

**JN:** Good morning everybody. This is Sherry Lowry and Jenifer Navarrete. As always, I am joined by the wonderfully fabulous Sherry Lowry. Welcome to the show.

**SL:** Thank you. I'm looking forward to our conversation today.

**JN:** Today we are diving into the first week of the Build Your Own Business show with a focus on knowing yourself. Why is knowing yourself so important, Sherry?

**SL:** Well, for one thing you are going to take yourself everywhere, and no matter what, if you are in business you are going to keep showing up. I think it is very important for you (and us) to get to the bottom of the truth about what we actually want to be spending our time doing more of that we can do over and over, AND what we never want to do again. What we could do also is be able to ask: What is it really ours to do?

And, just identifying what your priorities are in such a way that still gives them plenty of flexibility and choice.

**JN:** That is so important, I don't know if it comes with being seasoned or experienced, but I started to discover what those are, but I sure wish I had known that 10 or 15 years ago! Sure would have saved me a lot of grief.

**SL:** One example, in the Executive Coaching field and in the Business Coaching area in general, a lot of times training programs recommend demonstration or "Demo Coaching" where as you offer people a free demo session of your Coaching approach. I had to learn really quickly that I could not handle 45 clients who wanted to work with me — maybe because they did not want to go into training somewhere vs having a Coach. Or, they didn't want to go into therapy, or they didn't want to do whatever it was wherein you work on yourself. Possibly they did not yet realize they needed to WANT to work within their own life and thought I could provide a shortcut instead.

I had to quit demonstration coaching, not because I didn't enjoy it, and not because I didn't do it well, but I discovered there were a lot of people I could not match up with that could be much better served in a whole other mode of approach. So, it was a little bit of learning the hard way. But like you, I had to go through in order to figure it out.

Jennifer, where would you like to start today?

**JN:** Well, I would like to know...let's talk to the younger version of yourself. If we had known then what we do now about knowing ourselves, how do we identify that? I think identifying is the toughest thing. Once you identify it is something you do instinctively which is the stage I am at now.

How do you get there, and how do you get there sooner for the earlier version of yourself?

**SL:** I did one wise thing, I didn't know it at the time, I stumbled on it kind of out of frustration. There are a lot of things we are capable of, and so in the very beginning, like two full years before I started this business, I was fortunate. I already had a full-time business. It was supportive and I still enjoyed, but I knew I was ready for a change.

The very first thing I did was start with a spreadsheet that turned out to be inadequate by the first hour. I marched to the store and got some butcher paper and I created a facsimile of a spreadsheet, but on paper. On a computer it was going too far off the edge for my purposes. I started to draw columns on this butcher paper.

In the first column was: **What Can I NOT Keep Myself From Doing?** What am I going to do over and over and enjoy no matter what? That I will prioritize?

I started to make a list of all the different things you can't keep me from doing.

One was continuous learning. Another was connecting with people. Then it was I am a psychologist by background. One of the reasons I loved that industry, and was good at that, but decided to leave the field was I was too restricted in that. I was prevented from connecting to people who needed to meet each other. (Ethically, you just can't go about individually introducing therapy clients to each other, socially or for other personalized reasons.)

So the first column on that spreadsheet was all about what I wanted to increase the doing of or had a real avid taste for.

The second column was **Never Again!!**

Like all of us, I had learned some things up to that point and I knew I never wanted to do again, but I had never written it down. So, that second column began to be populated with things like that.

So even though I can do THAT - whatever it is, it drains me. For example, while I may be good with detail, I don't care about keeping most kinds of detail in order. I made a commitment I would not start anything else in terms of a different business 'til I had the accounting really well covered in a way I liked covering it. I fortunately had an accountant colleague who liked what I was doing in my business. We made an agreement, and it lasted for three full years where she would set all my accounting and financial data management, all my IRs reporting for me, and I would help her with re-launching a new segment of her business because she wanted to start working with psychologists and mental health professionals and people who were doing meaningful things. She ended up

doing that for holistic workers as well, and now is also Yoga-Certified and teaches that for fun and growth.

So, we spent three years on that exchange. So that got that item handled.

The Third Column was if I wasn't going to do it, (whatever the other ITS were, who was going to do it, and how was I going to handle it?

That was: Staff or Hire or Contract or The Delegate, Borrow, or Put It On Hold Column. I had those three columns.

That was the basic beginning of the business structure of what became this - my Seventh business. That's the same one I'm still reinventing - and have been for right at 24-years soon.

Then I had a Fourth Column of what was I willing to do, could do, was capable of doing, was probably even good at that I was asked to do often, but didn't really enjoy?

The Fourth Column could exist and could be enacted with boundaries. I always had a time frame on it, it would be like a project that had a start and finish, or I could do certain elements of it, the A, B, C, of it but whoever I was doing it with would need to arrange to have the D, E, F, part of it done another way.

So that led to give me the confidence and the willingness to negotiate a little bit. That became very important too. Then that carried over into: **How Did I Want To Schedule?**

**Having been a therapist**, as you are well aware, meant I worked by appointment. They tend to bill by the hour, or other "helping professionals" may have other ways that are based on trading talent for money. I knew I wanted to schedule more flexibly, and the choice I worked out that has worked out to today, 23 years later.

Now, and from the beginning of this career, in making my appointments I am the one who pretty much names if it will be with an AM or PM timeframe, and the dates I am available, and almost always I am able to give the client the choice of which days I work with them. It's an easy question: does a morning arrangement work, or an afternoon arrangement work better? I always ask them when we are back and forth on that. Or alternatively, I may ask within some specific set of timeframes for them to give me their own first TWO options and I will fit within one of those if I can.

