

S2: E93: Get Back to Business with Mia Moran

Hey there, I'm Tiffany, and you are listening to the Your Legacy Brand Podcast. If you're 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 life's work and to support entrepreneurs like you to do the same. 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. I'm here to provide you tools and ideas to make massive shifts and quantum leaps in your business, transforming you from entrepreneur into legacy brand. Whether your big vision is to be a New York Times bestselling book author, stepping onto the TEDx stage, or simply having a sustainable business and income doing the work you love, my goal is to take you to being seen as the go-to expert in your space. So sit back, relax, and let's jump into today's episode. Hello and welcome back, everybody. I'm so excited to introduce you to our incredible guest today, Mia Moran. Mia is a mom of three, a productivity coach, and she has struck her perfect balance between work, family, and her well-being. She supports high-achieving female entrepreneurs who are overwhelmed with work, life, and wellness find their version of balance while making an impact. She is the host of the Plan Simple podcast, bestselling author, and creator of the Flow Planning Method, The Flow Planner, and Flow 365. Thank you, Mia, for being here today. Oh, my gosh, it's so good to be here. I'm so excited. Me too. And we were just talking before we went live, and it's so amazing how we are so symbiotic in the people we serve, our mission, our passion, so much so. And I'm so excited to talk about everything you have to say. As a mother, business owner, trying to work on my wellness person myself, I think a lot of people in my audience are the same way, whether they have kids or not. You know, as a business owner, as a female, it's a lot. And there's so much freedom to it. And we did it for those purposes, but so often we find ourselves in that overwhelm. So can't wait to dive into all that. But first, I know that you used to do similar work to me. You had a design company. You were amazing at it. So I'd love to hear just a little bit more about the backstory of how you transitioned from that work, why that work was important to you, and then how you ended up doing the work you do today. Yeah, absolutely. And all of a sudden, I'm going to feel super old because I'm like, gosh, that was a long time ago. But I had a design company for over 15 years. My kids right now are 15, 18, and 20. And I closed the design firm when my now 15-year-old was one. Oh, wow. Awesome. Yeah. And I had all my kids through it. So it was really, I think it was like 12 years that I had the firm and they were all born into it. And we scaled it. And it was great. And I came into the design before we had all the things we have right now. Right? Like, so when I learned, like I was a book designer, like I was a typographer. And eventually... Same, same. When I was in, even before corporate, it's crazy how much the industry has shifted in like a pretty short amount of time. So much. So basically, like the short of the long is that I had this firm, I had these three kids and everything was pretty good. But I ended up in design because I had a lot of stories about, I mean, I was so grateful I found it. I had been in all sorts of traditional education settings. And it was really when I landed in art school that I was like, oh my God, these are my people. And in some sense, they were actually the most entrepreneurial people that I had met now that I'm thinking, like now that I think back, but also they were just like problem solvers and like we could solve things visually. And it was just like, I found my place. So design really was the first time

that I was like, oh, like I actually have something to say in this world because up until then I had stayed pretty quiet because I did not learn in the way that like... Most people do. Most people do. Totally get that. In the settings that I had been in up until then. So fast forward a little bit, I went to design school. I did have a job for like a year, but I very quickly became an entrepreneur and opened my own firm. And it was just, I felt really lucky because I live in Boston and there's lots of universities and somehow one thing led to another. And we had this like really amazing, robust practice. So meanwhile, that was great for the beginning part. And I started having children and it was still great. Like I had it set up so like I just loved it. I mean, this was way obviously before the pandemic. So I had set up my office. It was outside of my house, but I had a babysitter when kids were born and the babysitter would bring the kids to be nursed. Like everything just felt so balanced and great until we started to scale. And so I had employees and I had babies and my three kids were all born within five years. And there was this one day when my now 15-year-old was about six months where I looked across my desk and I had accumulated a lot of coffee cups, I would say seven, which were all purchased from Starbucks. And so I was like, interesting. Like, first of all, I have left the office seven times since I've been here and gone to purchase Starbucks coffee, you know, like gone to purchase a coffee and I've drunk it. And then I was just like, and I'm freaking exhausted. And like all marketing says that Starbucks has extra caffeine. So how could I have this much coffee and be so tired? And so that day in my design company with Starbucks really was what started off my health transformation. And it was like, I'm not going to go like deep into this, but basically I got off medication. I got a lot of energy. Like it all happened really quickly. And I was somebody who didn't really know how to cook, like wasn't taking great care of myself. I was either at the work or at home with kids. I hadn't really figured out to use the babysitter to also like have some me time. I did it on that day. I started realizing that. But so I just started down this path that got me really healthy pretty quickly. And then eventually I was like, oh, well, if I feel this good this way, I've got to do this for my family. And so about six months in, I was a new person. My household was working in a different way. And this was just time-wise before Instagram, before Pinterest, like, you know, we