

S2: E152: History is Repeating Itself, Will You Adapt?

Hey there, Tiffany Neuman here and welcome to the Your Legacy Brand podcast.

If this is your first time, welcome in. I'm so happy you're here and if you've been listening for a while, welcome back.

I'm so grateful for you and I want to dive right in today with a question. It's kind of an obvious question.

Have you noticed how quickly the online space has changed and is changing?

Unless you've been hiding under a rock, I'm sure you're saying, yes, Tiffany, duh, or shaking your head, yes, right? Because what worked even 18 months ago doesn't seem to land the same way today. I've seen that for myself and my clients. So we're being asked to pivot quicker and it's not just about tools or tactics. This is actually about identity and if you do listen to the episode often, you hear me talk about identity all of the time.

Now, this episode isn't just about identity but I wanted to call it out right away because I truly believe the leaders who thrive in this new era are the ones who are willing to reinvent themselves, right?

You can't just stay stagnant because otherwise your business will do the same and right now online feeds feel like standing in front of a fire hose. Content coming at you from every direction. It's polished, it's professional, and it is non-stop and yet what I found actually is cutting through the noise isn't more noise.

It's the rare signal of humanity and we've seen this with every major shift in history, right? It creates two kinds of leaders. There's the ones who cling to the old way of doing things and the ones who reinvent, adapt, and rise and we're living through one of those shifts right now.

It's like the moment in history when people traded their horses for cars. No one asked if they wanted to make that change. It just kind of happened. Of course, that change was way slower than what we're experiencing now.

Another one that comes to mind is and this dates me but like in college I was still I was in art school and I was still using film camera and we would develop in the dark room.

Now mind you they had machines. I'm not that old but it was an art school so we were still in the dark room and oh my gosh I loved the dark room.

So I'm typically an early adopter to like technology and things like that but when it came to that I was like no this is an art form. Photography should not be digital, right? And I held on to that for a pretty long

time but now no. Do you think I have a film camera? Well I actually do still have the film camera but do you think I use a film camera? Absolutely not.

I mean we can carry around an incredible camera in our pocket, right? Now what do you think happened to those people who just like never shifted and wanted to do photography with film forever? Now there are some people who might still be doing that as an art form but if you're doing it as a business probably not, right?

And so this is the question that we all need to be asking, right? Are you going to adapt or get left behind? It's exactly like when the horses moved to cars, it's where we are today.

So another question that is really important that I want you to ask yourself in this moment is am I building my brand for yesterday's market or tomorrow's? Not even just today because this shift is only going to continue because the way you showed up a year ago won't carry you into what's coming next.

With all the new technology flooding the market, especially AI and everything AI, it's easy to believe success will come down to who has the best tools or who has the best LLM or who knows the tools the best.

But in reality the leaders who will win are the ones I believe that stay the most human.

And this is actually where AI comes in because most conversations I've been having people are falling into two camps. Either extreme optimism for these shifts and changes or extreme fear, right? And the thing is I believe the opportunity isn't about picking a side.

It's actually about learning how to blend AI as a tool with the one thing that it can't replicate, which is you. And so that's really what we're diving into today in this episode.

And just like that shift from horse and buggy to automobiles, AI is literally changing the infrastructure.

Instead of the infrastructure of roads and you know how we went about them, it's changing the infrastructure of business and the way we communicate. Content is actually infinite now. The pace is faster and the landscape is starting to look completely different.

And here's the flip side. The more the internet is flooded with solely AI-generated content with no soul, the more valuable your human presence becomes.

Because AI can create words but it can't replace your wisdom. It can generate ideas but it can't replicate your lived experience. And it can mimic your tone but it can't embody your actual care, empathy, or connection.

So the value is never going to be in producing more as we move forward. It's in creating meaning backed by your trust and authority.

So this is why I believe reinvention is essential right now. Not just a good idea but essential.

Because if history taught us that when cars showed up the people who clung to their horses didn't last, we're at that same kind of turning point. Reinvention is essential.

So instead of asking how do I produce more, how do I produce it better, the question is how do I show up in ways that AI never could.

So for entrepreneurs like you that means, and like myself, leading with story not just information and centering on your values and identity not just tactics. And then it also means when you're able to showing up live, in person, in video, or at least in photos that are not absolutely perfect.

Because we all can tell typically when something is fully AI right. And presence cannot be faked. And your presence can energetically be imprinted on those things. So here's actual three solid takeaways for you today.

