

The Legacy Lounge Podcast with Tiffany Neuman

Season 1, Episode 7

Legacy Leader on Vision: Elizabeth Hartke of Luminary Leadership Co.

INTRO: Hi, I'm Tiffany and you are listening to The Legacy Lounge podcast. If you are a high achieving, mission-driven entrepreneur who wants to elevate your income, impact, and influence, you're in the right place.

I left my corporate career as a creative director for Fortune 500 brands to create a legacy with my work and to support entrepreneurs to do the same. I'm not talking about having your name on a building or statues in your image. I'm talking about leaving behind a positive impact and creating something enduring that can be passed on. You pour your time, energy and passion into your business, so let's make sure your efforts will create a ripple effect that reaches far into the future.

Each monthly series will guide you through the business leadership and life skills you need to successfully leave a legacy that stands the test of time, and each episode is totally valuable on its own. We are here to provide you with the tools and ideas to make massive shifts and quantum leaps in your business, transforming you from entrepreneur into legacy brand.

So sit back, relax, and let's get into today's episode:

TIFFANY: Hello and welcome to this episode of The Legacy Lounge. I am joined today by an amazing friend, mentor, and client, Elizabeth Hartke.

A reminder that this month's theme is vision, so we're really going to be talking about how to build a vision that you feel amazing about for your company, and also Liz's vision about working with families within her business.

Liz is a business leadership strategist who works with entrepreneurs to grow their empires, build generational wealth, and leave behind a powerful Legacy. So as you can see, we definitely have one thing in common. Well, many things in common in general, but especially the Legacy piece.

Liz, thank you so much for being here today.

LIZ: Thanks for having me, Tiff. I'm so excited.

TIFFANY: Awesome. So I always like to start out these Legacy Leader episodes with the same question, and that is: What does Legacy mean to you? And why is it so important?

LIZ: That's a deep one for me because the idea of legacy has been something that's just kind of bred into the way I was raised. So for me, coming from a first-generation family—on both sides of my family—and really experiencing the power of roots and knowing where you come from and the legacy of your family, it always just stuck with me and struck me. But now to me, it's about not just what we're leaving behind, but how we're choosing to live today. **I think a lot of people have this vision in their head of legacy as being on their front porch when they're 85 in their rocking chair and looking back on what they've**

created, instead of realizing that the only way that you're going to be able to have the glory of sitting in that rocking chair and being proud of what you've created is determined by how you're living and what you're gifting to the people who matter most, and the people you influence today.

So to me, it's about family. It's about the impact and influence you have on them and the ripple effect you're sending out into the world. It's going to transcend you and will outlive you. That's a powerful notion. And it's one that I've witnessed through the stories from generations prior to me, people that I've never met. They're so old that there aren't even physical pictures of them but I feel like I know them and I know their history and I know their story and I know their impact because it was so great and it was gifted to future generations.

TIFFANY: That is so good. I love that you recognize that it's not only just what you leave behind—that's part of it—but also it's what you're doing today. It's so easy to be caught up in the moment and only focused on today and not focused on the future and the legacy or vice versa. It's really both at the same time.

My next question is really about leadership. I know you talk about leadership a lot. Your company is called Luminary Leadership. You're all about leadership and self leadership. As a leader, I'm curious if you can share with everybody what specifics—maybe a few things that you could share that you've been doing in your business—to ensure that you're leaving a legacy. Because it is a lot about our families, but then I believe too, that we're leaving a legacy through our businesses and the content that we create and how we're serving our clients—and that's also a ripple effect. When we serve our clients, they're serving their clients and it just goes out from there.

LIZ: Yeah, for me, it comes as the idea of team first. So I look at my legacy as not just being how I serve my clients or how the content that I put out there takes shape—when I write a book or something like that. It's more about understanding who I am raising up in leadership so that whether or not I'm physically present—creating the things—that the message, the values, the mission is still being carried forth. A common mistake of a lot of entrepreneurs is that they're more client first—which is a critical thing, right? The customer's always right attitude has a lot of truth to it, but to me, leadership is really a bridge to a lot of the things that we want in life, both in business and at home. So when we raise ourselves up in leadership and we start to develop the actual ways of thinking and the characteristics of a leader who's willing and courageous enough to carry out a mission, that when we lead others while we pull out of them that leader that's within them so that they can go on to lead in their mission within their organization. That's what creates the positive ripple effect that we're looking for.

