

Jennifer Navarrete: Welcome to the show that shares insights into how you can Build Your Business Once, with hosts Sherry Lowry and Jennifer Navarrete.

Thank you for joining us today, my name is Jennifer Navarrete, and I am joined by Sherry Lowry who is sharing with us her 20-plus years of in what it takes to Build Your Business Once.

Today's show is Playing Full-Out, Part 2, which includes the benefits of how to consciously be at-choice in your business, and PLURK, which is playing while you work. Sherry, yesterday's show was a great start on the Playing Full-Out topic, but would you mind giving us a brief recap before we dive into Part 2?

Sherry Lowry: Sure, Jennifer. You make things such fun that it feels like play. BUT as I totally kind of spaced the fact that because we talked about PLURK, I had not actually gone over it with the listeners. Just from the top, we are talking about Playing Full-Out and in Part I we talked a lot about that as choice and how having Wallet Wealth beyond just cash flow in the usual sense. Right now what we are doing is more fully developing what I meant by wallet wealth because it goes well beyond cash and cash flow into having a reserve of time, energy, motivation, flexibility, mentorship and much else.

Today I want us to PLURK while we are doing this, which is, playing Full-Out at choice and feeling like we are playing while we work. What is required for that, and what the primary emphasis today is about is having really great boundaries. Good boundaries, solid boundaries, not rigid ones but good, strong holding and flexible boundaries are really essential to be able to take our next steps. Our whole over-arching goal I want to remind us is to be in the business of our choice, to be in it the way we choose to be in it, and have a good time and have it be growthful for us, and profitable and for us and our Clients all at the same time.

Without personal resilience, which we have been building all along the way and will continue to do that, and commitment in the case of commitment, we are now beginning to own well-being, our own profitability, own our own Needs and way of working that will be very contagious and very easily transferred to our Clients. They will have some of the same experience as we work together. That all takes good boundaries for us, and we may have to teach them a little bit about the boundaries that may be healthier for them.

JN: I think that makes the most sense, I think a lot of times we are enthusiastic in start-up mode and we think everybody else is in start-up mode. We need to set those boundaries earlier. I think the earlier you can set those boundaries for your business as individuals as well as for your Clients, the quicker you are going to get to that freedom and flexibility in a way that is empowering to you and your Client base.

SL: That is right. For starters, the first thing we need to do once we have our consciousness raised and headed in this direction, because we are all just in the nature of things, if people drawn to this type of podcast and topic, will also be Servant Leader types. We are more comfortable taking care of everyone else in some ways than we become taking care of ourselves.

Today is one of the ways we begin to stretch our boundaries on our own self-care to include more of us and what is best for us. When we have this nature and style of leading, we also may tend in the past to allow situations and certain people into our lives and some aspect of our business that lead to compromising our Values. Part of the way we do that, and we will address that more in a few minutes, is we get really good at the 'wimpy Yes' instead of the 'solid, gracious No and thank you,' and underusing that 'check back with me in three months' conversation.

A 'wimpy Yes', is saying yes is saying yes when you really shouldn't, and you know you shouldn't but you don't have a really good reason on the top of your head as to why you should say No. That is forgivable, but not for very often or very long. There are certain people we bend that a little bit for in certain circumstances, but when we are on-track to build this type of business model, you can't afford to do that on a consistent basis.

It is not an intentional part of other people, it is just what happens. You begin to be known as a great gal or guy, and it happens. What happens when it does take place is a clash begins to come into our Value system and the Value System of the other.

What they Value most at the time, and want us to say Yes to and we did, and didn't intend to or really want to, is often at the heart of this situation when it happens. They have a different set of responsibilities for us than we do, or that we are honoring, that are different than what they are honoring.

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At the heart of all of this about Living Full-Out, Playing Full-Out in Part 2 here is going to be the wanting and being willing and comfortable saying No when other people would be more comfortable with a Yes from us.

Several sessions from now we will address more ways to stay in that Gracious 'No' mode for long enough to get done what you are setting out to do. Jennifer, does this sound familiar to you?

JN: It really does, and I have to tell you saying No when you are used to saying Yes is awkward, it doesn't sound real, you are going to probably agree, and give a 'wimpy Yes,' when at the tip of your tongue, there is a No. I know you will get into this later, but to give our listeners a tip, you have to practice. Practice, practice, you practice with your family, your friends, your Coach, with somebody else saying 'No,' so by the time you have to say it in real life, it is not such a hard thing to do, and it comes out more natural. I promise you will be happier for it.

SL: Right, The best thing about that practice is then you get to tussle privately with it and not following the 'usual should's. As soon as you get to do that, especially around family and friends who are very accustomed to you being at least with them another way, then the very familiar will come up and in one of your own voices. One of those voices in the back of your head, that comes out of nowhere uninvited, and stays overly long sometime. You know that voice.

That is our time to say 'Whoa, wait a minute! Stop here! Who said that I should?'

And, we begin to question where that is coming from, from the inside of you. You seem to have a chorus some time I bet in your life because you have a lot of them surrounding you.

