

WOMEN IN LEADERSHIP PODCAST



Episode 18

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Host: Annemarie Cross

Annemarie Cross: You're listening to Women and Leadership Podcast, episode 18.

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Hi I'm your host Annemarie Cross, welcome to another episode of Women in Leadership podcast. The podcast that empowers you to reach your full potential whether you're already in a leadership role or maybe you are an aspiring leader.

Joining me on today's show is Debbie Small a business and corporate trainer for over 20 years Debbie wanted to do something different she fell into working with hosiery and went from hating stockings and pantyhose to loving the way the different styles made her feel, sassy, sexy and empowered.

So if she felt this way, she wanted to help empower other business women from the outside in, and Debbie started her company "Sassy Legs" to make a positive difference not just with hosiery, she's currently building packages to help business women get out of their stuck zone and catapult them into the next part of their journey, and on today's show Debbie is going to share why your own self-talk is so important, you will make mistakes but the trick is to learn from them and keep moving forward and knowing your 'why', your why is your vision and the reason you are doing what you do, so welcome to the show Debbie.

Debbie: Thank you so much, lovely to be here.

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Annemarie: I love how being able to interview other incredible women such as yourself and hearing a little bit about their journey, their life and their career journey and for you of course, you now have got an incredible business "Sassy Legs" wanting to make a positive difference with business women of course. Just share a little bit of that story, you know you hated stockings and pantyhose and now they make you feel so much more empowered, share a little bit more about that?

Debbie: Well I actually after training for so long I wanted more. When you train for so long and you give so much of yourself you tend to fall backwards a bit and start to think okay what's there for me, what's that, what am I doing with my life, and what's happening?

Annemarie: Mhmm

Debbie: So a friend of mine had a hosiery business and at the time I was account managing for a company and I was looking after all of Victoria, all of Tasmania and some of South Australia so I was travelling every two weeks from Monday morning to Friday Night and for 18 months.

Annemarie: Wow

Debbie: So after 18 months of that I just wanted to put my suitcase in the garage. So I put it out there did anyone have anything and this friend of mine had a hosiery business and said come on board and help me grow it, so I started to do that and I thought oh I don't really like hosiery and I started to try different styles on and I said hang on I feel good here I feel sassy, I feel sexy and I feel empowered and I said hang on a second if I feel this way I can help other people feel this way as well and not coming from fashion at all I found that the way you feel on the

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outside also helps the way that you feel on the inside too so we decided to change the partnership and I decided that I wanted to grow a company not only where I can help empower women but one of the other things I also want to do is to help people find full time jobs down the tracks as well that are sustainable and they can and they can be themselves as well.

Annemarie:

Yeah I love that story, so many insights I mean I've even heard of other people and myself included Oh I don't really want to do that or that doesn't really interest me, yet you start to delve into that particular area you realize that hang on a minute it's not as bad as I thought and so the lesson from that is, you know for listeners, something that you've been putting off and not wanting to do, yet if you explore a little bit perhaps it's going to open you up to so many more incredible opportunities and I love the way that you just said yes and that's just catapulted you in a whole different direction which is something that you're just really passionate about, so thank you for sharing that. Let's talk a little about self-talk, I mean self-talk can be positive, it can be negative and yet if don't take some time to really understand it we're not recognizing how much impact good or bad it can have on the decisions that we make and obviously the outcomes that we have in our lives, and now in our careers.

Debbie:

Very, very true, you know I speak to a number of people and a number of business women who still have this terrible self-talk to themselves, you know I often ask the question "would you treat your best friend the way you treat yourself?" and people look at me stunned and they go well no. yet we tend to treat ourselves terribly and the self-talk that people do it brings them down it makes them feel terrible, it makes them feel even worse than what they did before, when I was going through a hard time I even cut out a whole lot of saying,

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and quotes and things like that and put them on my fridge and took some eye liner and put it onto my mirror, and I found that by self-talking to myself in a good way, it makes a huge difference, but what people need to also understand is you're human and it's okay to feel any emotion that you actually do so give yourself the allowance to actually do that. You know I find that if I'm having a bad night I might say okay enjoy your bad night, have a bad night and do what you do but tomorrow we start afresh. So that way you get it out of the way, and then you start afresh again, that's really important to turn that around in your head through a positive self-talk because you know we all deserve a great life, we all deserve to be the best we can be, we all deserve to be happy.

