




Expand Your Fempire
PODCAST FOR WOMEN ON A MISSION

Expand Your Fempire Podcast #22

Soul Sparkle with Hayley Hunter Hines

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

[00:00:00] **Caterina Rando:** My friends. So happy to be with you today. I have one of my favorite people on the planet as our guest today, someone I have spent some time with, in Italy. We had a great time, which we'll talk about. She is the kind of woman that lights up a room when she walks in and you are going to be so excited to meet today.

[00:00:49] The fabulous, wonderful, Hayley Hines. Hi Hayley! So happy to have you here.

[00:00:55] **Hayley Hunter Hines:** Hi, love such a pleasure to be with you today. Always.

[00:00:59] **Caterina Rando:** And Haley's business is Soul Sparkle Living. She has a business that she can do anywhere on the globe. She trains women. She does retreats. **Haley say a little bit about you, your mission, your business.**

[00:01:16] **Hayley Hunter Hines:** Sure. So, **I created Soul Sparkle Living in an attempt to Gather women together in some of my favorite places around the world.**

[00:01:23] So that's really how it started. I created kind of events and experiences similar to the retreats that you do, right? Just really beautiful, like heart-to-heart, belly-to-belly, beautiful opportunities for women to gather together in places where my soul sparkles, right?

[00:01:41] And then we'll create something really extraordinary around the cuisine, the culture, and then these really deep transformative teachings and experiences that hopefully will help them create their very own version of a Soul Sparkling Life.

[00:01:55] So I've done those in some of my favorite places around the world, you know, Paris, the South of France, Majorca, Spain, Sacred Valley, Peru, Scotland, Sedona in the US. There's a few other ones flittering around that I...

[00:02:11] **Caterina Rando:** Well you forgot the most important one....Italy!

[00:02:14] **Hayley Hunter Hines:** Tuscany! Italy! That's my most favorite place!

[00:02:17] **Caterina Rando:** And that's where I had the privilege to be with you for your retreat last year. We had such a great time.

[00:02:25] **Hayley Hunter Hines:** Such a great time.

[00:02:26] **Caterina Rando:** And you know what, one of the things I think about Haley, when I think about our time together, **there's the retreat part, but then there's the destination part.**

[00:02:36] **Hayley Hunter Hines:** Right.

[00:02:36] **Caterina Rando:** Because for me, part of my breakthrough, **because when you go on a retreat, you want to have a breakthrough right?** Part of my breakthrough was driving a car in Italy. That was big part of my breakthrough.

[00:02:48] **Hayley Hunter Hines:** I'm so proud of you. You did a great job by the way.

[00:02:52] **Caterina Rando:** Thank you. Thank you. Thank you. And Hayley, you know, I love to do retreats. We've done over 10 years of retreats. We're continuing to do retreats. I love retreats. And many ladies say they would like to do retreats.

[00:03:07] **Hayley Hunter Hines:** Right.

[00:03:08] **Caterina Rando:** Now. I know you got your party started. **What did it take for you to get going?** Did you just say, "I'm going to do it," or was there more involved? Because not only do you do retreats, but you do what we would call destination retreats where they're not in your neighborhood. They're not even in the area where you live. You're taking ladies across the planet.

[00:03:32] **Hayley Hunter Hines:** Yeah. So, I'm going to back up to the business before Soul Sparkle, cause that's really where I started doing my owner treats. So, I want to start there. Okay, let me think about this. First, I went on one. I went on a destination retreat in Hawaii, and what I really was kind of doing behind the scenes was like, "Wow, I really love that and Oh wow, I would never do that."

[00:03:57] Right? It was a very experiential for me as a participant, have an experience before I felt prepared to create my own. **And I'm very big on, on having experience myself before I create it.**

[00:04:13] **Caterina Rando:** I agree.

[00:04:14] **Hayley Hunter Hines:** So, for example, like I wanted to do service trips and service retreats, but I hadn't been on one.

