

PODCAST TRANSCRIPT



EPISODE 58

*Candid Conversations with
Phenomenal Executive Women:
Seneca Williams*

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HAPPY EXECUTIVE WOMAN

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### Candid Conversations with Phenomenal Executive Women: Seneca Williams

#### Anita Charlot

Good evening, everyone! This is your host, Coach Anita Charlot, and we are here for another candid conversation with another phenomenal woman in my network. You guys will meet her shortly, but I have to tell you. You're probably used to me saying this all the time, but the women that I have on the podcast are women that I am personally connected to, or I have personally vetted them, right? So that I know I'm not just taking everybody's application to be on the podcast, I am hand-selecting these individuals because I know that they have something of value to bring to the table. And as you know, I have shifted gears of the podcast recently, where I was talking about dating and relationships and marriage coaching before, and while I'm still in that business, I am right now moving into more of the healing space for entrepreneurial women and women in corporate America. And so with that, this... was it this year? Yeah, it was in February, I had the opportunity to share the stage with Coach Sen, and we were talking about mental wealth. I just knew that I had to have her on the podcast with you. We met as we were preparing to go on stage, and we went out to dinner that night, and we hung out, and I was it was just an amazing time. And in case you guys don't know, pre-podcast, we have a conversation to make sure that we are on the same page to really, you know, dig a little deeper about what we want the message to be and to get to know each other more. And we had scheduled a call, we did the pre-podcast conversation, and then we scheduled the recording conversation, and we decided not to record, but we were on the phone for two and a half hours. Okay. So I promise you, I'm not going to keep you listening to this episode for two and a half hours. So what I want to do now is we're gonna do something tonight that we've never done before, and that is we are going to dedicate this episode to a particular individual. I'm not going to tell you who that is. I am going to turn the mic over to Coach Sen now, and I would like for her to not only introduce herself but to share with you to who we are dedicating this episode.

So now that I've given you the longest introduction in history, I'm going to bring to the stage, the podcast microphone, of course, Coach Sen.

#### Coach Seneca Williams:

Woohoo! Right? Like I'm walking now with the thing and the audience. Thank you! That was an amazing introduction, not just saying that that really was I'm sitting here trying not to laugh and cry and all that stuff. So I am definitely honored to be here, and for those of you, this is your first time hearing about me, my name is Seneca Williams, but I am also called Coach Sen on social media. I'm a licensed therapist, licensed mental health counselor, and I have an online therapy practice where I support career-preneurs and entrepreneurs working through work-life alignment, working through anxiety, stress, depression, you know, all the transitions. And sometimes we don't know if our mental health is affecting our work or if our work is affecting our mental health. So I support those who are going through a difficult time managing it all. And since starting that online therapy practice, I found that there needed to be a space where

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entrepreneurs can gather to talk about the emotional roller coaster of entrepreneurship. So I started the brand The Conquer Network to support entrepreneurs in building business and mental wealth in business. Sometimes you're gonna find that you go into these business communities, and they're talking about staying up all night, and they're praising the hustle. And they're just like, you know, go, go go. And I'm like, what kind of human beings are y'all? Because that is not life and that is not good for your mental health. I've almost been shunned to about what you're going through in your personal life, and I've even been in those business communities where I felt shamed. I remember when I was starting my business, and I was going through a separation, I was going through my own panic attacks, depression, and all of that. And I felt like I couldn't bring it up. You know, they'll be like, Did you do your homework? Are you getting to the money? And I was like, you know, this is what I'm going through right now. And, you know, it prevented me from showing up the way I wanted to. And it was almost downplayed, and I remember someone calling me like a monkey brain.

Anita:
What?!

Seneca:
Monkey brain? What does that mean? And I kind of felt not empowered. You know how a lot of these coaches are talking about empowerment, I did not feel empowered. And this is also why I wanted to dedicate this episode to my grandmother on my mother's side. My maternal grandmother recently passed away and literally just came back this week from burying her from her funeral all the way in St. Vincent and the Grenadines, we spent two weeks there. If you are familiar with funerals in New Orleans, how big that is, it's an event and like a parade, like that's what it was like. They had a steel pan band going to the cemetery and people marching on the road, and I'm gonna share the YouTube video which you if you want to check it out. It's on YouTube.

Anita:
Yes. Can I share it with the listeners? Can I add it to the show notes?

Seneca:
Yeah, sure you can! I always talk about my Caribbean background because I think it's so important to remember where you came from. So, my grandmother, her name is Vita Williams, but I grew up knowing her as Granny Lane. You know, back in the day, people had like three names, and you don't find out till the funeral?

Anita:
Right, right, right.

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**Seneca:**

So I dedicate this to her because my grandmother because she was an entrepreneur of her time. As an entrepreneur of her time, what she did back then raising five children by herself - and she always told me this - like she didn't tell me much like usually when I asked her a question, she responded with a Bible verse or a song. I had to like, kind of decipher and figure out okay, did you actually answer me? Now I gotta go to the Bible and figure out what that means.

**Anita:**

Grandma was speaking in parables, right?

**Seneca:**

The only time she spoke to me with clarity was when she used to say, I raised my five children by myself. And I'm not saying this to say it's not good to have a husband, but she just let me know, You can do this. And she did that by farming. So she would grow things on the farm. She worked the land. She was a woman that worked the land. She was doing the plowing, the planting, the harvesting. She literally was working the land as a woman. She took what she grew and sold in the market, and my mom would tell me stories of her going to the market like my mom would send me to the market to sell things. She would grow things from the earth, and if you're Caribbean, you might know like, things like dasheen and tanya and yams, you know, I know that the Black community we know, yams.

**Anita:**

Sweet potatoes.

**Seneca:**

She grew those things and sold them in the market in town and allowed her to build her own house, which she also told me, I built that house without a man

**Anita:**

Wait... Hold on. She built... like she got the brick and the mortar and whatever. Your grandmother built a house like the whole house?

**Seneca:**

Right. She was working like the man. You know, and because of her, my mother could go to school. She could pay for my mom to go to school. Because of my mom, I can be here talking to you today. So I dedicate this to my grandmother and all our grandmas because of them, we are.

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Anita:

Wow. Girl, you just you got me over here like, Black girl magic. So this is amazing. One, I can't wait to see the YouTube videos, make sure you send that link to me. And two, I'm just so... Having been a single mom, and you know this, right? Because you've been a single mom too. Having been a single mom, and as a Black woman having to do whatever it takes to make ends meet, you know, figure out a way to make it happen. That's amazing. You know, I've done a lot in my time, but I've never built a house from the ground up with my bare hands. Right? I've never done that. Now I've made, you know, I've taken \$1 and stretched it for three weeks. But I've never made a house brick by brick, whatever she used. That is amazing. Oh my gosh, I love that. But we see that's the thing about us, and you know, Black women, we are so resilient. And we will figure it out. And I understand what your grandmother said when she said, you know, she did it without a man. It wasn't like, you don't need a man, like, you don't need a man, you should always be single, you know, man or this or that. It was like, nothing should stop you from succeeding just because you don't have a man. Right? You can succeed without a man. That's what I took from what you just said. Girl. All right, nana. What were grandma's three names?