Annemarie:

Yeah, so true and I know for many of us who have been doing personal development and I know that that's something that has certainly empowered you too, for people who have not even started to recognize the talk, you know theirself-talk, this in itself can be a huge lesson and sometimes it's just a matter of being curious, being mindful of what are the things that we say to ourselves and it can be those little thoughts in-fact I've heard of an exercise once where

Debbie:

I use that, I use that

Annemarie:

You put a rubber band around one of your wrists and as soon as you start to go there again I failed, oh I'm not going to be able to; something negative about yourself, even if it's not something out loud but in your mind, you give that twang of that rubber band and before long you recognize oh my goodness, there is a bit of a red mark starting to develop there and it really does alert us to the fact the

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self-talk that we have going on is really not empowering it's disempowering us, isn't it?

Debbie:

It's very destructive to people, you know I have a friend who would self-talk herself quite badly all the time started to feel down, depressed and all of that and she really picked herself up and not only has her- self-talk become a lot more positive but now she's doing things that she didn't think she could actually do and she's working in a job where she's loving it and she just; I said to her the other night , I said " it's like you're shining now, you've got this really different aura than what you had last year and you 're doing really well and you're just so happy now it's really important to do that" and even if you don't use a rubber band, even if you put something on your hand that you don't usually wear, so every time you look at it, you go Oh and you remember your, self-talk and how important it is as well.

Annemarie:

And I think for people who may have never done this before, it is a process, I'm sure if you look at when you first started it, you might have had to remind yourself is that true Debbie? And before you know it the more often you did it or reminded yourself and had those beautiful words and affirmations around the place, you start to then; it just becomes part of who you are yes?

Debbie:

Yes it does, but it is a journey, everything is a journey, nothing happens overnight, some people start doing it and they feel they are going backwards, that's okay, you are human, you're allowed to do that, just keep reminding yourself to keep moving forward that's the really important part, we all go backwards, and forwards all the time, with all that what we do because life is a journey and the things we do is a journey.

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Annemarie: Yeah, I think that's a huge reminder and whether you're in your business or whether you're in your career, you can self-talk, you can talk yourself out of going for a promotion, offering something, you know going out, having a conversation with a perspective client, that could be the most destructive of all so please start being mindful of what you are doing to yourself, and change the language, continue doing the self-talk but make sure it's a pat on the back , it's a hey you know keep strong or whatever it is that you find empowering and inspiring, I love that lesson, so let's then talk about mistakes and things along the way obstacles and challenges and the trick is to learn from it, that's what you say, and keep moving forward. That can be really hard can't it?

Debbie: Oh yeah definitely, everything we do as business owners isn't easy, that just the way we're learning along the way and the one big thing is that as business owners you are going to make mistakes, so the most important thing is to realize that you've made a mistake, learn from it and then keep moving forward. The one things that we do as business owners at times is that if we go through a bad time or something happens and we just fester and fester and fester and we're not moving forward and we end up spending more money or spending more time, specially time, time goes really quickly, so the most important thing is to learn from it and keep moving forward, the other thing which is important is, I find that at night I will look at what I'm grateful for, whether it is a roof over my head, people in my life, being able to get up in the morning, and that also helps to keep my moving forward as well.

Annemarie: Hmm I know as women what we can often do, and again if something happens that we've made a decision or we've tried to do something and it didn't work out as expected, that's when the negative self-talk can really start, it's so important

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isn't it? To not take things personally if we did offer to work with a client and they said no or we did put ourselves up for a promotion, but unfortunately it was given to someone else. It's not to take it personally and not to say well I'm just horrible that's why they said no, it's so important not to take it personally but to recognize okay well what are some steps that I can do what maybe that I didn't do, that I can do next time, so that can get a better response, yes?