[00:04:19] I'm like, well, I can't do that until I have gone myself. So that's important. So I went on a few and it was really a learning mission for me to realize how do I feel as an attendee? How do I feel as a participant? **Because I think it's really important if you're going to lead something. You need to understand, first of all, how you want your people to feel.**

[00:04:43] That's really important. Because I think a lot of people that think, "Oh, I want to do this, I want it to be this, and I want..." if they've never had the experience of going, they don't know

what those little details and the things that matter the most to participants they might [00:05:00] overlook.

[00:05:00] So that was one for me, was to go. Lots of notes, lots of debriefing and thinking, "Wow, what do I want to create? How do I want my brand to make people feel?"

[00:05:12] And so then I did my first one about a year later in Costa Rica. And I'd always loved, I've always wanted to go to Costa Rica. I'd already gone I think one or two times before I hosted my event there. I had never been to the particular space that I was hosting. But I just had received some really good feedback and reviews, kind of, of some other people that had hosted theirs.

[00:05:37] So I felt very comfortable saying, "yes, let's do it. I'm, I'm in." I know it's beautiful. I know the, the people are kind. We will be taken care of. The food's good. And at the end of the day those are the main things, right? The food's good...

[00:05:51] **Caterina Rando:** The food has to be good, my friend.

[00:05:55] **Hayley Hunter Hines:** It's really everything. So that went really, really well. And I was so encouraged because I thought this was my first one. I mean, my first one, I go international to Costa Rica, a place I'd never been. And I was like, "Cool. If I can do that. I can do anything, right?" Cause you know, **you get this confidence** then you're like, "Oh cool. This is great."

[00:06:15] So then I did a few more in the US. And then this new brand, the Soul Sparkle brand was really birthed in California, back in 2015. That's when I had like 20 ladies in a villa in the middle of the mountains or the Valley of Ojai.

[00:06:32] And that was game changing for me, because then I was like, "And I'm hooked. I'm in. Like, this is what I want to do. Like, this is it for me."

[00:06:42] I loved so much. And so, from there I decided that I wanted to expand and do some more international ones and I then booked the next one for Paris.

[00:06:56] And I hadn't been in Paris for over twenty, twenty-five years maybe? But I thought, "why not? I can do this, right?" So, I found a perfect location. I just decided that I wanted to create something magical and amazing and something that I would want to do.

[00:07:14] **This is a little side tip. If anyone's interested in like creating their own stuff, the way I do it is I create the experience that I would want to go on.** To the detail where I would want to eat, where I'd want to stay, how I want to feel the exact experience that I would want to have. And then I replicate that. And then I just invite people to the party.

[00:07:35] **Caterina Rando:** My friend, I think that's a great idea because I am five star and all my retreats are five star because I only want to be five star.

[00:07:46] **Hayley Hunter Hines:** Thank you!

[00:07:47] **Caterina Rando:** And yes, the thing about, you know, what would you want to do and everything, and also **always looking for something unique to that place.** Like I know when you were in France, you did special things with champagne. And when I did mine in Napa Valley, we did grape stomping. Which was like so fun.

[00:08:10] **Hayley Hunter Hines:** So cool!

[00:08:11] **Caterina Rando:** And I always like to have my ladies feel, this is what I say, "**seen, heard, acknowledged, valued, cared for, welcomed, included.**" All of those boxes need to be ticked.

[00:08:24] I wanted to back up cause you said, also Hayley, about being a participant. And I totally agree with you that we want to go on retreats. **If we want to do retreats come on Haley's retreat. Come on one of my retreat because it's the modeling, right? It's the modeling.**

[00:08:43] And also, I'm 100% with you. **I have learned so much from what not to do, right?** How not to be. That is equally as valuable as what you like that you want to incorporate.

[00:09:00] **Hayley Hunter Hines:** Totally. And I've been to some events where I'm like, there's no food available or there's no snacks or there's no water or there's so much programming. Like I'm scheduled all day, every day. And I'm like, "I'm in this amazing place." So like even those things that you just don't get, unless you've gone, you don't get it unless you've been in it.

