



Episode 31 - Transcript

00:00 Hey friend, you're listening to The Nicole Walters Podcast. I'm a former six-figure corporate executive who woke up every morning feeling stuck in the life that I built for myself but using my corporate skills I took to the Internet and built a multi-seven-figure business, showing others how they can build a life they love. Now on this podcast, I share stories of being an entrepreneur, a mom to my three amazing girls and a wife to my crazy, cooky dancing Hubbin. I've had a couple of viral videos too. So you know there's going to be a lot of laughs here. So whether you've seen me on my viral vids or on the Today Show or read about me in Forbes, this is the place where we can meet, share stories, share laughs, and share fun. I'm your best friend in your head. So sit back, listen close, and let's get started.

00:49 Hey friend. So I'm so glad that we're taking this time to chat because there's something that's been on my heart as a mom and as a professional corporate consultant and someone who is blessed to be able to speak into the lives of others. And if you're a mom, you're one of those people too, right? You have to speak into the lives of your babies every single day. And to whom much is given, much is expected. And that is something that as a newer mother, only having been one for about five years, I take that job, that responsibility, that weight very seriously. And I imagine you do too. So that said, the thing that I've noticed and the thing that I wanted to chat about today is what we do when we rob people of their power. I know that is weighty and maybe a little scary so I want to unpack it a little bit.

01:40 I know that we chat here all the time and we're, we're digital best friends. That's like what we do. We hang up here, we chat, we spend that time, that's, that's our thing, right? But if we haven't worked together, you may not know that I'm also a professional consultant. I've been doing this for over a decade for multibillion dollar corporations and I launched my own consulting firm and I now have like 20 employees and I get to help people around the world. That's what I do every day. So when we're not hanging out here, I'm online helping people through either my course, 1K1day academy that's wildly popular and it's where a lot of people start. If they have something that's been put on their heart that they know they want to build into a profitable business and not something that necessarily as a crazy billion dollar business, but maybe they're just looking to find a little more financial breathing room for their family.

02:30 That's what I do. I just help them turn that, that Etsy passion or that desire to empower women into something that is a legitimate business that can earn their family money. So that's what I do when we're not hanging out here. And it's interesting because having worked in both of those spaces in the consulting world, as well as being a mom, I'm realizing that there's a lot of responsibility that goes along with that work. And that responsibility isn't just in delivering a great product or helping people get results or helping them build a business that is profitable, I mean all of those things I'm able to do, which is really exciting cause you know, as moms, there's only a couple places we feel confident, we really know what we're doing. And I got to tell you, some days the way my kid will cry over the fact that I didn't cut her PB&J diagonally makes me think I can't get anything right.

03:21 But in business I do know what I'm doing and it's a lot of responsibility. But one thing I've realized is when I look at the way that some consultants or people who may be newer to the space of coaching, engage with their students and their clients, there's a pattern that I'm seeing that's a little concerning. And that pattern is actually really similar in parenting. I noticed it at the park and I notice it at, at back to school night at school. And, and that's the thing I want to address is wherever we are, because we are in a position where we can speak into people's lives, It's really important that as they start to accomplish things, as they start to meet their goals, as they start to find success, that we don't rob them of their power. So here's what that looks like. And I say this because for some of you, you may be the person getting robbed of your power and you may be the person who's getting undermined in your successes.

04:14 And if that's happening, I want to address it now so that that way you're able to determine if you're in the right place or possibly build an exit strategy from where you are or maybe even stand up to the person who's doing it and seeing if there's another way that you guys can engage with each other. So here's a little bit about what it looks like. One of the biggest challenges for me as a professional consultant is that I have years and years of corporate professional experience. I really know how and where I need to start with my students. And when they come to me, they may have had other consultants or coaches that are less experienced, less professional and less structured. Now doesn't mean they're not good at what they do, no, not necessarily, but it just means that they may not be as formalized or as legitimate or they may not know the step by step nature that's required and is standardized in the business world.

05:07 They may have kind of been making it up as they go or flying by the seat of their pants. And here's what happens, when they start working with me, I noticed that they have, I'm gonna refer to it almost as trauma, business trauma. Where they're used to working in a certain way where uh, they are either being criticized or challenged or honestly a little beat up on by the person who is coaching them because they signed up for business coaching, meaning strategy, tools, tactics, actionable plans and the person's actually delivering them life coaching. They're picking apart their personality, what they're wearing, how they say things, their mindset. And that's not what they came there for. They're actually looking for real solid guidance and instead

what they're getting are dings to their self esteem, their confidence and who they are. Now, a lot of this doesn't happen on purpose.

06:03 I actually was watching a show with one of my daughters the other day and on that show there was a fairly popular coach and she is well known and in the show she's actually trying to coach a group of women that are looking to shift professions, that are currently in a profession that they don't love and are looking to make more money doing something else. And they need coaching in order to do so. Now the coaching that they need truly is business coaching. They need strategy, they need to know how to open up an LLC. They need to know how to establish a website. They need to know how to pay their taxes and read a profit and loss statement. They need to understand business fundamentals. And that is what this coach says she's going to do. She's going to help make them millionaires by building this business.

