

## WOCAndAllies\_EP93

**Elaine Lou Cartas:** So what do you do next when you realize this isn't the so called success and happiness you want? I want to actually coach you through this. You are welcome. And what I would do with my clients, because this has been a theme showing up lately, for some reason, it is the summer of identity crisis and questioning, but you know what?

Let's celebrate that because the first step is awareness and then the second step is aligned action. So first, we're going to take it from the micro to the macro, which is what are the three important goals in your life right now? And not just in your career or business, your life. So here are common themes I've heard from clients lately, and maybe you could relate.

So we're just going to have a pretend to client, right? Maybe these are three goals for this person. Goal one, to be more present as a parent. Goal two. To take care of your health and goal three, to grow your business or get to the next level of your career. And so often what I hear is this tug of war with that goal number three, to get to the next level of your career business.

But you acknowledge that it is detrimental to the personal goals of being a present parent and health. And lately. I have been challenging my clients to answer this question. What does next level of your career business mean? And here are common answers I hear next title, more money, bigger office, more offices.

Then I've asked, what if we can make sure your career and business can help support you to take better care of your personal goals? Like your health and be a more present parent. So then what needs to happen? So for example, I was feeling burnt out earlier this year, and I was looking at my finances and I slashed off 50 percent of my business expenses and.

It was just, I already felt better doing that, but that also meant really difficult conversations, having a leaner team. Cause I was realizing it was like this perpetual hamster wheel and asking these questions of, did I really need this role? Did I really need. These services did I even need like all these tech subscriptions that I subscribe to and if this tech subscriptions not what I need how can I downsize it like for example, I was using an email platform.

It was costing 100 a month. I found another email platform, which was 29 a month. So that is a difference of about 70 a month 70 times 12 can't do the math in the top of my head because it's a Friday night. It's a 700, 800 a year, maybe I don't need to buy anything with that, but I could put that into my savings.

I could put that into my retirement, but I started doing things like that. And another thing I owned, and I've shared this in other podcasts, I don't need to be like this, like a Tony Robbins or like a big name where it's I don't want that type of business. And I'm not saying. Anything to Tony Robbins.

I think he's a great coach, but that's not the model I want. I realized what I want. And I've owned the fact that I only want to work with a limited number of individual clients, which is 24 B2C clients. Cause I care about quality. I care about my client results and my client experiences and to Make more revenues to work more with B2B companies where I'm licensing my curriculum and my workshops to support their leaders.

I am going to be direct with you, the listener. You want to get to that next level of your business or career, but at what expense to your personal life? Then I want to challenge you. What if the next level isn't that new title or new revenue? And what if it's, how can you create your business or career to match the life you want?

So what does that mean? How can you think outside of the box? And that's what I want you to consider doing. What are steps you can take? What if it is to see, for example, I was coaching someone earlier today, and I They wanted to open up a new office and get more staff members and I was sharing.

Okay, but you feel you seem like you're overwhelmed. what can we start doing? We started talking about which is system operating procedures and how we create more. Not just more, but creating SOPs where it's more organized and people in the team understand what they're doing in their roles, how it could be easier.

And then if they're putting out fires, putting systems into place for that. So if you notice that a client is asking the consistent question, what can you do? Like you could put a list of scripts in terms of how to respond to that. Or if you notice that a certain group is not converting. Why aren't they?

For example, it was January of this year and No, not January of this year. It was January of a couple of years ago, and I had 30 sales calls It was two years ago. That was two years ago last year I had 30 sales calls and I was exhausted and only two of them converted. I was like, what is going on?

And I had to think outside of the box. Okay. It's because the common theme that you've shared is that they couldn't afford me. Okay. How can I prevent them from not having a call with me? Oh, let me put that in the questionnaire. Like here's my price point. So I put that in my form. And then since then, it's.

It's helped reduce where I have a higher conversion rate. And even now, when people schedule to do a call with me, and they do not have the budget to work with me, I respond back to honor both your time and my time. I've canceled our call. If you want free resources, check out my podcast. And that has saved me time, not just my time, but also the other person's time.