And then things like the impact we make on our clients or the content we put out into the world actually has staying power because it's not just coming from us out into the world. It's coming through multiple people. No matter what people's faith is, I always think of how Jesus led in his mission through his disciples and through his Apostles. It wasn't just him, direct to consumer, with his message. It was raising other people up in a message, in a mission, and trusting that even when he was gone, it was going to be carried forward. And now we're here 2000 years later and it's still across the entire globe with so much

power. So I look at it that way and that's a big piece of why leadership is so critical. It's not just a me thing. It's very much a thing that's bigger than me. **When you decide to step into leadership, there's a lot of selflessness and courageousness that comes from saying, "okay, I'm going to choose this path to lead, not just to manage, not just to create, but to ensure that other people are being raised up with me along the way."**

TIFFANY: Yeah, I love that. That's one thing that I've learned from you. I truly think it's so important. It's the difference between leaving a legacy and not. If somebody is a solopreneur and listening to this, we're talking about vision here today, so most likely your vision is to grow your business into something bigger. So if you're listening and you're like, "Well, I don't even have a team, so this isn't really relevant." It still totally is because as you grow, you can be thinking it's actually a good thing to be thinking about this now, rather than having a team and then realizing that you need to be a better leader. How can you lead yourself first and then be a great leader from the start with the team is really important.

So now that we have a little sense of who you are, I want to back up a little bit and talk specifically about branding since we went through the branding process together.

This is why I wanted to interview you; I just fell in love with how you do business and what you're doing. I really wanted to get this message out into the world even more than you already are putting it out there. So why do you believe having a Legacy Brand™ is important for a business?

LIZ: One, I think it sets you apart. We live in a world, especially in the entrepreneurial space, where people are so focused on the superficial side of branding. And it's more than branding, it's what they present to the world. You look at social media and it's a centimeter deep. You're not really getting the true story and the true depth and the legacy behind anything. You're getting whatever's vapid, whatever's just front facing. And you become a part of the noise. You know what I mean? You're not set apart. You're not making that impact. But to me, **the work that we did together through creating that Legacy Brand is something that has roots, something that can outlive me, something that can be sold (which is a smart way of thinking when you're in business) or something that someone else can take it and run with it.**

It was funny. I was mentoring someone the other day, and she said, "I knew when this mission was placed on my heart, it wasn't my job to carry it to the finish line. It was my job to get it started. And I know that at some point I'm going to be passing it along to someone else who can take it further than I can."

And that to me is like that ultimate selflessness in leadership, because you're seeing that the mission is bigger than you and your ego. But in order to do that, you have to develop a brand that has those roots, that has the message and the mission. A brand that's not just a series of products or offers or things that are on the table that people can buy or make transactions with you, but they're actually coming along for a journey through that legacy, through that story, through who you are at the core. And the cool thing is, when you create a Legacy Brand, you can't be duplicated, you can't be copied. It's not something that someone can take and say, "Oh, that looks pretty and I like those colors. And the language of copy on this

is really good. I'm just going to kind of create something really similar." Because unless they're literally stealing your identity, it's not going to make any sense for it to come through them. So to me, it ensures stability and builds something that's going to stand the test of time, which is the whole concept around a Legacy. So when we did that work together, it helped me to see that possibility that was outside of me, and to really breathe life into a mission that was gifted to me that outlives me.

My hope is that 180 years from now when I die (I have so many freaking supplements every day that if I don't live to be 180, I'm going to be really ticked) someone else will take this torch and continue to make this ripple effect because that legacy and those roots are there.