weren't designing websites. Like WordPress still wasn't that flexible, you know, like, and things were just ugly around health and wellbeing online. Like, you know, it was all like 1960s. Like there was no, you know, Martha Stewart had a catalog. There was real simple, but like nothing looked great online. And I was like, okay, so now I have to communicate this. So I really took that learning and like brought it back out into design. And at some point everyone in my office is like, what are you doing all day? Like, why aren't you working on any of our projects? Like what's happening? And so that really was the beginning of what I do now, which started off a little bit more in the food space and then evolved into planning. But it was this transition of like, okay, this isn't what I need to be doing this other thing because I have something that I really need to say about this. And it was a little bit of an awkward, like I had the design company for a part of it. So I, it was, it was a bit of an expensive hobby for a while until I really figured out how to make it into a business. Nice. Awesome. Well, thanks for sharing that. I love, we have so much in common as far as background goes. And I love, you know, when you have those awakenings, mine was a little different because I was in corporate, not having my own business at that point made that transition. So I so resonate with all of that and yeah, it's just so amazing that you followed that path and didn't, I think so many people stick with what they know because they think, well, that's what I'm known for and I have to keep doing it, you know, and I've helped a lot

of people rebrand for that. And it's, it can be scary, like moving from like, I have one person who was like a nutrition and health coach, and then she transitioned completely to being a business coach. I've had quite a few people make that leap and it can be scary. Like, okay, my client base is no longer relevant anymore. I have to start over. But it sounds like for sure it was life-changing and just made so much sense for you. Yeah. And it's evolved. And I feel like that, I feel like there is this thing that there's a big story that's similar to yours of like corporate to entrepreneurship. So for anyone listening who's like changing within, and you've changed now that you've been an entrepreneur, I feel like you've been through evolutions too, but it's like, I feel like in entrepreneurship, it's like, we feel like we've hit this like amazing thing. And so to change that almost feels more wrong than like other changes that we might make in our career. And yet I just, I feel like I'm getting closer and closer to what I'm supposed to be doing, if that makes sense. You know, and I loved my design company and we use design. So like, it's such an important piece of our brand now. Right. Like I needed it, but like, I just wasn't meant to be designing like, you know, collateral for universities. That's not, that didn't serve my calling. Makes so much sense. So yeah, let's talk a little bit more then transition to what you were doing these days. So one of the major things that you focus in is 90 day plans. So can you tell us a little bit more about that? Absolutely. So in that time, like in my first, my first switch over when I was really passionate about food and wellness and my first, the first thing I did was I wrote a book called plan simple meals and it became a bestseller. And I took my kids out of school for a year and went on the road. And so I met a lot of women who like wanted to learn more about getting healthy and balance and feeding their kids and all the things. And I just remember one day being in California and like seeing this sea of like really beautiful women. And I was like, these people have to know more about kale and green smoothies than I do. I was like, what am I doing here? You know, I just had this like moment and afterwards we were doing a Q and a, as we often did. And it was just like person after person after person was like, yeah, like I know, I actually do know what I need to do. And I just don't have the time. Like, and like, so we would take out their phones and we would start to look at like all the things and it, they were just creating impossible situations. And so I just started to like reverse engineer some of the things that had like some of the more impossible situations that I had done up until that point. And three of them were the getting healthy. I had written this book as somebody who clearly created a whole like 20 year span of going into design because I didn't think I was a writer. You know, I didn't think I could do those things, but I did it anyway. And then taking my kids out of school. And I was like the least likely to homeschool children. I just did it for a year, but I did do it for a year. And so I was like, okay, well, what happened? And one of the things was I stayed like really focused on the season at hand. Like, I just, I was just like, okay, like I'm just going to give this, you know, and I wasn't really thinking like 90 days, but I'm like, I'm going to give this the next couple of months. What, like, what do I really want? And like, where am I? So there's these, there's these two pieces of, of looking at less time. And I'm talking about less time than a year, because I think a lot of times we go into like, what do we want for the year? And we, and there's this whole culture around planning for a year. And the reason I love 90 day plans is because one, I think oftentimes we can actually get done in 90 days. What we used to think was for a year, but we just weren't as clear about the unfolding of a year. So it's like, we can be really particular about what we want. We can, we can really focus on that. And at the same time, we can be really real about which season we're in. So like, for example, when I changed my food, I