Debbie: That's exactly right; also too we find that by doing that it makes a big difference for us as well.

Annemarie: Hmm it is and you know I've had a few up's and down's or challenges and things didn't go out as planned and I tell you what you go through a bit of a stage don't you? Of self-doubt and even there may have been a bit of rejection going on there particularly if you put your heart mind and soul in work into this particular area, so for someone who has a challenge or has just gone through a challenge there is a bit of process isn't there, that we need to take care of ourselves, emotionally, physically and that's so we don't get into that cycle where we just continuously beat ourselves up. Have you found that too?

Debbie: I have, vulnerability is one of the scariest things that we all feel as human beings and vulnerability is what connects us to other people as well and we tend to forget that too, but when things don't go right it could be a number of reasons, it could be because we need to look at it and better what we're doing or we need to tweak what we're doing, it could even be the person we were speaking to was the wrong person for us and it's not a fit for us, so it may not even be what we're doing, it may just be the person as well and the most important thing is to keep moving forward as you realize that you know not everyone is going to like us.

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Some people do, some people don't. The older I get the more I learn as well and the more I look at things and go okay this didn't work or this person didn't like it okay what's in it not to like? And sometimes it could just be their own perception of things that they don't want for a particular reason and it has nothing to do with you or what you've showed them at all.

Annemarie: Yeah such a great reminder and I know that for people who have gone through a challenge when you really uphold yourself, you do continue to positively speak to yourself about yourself and not beat yourself up, you really can grow and learn and I know that people may have heard that before, but it is so true, when you, or when we allow ourselves to go through challenges and we look for opportunities for learning, we do something a little bit differently next time, we really do come out the other end a lot stronger, a lot wiser and a lot more capable to take on other similar challenges and have a result that we really want have you found this as well?

Debbie: We definitely do and we also grow to challenges as well and people tend to forget that at times because challenges are scary, things we haven't done before and we grow to do those things as well, and the one thing I found out by meeting my challenges I'm meeting amazing people along my journey.

Annemarie: Hmmm

Debbie: Before it was about the goal, but now I've changed it and now it's really, really about the journey and the one thing Joe Penne from the coaching institute said which is just; it's a life size moment for me said "if you don't like something, change the meaning in your head"

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Annemarie: Hmm

Debbie: Which tends to work really, really well because you're coming from a different perception which makes you feel different about it as well.

Annemarie: Yeah, so important, I love that. So let's talk about our why I mean it's so important to be clear about our 'why' because it drives our vision and we really feel connected to it and so many people when they do find that they are struggling, it's because they haven't clearly defined their 'why', yes?

Debbie: Yeah that's really, really important and I find that or me I had my 'why' before I had anything else, but that I found apparently has been totally normal. Everybody does it differently

Annemarie: Yes

Debbie: Some people do things and then find out what their 'why' is, different people find it in different ways, but knowing why you're doing something that keeps you on the right track and it keeps you going in the right direction as well and speaking to the right people too and know that not everyone is going to understand that which made me want to do something different I wanted to marry a tight pantyhose from fashion to empowerment, so it's taking me a while to marry the two, but people understand and the message comes clearly and that is something I'm still working on and as I go through my business I'm trying to do different things so that my message starts to come across clearly. So know why you're doing it because not everyone understands it and not everyone will have the same vision as you, same perception as you, and that's okay, you just need to be

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able to know why you're doing it because that's going to keep you grounded and that's going to keep you moving forward as well.

