

Here's What I Learned: Goal Setting for a Whole Damn Vibe wi...

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SPEAKERS

Jacki Hayes, Steph Wharton

J Jacki Hayes 00:02

This is Here's What I Learned a podcast that explores the lessons found in business in life. I'm your host, Jacki Hayes, a business consultant and strategist, a reader homesteader and superhero fan. In this show I talk with coaches and service providers, we explore the lessons they have learned running an online business, embracing feminist business practices, rejecting hustle culture, and embracing their roles as CEOs. Welcome to another episode of here's what I learned. Today I have stuff work with me, Steph is a quirky Latina, known as the Queen of leadership and visibility, who thrives on breaking the rules and prioritizing fun in life and business. She specializes in helping folks build confidence, become the go to leader and expand their visibility and impact be on social media without feeling glued to their phone. Today, I'm going to be talking with stuff about setting up your goals for a hold and vibe. I hope you enjoy the episode.

J Jacki Hayes 01:10

stuff, let's start this conversation with a rapid fire question. The one I have been using is tell me something that you have been learning about or just learning lately?

S Steph Wharton 01:24

Okay. I think I've been learning about myself, actually. So for context, the past over a year at this point, I want to say a year and like maybe three, four months, I've been realizing a lot of the small areas and kind of narrowing down on the gaps that I have in like my business, my skill set and that kind of stuff that has been holding me back from like, advancing further. And all that has been stuff that once highlighted. Once it's been brought to my attention. I was like, You know what, like, let me focus on this. And what I've been realizing is, maybe this is because of my human design.

 S

Steph Wharton 01:59

So I'm not like a huge Human Design expert, just disclaimer, but I am a generator, emotional generator with a six/three profile. And for the six as a role model, my entire journey and how I can support a lot of my community, my clients, and all that kind of stuff is all through role modeling. So through trial and error through experiencing things and then being able to share that with people. And I've actually been learning that as a coach versus like a mentor. A lot of it doesn't necessarily have to do with. With leading people, it's more about helping them uncover. So I've been having a lot of freaking realizations lately. And I've been trying to be more intentional with this with like learning and growing in that way to be able to just allow clients and people to come to their own realizations to come up with their own plans, their own strategies, you know, what freaking stuff. And I feel like it's been such a cool experience to be aware of that. Because usually, maybe we get better at things where we learn new skills, but we don't really notice it. Whereas now I'm being so freaking aware that it's almost like scary and interesting. And just like holy shit, like we're I'm starting to notice, like, what works, what doesn't work. So it's been almost like a skill set slash development. That's the area that I've really been either growing, focusing on or learning about lately.

 J

Jacki Hayes 03:24

So full disclosure to everybody, Steph is my coach, I am part of her whole damn five mastermind. And one of the things that we just recently talked about was my need to reschedule a live workshop, because I was starting to feel burnt out, etc. And of course, my personality is such I'm gonna let people down and you know, I need to be reliable and all these other things. And as you were talking about your six, so I'm a four, six, and you're talking about role modeling. And so I cancelled or rescheduled that workshop, and I had a bunch of people respond back with thank you for role modeling, and I'm like, oh, ding, ding, ding. That's amazing how that all worked out that way. Just you know, when you when you stay in alignment with who you are. It just it does kind of work out that way. As I said, I am part of your whole damn vibe, mastermind. And there's numerous reasons why I joined but one of those was because it didn't want to continue down my business journey and leave my life behind. And I wanted to talk to you today about what hold down vibe means to you why you created that and and to touch on. We've had conversations about goal setting and how that relates to lifestyle and hold down vibe. And so can you start with what is holding a vibe?

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04:50

Yeah, definitely. So originally, it was something that I found myself saying, whenever anything sounded cool or exciting. I'm like, wow, that's a whole damn you vibe. So it just like almost like subconsciously started becoming part of my brand and like, what I stand for what I believe in. But really what it stands for what I believe it's all about, it's finding a way to make both your business but specifically your life a whole damn vibe. And really what that looks like it can be very unique and different for every single person. But ultimately, it's that sense and that feeling when you look around whether again, you look around your business your offers a way that you market, and you're like, wow, like, this feels really freakin good. I feel like I've made it, I feel like I'm doing what I'm meant to be doing. And then when you're looking at your life, you're looking around, and you're like, wow, like all your goals, if you want to call them that, like the lifestyle that you really want to be living. You're doing that even if it's in very small ways, but

you have more whitespace in your calendar, you're doing more of the hobbies and the fun things. And essentially, I think the core of it, especially when it comes to the difference between what we're conditioned to do whether on purpose or not, but it's just the default that becomes when you're incorporate and when you're just raised a certain way is that instead of waiting for retirement, to live your life, we're doing that now, again, small steps, baby little examples of what it would look like your dream life, but we're doing that now. And that to me is a whole damn vibe. It's like Holy freaking shit. I'm happy.