[00:09:22] **Caterina Rando:** Right. Exactly.

[00:09:23] **Hayley Hunter Hines:** So, for me, I'm always like, again, same similar values, which is why we love each other. It's like, **I want mine to feel seen and known and loved and supported and connected, nourished.**

[00:09:35] Food is a big thing for me. I always want to have a beautiful culinary experience. I want them to have things, like you said that you can't have in other places. So, for example, in the Champagne region for the Paris experience, we had a three-course dinner party and a private sommelier.

[00:09:53] **Caterina Rando:** How exciting.

[00:09:55] **Hayley Hunter Hines:** It was amazing. Like those are things that are top 10 experiences, [00:10:00] still right? **Trying to find those unique things based on where you are. Very important.** Very important.

[00:10:06] **Caterina Rando:** Absolutely. And you know, **I do wanna say when you do retreats and you go on a retreat, that's called a business expense, ladies.** That's one of the reasons to do retreats is that you get to write off your retreats.

[00:10:22] **Hayley Hunter Hines:** For me too, you know, I've been traveling now for the last few years and a lot of times it's just site visit - like go to a place, check it all out, and then have the opportunity to create and build just like what we were able to do in here. I had already been there, to explore it and check things out and also on a side note, being flexible and open to change and modify the plans if needed, right?

[00:10:48] **Caterina Rando:** Because you know, the thing is, and **let's make sure everyone knows this: no matter how much planning you do, no matter how much you think you've checked all the boxes. There's always going to be things awry.** It's not necessarily something that you missed. It's often something that, you know, there's a big conference that just came in or there's road work or there's, you know, something outside of your control.

[00:11:15] And flexibility... absolutely key, absolutely key.

[00:11:20] **Hayley Hunter Hines:** Especially if you are going for international, right? Like that's where it's like, all bets are off. And I'm always, and I'm sure you do this too, **I'm a very honest expectation setter.** I'm like, "Okay, here we go, ladies. Here's the deal. Here's the tentative itinerary. Here's the tentative schedule. I'm just going to let you know that there's a real possibility that I'm going to go try to rent a car in Italy. And it might take me 27 minutes and it might take me two hours, I don't know."

[00:11:53] Right? **So being open and spacious with the expectation and the schedule for me has been very important to set that up.**

[00:12:02] **Caterina Rando:** Absolutely. Absolutely. Well, the other thing that you do internationally, Hayley, which want to make sure everybody is on top of, is **you always get there a few days early.**

[00:12:12] For a U.S. destination, you get there the day before the day before, but for international, you need to get there a few days before you're going to start to make sure that everything is handled. And also, because you want to be alert, awake, alive, enthusiastic when your participants arrive, right?

[00:12:34] And Haley, **one of the things that I love, that I do, that you do, is special touches for your guests.** Of course, the content helps you sell it. Like we're going to be talking about this or we're going to be talking about this. **But once they get there, it's all about treating them like the amazing woman that they are and the gifts matter and the fun matters and facilitating connection matters.**

[00:13:05] And I know you do a great job at all of that. **What has doing retreats taught you?** What's something that maybe you didn't know that you didn't know? Or that now you learned it and it's like, "I want to do this every time." **Anything that we want to share for those who might be doing some retreats coming up.**

[00:13:26] **Hayley Hunter Hines:** So, I think there's two parts in that and yes, **there is the magic in the details, right?** In the construction of the experience. In the sweetness and the thoughtfulness of the gifts. Things like that, like I know exactly what you like to drink, what your favorite snacks are, and I'm going to have those right.

[00:13:46] **Caterina Rando:** And that's wonderful that special detail. And you know what we did, I do want to say what we did in Lucca on our trip. Because I live in San Francisco, which is right by wine country in California. When we went to that little winery and you arranged for us to have a special tasting. It wasn't like any California wine country tasting. We tasted Prosciutto. We tasted Parmesan. We tasted like six different or seven different types of wines. I don't even drink wine, and I had such an amazing time, okay?