TIFFANY: That's so beautiful. I couldn't have said it better myself. That's why I wanted to ask that question specifically of you. It's been over a year and a half since we went through the initial phase of branding. I came to your farm and we went through and actually came up with the brand. I would love to hear just a little bit about the evolution of your brand for you. For those of you listening who aren't familiar with my process of creating a Legacy Brand, it really allows you to look into the future, but it also allows you to evolve and shift and pivot within it. When Liz and I worked together, we developed the brand that is now Luminary Leadership including, the mission statement, vision, values, voice, all of those things and more. I would love to hear a little bit about how using legacy as a lens for branding informed where you are today.

LIZ: I think it's so necessary to create your brand as a living, breathing thing so that it has the opportunity to evolve and grow. Because when we were going through that process together, we were essentially kind of creating in a vacuum, right? It's not that I've gone out and asked the world what they want me to name something or how they want me to tell a story; I'm making some assumptions and you're (Tiffany) giving me prompts to help pull out my ideas. But then when you put the product into the world, it starts to get that real time feedback and it starts to get some energy and you start to get creative.

I'm someone that can create 1000 ideas in a day, 999 of them might suck, but I'll come up with 1000 of them. So if I didn't have the space to weave in a new concept or to hear how other people are receiving it, or see what's working, or just my life changes, or I go through something that shifts, or the company goes through something that shifts and we evolve—that's what I loved about the process. Yes, we created those roots. We created values and a backbone that shouldn't change because it's who we are. We're not going to shift who we are, but we can shift how we do what we do, or we can shift how we're front-facing or come up with new stories that we tell that really support the brand that we're building. So to me it felt like we created something that was breathing, that was growing with us instead of something that was so static. The process that I've experienced in the past was when I'm working with someone with branding, they're like, "okay, give us some go on, Pinterest, come up with a mood board, let us know some things you like, words you say, words you don't...Send it to us." Then they send you this static report that says "here's your brand," and it doesn't have a pulse. That was the biggest difference for me was this was a living thing outside of me. That's the whole legacy concept, right? Like, if it has those roots and it's living outside of me, then it can go on without me.

It can go forward with or without me, hopefully with me for another 180 years and I'll retire in 170 years, but then I'll die in 180. So just for me that's such a gift is to come up with this concept that has space to grow with you.

TIFFANY: Yeah. Awesome. Thank you for sharing. So in the work together, then obviously we created your vision and it's come to life so amazingly over the past year. It's just been awesome to be in it with you and to watch it and see it evolve and grow, but also still keep those really deep roots.

I'd love for you to just explain to the audience a little bit about your vision and really what Luminary Leadership is all about, because I feel as a mother, as a wife, I'm just so in love with what you're putting out there and I do want that to be heard by others. Even if you don't have a family or you don't have a family yet, I feel like the leadership piece and what we talked about earlier is still really relevant. But I love what you're doing, especially with the Raising Luminaries and just how you're serving leaders on all different levels.

LIZ: Yeah, I've been doing something in this form of mentoring entrepreneurs for ten years. It's evolved a lot over the last ten years. If you saw the business ten years ago, you wouldn't recognize it compared to where it is today, in size, but also in how I do what I do and scalability, and team, and everything. But one thing I found, especially the first half of those ten years, was that I was really good at taking an entrepreneur and helping them scale and grow and I had on my heart that I wanted to give them more freedom. That was kind of my mission and my thing; I want to help you scale your business so you're not stuck in the time for money place, so you're not having to work all the time. I grew up with parents who were entrepreneurs and other family members, and they operated their business with such ethics and integrity that it taught me so much. They had flexibility because they were entrepreneurs, but one thing they didn't have was freedom because they were very much of the mindset that the only way you're getting paid is if you're actually working.

Witnessing that for so many years and seeing the sacrifices that were made, I decided that I wanted to do what they did as far as impact, but I don't want to do it at the expense of my time, all the time. So I started to support entrepreneurs in that. What I found was every single one of them, whether they were an earlier stage entrepreneur or multimillion dollar earners, they all were capped in potential and growth, not by strategy, but in who they were becoming through leadership. They were capped by themselves. And they were also capped by their quality of life at home. Meaning when building the dream business—even if it was totally scaled, even if they had all the free time in the world and they had millions of dollars of passive income coming through—if it came at the expense of their family, which it often does, it was no longer a dream. So they would get it and be miserable or they'd get it and then just set the next goal because that initial goal never really hit, never sunk in because something was missing and they thought it was business related.

