

Jump into 2021-Kelly Carlin

📅 Wed, 1/13 8:54PM ⌚ 30:15

SUMMARY KEYWORDS

initiator, business, perspectives, tasks, salesperson, resourced, voice, visionary, feel, vision, work, worker bee, process, people, dread, list, aspects, talk, marketer, ceo



00:05

Hi, everyone, welcome. My



00:06

name is Kelly Carlin. And my business is women on the verge go deep to take the leap. I am very excited today to bring you a little presentation that I've created for this summit. It's called your inner Board of Directors working with your imagination to bring ease joy, and more meaning to your business. So, being an entrepreneur can feel super, super overwhelming. I'm an entrepreneur, I know this, we feel like sometimes we're in over our heads, and that there are just too many things and systems and tasks that we're not quite equipped for. Maybe we have a vision, or a service or a product that we really want to share with the world. But many of us, myself included, are coming from other walks of life where we didn't quite learn the things, the systems, the tasks that we need in order to become a successful business owner. And of course, there's plenty of places to get all of that information, right. And, you know, admittedly, there are some things that we are naturally good at, there are some aspects of business building that we are naturally good at,



01:26

thank God.



01:30

But I have found that when I come up against the ways in which I'm not trained well or not, not naturally good at things, I tend to procrastinate. I turn to tasks that are easier to deal with, but don't really move me forward. Or at times, I have just given up. And I've done that a couple of times with businesses. So just to start here, just take a moment, just



02:01

sorry about that.



02:02

Not a big deal. But just to take a moment and think about some of the things or the systems or the tasks that you love about your work that come really, really naturally to you. That, you know, give you a lot of energy and juice and a lightness. I'm sure one of them pops into your head, maybe doing presentations like this is one of them talking to people, I love to talk to people, I'm a performer, I'm a writer, I had a solo show, I have a radio show, I have a podcast, this is what I love to do. So this part comes easily to me. Now I want you to think about the parts that you don't like or you don't do so well or that just fill you with deep, deep dread.



02:47

Yeah,



02:50

I hear you, I've got a couple of those too. Like, for me, marketing emails, oh, I just dread it so much. It just sets a pit in my stomach, whenever I think about having to do it. And I pretty much then turn to something else that's easier or more fun, or just, you know, lower hanging fruit, so I don't get around to them as much as I should. There are obviously lots of ways that you can be fully resourced for your business. Of course, if you have the financial means, you can hire folks to do all the tasks



03:23

that you hate



03:24

to do or don't know how to do. But that isn't realistic for most of us or for all of us until we reach a certain level. And there's always always going to be other things, even if you had a team that you run up against resistance or procrastination around or dread a little bit until you get into it. So what I want to do today is shared with you not so much about all the external tasks that we have to do in order to be business owners. I'm sure a lot of that has been covered in the summit here. And there's a lot of resources for that certainly out there. But my main work is as a life coach. And so I want to talk about the internal mindsets that can help us feel capable, creative, and energized about what we're up to. I mean, in the end, life is an inside job. So no matter where you are along the path of being a business owner or entrepreneur, this process we're going to do today or that we're going to do but then I'm going to talk about



04:33

today



04:34

is really useful. And like I said, no matter how financially resourced you are or if you have a team, this is also just a great thing to understand and to have which is your inner board of directors. So here's what I know. I know that we have everything within our own very mind and body and imagination, to access great knowledge and wisdom and most importantly heightened perspectives that can help us boost what we already know and do, and to uncover aspects of ourselves that may be more hidden from our conscious mind. Hmm. These aspects of self are available to every single one of us if you're human, and you're awake, they are available to you, inside of you right now is an inner marketer, an inner CEO, an inner salesperson, a SYSTEMS MANAGER, a visionary, a visionary, a visionary, a communicator, you name it. And those are just like the ones I've come up with for the business. You name the perspective, you name the role and it lives inside of you. You may not be aware of all of them, but they are there. Through my studies of psychology, I've studied union and archetypal psychology, I have my Master's in counseling psychology, and my training and certification through CTI coaching. But especially my work with teachers around this thing called the voice dialogue technique, which is an act of imagination technique, I have come up with, with a process that I use personally, a lot to support my own entrepreneurship and business, my my acumen by acknowledging, activating and implementing inner aspects of myself that relate to the business creator and owner and service provider



06:29

that I am.



