

## **TITLE: EP 101 Embracing Collaboration in a Divided World**

### **TRANSCRIPT**

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 to this episode of the Your Legacy Brand podcast and happy election day. Whether you've already cast your vote or you're heading to the polls later today, today is one of the rare times that we're all actively participating in the direction of what's to come for our country, for our families, for our lives. And I could get on a soapbox and talk about my own views, but really what I want to do today is think about while we're making decisions about our leaders, let's focus also for a moment on the decisions we make daily in our own lives and in our businesses. Decisions about how we show up in the world.

So today, talking about this, thinking about, yes, the government, yes, the future of our country, but also our own futures. I want to explore the power of collaboration over competition and why it's needed now more than ever. And also debunk some myths that subconsciously hold us back from going deeper into collaboration because we may have had past experiences of collaboration or partnering with people that didn't go as planned.

And we're in a time where divisions and competition can feel overwhelming in politics, in business, even in our personal lives. But what if we could harness the energy of today to sow seeds of unity, seeds of collaboration and shared purpose? That's what we're going to dive into today. And I just want to define a little bit more. And collaboration is more than just working with someone else. It's a way of opening up to possibilities, to ideas that we might not see on our own, to shared resources. And when I first started my business, I was taught to look for competitors and position myself against them. It was this very bro marketing way of doing things. And it didn't feel right. But I have to admit that I kind of fell into the trap for a minute. I was working with a male mentor at the time. And it was pretty much opposite of what I'm talking about today. It was talking about looking at your competition and how can you beat them and how can you get on top? And don't get me wrong, I still encourage my clients to look at others doing the same work and ensure they are differentiating themselves. And from a branding and marketing perspective, we could label that as competition. But the thing is, I quickly learned that

when I worked with others, even those in similar spaces, our combined efforts created something bigger than either one of us could do alone. And in the spirit of collaboration, everything that I carry into my own brand philosophy, the legacy brand, it's about creating a ripple effect. And none of us can do that alone. When I work with clients to build a legacy brand, we focus really deeply on mission. The purpose that goes beyond just getting more money and being better than other people. Of course, we want to bring revenue and profit into our businesses. But when we create something from a place of impact and purpose, we open that door to deeper relationships, amazing partnerships and collaborations that uplift not only us, but everyone we touch. And this is something that has built my foundation from being unknown, coming from the corporate world and having amazing success there. But I was unknown when I first started, just like we all are in the online space. And within two years, I had a multiple six-figure business, amazing collaborations and relationships that has only grown from there.

And I don't say that to toot my own horn, but I say it to starting out with that bro marketing mentor and really quickly realizing this is not the way for me and this is not the way to grow. But unfortunately, it's a lot of us. A lot of us have been told those methods. And maybe you're listening to this and you're like, Nope, I knew from day one that wasn't for me. And I love collaborations. OK, well, how can you up level that? Right. And so. At its core, building a legacy brand isn't about looking over your shoulder at what others are doing, it's about looking ahead, focusing on creating something lasting and meaningful and really shifting from scarcity mindset where we feel like there's only room at the top for certain people to a mindset of abundance. Because here's the truth. When you're focused on creating a legacy, competition becomes irrelevant. There's no such thing because you're building a category of one, something that stands on its own and something that inspires others to come alongside and contribute. You're turning your message into a movement that other people want to be involved with. So as you build your business, I just want you to remember that connection. Is one of our core values, one of my core values, and. I just want you to know that you're in the right place if you believe the same thing.

Authentic connection is how we build resilient, impactful brands, brands that last beyond us, brands that are successful no matter what's happening in the world, and that contribute to something bigger than just the bottom line. So on that note, I want to dive into some common myths about competition versus collaboration, because working with so many clients in the past five years since I've started this business, I've seen a lot of people that operate a little bit more from scarcity and that happens subconsciously. Even to me to this day, I'll find myself having some of these thoughts and then I have to reframe it and say, no, Tiffany, like that is not how we operate. This is not how we're going to do it. But sometimes when we're rolling on social media, certain things capture our attention and our minds can go kind of in the gutter for a moment. Right. And by in the gutter, I mean more scarcity. Right. But if you're listening to this, I know that you do not operate from scarcity mindset by default. You're past that. Yet, I think it's still relevant to cover these because even those of us who know that going into 2025, we're looking at possibilities. We're not shutting down our businesses. We're not moving into scarcity. We're looking at how can we create more beauty, more growth and make the world a better place. Right. So myth number one is if others succeed, there's less for me. Again, you probably don't