was in a season of having three kids under five, which for anyone who's a mother knows that that's like no joke in terms of like hands-on getting people to bed, feeding mouths, all the things. And so like, it wasn't my time to like be totally adventurous and like learn how to cook in all these new ways. No, I had to figure out like what was going to make me feel good. And I had to really simplify. So the truth of the matter is, is I literally ate the same thing every day for 90 days because I just learned how to make these four things. They made me feel really good. You know, there was like a little bit of variation, but not much over time. And I just really made it doable in that way for the season I was in that when I wrote the book, the season, like, and so sometimes the season is like, we're heading into a season like fall or winter, right? Like, so sometimes that's the season. But in my case, that first season was about kids. When I wrote the book, I was in this season of recovery. I had fallen and shattered my wrist and had to get emergency surgery and I couldn't use my right arm. And I had this like little seed of writing a book for a long time, like it had been there, but I couldn't figure it out because I had so much like mind drama about it. And it just kept coming up as I, when I really slowed down because I had to get the surgery. So it caused like, like I still had kids and life and all the things, but I like literally couldn't move. So I was on the couch sort of thinking more than normal. And one day this email came in about with this from this guy who would help you like extract your story and transcribe it and get it into a book in a way that like, I didn't need my right hand to do. And so I was like, oh, so I was in the season of recovery and I could figure out how to do it. So I feel like when we have these smaller containers of time, we can almost dream bigger and then really figure out the appropriate way. Cause there's always multiple paths to fulfill, you know, anything that we want and we can really find the path that's most aligned with exactly where we are. And that's why I really like it. Cause I think that starts to get complicated as we get, as we're trying to like hold more and more time, especially as women balancing so many things. I love that approach. And also, yeah, holding this space, like you said, if you're, and it's okay, I feel like, and you can say differently, but like, okay, I know that like I'm going to park things for later. Like you can still have ideas for the rest of the year. Oh, absolutely. To like plan the whole thing. That makes so much sense because energetically, like that's a lot to hold. And then it can feel overwhelming cause you know, what's coming next. And then you're, if you're like me, you're, you're always thinking way ahead and, and that can feel a lot when you really just need to focus on what's in front of you. Absolutely. And I think, well, I'll give a little differentiation. Cause I think that like, especially if you're an entrepreneur, which everyone is listening, which probably means you're a bit of a dreamer. So you do, I mean, I like love thinking about my future. Oh yeah. All the time. All of my clients do, some more, some will think further than others. Like I'll do visioning and we'll say three, five, 10 years. And they're like, I have no idea 10 years, but I can go three years. But I think the important differentiation that can get us stuck is it's like, it's great. I believe it's great to keep dreaming and like actually do it kind of regularly because I find that every 90 day season, my capacity for what I can dream grows. So it's more like you're thinking about what you want. Right? Like, so it's like, this is what I want, but not getting caught up in how. The how is what we do season by season. Because I think that like that shifts, that shifts as we grow. And if we really allow ourselves to like fulfill our dreams season by season, we become a different person by the end. And the how actually can dramatically change. And so if we get too attached to the how, sometimes that's where we hold ourselves back or we fumble or we get stuck in spinning because it's not really aligned with the season that we're in. Absolutely.

And I love that you talked about asking yourself what I want. We were talking about this. I have like a community of women entrepreneurs. Like we have the branding, obviously that's my main focus. A lot of women after that was done are like, what's next? And so I also have this community of women, the Legacy Lounge. And last week we actually talked really deeply about this question of like, as women, we often don't let ourselves ask what we really want. We sometimes don't even know what we truly want or don't allow us or give ourselves permission to say what we really want. Because we were told as kids like, oh, just be happy with what you have. Or, you know, like to not be greedy or different things like that. And of course that's different for every person out there, but I love that you touched on that because really that's the way we should be living to get to our highest potential and to serve others is like, okay, what do I want? And then that will translate into as business owners serving others. So cool. Yeah, absolutely. And then, so you talked about the seasons, which I love. I think in seasons myself all of the time, whether you said like summer, fall, winter, or like seasons in life. So you also talk about transitions in seasons. So what would you say for that if people find themselves like, okay, I'm in the season right now, or they know a new season's coming and that feels a little bit tricky to navigate like the actual transition? Yeah, so I think this is really important. It's really funny because so we do plan in my world. We do plan in 90 day seasons. Like that's how we organize how I work with women. And I often do it like, I don't do it actually. We do quarterly planning in our world, but we also do our like flow planning, which includes sort of like how we work in our business and our life. We do it sort of off so that it can really incorporate the transition. Cause I think it's actually the transition that sometimes needs the most structure and planning so that we can like, we can really understand it and like land in the next thing. And I think women really get stuck with this, especially in the more like traditional seasons. Like we get a little bit more stuck with this than maybe our other counterparts because it's like every time everyone in our household is switching. Like, so when the kids are going from summer rhythm, and we're going from summer rhythm into fall rhythm, it's like, it's a lot of work. It's a lot of work on our parts in our lives. And then we're running