

WOCAndAllies_EP91

Elaine Lou Cartas: Legacy leaders, I am in disbelief that we are basically halfway through the year. And if you know me, you know I'm all about goals. So we're going to touch base on the goals that you've made for this year. And if you didn't really make any or you forgot, that's okay. How I like doing goal setting.

Three is always a great number to start. So I want you to reflect on the three goals you had for the year. Or maybe if you didn't have three goals that you wrote down, how did you want to feel at this time of the year, halfway through in the summer? How did you want your life to look like? Where are you at right now?

For example, if you're a business owner, did you hit a goal? Your revenue number that you had a goal of during this time, if you have a full time job, are you happy at your job or do you still hate it? I know those are deep questions, but I actually want you to probably pause this episode right now and journal about that.

So get a pen and paper and just in case you need the prompts, if you're a business owner, did you hit your revenue goal? And then number two, if you have a full time job, are you happy with where you're at right now, your job, or do you still hate it? And for those business owners, did you hit your revenue number?

Do you also have a life outside of your work? Be honest with yourself, pen and paper, or if you are more of a typer, then get your computer out and type and reflect on where you're at for the year. I also want to share Sometimes life just life in, it just happens. Maybe you're going through something where life throws a curveball.

I remember when I lost both my grandmothers within a year, and that was obviously something that I could not control. But the goals that I wanted I didn't hit like in terms of revenue with my business and it did take a dip and that was outside of my control. So I had to shift and pivot what was in my control for my business and not.

And actually, despite that being a hard time, not just professionally, but personally, even asking a deeper question of how do I really want my business in life to look like? And maybe you're there right now to maybe something happened in your life that. The goals you had originally in the beginning of this year or in this five years and a decade.

I know I have some listeners who are great and being futuristic. Maybe the goals that you intended to have just could not happen. One and two, maybe it has changed your perspective of how you want life to look like and what your definition of success and happiness looks like. Yes, we are going there.

Just talking about these deep things. We live in a society, unfortunately, where any feeling of anxiety, thinking about these deep things we want to shut off. We want to look at our phone

and scroll through Instagram, TikTok, whatever social media platform or like binge watch Bridgerton season three, which is what I did before I went on vacation.

But all this is really helpful to think of.

So if you are at a job and you aren't happy with it. What can you do? And here are some points to think about because I have been there. I've shared in other podcast episodes where I have quit. I have been fired. I have been bullied. I've been in toxic work environments. And you realize what's in your control, out of your control, you realize don't, You asked that deep question.

Am I safe enough to give my feedback? And if I don't, what am I going to do about it? So here are some questions I want you to consider if you are a job owner. Sorry, if you're working full time and for those people that are a business owner, don't worry, I have some questions for you, but I wanted to meet these two target markets.

So if you're at a full time job, do you feel safe to be open and honest with your boss to provide suggestions? And if you don't feel safe,

is there someone else you could talk to at work? And if you still don't feel safe, who is a friend outside of your work community that you could connect with? If you do feel safe to talk to your boss or someone at work, I highly suggest writing pen to paper what has been working for you and what you've What you haven't enjoyed while at the same time.

I want you to create solutions for the problems and issues that you've noticed. You don't want to be that person that just complains. You want to provide solutions and even ask for feedback. is this something we can change or do you have feedback for me? And if you don't feel safe at your job, I'm going to be a big older sister right now.

If you already tried to give feedback or don't feel safe and start talking to others who can possibly inspire you, even if they're in a different industry, maybe someone a friend, who left a job or industry, they no longer loved. Start putting a list of people to reach out to from your past and present and start connecting, do informational interviews with them and see.

If they also know of job opportunities, unfortunately, in my opinion, I think what happened with COVID, we obviously went through a collective trauma. Is that any life experience we individually have? Might be going through. It has been hard for as a human race to reach out to other people to seek for feedback, insight, or advice.

But I want to remind you that we heal in community. Now I'm not telling you to just talk to anyone and everyone, obviously be intentional and talk to people that you feel safest with. humans have been around forever. not forever, but sorry, I'm not going to go Google it right now or look up AI exactly.

