



Expand Your Fempire Podcast #5 – The Essential Ingredients to Create Massive Change

Welcome to Expand your Fempire with Caterina Rando, the podcast for women in business on a mission. Sharing ideas to support you to grow and thrive. Now here's your host, Caterina Rando.

[00:00:00] **Caterina Rando:** Hi, my friends, Caterina Rando. Today I'm talking to a lovely lady who came to one of my workshops recently. Her business is the kind of business that all she has to do is get new clients, and there are other people that fill the work. Meaning, of course it's her business so she's in charge of other things, but her primary focus is getting new clients. And we're talking today after she came to my sales seminar.

[00:00:36] And I said to her, "Have you ever had a sales coach? Have you ever had a business coach?" And she said to me, "No, no, I just go to workshops." Now I've known her for many years. She has achieved a reasonable amount of success. Here's the thing, though. I want to talk to you about what I call the myth of the seminar.

[00:01:06] **The myth of the seminar is this idea that you're going to go to this workshop or that workshop or this three-day conference, and you're going to get so much amazing information that it's going to transform your life or transform your business.**

[00:01:26] My friends, super tip alert, super tip alert. What we get when we go to a seminar or a conference or an all-day training or a two-day training or a weeklong training, **we get information.**

[00:01:43] **We might get awareness. We might even have a breakthrough** if we're at a transformational event. **All of that though is temporary.** Because what is missing are all of the other ingredients that are necessary to create massive change. Education/awareness/ah-has, which we might even call a little transformation when you start to see yourself differently - **are only the first part, not even half of it, one eighth or ninth of what it takes to create massive change.**

[00:02:31] **I'm going to give to you in this podcast today, all of the ingredients, and I'm going to also tell you that I'm going to give you ingredients that I have not heard other experts share ever.**

[00:02:46] Because I've been doing my thing a very long time, and I've been watching all of my amazing clients to see - what is it that is helping Sheila or Shirley or Shannon really make it work for her? What does she have or embrace or do that is putting her in advance of so many others? And those are the ones I'm going to give to you right now.

[00:03:19] The thing that is necessary. The other things that are necessary, the next one is **ongoing support**. Yes, you have awareness and education. Yes, you want to learn some new stuff or do some new things? You want though, a **structure, which is another important ingredient that facilitates you having ongoing support and ongoing guidance**.

[00:03:53] I remember my first business coach. Laura Whitworth was my first business coach. You might recognize the name. She was one of the founders of the Coaches Training Institute, which is one of the earliest coaching schools. She coached me when I first hired her, to take a day off. "Caterina, what are you going to do with the day off?" I have no idea, but I had to take one. That was my homework. And it didn't stick right away. In the beginning, I didn't want to take a day off. I didn't know what to do with myself if I took a day off. And over time with ongoing support and ongoing guidance, I've learned how to relax and take my attention off my business.

[00:04:48] This is when I had my cafe and catering business, which was the first business that I ran for several years. My sister opened Angelina's Deli Cafe in San Francisco, which is still open today. My sister opened it. She ran it. I worked for my sister and then she moved to Hawaii and I took it over with another fabulous woman. And then after a time I sold it when I got clarity that I wanted to be a business coach. After that it got sold again, after that my sister took it back over, and now we're 30 years later from when she started. And the place is thriving. If you ever get to San Francisco, 6000 California Street, best cappuccino on the planet. I am particularly fond of the cranberry kale salad, homemade soups. It's a wonderful place to go and get some good food.

[00:05:56] When I had this business, I worked very hard as you do if you're in the food business. And really, I needed to learn how to relax and rest, because I felt that I always had to be on call if someone couldn't come in, which was frequent when it was a sunny day.

