

S2: E178: The Hidden Cost of Misalignment (and what to do about it)

Hey there and welcome back to make your message a movement podcast. This is your host Tiffany Neuman and today we are going to talk about the hidden cost of misalignment and the idea around this came up because I was talking to someone who booked a call recently and who is in a season of her business where she's really ready to step on bigger stages and that's often where people come and work with me. Maybe they're starting a new podcast they're starting a new offer. They want to step on that TEDx stage they're just wrote their book and they're looking for publishers and just like many of you listening she wasn't starting from scratch, right? She wasn't a brand-new entrepreneur she had experience she had some results and the kind of work that genuinely makes an impact but there was a pattern that she couldn't quite explain she kept getting close close to the opportunity close to the conversation and close to being that person that was chosen to speak on the big stage that she was gunning for but it just wouldn't happen and there was no clear reason she just had a sense that something wasn't connecting and she couldn't put a finger on it so one of her friends said go see Tiffany and we had this call and I know what that's like if you've ever experienced something like that, you know, you're really looking forward to an opportunity and it just doesn't come through, you know, how frustrating that is because you don't necessarily know what can fix it what is exactly off or wrong? And so it always just feels like you're almost there and so I told her this is common it's not her fault and oftentimes your brand simply isn't aligning with the opportunities that you're going for and to her I shared the story of what happens when that almost there gets resolved so on the flip side one of my dear clients Shannon came to me in a very similar focus when we first met and this was a few years ago and she wanted to step into more speaking opportunities and really be seen at a higher level as a thought leader and as the expert she already is so we sat down and really looked at how she was positioned how she was being experienced in her brand and according to that rewrote her messaging developed her new website and really excited that she was able to speak at the UN last year now of course she has to be the caliber she has to be able to speak in that capacity, but she had been looking for the opportunity for multiple years and it wasn't until we shifted the brand in alignment that the UN saw her as the person she truly was and that kind of shift is so exciting to facilitate because it doesn't come from hustling and doing more and working harder. It comes from being a clear enough to be an easy yes, and that's what we're really diving into today because the space between almost and obvious is where a lot of people are quietly operating and it's also where a lot of you've worked out your offers probably worked really hard on your visibility so again, the issue is an effort. It's not being seen necessarily. It's where that effort is applied so I want you to think about this when you start to zoom out what often becomes clear is that everything has been worked on in pieces you may have heard me say before that oftentimes business owners. We build the plane while we're flying it right and I am completely true to this

as well. I'm always focused on my clients So my own brand takes a backseat like my website I still get comments that it's beautiful all the time and there's some outdated information that really needs to be updated My LinkedIn is out of date, right? Like there's things that we can easily let slide and To a point you can still be successful And the longer like I'm aware of those things and they're on my list and they will be updated soon However, oftentimes what I see is the longer those things sit out Then more and more start to add up and then it becomes overwhelming right So maybe it's refining messaging but in isolation little bits instead of looking at the whole ecosystem of your brand or updating little tweaks on your website Updating little tweaks on your website, but not necessarily in direct connection with your positioning Trying different frameworks approaches tools and maybe each one is helpful in its own way But not fully integrated with the others And this is a huge thing that i've been seeing lately Is people starting to use AI to speed things up to create content to bring ideas to life But without a cohesive structure guiding how all of the pieces fit together then what actually happens is The system the brand gets even more scrambled and actually sometimes even the person gets scrambled for instance I was on a call recently with one of my one-on-one clients and I could just see that like her nervous system was Like hijacked when she came to the call and I you know, are you okay? And she's like, yeah, yeah I'm, okay, and just seemed really kind of agitated and on edge so I had to take three deep breaths and you know, yes, this is branding work. It's also identity work And so I take it very seriously and you know Nervous regulation nervous system dysregulation is a thing. So Let's look at this and see what's happening And I had this hunch Just this intuitive thought came through is like, oh she's been using chat gpt a lot She did mention that she had been using it like a couple weeks ago And for some reason I just knew that she was using it so much that it had literally kind of scrambled her brain and I asked her I said have you been using chat a lot and this is Slightly before This is kind of like when people were transitioning to from chat to claude. So it was probably a couple weeks ago and She was like, yes, how did you know and I said it's just I don't know the way you're showing up I can just tell that something's off and she goes. Yeah, i've been using it for everything It's like my therapist and my business strategist and all of the things and i'm like, yeah How does how is that working out for you? Well, i'm actually more confused than I was before because It will tell me something's a good idea and then I question it and then it's like, oh, yeah, you're right That's a horrible idea. Here's a better idea Right. I think we've all experienced that and so ai is an incredible tool. It's in brand os But we've trained it very well and Trained it very well and the scary thing that i'm seeing is It's making people sound worse Just like everyone else. It's actually grabbing other people's ip And then people aren't doing the research to ensure that It's not already somebody else's ip It's stealing your ip if you're not careful And it's not set up correctly And so I don't say this to scare you. It's just the matter of we really need to Be mindful with it And it oftentimes causes more misalignment Than bringing things into alignment and i'm sure that's not the case for everything. Like again, I use ai every day Sometimes i'm like, how did we