When the human race started, we've been here for a while and for example, as humans, hopefully we all have loved someone, not necessarily romantically, but a friend, a family member, we will all experience death one day. So we'll all experience grief. I'll experience sadness, madness, resentment, all the feelings and emotions.

And it is nice to connect with someone you feel safe with. Even if it's just saying, Hey, can you just hold space for me? I do not need you to solve my problems. I just need you to hold space for me. So start putting a list of people to reach out to and connect with them. Same thing if you have a business as well.

Maybe you're going a hard time in your business. Maybe you have a friend who is also a business owner and be like, Hey, I'm going through a hard time. I just, I would love to connect with you. For example, I recently even had a client who was so unhappy with a toxic job he was in. His boss and whole team constantly gossiped and backstabbed one another.

And despite them having a great mission to serve a disadvantaged population, it was just such a toxic environment. And because my client was. unhappy, I gave him the suggestion of starting to reach out to his network and he found a job and he left his job and he is so much more happier because he's not in that toxic environment anymore.

And then there was another client who has been unhappy with her job. She is a CEO of another mission driven organization, and she was mindful of needing to work on her boundaries, especially since she is a parent of two. And we helped put boundaries in place with the right scripts, not responding to emails, and looking at priorities with the board when there are tasks and assignments that this person needs to do, and if it's outside of the scope.

Because they were able to put all those boundaries. This has allowed my client to be more present parent as well as partner. And if you want to go deeper on how to find a filling job in life, check out episode 45. It's in the show notes on how you can have a filling job in life. And if you want to go further and have support from me directly, where You're so unhappy with your job right now.

Feel free to schedule introductory career review call at elainelou.com forward slash call, and you'll receive three action items towards your goals. And if it's a good fit to work together, great. We could talk about how it looks like to work together. So that's all. If you are. You're, you have a full time job, you're looking for a job, asking yourself those deep questions.

Are you happy with it right now? Have you given feedback, spoken to your boss or someone, and if you don't feel safe to talk to anyone, then consider reaching out to other people who have left their jobs or industries to know that there is hope for you too. Do that as well. So for those of you that are business owners, here are three things I want you to consider.

One question to ask is, have you hit your revenue goals? More importantly, how does your life outside of your business look like? Do you have a life? For example, I'll be honest, for this

year, I wasn't hitting my revenue goals for Q1. So I slashed up a lot of my expenses and I cut 50 percent of my expenses.

Which was wonderful. Maybe you aren't hitting your revenue goal. I want you to see what expenses you can cut and ask the hard question. Do I really need this? For example, one of my clients realized they no longer needed a role in their company and reduced hours for that person and they were realizing they were feeling resentful towards that person and they could use that money to reinvest and save in their business.

I just, everyone like online always talks about sales and revenues but not profit margins and expenses and trust me, you could make more money or save more money by even looking at it. Second question, if you're a business owner, that I want you to ask is, any shifts? That might be happening in your business.

For example, this year I have seen an increase in more B2B revenue. B2B means business to business. Like I have more companies like Fortune 500 companies and leaders reaching out to me, wanting to work with me. And that's about 38 percent of my revenue this year. And mind you, this did come with intention.

I wanted to work with more B2B clients as I have more personal goals in my life and I'm really focused on high quality service for both my B2C business to clients and B2B clients. Like basically I want to be like an Ivy League school where we work with a few clients with hot and provide them high quality service and incredible results.

I have accepted the fact that I don't need millions of students. I'd rather work with a few. And if people don't have the means and the resources to work with me personally, that's completely fine. I have my podcast, which is what you're listening to. It's an accessible resource. And by the way, if you really love this podcast, please leave a five star rating review.

And I also have my courses on LinkedIn. That is free if you have LinkedIn premium or it's 24.99. And if you want to check out my two LinkedIn learning courses, go to [ElaineLiu.com](https://www.linkedin.com/learning/ElaineLiu) forward slash LinkedIn slash learning. It's also going to be in the show notes. What I'm trying to say is that this is a shift that I was intentional of.