06:30

So I'm going to now share my screen with you. And let you see a little bit of what I'm talking about here. I've got a little teeny, not a big PowerPoint thing, but I do have some things that I want to share. So I'm going to do that.



06:48

Okay.



06:52

All right. So here we go.



06:55

Sorry about that.



06:58

I'm only human here. And it's my first time doing a PowerPoint on this thing. So here we go. Alright, so your inner Board of Directors working with your imagination to bring ease joy and meaning to your business.



07:13

Alright,



07:14

so first thing we're going to do is we're going to assemble your inner board of directors or inner team or crew or tribe. Or you can even think of it like installing software with with a big menu of things on it, like whatever your metaphor is, I'm good with it, I tend to think of

it more as like a big house of my mind is like a big house. And there's like people who are allowed to come to the to the dinner table and partake in the conversation. So we're going to assemble all these.



07:49

And but



07:50

and I want the always the metaphors to feel really alive and juicy for you. So that that's important to me. So we're going to assemble this currently existing, but not quite conscious team within you. That will help you feel more resourced, less anxious, more courageous and excited about moving your business in the direction that you want. How's that sound? Okey dokey, here we go. So here's this list that I have come up with, you can probably add other things to it. But I just want to go over it. These are the eight that I come up with for your board of directors. So there's the



08:32

visionary.



08:33

This is how we got here. This is how you got a business. You had a vision one day you're like, Oh my god, I want to sell a pink squares to everybody, whatever it is, I want to have a service where I deliver ponies to everyone's house.



08:52

What it is, but you had a vision It all started



08:54

with a vision, my vision. My vision was to god I'm so sorry, you guys, something just totally went wacky here. Okay, there we go. My vision was I wanted to to share all of the learning that I had and experience in life that helped me move from being stuck in my life as a

woman and what like the narratives that were holding me back as a woman to actually moving into the world feeling powerful and having my voice and I wanted to share that with other women. So that was my initial vision that I had. And I had this vision who about 17 years ago and didn't do anything with it. So that's the visionary. The visionary is the one who has the vision sees the potential impact of this idea and sometimes sees the whole thing at once. Then there's the initiator, the part of us that knows how to starts things. It's the risk taker, it's the one that can leap before looking and it's filled with a little A lot of excitement and momentum, it just goes just knows how to do. Then there's the CEO, the inner CEO, the CEO knows what needs to be done and who needs to do it, you know, think of them sitting at the front of the table, right, and they can kind of see the whole table. And, man, you need to go out and do that thing. And you need to go out and do that thing. Then there's the worker, be the one who gets the job, like, Oh, I know how to do this. And I know how to get this job done and like knows how to put its head down and like plow through and get the job done. Then there's the finisher. This is one that comes up a lot when I work with creative people and work with myself to the one who knows how to finish. Sometimes we know how to start a screenplay. There's many times we don't know how to finish a screenplay. So but this is the one who really actually knows how to go over the finish line knows how to complete things. And then, of course, as an entrepreneur, the marketer, the one who knows how to communicate the service the product to the right people, the messenger, right, and then there's the salesperson, the salesperson is the one who knows how to make the deal, and close the deal, and knows how to do that with the right customer. And then there's this one I call the implementer. The doer, the maker, this is the one who's after the deal has been sealed actually knows how to deliver what is being offered. So I want you to just look at this list. And I want you to pick out the one or two that really resonate with you that you know, you're like good at or you love to be in like you could spend your whole life doing those particular tasks. And just jot them down on a piece of paper. And it's just about acknowledging it right now. Like oh, yeah, like for me, a visionary. Yep, definitely. And the initiator, oh, yeah. And how to do that really? Well. Let's see, what's one is not good for me. Yeah, the salesperson. I'm getting better at it, but it's not naturally what I do. Alright. So now I want you to look at this list again. And I want you to see the ones that you're just not so good at the ones that you're not just naturally rolling out of bed and knowing how to do



12:21

you don't necessarily hate



12:22

it or loathe it, you're just like, yeah, you know, like the marketer, I'm really good at communicating things. But when I think about having to market myself, there's like,



12:33

it's not really my thing. No.