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Jacki Hayes 06:29

I'm reading Tara McMillan's book *What Works* right now. And it's about goal setting. And she's talking about how we're conditioned to set goals in a certain way. And one of the things that came up, and I think it was chapter three, or four that really stuck out to me is she said, You can shift the way you set goals in such a way that you can reclaim your agency. And as soon as I read that, I thought of you. And I was like, Well, yeah, I mean, so often, we set our goals in a certain way to achieve a certain thing. But we do it in a way that we have been conditioned by society, or families or whatever to do. And it's usually to be more productive. So when somebody comes to you, as a client, and they want to set goals, how do you help them with that, so that they're not just so they're reclaiming their agency, and so that they're capturing a whole damn vibe?

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Steph Wharton 07:28

Yeah, so one of the more simple intangible ways that I like to do that is I have a bit of an onboarding process, you've obviously gone through it. But for people that haven't seen it, it's essentially a form. And we start to uncover what the goals are. But instead of just asking what your goals are just flat out and allowing that kind of conditioning to come through, and the comparison and just these ideas around what goal setting should look like, based on what people are used to seeing and experiencing. I like to ask different questions that kind of rephrase the question at hand. So it can be something along the lines of what's your goal in business? Like, is there something you want to launch as somebody you want to achieve? Is there a lifestyle that you want to embody whatever, but then start to reframe by saying things such as, stop thinking or focusing necessarily on what other people are achieving what other people are talking about. So if we're removing the comparison, we're removing what everybody else is doing. What I love for people to start with is what do you want your life to look like? Like best day, if you were having so much freakin fun, you felt like a total badass, like, what does that day look like? And then we can actually work backwards and figure out what kind of business structure whether it's the offers and marketing the behind the scenes support, whatever that could be? How can that actually support that dream lifestyle? So instead of going for the, hey, I want six figures, or hey, I want to launch a program or I want this, it's like well known, is that actually what you want? Maybe, maybe somewhere in there, that's true. And that's a fact. But at the end of the day, that's more from like, let's create impact. And let's have a financially sustainable like, stream of income. But other than that, the goal for a lot of entrepreneurs usually is more intrinsic. It's more about I want freedom, I want flexibility. I want to be happy, I want to do something that I love, I want to call my own shots. So if that's the goal, then what does that look like in real life? So at the end of the day, whether it's through onboarding, whether it's through ongoing coaching, we try and coax that out. And for some people, it's more natural. And for other people, you know what, no, we might go in a certain

direction, we experienced some resistance. And as we experienced that resistance, we start to uncover, perhaps the reason why, and maybe the reason is why they've thought they wanted x y Zed, but in fact, when you're looking inwards and trying to explore what makes you happy, it gets to look like something completely different.

J Jacki Hayes 09:58

I know when I was filling out The onboarding workbook, one of the things that happened is I filled it out. And then I went back to it. And I, I literally have strikethrough, because I like, those are not really my goals or whatever it happened to be, I realized that the conditioning that I saw on that, and I wanted to keep it there. So instead of deleting it, kept it there and just did the strike throughs because they're like, I want to remind myself of this. And then I remember, we just did like our quarterly reviews of our goals, and going back and being like, oh, like, my goals literally started with I want December off, I want to take May and June off, like those were my top goals, I want to set up my business. So I could have three months out of the year that I'm not really working and two additional months that are kind of slow. So basically, I don't want to work full time, for a year. So those were like the top goals I had for my business. And then it was like, Okay, well, how do I achieve? Those, you know, my business now has to be set up in such a way that that's a possibility. So what does that look like for me?

S Steph Wharton 11:01

Yeah, I actually I'm gonna say I loved and appreciated the fact that you left that information there and just crossed it out. Because even for the coach, or anybody that's working with you expose to you, it's good to have that insight just to see how your brain works. What was the goal, perhaps whether fully realized or not, doesn't matter. But at one point, it crossed your mind. So then that helps the entire process. If that ever comes back up again, then it's like, huh, we're aware of it. So it's like, okay, let's explore it. Maybe Maybe Realistically speaking, now it is a goal? Or is, is that setting in? Or is something changing? That's making us think we want that again, as opposed to the month off or whatever it else that was like feeling much more empowering and exciting.