I'm now seeing it in my revenue. 38 percent of my revenue is coming from businesses. And with that this summer, I'm focused on receiving credentials to help get more of that clientele. So for you, I want you to think of what are things you need to probably be, whether certified in, be educated, learned, what skills do you need to gain?

For example, I'm finishing up my professional certified coaching, my PCC through the International Coaching Federation. Now, I am not doing this because I'm not confident in my coaching skills. Prior to getting this certification, I've already worked with 3000 students. I have two courses with LinkedIn and I have hundreds of client results on my website, Google business page, LinkedIn.

And I decided to do this certification and I'm almost done with it, which I am excited. I still have to take my test and I'm doing my final interview through the center for it. Center for executive coaching, actually. This week in a couple of two days, two days from now, and I'm doing this because it is highly regarded by fortune 500 companies to get this certification.

I'll be honest. So when I reflect, I've been in business for almost seven years. I got caught up on the online space and it felt like this popularity contest of getting thousands of followers and being addicted to the likes and the comments. And it was as if I had to perform every single day and be a reality television show of what I ate and what I did in my life.

It was just constant and it burned me out. And I started being really intentional. I want to say about two years ago when I got burnt out, I had 2020 and yeah, 2020 was a really great year for me. In terms of revenue, 2020 and 2021 was a really great revenue years for my business. I wouldn't say so much profit margins.

I'm just being honest. I could have been better in that, but that's because I was caught up. And so that's what I mean by reflecting, Hey, I thought I wanted thousands of followers and I would work with so many clients. Now that I'm almost seven years in my business, like no, I want to work with a few clients.

I want to work with 24 B2C clients to probably get two to three corporate contracts because that is what my capacity is. I actually love coaching. I know that there's other models or people like you don't need to be the coach anymore, have other coaches. I actually enjoy it. The reason I'm sharing my personal story is because everyone's going to tell you how to do your life, how to do your business.

But an important question you need to ask yourself is how do you want your business to look like for you? And be honest with yourself. Does it look like how you want it to look like? Are you doing it because other people told you to do it? Like the big names showed you should do it this way instead of another way.

So what I'm working on this summer is getting this PCC certification. I'm also working on other certifications with, organizations because I'm a minority owned business and a woman owned business with organizations as well as government. So I could work with more B2B clients. So I'm sharing all of this with, are there shifts you want to create in your business?

Are you feeling burnt out? Are you having a life outside of your business? I remember when I was so burnt out two years ago, I was talking to my coach at the time and I told her, I am burnt out. Just what makes you know that you're burnt out? I am not funny. I think I'm a pretty hilarious person. I'm not trying to be a comedian.

But when I am not burnt out, I'm cracking jokes. And I have, I wasn't cracking jokes. I felt like I wasn't smiling. I felt like I was a robot constantly doing and working because I felt like I was playing a game. It just feels so good to come out of it. I just want to thank therapy, specifically EMDR therapy.

If you want to know more about EMDR, check out my blog, elainelou.com forward slash EMDR. It just. It shifted the game for me where I really came to my own voice and how I wanted to create my business. For example, right now, I, we're just going to get personal. I am on my period, is day two and ladies, if you, for those of you that have a period still, or maybe used to, or if not, day two is pretty heavy.

And I was just like, you know what? I am not going to turn on my camera. I'm wearing my pj's right now and that's how I'm recording this podcast. Sure, before I'm like, no, we need to record it. I need to look nice and pretty no, fuck that. I'm just not feeling it. But I wanted to record this podcast to talk about this.

Also, I could have recorded this before I went on vacation. I'm actually recording it the day after I came back from vacation, but I knew that I would have more insights coming from vacation because I'm a lot more grounded, especially hiking through the Redwood forest. Anyways, I am digressing. So going back to you, is I want you to think of this third question.

Are there certifications, techniques, skills you need to learn and focus on? And summer is a good time to do it. For example, I have one client who does marketing and they're finishing up a Google SEO certification to be better in marketing and to help attract more ideal clients. I have another client who's working on updating their systems and having a more lean team so that they could save both time and money.

