

## Emerging Clarity Documented Can Become Strategy

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**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 so much for joining us today. My name is Jennifer Navarrete, and I am joined by Sherry Lowry who is sharing her 20-plus years of knowledge on what it takes to **Build Your Business Once**. Today's show we are talking about the next step which is documentation of things and how doing so may well bring into our view newfound clarity and keep us on course as our business grows.

So, Sherry, **Clarity**. It is not often easy to keep on top of mine.

**Sherry Lowry:** We addressed a little earlier in the month what a Good Strategy's bottom line was, conceptually. We came to the conclusion, from my perspective, if you do have a **competitive advantage** you are ahead of the game. If you don't have a competitive advantage, you don't compete – at least not yet unless you do realize you do have an area in which you do have a competitive advantage.

So, we are going to assume we have arrived at that point and today I am going to give you a piece of a template. If you take a blank page and divide it into four sections, and make the left half the **"Yes!" side**, and the right side the **"No!" side** we are going to provide a template for you in the lower section. That is what I want to talk about, a **Strategies Planning Guide Grid**. We do get to go to goals, we do get to talk much more about what you want that you don't yet have, and also we will address what you don't have and don't want. A lot of times when we are making changes or pivoting, or branching out, we run into things we have not encountered before and a lot of times we are not yet interested in taking them on.

So, today, we will talk about what do we want to achieve and getting down to more specifics about that. But, in the meantime, what do we also want to avoid?

We will also talk some about what you want to preserve you have and want to keep. Also, in our cases, Jennifer, we have always had that in the back of our mind about family, and our current community lifestyle, in contrast to our home lifestyle, in contrast to our business lifestyle.

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The last thing is there something we want to eliminate but don't want any longer? This is when we are ready to make transitions. So, does any of this sound familiar to you?

**JN:** It does. I also feel sometimes we have to give ourselves permissions to let go of things we no longer want to do. That can be a hard thing, too, because we have done so well for a while, and even though we no longer enjoy it, we can do it. Being able to look yourself in the mirror and say, "You can let this go" becomes important

It is kind of a critical but powerful thing.

**SL:** Yes, that is right. We have one major advantage. Being human, we have a body that will remind us, and sometimes nudge us repeatedly, or bother us when we are drifting into territory that is infringing upon our balance, or whatever status quo we are comfortable with or actually like and want to retain. Sometime we are also fortunate and I know in my case and your case, we have both mentioned our sons. Both of us have two sons, and sometimes they are the reminder for us when we forget and sometime we don't know we are forgetting, but they notice we are forgetting.

It is impinging on them and their quality of life with us and we are fortunate both of our sons have been honest with us when that is happening.

In terms of the first entries on your strategic planning goals grid under yes, there is a chance to document under the achieve Colum on the left side, what do I want I don't have? That is when the dreaming, the passion end comes, if you actually find yourself getting to something every single day or at least every week and nothing is going to keep you from that, that is the kind of thing to go there.

In my case, I like to reserve, and it doesn't seem apparent for most people a minimum of 30% of my time ideally 405 when I can get it, of white space unoccupied kind of like me time not necessarily focused on what I, I, I, want, but what do I need and feel more comfortable having. In our case when I am preparing for something like this for example, I don't book anything I really need to book in the morning in advance of the morning when we are going to do this

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show time. Then I also leave some time afterward for reflection, note taking and catching up.

Have you figured out in your schedule when you are on an achieving path what do you need to run tandem with that to give you some insurance that you are going to be achieving what it is your setting out to take on?

**JN:** For me, I will say my calendar the guide to my life when I look at my calendar and it is overwhelmingly busy, I also notice most of the times when I am at least satisfied. That doesn't mean that I don't like being busy, I like a lot of being focused in on the things I enjoy. But, I have learned to give my calendar room to breathe. In that way, I have room to breathe.