Seneca:

I knew my grandmother growing up as Vita Lane. And at the funeral, she's like Theresa Williams? And I'm like... who?

Anita:

That was a government name. That was a government name.

Seneca:

Then they're like, Oh, she's Vita Teresa Williams, and then her other last name came from her other husband. And I'm like, Oh, okay. Now, all right, because these are things that they wouldn't talk to children about back then. You know, when you were growing up - well, at least when I was growing up, it's very different now, but you were seen and not heard, right? You speak when you're spoken to. So you don't ask grown people their business.

Anita:

No, you didn't.

Seneca:

Because I was like, Why does everybody have a different last name? But hey, I was just like, Okay!

Anita:

Like, look stay out of grown folk's business, right? That's exactly what they say. Stay out of grown folks' business. Get out of here. The adults are talking.

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**Seneca:**

Yes, exactly.

**Anita:**

Yes. Wow. That is amazing. I love that. You know, I think and this is just me being real with you. Right? Like lately, in the past, well over the past two years since the whole George Floyd, incident or murder. I'm not gonna call it an incident. It was a murder. Ever since George Floyd and things, I've just not been able to separate myself from my Blackness, right? And then just really connecting, reconnecting with my roots, put it that way, really looking at things and understanding, acknowledging, and even honoring the things that I experienced as a child, even though they may not have been the healthiest things, right? Even though they may have left residual trauma, they were my experiences. But what I'm learning is... I'm learning the language around this wasn't just mine but every Black person that we know, especially those that are born in the US have multi-generational trauma that they're still, you know, that is still within their DNA. And I've been taking the time to really dig deep and really uncover and identify and try to heal from that, and just listening to you talk about and remind me of the things like when we were growing up, stay out of grown folks business. Get out of here, go outside, the grown folks in here are talking. There were so many family secrets that were kept from us. And like you said, we find out at funerals or weddings, right? Because when you sit at a table with a bunch of relatives at weddings, and the bride and a groom are sitting there all happy and smiling. You learn all the dirt about the bride or the groom, depending on who you're there for. You're like what? What is he doing getting married, or what is she doing getting married? They come out at a time or at family reunions. Right? So I'm really excited, and I'm happy that we are dedicating this episode to your grandmother. Your grandmother is somebody who I would have really enjoyed just sitting talking to and just understanding and listening to her tell her stories about what she did. And no wonder you are as amazing as you are. And I'm not just blowing smoke. I'm serious, right? The fact that you come from such a strong Black woman and the conversation that we had, you know, during our non-recording recording session. All that you shared, it's just like, wow! Now I see. It gives me insight into how you became the woman that you are today. And I'm so excited to be sharing you with the listeners. So we talked about - Okay, people, all right. All right. Okay, listeners, I'm not gonna keep... I know. I'm not gonna keep going. Let me get into the meat of this recording, but what I want to do is Coach Sen, you talked about... you said career-preneurs, right? And I like for you to define for the listeners career-preneurs because I have defined for them previously, the title of dual-preneurs, where people are working in corporate and building a business on the side. So let me know, let the listeners know what you define as career-preneurs and the challenges that you see that they deal with on a daily basis.

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Seneca:

Okay, um, so I would like to say, first of all, I did not coin the term career-preneur. So just in case anybody's listening, I didn't make it up. However, when I discovered career-preneur, I was like, That's me. And what a career-preneurs, it's someone that operates as their own entity. So they treat their career like it's their business. So they can take themselves, brand themselves, and go from one company or business to the other. Like, if it's not working out over here, okay, well, I'm gonna go over here and sign the contract and get paid over there. So they are climbing the corporate ladder, you know, and treating themselves as their own brand. Like you are the business. So when you think like that, you go into job interviews, thinking to yourself, like, why should I work here? What do I bring to the table? So it's a whole different, you know, mentality and mindset. And then I also realized, as I was working with a lot of professionals, who were career-preneurs, they were telling me during sessions, they were like, oh, yeah, and I also do speaking on the side. And I also do consulting, and I also do this. So they were also entrepreneurs as well. So they were like, Yeah, I am it, you know? You need to understand my value.

Anita:

Oh, yes, girl, okay! Well, then you know, what you just... I am a career-preneur, I really am the career-preneur. Because after you just described that, I see myself as a brand, I manage my reputation, right, in the corporate space, I am known for being a certain way for working a certain way, and if it gets to the point where I'm not able to operate in my brand, now you're trying to tarnish my brand, right? Oh, no, I will not go down as being less than who I know I am. So if I can't do it in this seat, I will kindly pick my Brown behind up and move it to the next seat. I will move it to the next seat. And I have totally disclosed when I go into a corporate space because all of you know that I still work in corporate, but, and I have my business on the side. And I did this podcast, and I do a whole lot of things. But anyway, I make sure that when I go in, I say I have this business, this is what I do. And if it ever came to the point where they were like, You can't do that and work here, then I will just move on to the next thing because what I'm not going to do is I'm not going to stop doing what actually feeds my spirit. I'm just not willing to give that up. I can bring all of the skills that I learned while doing this into your corporate arena. But in doing so, things are going to have to go a certain way and if they don't, and if I'm not able to function as I'm used to functioning, then this isn't the place for me.

Seneca:

Absolutely.

Anita:

Right. So, girl, I'm a career-preneur. I get another title! I was calling it dual-preneur I was doing the same thing at the same time.

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**Seneca:**

You know, is probably similar to the same thing. But people have to get this idea in their minds. It's a mindset shift that this company and I are not married. We're not, we're not tied to each other. When they are ready, they will let you go. And if you have built your brand tied to theirs, and that's it, you're gonna have a problem.

**Anita:**

This is why people kill themselves, commit suicide, they tied themselves to the identity of being... No, that's not how it is, I am who I am. This is what I bring to the table. This is my reputation. And my reputation will be my reputation here, or it'll be my reputation somewhere else. Your choice!

**Seneca:**

Absolutely. And as a therapist working in agencies, I've left agencies for that reason. If I'm someplace and I see that you're not doing things that that are ethical, I know that the way that they're practicing therapy, or the way that they're treating their clients, you know, is it healthy? I have removed myself from those spaces and you know, detached. So you have to think about where you are right now and where you want to go. And it's more than a check for me. It's more than a check. And you said it earlier, you were like if this doesn't feed my spirit. I have actually been in jobs where I experienced depression because of the job. I was drinking alcohol to manage myself.