live without this right? And we have to be mindful so Instead of one clear unified system What you end up with is something that's been built in these layers and individually. Maybe those layers are strong But a ton of people who are actually experts thought leaders incredible humans that just aren't as good at marketing and positioning and the work that I do And so it's not Your fault if that's you You are probably saying I just want to serve my clients I just want to stand on stage and speak I Simply just want to do my craft And so that's what I am here to guide you through is To be the expert and to have the results where it feels like everything is clicking So Really what happens is The issue was never those individual pieces It was the entire brand operating system And you've probably been working on parts of your business that were never designed to operate together in a cohesive way And no amount of refining these individual parts will fully solve something that exists at the level of the whole and so We almost can attune this to our bodies, right? Like I was just talking about nervous system dysregulation well What happens when you have all kinds of things happening in your body and you only address? one issue But the root cause the underlying cause is still there right so say with nervous system dysregulation You know, you're having all these symptoms shortness of breath or anxiety or whatever I actually don't know all of the symptoms of it however, i'm just making a point here is if we Just address the feeling maybe your shoulders are really tight all the time. I don't know you're going to the chiropractor You're trying to figure that out That's not going to solve the underlying root cause right? and so When you try to refine individual parts Kind of at random instead of creating the momentum. It creates a kind of quiet fatigue And you do the work and you show up But you don't get the full return of that effort that you're putting in And so Every time that someone checks you out and it doesn't land Every opportunity that moves towards someone clear Every time you hold back Because something doesn't feel fully aligned to you That's a cost and that's really where I want to help you and Everyone listening all of my clients because The biggest thing that I see people is saying well, i'll just wait for this opportunity Because I can't clearly articulate it or because my website is outdated or because xyz But over time that compounds and it's not because you're not ready Although subconsciously we all know that could be but that's beside the point It's because it's the way your authority is being experienced Isn't fully matching the level that you're operating at So I want you to just take a moment and step back and really picture your business as a whole the full experience And ask yourself does it feel like everything is working together? Or does it feel like a collection of parts that haven't quite been unified Because that difference is what determines whether your effort compounds or plateaus And it's why many people feel like i've tried everything this technique, you know this program this that And in a way you have you've tried the right pieces You just haven't brought them together in a way that actually resolves that root issue And this could be whether you've been in business for two years and you haven't got the traction you've seen Or like my client shannon who spoke at the un was in business for over 15 years And she had the quite a bit of success And she wanted to take it to that next level And so there's new root issues

at every level So when we're looking at building an authority brand The biggest piece of the puzzle is to first find those root issues of misalignment Bring them back into alignment and at the same time ensure That you are fully stepping into the new identity That this brand is portraying And this is exactly why i'm hosting an upcoming authority gap workshop This is a new workshop in the series of the brain clarity workshops that i've been doing over the past couple years I've been switching it up and adding new and different angles and exercises And really refining it and so this time around we are specifically talking about Everything in this episode but going deeper this feeling of being close of doing the work, but not getting the full return Is almost always a sign of what I call an authority gap It's the space between the level you're actually operating at And what people are able to recognize when they encounter your brand And that gap as I said earlier is where the opportunities are lost So the exciting thing is In the three-day workshop. We are going to make that gap visible And you'll walk away knowing Where your authority isn't fully landing right now Why ideal clients or decision makers might be hesitating? Even when they're interested and what needs to shift so when someone looks you up they see authority Not just potential So we are going to be hands-on hand doing exercises together and It's making what you've already built finally work together in a way that reflects your level It doesn't mean you have to burn everything down and start over unless you really want to It means let's look at everything as a whole Get rid of what's no longer serving you and add in what's missing So you really show up as the authority that you are So the Workshop is normally \$197 but for this community since you're part of my podcast community You can join us for just \$47 I've had clients for past workshops say it's close to a thousand dollars. It's better than many programs Programs That are weeks long that they've attended And so if you've been sitting in that almost space Or really just looking for that next opportunity And almost feeling like you're ready This is the work that closes that gap. So i'll drop the link in for you in the show notes and let's make 2026 the year when you went from a business owner to a thought leader Thanks for joining me I hope today really opened your eyes to how subtle the misalignments can be but also gave you a really sense of hope Of that it's not that difficult to fix if you just know the right processes So I hope to see you on the workshop and we'll be back next week to talk about identity authority And so much more See you next time