

Ep #149: Uncertainty, Resilience, Self-Trust, and Maturing as a CEO



Full Episode Transcript

With Your Host

Becca Pike

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Hello, my friends. I've got an awesome episode for you guys today. As you know, last month I held a class called The Mature CEO, which is all about the mindset required around decision making and boundaries and self-leadership so that you can run a seven figure company and run it successfully and run it well and run it from a place of calm.

Today, I'm going to give you guys a small taste of that class, just a couple quick little excerpts of it. If you love it and you want more of it, you can purchase this entire class, which is about an hour and a half more than what you're getting today. This is a full class with a Q&A session. We have had massive feedback from this class.

You guys, my students have jokingly deemed it as the class we didn't know that we wanted so bad. This class is included in your Circle membership. So if you are a Circle member, you can find this in your portal. If you buy it all a cart, the total price is \$333.

Secondly, before we get started into this class, a couple other announcements. This is my last call for my Mini Mind. My Mini Mind is exactly as it sounds. It is a quick hit short and sweet Mastermind. It is in miniature form. Six weeks long, \$6,000. I completely cap it out at, you guessed it, six people. So it's small, it's intimate.

This is for you if you want a cash injection in your business, if you get inspired and you make big moves by chatting and getting coached directly by me. If you are already making money, but you just want to pour gasoline on your passion. You want me in your ear showing you your most successful path because maybe you're in a transition period. Like you're ready to make a big decision about your offer or your business is moving or changing or rebranding, or you're about to launch. Whatever this is, if you're in a transition, this is a perfect time to hop in.

Lastly, if you love people and you love the idea of being in a small group and trading ideas and tips in an intimate setting, and that inspires you and it

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makes you creative in your business then you definitely want to hop in here.

You also get to use half of your tuition from this Mini Mind to upgrade to the Mastermind in July if you do so choose. Last round we had 100% of the people that came into the Mini Mind to upgrade into the Mastermind. They all upgraded into the Mastermind. So I think that that says something really powerful.

One of my clients said to me about the Mini Mind, this was the first time she ever worked with me. This was her testimonial from it. "I made more decisions, raised more prices, put out more offers, and learned more about myself and what I want in these six weeks with Becca than I did in six months with other coaches." That was Jessica Wayno. Thank you, Jessica. You are awesome. I freaking love you.

So if you want into the Mini Mind, the deadline is like right now. Okay, it's actually tomorrow, March 21 at 11:00 a.m. Eastern. That is when we begin. So jump in.

Also this is recorded about two weeks before the release date. So it may be sold out by now. If so, we apologize. A better and a quicker way to get updated information about our monthly offerings is to follow me over on Instagram @1beccapike.

Last but not least, last announcement. Today, March 20 I am releasing my class Take My Money. It is not too late to sign up for this class. This class is all about how positioning and branding yourself in your content will bring in buyers who are ready to buy right now. This class is for you if you often have people shopping around with you but not buying, or they're taking their time to say yes, or they're dancing around making the decision to work with you. You instead want to be that person that they literally cannot wait to pay.

You want to exude whatever that it factor is then this class is for you. We are starting today, but you can jump in right now with us, or you can watch

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the recording. You can jump in anytime. So Take My Money is included in your Circle membership. Or if you're buying al la cart, it is \$397. All right guys, let's get to the episode number 149. I am your host Becca Pike, and it is time for your weekly dose of Hell Yes Coaching. Let's go.

Hey, guys. I'm Becca Pike and welcome to *The Hell Yes Entrepreneur* podcast, the number one show for entrepreneurs looking to create their first six-figure year. If you've got the drive and you know how to hustle but you're not sure where to channel your energy, we've got the answers. Let's dive into today's show.

Becca: So, you guys, I am exceptionally excited to teach this class. This class has made me have to think on another level. There are some things that feel natural to me at the point that I'm at now, but I know hasn't always been natural. I've had to really mine out ideas in my mind as to how I got here, and I just cannot wait to bring it forward to you all.

I hope that as I'm going through examples and as I'm going through like decisions that I've had to make and decisions that you guys are going to have to make and just situations overall that this is going to bring up a lot of just feelings of discomfort, feelings of I want to change this, feelings of permission to change. Different ways that you do things, different boundaries that you have, different conversations that you have with yourself. Calculating decisions over the emotions that you bring with your decisions.

