

S2: E104: A Gratitude Practice for Business Success in 2025

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. Hey there, welcome back to the Your Legacy Brand Podcast. Today we are diving into something so close to my heart, which is gratitude. With Thanksgiving just around the corner for those of us in the U.S., it's the perfect moment to pause, reflect, and cultivate gratitude in general, but also specifically for how far we've come. Gratitude is often touted as the key to abundance and manifestation, which I agree with, but simply writing something down you're grateful for isn't deep enough. So today we're taking it further and much deeper than just your typical gratitude practices. We're going to break down different stages of progress that have led you to this moment. I realize that it's a busy time of year, and I encourage you to block, say, a half an hour to one hour today to do these quick exercises I will walk you through to begin to set the stage for the most amazing 2025 possible. So go ahead, break out a journal, and or if you are busy in the moment, just save this and come back. Don't skip it because I promise you this is going to be a game changer as we head into the new year. Because gratitude isn't just a feel-good exercise. It's actually a powerful tool for transformation, and it's one of the best ways I know to fuel sustainable growth in both life and business. So if you're ready, let's go on a journey to honor everything you've achieved and set intentions for an incredible year ahead. So I'd like to start with a structured reflection exercise. Today isn't just about listening to me and hearing what I have to share with you. We're actually going to do some work together. I'm going to guide you through looking back on this past week, month, year, and then finally three years because each phase has brought you closer to your vision, even if it's hard to see sometimes. And as we talked about last week, we want to be looking at the gain versus the gap. The gain looking backwards, how far we've come versus looking forwards and how far we are from where we want to be. So again, go ahead and grab your journal and let's begin. So think first over this past week, what small wins or moments brought you joy? What's one thing that you're extremely grateful for that happened, even if it felt significant at the time? It could be a breakthrough idea, a new connection, or even just a moment of peace. Go ahead and jot that down. Now we're going to look at the past month. Let's zoom out a little bit. What has shifted or moved forward in the last 30 days? Maybe you took a courageous step, made a big decision, or leaned into self-care in a way that was new and different and really served you. Reflect on a lesson you learned this month and also why you're grateful for that. And again, feel free to pause as you need the time to write, but I'm just going to keep going for the sake of this recording. Next up, we are going to look over this whole past year, 2024. What are you most proud of? Think of three things, whether they're big

accomplishments or small, consistent actions you took that got you closer to your vision. Evaluate each step of your journey, whether it brought smooth growth or challenges that actually strengthened you. These could be personal or professional. One thing for me that I did specifically was really dig deep and make sure I had time carved out for my family first, which really shifted my schedule a lot, and I was able to keep up with business and serve clients just as well or better because I had a solid action plan. And that's just one example, but what are three examples for you? Okay, finally, let's go even further back. Think about where were you three years ago towards the end of 2021? Who were you then? What were your dreams? Reflect on how you've grown, the mindset shifts you've made, and the progress that maybe felt impossible back then. Sometimes we forget just how much change and growth can happen over just a few years. Go ahead and give yourself some time, journal about all the things that come to you about where you were versus where you are now. This exercise isn't just a look back, it's a way to measure your personal and business growth from a place of gratitude. Remember every step you've taken, every lesson you've learned has brought you closer to creating your legacy brand. Now let's go beyond business. While we're focused on building brands, we're also deeply connected to the people, experiences, and values that shape our lives. Gratitude expands when we share it. So let's reflect on the people who've been part of your journey. Start by thinking of those who have supported you this past year. Maybe family, friends, mentors, clients who've trusted you with their dreams. Take a moment, perhaps this week, right now I'm asking you to write it down, but maybe you want to reach out to them and express your gratitude in a new and different way. A simple message or note of appreciation can create a powerful connection and truly deepen those relationships. And then the key part, gratitude for yourself. You've shown up, you've done the work, you kept going even when things got tough. It's so easy to be your own worst inner critic, but today let's change that. I want you to take a moment to honor your resilience, your dedication, and your heart. Go ahead and journal for a few moments and give yourself gratitude. Because when you practice gratitude for yourself, you build that confidence in what you're capable of, which fuels your brand and business even more. Okay. Again, if you missed any of those, go back, re-listen, make sure you're actually doing the exercises along with me. Now we're going to move on to sharing a gratitude-based goal-setting exercise to help you set intentions for 2025. This exercise combines gratitude with vision setting, so you're inspired by your past accomplishments as you think about what's possible for the future. And before we do this, if you've known me for a while, you know I talk about something called goal trauma. Now I want you to first allow yourself the space to dream, because oftentimes when we've set big goals in the past and we haven't reached them, the goal trauma will come back and set in, either keeping us from ever setting big goals again, and or when we create the goals, there's always these niggling little words in our brain of, how is this going to happen? What didn't happen last time? And a lot of that can be subconscious as well. So that's why I like to blend the gratitude and the looking back at how far we've come before we talk about moving forward. So we can move past any goal trauma that's been hanging around and really work through it. So start by listing three achievements from this year that you're most grateful for. Now I know we kind of talked about some earlier, I want you to list more achievements. So maybe you got on your first podcast, maybe you got on the biggest podcast that you've always dreamed of. Maybe you had an amazing new client that you always dreamed of. Maybe it was not the best year and it hasn't been for a lot of people, but you can still say