[00:14:25] Everything was so wonderful. I know for some of the ladies that were there, that that was really the highlight of their trip. And it was, again, an example of something that, and you know, it was a little different than what the plan was, right? And it was like, "okay, well, let's do this."

[00:14:42] So pivoting and the experience was so amazing. And it is that ability to say, "okay, you know what, we were going to do this, but this looks even more amazing."

[00:14:53] And that worked really well. **And you do have to do a lot of pivoting when we're talking international.**

[00:14:58] **Hayley Hunter Hines:** You do. And **I think also the size of the group is a consideration. Knowing who is with you, right? And their flexibility level.** So, I knew, first of all, you'd be down for whatever you're like, "yeah." And the other ladies that were with us had already been on a few of my events before, so I already knew them, and I knew what they really wanted to do.

[00:15:20] And you know, one of the things too, if you're feeling like you want to do events, **a lot of times as facilitators, we can get very caught up in the structure and the schedule and what we're going to teach and what we're going to say and all the content, the content, the content.**

[00:15:35] And I will say that as a side note, the details are beautiful. But **what really lights my soul on fire and makes my soul sparkle is watching women transform before my eyes.**

[00:15:48] **Caterina Rando:** Yes!

[00:15:49] **Hayley Hunter Hines:** And that gives me full body chills, even just thinking about it. **It's the most beautiful thing to think that by me making my dream come true, of hosting and creating this container, that other women are going to come into it, and they will never be the same.** That's an extraordinary feeling and knowing that those transformational moments, don't always, they don't always fit in the schedule.

[00:16:17] **Caterina Rando:** Right.

[00:16:18] **Hayley Hunter Hines:** Right? It can be a conversation around a dinner table and really just talking and allowing what needs to happen and heal and transform, happen.

[00:16:31] So I would encourage any of you that are listening that really want to do something like this. Have some structure, of course we need that. We need to have the ideas. We need to have the content.

[00:16:43] But **we also need to have the flexibility and the willingness to shift, and to adjust, and intuitively know that maybe it's not time to move onto the next topic yet.** Maybe stay right here right now and let whatever needs to unfold, unfold in this way right now.

[00:17:02] So, that's part of what I do too, is some ladies it's like, "if you want to do this, let me help you. "Because learn from my mistakes, learn from your mistakes, right? Like give the best ideas and build out the programs, but also have the flexibility to be open.

[00:17:19] **Caterina Rando:** **And it's the intuition or the awareness and the experience that allows you to be able to do that.** And that's why I say to women, Haley, I say, "get your party started, you know? Your first retreat is probably not going to be the best one. It's still gonna be amazing, but you've got to do that, so you have the experience, so that the next one and the next one is better and better.

[00:17:43] And it's not just about the logistics and the where. **It is about you as the leader getting better and better, and your intuition and your awareness for who needs, what and how can you serve them?**

[00:17:58] **So that you can be confident enough to let go of the agenda, you know, to change things up because of what is needed with this group.**

[00:18:13] And the other thing is I like to find something fun to do, and then make it like an exercise. Like we do a jewelry exchange where the ladies bring jewelry or accessories that are really nice, but they're not using anymore.

[00:18:28] And at first it was just a jewelry exchange. And then it was an exercise in making decisions quickly because you have to pass them and, you know, do I want this? And then it was like an exercise in making decisions quickly and also being receptive right? Receiving. Because you know, a lot of women are not good at receiving.

[00:18:48] **So I like to find something that is super fun and I'm just doing it because it's super fun. But then find a way to incorporate it for the transformation.**

[00:19:00] You know, we also do the fascinators, we wear fascinators and we go to tea. And at first, it's just like, you know, let's wear fascinators. But then now I invite them to promenade around the ship and we call it "promenading." So, everyone sees them and that's an exercise in visibility.