06:48 And when these women show up to discuss things with her, well unfortunately what happens is she starts discussing how they don't understand anything about wealth and their mindset is way off. And basically she spent a lot of time sort of diminishing where they are and highlighting their lack of success instead of really understanding that you don't know what you don't know and we all have to start somewhere. And ultimately at the end of the day, the steps and information are out there and we're there as coaches, consultants to guide them. And then here's what happens, she starts doing this icky gross thing and you've seen it online, you've seen it on the Internet, you've seen it on social media, you've seen other parents do it to their kids. She started boasting about the people that she's helped the many, many millionaires she's created, the people that couldn't have been anything without her.

07:40 The success that they've garnered specifically because she's been responsible for doing this, this and the next and that's where it gets super uncomfortable. That's where she robbed them of their power. Lean in. One of the most important things we can do as parents, as consultants, as leaders in our space is whenever someone, our children, our clients has a success, we make sure that no matter what they say, no matter how much credit they tried to give to us, that we are giving the power back to them. And it sounds like this, if your client says, you changed my life, thank you so much. If you hadn't done this, I never would have done this and I wouldn't have this success without you and you, you, you. If you find your client coming to you with that, well guess what? Your Ego, we all have one, is going to feel really good.

08:36 Your ego is going to feel fed, and honestly, if you have areas of trauma, those areas may feel a little supported or triggered. It's important in that moment that you give the power back to them. That client is assigning their success to you and it's important you give the power back. Here's how you respond. *I'm so proud of you, but don't forget that you're the one who did the work. You're the one who showed up. You're the one who decided you deserved it. You have the tools, you applied the knowledge. You are the one who made it happen.* Recognize that while we all love a good testimonial, it's important that your clients don't feel the need to need you. Now I know that's a scary thought because in this space we hear a lot of marketing around making your clients stick and keeping them around for good and making sure that

they're obsessed with you and making sure that you know you're able to have more income coming because they're continuing to sign up and buy, buy, buy.

09:39 As parents, we get scared. We're worried that our babies are growing up. We don't want to lose the cuddles. We want to make sure that they understand that there is always space for mommy. But in business, your job is to raise great business owners. That's what I do every day. I want to get to the point where you're my peer and not my client. And as parents, our job is to raise adults, people who can go out there and function in the world independently of us because eventually we're not going to be here and they have got to be able to be successful and believe that they can be successful on their own. So yes, your ego may want you to say, Oh yeah, I did that. That one's mine. Oh Yeah, look at my baby. She's doing great. I signed up for this and if I didn't push her to take her lessons, if I didn't make sure that she was doing her practice, she never would've gotten there.

10:37 But understand that the message that you're sending to your child when you say that is that she's not capable of getting things done without you. And she needs to know that she can. She needs to know because there will be times where she's on her own and she has to rely on her own knowledge. She has to lean on the understanding that you've already imparted upon her and know and trust that she's capable of making successful decisions. It's important that we're not robbing our clients and our children of their power. That said, it's a fine line. I recognize that in running a business and in parenting, we all need the cheer. We all need the reminder and it's important to be in communities that allow you to do that. One of the things I'm most proud of in our 1K1Day academy community and in the membership group that I offer, Yacht Club, is that we cheer each other on.

11:33 We lift each other up. I'm most proud of being a leader that walks amongst her people. I'm proud of being able to have a community that stands on its own and what does that mean? It means that when I'm not there, they're still loving on each other. They're still supporting each other. People like you, friend, getting together, building their business and cheering each other on without backstabbing and negativity, without feeling like one person is reliant on things working, without feeling like if Nicole's not there, we can't get anything done. My job is simply a transference of knowledge. I'm taking everything that I've learned and I'm putting it into you and my hope is that you're able to think like me and make business decisions like me and being able to go out there and take the knowledge that I've garnered through years of working in corporate and feel confident without me and doing what you need to do.

12:31 At the most, I just want to be a tiny voice in your head. I don't plan on having to be by your side forever because if that's the case and I didn't do my job very well. And the same thing applies with being a parent. The most we can hope for is that we can be a tiny voice in our kids' heads during those difficult moments, guiding them, supporting them, and helping them make the right decision that is a reflection of the legacy that we want them to live today. So if there's anything you're going to take from our chat today, I want you to watch out. I want you to look out for people who are trying to rob you of the work that you've put in that are trying to

minimize the tough decisions you've had to make to get the success that you deserve, and above all else, make sure that you're not one of them, that you let people keep their power because ultimately that's what's going to fuel their legacy.

13:30 I'm so glad we had this time to chat today and I can't wait to talk to you next week. Bye friends. Thanks so much for listening, friend. If you enjoyed this podcast, head over to NicoleWalters.com. I'd love for us to stay in touch, so make sure you drop your email address. I can send you inspiration, business details, and the occasional funny story and because I'm so generous, there might even be a selfie in the mix. Thanks again. Make sure you subscribe and come back soon.