think this on a daily basis. It's those sneaky subconscious things that come in where you see somebody else doing what you're doing. That's super successful. Wondering why they're getting the limelight. And you're probably even a better expert than they are. Not a better expert. Maybe a more seasoned expert or you have more actual training or more actual credibility. But because maybe their brand is positioned better or they they're really good at marketing. They appear to be more successful. And that's part of it, too. Right. Is appearances and vanity metrics are one thing, but we don't know what's happening behind the scenes. And the idea that success is a limited resource is a powerful myth that keeps us trapped. The truth is success expands as we share it. When we collaborate, we add more value, more potential and collaboration creates a bigger pie for us all. There is enough for us all. And you probably already believe that. I'm probably not telling you anything new, but especially in this political climate, those little niggling mindset. You know, scarcity pieces can come back to haunt us. So I want to remind you that. We can celebrate other successes without feeling diminished. And so, for instance, today you're scrolling through social media. Maybe you see someone with a massive win and you feel that little pang. I want you to remember to reframe that to what's possible and get excited for the possibilities. This reframe really helps for me. And I can't tell you how many clients when we're going through the branding process and they're doing some research to see what else is out there. So we can make sure that they're positioned and differentiated and standing out as a category of one. They come back and they're like, oh, but so and so is out there and they're already doing what I'm doing and they're already way ahead. You know what? That's actually proof that people need your service or your coaching or whatever you have to offer. And there's more than enough to go around. So other people doing it and other people having those successes just means that that's possible and more than possible for you, too. All right. So myth number two, collaborating means compromising my uniqueness. Right. We all are shiny, unique unicorns. And that's true. Nobody out there is doing things exactly the way that you do it. And that's part of your differentiation. That's part of your magic. That's part of your special sauce. But this myth is tricky for all of us. Our brands are deeply personal. They reflect who we are, what we stand for, the difference we want to make. But collaboration doesn't mean giving up what makes you unique. It enhances it. And in my work, helping people build their legacy brands, I've seen it time and time again that partnering with others actually brings out more of what makes us special. Think of collaboration as a spotlight, amplifying your unique voice, not silencing it or diminishing it. And again, you may already be collaborating and you already may be feeling the absolute benefits of that. But these sneaky myths can come in the back door and start speaking to us when maybe a collaboration doesn't go the way you planned or somebody doesn't fulfill their side of the collaboration. And so one thing I do recommend thinking about is who you are partnering with, because your brand ultimately is your reputation. And so it is important to ensure that your values are aligned with other people. Maybe that you have actual written agreements with other people, because what they do in business will eventually reflect on you. And most of us have probably seen the value, but also the downside to how that can affect our businesses. So I want to be real here. I'm all about being transparent and real and not having toxic positivity about any of these situations, whether it's the politics and what's happening in our country or what's possible and what could happen in our businesses. And collaborating only enhances your uniqueness if it's done in the right way. OK, so final myth number three is collaboration will slow me down. Most of you listening are probably going at the speed of light,

building the plane as you fly it in your business, because that's how I've been in my own business. I built it really, really quickly. I built it without looking around, without looking back, and it served me well. But at the same time, I didn't always take collaborations as deep as they could have gone. Or I freely admit that I build deep relationships, but sometimes I'm not the best at cultivating them in the long run, not because I don't want to, but because I don't want to. because I'm moving at the speed of light, right? And that's not for everybody listening. Some of you are much more measured and take a slower pace, which I admire. I'm working on that myself as a quick start. And those of us who have that sense of moving quickly and making things happen, this myth applies to us especially. And it's easy to think that working with others means things will take longer. And I think maybe this myth comes from those of us who were in the corporate world. And we wanted to leave the corporate world because the red tape and all of the politics slowed things down to molasses. And it drove those of us who are true entrepreneurs at heart freaking crazy because we didn't wanna move that slow, right? And so we found we loved entrepreneurship because we could move faster. And sometimes we feel like maybe we'll lose some control over our vision if we're collaborating. But the truth is collaboration often speeds things up by adding new ideas, skills, and connections that can open doors we didn't even know existed. When we collaborate, we get to work alongside people who bring out the best in us if we're selective, who challenge us and who share the journey. Instead of slowing us down, collaboration can actually streamline our path by multiplying our resources and creating greater momentum. In a world where many of us are striving to create lasting impact, there's no faster way to accelerate than by joining forces with others who share our vision. So the funny thing is, is all this talk about collaboration, I could easily pitch you something now and say, join me in collaboration, but I'm not going to do that. Because I've been very transparent again in my own journey, my 10X journey, I actually just closed the doors to my community where we were all about collaboration because my main focus is serving clients in my sweet spot, which is creating legacy brands. So I actually have nothing to offer you here today other than words of wisdom and hopefully just reminding yourself of how powerful you are and to look for new powerful collaborations and resources in 2025. So to close this out today, I'd like to do something a little different and guide you through a short meditation and prayer, something to center us, to bring our intentions together, to really put some powerful energy out into the world. And this is not coming from any certain religious angle. I simply felt really called to offer this to you today when I looked at my own calendar and seeing that this podcast was going to launch on election day, I wanted to really come together on this monumental day. And we all have our opinions on who we're voting for and what's going to happen and how we want it to happen. And I could go off about that, like I said at the beginning of this episode, but one thing I know for sure is there has been turmoil in the world, in our country for years. And it's a human thing because there's competition and we will move through this together, whatever the outcome is. And I have to admit there's moments where my own fear has come up to haunt me of like, oh my gosh, this election could make or break things in a certain way. And I also know that we are resilient. We will move through this. And that being said, the more of our positive intentions coming together right now, the better, which is why I wanted to move us through this quick guided meditation slash prayer, whatever you want to call it. So as long as you're not driving, I invite you to go ahead and take a moment to find a comfortable position. If you can, close your eyes and let's slow down for a moment. Let's take a deep breath in together, filling your lungs