12:37

So pick one or two of those. Okay, and now, lastly, but not leastly. I know that's not a word, I want you to find the one. There's one on here that you absolutely dread and hate, and may even think is evil, go ahead and pick that one. And it's so funny for me, because I'm like the salesperson in the marketer person, like I'm good at communicating. And I'm a people person, but those two things like I've judged them in some way, because I like picture like slimy people doing them. So like a way they're kind of also on the bad list. So feel free to pick whatever that is for you. All right, great. So and there may be a few leftover, and that maybe we don't, that you don't quite really understand or know yet.



13:34

So



13:36

I had to do these lists so that you can see which aspects of you You are more friendly with, like you would hang out with like you probably do hang out with. And then I wanted to show you the ones that you keep more at arm's length, or really don't relate to, or have decided that you would never want to be that person. Those ones are less accessible to you and probably live more in in your subconscious. They're ones that your ego, your sense of who you are, your identity has rejected, and therefore kind of hides them in the closet in the back of the house somewhere, or in the basement, if you really, really don't like them. And of course, pulling all of that up and getting the ones that are really hidden in the basement and doing some work with them is work that's too deep and long to do here today. But I just wanted you to understand the concept of this. But it doesn't mean that you can't do the work yourself of course and do this. Alright, so I just want to talk a little bit about how I like to see these pieces and and some different ways to access them. Because they can be kind of abstract these names or titles I've given to these things. And so I wanted to connect you more to your body, because that's really how we access

perspectives is what does it feel like to be in the perspective So this might help you a little bit. If you've looked at this list and the way I've explained it to you, and you're like, I'm still not getting it, Kelly, totally understandable. So I'll go over this list with you. So the visionary, the kind of emotion that is evoked by the visionary is curiosity is ecstatic expanded vision, ecstatic states. There's a sense of, like, utopia, you know, happening inside the visionaries body, while they're having the vision, like, Oh, my God, I can see it all. And it all makes sense to me. Now, you know, for those of you who might have experimented with psychoactive drugs, it can feel a bit like that. Then there's the initiator, the initiator is that feeling of like, they don't like they don't take everything to the nth degree, right, that they don't sit there and walk through all the steps. And then like, because that's what procrastinators do. Right, procrastinators go, Oh, God, if I do that, then I have to do this. And this and this, this, Oh, it's so overwhelming. And I could never do that. I don't know how to do that. And we just stay in bed. The initiators like, wakes up, their shoes are right by the bed, they put their shoes on, and they go for a run. They don't think about the rest of their day, yet. They don't think about anything else, they just see what's in front of them, and they know how to start things. Let's just get this going. Let's just start. Anne Lamott, who's a great writer has a book club called Bird by Bird, and it's about writing. And the way I connect to my initiator, the just do it part is by giving myself permission. And it's really just giving yourself permission to start and not worry about what happens after you start. And one of the ways that Anne Lamott gives all of us writers permission is by talking about shitty first drafts, just knowing that whatever you're going to write, just let it be the shitty first draft. And that can really help initiate things for you that can help you just jump into things. Like even me doing this presentation today with this PowerPoint, I just decided this morning, I'm going to build this PowerPoint. And it's just going to be the shitty first draft version of my PowerPoint. And here I am, I've got a PowerPoint, and I'm doing the presentation now.



17:13

So there you go.



17:15

All right, the CEO, the CEO, I see as someone who's it's a perspective where you're, you're slightly more detached, you're not so worried about all of the details of everything like that you're, you're kind of it's a higher view, maybe even a bird's eye view. And it's certainly more pragmatic, and able to make lists, there's less emotion involved here. And I'm not saying that all that being a CEO, you have to be emotionless or something like that. I'm not saying that I'm just using this particular thing. There's got to be a little bit of a

strategic mind here, too, like, how am I going to get this vision out into the world? What needs to happen to do it? So moods and emotions don't really come into it? You know, that's where the vision comes in, right? The big emotion of that, but it's like, no, I need to get it done. The worker bee, the worker bee like says, okay, what's my task, I'm going to go do it. Cuz it's a really, really handy perspective to have, especially when you've got something that you're not so thrilled about doing. But if you can just say, Alright, I'm just going to, I'm going to get through this task. And I'm not going to stop until I'm done. That can really, really pay off for you as a business owner, because sometimes we just have to sit down, and, you know, do our accounting, accounting software, which is something I've got on my list right now to do that. So I can totally relate