Money and have better profit margins. Even in my own business, I am updating my systems. I actually had a client who found a grammatical error on my onboarding email. I'm like, Oh, thank you. I'm like, okay, I need to work on my onboarding or editing that and editing my systems for marketing. And sure I did A major haul on my SOPs in my systems about like last year, but this is definitely something to look out every year. It's like having a car doing maintenance in terms of if you have a gas car, changing the oil or even checking the tire pressure. And if you want a podcast episode that goes more into detail on how to have a sustainable business during the summer, check out episode 21, seven tips for sustainable revenue this summer.

And I will add that episode in the show notes. And if you need more individualized support in your business, and you might want to work with me, then schedule an introductory business review call and elainelou.com forward slash call, and you'll receive three action items towards your business. So there you have it goals and tips, but you can work on in the summer.

And if you notice the theme of this episode is pausing to reflect. Don't forget to do that instead of just doing. you're probably just doing things that you've always done, but doing those pauses will help you ask yourself questions. Do I still need to continue doing it this way? Or what do I need to edit?

Or am I really happy? So just to sum it up, if you have a full time job, it's checking in. Are you happy? Did things hopefully change in your work culture or leadership? Maybe in your pay

because you wanted a bigger salary? A change in your responsibilities where you're not doing so much and you're focused?

Are you implementing boundaries? And if not, see if you feel safe and comfortable to give feedback with solutions to your boss. And if you don't feel safe to share feedback with your boss, see if you can connect with friends who overcame it and were able to find another job or industry. And if you need another podcast episode, go to the show notes, check out episode 45 on how you can have a fulfilling job and life with Matt Richard.

And if you're a business owner, ask yourself, did I hit my revenue goal? If not, what can I cut out? Something shift in my life where I need to redefine and recreate how my business looks like. What changes in the revenue did I notice? What can I do to get more of it or to do less of it? What systems do you need to edit?

Do you have a life outside of your business? And if you need another podcast episode, check out. Episode 21, seven tips for sustainable revenue this summer, which is also in the show notes. I know I gave you reflective questions. So often people want, I want strategy. And yes, I have given you strategy. And I was talking to someone and they were just like, Elaine, I just need you to tell me what to do.

I'm like, I, We live in a society where, unfortunately, people think in order to be happy, you need to hear what someone says and do what they say. I want to flip the script on you, and I want you to ask yourself, what do you actually do? Want that has nothing to do with society or other people's expectations, because if you're not honoring that, then are you just people pleasing other people the whole time?

It's so fascinating to me when people are like, I just need you to give me. And answer. I was like, yes. I'm a mix of a coach and consultant, okay. So I hear that your goal is to do this. I'm going to give you some feedback. And as a coach, I do give feedback, but I always want to make sure my clients have agency.

Does that resonate with you or not? And that's important to ask. I remember when I was at one of my first jobs out of a college and I just finished a workout pillow campaign. And my mentor asked me, what do you want to do after this? And I said, I don't know. And that was scary. It's because I was always following a model, right?

get straight A's, be valedictorian in high school, checkmark, go to college, checkmark. And then I just assumed everything else would be written out to me. And I just followed the rules. But the reality is okay. Yes, there's all these rules, but what do I want? What do I want? How do I want to be a business owner?

How do I want to be a coach? How do I want to be a human being?

And when anxiety comes up and we're feeling all these emotions, Instead of picking up your phone and scrolling down, lean into what you need to work on and ask yourself the hard

questions. Because the answers will unfold. I think unfortunately we live in a society where if feelings feel uncomfortable to avoid it, but it's also there to explore it.

If you need further help, highly suggest finding the right therapist for you. Go to [psychologytoday.com](https://www.psychologytoday.com) and you could find a therapist in your area. You could even categorize based off of maybe you want someone specifically that has an ethnic background or through a sexual identity, or maybe it's a neurodivergency.

You could definitely look for a therapist that way. All right, before I end though, I want to make sure, please enjoy the summer, go out and make those core memories. And one of the core memories I'm going to do is watch *Inside Out 2*, obviously after talking about this, all this stuff in this podcast episode.