**Anita:**

Yep, been there.

**Seneca:**

A lot of people don't want to acknowledge that, and they kind of like brush it off. And they're like, Oh, we're going to happy hour. Like know, you might have a problem if you need to drink every day, right? When you come home from work and you need to drink alcohol maybe to get through the evening, and then go back the next day. That's not what it's supposed to look like. And so many of us have just accepted and become complacent that, yeah, I have migraines, I have stomach aches, I can't sleep, I have insomnia. I don't have time for my children. I'm snappy with them. I don't have time for my partner, you know, like people out here with a partner and they'll be like, we haven't had sex in six months. WHAT?! It's because they're so stressed out with work. And I'm like, This is not life. Right? It takes a lot of courage. It takes a certain mindset to understand that you can walk away, or you have control is yourself as an entity, especially, you know, and I'm gonna assume that your audience, these are very well educated women. Well-educated women with qualifications with experience, so it's important that you don't forget that. And I hear a lot about impostor syndrome. I have impostor syndrome. I feel like this. And my thing with impostor syndrome is, depending on where I place you, and what environment you're in, and who you're around, you're going to feel impostor syndrome



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because in certain corporate spaces, the way that they're designed, and I'll give you an example, I work with a lot of Black women. We are in spaces where we have to come in with armor almost with just the way we do our hair. So I have to come in there and sound like an extra professional and speak a certain way. You know, while the bros, the dudes, you know, they're like, Hey, bro, they talk however they want. They curse. Right? I have to speak eloquently. When my hair is looking a certain way, and if my hair changes, it's a conversation. Why is my body a conversation? Why is it a topic? It's unprofessional, you know? So of course you have impostor syndrome.

Anita:

Yes. Absolutely. I'm learning all these terms, which I've heard them before, but you're code-switching, right? You're turning off your Blackness when you get to the door, and you're putting on your appropriate person of color persona so that you're not considered too aggressive, or, you know, combative or too Black. Girl, I'm tired! I can't remember where I saw it. I can't remember where I saw it, but it was a t-shirt that said, I don't code-switch, you get what you get. Right. And I think after a certain point, women, especially Black women, we're just tired. We're tired, but you're absolutely right. Until we get or move into the mindset that it's okay not to be okay with the treatment that we've been receiving in corporate America. It's okay to speak up and how to speak up so that, you know, I've figured out how to speak up in a way that I don't end up in HR. So if you take it to HR, they're gonna be like, Well, what did she say? She didn't say anything wrong, but I'm letting you know how I feel. And I'm getting you off my, if you step on my foot, I'm gonna get you off my foot. But in a way that if you try to repeat what I said, you're gonna look crazy because it's gonna be like, Well, she didn't say anything bad, right? But just getting to that point where you're confident enough within yourself, to be able to stand firm in your power. And to tell people, you know what, that's not okay. No, it's not okay for you to do this. No, it's not okay for you to do that. No, it's not okay for you to expect me to put up with that person's condescending attitude towards women of color and call it a growth opportunity. No, ma'am. That is not a growth opportunity. That is not that is abuse, and I'm not here for it. So we can either give this account to someone else, or I can send him to therapy every time he steps to me the wrong way, and then you're going to have to deal with him calling you to complain to you about what I'm doing. So let's figure out how to make this work for both of us here because I'm just not I'm not available for it anymore. And sort of move women from where they are in their imposter syndrome to standing in their power, sounds like what you're doing for the women that you're working with?

Seneca:

Yes, absolutely. Yeah.

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**Anita:**

See, that's why I knew we got along for a reason. We're like, no, ma'am. No, I'm not available for that. I'm not available for that. That is not okay. So I love this. I love this. Now, you mentioned before we got... before we pressed the record button. You mentioned women in business or in corporate taking time out to pause, and that you have a coaching program called Pause. And that's based on, you know, your recent life experiences. We talked about the passing of your grandmother, and how you realized that you needed to practice what you preach in terms of you needed to take a pause. So tell us about your Pause coaching program, why you created it, why it came how you realize that you needed to be your own client right now.

**Seneca:**

Okay. So we're going to rewind to the big pandemic. 2020 actually was really good for me for business because I'm a therapist. So, in 2020, the pandemic hit. Let's say it was March, and we had the lockdown. Yes. Yeah. So we had the lockdown, and immediately I started getting more clients, then I could even handle. More than I can handle. It was almost like scary because I was like, I can't do this. But you know, I did what I could do. I took as many people as I could take on. I was getting podcast interviews and Instagram lives and LinkedIn interviews, it was just like, nonstop, like all day talking about COVID and everything. And at that time, I was experiencing really serious fibroids. So I'm doing all this work. It's a whole pandemic going on. I'm doing all this work, but I'm also experiencing fibroids so bad that I would literally be on my period for like three weeks every month. Constantly, constantly, you know, just going in, you know, we could have a whole episode on how I dealt with that. But I almost thought I was gonna die like I thought I was gonna bleed to death because I was hemorrhaging.

**Anita:**

I understand.

**Seneca:**

And I was thinking to myself, like, do I keep going? Because this is it! This is the year and like, you know, I have business colleagues who were like, You know what, this is your year. You're blowing up, like, this is it. You're getting all these clients, all this money, and I'm thinking in the back of my head, I think I'm going to die if I don't stop. Like that's how, you know, I'm feeling. So I always have a coach. People, you know, they don't believe this, but therapists have therapists and they have coaches. So I'm always in therapy or coaching. I had a conversation with my coach at the time, and I was like, I think I might need to actually take a sabbatical. And that went against everything that was going on because, you know, I actually had a, you know, and not to say anything wrong, but I had like another business owner, that happens to be a man. And I was explaining to him like, I'm homeschooling my teenager, I'm homeschooling. I'm helping her manage. I am dealing with some health issues. And he's like, Well, why would you want to take a break right now when business is booming? And I remember hearing that and just feeling like deflated. But then when I spoke to my coach, who happens to also be a Black woman, she was

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like, if that's where your spirit is going, and you're hearing that you need to stop, then you need to stop. So it didn't feel natural to stop working, especially with what was coming, but I kid you not as soon as I stopped working like I told all my therapy clients, I explained what was going on. I was like, you know, and that felt bad. I had to tell my therapy clients in the middle of a pandemic. Hey, I have to stop working. You need to see another therapist. Here are some referrals. It was really hard like people were crying, but I had to do that. And when I stopped, I crashed. There were days I would be in bed, and I couldn't get up out of the bed. It'd be 5pm and I couldn't get out of bed. My body crashed. So at that point in time, I was like, I need to focus on my health. I went to the doctor, and, you know, we discussed what we were going to do about my fibroids, and we decided I was going to have surgery. I had surgery. I thought I was going to have like this quick bounce back that they talked about after. I did not. I ended up having a seizure when I came out of the operating room. Yes, I had a seizure. And when I woke up the next day, I didn't even know what happened.