And the tricky part is that so many of us start our business for our family. That's our motivator. We all have these visions of why we started in the first place. And then we put our heads down and we work and we tell ourselves "this is just a season...if I build it, they will come..I just have to keep going." And we're not

looking up enough to have that vision, to see that if the journey, the getting there, steamrolls everyone and everything I love, including myself, was the juice really worth the squeeze? Was the destination even really worthwhile?

So for me, everything I do now is through the lens of leadership, because I want to continue to support these entrepreneurs to tap into who they are called to be, not just to build the business that they're called to build, because there's a big difference. I want to help more entrepreneurial parents and families integrate, to create a life where business and family live in harmony.

They're not these two separate hats that you wear that make you constantly feel split in two. That's the phrase-ology that I hear all the time. *I feel split in two. I feel spread thin. I feel like when I'm working, I'm guilty that I'm not with the kids. And when I'm with the kids, I feel stressed that I'm not there to put out all the fires in the business that are happening every single day.*

So for me, the gift in being raised by parents who ran their own businesses, and working at my grandfather's law office in high school and all the different ways I got to witness it, was that there wasn't that separation. When I really reflected over the last couple of years on what was different about how my mom did it or how my grandfather did it? There was complete fluidity and harmony between family and business. There weren't boundaries. That's a trigger word for a lot of people because we're being taught about boundaries left and right.

TIFFANY: Boundaries create boundaries. Right.

LIZ: Boundaries are good and they're smart and there are appropriate times to have them. But you are robbing your children of one of the greatest gifts you could ever give them, which is witnessing what it looks like to grow a business for the sake of your family. I learned hard work. I learned integrity. I learned patience. I learned what happens when you're faced with a challenge that seems so impossible and you question whether you're going to have money to put food on your family's table, what do you do? How do you handle that with Grace? So many different things that you witness and pre-industrial revolution, that's how kids were raised. They were raised in every way in the home. The family was a unit, truly, and they watched and partook in whatever the business was. So whether the dad was a cobbler or they worked the fields and they had a farm, those kids were getting their hands dirty. They were interacting with their families. They were being shepherded and guided and led by their parents, not by their peers and not by teachers or whatever. So we've lost that culturally.

So I want to start a revolution in helping these entrepreneurs who feel spread so thin, and they're worried that they're going to lose their kids. I want to help them shake up the way they're doing entrepreneurship and parenthood, breathe life into those two things so that they become one, and take that pressure off parents to feel like they have to be leading in two different places at the same time. Instead I want to teach them to leverage the power of small business and entrepreneurship to raise leaders of their own. So that's my tangent Tiff, because I feel really fired up about it. I could go on all day.

TIFFANY: No, I love it. And that's why I wanted to bring you in, because you have such a powerful vision. I think every entrepreneur has created their vision for the year in January, but when I ask my clients in branding work about their long term vision it's really hard for them to think on that scale. I think it's so important for us if we want to leave a legacy, to look at this bigger vision, to realize how we're making that impact.

I just love where you're heading, because again, as a parent and wife myself, I definitely see those two separate pieces. That's why I'm so excited and why you've been a client of mine. But I'm also a client of yours because who doesn't want that integration? I love that word integration, because everybody talks about balance. I read something once that suggested you have a cue for when you switch between "work you" and "family you."

So when you see or touch or hear the cue, then you turn into the parent. We have literally been taught to go between two separate personalities on top of just trying to balance everything else and it's not possible. So I get as fired up as you do about it. It's so awesome.

I'd love to dig into that a little bit more. Is there a tip or two that you could leave for the listener on where they can start if they feel like they're very disconnected? Is there one or two small things that they could start with to start to feel that integration? And again, maybe they don't have kids and children, but it's still this balance of having your work life and your personal life regardless, right?