We're going to get into all of this today. We have a jam packed day. So before we get started, we didn't do a public launch for this, but we are going to be having people that come in after the recording that are buying that are not part of The Circle. So just very quick, John, will you do a quick introduction of yourself.

John: Yeah, my name is John Richardson. I'm the head coach at Hell Yes Coaching. I've been working with Becca at Hell Yes Coaching for almost five years now. It's coming up on five years in April. So it's been a fun ride. I

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have a real estate business that I operate with my wife as well as a few other business ventures. I consider myself a full time coach and love being here with you all.

Becca: We love having you. Thank you for cohosting this with me. All right, so I named this class Mature CEO. What does that mean? To me, it means a CEO who is able to think of the betterment of their company and their clients as a whole.

So they make calculated business decisions, not necessarily based on their own emotion, not necessarily based on their own capacity, not based on who they are and where they are in their life. But based on the betterment of the team, the betterment of the company, and all the clients involved. Really just removing yourself and thinking about the bigger picture. That's what a mature CEO does. This enters into every crack and corner and nook and cranny that you could ever imagine. We are going to bring a lot of that to light today.

So I asked myself what are the main things, and I came up with five, that make a mature CEO. Number one being unfuckwithable. I'm going to be talking about being unfuckwithable, and it might not be exactly what you think it is. It doesn't necessarily mean that people can't fuck with you, or like you're not taking shit off of people. That's not actually what I mean. I'm going to talk to you a little bit about being unfuckwithable.

Number two, calculations over emotions. This is the biggest one, you guys. This is where I see so many business owners and coaches coming in. They are making decisions on their business based on how they feel, how scary it is to have that hard conversation, how scary it is to upset somebody, and they're not going to continue working with you anymore. These are big girl, big boy conversations that we're going to be having today.

Number three, having hard conversations. Number four, boundaries with yourself. Number five, courage above all else. So we're going to be hitting all five of these things today. Just real quick, drop it in the chat box. How

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are you feeling? Does this feel like it is going to be a conversation that you deeply need? Are you excited about this? What is it that you are most excited to talk about today? I want to get a feel of the room.

While we're doing that, I'm going to go into being unfuckwithable. This is the way that I think about it. Being unfuckwithable, to me, now I've literally read this word in books, in other places. This is taught in different ways. But I choose to think about this very specifically.

As you are growing a company, as you are growing a business, let's say that you start from the bottom, and you are growing, okay. You're going to hit turbulence. You are going to have things that come up. You're going to have people that get mad at you. You're going to have bad Google reviews. You're going to have people that cancel and quit and fire and I don't know. Just all kinds of turbulence is going to happen. That is inevitable. There is no way around that. Okay.

So when I was getting started, I would hit a bump, and it would derail me for a while. Depending on how big that turbulence was, would determine how long I was derailed. Let me tell you something, I have had some serious turbulence. I have had some big girl situations happen in my businesses that have required me to really turn in on myself and think about things.

In the very beginning, these bumps would derail me for two days, five days, a couple of weeks, a year. Has anybody in here had something happen in their business, and it just derails you even just a little bit for more than a month?

This might be an employee. This might be a client that says I don't want to work with you, or they say something bad about you on social media. Maybe they were talking poorly of you. Maybe this is just something that just stuck in the back of your mind for a little while. You were like this kind of messed with me, right? This is definitely something that happened to me in the beginning.

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Now, an immature CEO will allow outside circumstances to derail them. Whereas once you grow your capacity, once you are able to turn more inwards and view things for yourself, we're going to talk a little bit more about this. You're going to build up a resilience where these speed bumps don't derail you, and you aren't on a huge roller coaster. Okay.

Things are going to continue to happen to you. Are you going to climb your ladder and every time you get bumped, you're going to fall back down and have to climb your way back out of it? Or are you going to just keep getting bumped and keep moving forward?

This is the way that I think about my business, you guys. I am on a trajectory up. Some of you guys are coming with me. Some of you guys are not coming with me. A lot of my old clients have come with me. A lot of my old clients have not come with me. As I have grown in my capacity, as I've grown my business, I have new boundaries, I have new ideas, I have new ways of doing things. I am on the move. I am going. My business is growing. It is just continuing.

As I'm shooting up like a rocket, some people are falling off and some people are staying on. But I don't change. I don't change because I hit bumps. I keep going. Does this make sense? This is what being unfuckwithable is. You're going to hit turbulence. You're going to hit bumps. Does it derail you? Or do you keep moving?