Anita:

Wow, you had a seizure in recovery?

Seneca:

When I came out of the operating room when they were wheeling me into my hospital room? Yeah, yeah, I had a seizure.

Antia:

Wow. So when you woke up, and you didn't remember where you were or anything?

Seneca:

I knew I was in the hospital, but I didn't know what happened. I knew something started like I knew the seizure started because I was shaking. But then it was like, you know, I went lights out. I just remember a whole bunch of people in the room. I can remember them telling me to speak. Like I heard them saying to speak, but I couldn't move my body. I couldn't speak, I couldn't say anything. It was like I was trapped in my brain. And when I came to, you know, and they told me what happened, I had a seizure, and when I got home, I wasn't able to walk the way that I thought I was gonna be able to walk. I also couldn't process English. People were speaking to me in English, and I had to really pay attention and focus on what they were saying like I had to rebuild my memory. I lost words. Even the ability to drive. It was like I was learning to drive for the first time like my brain wasn't connecting. So something happened with my processing. And all of that was a very long pause.

Anita:

Yeah, hello. Of course, it was. Goodness! Wow.

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**Seneca:**

Yeah. So in 2020, I had a long pause, and it was almost like my intuition was like, You need to probably take a break. And as soon as I did that, my body was just like, We're done for the year. I had to tell people who are reaching out to me like, I'm not available for clients. And you know, God is good. Some people reached out to me like they found me on Google. They were like, I'm looking for a therapist that works with entrepreneurs or careers. I was like, I'm not available. I'll probably be available in December, and they waited.

**Anita:**

Girl, God is good, right?

**Seneca:**

Yeah, they waited, and clients that I had before came back.

**Anita:**

Wow. For you. See this speaks to the quality of and caliber person that you are. I really, really appreciate that. Now in my risk management mind, I'm hearing all that you're saying. I'm hearing the long pause. I understand that all fibroids and surgery, have been there, girl if you want to, I'm not going to tell this story now. You can go back to October two years ago. It was like an episode I did a whole month on. On menopause and fibroids. I think in my very first episode, I talked about fibroids and all that stuff. I was so mad, but anyway, I'm listening to your story. The surgery I've been through. The surgery I had, they stated that if I did the Da Vinci surgery, which was a robotic surgery, that it would take me less time to recuperate. No, ma'am. It was still six weeks plus for me. And then the seizure... Oh, the seizure and the fact that you were out of work for so long. Now the risk management side of me is like as a business owner, did you have like long-term care insurance? Like how did you manage? Are you just, you know, I'm a multimillionaire five times over and you didn't need to worry about making money while you were trying to recuperate from your business?

**Seneca:**

Oh, no, not at all. I am not a multimillionaire. And I would say, I wish that I was more serious about having long-term, you know, like disability insurance. So I didn't, sometimes I just, you know, I tell people, there are things that happened to me, and I can only explain it as God because I made enough money in the beginning of the year - at the first bit of the pandemic, remember, I had more clients than I ever had before? Yeah, one time. And you know, I'm really good with managing money. So it's not like it was coming in and going out. So I just kind of like rolled that out for them. And actually, you know, this is not true, I did still have money coming in because I got a contract with a company during the time that I'm recovering. A company reached out to me that found me online, they Googled me and they were like, we see that you're a therapist and a coach and you work with professionals and it was an employee assistance program. She was like, we would like you to speak to our employees about mental health and

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stress management because a lot of them are struggling with the pandemic and all this stuff. It came in at a good time, and it was very helpful to have that. So that kind of carried me, but no, it was definitely God. I have a very supportive family as well. So my daughter was okay. I didn't have to worry about taking care of her. So yeah, I also have an amazing community. You know, like supportive people as well. And I'll just leave it at that I have, like very good supporters.

Anita:

That's amazing.

Seneca:

So that was a long way to say why I started the Pause program is because I had to learn how to be okay with the pause because a lot of high achievers, over-achievers or not, okay, just sitting down.

Anita:

Hello.

Seneca:

Especially when the money's coming in.

Anita:

I'm raising my hand. You guys can see it and raise my hand. As an overachiever. I loathe not being busy, right?

Seneca:

Like, oh, my god, I can't do anything. And honestly, I really couldn't. Because when I talked to the doctor, I wasn't healing. And he was like, You need to stop. Stop whatever you're doing. I was like, but I'm not even seeing clients. He was like, Well, I don't know what you're doing, but you need to just like rest so you can heal. So I had to rest and then I had to get back to the basics of eating healthy, making sure I was hitting all my points of self-care because in that time, I wasn't really doing my self-care. We always sacrifice our self-care first, so getting back to that and getting back to like, just basic things. Like I was having my three meals in a day, I was, you know, watching shows with my daughter, like we were watching, you know, old sitcoms during that time. So just getting back to that place of okay, what are my basics? After working through the basics of self-care and getting myself back feeling like myself again, as close to myself as I could, it was like, now I gotta get back to business because I hate posting on social media. I must have had 200 inbox LinkedIn messages.

Anita:

Oh, that's a lot.

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**Seneca:**

I was like, I got a response to these people, I haven't responded in months, you know? Like, how do I ease back into this and get back into this? And it's almost like if you disappear from social media for a bit, it's almost like coming back is like you're coming back to the old neighborhood, but it looks different.

**Anita:**

Right? You're starting over.

**Seneca:**

You're starting over! People are like who you? I don't know who you are because you're on these new businesses new, you know, and whatever. So it was like starting over, and that is challenging for some people. And because it's so challenging, some people just don't come back from the pause, they don't come back from the setback or the challenge or whatever. I help people learn how to be okay with taking a pause. Okay, in the pause, like, this is what you do in the pause. Well, you can take care of yourself, there are things that you can do, let's figure out what that is. What do you have the emotional bandwidth for? What do you have capacity for? And then how to ease out of the pause and get back into business. And really, you have to ease your way back into it. And how I eased my way back into it, I just started doing Instagram interviews with people, and I started reaching out to people like, Hey, I've been gone. I'm back. Re-introducing myself. Slowly coming back to taking on clients like hey, I'm here. I reached out to my old clients first, like, Okay, I am, you know, back. They're like, you okay? Yeah, I'm alright. So they're like, Yeah, you're back, you know? I think the first event that I did was the flourish media conference in 2021, Flourish Media Conference. They're a marketing company in Miami, and they do this amazing conference. And they did it as a very small conference that year because it was still in 2021. I think this was even before the vaccine came out.

