

The Legacy Lounge Podcast with Tiffany Neuman
Season 1, Episode 15
The Truth About Core Values

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 NEUMAN:

Hey there, legacy leaders. I am really looking forward to this new theme we are heading into this episode—actually this month—which is diving into values. Now you might be thinking, “I already have my values locked down. Values are boring or Tiffany, I want business advice that actually moves the needle in my business.”

Hear me out. You have not heard about values from this perspective, and I guarantee that it will move the needle in your brand and your business. Because if you don't have the foundations in your business and brand, which includes values done right, none of the other marketing tactics that you're trying to use will work.

I've seen it time and time again where people try all the things and then come back to do this foundational work, gain clarity and confidence, then go back out into the world and try the same tactics, and they finally, amazingly, work like a miracle.

In today's episode, I want to go deeper than simply creating corporate sounding statements or choosing arbitrary words for your values. We're going to get a little bit personal because when we actually live out our values, they are the compass that guides everything we do. They ground our decision making and root our actions in a purpose greater than ourselves.

In short, they give our lives both direction and meaning. Which is why having a very clear understanding of what your values are is so important.

So here's a deep question for you and one that I want to encourage you to spend some time with:

Are you living out your values or someone else's?

You see, at one point in my life, I realized the reason I was so unhappy was because I was living out values based on what society expected of me. Or at least I thought it was what was expected of me. I had followed a typical path of going to College, getting an internship, and then finally working my ass off to climb the corporate ladder to creative director.

Now, of course, there's much more to that story that I'll share with you some other time. But for today's purposes, I'm collapsing time.

I was working from an amazing corporate office back in Chicago with other young professionals. I had clients such as Bert's Bees, Adidas, Chase Bank, and Stolli Vodka. I pretty much thought I was a badass when I had to fly to New York often to train a creative team that we hired to sit at the Stolli headquarters.

I was living my dream life.

Or so I thought.

Everything changed when I had my daughter. After only about six weeks of maternity leave, I was back at it. My daughter was in daycare while I was flying across the country. It hit me when I was pumping in an airport bathroom. I am sorry if that's TMI, but it's the truth. And I was literally sitting there thinking, "what the hell am I doing?" Literally, that instant changed my life. (And I'm sure perhaps you've had something similar happen.)

My world came crashing down. I had worked so hard to get there, yet there was no joy in it anymore. I simply wanted to be at home.

So you probably have a story like I mentioned, and you can probably relate whether you have kids or not. But there's probably been a moment in your life where everything shifted.

Fast forward to today and it's obvious that I left my dream job and created my own business where I could have all the freedom and prosperity I could dream of, right?

I wish I could tell you that was the case, but if you know me, you already know that I'm transparent. And that simply wasn't true.

I did get a little bit more freedom, such as going to appointments when I needed to, working from home and only doing work I love. And that felt great for a while.

But I quickly realized that working with kids at home was not going to work. And marketing yourself is a thousand times harder than marketing a product you have no ties. The hustle that got me to the top of my corporate career when I had no children was just going to get more intense to actually create a business for myself.

But I was convinced that I was just starting out and I had to work hard at the beginning. But a year from now, that vision full of freedom would be mine.

I was blessed to work quickly. I worked with top entrepreneurs. I was truly loving the work. I doubled my income the first year, but continued to work nonstop and travel. Even though I thought I would stop traveling, I realized that masterminds and business just was done differently. So I still needed to go and meet people.

And I also had one big corporate client that I used as my base. (My business was actually only a side hustle for the first three years, which a lot of people don't know because I didn't really talk about it.)

So it actually took me lying on my deathbed in a hospital in March of 2019 to finally realize how bad it had gotten. I didn't even realize it, but my patterns only got worse until shit hit the fan.

I was in kidney failure due to adrenal fatigue. I decided that something had to change. I was mad at God, but really I should have been mad at myself. He was just waking me up, and I realize that now. Not only was I working too hard, but I had kept this security blanket client, which kept me from truly going all in on my own business.

It's no wonder that over two years I had gone and I'd had success, but not the success I had truly, truly envisioned.

On top of all of that, I was also beating myself up for not being where I truly wanted to be.

So I let the big anchor client go and I took a leap of faith. And it's been amazing working behind the scenes of amazing seven figure clients serving newer entrepreneurs, selling out my Legacy Brand Foundations program easily, being featured in *Forbes* multiple times, becoming an *Entrepreneur* contributor.

It was only all possible once I went all in.

Yet of course, believe it or not, the hustle continued even after being in the hospital. As time went on, I got back into my old patterns because it was the only way I knew. I had literally tied my success to working hard and I didn't know any other way.

So whether this resonates with you and you're like, "wow, Tiffany, I have that same exact problem." But maybe it's not that exact problem. Maybe you see other patterns that keep happening. I'm going to share in a little bit why your values are going to help change this.

But first, I'll finish the rest of the story quickly.

I hate to admit it, because I worked, I worked, I worked. And then the pandemic happened and I am so damn grateful for the pandemic. Don't get me wrong, I'm devastated that there have been so many lives lost, so much nonsense that went on, and still is.