[00:06:17] My first coach helped me with that, it didn't happen overnight. And I want you to get that. **You don't undo years and years and years in one workshop or one seminar - ongoing support and ongoing guidance is required.**

[00:06:36] I remember another mentor I had. His name is Sam. He lives down the block from Angelina's. Today he lives down the block with his wife. He taught me how to skate. But not just skate, roller skate around the block. He taught me how to skate through the whole city in San Francisco. They have something called Friday Night Skate, where they skate around the whole city - up and down the hills, along the Marina. It is

quite amazing. And it was only with Sam's aid the several times that I skated around the city with him, that I felt supported good enough to do it.

[00:07:27] **Ongoing support and ongoing guidance is when you try something that you've learned at a seminar or a workshop, and it doesn't work, and you have a place to go back.** And talk to your coach, or your mentor, or your consultant, and say, "Hey, this is what I did, and it didn't work." And then they're going to ask you a bunch of questions and then you're going to try again, and you're going to get better results. Ongoing support and ongoing guidance.

[00:08:01] **And then you have a structure that creates accountability.** One of the programs that I run is called Thrive at Sales. We've got a lot of amazing ladies in this program right now. And every week they meet with me, but they also meet together, and they do a sales blitz where they reach out, have calls, talk to people, and report back their results.

[00:08:27] They know that when they come to class, I'm going to ask them, "did you do your blitz?" They know I'm going to ask them, "did you do your thing?" which is what we call an opportunity every week or every two weeks for people to come and learn from you. It might be a Q and A session. It might be a workshop. I tell all my clients to have a "thing" that they invite people to, and I want to encourage you to do that. Because if you don't have a thing you're missing out on opportunities.

[00:09:01] Let me tell you something that happened to me on Monday. On Monday, I got a Facebook message with an image attached from a lovely lady named Joan and Joan sent me a picture of the first little book I ever published called "*Words of Women Quotations for Success.*" And I wrote a kind message in there to Joan, and she sent it to me and she said, "I heard you speak 20 plus years ago, this book inspired me, you inspired me and I wanted to reconnect with you on Facebook."

[00:09:42] Now, after I said some nice things back to her - because she really did warm my heart - do you know what I did? I invited her to my thing. Which was yesterday. She came to the three-hour workshop. She loved it. We have a phone appointment for tomorrow. My hunch is she's going to jump in to the Thrive at Sales program. And I'm sharing that with you, because if you don't have a thing, you don't always have a thing to invite people to.

[00:10:14] And of course, right now it's all virtual. I'm hoping that you're taking that super tip away from our time together today to **always have a thing to invite people to.** I'm side-baring there, as I share with you that I want you to pay attention to all of these ingredients that create massive change.

[00:10:36] Let me go through them again:

[00:10:38] **1. Awareness and education is one ingredient.**

[00:10:42] **2. Then you need ongoing support.**

[00:10:44] **3. Then you need ongoing guidance.**

[00:10:47] **4. Then you need a structure that facilitates the next ingredient,**

[00:10:52] **5. Which is accountability.**

[00:10:55] I used to walk around Lake Merced in San Francisco - it's I believe it's a three-mile lake. Beautiful lake in the middle of the city. I used to meet my friend Barbara there very early in the morning. Do you think I ever walked around the lake without my friend Barbara? No! Did I ever want to stay in bed, and get myself out of bed because I knew Barbara would be waiting for me at the lake? Absolutely.

[00:11:26] **When you have someone who is holding you accountable, whether it's your coach or your friend, you are much more likely to do what you said you're going to do and be where you said you were going to be.**

[00:11:39] Now you could develop the skill of being as equally accountable to yourself. I will tell you in all my years of doing my thing, I think I've met one person who has ever been as accountable only to themselves as they are to other people.

[00:12:03] And part of it is because we, we have vanity and we want to look good. Part of it may also be that we don't want to let other people down. When we say we're going to do something, we want to keep our agreement, which I hope that you fall in that category.

[00:12:21] **Again, education/awareness, ongoing support, ongoing guidance, accountability, structure. And here are the ingredients that you may not be aware of that I also want you to include.**

[00:12:39] The next one is **encouragement**. You know, we're all kids in adult bodies don't think that kids are the only ones that appreciate being told that they're doing a great job or being told that we're proud of them.