Number one, and we've touched on this, but I want you to anchor in your humanity. So like I just mentioned, share stories, also share your clients' breakthroughs. Now we all know how powerful testimonials are.

That's going to become more powerful when you have them on video or when you can show that that's a real person. Unfortunately people sometimes fake testimonials and that's really not cool but it happens.

And so for people to really know it you need to either have photos of the real human or even better videos of the real human.

Also sharing your lived perspective right. And so showing up as that authority.

One example of how a client shifted recently was she was really hiding behind the scenes in her business. And I get quite a few clients, some of them are like hey done there been that it's totally good.

You know it's been a long journey for me and honestly I still show it like if I had a choice I would show up behind the scenes and I just love shining the spotlight on my clients. But I know for business and for people to trust me and trust the process I need to be visible and I need to show up as that authority right.

And so I love helping clients through this. And so when we really worked to help her shift from hiding behind the scenes and a business name to her actual name and really become the spokesperson for her

brand that human presence created exponential opportunities and her business truly took off because people energetically could feel her presence right.

Instead of sharing just like a beautiful mountain with a quote on social media which is what she used to do now she's showing up in her authority okay.

So what does that look like for you? Maybe you're already comfortable showing up but what is that next level of anchoring in that humanity for you? Next up is leveraging AI for scale not soul right. Now I absolutely want to make it clear that I'm not saying not to use AI. I use AI every single day. I love it. I happen to be on more of the excited for this shift because I am an early adopter and it saved so much time in my business and I've trained so many clients how to use it to save time to save energy all of the things right. But you cannot use it for the important pieces of your business and brand right.

So please use AI for brainstorming for research for repurposing but filter everything through your voice. One of my favorite things to do is help people utilize AI after training it with their voice and stay tuned because we have some exciting announcements around that around the new year.

But I also want you to make sure that you're not outsourcing your soul and that sounds kind of scary but it's true.

I've seen so many people letting AI guide all of their decisions. So yes AI helps me and a lot of my clients stay prolific with things like content but frameworks metaphors breakthroughs actual trademarked pieces of the brand always come from me and that's the soul of the brand right.

And so protect the soul of your brand do not outsource it.

And then last but not least I always circle back to identity.

I want you to think about upgrading your identity as a leader because reinvention isn't about tools it's who you're becoming.

So in my own business this has looked like stepping even deeper into thought leadership speaking on stages being a guest on other people's podcasts being the human and the identity of a thought leader using AIs for support but focusing on being more present more human and more visible in the ways that matter most.

And so what does that look like for you? And really excited I want to share briefly that we are close to wrapping up brand alchemy. The first time I've ever offered this for a group of people

I've taken a lot of one-on-one clients through my brand alchemy process where you literally upgrade your identity move past your limiting beliefs allow in receiving and really let go of old money stories and so much more.

Breakthroughs that I could talk about but it was so incredible to watch these incredible business owners some of them had been in business for 10 plus years and really have a great foundation in their business.

But there comes a time that we all hit those upper limits and a lot of people are hitting them right now just because things are moving so quickly.

Maybe they're not adopting as faster than others as far as AI and this new technology goes and they're feeling lost or what's used to work like clockwork isn't working anymore there's it's different for each person.

But I just want to celebrate everyone and if you're listening congratulations!

You know brand alchemy is such a game changer and so I just really want to encourage you to anchor in that humanity leverage AI for scale not soul and make sure you're upgrading your identity as a leader and I get it reinvention can feel scary.

But let's go back to that horse and car shift for just a moment for those who adopted it quickly life didn't just change it expanded roads connected towns they got there so much faster entire industries were born.

And again here we go we're in that again in a whole new era so the entrepreneurs who reinvent now blending that AI efficiency with human trust story and authority are going to be the ones leading the next era that I'm pretty sure of.

And I don't know about you but I plan on riding that wave so instead of resisting the change and maybe you're in the camp and you're already embracing it but I want you to use this opportunity to rise so.

Leverage the tech but double down on your humanity that's what's going to make your brand magnetic and unforgettable.

If you're ready to reinvent your brand for this new era to integrate AI smartly while building a brand rooted in your authority and presence I'm here for you.

You can book a call and we can map your reinvention strategy together and decide what that best path would be for you.

And as always if it's not a good fit I will be the first to let you know and introduce you to somebody that I think might be a better fit so check out that link to book a call with me down below.

I hope you took some massive takeaways from today or at least are really inspired to take that next action step towards really leveraging tech without losing trust.

Have a beautiful rest of your day and we'll see you on the next episode.