Annemarie:

Yeah I absolutely agree with that and I think one of the things that will often show is that when you're so clear on your why? You're connected to it, I mean it's something that's just so emotional, comes from the core of who you are, that alone really elicits this deeper passion which just flows from you, it's when you speak about your business, when you're having a conversation with someone, to the point that they may not yet necessarily know the in's and out of it but because you're exuding that passion in your conversation, and just how you show up, that experience alone will often have people saying " I don't know what she's taken, but I want what she has" it's that passion that's connected to that 'why', that will often attract the type of people, your ideal clients, your ideal customers , whatever that might be to your circle, is that what you found too when you've really committed to bringing that through, that passion just shine through you?

Debbie:

Definitely you know a lot of people say that you are your best sales person and the reason you are your best sales person is because you're really passionate about why you're doing what you're doing and that passion that really comes up and people want to know more because they are excited about your passion.

Annemarie:

It is and I think also sometimes we can meet people that maybe have a different view or a different understanding and when you're so clear on your 'why' and it almost aligns to what I call 'your stand for' that , that purpose, that mission, that you are here in this world to bring to the world. It doesn't matter then, it doesn't become personal when someone else says something personal, you don't take it personally because this why, this message that you believe that you are here to

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share is just far more greater than you, it just pulls you forward, that you would stand up and you would speak with a level of passion and purpose that again just attracts people to you and that they want to know more, I think that's so key isn't it?

Debbie: It's very- very true the way you come across, it's not the way you try to sell yourself it's not trying to just get your message out but because you're excited about what you feel, you're excited about what you're doing, you are excited about using it, that when it actually comes to fruition it's got to be amazing, that's what you are striving towards, and that's what people feel when they talk to you, when they feel your vision, they may not see it but they definitely feel it.

Annemarie: Yeah and I think also to your 'why' and your 'vision' can keep you focussed because I know well as business owners or people in careers we've got lots of different opportunities that will often float across our desk, we've got to make a decision yes or no, we're going to follow this project or not? when we're so clear on where we're heading, our vision will almost direct what we say yes to, what we may be put on the let's do later shelf and it really is central to do everything that we do in our business, and in our careers yes?

Debbie: Yes I came from being a bit of a seminar junkie and now the webinars the seminars, the meeting I have it's all in regard and aligned to my vision, which is really, really important, so that way you're not wasting time on other things that you don't need to do, you're very focussed on what you're doing to get to where you need to go.

Annemarie: Yeah, yeah how I also find similar to what you were just saying, sometimes all the other stuff can be just noise, you know audio clutter kind of thing or if for me a

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personal lesson was why am I feeling that I'm not enough and not ready yet to get out there and do this and keep putting off because I need to know more, need to know more, need to know more, and I ask myself this question wow I am ready now let's do it so yeah someone is listening today, you need to make a decision, you know you're ready now, put your hand up for that promotion, go out have a conversation with that potential client and get out there do that so love those words of wisdom.

Debbie: Well also sometimes you need to say yes to things that you know are good for you and you know that you should be doing, but you're scared and you're scared because you're human and we all feel those emotions and sometimes I've said yes to things and then gone "Oh no why did I do that?"

Annemarie: Yes, "what the heck did I just do that for?"

Debbie: And then I just go with it, it's for the vision, it's for what I want to do, let's go with it and you know what it works out in the end and it's really great and I'm like I'm so glad I did that, I met amazing people because of that.

Annemarie: Yeah

Debbie: Or I found that information, I wouldn't have known because of that. So challenge yourself and one of the biggest things too you know change is a really big thing, and I have come from hating change to embracing it and for me it's still a learning tool, I'm still learning to embrace change in different ways.

Annemarie: Mhmm

Debbie: But I'm really going for it because I really want my vision to come true.

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Annemarie: Yeah I know, call it that stretch yes you know when you say "yes" and on the inside you're going uuuuh. You go home or you go back to your office and it's like "Oh my goodness I've just", but I'll tell you what it really pulls you forward, you've made that commitment and now it's just allowing your mind to say to catch u to say " Hey you know what everything is going to be okay. I can do this" yeah. So what last words of encouragement would you like to leave with everyone today Debbie?