Now, just for some discernment here, I have been derailed emotionally. I'm actually a very soft person. So when things happen, it hurts my feelings. I'm not saying don't let your feelings get hurt. I'm saying don't let it derail your business. These are very different things. All right.

So being unfuckwithable is simply a resiliency. How resilient are you? Are you in a situation where if someone quits working with you, and they go and they work with your competitor, and they make a social media post about how terrible you were, is it going to keep you from selling on social media for a week because you're embarrassed that people saw that post,

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and they're worried, right? This is the resiliency conversation that needs to be had.

I asked myself how do we become unfuckwithable, and I came up with two options here. Number one, we turn inward more than we turn outward. I have noticed that I have worked with clients before. This is an easy example. Just, by the way, I'm both of these people, okay.

I've worked with clients that when they come to me for coaching, it is very obvious that they have worked on it. It is obvious that they have kind of turned inward. They have thought about it. They've done some calculations. They've asked some questions to themselves. Then they come to me and they say this is what I think I'm going to do about this situation. What do you think?

Then I have people that come to me, and they're like I'm going to vomit everything out. It is very obvious that they haven't thought about it. It's very obvious that they're asking anybody around them what would you do? What would you do? What would you do? Anybody? Anybody tell me what to do. They're lacking the responsibility of turning inward and trusting that they have the answer and trusting that they know how to problem solve this. So they're completely vomiting on everyone and hoping that people sift through all their questions and figure it out for them. Okay.

I have been both of these people. I want you to hear me, okay. But turning inward and learning how to trust yourself and learning how to ask yourself and just taking a moment, taking a day, taking a couple of days, taking a couple of weeks to solve a big problem is one of the best ways to become unfuckwithable.

When we continue to turn outwards and ask everybody else what we should do, we begin to lacking trust with ourselves. We begin trusting other people over ourselves. That's not how we grow massive businesses.

Number two on being unfuckwithable is growing your capacity for uncertainty. Okay, some of you guys have much bigger capacities for

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uncertainty than you did just a year ago. Some of you guys have dropped \$9,000 to be in The Circle, or some of you have dropped 25,000 to be in the Mastermind. How many of you a year ago that would have been absolutely asinine? You couldn't hold that much uncertainty. But now you can because uncertainty is an evolution, and it continues to grow. Okay.

Some of you notice this because you have grown your uncertainty, but your spouse hasn't. So you can grow with investing in coaching. Your capacity is growing, but there's isn't. They're like what the hell are you doing? Right? So there's no right or wrong answer to this. But the more uncertainty that you're able to hold, the more unfuckwithable you're going to be.

Think about how fragile you are when you can't handle any uncertainty, when you don't know if this investment is going to work. You don't know if this hire is going to be a good hire. You don't know if that person is going to leave because they crossed the boundary and now you have to confront it. Now you're worried that they're going to leave, and they're not going to work with you anymore. They're not going to work for you anymore. You can't handle any uncertainty. You're so fragile.

Versus when you have done the inner work to be able to handle such a massive uncertainty that you can hit huge turbulence like people quitting, like people leaving, like people talking poorly of you, and it doesn't waver you.

So mature CEOs, we don't skip over feeling nervous. We don't skip over feeling our feelings. We just know that those are movies that are playing in our minds. Guys, your thoughts are just movies that are playing in your mind. You can grab onto them and think that they're all true, or you can watch them pass by and make decisions on the betterment of your company because you are completely unfuckwithable.

Your rocket ship is moving forward. People are going to fall off. People are going to hang on. People are going to throw rocks at it. It's going to hit turbulence. It doesn't matter. It continues to move. Who needed to hear just

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this portion today? Yes, right. Exactly. Exactly. Mature CEO energy, you guys. We could stop this class right now.

Like this class today, guys, is just if I can just label it, I should have called itself trust. Because ultimately, the only way that you're going to have hard conversations with people is if you trust yourself. The only way that you're going to have calculations and not emotion, calculate out of logic. Like when you have things that come up, instead of saying I'm nervous. I'm not able to do this saying what is best for my team. This comes from self-trust.

The only way to say hey, you can't cancel your appointment three times in a row, even though you're my highest paying client. I'm going to nip this in the bud right now. You can't send me 11 minute voicemails. You can't come and vomit all over the Facebook page and expect me to pick out and figure out how to coach you. These are complete self-trust in me that I know that what I'm doing is not just a boundary for me. It's not just protecting me. It's protecting everyone in The Circle. It's protecting everyone in my vicinity, all of my staff members, right?