[00:13:01] I remember many years ago I was on the Board of Directors of the San Francisco Chamber of Commerce. I also ran one of the women's business groups over there. One morning, I said to the young staff person how much I appreciated that she was always there, bright-eyed, always helping for every early morning meeting. And I always knew if she was the one helping that everything was going to go super smooth. And I told her how much I appreciated her support.

[00:13:40] I watched her literally light up, not as much as a Christmas tree, but almost as much as a Christmas tree. I saw the smile gets so big on her face. I saw her posture improve. I saw her eyes brighten with some acknowledgement, and **acknowledgement is part of encouragement. I really want to encourage you to make sure that whatever structure you're bringing in, there's encouragement involved. Because we all need it.**

[00:14:18] I used to teach communication skills to foster parents, which is very funny looking back on it because I am not a parent. I have never been a parent. I remember though, one day a parent said to me, "Caterina, I do not know what to do. I have been a foster parent for many years." And by the way, let me say that I know that there's foster parents that are not awesome. I have met many, many amazing foster parents

who dedicate their lives to being of service to children that no one wants to take care of. And many of them see it as their mission on the planet and they do an amazing, loving, loving job.

[00:14:38] This woman was one of those people. And she said to me, "Caterina, I don't know what to do. I'm taking care of this teenager, whom it's not connecting with us. I've had many foster children over the years I've taken care of. They've all been able to connect with us. They've all been able to integrate very well in our family. This one is not looking at us, he's not talking to us and you know what, I'm stressed out about it. So it's creating challenging my marriage, Caterina, what can I do?"

[00:15:46] And I saw the desperation in her eyes and I'm thinking to myself, "My friend, how do I know I never had a kid?" I never had a husband at this point. I had never had a husband. And here's what I said to her. I said "Every day, find one thing to acknowledge the teenager about. Every day, find one thing to acknowledge your husband about."

[00:16:14] And she contacted me the next week and she said, "Caterina, I...I can't believe it." She said, "I did what you said. Every day I found one thing." She said, "One day, I couldn't think of anything to say. And I said, thank you for coming down to dinner. And that seemed to work too." And she said, "You know what? This teenager is starting to open up. He's starting to look at us. He's starting to be, be present with us. And you know what, my husband and I we're getting along again, like normal." I said, "Great. My friend, keep it up."

[00:16:56] And this is what I want to say to you: acknowledgement. And by the way, let's make an important distinction because a lot of times people confuse, or maybe confused isn't the right word.

[00:17:10] **Compliments and acknowledgements.** A compliment is usually about someone's appearance. What they look like, their new hair, their new shoes, their, their beautiful earrings, whatever it is. That's fine. That's usually physical and it's always nice to hear that. Okay. I appreciate that. I know you appreciate that, and acknowledgement is even better than that.

[00:17:35] Acknowledgement is of course about what someone has done. Now here's the thing, I'm going to give you an even better, better, better way to do it. There's the **doing** acknowledgement: *thank you for helping me at the meeting*. But what is better is the **being** acknowledgement: *thank you for always being so eager to help and always being so welcoming*. That is better about how the person is **being**. **Not just what they're doing, but how they're being**.

[00:18:06] **And you can combine them together to give them a doing/being acknowledgement, which is even better.** If I say "thank you so much for always taking great care of my clients. I can see your commitment to service. I can see how much you genuinely care about these ladies." **That, my friends, will have someone's heart be touched. And that's what we want to do with acknowledgement.**

[00:18:39] Acknowledgement, not just about what they've done **about who they are**. Because you know what happens when we acknowledge people for who they are, for how they're being? Guess what? **They feel seen, they feel seen!** And when people feel seen that is wonderful because we all want to feel seen. Especially when we're doing our thing. **If we're getting seen for being ourselves and doing our thing, then that is bliss.**

[00:19:15] I want to invite you to be like the foster mom that I mentioned a few minutes ago and **up your acknowledgement** in your business, with your clients, with your team, with your significant other, with your friends. Really, one exercise I'd like to give you, or one "insta-assignment" if I may, is to **up your acknowledgement. And look for how you can do it in every conversation you have, in every email you send, in every direct message on Facebook or LinkedIn. This, my friend, will uplift your relationships.**

[00:19:56] **Now I side-barred here to talk about acknowledgement because it is a big skill that is part of encouragement and encouragement is one of the ingredients that creates massive change.** And that's our hot topic for today.

