:26.340

Stephanie Bogan: And you're a great fit for both of them, to be honest, but their job is to make the business case, that is, the struggle so ultimately wherever you feel like you're a better fit.

661

01:34:26.730 --> 01:34:37.770

Stephanie Bogan: They did that work and you probably are a better fit there and then other firm right it's part of their business case to how do we really make sure that we're finding the advisors, that are the just right fit for us.

662

01:34:38.310 --> 01:34:46.050

Stephanie Bogan: And I think both of them are probably doing a good job of that which is what makes it



hard because again they're both quality organizations for quality people.

663

01:34:46.410 --> 01:34:57.810

Stephanie Bogan: And no one likes to you know again you don't want to say no, but just remember that note isn't a bad thing, no is this is the decision is best for us right now, and there will be other people that will be the best decision for you.

664

01:34:58.800 --> 01:34:58.980

Mark Newfield: it's.

665

01:34:59.490 --> 01:35:07.050

Mark Newfield: A good way to frame it and Liz thanks for your comment to I think that's also a good way to frame it and you know it's funny you say that because we had a.

666

01:35:08.280 --> 01:35:15.030

Mark Newfield: let's just call it a little kink in the process, with one of the firms and how they were viewing one of my folks.

667

01:35:16.620 --> 01:35:20.400

Mark Newfield: or one of our team they're not my folks it's part of our team.

668

01:35:22.380 --> 01:35:25.860

Mark Newfield: And, and my wife and particular got kind of pissed about it.

669

01:35:25.950 --> 01:35:41.010

Mark Newfield: And she was to your point list, she was like how could that person Fuck this up and i'm like well that's not the way I look at it, the way I look at it is, we have a very successful team running if that firm doesn't value, one of our people it's a bad fit.

670

01:35:42.390 --> 01:35:43.350

Mark Newfield: it's just a bad fit.

671

01:35:45.180 --> 01:35:50.640

Mark Newfield: The other other alternative I have is, I have a shitty person I better fire them, but I can



make that judgment afterwards right.

672

01:35:51.750 --> 01:35:55.380

Mark Newfield: Which is a true, I mean they've been with me for 14 years I mean i've already made my judgment.

673

01:35:55.410 --> 01:36:02.250

Mark Newfield: Right it's a judgment it's wrong it's wrong, but it also means it's a bad fit so that's where I arrived at, and i'm actually I was.

674

01:36:02.790 --> 01:36:14.310

Mark Newfield: I was disappointed about it for one day, and then I thought through it and I was like there's no reason to be disappointed about this it's just something to move forward and Lo and behold, there was some follow up meetings all straighten itself out.

675

01:36:16.350 --> 01:36:19.710

Mark Newfield: We got the financial terms and conditions, a couple days later it's it all.

676

01:36:20.850 --> 01:36:27.810

Stephanie Bogan: Well, and the truth is the way I is one of the ways that I look at this is knowing again I know mission, a lot better, but again they're not.

677

01:36:28.170 --> 01:36:35.610

Stephanie Bogan: A lot of the time they're not going to be going head to head in this way and so, whatever your whoever you choose right the other firm is to liz's point.

678

01:36:36.000 --> 01:36:42.840

Stephanie Bogan: going to be made better by advice, especially for advisors that really are a fit for that firm, so it will be in service of them.

679

01:36:43.200 --> 01:36:52.230

Stephanie Bogan: Someone will be disappointed and 24 hours later, I promise you, I think we did like 100 deals, when I was at united I just signed off on seven seconds after it's done.

680



01:36:52.950 --> 01:37:01.410

Stephanie Bogan: They move on they're like Okay, we didn't get that one and away, they go because they're great at what they love you personally and they you're going to be a great fit at the end.

681

01:37:01.980 --> 01:37:12.810

Stephanie Bogan: There in the business of right kind of going through diligence process and getting you to a decision, and when they do read the note will be disappointing, but they've got to work for other people in that process, and they need to focus so.

682

01:37:13.290 --> 01:37:28.170

Mark Newfield: Well that's that's something I learned, maybe 10 years ago mourn for five minutes, then move on yeah you just have to whatever it is, but it was funny I was having a conversation with penny, and she was like here's what she said it was quote you mean after all this time we're 5050.

683

01:37:30.180 --> 01:37:32.940

Mark Newfield: I said well yeah I guess that's accurate.

684

01:37:34.410 --> 01:37:38.190

Mark Newfield: But I mean it is what it is, I mean i'm not going to be dishonest with somebody and tell them they're.

685

01:37:38.550 --> 01:37:50.160

Mark Newfield: You know they're you're the only love of my life and i'm just waiting another month because I mean that's not fair to them, and if they chose them if she had chosen to move on, at that point again, it says something.

686

01:37:50.580 --> 01:37:58.950

Stephanie Bogan: yeah she's just being honest with her opinion, which is why what she knows i'm sure is when you get that far the odds are usually much higher than 5050.