**Anita:**

Yeah. It was because I backed out. I was supposed to go too.

**Seneca:**

I remember thinking to myself, like, well, you know, Seneca should you be around people right now? I was kind of nervous. The first time I'll be around people again, right? I didn't even talk about my immune system because I found out that I had like, my immune system was attacking itself. Oh, all these things were going on. But I said, You know what? They said the conference is really small. I think there were only like, 20 something. So I decided to go, and I decided to pitch my business. I decided to speak. And that was big because remember, I told you I wasn't really processing English. So I do these things to challenge myself to break out of my anxiety, and this is something I teach in another course. I have the business anxiety breakthrough course. Sometimes we have to shake ourselves up to get back out there. And that's how I did it. I was like, well, I might sound ridiculous. I don't know if the words coming out of my mouth will

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be what I want to say because that was happening. I actually ended up winning a grant, a business grant. Yes. And I'm like, What am I doing?

Anita:

Oh my gosh, Grant. I'm so excited. I don't think I knew that you actually... Yes, I did. I did. Because I sent the email out after so that is so amazing. So you were you concerned? You know, I like movies and things, so I always get movie references that pop up in my head when people are talking. And just when you were saying you didn't know if the words are going to come together in my head? I was thinking of Chris Tucker. Do you understand the words that are coming out of my mouth? That's exactly what I'm thinking. Like, wow, I guess I guess they came? Did you share with them at the beginning of your talk what had happened to prepare them in case? You know, though, it's towards the camera you just went for?

Seneca:

I just went for it because one we had a time limit. Right? There was a time limit. So I didn't have time to share any of that before I did the pitch, but I just wanted to just put myself out there and that was how I got back. It was me coming back. And after that, it's been just, you know, going steady after that. I've been, you know, like thinking how many other people from the pandemic or even right now are going through things that are challenging for them where they feel this space of I think I need to stop, but I don't know how or I don't know how to take care of myself. And you know, and it's a, it's a coaching program because it's not dealing with mental health, it's not diagnosing. And that's important for people to know that therapy is for assessing and diagnosing mental health disorders. It is not the same as coaching. Therapy is really getting to the source and the core of what is going on mentally. There are times when I may work with clients who might need a referral for medication. So you can't think I'm gonna go to coaching and it replaces therapy. Because usually coaching, you know, you're focused on the present, you're very goal focused, and you're not dealing with deep hurt, emotional trauma, and all this. So it's important for people to know that. So the Pause program is not for people who are dealing with any mental health. That's not the reason they're having a hard time, right? It's because life is living. It's happening.

Anita:

Yes, I'm so glad you said that. I'm so glad you share the difference between the two. Because you know, I always tell people, I am not a licensed therapist, I am a coach, right? But in doing my Discovery sessions, I will be perfectly honest with people. Okay, let's talk about what's coming up for you. What is it that you want to work on? Ask a couple of deeper questions, and then I will refer - and two ways that I do this - I will either refer them to someone in my network if they're open, or I will offer them a session where I go through with them, and based on you know, my metaphysical background and my energetic background, I will help them - and my understanding of the psychology field and the additional certifications that people get - I will walk them through their Psychology Today in their area and say, Okay, well, this person what you

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know, what I think you may need to focus on based on what our conversation is, sounds like there's a bit of trauma there, sounds like there's some PTSD, sounds like, you know, you're having maybe some family dynamic issues. Let's find you someone, you know, to work with you to help you through that, and then once you start working on that, then we can focus on this. But I am not going to say that I can help everybody. I'm not going to guess. I don't believe, and I've been on the I've been on the side where people have taken on me as a coaching client, but they didn't know what the heck they were doing, or they were trying to overstep, you know what their limitations were right? They were going beyond their limitation, I'm like, okay, I can tell you don't know what the hell you're talking about. I have always had a therapist, and then I have certain coaches. So I know the difference between the two, but most people don't. And so the fact that you explained it is great because now they understand what you go to therapy for and what you go to coaching for, and knowing that you're able to outsource or to provide a referral to someone else if they need it for medication. And on my end, I also refer out to, you know, therapists either in my network or I help you identify someone on Psychology Today because that's just not, that's just not what I do. Right? Yeah, I want to be able to do my best work with you, and I certainly don't want to, for you to end up with what, you know, people talk about church hurt, I don't want you to end up with coach hurt because I've had several clients that have come to me that have been, you know, just not treated very well by coaches who hung the banner of coach on their door because they took a \$97 course somewhere.

#### **Seneca:**

Oh, stepping on toes. Listen, and you know, there's like this therapist versus coaches, sometimes. I am not like therapists versus coaches. I think everybody just needs to respect where they are and what they're doing. And for myself, I love coaching. It's a whole other realm, you know, of helping to empower people and educate and teach certain skills and things like that, that we should have already. Because you know, when you go to school, you learn whatever your subject matter is, but you don't learn things like how to navigate careers or how to navigate business. So I love coaching for that, and even with therapy, the service that you offer to help people understand it is very important because I've heard often that people have stayed away from it. Not even just because of the stigma of therapy, but because they don't understand it. And you would think that you know, people know how to get a dentist or an eye doctor or a dermatologist. When it comes to a therapist, there's this, like smokescreen like, you know, it's confusing for them. So sometimes I do have consultations with people where they may not be in the state I'm licensed in. Even that people don't know like, your therapist must be in the state your license is. And I'll tell people that anybody but I want to work with you. I saw you online. I heard you on the podcast. Well, if you are in New York or Florida, I can work with you. That's the number one, but you're online. And I'm like they these are the legal requirements. And that's when they get like a click back. It is a profession. It is a clinical profession. And that's when they're like, oh, okay, so there are issues around this. And that's why it's important to know that the person that you're seeing for... I've seen this online, anxiety coach, or depression coach, make sure that person is licensed to help people with depression



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or anxiety. Because sometimes what people are doing is, I'm gonna tell you how I help myself with my anxiety. That can be dangerous for someone that either has another diagnosis, may need to be seeing a psychiatrist for and getting medication because some things are a chemical imbalance. So it could be very dangerous. So people need to understand that, or even for myself, people like Well, you're a therapist, can you help me? And I'm like, Well, let's talk about what you need help with. And here's the situation, um, you know, I'm getting a divorce, and I want you to talk to me and my husband, and then I'll refer them to, you know, someone that specializes in couples or family, and it's not that I cannot do that. There are generalists that are therapists. You know your general doctors, there are therapists who see everyone. And I've done that, like, I've worked with all these populations in different agencies and groups. But in my own practice, I realized that my zone of genius is working with professionals, is talking about careers, career counseling, entrepreneurs, dealing with life and work, and all of that. That's my zone of genius, and I don't try to step out of that. So if someone is like, yeah, you know, I have bipolar disorder, I am not going to be the one to help you. I will refer you to someone that helps you with that. Or if you have like sexual trauma or anything like that. And again, it's not that I can't help people with that. That's substance abuse. I've worked in the substance abuse clinic as well. It's not my specialty so that people need to understand when they're looking for therapists. These are the questions that you should be asking. What do you specialize in? Do you have certification and experience in it? Are you licensed in the state that I live in?