with air, holding it at the top for a moment and then slowly releasing it. And on your own time, do that two more times. Give yourself the space. And maybe you're listening to this podcast episode after election day. I still invite you to move through this and create and cultivate more positive intentions for our world, for our country, for our businesses, for our families and for your personal life. And let your shoulders relax. Let your spine get straight and let go of any tension that you may be holding. And let's begin by visualizing our world. Maybe you're visualizing it from the viewpoint of outer space, seeing this rock that's spinning in the universe. And I just want you to pour your positive intention. I want you to pour your positive intention on the earth as it's spinning and just whatever comes to you in this moment, pour that onto the earth. And then I want you to zoom in specifically on your specific country. And because I'm in the United States and it's election day, I will encourage you, if that's you, to zoom in on the United States specifically, just envisioning the people from around the world the people from coast to coast, all walks of life. May we each hold a vision of unity, a vision where collaboration replaces competition. May we lay down differences in favor of working together for the greater good. And maybe this won't happen overnight, but I believe the more intentions we put out there, the more it's bound to happen. May our leaders and our communities be inspired to lead with love, openness, and respect for one another. And let this unity grow one connection at a time. And I'll give you a moment for whatever way that comes up for you to pour into our country. And again, it can feel like the way the world is, the way our country is now, how is this even possible? Maybe you and I are planting those seeds today and how beautiful would that be? Now, let's turn to our own purpose and the work we're here to do. May each of us find collaborators and supporters who align with our values and our mission. May our businesses be sources of inspiration, creating ripples of positive change in our communities and beyond. And may we remember that every single one of every small act of kindness, every bit of connection is a step towards the world we wish to see. And as we wrap up, I urge you to take a moment to feel gratitude for this intention we're setting together, an intention for unity, for purpose, for positive change. Because I do believe that sometimes things have to get worse before they get better. So as you breathe deeply, feel yourself rooted in this purpose, and I'll give you a moment to just share whatever prayer or insights and put that out into the world, whatever you're feeling called to in this moment. And as we wrap up today, I'd love to invite you to take a few moments and journal how you can foster collaboration in your business more than ever as we step into and closer to the new year. You may be working in a silo and realizing that you really miss partnering or you need to partner and collaborate more with others. Or perhaps you're already steeped in collaboration, but there's ways you could take it to the next level. I truly believe that over the past 10 years or so, we have come to the culmination and the rise of the masculine energy. And we've been pushing and striving. And I think it's time and I believe it's time to move into a more feminine energy of creation. And not leave the masculine behind because our businesses wouldn't prosper or thrive without it. But how can we really blend them together? How can we step into a more feminine energy of creation? And with that comes true community building. You know, the idea of it takes a village approach to raising a child that we've lost over the years. The same is true that in building a building the same is true that in building a business or creating positive change also requires a village of support and shared purpose to succeed. That's all, that's what I'm going to leave you with today. If you have not already, please go vote. Let's hold the intention for positive outcomes. And again, maybe it's not gonna happen right away because

sometimes chaos needs to happen for things to grow into a more beautiful outcome. But we're here planting those seeds today together. And stay tuned, I have a ton of juicy and disruptive content coming as we close out this new year. I'm going all in on my own 10X journey which I've started planting the seeds and sharing with you. And I really want to encourage you that this is the future. And next year is going to be the year in so many ways for so many of us. So you're not going to want to miss it. Keep tuning in. I'd love to hear from you on LinkedIn or via email. If you have any takeaways, have any questions or simply want to know that you have amazing progress coming your way. Sending you so much love and light and we'll see you in the next episode. 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 Tiffany Newman 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 to learn more about how to create your legacy brand by going to [yourlegacybrand.com](http://yourlegacybrand.com). Remember that what you leave behind is not what's engraved in each day's monument, but what is woven into the lives and hearts of others. What are you doing today to inform others to leave your legacy?