J Jacki Hayes 11:48

So for you, what does living a Whole Damn Vibe look like for you personally?

S Steph Wharton 11:55

Okay, so I've actually, I'm in the process this month, month and a half, maybe because I took two and a half week vacation where I had my inlaws visiting, and we were on vacation. And that felt like a whole damn vibe, part half of that vacation, I was actually launching without showing up more than like 30 to 60, probably 60 minutes each day. But it feels sustainable. I'm like, okay, I get to wake up, share a couple things. Go out, spend the day with the inlaws go wine, tasting, all that kind of stuff, then maybe at the end of the night, share a couple more things, write an email if I didn't have something scheduled, and we're done. So that felt really frickin vibe. And that felt really amazing. But what that did, at that time, let's say I would

consider that to be a whole damn vibe, even not being on vacation. But being able to have that sustainability in terms of not feeling the pressure to have to show up all the time and still be able to run the business sign new clients, all that stuff. That felt amazing. However, I'm going to be completely honest. And I'm only barely starting to share this on my socials within like my close friends list because I was feeling a little bit of like, well, this is terrifying. I don't know if I want to, like vocalize this. I've been having this shift where a whole damn vibe. I think at this point, what it means is a mix of that sustainability, being able to help people run my business while still living my best life. But I'm starting to almost put a bigger priority on living the life, which to some extent, it's like, well, but you've been doing that, like is that really new. But the reason why I've been noticing this is I picked up a new hobby about four months ago, which is dancing. So I've been dancing, a lot of chatter, salsa taking classes has been so much fun. And I've been upping that from like one time a week, two times a week, sometimes even three. And the more I do it the more I socialize with people make new friends get better at that. I realized what if this gets to me by my life? Like what if I just dance every day? Like literally what if I'm just like almost like retired like dream lifestyle, you know, like you're dancing you're, I don't know, go into the casino and my son cheesy, but my in laws are Italian and the non US tend to go to the casino. I'm like what is that said, you just get to be with your family, be with your loved ones, like do a lot of activities. So I'm currently in a phase where having a bigger chunk of my life be living my life and then having a very small percentage be the business because let's be honest, I still frickin love my business. I love what I do. I love who I work with and all that kind of stuff. But I want it to be just a side note. So that's something I'm playing around with. I'm trying to figure okay, how can I switch up my marketing, my visibility and everything else in order to make that possible? So we'll see we're doing a lot of journaling around that. But that's my whole damn vibe is to dance all day and then do a little bit of work on the side.

J

Jacki Hayes 14:47

Yeah, you mentioned something there about how you love what you do. And I think that's a struggle for me because I love what I do. And I'm one of those people that when I love What'd I do? Like I'm all in. And then I wake up and I'm like, wait a minute, like, there's nothing else going on around me. Like I've lost track of all the other things that I also love to do, because I just, I get so absorbed in something. And I know that there's nothing wrong with with that, and with, you know, putting a lot of yourself into your business, if that's what you really want to do. But I'm also a person who feels like you really need more than one outlet for for yourself. And because it's easily too easy to get swept up and turn around and like, where's your friendships? Where's your family relationships? And you are a multi dimensional person. So how do you balance that?

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Steph Wharton 15:47

A lot of trial and error. So personally, I love using the calendar. So I have my Google Calendar, I put everything I mean, of course, my calls, but I tend to put reminders for any other tasks. So if I have to check in on clients, I want to make sure that if I get sidetracked that doesn't get missed. So I've got client check ins, I've got send out emails, if I want to do my weekly newsletter I have show up on social media, like literally every little thing, I put a little block on my calendar. And it's not meant to be set in stone, like I get to fudge things around if I don't have time or whatnot. But what I realized is, oh, sidenote, I even like scheduled my lunch. Like everything goes in there, right?

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Jacki Hayes 16:27

I have lunch on there, too, because otherwise, it'll be like two o'clock in the afternoon. And they'll be like, Oh, why am I hungry?