Anita:

Yeah, that and that's precisely why I walk them through the Psychology Today, website, right and have them because you could find 30 different people in your zip code. But you need to go through each one of those and decide. You understand what you're looking for. Right? Because just picking one that takes your insurance isn't going to help you if that person is not... and it doesn't focus on what you need to focus on. So the service that I provide is, not only do I help you find that narrowed down to what you're looking for and the people that are in that particular state or zip code that you're in, but I'm also helping you to craft that initial message. Right? So from a coaching perspective, you know, it's easy for me to craft the message, you told me what the issue was. So now I can craft the message to send to the three people that you've chosen, and then help you to evaluate the responses that they get. You'd be surprised that a lot of these people don't even respond to the emails that they get from Psychology Today. You know, my last client for this particular service was like, Well, I never heard from such as such. And when so-and-so responded two weeks later, they said that they would give me a call they never called and I was like, Oh my gosh. So now we know out of the three that you picked, the one that responded and responded in a positive way to the message let us know, you know, that she or he is willing to or is able to respond to you or to treat you in a way that's comfortable for you. Now, that's the person that you go with, and then telling them, You don't have to stick with that person, right? You can go to that one person for it, it's almost like my Discovery sessions, right? You have a conversation, you have that initial conversation, if it doesn't work if you don't jive, that's great. That's okay, you find somebody that you didn't because your relationship to me, I'm

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all about relationships. So your relationship with your therapist is just as important as any other relationship because this person you're gonna tell everything to. So you've got to feel comfortable, you have to feel like this person is not judging you for who you are, but able to be objective and to share. Now, don't even get me started on the therapist's responsibility to... I love this show, I don't know if you've ever watched it. I love the show *Couples Therapy*, and the show *In Treatment*. Because the show *In Treatment* shows a therapist that's going through his own life, but then he has his clients, and his clients trigger things in him. And then he has supervision, where he talks to his supervisor about what's happening and the supervisor will, you know, help him work through it so that he doesn't project his drama or his trauma onto his clients. That is some serious stuff. So even as a coach, I make it a point. Every Wednesday we get together, honey, me and my therapist. Every Wednesday at five o'clock, central time, right? Everybody knows, don't call me, don't bug me, don't ask me to go nowhere. Because on Wednesdays, at five o'clock, me and my therapist, we're on a call. Not just or like, and I'm using air quotes, you can't see them, but not just for like supervision. But for me to talk through all the things that are coming up for me, especially in the corporate space, and finding a safe space to do that. I'm constantly, and you as well, we're constantly giving to people pouring out into people, we need to have people to pour back into us to refill our cups. And if you're a therapist, I told you guys this before, if your therapist doesn't have a therapist, or your coach doesn't have a coach, you need somebody else. Because the last thing you want to do is to be involved with somebody who is only in their own head. They have no one that is checking them, no one that is calling them on their BS. You don't need that, you don't want that. So if I'm causing several breakups here between client and coach or client and therapists, I may need to do it. Because you need to have someone who is being held accountable for what they are bringing to you and you don't want them projecting their stuff into your life. Girl, I could talk about that for a whole episode.

#### **Seneca:**

We could! We could talk about, you know, therapy, the therapeutic relationship and all of that. And even the coaching relationship is very important. I find that in our time that we're in of social media, and influencers, it's easy for an influencer to say that they are a coach, and they are popular. So sometimes people will spend money on that program because they're thinking, Oh my God, this person is popular. They know celebrities, they are a celebrity, I'm gonna go into that program. And then they come back to me and they're like, so they're not helping, or this is not working, or I experienced this, or they scammed me or whatever it is. And you know, sometimes it's a matter of you managing your emotions because you don't know how to control them when you get into these spaces. So let me explain this, and you might know what I'm talking about. You go to these events. It's so exciting. They have the loud music pumping. Everybody's like, whoa, whoa, whoa! Tap your neighbor who you don't know, right? Everything is going, and you're high in your head now. And they're like, give me your credit card and you're just like bam, right? Yes, you gotta buy this thing right now.

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Anita:

Right now! I gotta get it at the event price because it'll go up once I leave!

Seneca:

Exactly, and you know, they'll come back to me and they'll be like, Oh my god, I can't believe they did this, and I spent this much money. I was like nobody did anything to you. You have to be in control of your emotions. You can have a great time, but you don't have to put down your credit card if that's not what you needed.

Anita:

Right? You got all caught up. You're involved in the hype, right? Yes, the fun time, and that's why they do that! They hire professional hype people, right, to get you hyped up. You reminded me of two instances. I have an individual that I was coaching, that purchased another coaching program from someone else, and this coaching program was like they paid for this PowerPoint presentation, you know, in the end, the pre-recorded stuff, but it was, to me, it was a lot of money for just that, right? I'm not, hey, try what you feel you're worth. Not a problem. But when the individual had a question, they refer them back to PowerPoint, slide number 17. Okay, so now this enables individual is coming to me asking me to explain PowerPoint, slide number 17. But at the time, they weren't my client, and I was like, you need to reach out to the person you gave the money to!

Seneca:

This is like what's going on in the coaching industry that I could talk about, we can talk about, right? You can pay people to make the course for you, and if you don't know the material, you probably won't be able to answer questions about it!

Anita;

This is true! See page 17, paragraph two, sentence three. I was like, Are you kidding me? You paid what?

Seneca:

We're gonna get in trouble out here.