It's been really hard to watch and we've all gone through this together so I don't have to explain any further. And it's definitely not a political statement in any way. I'm not going to go there.

But I've learned in all my manifesting of amazing things, there is always a blessing in the hardships.

And so just like I was on the hospital bed and woken up to let go of my anchor client, I've realized—and this also comes from all the other entrepreneurs that I've talked to that I've had this discussion with—I'm pretty sure this is a fairly common story.

The pandemic finally forced me to slow down.

Now, mind you, I was still trying to home school kids and it was kind of crazy, but we were forced to stay in our homes and I was so blessed and super grateful that.

Business actually picked up for me. I stayed busy throughout the past few years. I've grown exponentially. And because I've been so strategic in building my own brand, the brand actually did the heavy lifting for me.

And I even went from one to eight employees during the past two years.

Yet without any travel, all the outings, all the crazy bits of life, I was astounded to realize that it actually felt good. I was okay being at home more and slowing down.

I'm also grateful because I've always had this mom guilt that I was not homeschooling my daughter and the pandemic forced us to try it out and learn that it's not for us.

I was great as a teacher for college students, but not so much for my own kids. And my daughter just wanted to be at school with her friends. So just all these things kind of bubbled up during this time.

And we're so good at comparing, right?

I actually had a talk with one of my stay at home friends lately, and she admitted that she felt guilty not working and always admired me and was jealous of me because I had my own business. So we laughed it out when we shared that we were envious of each other's lives and cried tears of joy. Letting that shit go.

So the reason I'm sharing all of this with you, my own personal story, is since 2020, I've been on a journey to reevaluate my life and business and to truly recalibrate. Of course, the core of who I am has not changed but the relationship with myself, my business, and the way I show up has.

So whether this resonates or not, I want to first start out by reminding you that you deserve the life you love, not what you think you should be doing or what everyone else is doing.

And if this is the case for you already, Congrats on rocking it!

But the real reason I'm sharing this ties back into this month's podcast theme of values.

I realized that although my clients get results partly because of the deep values work we do together, I had never actually done the work deeply enough myself. And since I've done it, I'm proud to say that the hustle is now under control and we are more successful as a business than ever.

Not only that, but there is actually congruence between who I am and how I show up and integrate between my personal life and my business. It's so nice to simply show up, be me, and have boundaries that protect the things I value most.

So I'm going to go into this more in the next episode. I wanted to keep this short and sweet sharing my personal story.

I'd love to hear from you and hear what your personal story is, what you've been going through these past years, what is your origin story?

And then next week we're going to really dive in and talk about how to create values that will create that congruency and help create those boundaries. Because whether you realize it or not most of the things that you're probably struggling with right now is because you don't have those solid values in place.

I want to end this episode with some wisdom from my journey, which is the three truths about Core Values.

First of all, your core values play a huge part in how you decide to live your life. If you're unhappy with parts of your life, if you're suffering from stress illnesses, simply feeling generally uneasy in the living of everyday life, then it might be time to go inside yourself and answer honest questions like, what's important to me? How do I want to live my life? You need to spend time identifying your values. It's so well worth the effort.

Number two is don't live by someone else's values. This makes life hard because you're never being true to yourself. It's so easy to do this subconsciously and we don't even realize it because so many people—parents, family members, teachers, society—have a say in how we should be living our lives. And this can mean that we develop their values and not our own. Often we are strong in our convictions and don't even realize we are living values that are not truly our own.

I actually spent a lot of time on my values. I mean, I help other people create their values, but I had not done that deep work to understand what mine were.

So values can truly help heal an identity crisis and serve the foundation for your business. I've heard this from so many people when they come to me: The reason their brand never feels congruent is because they're literally experiencing some sort of identity crisis.

And then the third and final thing that I want to leave you with today is once you start living by your values, life will shift in the most beautiful of ways. Even with the craziness we have going on in the world (which we cannot deny), you don't hold on to the things that no longer serve you because you will have everything you need within yourself.

For example, I realized that I was no longer drawn to having a mastermind that I was hosting. I paused my mastermind recently so I could lean into creating something new that will truly transform lives and businesses, which is where my heart truly is. This may mean a shift in income, it may mean losing some connections. I don't know what it means but I know that I need to follow my heart and my values. And I already know with the shifts and change I've seen in the month that that's happened that I'm on the right path.

So again today I offer you the challenge to sit with this. And if you have big goals—*if you're listening to this, I know you do*—are they truly what will make you happy?

And if you're feeling like something is off, what would you truly love in your life?

It's such a simple question, but I don't think we spend enough time actually thinking about it. So go ahead and spend some time journaling about it and then meet me here next week when I move into talking about values in their business and how to actually create and apply them.

(Hint: it's definitely not what you've heard about business values before.)

I will give you the formula I walk all of my private clients through to create their branded value statements and truly step into the business and brand that they love.

Because seriously, if I hear integrity is our number one value again, I may Puke. If you're in business and serving others, I assume you have integrity, right? And if you don't, people will surely sniff that out right away quickly.

We're going to talk about how you can create values that are truly aligned with you and on top of it if you're ready to make some amazing shifts in your life and your business make sure you do that journaling!

I will see you soon to dive in deeper. Bye.

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?