

PODCAST TRANSCRIPT



EPIISODE 72

That's It...
I QUIT!!!

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HAPPY EXECUTIVE WOMAN

Episode 72

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### That's IT...I QUIT!!!

In case you haven't heard, **I broke my ankle a couple of weeks ago**. It couldn't have happened at a better time since this is the time of year when I do my year-in-review.

You may have heard me mention this before. Every December, as I'm wrapping up the end-of-year activities, I take time to look over the year and determine what worked and what didn't in every area of my life.

Sitting and lying here for weeks with my leg iced and propped up due to broken ankle surgery, I've had nothing *BUT* time to think about how my life has unfolded both personally and professionally.

Stay with me as I let you get "all up in my personal business" by sharing my process, what I reviewed, and what I've said, "That's It... I QUIT!" to doing.

In other words, **what I am no longer available for**.

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I love this time of year.

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### That's IT...I QUIT!!!

Every December, since my kids were little, I would save up all my vacation to ensure I was home with them during the Christmas break. While at home, I would always look back over the year and review my personal and professional goals and intentions to see how I measured up.

Since the pandemic shutdown and the civil unrest, I have added my spiritual and emotional healing review to the list. This has resulted in shifting the focus of my business from interpersonal relationships to healing my Black and Brown sisters of corporate trauma, increasing their confidence, improving their leadership skills, and teaching White allies how to activate their privilege.

The only difference this year is **I've started this review a bit early.**

During this review, I looked over my business offerings and investments for the year and took stock of what was helpful and what was not.

I recognized how I stepped into situations, giving away my genius, as a result of not genuinely thinking that clients would pay for knowledge that came so quickly to me. I could sit with a person for a short time, hear what they had to say, the questions they asked, and then provide guidance, direction, and even a solution within that first conversation that would be life-changing for them... free of charge.

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That's IT...I QUIT!!!

As I thought about this experience, I was reminded of an old parable of an old engineer and the hammer I once heard at a conference. I will not remember it verbatim, so I will share it to the best of my recollection. I've also heard a similar parable about an engine knocking noise in a boat, so this might sound a bit familiar to you.

Here goes...

An engineer who had worked at a company for many years retired, and a few weeks later, the Big Machine broke down; without this machine, the company would lose *a ton* of money.

No one could get the machine to work again, so the company called in the old engineer (let's call him Grady) as an independent consultant.

Grady agrees. He shows up, walks into the factory, takes a look at the Big Machine, grabs a sledgehammer, and whacks the machine once, after which the machine starts right up. Grady leaves, and the company is back to making money again.

The next day the manager receives a bill from Grady for \$10,000.

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### That's IT...I QUIT!!!

The manager is *furios* at the price and refuses to pay, and Grady assures him that it's a fair price. The manager retorts that Grady won't mind itemizing the bill if it's a fair price. Grady agrees that this is a fair request and sends the new bill the next day.

#### **The new bill arrives, and it reads....**

Hammer: \$5

Knowing where to hit the machine with the hammer: \$9,995

The memory of this parable hit home for me. I've rebuilt my life several times due to both personal and corporate trauma; I've done the work to heal, I've helped others heal, I've taken the courses, paid for the trainings, had many dark nights of the soul, survived and thrived despite corporate trauma, yet... *I realized that I was selling myself short.*

I then remembered something my business coach once said to me, and again I am paraphrasing...

"Anita, as a white Jewish man, I am telling you that I know many white women who charge three times as much as you and do not give half of themselves to their clients as you do. You need to raise your prices!"

#### **That's it...I QUIT!**

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That's IT...I QUIT!!!

In 2023, I'm only giving time and energy to those clients, organizations, and corporations that see my value and are willing to pay me a fair price for my genius. After all, I'm running a business, *not supporting an expensive hobby*.

Then I looked at where I invested my money this year for the business. **I realized I spent more money on new shiny objects than I had time to play with them.**

That's IT, I QUIT!

Before 2023, I will be doing a complete review of all "shiny objects" and will cancel things, trainings, memberships, and the like that are not aligned with where the business is headed in 2023. I will pick **a few major players that communicate with each other on autopilot** and work the heck out of those.

Next, I took a look at the people I hired in 2022 and realized that I hired a few people out of desperation, only to have to fire them and start looking all over again.

That's IT, I QUIT!

I have a small but dedicated team and am now clear on the hiring process. Hiring an individual that has only worked in corporate America and has no clue how different working for an entrepreneur or a dual-preneur can be is *a recipe for disaster*.

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### That's IT...I QUIT!!!

I take good care of my team and give them the latitude to work their genius in their way as long as they meet their deadlines. **Hire slow and fire fast.**

I took a peek at the home gym I have acquired over the years and realized that I have a room full of equipment that serves as dust collectors and coat/clothes repositories.

Gadgets, timers, and different types of shoes, and I mourn those days when I could walk in my home gym and take my pick of what I wanted to do. Now that I can't put any weight on this left leg until February, it serves as a cruel reminder. So, you know what?

### That's IT...I QUIT!

In 2023, I plan to focus on what I eat and drink vs. buying the next piece of equipment; the latest waist trainer or another online workout program/app. Once the doctor gives the order for physical therapy, I will slowly work on restoring my mobility and flexibility and never take it for granted again.

*As I continued the review*, I remembered the occasional lapse in confidence and how I questioned myself, my reaction in certain situations, personally and professionally, and what I could have done differently.

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That's IT...I QUIT!!!

Yes, even those of us that you consider having it all together or think are super confident all the time are not; that's not true. In 2023 I am no longer giving in to fear, doubt, or second-guessing myself, *and I'm teaching my clients to quit doing the same.*

So why should you care about all of this?

Because since we are at the beginning of December, there is still time for you to do your own year-in-review.

What did you do this year that did not serve you?

- Did you second-guess yourself?
- Did you spend unnecessary money?
- Did you not speak up in a meeting?
- Did you fall prey to corporate trauma?
- Did you play small to make others feel comfortable?
- Did you need more confidence to charge your worth?
- Did you not apply for the position you wanted?
- Did you tone down your ethnicity to fit in?

That's IT! Enough is enough!

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### That's IT...I QUIT!!!

It's YOUR time to say, *That's IT; I QUIT!!!* Stop allowing others to dictate your life for you. Stop giving others the power to affect your future. **Find your voice**, then learn how to use it to create the job, career, relationship, or life you really want.

Suppose you answered yes to any of the questions above, no worries. **I'm here to help you heal from corporate trauma, increase your confidence, and improve your leadership skills so that you can live the life you want.**

Being a Happy Executive Woman™ in all areas of your life is possible.

**If I can do it, so can you!**