

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

Good morning and thanks for joining us, I am Jennifer Navarrete, as always I am joined by Sherry Lowry. We are talking about a Quest For A More SeamLess Life™. Sherry, when I read that title, I have to say that I would not have understood what that meant 15 or 20 years ago. But, I can look at this and know I live a Seamless Life™ where business and life flow together, and it is not a constant crush. Now that I got to do this thing, and now I am going to live my life. It just flows together, and that is why I am excited each and every day.

Sherry Lowry: That is right. I have been in this business almost 24 years now, I have not yet had a day I dreaded, so to speak, going to work. I did not know this in the very beginning when I started this particular business before 1995. Then around 2002 or 2003 was probably when you and I met the first time. I had moved to Austin and started going over to San Antonio, as well. But, I discovered a process in 2002 that became what I call a Client Model that then became something of a quest for a more SeamLess Life™, though others might not have named it that, and they at first, I did not recognize it as that.

I began to alphabetize the S, Seam and the L Less, because it made life seem less chopped up and more like it did have flow. When you are on the quest for a life that works well with your business life as well as your personal, you begin to get an extremely well tailored fit. More like a man's suit or well designed and fabricated woman's suit, you are increasingly aware of what does not tug, does not pull, has plenty of space for you and fits you really well and trimly. You never have to think about clothes when you are presenting, for example, or when traveling.

When you have the suitable clothes, like a sweat-suit for example, when you are going to work out, run errands for example, warm ups are the perfect garb for getting in and out of the car, or in and out of trains and planes. However, when you are business dressed for a totally different purpose, you don't want to have to be thinking about your lapels, or buttons, or zippers, or any of that stuff. You just want it to work for you.

I began to realize that there was a way we could actually pre-plan to some extent, both as a springboard and a safety net of a way to do this. But, it meant I

had to re-fabricate how I develop the vision for my business. This involved how I would know for myself, not just have a purpose, but **be on purpose**, and not just have a mission, **but be about following my mission plan**, and mission was a plan you had **to do**, not just something you wrote on the back of a business card and could not remember unless you looked at it.

I came to this in silence on the 17th night of a silent retreat when I began to have enough free time and space, white space like we mentioned before, for creative space when it began to dawn on me that I was basically leading myself in a whole new way. I began to realize if I were to pursue that I might be able to offer a different type of leadership training and preparation opportunity for my Clients. So that was the origin of this.

JN: Makes so much sense, I have to say. Now it is easy for me to spot things that are ill fitting, or could be ill fitting. It is so much easier for me to identify what I can make space for and where it is too tight. I never really thought about it as a clothing metaphor, but you are right.

Now I am thinking I just need a dressy jogging suit or a dress workout outfit and walk around like that. I want the freedom to breathe, and move, yet I want to look the part for the situation. Yeah, I totally get where you are going with this.

I like the way you were able to identify and see where your Clients were going and then you were going in the same direction.

SL: Yes, so this is the lead in, in a way, for the next session, which is **who is your ideal client?** What type of company or individual founder is that? We are talking, hopefully we are both talking to people who either do own or aspire to own businesses or co-found them. They could be the high potential in a company now that could have more input in the direction of their firm.

This is going to be a little more personalized today than some of the sessions.

I am not one to say 'do as I do,' or 'do as I did' very often, but I do think this was the really, truly a deeper level of the foundation of the business that I did create that did turn out to be something I could re-invent parts and pieces of every single year for the past 23 years. So, this is going to be a bit more of how I did something, but I am also going to make available my own vision for this

business, my own 'how to be on purpose' ideas. In my world, you have to earn a place in your own vision.

You don't evolve with the company and the organization naturally. You have to work at it. So, this is really how I managed, and I update this every New Year's Day how I have managed to still have a vision and still be enthralled and excited about it everyday.

Be on purpose, working within that and earn the right to do that and also have a sense of mission and be on-mission. My particular purpose for my particular kind of business, and it can be adapted and apply to many others.

What I call my **Vision Statement**, is a one or several word sentence or brief concept of the world in which you (or I) want to live on a repeat, if not daily, basis – at least on a weekly basis.

Here is mine: My **Vision** is that all people of my world, not the while world, but of my world I interact with, will be able to live their life at choice in a way that matters most to them. You have heard me speak of **choice** often because it is one of my top most **Needs** to be able to choose a great deal about what my daily life will involve and engage, and also to be able to open **choices** to other people.

You will hear when I get to how I do my contracts and written legal agreements, which are most often co-drafted, how hard it is to find the right voice to do that in, by the way and how I pre-educate my Clients before I launch with them in order to make sure the match really is a solid one for both of us. The Client/Coach relationship is an entity between another (or several) individual(s) and myself, and so that Vision Statement is the over-arching umbrella. It is both the **quest** and the **destination** at the same time. I don't know about the **Vision** you hold for yourself, Jennifer, but I think it will either be in sync with this conceptually, or it will run tandem with something like this.

You have something in mind, Jennifer, I know, of something like this.

