

**Jennifer Navarrete:** Welcome to the show that shares insights into how you can build your business once, with your hosts, Sherry Lowry, and Jennifer Navarrete.

Thank you for joining us today, my name is Jennifer Navarrete, and with me is Sherry Lowry, who is sharing her 20-plus years of experience on what it takes to build your business once.

On today's show we are continuing the Wallet Discussion by the benefits of experience and how to consciously be at choice in your business. If you saw the show description, you might have seen the last thing we will be talking about which is PLURK, Playing While You Work. Sherry, I am excited about this topic, when I saw the title, I thought, oh, this looks exciting.

**Sherry Lowry:** This is what you learn when you are willing to take the risk, we are assuming most of our people who will hear this will be either owners, founders, or high potentials who have some say-so into what it is they are doing. Today I want to start off with the concept of playing full-out. We will be doing this in two parts. Today is Part One. The whole part of it is how to move increasingly to choice. Selecting over and over again what it is you are willing to have waited for, and also a little bit about what you have done to ready for this. Bottom line is while we have Wallet Wealth, billfold wealth which is obvious to all of us it means cash flow, we also have another kind of Wallet Wealth that is our to use as we want. That is what we have beyond cash that would count as our Reserves and I will mention several possibilities, Jennifer, and see what you think about this idea.

We also have reserves of when we are consciously creating of time, energy, talent, and in my case, extended talent which I my access to a lot of colleagues and peers. In your case it is the same, but you also have a team you are deliberately in a relationship with because of their talent.

We have reserves of motivation, and reserves of flexibility when we are willing to make those harder choices. Then we get back more of doing things when and how we need and want to do them. In both of our cases, we have mentorship reserves. We have people who are and also who have go-to people. Some of those we have contracted with, some of them we have had life-long, some of them we have stage to stage as they show up and we are fortunate enough to benefit from their input.

Then we also probably have other forms of reserve. Part of yours will be the atmosphere and element of the two studios you built with and personally equip. I am going to stop there. Have you ever thought of these as part of your wealth?

**JN:** I have not but as you were saying it and as I was writing it down I thought, holy smokes, I am super wealthy in ways I never knew.

**SL:** I know you made a lot of hard choices to be able to say that because you set aside some things, you moved beyond others, you have some hanging on a hook waiting for what if. AND, I know your calendar days vanish because I don't know anybody else doing multiple ones of these sets of 30 interviews over 30 days in November as you are able to do. It has been a real joy to share this experience with you.

This is about being at choice. There is a quote by Peter Block, a lot of people might have heard his name, but not know too much about him. He is a really smart businessman. At one point Peter became famous for a lot of different things. One of them was saying and living through this: "If you can't say 'No,' your 'Yes' doesn't mean a thing. I know you might have heard that, but don't know the source. It was Peter, and what he meant originally by that was when we really have a full range of access to both our No and our Yes, we can truly take direct inventory about how we make our choices. So what I am talking about today is how to stay conscious, and examples of that while we may be making these choices.

The best and most important on-going way we can do that is take 100% responsibility for the impacts of our decisions and choices, and some time even our results. This is kind of a catch-22. By taking 100% responsibility for whatever happens as a result of a choice we have made, all choices we have made, we are extraordinarily responsible in doing that. What we eliminate is any and all blaming. We approach our projects, our people, our to-do's, whatever it is we are involved and entwined in, as willing to take 100% responsibility not just for our individual part, for any part we are involved in as a collaborator, an alliance. It gives us back a rich reward. It gives us back freedom. By being responsible, we have already gotten our hand up as not blaming anybody else.

People relax, their defenses drop, if they are a blaming type, there is nothing to blame you for. You take a full handful of everything that is an outcome. If you are

ever to the point of being overwhelmed, or feeling burdened, it is ironic, but one of the best ways to lighten up is to give into, relax into the full nature of the reality. It sets you free then if you had made a poor choice to be perfectly set up to apologize, to make amends, to correct it, get a fresh start, and a reboot for both of you.

I don't know when you have had experience with that, when there was some question as to who was responsible and you were willing to take responsibility.