Anita:

We're exposing everywhere. But people need to know, right? Because, you know, for the way that in full transparency, I've been in this game and coaching game for over 20 years, I chose to go the metaphysical route. Because for me connecting with my clients, and being able to share my personal life with them was something that I wanted to do,, and going the traditional psychology route wouldn't allow me to do that. I am also a woman that likes to say what I mean, to me when I say. I'm a straight shooter, so I'm gonna call you on your bullshit. So as a licensed therapist, you know, if I were to say, That's bullshit, that's wrong, blah, blah, blah, then I can be

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brought up, you know, they could file a case. And I'm like, I'm not going through all that. I'm not doing all that. I'm not going to put myself in a position where I know I'm gonna get in trouble. So I chose the coaching route, but that doesn't mean that over the years when I haven't had my own coaches - because I have, I've always had a coach or therapist - but I've also done a lot of work in studying like the psychology field and the different additional certifications that they get, and how they connect with the metaphysical studies that I've done. Currently working on my Ph.D. in metaphysical psychology, so when I found out, you know, there was a program for metaphysical psychology, I was excited. I was like, Oh, my God, I get to tap into a little bit of this, and I still get to be myself and still, you know, get to share my life and my experiences with my clients so I can show them, this is possible for you because look at what I've done. Here are the things. I know what it's like to stay up late at night. I know what it's like to go through, you know, a divorce, I know what it's like to be to have gone through domestic violence, and I can share that with you, which helps me to connect with my clients. So having all of that experience over 20-something years, when I see an experience or hear about coaches that just hung out their sign because they took a \$97 course three months ago, and now they're out here jacking people up, I get kind of sensitive about it, right? Because it's, uh, it leaves a bad taste in people's mouths when it comes to coaches because they may have experienced this one. And that's why I say there are people come to me who have coach hurt, and based on how much they have experienced with that inexperienced coach, it takes several weeks, if not months to get them to heal from that before we can get down to the real work. It's true. Yeah, I can't. It's disheartening how many people are out here playing with people's emotions? Yeah, it's not cool.

#### **Seneca:**

It's true. And I think because I have, you know, experienced it. You know, I had, I think I might even shared it with you, like my scammer experience with a coach, like, I felt bamboozled. So, because of that and then knowing that I have had clients who came to me and they were like, This is what I experienced. I'm in a coaching program, and, you know, this is what it's costing me, and it's not helping me. And then now they're asking me to help them with these things, you know, around mindset, or whatever it is. And now they're like, Oh, well, this is actually working.

#### **Anita:**

Yeah.

#### **Seneca:**

Like now I'm actually doing the stuff. I wanted to create a space for that. That's what the Conquered Network is about. You're able to build your business in a place where it feels safe to do so, where you're not preyed upon, where everything is, you know, ethical on the up and up. And I don't want to work with clients who aren't the right fit. So I'll even tell people, you know, I want to know that I'm not wasting your time, and you don't feel like your time is wasted, and this is for you. This is right for you or right for you right now. I've had people tell me like, oh, I want to, um, you know, work with you. And my thing is, I'm gonna qualify you like if you work with me

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for this amount of time, can you fund that? Like, do you have the funding for that? Can you get the funding for that? Because what some people will do is they'll pay, you know, the one-time payment or whatever, and then like I can't do the payments. And now, that messes up our coaching relationship because you don't want to pay me because you can't afford it even though you're already started doing the work and emotional stuff comes up. So I addressed that before it even happened so people feel good and comfortable paying the price paying the investment to work together. One of the things that I also have that I've been working on is over the summer, we had a 12-week, Summer Intensive Anxiety Breakthrough course. And the business anxiety breakthrough course helps entrepreneurs who feel like they're stuck in the startup. That's that phase where you've done the things to start the business, but then nothing's happening. It was like you've got the car, but it's not moving. Great, you know, I don't know what to do. Yeah, it's for those who are in the startup phase. And they're like, you know, I find myself getting really anxious about business. So it's important to, again, disclaimer, this is not the diagnosis, the clinical diagnosis of anxiety, but business anxiety, it comes up for a lot of entrepreneurs. They might be making millions for their company, they sell things for their company, they are doing presentations, they are going and doing videos. And when it comes to their own business, they get nervous. They're afraid of making mistakes, they started drinking, they hide, they're not telling anyone about their business, they're afraid to sell. So in the modules that we have there are six modules, we work through what are your business anxiety cycles, that's the first module, like when you have 99 ideas, and you don't implement one, that could be because you're anxious. You implement it, it's not going to work out, it's going to fail. So you keep coming up with new ideas instead of implementing them. So we worked through that, you know, Where's that coming from, and what's actually going on? And I kid you not, you know, I can't even like make this up because it's posted on social media. Someone posted, like, in five years, I've been trying to figure this out, and in one session, I had a breakthrough. Because they understood it was a business anxiety, right? And the people who are in the course, these are attorneys, they are doctors, they are professional educators, I have artists in there. So these are people who have experienced education, and for their jobs, they're superstars. You don't realize it just because you have an entrepreneurial spirit, it doesn't always cross over into, you know, actually doing the work in the business. So a lot of people get stuck in startups. And they'll be like, Yeah, I got my business registered, and I got my, you know, website, you know, or something like that, but nothing's happening. And then there's, I say, stalled in scaling. So maybe you have clients and you've been charging that, you know, \$50 an hour. Now, you and I know that at \$50 an hour, you're not really going to be able to sustain a business or become a millionaire. And you're going to burn out, especially if you're trying to work a nine to five and carry a business, right? So they are at the point where it's like they have visitors coming in, they have a following, they're doing speaking engagements, and now it's time to raise their prices. Or now it's time to like really put themselves out there promote, do a podcast, do the live video, all of that. And you're like, I'm scared. So I help those as well. So it's mostly service-based entrepreneurs who are stuck in a startup or stalled in scaling. I work through the business anxiety, the social media anxiety, and the sales anxiety. I'm actually going

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to be doing a webinar on that this week in another group talking about getting through your anxiety about sales. That's a whole program in itself, and we work through networking anxiety because if no one knows you exist there's no business. And business definitely comes from those business relationships. So people are used to going to networking events and talking about their company like I work for H&P company, right? Now you have to go to events and talk about your company and your business, and you have to be confident in that. And if you show up saying, Well, I'm trying to do or... you know, how are people going to respond to that? Right? They're gonna be like, Okay, you're trying to do something?

**Anita:**

Let me know when you figure it out!

**Seneca:**

So I help them with how to work through that, like, this is what you're doing. Whether you have two clients or not, they don't know! And then, of course, we want to talk about like, creating systems. And when I say systems, I'm talking about all kinds of systems, like some entrepreneurs are kind of just winging it. So they don't have a routine, they don't have a system, they don't have a plan to kind of just... ah, the spirit hit me. So I'm gonna do some business stuff.

**Anita:**

And then four weeks later...

