

Jennifer Navarrete: Welcome to the show that shares insights as to how you can **Build Your Own Business** once with Coach Sherry Lowry, and Jennifer Navarrete.

Thanks everybody, this is Jennifer Navarrete. I am joined by Sherry Lowry as we have been talking about **Knowing Yourself First**. When it comes to **Building Your Own Business** that is key to your success foundation. On today's show we are talking about knowing your own bandwidth.

Sherry, knowing your own **Bandwidth** – a lot of times we over-commit, and we burn ourselves out, so knowing your own bandwidth is really key to being successful.

Sherry Lowry: Yes it is, and we preceded this with **Listening for the Big Five** and that can apply for yourself and your clients. One of the ways to put your **Bandwidth** to a test, sort of a taste test or a field test, is when you notice yourself wandering or beginning to be-out of gear in any of your own **Big Five** in terms of losing **Focus**, or getting **Focus** confused, or you are-having a bit of a **Mindset-or Attitude** issue, or you are running up against needing a-secure **Capability** you committed to deliver on but that you may finding yourself a little short in, or not having the depth you anticipated you would have. Or, when you have outgrown a **Practice or Habit** or when a new **Pattern** turns up, or you have a lag in **Energy** that is one of the ways you actually begin to know what your **Bandwidth** right now actually is regardless of what it was last month or less month.

This also comes down to *telling the truth to yourselves*. We really can't manipulate another person or situation 'til we have kind of manipulated or sometimes sold out ourselves. That can happen very easily with an over-promise, or under-delivery. That sometimes happens with the first wakeup call. (Remember how we talked about how Life sends us Lessons – we talked about that in our Learning Life's Lessons session.)

I don't know when you last knew you were over-extending, but I bet you can come up with an instance easily.

JN: I totally can, years ago, I was being on the cornerstone of the social media and podcasting and blogging stuff happening here in San Antonio. The people I

had around me were in the forefront of making it happen. If there was an opening, we were there, if there was an event happening, we were there, if there was a media opportunity, we were there.

There was a point when my family came to me and they said, “Your community has taken off; YOU don’t have to do it all.”

At first I was, WHAT – that is my baby, but then I realized, I didn’t have time for myself any more. The time I was spending with my family had shrunk down.

It was like the wakeup call, they did that snap of the rubber band where I had to really stop and pause and look at everything I was doing. Did those things actually need to happen?

The answer was “No” and when I got that realization, I was able to pull back and all of a sudden I felt like new life was breathed into me because I hadn’t recognized the fact that I was over-committed, over-extended and over-fatigued.

SL: It is really easy to slip into that, especially when you are doing good work and getting good results, and accolades and congratulations for it. Everyone is happy when you personally show up. One of our charges I think in terms of leadership, and I know you had this, and I had it on a repeated kind of pattern over time, one of our real major value sets we share is legacy. What is ours to actually demonstrate and be involved in actively and what is ours to let pass through us and onto another.

This is how we grow people. This is part of the reason we have some of the following we have is there is space for them, there is room for them on our platforms.

So, I remember when you were doing all that, I don’t know if you recall you would come over here (to Austin) quite a bit and we would come to you. I remember some of the military being so engaged in social media, I know it was the way you guys involved them there in San Antonio.

JN: It was the Wild West, it was also a very exciting time back then. I think the nice thing now that is has matured in essence as an industry and field there is a lot more out there. You can step back and in that legacy model continuing to nurture along but not in a way to physically be present every single time.

SL: That is right. One of the little practices I have developed for myself and lot of my clients use this and we use it several times a day when it becomes how we go about our day I will mention here. I got the idea from (Stephen) Covey who had a different four-quadrant model that is still popular. That was the one where you added the garbage can to one of your four quadrants. You used it when you needed a place to put something that wasn't really yours to do that you were done with, or really wasn't yours to do that you could not delegate, or hang on a hook. You had a theoretical chance to put it in the trash. That was extra hard especially if you had the capability to take that on.

Here is something I suggest to people who are going to be listening: Take a piece of paper, divide it into four-sections for a four quadrant look. In the upper left quadrant, put the word MORE; and in the upper right put LESS, in the lower left put START, and in the lower right, put STOP.

If I do this (put my relevant elements in each) every single day before I start my workday, it helps me really begin on the right foot with the current, most strategic of focuses. It helps me make explicit, in terms of what I want more of being brought directly into my life or more I want to have pass through me onto another. Then throughout the morning, begin to realize what I needed less of then I focus on that when it is appropriate.

Example: An opportunity comes up. I can ask myself, "Do I need more of this, or do I need less of this? Or is there something in this territory I want to start, or something already prevalent there I want to stop?"

If I then reapply myself after lunch before I start the afternoon, again – what do I want more of, less of, is there anything to stop, or is there something to stop just in this particular afternoon, I find by the end of the day I am grateful I put my attention where I put it and I never tend to have an end of the day wondering where the time went.

We have days we kind of wander around even though we don't intend to just because so many interruptions happen to us.

I don't know what your experience is of this has been, but how do you know when you want to start something new or when something you have been doing has gone on long enough, or what you do more or less of each quarter say?