businesses. And a lot of times when we're changing seasons, it's also when we get this urge ourselves to wanna like change something or make something new. So all these things are happening in our lives with the people we love. And sometimes even with like how we're wanting to navigate our health. And we're balancing that with these urges to like really fulfill what we want in our businesses. And so it happens a lot of times in that school year. It happens like the new year is my biggest pet peeve because I'm like, there is no woman who is ready to reset on January 1st. It's like, everyone's come out of this, two to three week period where they're navigating so much stuff with everybody home. And it's like, we need time to like land in the new year. And so I find that it's like a lot of the planning is not about getting super busy and like doing all the things. But a lot of times when we're transitioning seasons, what we need to plan for is actually the opposite. We need to plan for that landing time, right? So we need to plan like the space to actually be in the new season, which looks a lot less like keeping ourselves really busy and a lot more like giving ourselves a lot of space. So in September, it's like, okay, everyone goes back to school instead of like automatically getting busy and doing all this work in our businesses. Like how can we take a break and work on it and really see how our life can be different because a lot of our life habits need to shift too. Like if you had one sort of morning routine in August with everybody home, it might look different when you're like trying to schlep kids out every morning. Evenings may look different, like everything

shifts. And so I think we just need to like catch our breath and really understand that transition point. And every time I do that, I'm like, oh, like I just feel so much more in control of all the things that are happening when I just take that pause, even though I feel like the urge sometimes is to get busy and like, you know, get back to whatever the thing was that we're thinking we're getting back to. I love that. Yeah, I think because we feel like we took a pause over the summer in business sort of sometimes. So it feels sad, like we have to jump back on and go, go, go. But that's something that I think is really important to think about is like, how can you keep business automated and going during the summer so you don't have to jump back on? And you can, I love that working in your business, whether it's restructuring things or, you know, I usually tend to get busy in the fall because people are ready to, you know, do their rebrand, but a lot of people are also launching. So it totally- Well, and you took the pause just before, you know what I mean? Like, it's just that it needs to be, I think it's just about being intentional. You know, it's like, how do I intentionally land? And you can intentionally make a plan now or like, you know, that will take you into the, like, it doesn't really matter when so much, it's just that if we just sort of let ourselves plop from like one season to the next and we're not clear of that transition period, like, I don't think it matters when it is, but if we're not clear that there is a change, then often it almost feels like the rug is being swept from under us because all the things about the season we're moving into sort of start to take control instead of us sort of being the masters of that season for ourselves. Yeah, that makes so much sense. I love that. And that kind of like goes into another concept that I know you talk about, which is leading with feminine first in planning, like that feels like a very feminine way to approach it rather than like masculine, like going back to corporate days, like very masculine, like we're looking at everything in quarters and, you know, I would have to submit things for our department, you know, sometimes two years in advance and planning out the quarters and like, it was very rigid and structured and yes, you need to do that, but also I love that idea of those transitions and just having it flow more instead of being like jerky, I guess is the right word, like, okay, now we're doing this, now we're doing that. So love to hear more of that. Well, I think that for follow, like for being able to like follow through, finish, like actually do what we say we wanna do, which I think is, it sounds so silly, but it's hard, like, it's really hard to like, especially when you're a dreamer and you're an entrepreneur and you're multi-passionate and you have all these things happening in your life at the same time, like sometimes it's not as easy as we think it's gonna be because like when we have those ahas and those dreams, it's like, it's so clear right in that moment and then it can feel a little bit harder in execution. And we always think that it will be easier or it will be faster or it will take less time to think. Yeah, so I feel like there's, so there's this piece of like matching the feminine and the masculine. And so for me, the feminine pieces are like really starting from center. Like, so being in a centered space, so just checking in with ourselves regularly of like, is this mine? You know, like, oh, I wanna post every day on Instagram or whatever the thing is, like, is this coming from me or is this something I'm feeling pressure from the outside world? So I feel like the benefit of being like able to really grasp onto our feminine energy. And by the way, you can be in a male or a female body and, you know, like be able to assess the access, the feminine energy. But it's like starting there from that centered place of like, yeah, like somebody else is having this idea but I feel really strongly that my people need to hear from me every day. Like that's feeling really true and strong and just, but just checking in because there's other things. Like, I don't know, the other day I was listening to something, I don't even remember