In my case, I also have some grandchildren as well as two children. I hope I've limited the 'should's' I've passed onto them!

We do know when 'should' comes up, should is always out of your history, it is part of your past when you think you should do something. Somewhere along the line you were taught that, kind of inhabited that over time or somebody enforced a bit of that on you. While we have to learn this, it is not always natural we don't do guilt when we are Living Full-Out or Playing Full-Out in our business because it is too darn expensive and slows us down too much.

Instead, we do deal with honor, and we do have respect, and we do practice our resilience in sticking to what our priorities are.

This is what should re-reminds us what our real priorities in this situation really are VS **priorities of another for us** which may matter in a different place, time and circumstance. While on this particular track, they don't have any real business here. We have already committed to our own firm boundaries to ourselves, and those almost always involve a different quality and a different use of Yes.

So, I want to stay on-track with this a bit more, and I will count on you to keep up with our time.

So, you may ask: "How does this play into integrity like when you begin to compromise that, but the only person it compromises is you, and you being and staying in integrity with the standards you wanted to set yourself?"

JN: I have to say some times you have to give yourself permission to not listen to that little voice inside of you. I will say I had a recent experience where I thought I should not go do this thing that I had been doing year after year, but I thought, no, I will go do this thing.

It did not work out. I had hope, but at the same time I knew if it wasn't working out. I had to bow out and do so in such a way that would be helpful for all involved, and I am so much happier for it. It was me knowing already that I shouldn't have accepted that. Some times you have to look back and say you already knew this wasn't going to be for you.

You don't want to condemn yourself, but you also want to give yourself permission to end that and not continue on with the lashing of the whip for yourself.

We don't have time for that, we are shooting for excellence, and for professional freedom and choice. Don't waste time looking backward, that is the rear view mirror, than time going forward.

SL: Great suggestion. I had an experience this past week, on Thursday I helped facilitate an Innotech Conference, which you have in San Antonio, and a number of places in Texas and one in Oklahoma. Something came up and I had 18

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Coaches in a Coaches' Booth area I was in charge of. But a different part of that same Conference had a training show on the same floor but at the opposite end. I realized customarily I would be splitting my own time between the two. But that day I completely delegated almost all the day to some of our senior Coaches that I had with me who I knew I could trust 100% to cover more options. They were thrilled. It opened more to them. They got a whole new level of visibility and involvement, as well as fresh learning. They felt so engaged they thanked me at the end for giving them more jobs to do than we anticipated in the past.

Remember when we had little kids and they wanted to 'work' with us, and they really meant that. They were out with the mops, and the brooms and the things in the kitchen, they really wanted to be a part of it. We didn't think to ask them or include them, but it gives a lot of people gratification when we genuinely, fully include them.

It gives a lot of people gratification when we move over. So, sometime our boundaries we tighten up for ourselves we open for opportunities for other people. But, we do have to open or build a bridge to that for them to take full advantage of it.

So, our boundaries by the way, just like our Wallet have things related to them. We are not just limiting our time, and who we spend that time with and how much of it, but also when we are on this track, our Wallet Wealth also addresses and puts limits around activities we give our attention and energy to the wide variety of categories. One example: I have reduced some of the categories that have my attention in November so we could do more of this.

It has limited me in a good way in how much time I am allowing in other types of calendar and time-consuming things. For example I spend a lot less time on Facebook, Linked-In, SnapChat, and Twitter in the last 30 days. ;) It may be a practice I continue, just checking in periodically VS more often. Nobody has missed me that I have noticed, and it has also given me more flex, and I can still do the updates and check-in's just as readily as I was doing.

So, good boundaries put us in uppermost choice, and also control of all of these things we are talking about. So those of us with control issues, we will like this kind of work, and will be assigning a bit of homework in this area.

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I want to issue a challenge to all of us to add five new things in this current week that are nurturing for you, supportive of you, that you may not have handy with you on a repeat basis. I don't care if that is a special chocolate, a great book you can take with you when for you have unexpected down time, or whatever it is. See if you can find five things to add in your life just for you – for the sheer pleasure of it.

The right music, possibly a different comfort level of clothes, whatever it is that makes life easier for you getting around in your work day; or especially in your travel. Begin to pamper yourself beyond the usual this week.

Begin to get used to stretching what you want for choice. So, let's see, where do we go from here?

JN: I think that kind of ends us really well, because in the U.S. it is also Thanksgiving week, I think what you are asking us to do, Sherry, is to be thankful to ourselves, and to really honor ourselves in a way that normally we do not. Because, our minds are always going forward, we are thinking about everyone else, what is coming up. This is a good time to pause, and say, "You know what, I am pretty awesome, I think I am going to do something just for me. It doesn't serve any other purpose other than it is a small pleasure that makes me happy."

SL: Coming up next will be doing a 'Buffing' on our business and that is going to be related to 'green blocking' our calendar AND our Clients if we have that and those, and our projects for profit, also for higher gratification. I have a plan in mind for that.

JN: Now you have us chomping at the bit for tomorrow's show. Thanks for another great show, Sherry.

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