**Seneca:**

They say, I'm not consistent, I don't know why. So we talked about time management organization, and how not to burn out, you know, how to prevent business burnout. Working through all of that, it's helping them feel confident. And once you are confident in yourself as a business owner, the sky's the limit. Anything is possible at that point in time. So as a 12-week intensive, it was really great because I am interactive. It's a course, we did have office hours so people can ask questions live, I didn't send them to a slide. Because everyone's business is different. So they have different questions. And also, they can chat with me in the community, they can post their question or comment, or share with me. This is my win, this is what I did, right? The hybrid, you know, traditional group coaching, but you know, it's been a great experience. So I am relaunching it, and I'm stretching it out to a six-month program. And I'm going to be bringing in guest coaches and experts that I vetted that I know are safe, and mentally safe for them to work with. So marketing experts that they are familiar with how important mental health is in marketing. So maybe somebody is like, I don't really feel comfortable yet with going live. But that's okay because I know a marketing expert. You know, I know different marketing experts that can help you work around that. There are different ways to bring in traffic to you, and when people don't know how to package their services? So I have someone that's gonna come in and talk about how you package your service to sell it. Because,

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you know, we come from the old school, where you go into phonebook and you just look up attorney. So you just call the attorney and it's like, it's a mind shift.

Anita:

Yes.

Seneca:

You can't do that anymore.

Anita:

So wait a minute. For our millennials listening, let me explain what a phonebook is. It is a book that was super thick, maybe depending on where you were, it could be a quarter of an inch thick to two to three inches thick, where you would look up people by their profession. If you need a plumber, you go to the P's, and look for where it started with plumber. You pick somebody based on the picture that they had, or if their name sounded cool, but this was before the internet.

Okay, this was phonebooks before the internet. Millennials have no clue what a phonebook is, right? It will be a paperweight right now if they needed it, or something to add, you know, to the fireplace or the fire pit in the backyard if they ran out of firewood. But that's what a phonebook is, right?

Seneca:

They can Google it, they can Google it. So most of my clients, you know, they know what a phonebook is that they're in that time. And, you know, it's like moving away from that and understanding like you, you know, people are looking for your face now. When they see a business, they want to know who's behind this? Who is the person? And this is a challenge for some of us from, you know, pre-social media, because, yeah, I kind of came at a time where I was when I was in college, there was like AOL, but it was like a novelty. So it wasn't a thing you used or had to use. So if you're coming from that time, it's like, it's a whole mindset shift, so now I'm the brand. Like, I gotta show up, I gotta like, talk to people. I can't just like put up a website? No, you can't just do that now, and that, you know, triggers people emotionally. They feel some way about that anxious feeling, and then they feel nervous about putting themselves out there. So we talk about how you show up and be a brand without sharing things you don't want to. You don't have to share everything, and tell everybody everything about your life. Tell people what you're comfortable with. Craft your story how you want to, and it makes people more comfortable to be themselves, and the more yourself you are, the easier is to get out there and just share your gifts. Because at the end of the day, the anxiety shouldn't keep you from sharing your calling, you know. Whatever you're called to do, you need to get out there and do it. Sometimes people... you know, I say we cannot mute, delete, or block blocks are calling.

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### Candid Conversations with Phenomenal Executive Women: Seneca Williams

**Anita:**

Girl. Tell me about it because I've been running from this one for years. The space I'm in now, I'm like, God, are you serious? Really? You want me to do this? This?? You know me, you know my mouth. You know my level of patience. You know I'm gonna keep it real. Are you sure? He's like, I've been telling you this for the past several years. My husband even said, this is a space you needed to be in. I told you he started telling me this like three or four years ago, and I was like, No, I don't want to do that. Now, I don't want to do that. And I got hit in the face, popped upside the forehead with an experience that was like, You know what? I can't. I can't ignore this anymore. I gotta do this. So I totally, I totally hear what you're saying. Well, you know, I haven't even been keeping track of time, but I'm so sure that we are over. But Sen, Coach Sen, as she is lovingly called, I'm calling her Sen, I would love to have you come back. We definitely have to find something to collaborate on, but I would love to have you come back and share more with our listeners. Please know that you will be able to download the show notes, and in the show notes, Sen, we're going to have every link that they can reach you on, wherever they can find you, what courses you have, whatever upcoming intensive that you have to go on, I'm going to make sure that you can connect with Coach Sen, because she is amazing. I think you can as you can see, again, I'm only bringing you individuals that I have a personal connection with, and those that I know are going to be able to share with you from their zone of genius. And this is definitely Coach Sen's zone of genius. So be sure to check out the show notes. Look for the links. Don't forget, Coach Sen, send me that link to the YouTube of your grandmother's funeral, and before we go, what I'd like you to do is just share with the listeners, if you had - I'm all about being the Happy Executive Woman, right - so if you had one piece of advice to share with the listeners to help them reach the goal of becoming a Happy Executive Woman, or in your case, a happy business owner or entrepreneur, what would that be?

**Seneca:**

I would say to be true to what you know you should do. And you know what you should be doing and what you're not doing.

**Anita:**

Wow. Don't be stepping on my toes. This wasn't for me. This was supposed to be for the people, not for me. Okay, she said, I felt that. So I know that there are going to be some of you that as felt that as well. I'm so excited that you've spent this time with me, and it's really been a pleasure getting to know you more. I remember when I first met you at Flourish in 2019. I think it was 2019, 2020... Maybe 2020, and it was the first time that you were sharing publicly what you were thinking of doing. I remember that, and then from there until now I knew there was something. I was like oh, she is so cool. I'd love to get to know her, but I'm such an introvert. People don't believe it, but I am, and I'm not one to be like hey, do you want to be my friend? Looking all weird at 56 walking up to women, right? Hey, do you want to be my friend? But I'm really excited to get to know you more. I'm looking forward to staying connected and definitely looking forward to us doing something or collaborating together for our clients and for the



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listeners coming up this fall. So with that, I'm going to let you guys go. As you know, you know, the candid conversations are like the best for me. I initially started out planning to do one a month, and then girl I was having so much fun. I forget that I need to record one with just me. So I'm so excited to have you today. Be sure to check out the show notes, download the show notes. You can find the podcast, if you are just looking at the show notes, you can find us on every streaming platform pretty much The Happy Executive Woman™. And you know, as I said earlier, I'm starting to shift the focus of the podcast, I would love to have you join me on this journey. Feel free to reach out to me if you have any topics that you'd like for me to cover. And there's some good stuff coming up, so you want to stay close. And oh, I wanted to tell you that I checked the ratings once again and it looks like that we are still in the top 10% of all podcasts globally. So it's like almost 3 million podcasts globally. The Happy Executive Woman is in the top 10%, so thank you so much to all of my listeners, my loyal listeners. Thank you for sharing. Thank you for posting. Thank you for liking all that you do. I really appreciate you. Until next time, this is Coach Anita and Coach Sen signing off!