LIZ: Yeah, home can look different for a lot of people. I mean, even if people are just married or whatever it might be, there are still relationships to be nurtured outside of business. Especially if people don't have kids or are single, it can get even more dangerous where work fills both of those voids. I experienced that before I was married. I could work until midnight because why not? I didn't have other distractions.

The first thing I would say is to open the lines of communication. It is so critical. I have a process that I walk people through to be able to do this because it's one of the harder things to do in the integration process. But if you haven't already done it, I would encourage you to talk about vision and casting it three to five years out. I'm all about that and we do this all the time in our work. But I used to do it as an island. I used to cast my business vision and my personal goals, not taking into account that I should have been weaving those ambitions into the fabric of my family or my marriage or with my kids.

The first thing I would say is go through that visionary process as a family or with your spouse or with whomever. If you aren't married or you are single, identify the people in your life who are deeply a part of who you are and celebrate you, who can you bring into this conversation? But especially if you have a family, have you sat down and cast the vision, including for your business; even if your kids are little like mine and not working in your business or your spouse has nothing to do with your business, I don't care. Are you sitting together in the living room and having this conversation about that vision? Because what will happen is you'll realize how much you haven't yet communicated why you do what you do, and you'll come back to that because maybe it's been a few years. Maybe you had a why in the beginning, but maybe you've distanced yourself from that. Or maybe you're not even honoring it anymore.

Like I said before, some people start their business for their family. That's their why. And then five years in, their kids don't feel like they're the reason their parents are in business. They're not experiencing the fruits of that labor. Kids might feel like you're not there for them because you're busy, chugging along, building the business. And you're thinking that you're doing this all for the kids. The lines of communication get crossed. So having that conversation, painting that vision, and allowing them to give their own picture of what the future holds and how you plan to work together as a team towards that vision is important.

My kids are six, five, three. No one is sitting at the desk with me for 5 hours a day working in the business but they are intricately involved in the goals that we set and they know it. It changes everything. I've completely transformed what I say yes to because I'm more conscious of them. Now my business goal might be half a million dollars in speaking engagements in the year, or a million dollars or something like that but if that has me traveling every other week and that is not in alignment with my family's values and what they want in their vision for life with me, we've got to tweak those goals. Then when I do have some engagements where I'm leaving, they celebrate it. They can get excited about getting closer to the family's goals and taking on responsibilities to contribute while Mom is away. And we're all working as a team, even if I do have to remove myself from the home for whatever period of time.

So opening those lines of communication and starting to cast that vision together and receiving that feedback is really a great first step.

The other thing I would say is so powerful—and it's going to sound so trivial—but it changes everything. Unfortunately, at least in American culture, this is not the norm anymore because kids are so busy, not to mention the adults, and life is just so chaotic, but are you having a device-free dinner around the table as a family every night?

And if every night makes you gasp because the kids have practice five nights a week and you have to do work calls at night or whatever the excuses are, I would challenge you on that. In your visionary process where you open those lines of communication, talk about your priorities as a family, because there might be some very simple solutions like eating device free around a dinner table as a family for a half an hour. Those could be completely disregarded because you're too busy and too much is going on but if your priority is family and connection and really working together as a team and you can't carve out those 30 minutes to really have that special time. Maybe it's worth looking at.

We have to shift our activities around or we have to change the way we do things or we have to change dinner time. Maybe we have to bump our dinner time. If your kids are a little older and you can bump it a little later or whatever it looks like, then do that. But having that time to break bread together and share your day and talk about that vision for the future and talking about how you got a little bit closer today is so life giving to a family and to a leader in business.