[00:20:16] I've got more though for you. I've got two more that are essential. And then I'm going to give you a bonus one also, which I'm wanting to be sure to include. The next one... I'm going to tell you what happened. That made me realize the next one.

[00:20:32] When I got married many years ago - and by the way, I'm not married anymore - I decided that I didn't want to be a run-around speaker running around the country, speaking at conferences, and sleeping by myself in hotel rooms, some fancy and some not so fancy Timbuktu towns.

[00:20:55] So then I said, okay, I'm not going to be a run-around speaker anymore. I'm going to do my own trainings, in my own area, in the Bay area. And I believe we run our business - **this is by the way, a guiding principle and a super tip - we run our business for where we're going, not where we are.**

[00:21:13] I rented a hotel. I did my trainings there. It was great. I loved it. I still love it. You know, I have a center in San Francisco where I do my trainings, where other ladies come and do their workshops. I love on-the-ground training. I love zoom training, too. Here's the thing I'm doing this training program. And then, because I'm smart enough, I offer another training program. And what I noticed is that the ladies that did the first one, many of them come to the second one. And after the second one, they're saying to me, Caterina, "What's next?"

[00:21:56] And that's when I realized, I wasn't just a trainer or even a business mentor or speaking mentor, I had created a community of like-minded, like-hearted women. And I'm going to tell you something, **community is the biggest gift you can give yourself in your life.**

[00:22:25] And I say, give yourself, because family... you don't necessarily give yourself family. You have it or you don't have it. I know that you can, of course create family. Well, where you create family and with whom you create family, I'm going to suggest is

a group of like-minded, like-hearted people, and that is your community. And that does also become your family.

[00:22:54] Having a community of women that are on a mission, just like me that have the same values as I do - integrity, generosity being of service, genuine caring, love - these are some of the values by which I run my business and my life. **Having women just like that, or very similar around me, has been the biggest gift I have ever given myself; I promise you, it is the biggest gift you will ever give yourself.**

[00:23:32] When I got separated and then divorced from my husband, my community came around me with so much love and support. When my ex-husband passed away, which was not too long after our divorce, and of course I'm having mixed emotions because I loved Gary very much. We weren't married anymore, but I didn't want him to leave the planet. I wanted only the best for him. I wanted all of his dreams to come true. And of course, when he died, his dreams died too. My community was there to love and support me in a way that I will forever be grateful.

[00:24:22] And I share that with you because this is a community of businesswomen. Everybody's got their own business and their own lives and their own families. And they're also a part of this amazing community. **If you don't have a community, create your own. Because it will be the biggest gift you ever give yourself.** And I'm going to tell you that **that is one of the ingredients that support you to create massive change in your life** because you get to see what everybody else is up to and hear about what everybody else is up to and make connections and learn about new resources and get support and it is incredible.

[00:25:10] And I have seen, I just told you about my life, but I'm going to tell you, I see all these ladies becoming friends, collaborating with each other, going to each other's thing, to support each other, becoming each other's clients, raving about each other. It is the most beautiful thing.

[00:25:31] And that is also what creates success and change. And you know, what else? **And here's the next ingredient, which is often overlooked. They start to change their self-perception.** They start to change how they think about themselves.

[00:25:53] And that's the thing. **You can't be a successful businesswoman until you see yourself as a successful businesswoman.** You can't be an awesome, amazing, captivating speaker until you see yourself, you perceive yourself, you believe that you are that.