Trust yourself and your needs and your desires without fear of people leaving all of the time. That is what today is about. Self-doubt versus self-trust is what keeps coming up in my brain too. Self-doubt is so easy to fall into despite mounds of evidence towards the opposite. This is a practice. This is a practice the same way that basketball and yoga and CrossFit is a practice. You get good at it.

But you can get good at it a lot faster by putting yourself in uncertain situations and forcing yourself to gain certainty. It can take forever to have a mature CEO mind if you are always staying safe and not putting yourself in uncertainty and letting things slide and not necessarily like doing what is required in order to have the hard conversations and put yourself in places where you need to calculate out of like calculation not emotion. Okay.

So quick recap. Mature CEO, someone who makes calculated business decisions not based on emotion, not based on their personal emotion, but

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based on the betterment of the team and the company and the entirety of the clients involved.

This comes from being unfuckwithable, right. Which is basically saying no matter what happens, I am going to continue to move forward. My rocket ship is moving and yes, people can fall off. I don't want them to, but they are definitely going to fall off. Right? I am going straight to the moon. Whoever wants to come with me can come with me. If you don't, I love you. I'm so glad that you were here. I'm so glad for the place that you had here. If you fall off and talk shit along the way, bye. I can't hear you. I'm at the moon, right? Like just moving.

Where does that come from? It comes from turning inward first. Not turning outward. Oh my gosh, I better raise my prices because my competitor raised their prices. Oh my gosh, I better make sure that I'm doing a Mini Mind because this person is doing a Mini Mind. Or I want to change this thing about my business, but I've never seen anyone do it. I need to wait. I need to ask some people what they think.

You can always ask people what they think. But do your inner work first. Calculate things out. Decide what feels good. Decide what doesn't feel good so that when you do ask people for things, you're asking in succinct ways that has a foundation of all of your own flavors, all of your own ideas. All of your own thoughts are the foundation, not everyone else's. Right.

So being unfuckwithable, turning inwards, and then growing your capacity for uncertainty. If we don't have a capacity for uncertainty, we are fragile, fragile, fragile little teacups. We are fragile, and any turbulence is going to break us, and it's going to scare us. We aren't going to be able to function

The amount of bad reviews, people that are upset, people that don't like me, people that say things about me. Just it is non-stop. The only way that I am able to continue on is having this philosophy of moving no matter what the turbulence is. No matter what is happening, I am going. Making movements out of calculation, not emotion. Right?

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How many of you in here have ever not bought a coaching container that you want to be a part of because you just couldn't get over the nervousness of it? You knew that it was a good move for your business. You knew that there was going to be a return on your investment, but you just couldn't get over it.

Let's take a second and talk about this. This has got to be talked about, especially in the coaching industry. How many of you guys have had a negative emotion because a client left or stopped working with you? For some of you guys, this is a long term client. Maybe this is a client that left but they left poorly. Maybe they left angry. Maybe they didn't. Maybe they just left because their time with you was complete. It was complete, and you took them to as far as they needed to go. Right?

These are things that I feel like aren't often talked about, especially in the coaching industry. We should continue with our clients forever. Long term clients are everything. If they're not, something's wrong. There's a reason they're no longer in your container.

All of these are conversations about how you view yourself. How you view the respect that you have for your client, how you view or the respect you have for your business. John, I feel like I'm really going all in. Do you have anything here that you'd like to talk about?

John: One thing that came to my mind when you're talking about the person who bought a big package or invested in their business, and then they get weird about it, right? It's like you invested all the money. Then when you get weird, you just put up this whole interference that it might not work. Then what ends up happening a lot of times is that it doesn't work.

Whereas if you had the belief that whatever you're doing at the moment is the thing that's going to work out the best. Then you continually gather information. So I'm talking specifically in this case about committing to a coach, but apply that same principle to almost any business decision or any decision that you make about your business.

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The more that you doubt it, the more likely it is that it was the wrong, not that that it was the wrong decision. That it's not going to pan out the way that you believed it was. But if you make a decision and believe with all the facts that you have, and that your own resourcefulness and confidence that it's the right one, most of the time it's going to be the right one.