what it was, but I was like, oh, that sounds like a really good idea. I should do it. But then when I checked in, I was like, no, that's like not, like I had this whole thing. Like I was doing this other thing. That is not a good idea for me right now. Right? Yeah, there's definitely shiny object syndrome. I think- So much. So comes in because we're surrounded by marketing messages every day. And so it is like, is this actually going to spark me? Do I need it or not? Yeah. So I think it's always important to start like with that center. And then the other piece of the feminine is like that vision piece that we were talking about like really imagining what you want, really seeing it, like really understanding it, like spending time in that future self that it sounds like you bring people into a lot. I think that that's really important to the feminine. And then we get into the part that's like normally people think of as planning, which is basically just making choices is the first part, which often looks like lists, which we're so great at as women is like writing all these lists. But the list, like once they're anchored from that thing of like, this is mine, change. Because there's so many people, maybe it's like you in some aspect. I mean, I definitely find this in different aspects. Like I'm better at checking in on it in some aspects of my life than others. And it's like, but sometimes if we look at our list, like if we really like make a list of all the things in our brain, like half of them aren't, we don't need to even worry about, they're not ours. They're not things that we really want to even do if we're leading with that feminine piece first. So that's the decision-making process. I have lots of things for that, but that could be like a whole episode. But the part that I don't want to skip out on is I think it's super important to lead with that feminine first and then make these choices, which is a little bit more masculine. But I think it's equally as important to anchor things in time. But I think a lot of us like think of planning as either to-do lists or calendaring. So like that's the anchoring in time piece. And I just want to make sure that like, I do actually think that that part is really important. It just has to be started with the part where we're tuning into our intuitions. But I don't want anyone to skip over that because if we stay in just that feminine mode and don't sort of incorporate and balance it out with the masculine, it does become really hard to follow through. Because the thing about those center divisions that we have is that I definitely believe that we can accomplish everything in them. Like, I believe we get them for a reason, but I also think that continually taking small steps forward is really important to the fulfillment of a vision that we might not even like, the reason I love visioning so much and doing it regularly is because it does change over time. And so sometimes I think we just get what we need to take the next steps forward and then we can like pivot a little. But the calendaring piece really helps us be like, okay, this is what I can do this week. This is what I can do today. This is what I can do this month, like in real life, like in a balanced way, like with all the other things that are happening. And I think that that's really important just to like show our brains that like things can get done. And you mentioned earlier about like how you like to dream bigger and how sometimes like you wanna plan for those things. And so that's amazing. Cause sometimes what I'll do is I'll just put things in my calendar. Like I'll just plant them like two years later, you know, or like a season later, or however long it needs to be. Like, I definitely wanna write another book, but this is not my season for doing that. Like, so I just, I put it in on January and I'm like, on January, I'll assess, like if it's even a next year thing, right? And so it's like, we can have all these things and we can anchor them. And then we can be sure that they're being taken care of, tended to, which is also a feminine quality. Like, you know, the feminine wants to make sure that everything's taken care of. And so we can take care of things by putting them into time. And that helps us indeed move forward. Yeah. So

powerful. That frame first, and then diving in, because I think so many people are like more focused in one and the other. And like you're saying, you need the blend of both. It's really important. And I think it determines so much too. Like it's, it leads to more quality, right? So, because if we are like, okay, we need to do this, this, and this, then you get overwhelmed. Then you, you know, try to fit it all in. And it's half-assed basically, rather than, cause same thing, I have not written a book yet and I'm keep, I know it's there. And I'm like, oh, part of me really wants to do it. But I was like, no, with everything else on my plate right now, I either wouldn't get it done and then I'd feel bad about it, or I would do it and it wouldn't be the quality that I know that I want. So I love that differentiation of like, it's great. Cause I think that we, as women business owners, we have more ideas than we know what to do with half the time and it's okay to wait on them. Yeah, yeah. And it's hard because like, I don't, like we've never been taught this, right? Like we're not taught this, like how to, we're not like thinking, how we think about life was not, did not come from the feminine perspective in most of our understandings, unless we had some amazing mother or somebody aunt teaching us over time. And so like, you're going to write totally 100% write that book. But the thing about the feminine is it's just, it's like, it's all this truth is like coming through and it doesn't understand time. Like there is no time for the feminine. Like that's what's so cool about it is that we can access all this stuff, but then we have to like match it with like, okay, we have to make some sense about it so that we can actually navigate time, which we have to do on a daily basis. and know that like, of course I'm writing the book, right? Like it's just not happening right now. I love that distinction too, because it makes me think of like, you know, we'll have ideas and then you'll, if I'm sure this has happened to other people where you try to execute and then it's like not coming and you're kind of having to force it and then you do wait and then when the timing is right, so I love that aspect of like, because technically the time isn't there, but it's also the right timing. When the right timing is, things will flow just like magically, which is so much better