

The Legacy Lounge Podcast with Tiffany Neuman
Season 1, Episode 19
Slowing Down To Speed Up In Business

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.

“She doesn't beg, force, or chase. She prays, works, and has faith.”
—Unknown Author

I am super excited to switch gears this month with a new new theme which I am calling Slow Down To Speed Up. I'm going to share much more about my personal life and get vulnerable and trust that it will inspire you to be more patient with yourself and in your business so you can actually speed up in the long run.

Up until now, the Legacy Lounge episodes have been intentionally focused on providing useful educational content based on the three pillars I've developed, which provide the beginning foundational steps for a Legacy brand. We've been focused on the three V's: vision, values, and voice.

I've literally shared the step-by-step processes I take my clients through, as well as the ins and outs of how to create an authentic, compelling brand that will not only attract your dream clients, but help you gain the clarity and confidence to 10x your income and impact.

So if this happens to be your first listen, I highly encourage you to go back and binge to begin up leveling today. And of course, we'll get back into more educational content. Yet, I was called to this more inspirational idea this month as I found that if I am experiencing something, most likely those who are like minded are experiencing it as well.

If you've ever read Elizabeth Gilbert's book Big Magic, you've heard the concept of ideas being in the air, simply waiting for someone to latch on and take action.

(If you've not read it, by the way, add it to your to-read list. And if you're like me, you probably have a long one, but I promise it's worth the read.)

So anyways, I believe this concept to be true, and like new ideas, I also believe emotions, concepts, and energy are also oftentimes shared experiences with other like minded people, even if we are not in close proximity or in contact.

Also, many of us are awakening to a new level of purpose because when it feels like a shit show in the world, I don't know about you, but I get even more fired up. So I wanted to share this today because there are days that I feel sad and unmotivated and there's just too much that needs fixing and I'm not able to do anything to help. Yet I always come back to center and know that I have to become part of the change I wish to see.

I truly believe it's the entrepreneurs who can work together to actually create a positive impact, and specifically as women, we are called to rise up during these times. Because the one thing that always holds me back if I'm completely transparent, is time. Because when we're always going, as women especially, it feels more impossible to truly make an impact and to get really vulnerable.

Today, we all say we want to make an impact. Heck, my brand is based on living your legacy and making an impact while we are on this planet. But to be real, it's so easy to stay focused and get focused on increasing revenue, building team, and serving clients. These are the things that tend to really have our focus when things are going okay in the world. Now, obviously, there's always some sort of turmoil in the world, there always has been. But recently it feels like we've been on some sort of wild ride, a ride that is heading towards some sort of precipice these last few years.

And I have no idea what this looks like or where we're going yet. As an eternal optimist, I truly believe that it's only getting worse before it gets better. I feel called now more than ever to let all of these other pieces of the business take us back seat for now. And something tells me that the shift to focus on impact is exactly what will make all the others, such as income, visibility, team, et cetera, truly skyrocket in the long run and hopefully bring some true peace into the mix.

You see, for me, it's been a pretty incredible three years since I stepped fully into my business. I've consistently doubled our revenue each year, and last year alone we hired six new team members to keep up with growth. The growth has been all organic with no vanity metrics, such as a huge IG following. And of course, I attribute this all to having a solid brand.

But like so many others, I got sucked into the hustle culture. I fully had the unconscious belief that my worth and my success were tied to how hard I worked.

Maybe you can relate. I see now that this was fully tied back to my corporate career when I was one of the only women in a director position. I had to show up 100%, actually make that 200%, to compete, to actually get paid for the value I brought to the table. So it's been so ingrained.

I did not even perceive this issue until I did some deep inner work and noticed what I will call the "awaking of the industry" recently. I don't know if you've noticed, but there's quite a few of us talking about slowing down to speed up or similar topics which is why I almost didn't bring this up because other people are already talking about it.

But again, it brought me back to the concept that if it's coming up, for many of us, there is a reason.

