

## S2: E160: What 2025 Taught Me About Business, Branding, and Being Human

Hey there and welcome back to the Your Legacy Brand podcast. This is your host Tiffany Neuman. Welcome in if this is your first listen and welcome back if you've been on the journey for some time.

Today is going to be a little bit more personal of an episode because I'm typically serving you and talking about you and I want to reflect a little bit more because I think there's a lot of takeaways from some of the realizations that I've had for myself when I reflected. I did my year-end reflections recently and wanted to share a lot of those with you because I do think that they're probably universal in a lot of ways and there's some really good takeaways that were for me that I thought could also benefit you. So we're closing out another year, a big one, a messy one, a transformational one, and I was reflecting on the fact that 2025 was the year that I finally understood what it really means to build a brand, a business, and a life that truly supports who I'm becoming.

Not who I was before motherhood, not who I was in corporate, not who I was when I launched this business, not even who I was two years ago. 2025 asked more of me and it also gave more back. It stretched, refined me, softened me, strengthened me, humbled me, expanded, often all in the same week.

I don't know about you, but the week oftentimes would fly by, the months flew by, the year flew by, but now that I reflect on it, it also seemed really long and it's such an interesting paradox. So I want to share some of the biggest lessons this year taught me about business, branding, leadership, and just being human so you can take these into your next chapter and next year as well.

Lesson number one, sometimes you have to slow down to speed up. I know you've probably heard the phrase before, but this year I truly embodied it more than ever. I've embodied it in the past and I've had seasons, but the entire year I realized I needed to slow down to speed up. And if you've been watching the journey from behind the scenes, it may not look like I slowed down at all, but I did in a lot of ways. And what I haven't shared a lot is that 2024 last year was not a great business year for me. The numbers weren't where I wanted them to be, the energy started to feel a little bit stagnant, I questioned a lot, and I wondered why certain things weren't moving the way that they used to. But instead of forcing harder, I trusted my to what I was being called to create, not what others said I should create, not following what others were doing.

And that slow down led me to the most important breakthrough of my entire business.

A true vision of the brand operating system finally crystallized, not as an idea, but an actual system, product, and methodology. It's the clearest and truest thing I've ever built.

Slowing down wasn't a luxury, it was strategic acceleration. And as I went through my own rebranding process this year, which you've slowly watched unfold if you have been following me, and it's still happening, sometimes your business isn't stuck, it's just recalibrating for your next breakthrough. And we have to allow for those moments.

Lesson number two, giving freely is always the answer, but only when it's clean. This year, we've affirmed something that I've believed for a long time. Generosity always come back, but only when it's given without agenda, without expectation or people pleasing. In 2025, I gave more than I ever have. I've always been a giver, but I have to freely admit that a lot of it came from people pleasing, wanting to be liked, sometimes, even though I hate to admit it, with expectations. This year, I decided, you know what, I'm not going to overextend, I'm not going to burn myself out, but I am just going to give freely and be generous. Not like I always have, though, in a new and different way, with ideas, support, insights, introductions, resources, praise, referrals, spotlights. And what I found is this, when generosity is aligned, not performative, when you're giving because you're called to, not because you're trying to win a favor, but also not trying to people please or ensure people like you, the universe will move mountains to support you.

This is how aligned partnerships form. This is how opportunities show up. This is how I dubbed the tagline in my mastermind, you can't make this shit up. And this is how doors open that you didn't even know existed. So as you step into 2026, I encourage you to rethink your generosity, and really be strategic with also just allowing it to flow.

Lesson three, God always provides even when you don't see the path. Now, I don't really talk about my spirituality, and I'm not going to get into it.

And I am open to all beliefs. I believe there's a space for all. I believe that actually, they're all trying to say the same thing, which is that we need to leave from love.

So without going into all the depths of this, whatever your beliefs is, maybe you don't use that term, maybe you use universe, maybe you're an atheist, and you want to call it science. I do believe that there's a magnificent God that created everything that we experience here in this plane where we are walking around in these earth suits. But whatever that is for you, I want to just talk about faith for a moment. And I don't really ever talk about this. But I can't not share this episode without bringing it up. Because it was probably the thing that made the biggest difference for me.

Spiritual faith, but also entrepreneurial faith. Like I said, 2024 was kind of hard, financially, energetically, and somewhat emotionally. But I kept coming back to one truth.

If you stay aligned, God, the universe, always provides the next step. Not the entire scare case, just the next step. And then this year, 2025, literally became my best year ever.