you've made some really deep relationships with new colleagues, or you took a trip you always dreamed of. Everyone will have three achievements on some level that we can list. This helps you anchor in the game. And again, we're focusing on where we've come and not comparing it to anyone else. Now for each of these achievements, I want you to write down one area where you'd like to grow even further. For example, if you're grateful for consistent clients this year, your growth intention might be to deepen those relationships or expand into a new market. Or if you were on your very first podcast ever, maybe it's to be on 12 new podcasts this year. Think about what that is for you. And then last for each intention, I want you to create what I call a commitment statement. This is actually something that I've developed for the branding process when we create new goals to infuse into the long-term and keep by our sides. For instance, in 2020 funding five, I am committed to nurturing my client relationships by offering more value and connection by offering X, Y, Z. We want it to be super specific. Or in 2025, I'm committed to speaking on at least five big stages. What is that for you? So we'd have three commitment statements. The nice thing about this too, is they're not these massive goals that can induce more goal trauma. These are commitments that we're making and striving towards them is all that it takes. It doesn't mean that we have to meet these goals, but we're working towards the goals. And the gratitude-based approach to goal setting helps you stay grounded in what you've already accomplished while inspiring a growth-focused path for 2025. All right, I hope you found this helpful so far. Now as we wrap up the episode, I'd love to move into a gratitude meditation for you. One that's going to help you cultivate an abundant mindset for the new year. It's designed to anchor you in that gratitude and open you up to the growth and possibilities that lie ahead. Because yes, this world is a crazy place and this year has been very interesting. And I truly believe for those of us who band together and stay focused on our goals and serving, we will have the most amazing 2025 ever. So go ahead and take a moment to get comfortable. Close your eyes if you feel comfortable doing so and take a few deep breaths. Let's begin. Start by bringing to mind a moment of growth from this past year that you're grateful for. Picture that moment vividly. Maybe it's standing on a stage. Maybe it's earning a new amazing client. Maybe it's serving a large group. Maybe it's a vacation that you took with your family that you never thought possible before. Picture that moment vividly and I want you to feel the gratitude welling up in your heart. Feel the moment and how grateful you are. And let that feeling expand throughout your whole body. Now go ahead and think of someone who supported you this year. Maybe it's a friend, a mentor, a client, a sibling. Whoever it is, picture their face and feel the gratitude for their support, mentally sending them thanks. Imagine your gratitude radiating out to them, filling them with support, warmth, and appreciation. Now, I'd like you to bring your focus inward and reflect on your own strength, resilience and dedication, allowing yourself grace because nobody's perfect. And imagine a bright white light within you, a light that represents your commitment to your journey, your dreams, and all of those that you have served, are serving or will serve. Allow yourself to feel gratitude for everything you've done that has brought you to this very moment today. Just allow that white light to fill you, giving yourself gratitude and grace. And then imagine that expanding out into the room, into your home, into your property, into your city, and out as far as you can imagine. And now with all of this gratitude anchored in your heart for moments, for people and for yourself, let's look ahead to 2025. I want you to visualize yourself growing, expanding, and stepping confidently into a year of abundance and impact. See yourself reaching new milestones. I'll give you a moment to visualize milestones

you may have been already thinking of, or maybe new ones are coming to mind now. See yourself building deeper connections, because ultimately, deep connections and relationships are what businesses are founded on. And last, visualize yourself feeling fulfilled in your purpose. Take a deep breath, feeling that vision as if it's already happening, letting gratitude guide your path through 2025. And as we close, I want you to set a personal intention for the coming year. It could be a word, a feeling, or a specific goal. I'm going to give you a few moments to let that rise up for you. What intention is going to serve you most in 2025? Let this intention settle into your heart, trusting that with gratitude, anything and everything is possible. Let's take one more deep breath together. And when you're ready, you can gently open your eyes. Thank you for joining me today in this journey of gratitude. Reflecting back is such a beautiful way to honor the journey that we're on together. To take every step and to see that growth isn't just about big milestones. It's about the small, steady progress too. Because if you're here, I know you're in it for the long game. As we head into 2025, remember that gratitude isn't just a practice for Thanksgiving. It's a mindset, a way to stay connected to your vision, and a way to fuel your personal and business growth. I want to also share my gratitude and thank you for being here, for listening, and for sharing this space with me. I know that you're busy, and the fact that you're showing up and listening to my recordings, getting value, and also receiving is so special and means so much to me that you would trust me with your most valuable commodity, which is your time. I'm so grateful for you, and I can't wait to see all the incredible things that you create in the year ahead. Until next time, have a beautiful Thanksgiving if you're in the U.S., and a lovely rest of the week if you're elsewhere. Stay tuned for a juicy episode about building the brand and business you're called to, leaving the shoulds behind. We'll see you next Tuesday. 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 [totheunioncreative](#). 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 learn about how to create your legacy brand by going to [yourlegacybrand.com](#). Remember that what you leave behind is not what's engraved into said monument, but what is woven into the lives and hearts of others. What are you doing today to inform others that you leave your legacy?