So, I have days that I purposely kind of leave blank, only because I know things will come up last minute, and if I do need room to have things to fit, I can put those things there in the breathing days. I will not get overwhelmed, but if I do have things over-booked and one of those unexpected things happens, that is when I start to feel less satisfied with what is going on around me.

So, I within my calendar an indication of how well I am doing over all. It is a good indication of room to breathe and space VS not room to breathe and space.

**SL:** I like that, s you are using it progressive kind of what is a tool, and what when tool, and also to keep some structure, solid structure under you, but also naturally provides some built in flexibility for you. I do the same so in my yes Colum I like having structure, I like having a calendar, I like to go to it and count on it to provide support for me, at the same time I like flexibility. I don't like saying no when I don't have to. I am graceful at saying no in such a way and often enough where I don't let too many yeses crowd what is going on, like you. But I also want to avoid not having specific times both in the morning and in the afternoon where I can say yes spontaneously when an opportunity, or adventure, something I really want to explore comes up.

So this kind of work, the left side and right side of the day, the yes side for me, and in this particular template, the right side is the no side, to a point or what do I want that I don't have already, and I don't want to already and don't want to handle.

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It also comes up for me that this can relate some times to our values, like when I say yes, I want to make sure it is not going to impinge upon or ding, or dent, a value also that I hold.

I have a value about accessibility and staying available and I am like on a call for some of my calls who do not abuse that, but when they do want some time, with me unexpectedly, I always like you want to have a place that I can fit that in. So, no I can't right now, but yes I can later this afternoon.

Where are some of the things you want to preserve as you are evolving in your success and getting deeper around and grounded in your current career, what are some of the things you are keeping in-mind in your lets preserve this part of your calendar?

**JN:** I did a little push back, on this, I am glad you have this question because I am at a point where getting folks who are telling me I need to re-think this, and so I have three focuses to my business. I have a focus podcast production, I have a focus of live events, being a social media reporter, or running social media lounges, at the events, and I also have a focus for social media.

The way I tell that I say talk to me about your business, with three components, I get push back from people who say no, no, no, you can't do three things, you have to focus in on one of them. I am like you have no idea that I focus down on three. You don't know me, this is me being focused. But, I hear what they are saying and understand a lot of you are niching, and focus in one space and into the one thing, but if I had to focus on just one thing, I would be unsatisfied with my business and my life over all.

Those three things give me meaning and excitement, so I don't know, I like those three pieces of my business, I enjoy the heck out of them, I don't want to kiss any of them goodbye. I kiss other things goodbye just to focus in on these three.

So, kind of at that interesting stage.

**SL:** Well, I think if people do push back with you on that they don't know your history, they don't know you paid your dues in depth in each of those three areas and now it is your time to frolic at choice in each one. I would think and I

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have seen most people would not even know you are in charge of some specific aspect more behind the scenes, not quite so visible, but it will be visible ultimately in the play out of the whole event but like for example I was at something you were doing a live event stream of and I didn't realize that was what you were doing. It looked to me in the beginning like you were a participant in that and I knew you would be a presenter later in the event, but you also had a live streaming responsibility. You were doing two things in tandem together and they would not realize you have a real gift for that.

So, when I go to a meeting for example, people like to see my list of what I am going to because they want to go as well. For one reason, one of my agenda items for going to a meeting or any kind of organizational event is that I am going to learn something new, and almost always I will pair that with seeing someone I enjoy spending time with and will have an opportunity to see again. So I will have two different things I am going for and a third aspect for me about attending something because life is busy as you know in Austin, life is busy and you get your choice of many things every day and night that you can go to.

My third take-away is not to leave there without making some other arrangement for a follow-up of some kind either my learning category or in my relationship category.

I don't wear a sign that says I am on agenda, but I am. This is one of the reasons that people we do more in depth work with get to know about us pretty well. You and I probably have agendas in the good sense for most of the time when we are showing up somewhere.