687

01:37:59.310 --> 01:38:12.840

Stephanie Bogan: But in your case because you've got a very defined diligence process into in this case really hyper fit firms it we did it was very likely that you were going to end up with three and 100% likely that you are going to end up with at least two.

688



01:38:13.320 --> 01:38:14.340

Stephanie Bogan: And so you're you're.

689

01:38:14.370 --> 01:38:18.870

Stephanie Bogan: you're deciding on minutiae at this point to your point it's this feeling things it's the fifth thing.

690

01:38:18.930 --> 01:38:21.600

Mark Newfield: Is is very much down to a very.

691

01:38:23.130 --> 01:38:30.930

Mark Newfield: diligent assessment of fit because I have one shot at this and it's a \$5 million check so.

692

01:38:33.390 --> 01:38:40.020

Mark Newfield: That effectively doubles my net worth to say that i'm taking it seriously would be a small statement absolutely.

693

01:38:42.120 --> 01:38:43.800

David Burgio: Congratulations America.

694

01:38:44.490 --> 01:38:51.660

Mark Newfield: Thanks thanks, if you had told me 10 years ago I would be sitting here, having this conversation I would have told you beyond your mind.

695

01:38:52.020 --> 01:38:56.400

Stephanie Bogan: For one parting thought that may help, as you kind of go through this decision process.

696

01:38:57.540 --> 01:39:01.560

Stephanie Bogan: I don't think you really I don't think there's a wrong at this point, you have to.

697

01:39:01.800 --> 01:39:02.610

Mark Newfield: know that.



698

01:39:02.670 --> 01:39:03.120

that's.

699

01:39:04.410 --> 01:39:04.740

Mark Newfield: Right.

700

01:39:05.070 --> 01:39:06.270

Stephanie Bogan: is most right.

701

01:39:06.600 --> 01:39:09.870

Mark Newfield: yeah that's exactly right and that's the that's the really hard part.

702

01:39:10.050 --> 01:39:10.680

Stephanie Bogan: You go wrong.

703

01:39:11.760 --> 01:39:16.620

Mark Newfield: That is a fact I mean either way and an angel actually said this, who is my resident skeptic.

704

01:39:16.950 --> 01:39:22.470

Stephanie Bogan: For him that if there is like a person value cultural thing that could be wrong, but right you.

705

01:39:22.620 --> 01:39:35.070

Mark Newfield: know no my resident skeptic said this said this morning, you know look, no matter where we go we're going to be in a good place and when your resident skeptic says that it tells me we've done a pretty good job here.

706

01:39:35.550 --> 01:39:41.010

Mark Newfield: Well that's because I could have told penny hey there's 15 other firms, you have a six person shot here.

707



01:39:43.230 --> 01:39:45.300

Mark Newfield: But I didn't do that that wasn't true.

708

01:39:45.510 --> 01:40:00.060

Stephanie Bogan: So you're in a good spot the wind is that you're narrowing in, and you have just good choices from here, so all good things, and you know again we're all here for you, if there's anything we can do to help you kind of Whittle it down, but if you've got a good process and.

709

01:40:00.390 --> 01:40:08.820

Mark Newfield: Well i'll run it through my mastermind group, and again I did the I have this monster spreadsheet that now it's starting to be a coherent thing.

710

01:40:12.150 --> 01:40:12.900

Stephanie Bogan: So you feel good.

711

01:40:13.260 --> 01:40:14.100

Mark Newfield: You feel great.

712

01:40:14.580 --> 01:40:15.510

Stephanie Bogan: And team feels good.

713

01:40:17.220 --> 01:40:20.310

Stephanie Bogan: Excellent alright so everybody's got some big wins.

714

01:40:21.480 --> 01:40:26.190

Stephanie Bogan: All right, okay so exercises between now and next call.

715

01:40:27.000 --> 01:40:38.010

Stephanie Bogan: really reflect on the great just really start to tune in if you think about the radio dial and frequency like what is the the dial frequency of the conversations and our habits get really aware of them.

716

01:40:38.490 --> 01:40:46.590

Stephanie Bogan: It doesn't have to be bad or broken to be better it's really about how do we elevate to



empower ourselves rate or thought habits.

717

01:40:46.920 --> 01:40:55.230

Stephanie Bogan: Her behavior habits and, ultimately, our business happens when we do that we empower all of the people that we interact with and contribute to, and that is, in my world.

718

01:40:55.680 --> 01:41:04.470

Stephanie Bogan: The best experience of all So hopefully this gives you guys a lot to reflect on if you want to have individual conversations between now and office hours, let me know right where i'm trying to email.

719

01:41:04.800 --> 01:41:11.430

Stephanie Bogan: allison will send out a quick summary or Lisa will with next steps, and some of these resources, and then we will continue the conversation and our Expo.