But you occasionally allow yourself to like check and say is it still working out how I intended? What's the reason that this might not be working out? Right. That all comes back to having the confidence in the moment to make the best decision. But the thing that's most important is that you continue to trust yourself along the way, and allow yourself to have new information to make new decisions.

Becca: As we talk about communication and boundaries and all of that, I think the overarching principle that I have always, I felt like has been a work in progress. But I'm understanding more and more and more is number one, the only way to hold the energy of having a massive amount of staff members as well as a massive amount of clients as well as the responsibility of the company, the responsibility of the finances of the company, the responsibility of everyone getting quality coaching.

In order to hold this much responsibility, the only way to do it is to have boundaries. The more boundaries that you have and the more self-respect that you have, the more that everyone's going to get. It's not that the more boundaries you have, the less that you have to give people. It's the opposite. A lot of times this is so misconstrued.

The reason that I am so open with my team, and the reason that I am so involved and able to talk to them as much as I do is because I have boundaries with them. Imagine if you had access to me, and I was your coach, and you could Voxer me 24/7. All the time, anytime. I would answer you. Five in the morning, two in the morning, all day long, seven days a week.

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As opposed to you get access to me for two hours once a month, and we're going to sit down face to face. If my boundaries are I will not talk to you outside of these two hours, but during these two hours you have me. You have me, right. I am here. That is the quality that you are receiving when you have boundaries.

As opposed to imagine if I'm going to respond to you all the time on Voxer you're going to get me when I'm getting out of the car. You're going to get me while I'm trying to do my makeup. You're going to get me while I'm like with my kids. The lack of boundaries really lessens qualities. This isn't a conversation about just putting walls up. This is about deciding who you are and running your company from that place and being able to hold and have all of the responsibilities that you hold and you have.

Then with these boundaries, and with these abilities to have hard conversations and trust in other people, we come to the final one, which is daily courage practice. So, in order to be able to even flex all of these things that I'm talking about, you have to be put in uncertain situations.

Your business only grows when you are in uncertain situations. Your muscles only grow when they are pivoting in uncertain situations, when they are doing a workload that is past the capacity of workload that it's used to. It's the same with you, with your boundaries, and with your business.

When you really understand that you are the only person that can grow your business and not from a place of like I'm alone and growing this business, but from a place of like oh my god, I'm in charge of my results. It makes being courageous that much easier. Putting yourself in daily scary situations. Right?

So like, what is it that scares you that you're avoiding? What are you not doing? How long has it been since you've gone live on Instagram? How long has it been since you walked into other businesses and introduced yourselves even though you hated it, and you felt like you were going to die? Right?

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Have you gone to networking events and completely and absolutely owned the room, even though it felt way outside of your comfort zone? The more that you butt up against the wall that feels comfortable and the more that you push your way through it, the more you're going to have capacity for uncertainty, the more self-trust you're going to have, the more unfuckwithable you're going to be.

Can you see how all of this intertwines? Can you see how your courage practice, your daily courage practice doesn't matter if you don't have boundaries, and you don't have the capacity. But capacity doesn't matter if you're not butting up against the courage walls and the uncomfortable walls of your business.

So I wish that we had so long to discuss all of this, but one of the reasons that we broke this up into two is for you guys to chew on this, to allow everybody to watch the rerun that wants to watch the rerun and for us to come back on Thursday and have a deeper conversation about this. I want you guys to consider this one question.

It is what are you avoiding? This could be what person are you avoiding firing? What are you avoiding doing that feels scary? Going live, going to business events? What hard conversation are you avoiding? What act are you avoiding because you are deciding not to act on it based on emotion? It's too nervy. I don't want to lose this person, but I know that I'm walking on eggshells with them.

Maybe it is an emotion that you're avoiding like trust. Maybe it is hard for you to trust that this other person can handle what you need to do. But to wrap this up and put a bow on it before we meet again on Thursday, I know that I've kept saying this, but I really want to hammer it home. The Mature CEO has been through some shit. The Mature CEO has turned inward and has grappled with it and has asked themselves how they want to show up. How do they want to be to their team?

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How many of you have gone to your team and completely vomited on them? All of your feelings, all of your thoughts, all of your worries, all of your concerns? Guys, when it comes to managing people, take care of your shit behind the scenes.

Hey guys, this podcast is the blood sweat and tears of a lot of different people. The planning and the preparation of each episode is extensive. My team and I are really proud to bring you this free and abundant content each week, and we hope that you're loving it. If you are, the very best thank you that we can receive from you is a review and a share.

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