But that's what I mean. If you're noticing problems or issues happening in your business career, what can you shift or change? If you have a full time job, what I'm noticing with a lot of clients, like, how can they create more boundaries? How can they manage up? starting to practice in terms of, okay, here are the key stakeholders that I'm working with.

How do they like being communicated? What's a language I could use? What do they need? starting to see things internally of what shifts and things you can change.

And,

even for some of my clients, they're realizing, you know what? I'm good here as a VP or as a director. I don't need to get to C suite because so often people are fed like, be C suite. that means you've made it. That means you're successful. But they're realizing I could make more impact and influence here in this job.

I also don't want more responsibilities where I'm traveling constantly and that's going to take away time from my family. So I've had clients own that. I've had clients who are business owners who are working on selling their company because they'll just be happy to sell it and go travel and live their life.

They don't need to go through this endless cycle. Growing of their career. They're just like, I just want to show and that's okay. And to think about it as I'm talking about all of this, do you know who I admire most from the tech industry? And it's not Elon Musk. It's not Mark Zuckerberg. Respect them for the work they've done.

But who I envy right now is the first friend by my, from my space. Yes. Our first friend from MySpace, which is Tom, do you remember Tom, the founder of MySpace? Exactly. You're like, Oh yeah, Tom, he made like the top 80 list and he was number one. And he has an Instagram account called MySpace Tom. Go check it out.

I actually checked it out before hitting record and he has not posted since 2017. Yeah, that's 2017. 2017. And if you look at his Instagram, he is living his life, not having to post or perform, but just living it. What a life. I am jealous. So let's go back. I want to make this actionable. I'm not trying to be Debbie Downer.

I, what I'm trying to do in this podcast episode is to have you think of what you want. What are the three goals you want in life? And if it is getting to the quote unquote next level of your career business, what does next level mean? And if next level and your current business is holding you back from your personal goals, then maybe next level of your career in business means.

To find a way on how your career could support your personal goals. And if that's the case, what's the first step you can do to do that? Maybe as a business owner? It's understanding your P& L reports. I've been there. Maybe in your career, it's, Okay, what boundaries can I create? What stakeholders do I need to have better influence with?

Or maybe I'm in a company that's just not supporting my personal goals and I need to leave. And hey, the first step is awareness. The second step, what things can you shift and change? And, Being mindful, what does success look like in this season of life? For example, in, in this season of life right now, my dad just had his left knee surgery.

He's getting his second knee surgery. So success to me means being able to go to all of my dad's doctor appointments and advocate for him. Being able to take days off to drive. He's, I, we just got a home. So I am like 90 minutes to two hours away. to be able to not work for a day or not work all day. And I am completely happy with that.

It is a choice, my choice for me to show up for that, to be there for him. And if you need further support in understanding what is this new definition of success for you in this stage of life, then schedule an introductory business and career review call with me at [elainelou.com](http://elainelou.com) forward slash. Call and see if it's a good fit to work together.

You could also click on the link in the show notes. And if you aren't ready to invest, that's completely fine. One takeaway I want to give you, I recommended it to all of the, the dentists I met today is. Listening, read, or reading Rest is Resistance by Tricia Hershey. She's known as the ma nap minister.

She literally gets paid a lot of money to do workshops for people to nap. Yes, I know you are laughing, but look, how often do we pause, rest, and question if this life we're creating is aligned to what we want? And not what society and other people want. So I highly suggest the power of pausing and resting.

And you might be like, Elaine, I don't have time for that. I don't have time to rest. But that's how capitalism works. Makes you work a lot to not even think and pause what you really want. And if you don't listen to that itty bitty shitty committee, aka your mind, your conscious, your body will tell you.

They'll either tell you through a diagnosis or simply not getting out of bed. That happened to me. I remember a couple of years ago, I was supposed to go to my niece's nutcracker performance and I couldn't get out of bed because I was so tired. I was sleeping all day. So pause, rest, reflect, think about the three important goals that you want in your life right now.

And you're probably asking why three? It's just how human brain works. Three, red, yellow, green. Three, two, one, think about phone numbers. They're grouped into threes. So give yourself time to pause, rest and journal. What is your definition of success in a season and make sure it's your voice. No one else's.

I am sending you so much love to create aligned action for your definition of success.