And actually, to be truly honest, which of course I always am, the term self-care used to piss me off. Like, really? You're selling me a program to tell me to go meditate more and take a bath? Now, don't be offended if you're in the health industry. This only means that I was an ideal client, but the problem was I wasn't aware of it yet.

(Actually, on a separate note, I've served many health and wellness coaches in the past few years to help them truly get through to people. Most often, like me, the people who need your services most are not actually aware of their problem. Yet so often your message is truly pushing them away rather than enticing them to sign up and get the help they need now. I heard all about the self care stuff, but it actually turned me away anyways.)

I digress, but the main point today is not to necessarily engage in more self-care, although it's always good to do that too, right?

The message is to take a look at all you're doing: reevaluate, recalibrate, and then determine where you can make the most impact. Most often this means you need to slow down to speed up.

Some weeks, some months are stupidly busy, but allowing this to be a permanent way of life is actually no way to actually live. When we slow down and pay attention, we're better able to catch ourselves before diving headlong into actions that will actually cost us time and frustration.

In the end, we must learn to stop working, slow down, and enjoy life to truly receive the downloads that lead to our next up level. I admit that up until now, I've been so horrible at this. I love what I do and I honestly could work from the moment I wake up to the moment I go to bed. And of course, spend time with my family. But I don't spend nearly as much as I envisioned when I first left corporate.

We leave our positions or we step into entrepreneurship, thinking we're going to have all this freedom. But after some time working relentlessly, we lose focus because we're exhausted, even though we probably don't realize it in the moment.

Yes, there are times we need to hustle, but there are also times for resets. Just like nature's seasons, we are not meant to be going in one direction long term. So today I wanted to share my truth in this department.

You can also discover what your next step will be, as well as touch on how this relates to your brand and your legacy, of course.

So it's time to come clean. There's something that I haven't shared with anybody yet. I've been on Summer Sabbatical and I'm writing this episode in an airport and then I have another month before I return to work. (So if you're following me on Facebook, you really haven't seen a single post. If you're following me on Instagram, I am consistent. However, I'll tell you more about that in a moment.)

I'm literally recording this episode in the middle of my own reset, and the results are nothing short of miraculous.

I started my sabbatical with a mastermind retreat where I received new inspiration and ideas on where I want to take my business for the next level. I invested in myself and my closest business relationships. Then I took a two week cruise through Spain, France, and Italy with my husband for our ten year anniversary. Next up, I have a few weeks solely devoted to my daughter and last an intense two week training to get my Masters in MLP.

Now, when I share these things, a few things come up, like, who am I to have all this time off and to enjoy these beautiful experiences while the world is a shit show? Yes, there has been a sense of guilt. Yeah, I've worked my ass off these last three years with barely any time off.

And when I think back to my original purpose and know that this time of slowing down is actually going to lead to a greater impact, long term, it's all worth it. And boy, did I have fears stepping into this time away from the business: Will I lose my connections? Will I run out of money to pay my team? Will I lose my momentum?

Now, I don't suggest you do this without some things in place. For instance, I made sure that I had the money saved up to keep the business going. I had my team ready to back me up, but all the questions still swirled in my head. Yet I know from past experiences when I am called to do something, especially something drastic, like when I was called to start my business, invest in expensive mastermind programs to help my own up level, or went all in, this was no different.

Except this time did feel scarier because it was so counterintuitive to everything that I've ever done in the past. Although I have to report back on the full outcome of this slowing down adventure, it's proving to be amazing so far.

After I committed to the decision fully and pushed fear out of the way, I became fully booked for three months after my return with one on one clients, amazing new clients, and new projects that literally came out of the blue.

We also decided to open special early bird spots to join Legacy brand Foundations, my signature program, and begin taking applications. And the goal is to have that partially filled by our launch period in September. Now, I simply share these things, not to boast, but to share with you the magic that comes with commitment to intentionally slowing down.

I wanted to believe it could happen, but it honestly was scary. So the reason that I want to share this with you is to let you know that it's possible and the magic will come.