**JN:** That is me, absolutely, it changes from time to time, as long as it sticks to the core things for me, then it is on-target. You know, Sherry, one of the things I wanted to ask you when there are so many good things happening as you said in Austin, there is probably an event that would be exciting to go to probably every hour of the day. How do you do choice? How do you select them?

Then you can have overwhelm, and too much sensory input where you can't actually take action on those pieces.

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**SL:** We do have those because we do have the university, and public buildings and public grants for so much stuff they have to keep it open to the public. I do have a criteria and it is that I am either taking someone or joining someone there that I want to spend some time with or there is a crucial kind of learning edge for me I am pushing or shortening and I will be learning something like that. Or, sometimes I will have a responsibility to deliver.

That will take priority for at least part of the event or part of the meeting. I do have some things to think about when I say yes and when I calendar, like I have a thing later this afternoon I would love to go do because I am a gardening addict as well. I may or may not get to that and so I did that with a tentative yes so people don't necessarily expect me to show up there, but if I do show up there, and it is a group learning thing, but I may not go if everything this morning does not fall in the place the way I expect it to.

I keep a little opening in the background for some of the things and along with the template, the downloadable we will provide, the purpose of a few kind of self reflect, self facilitate, document for yourself, organize for yourself, clarify, and classify, then on the back of that I am going to have key questions once you arrive at your new operational executing level, what will all this give you that you don't already have?

It is one of the things to think about so a lot of building your business once is some degree of pre-planning, and so as things do unfold, we have some sense of direction or we bring an accomplice with us that is flexible but also provides directional support.

So, I am open to any other questions you might have this morning.

**JN:** I don't want to miss anything that is on the grid, because what was recommended that you do is that you take a look at the grid while Sherry is talking. I want to make sure we get on that, come up with key questions. I am not quite sure. I want to focus in on all those targets.

**SL:** Ok, this particular one is going to have a left side and right side the top half will be what you do yes, want to achieve, and what you want to avoid.

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Bottom left will be what you want to preserve, and what you want to keep, and on the right side, bottom, what you want to eliminate or don't want to have that you do not already have.

We are giving some thought to our goal-setting.

It is not just going forward, some time putting a safety net or prevention in place as well. For next time, I am going to talk about powerful questions and significant inquiries and they fall right in line with the extension of what we are doing today. But they give you a little more help if you want to become your own coach this is a way to get some echoes in your head.

For example, you and I have both had coaches, and we both currently have people who are our go-to people as well. I can hear their voices in my head when I have something come up and they don't happen to be accessible.

Do you have that experience as well?

**JN:** I do, one of the biggest challenges for me, I guess I want to say defend my business, that may be the wrong word, but to really stand up for the things that we do extremely well and have high value that others may not have understood or seen a value. So she really helped me have the language and have the confidence to stand up for the things that we do, and really transition my business.

So, and at first it was very uncomfortable to do that. It sounds like I don't know if I can do it, but she coached me into doing it and once I started taking those steps, my business just blossomed and grew.

I was like wow, that works, now when I come to situations where someone doesn't understand the value proposition I can hear all that coaching and I am able to do the things I need to do and say the things I need to say in order to get that across. So yeah absolutely, good coaches are going to be that, they will be someone where you can hear their voice even when they are not there physically.

**SL:** Right, early on I had a real challenge finding a coach that understood the basic nature of an entrepreneur because we are higher risk takers than a lot of

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other people. That makes some coaches really uncomfortable. I can appreciate that.

You are talking about such a stretch goal someone set with you for you, and then held you to till the stretch became normal and natural. Then another stretch goal.

Are we done for today?

**JN:** We are done for today, I love these shows, so much to learn, so much to do, so much growth potential. These things are the basis for how anyone of our listeners can take these steps and be the good foundational piece for how you can transition your business and how as Sherry says you can build your business once.

Talk to you again tomorrow.

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For more info or to schedule a Conversation:  
Sherry Lowry | 512-300-1380 | [Sherry@SherryLowry.com](mailto:Sherry@SherryLowry.com)