Better than anything I could have manufactured with forcing or hustling or trying to do it myself. Now yes, credit where credit's due, I did come up with good ideas, and I did do work, and I did serve, and all of the things. But when I saw miracle after miracle happening, I couldn't do that all on my own.

My offers clarified, my message deepened, my clients rose up, my own energy stabilized, the brand operating system came to life, the right partnerships started unfolding effortlessly. When you build with integrity and intention, the path always reveals itself, even when you can't see the direction. So as we step into 2026, I guide you, I encourage you to allow things to unfold, trust your intuition, do the work, still invest in people that can support you, but always hold the faith, and if you're in hard times right now, know that this too shall pass.

Lesson number four, shifting completely to AI. Use AI, but do not outsource your decisions to it, or sometimes I like to say do not outsource your soul to it. I love my AI, you know that already, I use it daily, it's made me more creative, more prolific, more efficient than ever, especially as an ADHD woman, business owner, I'm all over the place, I make a lot of shit happen, but AI has made it happen faster, which is really awesome. But here's the hard truth, AI is an incredible co-creator, but it's a terrible, terrible CEO and strategist for your business. We've all heard of AI slop, and I've heard a lot of people saying that they use ChadGBT for their counseling, for their decisions. I get it, I get that it's nice to have somebody that caters to you, and panders, and tells you you're doing a great job, but I would like to suggest that we stick to humans for that.

I've watched a lot of entrepreneurs starting to treat AI like a savior, the tell me what to do energy, write my strategy for me, replace my discernment energy, it's dangerous. AI can accelerate your brilliance, but it can also accelerate your confusion, your misalignment, and your shadows if you're not grounded. I know people might not agree with me on this, but just like the last point in the last lesson, I am here speaking my truth, and if it's not your truth, I totally get that, and we can agree to disagree. But I do want to encourage you to really lean into your own intuition, your discernment, and your leadership, because they're irreplaceable. We've been given these human forms and these beautiful brains for a purpose, and it's not to outsource them. I truly believe in 2026, the industry will split into two camps, those who use AI with consciousness, and those who let AI use them. Choose wisely.

Lesson number five, say what's really on your heart. This year, I stopped sugarcoating.

I finally let go of the identity of the corporate woman, of the mother that was always nice, of trying to please people. I carried a lot of masks, the polished leader mask, the speak with diplomacy mask, the don't rock the boat mask, especially the corporate mask. And in my coaching, for years, I softened truths because I didn't want to hurt feelings.

But in 2025, I ripped off the band-aid. I always told the truth. I always led with integrity, but what I realized was I always sugarcoated it previously.

Now, I don't sugarcoat it. I share what's on my mind with love, clarity, and kindness, but with strength. I finally said, that opt-in sucks.

Your launch is way too complicated. You're putting all your energy in the wrong places. You're hiding behind nice copy instead of stepping into authority.

You're trying to rescue people instead of leading them. And guess what? My clients thanked me and had the biggest breakthroughs of their business. What I want you to take away from this, and I wish I would have learned earlier, but again, all things in divine timing, when we as leaders tell the real truth without sugarcoating, people will rise to the occasion.

Lesson number six, own your gifts, own your weaknesses, and take action accordingly. Like I said, this year was a big one for me. I leaned fully into what I'm world-class at.

I stepped into my genius and not just focused on what I was excellent at. Branding, positioning, energetics, futurism, pattern recognition, simplifying complexity, intuition, and thought leadership development. And I finally admitted where I needed support.

Implementation, social media, which is why I left it for the most part, back-end operations, certain kinds of marketing tasks, overthinking, that's probably my Taurus energy, and over-functioning when stressed. This is me being real and being raw. And what I realized is when you can stop trying to be superhuman, you can finally allow yourself to be brilliant.

Owning your gifts and your limits is a form of self-respect. So I invite you today to make sure to tune in next week because I'm going to take you through a step-by-step brand reset process where the things that I've been talking about this last month of 2025, future-proofing your brand, my trend predictions for next year for marketing, the next wave of thought leadership, and what I learned in 2025, I'm putting that all into a methodology for you to reflect on your year. And I've said it a few times over the past few weeks that no fairy godmother is going to come boop you over the head and tell you it's time, you're finally ready, you can claim your expertise and leadership. So if you can, just take ownership and everything will shift.