Let me tell you something, I work with only ambitious people, people who really want peace in their life, but if it comes at the expense of profit and possibility, they don't really want peace so much. I get it. I'm

one of those people. But what I can tell you is by doing this, you're not pushing the brakes on your business. Your success in business and your sense of fulfillment and purpose in the work you're doing is going to follow the efforts I'm talking about over here in family. **People think that if they shift their energy this way towards family, that it's all going to fall apart in their business. No, you're going to be aligned. Finally, it's going to feel right. You're going to get into a groove and things are going to start to come to life that you've never even had access to before.**

TIFFANY: Yeah, that is so huge. And I feel like it's so important because you grow up and your parents tell you that time flies by, or you have a baby and everyone tells you that the time is going to flash before your eyes and you take all of that advice with a grain of salt. And then you wake up and all of a sudden your daughter is eight years old and you believe what they told you. So again, I totally hear you on the dinner pieces. If you don't have that time and you're just constantly on the move, the one day you will wake up and realize you didn't spend any time together which is so sad.

And I have to say that I really love the vision piece, too and is the main reason that I wanted this interview to be in the vision themed episodes, because it isn't just about the typical vision and the goals. You present this awesome holistic view on how you can include your family. And I think that's just so beautiful. And how special does that make your family feel, too? When I did that with my family, my daughter said something to me and I don't know why I've never thought of this.

She said, "Well, Mom, I want to work for you someday." And it's so cute because she's been coming up and doing logos with me. She'll creative direct, and I'll make it and it's so fun. And literally the thought never even crossed my mind. I just assumed that I would retire one day and even though I'm about legacy, I thought I would just sell my company or something like that. Now that was when my daughter was younger but she's still showing an interest. And who knows? If she doesn't take it on, that's totally fine, too. But just making space to consider those thoughts of how you can involve them, even if it's for the time being is so huge. So thank you for sharing that. And if you're listening, I hope that you take Liz up on this, because I think it's such a profound tip that most of us don't think about.

All right, my last question for you is: what are you most excited and proud about creating or doing that will stand the test of time?

LIZ: Outside of my kids? They don't count?

TIFFANY: They count, too. I guess that's kind of a given. Maybe with the business we can clarify a little bit more.

LIZ: So one thing that we have in development—well, not even in development—come the launching of this podcast episode, it'll be out into the world. But for years, I've been kind of a high-touch business, meaning I worked with high level clients in a variety of capacities. I had consulting. I have the mastermind (that you're in, Tiffany). I have other masterminds. I have different ways that people can just work with us as a company. And we felt insanely called to serve these families because I always work with the

entrepreneur. There are all these tools and resources to support the entrepreneur in business. Of course there are plenty of resources to support the parent in parenthood. But there's nothing that speaks to the realities that are just different when you've chosen and said "yes" to running your own business that feeds your family. It's just a different life. It is. End of story. And it's not better. It's just different. And there's nothing that shows us how to do this. Or answers the question: how do we navigate this? So two things that we're doing are both directly supporting the entrepreneurial family and it's a lot of the stuff that we talked about today, Tiff, but it's going way deeper.

So one thing that's really cool, this summer we have something called Camp Luminary. So Camp Luminary—I'm so excited about this, it's the first of its kind, and it's an actual summer camp. It's a couple of days and is an experience for entrepreneurs and the leaders they're raising. There's going to be entrepreneurship and leadership training for the kids. They're going to have an opportunity to pitch their business ideas and walk away with seed money. We have guest speakers coming. I look at it as these families are coming up to join us in one way; they're spread thin, split in two, grinding away, trying to figure it out, thinking they're just in a season, disconnected from their kids, watching their kids kind of lose confidence, or not know what they're called to do, or have the school system kind of beat them down as instead of encouraging them to tap into their gifts, they're trying to make them too well rounded. Then they emerge from this experience as what we call a founder family; that is a family that has integrated both the kids and the parents, business and family as a family team on a mission together. And so that camp is going to be life altering.

And with it, there's this mini mastermind on either end of it that is going to support these families before and after. It's an actual mastermind for parents and their kids together. So all those conversations that are tough to have with your kids like device addiction for instance. We'll share the stats and the reasons why this is going to dilute possibility in life. And telling the parents that they're addicted to their devices too. We're going to talk about that right in front of the kids, who will ask to hold you accountable. We're going to have conversations around peer attachment and caring what other people think and living in a social media world. All the things that worry us as parents are going to be directly addressed and supported throughout this process. These kids and families are going to start to have their own community of other entrepreneurial families that they can lean on and mastermind with and support. But the other thing that you're involved with that I'm so excited about is we're calling a rally cry. To me, this work feels less like a business and more like a call to arms, where I am watching in real time my clients and my peers suffer at the hands of entrepreneurship and not even know it.