Debbie: One of the things that I have been working on and I'm still working on it, is to have a structured daily plan of what you're actually going to do, and you know some things may change and some things may not happen and things like that and that's normal because we're only human, but by having a structured daily plan I feel that, or I found that I can move forward at a quicker pace

Annemarie: Mhmm

Debbie: Which is really, really important and that helps me to keep moving forward and you know I'm a big picture person, so having a structured plan hasn't been easy for me,

Annemarie: Mhmm

Debbie: But it's something that everyday I'm putting in and I'm focussing more on because I really, really want to get to my vision.

Annemarie: Yeah and I love the way that you've said that, so you said you're more of a big picture person and the fact that sometimes the smaller, you know the to do, the chunk and dunk could be more difficult, could but because you've tied those individual pieces the action steps, the more smaller things to your vision, that

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would be driving you forward because you know that each step that you take is going to get you closer and the fact that you're enjoying the journey too along the way and I think that when you do, do that, when you recognize that you really find that you empower yourself forward. Is that what you've found too?

Debbie: I do, as business women we tend to forget to enjoy the journey while we're focussed on the goal all business people, men as well

Annemarie: Mhmm

Debbie: We tend to focus on the goal and women are also looking after everybody and their children and they forget about themselves as well, so it's really, really important to remember that you're important as well, that you need to enjoy the journey along the way and I found too that it's in the journey that you're meeting the great people, it's the journey where you're learning so much, it's the journey where you're creating lots of things on the way as well, so really remember to enjoy that journey, because once you get to the goal that's the goal, but it's the journey along the way that's really ,really important and where all our learning's are as well

Annemarie: Yeah love that, thank you so much for coming on the show today Debbie, it has been an absolute pleasure. How can people get in contact with you?

Debbie: Two ways either through my Linked-in profile under Debbie Small or under Sassylegs.com.au through our contact page there.

Annemarie: Terrific and now it's over to you Debbie and I want you to join the conversation, let us know what is one insight, I know you have many, so what is the greatest insight that you have taken from today's show and what is the step that you are

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going to take in the next 24 hours to get that into action maybe for you it is putting a rubber band or putting something visual on your desk to remind yourself that when you are just about to go into some negative self-talk you go aaaa and say something positive, and I think that's a great habit to start to really build upon. We really want to know what that is, so to join the conversation, go to annemariexcross.com/podcast18, leave your comments there below the show notes and we certainly look forward to reading them. Again that link is annemariexcross.com/podcast18.

So an inspirational tip from our sponsor "Breaking the confidence barrier". "Confidence is not they will like me, confidence is I'll be fine if they don't", can you relate to this and I'm sure if you're honest so many of us can, we like to be liked and to think that our decisions or our actions could maybe cause someone to not like us can often keep us stuck from making that decision or making and taking that action that we know needs to be made. Now as a leader we will often be confronted with having to make some tough decisions even if it means that some people in our team are not going to be happy. When you know it's the right decision, it's the decision that needs to be made or an action that needs to be taken for the benefit of the company or your team at large, guess what you need to make it, even if it's going to mean one or two people in your team are not going to like it. So make a commitment to yourself today to stop worrying about what other people will think about you. Now if you like this inspirational message then go to www.breakingtheconfidencebarrier.com to access more tips and strategies on how you can break through your confidence barrier and step forward confidently in your life and your career to reach your full potential.

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Now that brings us to the end of another episode and I do hope you'll join me again next week, remember subscribe to our iTunes Channel the link is annemarietcross.com/podcastiTunes. Subscribing to the channel means that you are going to be the very first person to learn about our new episodes and be inspired and empowered each week like I'm sure you were today listening to Debbie. That link again is annemarietcross.com/podcastiTunes while you're over there leave a comment and a rating too, that would be super awesome and that helps us get our message out to many other incredible women in careers and in business. See you again next week, have a fantastic week. Bye for now Debbie.

Debbie:

Bye Thank you.