Lesson seven, prioritize family and let your business support that. This year, I really did double down on what truly matters. My immediate family comes first, always. And I'd like to say it always has, and by most means that's the case. But the truth is, there was nights that I would stay up recording this podcast when my daughter maybe wanted me to snuggle in bed for a few more moments, right? And so giving myself grace and not looking at the past with regret, and really I always have put family first, but this year I really doubled down on it.

Taking the summer almost completely off, there was so much that I did to slow down and spend more time. And something shifted. Instead of trying to balance work and family, I expanded my definition of family.

My clients actually became part of that ecosystem, not in a boundaryless way, because I've always turned clients into friends and was told by many so-called experts and coaches not to ever do that because it would ruin my business. Simply not true. But when I created more of an integration in the sense that I genuinely care for my clients and their wins as they were extension of my family. And so immediate family first, client second, everything else third. When I structured my business this way, everything felt lighter, aligned, and expanded. So I invite you whatever your family system looks like. Maybe you have furry friends, maybe you're caring for aging parents. I think we oftentimes think that we are putting family first, but really because we love our work and we want to make an impact and an income, we allow our work to come in front. And when we're with our family, we're working, we're thinking about our business, and when we're working in our business, we're thinking about our family. So I'd like to invite you to think about what does integration look like for you? Because integration is necessary to achieve harmony.

Lesson number eight, you don't need a new you, you need an operating system. Here's something I realized as I coached so many entrepreneurs this year.

People don't need new personalities. I know I talk a lot about identity work, but that doesn't mean changing your personality. It actually means releasing your ego and stepping more into your true self.

But also, we need systems. We can get stuck in just doing our identity work and our healing work and our human potential work, right? I mean, I'm the first to say I'm obsessed with personal development. It's always going to be part of me.

I'm always growing, always learning, and most of my clients are too. But sometimes we get caught up in that work.

Now, I'm not talking about rigid systems, not masculine hustle-coded systems or overbuilt funnels, but brand operating systems that reflect who you are, how you think, what your clients believe, how you serve, how you create, and how you lead.

The biggest transformations I saw this year in both myself and my clients came from simplifying, aligning, flowing, grounding, creating space, and building actual systems in our brand. Not the tech, not the funnels that fit who we are becoming. Because when your operating system is aligned, everything else becomes easier.

And to wrap us up today, I have some additional timely lessons as we step into 2026. These are just short quips that I've been telling myself. So we have the eight lessons that I shared, which I'll recap now.

Sometimes you have to slow down to speed up. Giving freely is always the answer, but only when it's clean. God, the universe, whatever that feels for you, always provides even when you don't see the path yet.

Use AI, but do not outsource your decisions to it. Say what's really on your heart. Own your gifts and your weaknesses, then take action accordingly.

Prioritize family and let your business support that. And you don't need a new you. You need an operating system.

Now, these are some other things that I want to add on that are just quick quips that I really think can make a big difference in 2026 for all of us. Warm audiences are gold. Don't sleep on them.

Your nervous system is your biggest business asset. Partnerships will outperform solo hustle. Visibility is shifting.

You don't have to be everywhere. Leadership is moving from performative to embodied. Trust is the new currency.

People want realness with boundaries, not rawness without containment. And don't ever outsource your intuition. So if you want help supporting and building your brand operating system, if you want clarity, grounded strategy, magnetic messaging for your next chapter, then I want to once again, if you've been following me and you haven't taken action yet, or if you have not been invited yet, I would like to offer you to join me in my upcoming brand clarity workshop at the end of January.

This is where you will see a demo of what a true brand operating system looks like. We'll start to outline yours. We will clarify your magnetic message, align your energetics, and begin building the infrastructure that will carry your brand into 2026 and beyond.

You can save your seat via the link in the show notes. It's normally \$97 because you've been following me on this journey. I'm gifting it to you today for \$7 if you use the code LEGACY, all caps.

And also, like I said, stay tuned because I'm going to be giving you an exercise to start the process next week in our year-end podcast episode called Your Brand Reset. And to wrap up today, 2025 taught me so much. The biggest lesson was that your next level, my next level, is waiting. But it requires our full presence, full truth, and full self. I'm so honored to walk this journey with you. If you enjoyed today's episode, please give me some five-star love so more people will hear about the podcast and or share this episode with a business bestie or colleague, and I would be so honored.

We'll see you next week for the Brand Reset session. It's actually going to take you step-by-step through a process. It's going to be magical, so don't miss it.

We'll see you then. Happy holidays, and we'll talk to you soon.