JN: I am in the middle of working on a lot of stuff like that right now. When I am listening to you talk about it, I think the word quadrant is such a good self-management concept to put into practice. I know like most things when you are adding something to the normal progress of your day, it seems like you have to take time out, stop the press, stop everything and focus on this fourth quadrant, it is time to put this into place. It is a little more work in your day, but the talk itself like at some point it stops being this extra thing and becomes a natural part of your day.

Maybe you don't even need to stop and write things on a piece of paper, your mind already divided up the quadrant, and it-becomes a natural part of your life because-you are not having to stop the presses to do it. Your mind just says put that in this quadrant, trash goes here, this goes there.

Your day gets more efficient, your work environment is probably more rewarding.

SL: We are going to follow this thread as a little bit related to these four quadrants can come into place to help queue you or give you a little nudge in pace-or a push into also knowing eventually when it is time to begin to prepare a particular client for graduation, for example. This is part of our responsibility when the Value has already been obtained unless a new Value is established for how you are working together. Perhaps a graduation celebration is in order and it is our job to be the first to have an experience of that.

We also can talk about it from a little different perspective and that is when it is time to begin to re-invent something in a new way. One of the operational principles we will get to for actual tools or processes that can be used throughout your business development cycles and to become a quality or characteristic of your particular business model or mine. In my case how I developed it is I love starting new things.

If I also want to keep the new within and under a current umbrella, I began to realize I needed to let go of some aspect of my business service at least once a year. I need to do that while it was still vibrant, and fluid and actually operational. When it is generating income and it is still providing satisfaction, that is hard to think about within your business development model.

It is hard to let go of something that is still working 'til you run it to the ground and it makes you let go of it. I want to avoid that. This is going back to my **Feather Training VS. Brick Bat Learning**. If you don't have to learn the hard way anymore and you start to learn from your evidence and experience, then one way to do that is to begin to know ahead of time what service you want to have less of offered. You taper back, maybe keep only one client in that division, and not take new ones and give something else a chance to come forward.

Things show up. You and I need to be ready at all times, because we like to be ahead-of-trend, and onto new learning. We always need to be available for what is next.

JN: Wow! I never considered letting go of something while it was still vibrant,- only because-I was still enjoying it, still bringing in good money,-the logical side-of me says, why get rid of-income stream early when it feels lush or viable.

But, I can now see how to identify things in my business now that I can essentially graduate because they are doing so well, but is not necessarily in the big-picture direction I want to go and, especially, when I am still holding onto some of those things because it is a good source of money.-I still enjoy the work, I can do it, I can do it very well, but when I look at the big-picture of where I want to go, those pieces are not actually in it.

SL: A real good way to know for sure that is a viable choice for you to begin is not close down, but slow down. One way to do that is not to take anyone new in that particular arena. (See what happens – how you like it.)

Here is kind of the topmost way to know: where is your learning curve in it? If you have it down pat, and it has become next nature for you, because the existing it is never going to stop you or me from learning new stuff. That continues to be my opinion and experience. When it is time to reconsider is when I quit learning and it is becoming-more automatic, and I still do it well. I can afford to keep a little pocket open in that area, maybe with one particular company or founder, but I don't continue to put new business into that.

Sooner or later that will take care of itself. So that is when I begin *the less of* with that kind of thing. Always if we trust our hunch first, and if we are working on a nice learning for us, then the next right thing will show up that we have not been

able to make space for or make space for ‘til we freed up room for the opportunity.

JN: That is so exciting because so often we don’t want to let some of these things go. There is that fear factor, constant complaint, what am I going to do now?

Maybe the Universe is waiting for you to free up bandwidth and space so it can drop that thing from around the corner into your lap. You can’t see around the corner, so it is a bit of a leap of faith on that.

SL: That is right. Well, now we are starting to approach what I call the High Road. That is when you are operating at your best, you are making choices knowledgeably, and you will never, ever regret the choices you make from that perspective.

One of the things I want us to segue into is called the I-N-W model. It is a help in making key decisions. It is based on Integrity, and whether something comes up you’re indecisive about. The I-part – INTEGRITY – is to ask yourself “if I do this, will it bring me into greater or less Integrity? Or – is a moot point? That may be when it is really not a matter of Integrity.

Then comes the N part: NEED. Is it what you really, truly NEED to do or be a part of next VS what you may WANT to be or do or have.

W is for WANTS. You can have your WANTS, but advisedly after taking care of anything you really do NEED to take care of, if anything, before you get your WANT(s.)

I’d like to talk a bit more about that next time.

JN: As always Sherry, a highly valuable session.

Folks, if you want to keep up with Sherry, you should definitely go to SherryLowry.com and follow her on social and if you want to keep up with me, if anyone googles you or I, they pretty much get everywhere we are at.

SL: That is one good thing about growing older, we have been out there for awhile.

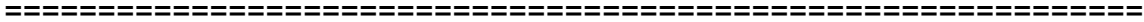
JN: Another great episode and we will talk tomorrow.

Knowing Your Bandwidth

Nov. 5, 2017

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