[00:26:15] And that's what happens when other people start to reflect back to you what they see. I said to a client today in front of the whole group, I said, "I see your emerging leader. She is getting so much more out in front in your business." That is what community does. And that is supporting that woman to shift her self-perception to the amazing leader she is, that she doesn't see that she is.

[00:26:52] And by the way, my job as a coach and **your job in whatever your business is, is to hold a bigger vision for your clients than they hold for themselves.** Did you hear that? To hold a bigger vision for your clients than they hold for themselves.

[00:27:12] I cannot tell you how many ladies have walked into my workshop or seminar, talking to me about wanting to gain some one-on-one clients, and I'm fine with that. And they have walked out with me telling them that I see them as a group leader. That I see them running group programs. That I see them maybe running retreats, if that's what I see for them. I see them having their own community. I see them being amazing speakers. They never even thought about speaking. Okay? You come hang out with me. You're going to be a speaker, whether you like it or not, but I'll tell you what you're going to like it pretty quickly, because it is awesome and amazing to impact people's lives through speaking.

[00:28:06] Now, my friends, I just told you the last ingredient. **We have to shift our self-perception from who we were when we set a desire, to who we are when we have whatever it is - a successful business, running retreats, whatever it is.**

[00:28:24] One of my clients said to me the other day, she wants to have a multimillion-dollar business - bing, bing, bing! She has to see herself having a multimillion-dollar business first, but also she has to shift from who she is, to the kind of woman she thinks she would be with a multimillion-dollar business.

[00:28:43] And you know **what it takes to shift our self-perception**, my friends? Well, the **encouragement** helps. And **people telling us what they see and reflecting back to us helps.** Our **client appreciation** - them appreciating us and telling us, all of that helps. And the other thing that helps is **doing your thing over and over and over.** This is why I say to my ladies all the time, stop getting ready to get ready to begin to think about getting going, and get your party started.

[00:29:20] **Because it is in the doing that we move towards mastery, and it is the doing where we figure it out.** And it is in the doing that we get better and better and better. I can tell you today after 27 plus years in business, I perceive myself as a successful business woman, as an amazing speaker, as an off the hook, phenomenal retreat leader, as somebody that knows how to love on my clients and appreciate my clients like nobody else. This is who I am.

[00:30:03] There was a time, that it was only who I wanted to be. We have to shift our self-perception. I remember one day I was in a workshop and you're going around the table, everybody's saying what they do. And I said, "I'm a speaker." I said it so quiet, guy on the other end of the table, leaned over and said, "Honey, if you're going to be a speaker, you better learn how to speak up!"

[00:30:30] That was a long time ago in a land far, far away, because that is not who I am today. **I want you to move as quickly as possible from where you are to where you want to be. And these ingredients that we've discussed today are how you're going to get there.**

[00:30:50] And I'm gonna say them one more time to lock them in.

Awareness/education, ongoing support, ongoing guidance, accountability, structure, encouragement, community and shifting your self-perception.

[00:31:09] You do all of those things, my friends, or bring all of those things in, and you can have exactly what you want.

[00:31:17] By the way, I want to tell you, come hang out with us in the Thriving Women in Business Community. Join our Facebook group. Please check out Caterinarando.com to find out about all of our programs. Look at the show notes, I know I got a free gift for you. I got actually a lifetime supply, but we'll start with whatever's on the show notes.

[00:31:38] My friends, send me a Facebook message and I will personally respond to you. Direct message. You can send me a friend request. I probably have 4,999 friends cause that's where I like to keep it, but **feel free to send me a direct message and I will answer your questions.**

[00:31:57] My work is all around uplifting women through economic success because a rising woman lifts all the women around her. And that's what I do. That's what you're going to do, the more success you have.

[00:32:13] I'm sending you some love. I'm reminding you, you have massive value to bring, and I cannot wait to talk to you on the next podcast episode.

We hope you enjoyed this episode of Expand your Fempire with Caterina Rando.

THRIVING *Women* IN BUSINESS

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