and more fun. And random things just come together in a way that like don't usually come together, which is definitely true about my event that you're gonna be in. It's like, it literally was like this download and then it felt really instantaneously like this huge thing to like do, but then I just stayed in that feminine and was like, oh, what if I just like wrote this post and we got everything we needed from this like one thing, which is not, I'm gonna tell you right now, like social media is not my favorite thing. We do not have the best engagement. I love my email lists. Social media is not what I have figured out how to make. And so the fact that this one post got like 400 comments on it, like it made no sense. Like that's, this is meant to be. But I attribute it to that. Like I attribute it to like, it really felt meant to be. Yeah. Oh, and I don't, I wanna talk, cause that's actually the perfect segue as we start to wrap up here to talk about the event, but really quick, I wanna make the point about social media because, you know, I'm the same way. I've never really loved it. And some people like they're marketers and social media is their thing. And I think that goes with everything else that we're talking about here today though, is like doing things your way. And we're taught, like you have to be on social media. And I do believe as a brand strategist, you should have some, you should be on some form of social media to have your brand be there and to like have a following. But the pressure to have these big engagement and the big numbers and everything, I know so many people that I've worked with as a brand strategist that are influencers that are, yes, they have a big following, but they're not making any money because they haven't had the backend systems. Like there's so many ways to look at it. So for anybody listening and they're

like, same, same, like I don't love social media either. I just want to say like, that's awesome. There's so many other ways, like meet with me at speaking and being on other people's podcasts and things like that. And I think there's so much pressure to do that. And it goes back to like flowing with the way you plan, but also making those decisions. Is dancing on TikTok for you? No, and if it's not, you don't have to do it. I love that. So if you're listening to the podcast, you listen to it often, you already know that I'm all about disrupting the branding industry. And I really look at it from a different lens. And I love supporting my clients to be disruptors as well, really disrupt their industries. And so that's one thing that I loved about what you're doing, Mia, especially with the event you have coming up, which is a summit. You know, I think we've seen summits over the past years and they've definitely shifted and things are, they're not as popular as they used to be, but I love that you are disrupting the world of summits and that's really your goal with this event. So yeah, I'm super excited to be part of it. And I'd love for you to share more about what it's all about and what people can expect. Yeah, absolutely. And then just, and two minutes before I do that, it's like, it was a super interesting process for me in that whole aspect of disrupting, because there's been this little seed that, I don't know, maybe 12 years ago, one of my business besties was like, you have to start leading summits. And I was really like, I was like, I was super intrigued, but also really resistant, but it like kept coming back and I didn't do it at first. And then I just, I kept having this instinct to want to do something different, but it's been this weird thing since I became, you know, productivity coach, which was different than design in my design world, I helped so many people disrupt so many situations. And then I all of a sudden became this like rule abider of like how things were supposed to work. So I feel like every time now, I think this is probably my, I don't know, 11th like version of a summit, but I will say that each time it's like the next peel of the onion and I like get a little bit more. And this one, it feels so aligned with that initial seed. So back to that idea of the feminine, it's like, it's not always the first time like in entrepreneurship, I guess. It's like, it's definitely not always the first time this one, like everything feels aligned and all results have sort of led back to like feel aligned as well, which is really cool. So here's what we're doing. So always in my summits design, which is why I love Tiffany so much is like, has been super important. I'm like, there have been so many summits that I've been part of that, that like, I'm just like, I'm super embarrassed to share. Share the graphics. Like, I'm like, I cannot share this. I always redesign. Like the few summits I've done, same thing. I'm like, the way it looks is one of the most important things. And I talk about, you know, your brand is so much more than the visuals, but that's also the first impression that people get. And I'm like, I'm like how, like, and sometimes it's like these people that are so cool. Sorry, if you're listening and you're one of them, but like, I'm like, when they walk in the room, I'm like, oh my God, they're like wearing the best outfit or like whatever, you know? And I'm just like, how did this image come from that? Like, I have that all the time. I feel like we could have a whole episode about this and I could go into talking about the branding and we'll save that for another time. But the branding has consistently been super important for all events. And then, but I, and I do feel like just with experience, every time I get to next level that a little bit, so that's always fun. The other thing that I, that was super clear about this one was I was like, nobody has time anymore. Like we just don't, you know, it's like time is precious and we really need to be getting to implementation. So like, there's so much to learn and I want people to implement. So we have challenged all the speakers to make five minute videos. And you all, every time I see one, every time one comes in, I like literally cry