[00:19:20] So I guess what I'm saying **is come up with some fun, but then find a way to incorporate it into your teaching.**

[00:19:27] **Hayley Hunter Hines:** Totally. Totally right. I love that. It's the experiential, right? I think that's great because I think you get stuck in your head. Like, you know, as a new facilitator or as a new teacher, you're like, "I need to have, you know, from 5:30-6:30 we have... 6:30-7 we have a break..." And like you get really into the schedule and the itinerary.

[00:19:51] And **I would just say build it out because your comfort level will be lovely.** Like you'll feel more comfortable having that, but then you'd be like, "yeah, it's okay to be more flexible within that container."

[00:20:02] **Caterina Rando:** **And there's a difference between a schedule and an agenda.** So, I always give them a schedule. We start at this time. This is when we take a break for lunch. This is the end of the day.

[00:20:14] But I never give them an agenda, like what we're doing. Because, and that's a very important, super tip...

[00:20:22] **Hayley Hunter Hines:** Super tip!

[00:20:22] **Caterina Rando:** ...because it's always changing. So just have, you know, "AM session, afternoon session," but don't tell them what's happening.

[00:20:30] **Hayley Hunter Hines:** People want to know when they're going to get to eat. Right. Go to the bathroom...

[00:20:33] **Caterina Rando:** So that's the schedule. That's the schedule. Don't worry about the exact agenda. Okay. Very important.

[00:20:40] And you know, I do think, and **what you're discussing Hayley is a big rookie mistake, is too much. Too much content. Too much in there.**

[00:20:52] **Part of the huge value is connecting with like-minded like-hearted women. And you need time for that.** You want to facilitate that, so that they can leave not only richer inside, but feeling richer because of the amazing women that they've met.

[00:21:10] **Hayley Hunter Hines:** And if you think about it, how many women are over-programmed and over-scheduled? Any don't have any, just space. Like they just want to breathe and relax and like exhale, you know?

[00:21:25] **Caterina Rando:** Exactly

[00:21:26] **Hayley Hunter Hines:** Again, every event, every retreat, every experience is different. But you're cultivating something especially for women, um, they're already busy. They're already on a schedule, right? **That really the most loving thing you can do for them is to allow them just to be.** Now I will say, American women are not always good at just relaxing.

[00:21:51] **Caterina Rando:** That's totally true. That's totally true.

[00:21:54] **Hayley Hunter Hines:** So, what I have learned is that my American clients, when they come to Italy or whatever, cause I mean, what is Italy? You sit on patios. You have Prosecco it's slow. It's easy. It's lovely. It's luxurious. It's everything. Listen to me, I'm like, "Oh Italy."

[00:22:11] **But that's not normal for a lot of American women.**

[00:22:13] **Caterina Rando:** Right.

[00:22:14] **Hayley Hunter Hines:** **So I also like to build in a few scenarios, right?** Like, if you need to read a book by the pool, in a chaise with a Prosecco, you can do that. If you need to be like going and hiking and biking and doing all the things and shopping and whatever and sightseeing, you can do that too. But you have choice.

[00:22:35] **So me building in choice, like a choose your own adventure kind of thing, also can be a benefit depending on the group that you have.**

[00:22:44] **Caterina Rando:** Right. And then everybody feels like there's something for them. I like to do this - every day we have an activity that's optional. They don't have to do it, or they can do it. And then certain things, of course you want them to come, but I am totally with you on that, my friend.

[00:23:01] **Flexibility. Options. That's what keeps the ladies happy.** And of course, every day, a nice gift, which you're good at. And I'm good at. Because we love the gifts. Well, you know, it's back to the, **the five love languages**, right? Gifts, words of appreciation, acts of service, quality time, and physical touch. We want to make sure our retreat is covering all of those as well.

[00:23:29] Haley, I cannot wait to come on another adventure with you.

[00:23:34] **Hayley Hunter Hines:** Paris I think is the next right?

[00:23:35] **Caterina Rando:** Paris sounds wonderful. Sounds wonderful.

[00:23:38] I'm always up for Italy.