JN: Yes, I agree with this completely because I notice the people as I go on I am not open to every situation without first kind of setting that relationship through its paces kind of, a bit before they become a part of the inner circle. There is not an application anyone has to fill out; it is more along the lines, more along the lines

of being sensitive to who I bring in closer, who they are before I bring them in close.

That is just through time, but that is also true personally and also true business life.

I do something called the Discoverability Meeting, I know we will talk about this on tomorrow's show. That filtering system for me is having that initial who are they? Do we gel?

Then it continues on in further conversations but that is something you have to decide for yourself.

Once you know what that is, staying in it is important.

SL: That is true, Ok, so since my **Vision** is for people to be able to live at choice so far as they can, this leads us to my **Purpose Statement**. To create a purpose statement, or my approach to one, all you really need will be one or two sentences of a concept that defines your part, your intentions but also your actions in creating that type of world within which you want to live. We have a responsibility if we want a world like that to make it possible for other people to be a part of that. So, my own **Purpose Statement** example is to support and partner professionally and personally with those to elect to cultivate a SeamLess Life™, and my definition of that is all the various aspects of it nudge and nestle VS compete or jostle.

I am not ever really having to make a choice about work, or play, or rest, innovation or whatever. I don't have to make a choice, I have to make a schedule. I can have it all, but am going to have to fit it all in sequentially without crowding anything else I am already doing or have scheduled to do. So long as everything is willing to have room and fit compatibly, and this kind of leads us to something we are not going to talk about this month, but will look at in the future.

What is **Followship**? We all know about **Leadership**, what is **Followship**? Every person who is leading their own life at choice has a huge responsibility for also being a good **Follower**, so that will come next, just at another time.

I knew you have a way of being **on purpose** and I want to hear more about that later.

I know we are both **on a mission**. I want to jump to that later, unless you want to put in your two cents in on yours now and how you come to **purpose**.

JN: Not at all, I am on point with you.

SL: So, my **Mission Statement** is not something I have written down (though I do), it is something I have to act out and demonstrate on a regular basis.

Creating a Mission Statement to me is the creation of an action plan, or a map I plan to carry out my **Purpose** around in my own life and with the specifics included of how to implement it within my professional work. For others it would be the same or similar.

It would be a definite way for their intention, to that they can conduct or carry out within their professional work, without it impinging onto their personally life too strongly, and while they are still at choice to do that.

My **Mission Statement** example is almost like a little piece of prose in a way.

“That I have my own **Values** sufficiently enough lived through, and to have my own needs sufficiently enough met, to have myself sufficiently grounded so I can suit-up and show up with Clients so I am prepared, and they can greet this such that this process creates the environment Clients can also do the same. I will do this through speaking, coaching, writing, mentoring, shadow coaching, training and co-leading, influencing and caring.”

That is pretty much, though I did not know it at the time, I did not name it at the time, but when I went to Clients, current Clients, former Clients, and long term colleagues and professionals I had already done collaborations with when I was preparing to do this with you, Jennifer, I said, “Can you tell me what it is we did together, or do together, that continues to be meaningful for you?”

What ended up one particular former Client in Houston I still have a professional relationship and personal friendship with, and she now has her own business and she developed it out of her corporate life, and now she is in her own business independently.

She said, “I know what you and I did together: starting at the head, with the head, logically, because you were the wise person to come to when I was still a graduate student, and you helped me get through my graduate work as a mentor,

and then eventually once I worked for Shell Oil, we worked together again, and eventually Shell provided a bridge of connection for us.

So she said I know it started in the head, but it quickly moved to the heart because we all fell in love with what you were doing and we wanted to do more of it for ourselves, including Shell.

She said, “So, we had a head aspect, then an aspect of heart then I realized there was a money aspect, because you were charging for your services once I had a Shell job, but before that you were volunteering as my mentor and then it taught me there was a transition to make when it had to become about business as well.

“We had head, heart, wallet element, then we had a relationship that is still going to today,” she said.

I totally agree with that, so that is where the influencing and caring and the leading and following takes place. So for me to be **On-Mission**, I have to keep doing that.

There are other aspects of how I create this. I want to know what my **Attributes** are I bring to this process. I also want the Client to know, what their **Attributes** are and what the **Benefits** are to the people of significance to them and also on another level for their business Clients. I also want to know what their **Request** or over-arching **Credo** is.

My **Request** is the distinctive belief I hold and identify with. It is a **Request** I make of Clients or those of significance to something we do together, or who ARE significant I am willing to closely be in relationship with, and I ask them to be prepared also to suit-up, show up, do what they do, be who they are, and relax. That is enough.

So one of the things I want to know about myself in every engagement I have is what is **Enough**, and what is **More Than Enough**, and we will define that.

I think that is it for today from me.

JN: Wow, my fingers are already warmed up, it is a bit cool here in Texas, then I start feeling a little silly, as my fingers are flying fast and furious over the keyboard, I feel a little warm, I may take off my jacket.

Fantastic, Sherry, another fantastic session. I know that on tomorrow's show we will talk about the Ideal Client Profile. You don't want to miss that, so stay tuned.

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