Their families are suffering. These kids are going to lose opportunities because the parents are on autopilot and just going and they can't lift their head up enough to be able to see that they're drowning. And nothing is going to change if nothing changes. So we're hosting what we're calling a rally cry call. And it is a call to arms for all these entrepreneurial parents who feel spread thin, who feel split in two, who want nothing more than to raise these independent thinking, creative, passionate kids who go on to live out their calling. They don't just follow the flow of the river or get trapped into whatever society's standards are, but instead have the courage to be who they are called to be and make that impact in the world. But that's a tall order. So we're going to be talking about on this call, the how. What does it look like to be the

leader, the parent these kids need to become that? Because newsflash, we can't outsource it. The school is not going to do it for us. Society is not going to do it for us. In fact, they're working against us. So we can't just be like, what's a good curriculum I can plug my kid into, and I don't have to be a part of the process.

They are watching us, and we need to know what is on us, to model for them, to even give them a chance at that. And then on top of it, how can we actively support them? What tools, resources, conversations, community do they need? So that rally cry call is something I'm really excited about. I'm curious to see who joins us, because to me, it's going to really shed a light on who really has this call on their heart. Like we do, Tiff, who really feels like they might feel spread thin or might not have capacity or might not know what it looks like to be successful in business and at home but are willing to step up to the plate and draw that line in the sand and do whatever is required. Like, let's go. So that rally cry call is going to be happening very soon, and I'm excited and happy to invite any of your listeners to that, too. It's just a free call. We'll walk through a lot of how. So there'll be some great takeaways, but it's also kind of like a light of fire under our butts. Let's go lead the charge kind of movement starter kind of call, too.

TIFFANY: Awesome. Yeah. I'm so excited for that myself. And so if you're listening and this is like, you just feel it in your heart, this call. We have a special link that we're going to put in the show notes so you can join Liz, and I will be there too! Even though I'm already part of Liz's circle, I just can't wait to hear this. I think that it is truly unique and like you said, nobody else is doing this work, and it's desperately needed. So I am super excited. So that is luminaryleadershipco.com/legacy. That'll be in the show notes. Also, of course, you can reach out to Liz. The website is Luminaryleadershipco.com, and it's the same on Instagram, right, Liz on Instagram.

LIZ: It's [@Elizhartke](https://www.instagram.com/Elizhartke) and you can feel free to reach out there. But, yeah, the best place to go probably is Luminaryleadershipco.com/legacy.

TIFFANY: Yes. Awesome. Well, thank you so much for being here today. I trust that the right people are listening to this at the right time. And I know that my tribe of Legacy Leaders are absolutely going to love this discussion because what are we here for if it's not to not only leave a legacy for our business, but for our families and to have that integration? So I'm super excited to share this with others. And just thank you again so much for being here today.

LIZ: Thanks for having me, Tiff, and this was such a joy and I'm so glad you have brought this mission to life through a podcast because I feel like it's so needed and it's going to change a lot of lives.

TIFFANY: Thank you so much. And remember, if you're not consciously building a legacy, you're simply building a brand unconsciously. I hope this discussion with Liz inspired you to take action even if it's simply moving the needle 1% towards the direction of your legacy and your vision. Because if we all focus on making an impact, the ripple effect we have together can truly make a difference. Thank you for being here. We'll see you next time.

OUTRO: That's it for this episode. Thank you for listening to The Legacy Lounge Podcast. Connect with me on Instagram @tiffanyneumancreative I would also love to hear your feedback to see what resonates with you and what you'd like to hear in the future.

If you love this episode, please provide a review and we will be forever grateful. You can always find links and resources shared on the show by going to yourlegacybrand.com.

Remember what you leave behind is not what is engraved in stone monuments, but what is woven into the lives of others. What are you doing today to pour into others and to leave your legacy?