18:37

the finisher,



18:38

the finisher is like and this is part of the worker bee too. But the finisher is really committed to finishing something really committed to the endpoint, I am going to get this done. There's going to be at the end on a piece of paper at some point at the end of my screenplay or my novel. There's a resoluteness about that to powerful perspective to have the marketer, the marketer. The other way to think about marketing is really the empathy. The marketer has to understand what other people are going through and what they need and what problems need to be solved, right. So we need to be able to stand in other people's shoes. We need to get our mirror neurons fired up, which is what we talked about in neurobiology, which helps us relate to other people. So we open up, we soften, we become more vulnerable, and we we lean in, which leads me to the salesperson which is similar to this. It's a deep listener. It's a deep listening place for the salesperson you're listening in in the conversation. What is this person struggling with? What are they looking for? What solutions do they really want? What would make their life better? And am I the key to open that door for them? Right? Can I connect the dots of my work to what they need? And then there's the implementer, the viewer, the maker, which delivers on the promise of your business delivers and says, I will do what I say I do. Alright, so I'm hoping that helps you open this up a little bit, remembering that this is ultimately just all perspectives we're talking about here. Oh, key dokey on to the next point. So here's what I want to teach you a little bit. Today, I'm going to give you a little download of the process that I use to access some of these perspectives. And I will also have a PDF with these slides on it so that you can get this for yourself, and we'll make sure you get that. Okie dokie. So, first thing you do find a quiet space undisturbed, where you have about 30

minutes, so that you have some time to really do this process, okay? And undisturbed really means undisturbed, like, no kids knocking, no need for anything else, you need to be able to have undisturbed time together with yourself. Okay, you can put on a little music, maybe something a little instrumental, some shamanic drumming, if you're into that kind of thing. And of course, silence



21:11

is fine, too.



21:13

And the first thing I always do with my thing with my process is I close my eyes, and I find a place that really calms me that makes me feel very connected to myself. And sometimes it's a place of nature, I'll imagine a place of nature. Someplace I either I know or is just imagined comes into my mind. And the key thing about this is you don't have to be able to see pictures in your head. That's not what this kind of visual visualizing work is or dialoguing work is. But you do need to be able to feel a sense of things. And so sometimes we feel things deeply in our bones. Sometimes we see pictures, sometimes we hear words, however, you imagine is totally legit, and totally works for this process. And what I always do, is I asked for The Guardian, or what I call the controller to come forward. And the controller is the aspect of our personality that controls everything. It's in charge. It's in charge. It's kind of like the ego, it keeps us safe keeps us protected, and it doesn't want any weird stuff going on. And so in order to do this work, especially when I do with clients deeply this and this is called voice dialogue work. I will ask permission of the controller to help with the process and to know and tell the controller that I respect that ultimately, you're in control. And that if you don't feel, you know, like doing this process today, great. But do I have permission to go forward? And 10 out of 10 times the controllers always like Yes, great. Thank you for the honor. Thank you for the respect. I'm moving on now. Okay. So pick a voice that you want to talk to. So maybe you need to start a project that you haven't started yet it's been on your list forever, and you've been procrastinating. So maybe you want to speak to the initiator. Or maybe you're in the middle of a project and you keep putting it off or you keep like rewriting the first page over and over again, maybe you need to talk to the worker bee or the one who knows how to finish. Or maybe you know that you need to come up with something new for your business or a new business in and of itself. And you want to connect to the visionary, whatever the voice is, just ask if you if you could speak to it, until you actually say, I would like to speak to the voice of fill in the blank, I would like to speak to the voice of the initiator. And then what you do is you just take a little shift in your seat like this, you know,