because it is unbelievable what we can say in five minutes if we really put our heads to it. So I'm super proud of like every talk, but there's like no fluff. It is like five minutes of like pure value, which has just been so fun. So that was another piece of this summit that felt really important. And then the other thing is, is just this idea. And, you know, your audience as well as women entrepreneurs is, I consistently hear this notion of a rising tide lifts all boats. Like, I mean, everyone's throwing out that saying and I find myself saying it and I get told all the time how, like what amazing as you do, like what amazing, like safe groups, amazing groups of women, like we both hold. And I think about that a lot and I'm like, but like, and then I like impart of things and I'm like, is a rising tide lifting all boats? So I was like, how can we like really make that happen? So the other cool thing about this one is that all the speakers are spending time getting to know each other. And I just think as women, this is so important. And it's like, obviously why you do what you do. It's like, we just need to go deep. It's like important to our spirits. And then we really can experience like relationships in a different way. And I'm super excited like to be like, taking that to a next level as well. So it just feels like, it's like all these levers and then I'll say from a personal perspective in our planning process, like in everything we do, I do stay focused on entrepreneurship, but also I do a lot around mothering and health and spirituality. All those are important anchors of every plan we make. So yes, we're planning for business, but like no one's allowed to make business plans without anchoring them in those other three categories. So good. And this is the first time I've led with entrepreneurship. And so that's like me a little bit coming out of the closet. And that definitely was like a feminine, like, oh, like why do I always lead with health? Because really, we really serve entrepreneurs. But so that's been interesting too. So it just feels like I'm finally, it's like, for me, it's like disruption doesn't, in my story of disruption, the people who are the best disruptors in like the story I have in my head must come right out of the gate and be like ready to disrupt. And this is how they're born. And so I feel like a part of this story for anyone listening is like, mine was definitely a gentle unfolding. They get to this point. That is so good though. And that's fine. That is such a good takeaway because I think people probably label themselves as I'm not a disruptor. But just because you haven't been up until this point, like we were talking about earlier, it's just not the divine timing for that to happen. But I truly believe everyone has it in them and it can make such a big difference. A lot of the times we'll see like, where did this person, it seems like people come out of nowhere and like all of a sudden everybody kind of knows them or at least in certain circles. No, it was just, they've built the foundation, they've been working and then there's something that switched that disruption, which is- Yeah, and I'm using the word disruptor right now because I've been having fun with that because I feel ready for it. But I'm a rule abider by nature. I mean, that's not changing by me just making one summit. I'm definitely a rule abider by nature. And it's just interesting that I feel like it's more like how do we each become our most authentic selves, which I feel like is what's really happening. It's like, I'm more and more showing all the parts of me at once. I just think that that's such a cool thing to eventually be able to do as a woman. Like it's really important, I think, to each of us and all of our versions are so different. Oh, so true, so good. And yeah, so before you tell us the actual details of the summit, so people can sign up if they choose to, yeah, I just wanna say thank you for the invitation. And I'm so excited that we're speaking about all of this today because it does align so much. Like we said at the beginning, there's so much crossover with our audiences, but also in order to have a brand operating system, which is what I teach, you have to be able to plan. Like you have to take the time to do

it right and have a 90-day container. And so I think so often people are just grabbing straws and throwing things together. And it's just so amazing what you put together. And I typically, when I get invitations to summits anymore, I'm like, eh, I'll probably pass to be completely transparent. So I'm super honored and excited to be a part of this because I do think that you're doing some disruption and that's who I like to hang out with, so. We may, so far. Yes, so yeah, let's hear all about, I know it's called Back to Business. Yeah, it's called Back to Business so that we're really capturing that transition of like season, right? So hopefully it's happening the week of September 16. So I know some of y'all listening, like people go back to school in August, but I'm sort of going on the later side of things, but it's like that time. And I feel like there's this moment in September where it's like, we can really walk into Q4 with our head on our shoulders and feeling like we can do it. And then there's this other part of us that's like, let's fold in the rug and like wait until next year. And so this is really like in that transition point, like, can we spend a week really working on our business? Really in that thought area, like if you're doing work with Tiffany, it's like, this would be the time that you're like, really thinking about your brand and what you wanna be and doing the thing. It's funny that you shared what you shared because a lot of times people in our program come because they have assignments from people like Tiffany to like figure some things out about who they serve. And it's like, it's hard to make time for that. And so this is a week to really make time to be thinking and working on our business so that then we're like allowing this portal into Q4 and really acknowledging the change of season. And it's about entrepreneurship, but we will be giving you a meal plan. We will be explaining how maybe you can change your exercise routine for the week so that it matches the new season. We'll be talking about weekly workflows and all that kind of stuff so that you really can leave this week with not only some new tools and tactics, which by the way are gonna be amazing in these