**JN:** A lot of times when I have discovered, as I have gone through the start-up phase, gone through the growth and maturation of my business, is that inevitably there are these pain points I have run into. I worked on trying to figure out what those pain points are, try and shift and adjust my business model and shift the way I work with Clients. If there is still a pain point after those adjustments, I need to look inward, and decide the thing that is off is the same is me. So where can I come back and go, what am I doing that is self-sabotaging, or even unknowingly doing things even though I am trying to make shifts and adjustments I am still finding myself in a similar pain point situation. It may be a bit different because I have made adjustment, but the core of it is there.

I think being mature enough, and responsible enough and knowing yourself well enough, which was what you talked about in the very beginning that first week was 'Know Yourself.' Once you know yourself well, you can take responsibility for whatever. It becomes obviously then this is something I have to work on. I don't know what it is, and will be willing to proceed outside of knowledge and critiques, that kind of thing to get that point better.

I think of the business owner because we are the end all be all for a lot of these things. It is hard for us to get to that point of knowing, that we need the outside help and being willing to make those adjustments. It is easy to say, well, it has worked so far. Yes, if you want to get to the next level, you have to grow, adjust, shift, be willing to be a little or a lot malleable in order to get to the next level of the business for yourself. I will say being open to outside influences that can help better you, and remove those pain points is really that next level of growing your business.

**SL:** You created a beautiful segue into one of the major reasons for being incredibly responsible. That is it takes you out of reaction mode right away, and

that then is kind of almost delivering us on a platter here to being open to what next. The key to most success is being willing to make a change, and also to be the one to change. Almost all therapy initiates when someone has an idea that somebody else needs to change but they need to be the one to go tell someone about who else needs to change. AND. What it is they need to change. Most all good therapy ends up in exactly what you are talking about. Helping the person grow, to the point where they can take responsibility for how they were even involved in that coming to be the case. Then what they have 100% control over, they can do something about, and they are the only ones in charge of them. They will never be able to change anyone else if they are not also involved in the process of change.

My work is similar. It is different than therapy, but similar in that one, underpinning dynamic. We are not making choices by default when we are thinking this way, we are thinking consciously. Also by playing full-out, just like the theme, here, I am sure you have heard, though I am not sure how you heard it defined. In contrast, there is the idea of 'playing small' or playing only part-way. So I know part of your success is you have been willing to put so much into what you do, how you do it, and into your relationships as well as the skill sets you develop and deliver from. Your experience all along is more fully enriched to begin with, but also there is nobody keeping score in the way you do this. I hope I will always do business this way, it makes it much more fun and there is a chance for that for everyone.

So, a second major point-set about full conscious choosing are the perks of experience. You have been talking exactly about how to gain wisdom in the work we are doing. How to be in a place of wisdom, and how to come from there.

We don't stop playing and stop growing, but because we can play and can learn and grow more selectively, we back right into conscious choices with our selective choices.

Here is the other thing that is the most fun that is a perk of experience, and I know you found this, too. The more willing we get to be the one to change, the more frequently humor starts to visit us and the more irony and synchronicity starts to come into our relationships. We gain the ability to laugh -- at is, the odd and funny things we do. Once we are able to do THAT, THAT becomes

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contagious. Others begin to do likewise. Some times, they can't do that other than with us. They may do that better with us to begin with than with others, as least. This becomes part of our journey together.

We have the chance to keep dreaming, keep growing up rather than growing old, or jaded, burned out, or any of that. Anybody can age, it takes no talent or ability, it will happen naturally and takes no ability.

The key and you referenced this, you always grow up by always finding opportunities to change.

**JN:** I think this is fantastic, this is Part One of Playing Full-out, and next is Part two, that we are going to be discussing along the same theme. What will we be discussing tomorrow?

**SL:** We will be talking about boundaries and risk, and why people who live to a really old age almost never regret anything they did. They only regret what they did not get to do or try.

**JN:** I like that a lot. Fantastic! Thanks for another wonderful show. Folks, I know you like me are probably taking fast and furious notes and benefiting from Sherry sharing her 20-plusyears of experience.

We are already onto the 19<sup>th</sup> show, I am kind of starting to get that sad feeling getting close to the 30<sup>th</sup>. I feel there is a lot we can be covering and we will talk more about this as the month unfolds.

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