Now, this also leads me to what I share with clients while going through the branding process. So often, people simply grab a logo, some colors and fonts, and call it good rather than slowing down to do the deep work to intentionally develop their brand. This may lead to a few quick wins, but not long term success and results. Taking the time to set up your brand for the long run allows you the space to continue the pattern of slowing down to speed up.

For instance, I was able to batch my IG content and emails for the entire time I'm off with my team's help, and they're executing it while I'm away. Because my brand is so solid and my messaging is so clear, they have a path to follow. I'll be going more into this philosophy in a future episode, so we won't dive in fully now. But are you starting to see a pattern here?

If you're not careful, your business can begin to run your life.

I'm working on creating the true freedom that I envisioned when I was called to become an entrepreneur. I simply wish it didn't take me so damn long to uncover it. I want to make sure that you have the same freedom. So now that I've spilled the beans on overworking that I was experiencing and the decision I've made to take a sabbatical to slow down, I want to turn the tables by asking you a few questions.

Take your time with these, because getting clear could truly change your life and the trajectory of your business. Feel free to pause in between questions and journal.

First, ask yourself: Where in my life do I need to slow down? This is an objective question. Don't overthink it or start going into fear about the what if you do slow down.

And of course, everyone is different. Maybe you have focused solely on your family (kudos, by the way), yet that's causing you to not get enough work done to move the needle forward in your business. So you're pretty much opposite of where I was at. Think about what this is for you specifically.

Secondly, ask yourself: What can I eliminate to help take more off my plate so I can slow down? This could look like hiring a VA, offloading a big task to a current team member, or hiring someone to clean

your house. Look at it as an investment in your health, well being, and the things that will catapult you to your next level, not as another expense.

When I first asked myself this question, it resulted in me hiring my first VA. At the time, it felt like a huge chunk of money every month but I took this outlook and knew it would support my growth. Now I have eight contractors serving in my business. Each time it was a little bit scary, but each time I hired somebody new, the business continued to soar. The truth is, we only have so much time in a day. If you already have a thriving team or you simply maybe don't want one, what is the personal item you can outsource? Laundry, childcare, meal prep?

So take a few moments and write everything that you would like to get off your plate.

Once you've done that, the third thing is the most important: TAKE ACTION.

Maybe you have a list of seven things you'd love to outsource. This doesn't mean you have to take action on all of them. Pick one that you commit to taking action on today and take action, because otherwise this list will simply sit and collect dust.

Once you take action, you will begin to see results. Before you know it, you'll be checking things off the list faster than you could have ever imagined.

Now, the last thing: We had three steps but really there's one more secret step, and that is to make a plan for the new space that you're gaining on your calendar.

Because if we are not prescriptive with our time, it will simply get filled quickly with other objectives.

So I've gotten to the point where my calendar literally is filled from 7:00 a.m. to the time I go to bed every day with something. As a creative, that sounded horrible at first. I like to go with the flow. Sometimes I get inspired so it's not set in stone every moment, but I block those times out so other people can't block it in, my team can't even block it in. I can't say yes to other things.

I have specific open spaces for that to say. For instance, if you have a new VA, the time you took to do the tasks may initially be used to train that VA. But once they have the hang of it, use that time to do something you love to actually slow down, like painting, take a walk, working out, playing with your dog, whatever you feel will help you slow down.

It's a game changer once you actually have time in your calendar to take a pause. So, if you haven't noticed, I was super excited for this series, and that's because I know the impact it can have on you, your business, and your life.

My friend, I trust that you've received value from this episode, and I'm so happy to be connected with you here.

Please email me anytime at support@tiffanynewman.com to share your wins. I truly want to hear how this goes for you, and make sure to subscribe and stay tuned for full episode devoted to slowing down to speed up to nail your brand and marketing, as well as a visualization I created to help you hold space and being patient so it doesn't feel as scary when you take the leap. I hope that this causes you to slow down, to really think about how you continue to do so in your life and in your business.

OUTRO: That's it for this episode. Thank you for listening to The Legacy Lounge Podcast. Connect with me on Instagram [@tiffanyneumancreative](https://www.instagram.com/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?