[00:23:40] **Hayley Hunter Hines:** Always.

[00:23:40] **Caterina Rando:** **Tell the ladies a little bit about how to connect with you, what's going on, because if anybody wants a more soul sparkle life, you want to embrace Haley and get to know her.** She is an amazing woman. And, my friend, you uplift everyone you come in contact with. I love hanging out with you. I miss hanging out with you and let's tell the ladies how to connect with you.

[00:24:10] **Hayley Hunter Hines:** Sure. So obviously right now in this present moment, international travel is not exactly happening right now. The next thing that we have scheduled internationally, as far as experiences go is the Paris experience. And we will be going back to the House of Moet & Chandon for that dinner party and a private sommelier. That's happening the end of April 2021, if all goes well.

[00:24:32] **Caterina Rando:** If you're listening to this after the end of April 2021, there will be something else exciting on the horizon.

[00:24:40] What's your website, Haley? We'll put it in the show notes, more details, but let's tell them the website so that they can connect with you.

[00:24:49] **Hayley Hunter Hines:** Stay in touch yeah. **It's SoulSparkleLiving.com.**

[00:24:51] **Caterina Rando:** Bing bing, soul sparkle living. That sounds wonderful. And Haley, one of the reasons I love you is that you and I have a lot of the same values.

[00:25:01] You are kind. You are gracious. You hold a bigger vision for your clients than they hold for themselves. You are always fun to be with, but not like the kind of fun, like, you know, embarrass your friends, fun. It's always very lovely fun with you. And I look forward to our next pasta dinner in Italy or Champagne in Paris, whatever it is. I cannot wait to be in the same room with you again.

[00:25:34] **Any final words for our listeners?**

[00:25:36] **Hayley Hunter Hines:** Well, **I would just say if you have a big dream and a big vision, allow yourself to step into it. Give yourself permission to create the thing, to do the thing. Even if you're afraid and you don't know what you're doing, just take the first step. Because that's really to me when you step onto this magic carpet ride and allow yourself to live what I call a "soul sparkling life."**

[00:25:57] And you know, everyone has their own version and vision of that. **To me, allowing yourself to let yourself feel soul inspired and fully expressed in the work that you're doing. That, to me, is where the magic is.**

[00:26:10] Sounds wonderful. Bing, bing, bing. Okay, my friends, connect with Hayley to have a more soul sparkle life. This is Caterina Rando - we'll see you again on our next episode of Expand Your Fempire.

[00:26:24] Remember you have massive, massive value to bring. Go bring it, be louder and prouder about that value. And we'll see you here next time.

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

THRIVING *Women* IN BUSINESS

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SOUL Sparkle™

Founder of Soul [Soulsparkleliving.com](https://soulsparkleliving.com) Spiritual teacher, Speaker, Author, Mentor to Women Leaders



Hayley is the CEO of Soul Sparkle, Inc. global experiences and the creator of the Sacred Shakti Method and the Soul Centered CEO movement. She is a mentor to women leaders called to create a Soul Centered business and life, a spiritual teacher and author of *Becoming a Soul Centered CEO* and the forthcoming book, *Invocations: Prayers and Blessings to Illuminate Your Life*. She is the creator of Soul Sparkle SEVA, global service trips and experiences and is an expert in transformational travel. Hayley is one part fun

fairy, one part wise sage, with a burning desire to bottle up and light on fire all things magical that bring women back to their own soul and the sparkle within.

Hayley spent over 20 years in the corporate wellness industry consulting over 300 employer clients and as a senior level executive leading strategy/innovation and new product development for a national health management organization. She has always felt called to help others craft a business that gives back and makes a global impact. She has created the Soul Centered CEO mentorship and mastermind for women leaders around the world.

Her vision is big - a million women serving a million women. In October 2016, she left her corporate path and since making the leap she has literally sprinkled her magic across multiple continents, fully living her Soul Sparkle life of wandering the world, giving back, and successfully running a highly impactful business.

Connect with Hayley

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