S

Steph Wharton 16:32

Yes. So basically, what I've done is, I keep realizing similar to what you're mentioning that when you're so freaking passionate with something, you just go in like a dark hole. And then you come out of the like screen time and you're like Holy freaking shit, like the entire day has gone by or five hours, whatever. And I didn't do anything else. So I've played around with how I schedule things, what kind of activities those are. So something that I've been doing now for the past, it's only been two and a half weeks, I believe right after I got back from Turkey has been working really well is not only do I have my time block for my lunch. But as I'm already unplugged at that point, like I made my food, I sat down in the living room, I'm watching Netflix, it's easier for me to continue in that I suppose to try and do fun, like non business related stuff, let's say in the evening. So I've extended it so that I have one hour time slot for lunch, and then a one hour knee time. So some days I scheduled something specific. If I want to, let's say read a book, or I want to write now I'm studying to get my driver's license. So one day a week, my me time is me reading the book, stuff like that. So that has worked really well for me. Whereas before, I used to just leave my calendar open after lunch. And I didn't do it. I was like, Well, I have free time. Let me go write up that extra email or let me create that template. So fudging around with how I do that was one of the ways that it's helping me almost like keep myself accountable to living my life and to doing the fun thing. But I will say the other thing, and it's almost more important or more effective than this scheduling is making sure that the other activities are things that you genuinely want to do. They might seem fun, like they might seem maybe it was a hobby he used to have. But the thing is, if you're not feeling that excitement, you're going to postpone it or you're going to do it, you're going to do something else instead because the business that say you are so deeply passionate about. So you need to find something like dancing for me, where I will literally drop anything in order to go dance, because it's not friggin awesome. Not to say that all your hobbies have to be that awesome. But that's a great starting point because it shifts of perspective. And it starts to really show you in real life proof that living your life and doing non business things are just as exciting and just as fulfilling and just they make you just as happy. So now you rip the band aid off and you can start tacking more things into it because it's just part of who you are now, essentially.

J

Jacki Hayes 19:10

You mentioning the hobbies or things that you should really love. And it's funny because I was just cleaning out a closet and I had to text a bunch of friends and say, Who wants this craft stuff because fantasy Jacki? Really wanted to make candles but real Jackie would rather just go to Target and buy that. Yup. So I think a lot of times we create hobbies out of a idealized or fantasize version of ourselves. And then we wonder why we don't ever do it. And it's because it's not what you know, real you wants to actually do. It's what a fantasy version of you wants to do.



S Steph Wharton 19:46

I actually have a drawer beside me in this desk with all the brush pens, the pencils the papers like every watercolors the acrylics, and they're things that are fun and they're they were nice, but yeah, they were exactly what you just described. Having like, it was just like the fantasy me or it was just this like vision that I had, I then went to the dollar store two days ago trying to find a new hobby, something that I could just do at home and didn't have to leave the house for. And I kept staring at all the cool things. And I was like, I don't want to do any of these. So it's like, why are we forcing all these crafts or whatever it might be? That yeah, it's cute. And you see all over tick tock, and people make the coolest things ever. But if you don't want to do it, don't do it. Like maybe your hobby is literally going for a walk. Or it's it's just something that might seem basic, but it's actually pretty awesome in its own kind of merit.

J Jacki Hayes 20:35

Yeah, very much. So one of the things that you were talking about when you were talking about using your calendar, it just reminds me that it's really about what you said at the very beginning, learning about yourself, because you can follow everybody else's hacks and tips, tricks and tips or whatever, but right, really, it comes down to experimenting until you find the thing that actually works for you. Like for me, and this is a conversation we have had, like I have the chickens and the chores that need to be done on the homestead and I have found I used to do them like in the middle of the afternoon. But that was disrupting work was getting me outside of the mindset that I wanted while I was working. And so now I have pushed back when I start my work so that I could do that first. So now instead of starting at nine, I started 10. And I do all the chicken and homestead stuff in the morning, which is gonna work out really great when it's July and it's 100 degrees outside. So it's not so great right now when it's still kind of dark and cold. But it's allowing me then to start my day at 10, I still wrap up at three or four, but I'm more focused so I can produce better and, and do what I need to do in that shorten one hour shortened timeframe. Instead of like struggling when I get back to my desk to get back in the right mindset.