I have already given them the ballpark frame of when my availability is. I don't want to hold those elements open until someone decides on their end. That has

worked out well. I still can control my schedule, I am not limited by their schedule and not limited by other people having delays in making up their mind.

**JN:** Part of knowing yourself is also knowing how to say no. I was going to talk about the Fourth Column of doing things, being capable of doing things you enjoy, part of that is being able to say No. I think we don't like to say No because it makes us look bad. The strategy around what I tell people is: "Not at this time, and that does sound interesting, I don't have the availability at this time, or I say not at this time though I have felt bad about it. It may also be deceiving myself that sounds bad about it. I may not be interested, but I don't have the bandwidth the time, the ability to do this at this time.

That for me is such a key moment of relief knowing myself because I want to say Yes to a lot of things in the Fourth Column, which I didn't know if there were four columns but now I do. Kind of interfering with the first column being things I would do over and over again regardless because I just love them. Then when that happened I began to be unhappy with my situation but yet I was the one who put me in that space.

That has been so key, can you share some of your alternative "No" techniques?

**SL:** That brings us to energy and being able to pre-anticipate...part of knowing thyself is knowing how you are put together energetically. For example, when I get a contact out of the blue, often by referral or something I have written or spoken about, showed up, I have kind of a big mouth at times, or that word circulates about, I have to take a read of my own energetic kind of flow.

When I met you, my energy was high, my energy kind of typically stays high. Now, any time I am going to have an encounter with Jennifer, I am ready for that, I am looking for that. People you and I know this is the case. I have to know where I stand energetically with the opportunities as the challenges come up. So if my energy drops, let's say if I will run at 85 or 90 percent naturally high energy almost all the time, unless I am not. It has begun to be obvious to me, and the older I get the more obvious it becomes.

An alternative option may be having a neutral energetic experience, which is fine, because it doesn't take away anything of any kind, vs what inspires me or uplifts me or supports me. Then the energetic level will rise, nothing particularly has to happen but that situation, or person, or circumstance just shows up and I am cool with it. Once it drops below 85, and I have kind of a temperature gauge I live with internally that I can keep track of. All of us do when we learn to pay attention to that. Most importantly, there is no judgment going on negatively, it is just realistically what's true and paying attention to that.

In my case, if my natural energetic level drops below 85 as I read it, I better be thinking thrice – like not once, not twice, three times before I say Yes. Almost always I otherwise regret it.

That is when **The Graceful “No”** comes in, Jennifer, and I have co-written a number of articles on this and you can find them. Google-search on the graceful no and my name “Sherry Lowry” and you can find them. I co-wrote 40 Articles with Diane Menendez and they are online in an area called: The Side Road. (Think taking a side-road off the main trail.)

That became like you mentioned very important for me to see what was a graceful no for me was and how could I increase my frequency of them. I also interviewed a lot of other Business Coaches at the time about their views on that topic and we incorporated some of their comments.

**JN:** I love it, you mentioned resources, that focus and share, that “Graceful no”, I think is a great resource for that. I have run into people who are “yes people.”

I think they just over-commit themselves it is so easy to identify, I look at how harried they are, how fragile they are, and how they don’t focus on the things they absolutely love.

So I have some dear friends, I pull them aside, and share with them something you need to start practicing and it will change your life. It is a big thing, but is a small nuance that will all of a sudden, now you are in control of your schedule. Now you can accept those projects that are really important to you and feed your soul.

And so that has been a key for me. It is funny, you don’t know it in the beginning, but you know it when you are out of it really clearly.

**SL:** We will talk more as we go through, that beautiful small action with a big impact kind of thing you are talking about. One last kind of thread I want to weave through here before we complete, we will also be talking about the cycle I mentioned the first time. There is a cycle for me in particular, but I find it true for Clients as well who are drawn to people in a client-based business. My cycle is most of my relationships that really build into something significant start in the **head**, there is a logical common sense connection of why I am drawn to that person, or that project, that capability they have or way of being they have. That very quickly involves **heart**, because I tend to care more about what it is they are presenting or bringing to the table.

There is almost always when it is in a business frame, a **wallet**, or a good investment for me to spend more time with that person or learn more about what it is they know or how they go about being in their life.

## Know Yourself First BYBO

Nov. 2, 2017

©2000-2017 Sherry Lowry | The Lowry Group | All Rights Reserved

That cultivates **relationships**, there is a little cycle here we will talk about for the while month that touches on **head, heart, wallet, or relationship** Sometime they overlap, or one becomes more that one, of those areas of aspect. But almost always it can be rooted in one.

So, one of the things I will probably bring up the four quadrant that people can run through when they are doing their self-determination of what they want more of, what they want less of, what they want to start, and what they want to stop. Both of us are talking about people who have a lot of opportunity.

**JN:** I can't wait, I don't know if anyone else is doing this, but I am taking notes rapidly as you are talking. It is just gold, some of the things I can say, 'Oh I have done that!' But some of them are, "Oh, I need to do that!"

Every day you need to log in at 9:30, and have your fingers flexed, and your text document open ready to dive right in this is great stuff.

Thanks Sherry, I am really excited about **The Know Yourself** session. This is really the start, you cant get ready to reach for the stars, unless you know yourself first.

**SL:** Maybe next time we will even get into pricing, rate-setting, changing things and raising rates.

**JN:** I think that is a greater tease, for tomorrow's show.

###

=====

For more info or to schedule a Conversation:

Sherry Lowry | 512-300-1380 | [Sherry@SherryLowry.com](mailto:Sherry@SherryLowry.com)