five minute talks, but also with a new way of being and really landing in that new season for yourself. So I'm super excited. And yeah, I don't want to make this about me and my work at this point, cause I really do wanna shine the light on what you're doing. But I love that you said that because typically just being transparent as I always am, I would not have a podcast interview like this during my live launch. When this airs, we are gonna be opening doors to Legacy Brand Foundations and we will have a lot of people that come in and one of the biggest objections is always time. That's why I'm really excited about pointing people in the direction of this because I feel like you need to learn how to and like a 90 day chunk is the perfect amount of time to work on your brand. And when people are ready to do that work, they need to look at all of those areas of their lives. So I just love how it all matches so well. And preparing for next year, 2025, were an interesting times in election year. I mean, there's so many things we could talk about, but I truly believe that those of us who double down, do the work, productivity, but also the feminine all together and kind of come into 2025. Like you said, really focus on that last quarter, but also come into 2025, like super aligned, super powerful, super ready to go. It's gonna make such a big difference. And like you said, there'll be a lot of people who are like, it's only a couple of months, I'm just gonna lay low. And unfortunately that's not gonna do the best for anybody's business either. So anyways. Well, and I'm so glad you brought up the elections cause I just wanna like, that's another, so there's so many reasons why this is happening the week that it is. But what we're gonna do is like each day, there's gonna be 12 of those five minutes videos. So there's only like an hour of learning each day, but each day there's also 90 minutes of coworking. So you can come work on your stuff that you're doing with Tiffany or like

whatever, like you can come work on whatever, you can learn a framework. But to me, it's like this opportunity to be looking other women in the eye and to be looking like, and to be really with your work and to be sort of putting these blinders on to the noise because the noise, all this noise, all this media is just here to distract us. It is not helping us become like have, bring our legacy into the world. And so it's like, but when we can partner and just like be in partnership with other women who are doing amazing things, it just helps us to focus. And really that's all. need is focus. We just need time to focus on what matters most. And I can promise you that if we when we don't focus, it's very easy to get lost in political, you know, news feeds and like drama from your kids school and like I mean, and all the shit that's happening in the world. Like it's a lot. I mean, there is very much truth to what's happening, but it's so fear based. I've been talking about this in my content a lot. And again, I think we have like 10 episodes we could record. But yeah, I think, you know, like, yes, we need to pay attention. Yes, we need to vote, whatever, whatever your beliefs are. We don't need to get into that. And it is a distraction. And it's fear based. And it can take us away from our purpose, our mission, our impact, all of those things. So I love that I was getting huge chills when you said that, Mia, like we need this is the time that we need to come together. I just did a post on Instagram. A couple days ago that said the Dalai Lama said that the Western woman will save the world. And I wasn't thinking I don't think it's just like in general. I think it's female entrepreneurs like Yeah, absolutely. Instead of that. I love that quote. So good. All right. Well, last question. I cannot not ask about legacy. Because that's why we're here today. Your legacy brand. And what does legacy mean to you? And why do you think it's important? So to me, it's, it's funny. At the beginning of entrepreneurship, I think I would have said like, you know, it was about reaching a million women, like I would have had a whole thing about women. But for me right now, it's really about I have three kids, a boy and two girls. And it's about passing on to them a whole different way of like being that then I you know, like it's like changing the generations. And I feel like if I can really stretch myself to show up and be in this new way that they will just get that. And that's what makes me the most excited about every day showing up to work is that they have a different future in so many different ways. And some days, I really doubt that. And recently, in their young adulthood, I get reflections back of like, gosh, I can't believe you did it that way. And I'm like, yeah. Oh, that's the best. That's the best. And that's what we're here for. And we will make ripples effects with our businesses anyways. But like, yeah, pass that next generation. That's huge. Yeah. Well, thank you again for being here, Mia. Everybody go connect on her website is planned simple.com sign up for the back to business event. We'll have that link in the show notes for sure. And remember, if you're not consciously building a legacy, you're simply building a brand unconsciously. I hope this discussion with Mia inspires you to take action, even if it's just moving the needle 1% towards the direction of your legacy. And I just want to thank you again for being here today. Thank you so much for joining me on today's episode of the your legacy brand podcast. I'm so grateful that you took the time to hit play and listen to the show. If you loved this episode, please provide a rating or review and I will be forever grateful. My favorite place to hang out these days is LinkedIn. So hop on over and let's connect. Or if you prefer Instagram, follow me at to be creative. I'd love to get to know you and hear your feedback on what topics really resonate and what you'd like to hear more of in the future. You can always find links and resources shared on this show and more about how to create your legacy brand by going to yourlegacybrand.com. Remember that what you leave behind is not what's

engraved in the monument, but what is woven into the lives and hearts of others. What are you doing today to inform others to leave your legacy?