S Steph Wharton 21:55

That actually made me think on like a slightly off tangent, that a lot of times we define success and how we're supposed to do things from like a traditional lens, what we're used to seeing, again, through corporate or just even through entrepreneurship. So your schedule, when you work tends to be that natural eight, well, I have to work nine to five, like that's successful, because then I have the entire evening off or even working shorter hours still in the middle of the day. And it's like who says what if you do work better, in the morning, at night, in the evening, after lunch, it doesn't matter. You figure out your schedule, whether it's work related, fun, related hobbies, whatever. And then when you're in that you're going to be hyper focused, because it's when you're thriving when you're feeling creative when you have all the ideas. And if that means that your schedule is going to look wonky, who cares, because it's not really wonky. It's just that's what we're conditioned to think or feel. But that's your whole damn vibe. Business, essentially, that's how you best operate. And that's gonna allow you to succeed, essentially, because you're showing up as this super confident, energized person that's having all these ideas, you're getting things done quickly. Not necessarily quickly, but let's say effectively in your own way. And that's going to bring about the results as opposed to trying to fit in this box and trying to work nine to five or traditional hours and only do your hobbies in the

evening, or your housework in the evening when you're already tired and exhausted. And you're just like I don't want to do any of this stuff. It's like, Okay, what if we do stuff in the morning like you're doing now? And then you only have to work a couple hours because you're in the right headspace right, as opposed to milking it and forcing it and so yes, I just I love that you played around with that and that you found like your fricking groove, because it makes a really big difference.

J Jacki Hayes 23:43

Yeah, yeah, I have found that when I am done with work the last thing I want to do is more quote unquote work which You know, like housework or whatever it happens to be it's like my brain is like no, let's go read a book watch TV, hang out with friends but we're not we're not doing any more work stuff. So we're not being productive anymore. My time at like 5pm is like there's no more production after this. It's just not gonna happen.

S Steph Wharton 24:06

Some days I don't even want to cook after the day is done. I'm like I'm done like let's make some pizza throwing something frozen like we're done.

J Jacki Hayes 24:14

With me living alone half of the time it doubly I don't want to cook I'm like I don't want to cook but I also don't want to cook because I'm only cooking for myself. So yes, this is where prepared meals in the mail comes in really really handy.

S Steph Wharton 24:28

And those are so good sometimes when you find the right like yeah distributor Oh, they're delicious.

J Jacki Hayes 24:33

Exactly. I'm guaranteed I'll actually eat a healthy meal instead of the bowl of Lucky Charms that I will normally reserved to so

S Steph Wharton 24:40

it's outsourcing at its finest. Exactly.

J Jacki Hayes 24:44

Is there anything else you want the audience to know about setting up your life and your goals

for a whole downpipe?

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Steph Wharton 24:52

I think it's to get creative think outside the box. So sometimes when we think about goal setting it's not only what we talked about earlier, which has to do with, hey, maybe these aren't really our goals. Maybe we're being inspired or being influenced by outside, outside influences. But it's how can we kind of simplify the goals and make them less reliant on hitting the actual goal and more about the journey itself. So if we're thinking about business, for example, instead of only focusing on goals, like let's say, you do really want to launch a group program, it has nothing to do with anybody else. This is just something that you're super freakin lit up. So okay, that's goal number one, launch the program. Maybe another goal is you want to have X people inside the program. Okay, fine. Cool. But again, this is all results oriented. So instead, how can we focus on the journey, so maybe that's making sure that it's hustle free, making sure that you take breaks throughout the day making sure that you have fun with your marketing. So what does that look like? Do you want to use email, you want to use podcasting? Do you want to be silly? Do you want to not use video because that sounds dreadful to you. So think of all those things, and then allow that to be essentially the measurement of success. So every single day, even though you haven't launched the program, yet, maybe you're just preparing to it. Even if you haven't booked the clients, you get to frickin celebrate every single day, that you're taking the breaks that you're having fun with your marketing that you did a morning routine that somebody reached out and said, Oh, I love your graphic. And every day you're seeing proof after proof after proof that your launch is so freakin successful and that it is a whole damn vibe. I think that makes a huge friggin difference.

J

Jacki Hayes 26:43

Yeah. Well, thank you so much for being here with us today. Where can the audience find you?

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26:50

Instagram, I would say steph wharton underscore. That's usually where I hang out. But with that said, I am thinking of reshaping my entire model. So whether it's Instagram or the Fiercely Visible CEO podcast, I'll be showing up in both so yeah, definitely check it out for a whole damn vibe. fives and all things visibility.

J

Jacki Hayes 27:09

Thanks so much stuff. No, thank you for having me. Have a wonderful day. Thank you for joining us for another episode of here's what I learned. If you enjoyed this episode, please be sure to follow and leave a review. Remember, there's always something new to learn. Stay curious and never stop asking question.