like this up and down, and then you sit back down. And when you sit back down, you say I am the voice of the initiator. And then you can begin your dialogue. You can either do this on paper, or you can just speak out loud, you can certainly record it if you want to speak out loud, so you have the recording of it. So you have to worry about paying attention to it. And you let yourself go back and forth. And so you know, you can start to say to the initiator, hi initiator, you know, thank you for being here. You're welcome. Sometimes I ask the voices, you know, what do you think your job is? Oh, I'm the initiator. My job is to help you start things. My job is to start things. I love to start things. I'm the initiator. Great, you know, and I said, Well, I'm having problems with this project right now that I'm doing. Um, you know, and I'm having trouble starting it, you know, where are you initiator? Oh, yeah, well, I you, you know, I got put in the basement because you're actually all worried about if I actually do this,



24:44

then what you know, and so you'll start to see where some of your resistance is coming in some of the narratives that are stuck in your head, and you're going to have a little dialogue back and forth. Other figures might show up other voices, other figures might show up and that's fine, too. You know, the voice of fear might come up or the voice of doubt might come up. But keep coming around to the voice of the initiator and ask them for advice. You know, what do I need to do to start this? You know, well, you need to let me get in charge. Okay, great. Should we do that right now? Yeah. All right. So as the initiator, what are you going to do well as the initiator, let's get a piece of paper out and just start writing the proposal right now. Oh, okay. And off, you can go. And when you feel complete with the time, then you can thank the voice or the the figure that's come forward and make a nice exchange. Thank you so much for being here. Thank you for helping me today. And you can make them a little offering if you want. And usually the offering that I make for figures like this, is to honor what they've given me by following through with it, I will follow through with the advice you've given me today, or the work that you have started, or the initiator, I'm going to bring you along with me today. And help me initiate this project today. So that's the process I do. And, of course, it takes practice and all that kind of stuff. But I'm telling you, it's not as hard as you think it is, especially if you've done some work around perspectives and things like that before. So here are some other voices that I have found as a creative out in the world. A person who did a lot of bold things, the last 12 years of my life, like writing a solo show and touring around with it, writing a memoir, starting a business, I have a podcast, I have a radio show, I do lots of different things. Here are some other voices that I use to just support me and they support me in the work I do in the world, but they also just support me as a human being. And so and there are probably 10,000 of these voices. There's a kind of a phrase in Buddhism about the 10,000 that live within us. But these are a few of my own

nurturer, anarchist passion, cheerleader, resilience loving mother supportive father, protector, zen, Buddhist Fairy Godmother, the one who trusts the process. That's a big one, the one who knows how to ask for what they want. That's another really big. And of course, a fill in the blank. Right? Okay. So I'm part of the work that I've done here, in with my own clients is this work that Carol s Pearson does, too. And if you don't know her work, I highly recommend you looking her up. She is a person who works with corporate america and teams, and works with inner archetypes to help people step into more powerful perspectives and to step into roles within themselves that activate qualities just like we were talking today in their business. So she's a great person to read some books about and, and to understand. So I'm going to stop sharing my screen and just come back to you here. And finish up here today, with just a couple of more things that I want to share before we go over to the live thing. So I just want to let you know that this process, this voice dialogue, this act of imagination work, I use it all the time, I use it every morning of my life, in one form or another and it has helped me just tremendously get so unstuck in my business and in my life. And it has helped me to really see how capable I actually am. Because it all lives here inside of me as a creative. Like I said, I use it often as a business owner. And it really really does make me feel more resilient and less anxious and more capable. And this process is one of the type of skills and processes I utilize in the work with my own clients at my business women on the verge, I teach them a lot about archetypes, help them understand different narratives to see the story that they unconsciously are living out. And I provide other structures and skills to help them get out of their own way. And although women on the verge is not about business at all, but it does come up for some of my clients because some of my clients are entrepreneurs, or they are running nonprofits or other kinds of organizations or teams. But I like to help them see you know, the perspectives that they're living into, and to see what perspectives they are utilizing that you know, keeps them stuck or helps them actually to feel more like their true selves and have their full voice so that they can do the work in the world that they really want to do.



29:49

Okay,



29:50

this was fun. But now let's get to the really, really juicy fun part. And that is the live q&a. So I will see you over there in a few moments. Thank you so much for being here.