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SPEAKERS

Jacki Hayes, TaVona Denise

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. In today's episode, I'm talking with Ivana Denise, about what we're unlearning in life and business. We also explore our common love of launching is from Teavana that I learned to look at launches as throwing a party to vana helps coaches and online service providers, redesign their businesses so that they can have the lifestyle and impact they started their business for. Let's welcome to Vana. Okay, I am so excited to have you here today. Because anytime we have a conversation, I have so much fun, so I can't wait to share our conversations with the rest of the world. Before we dive in, though, I have a question I asked all my guests. And that is what is something that you are learning or learning about lately?

T TaVona Denise 01:16

Oh, well, one of the things that I've been learning here lately is the the whole world of human design. You and I have talked about it a little bit. But I think really I'm unlearning something that I think is important to share, I'm unlearning that there is one specific way to do anything on learning that I have to show up any way other than how I want to, and when I want to and in the moment and still be able to have the life and business that I want. And I think is more of a unlearning, because I am unlearning to work hard for the things that I want in my life.

J Jacki Hayes 01:56

Yeah, you know, you just saying that unlearning there. And I think that's actually more true about my exploration of human design than learning things. Because it's given me permission to say, you know, no, I'm not designed the way the society wants me to focus or be in this way, or I'm designed to work better in this way. So I'm a manifesting generator. It's perfectly okay

for me to have multi passionate thing and be patent multi passionate about a lot of things and pivot often and almost instantaneously. And it's okay for me to move fast. As long as I remember that not everybody else is gonna move as fast as me. And so learning unlearning all the things that were kind of for forced into me when I was in corporate of like how to function has been quite a process. What about you? What are some of the more specific things that you have been unlearning?

T TaVona Denise 02:56

I have been unlearning that time equals money. Time does not equal money at all. I have made so much money in such a quick time that it will make a person's head spin. And I'm unlearning that I don't always have to work. So daggone hard for the money that I make. Like I think those are two things that are really really unlearning. And sometimes I forget. And then I get back into it a little struggle in the hustle bus and all of the struggle bus and the hustle. But I'm like it, it feels so good. When when I remember because like I was coaching somebody earlier today. And they were saying to me, Well, my account is lower than I'd like it to be. And so when I'm in that place, I get into fight and flight, flight or fright, and she freezes. And she's not able to do anything, or she does a lot of starting and stopping. And so she was associating that with the amount of money in her account. And I was like, but that's that those two are not associated, like your ability to move with how much money is in your account or your ability to feel joy, or happiness or contentment or be creative, just because of the dollar amount in your account. And she she was like, Well, I sort of get it intellectually, but I don't really. So I said, but there have been times in your life where you've had \$0 in your account, where you've been creative and happy and playful and joyous. And she's like, What do you mean? I was like, when you were a kid, you didn't even have an account. You didn't even know how to make money and yet you still had those things available to you. So it's not the amount of money that's in your account, is what we think about the amount of money it's the fear that we have around it and that we won't be taken care of and that there won't be food on the table and blah blah blah. But if we can create can connect it to a time when we literally did not have accounts did not have money. And yet we were still creative and heavy. So for me, in me coaching her, it was another unlearning moment where our our year, money and my emotions are not joined at the hip.

J Jacki Hayes 05:22

We have so many of these things because we're like you said, we have to remind yourself of them because we're swimming in a soup of so many other messages from, you know, day one of our life and so however old we are now and so it is like a constant like reminder of like, No, this is not necessarily how it is. How do you keep those things in the in your fourth? Thoughts? So when you forget, how do you make sure that you remember those things around learning?

T TaVona Denise 05:50

Well, a few things. One of them is like having a regular practice of meditation or journaling. I don't do either one consistently, I try to do one or the other. And then no one is paying attention to how I feel. So if I find myself in too many days of a little bit of grumpy mood, or anxiety, or fear or frustration or stressed out, that's my alarm. That's my alert to check in with

myself. Maybe to me, if I look at my journal, maybe 345 days have passed, since I last checked in with myself and say, Okay, I'm not feeling like myself, I'm not feeling you, I'm just not feeling like myself that when I check in, I'm like, Ah, okay, all of this stuff. That soup that you were talking about is running around in my head. And yeah, I'm gonna toss that soup out, because I don't like the way that tastes.

J Jacki Hayes 06:41

I just had a day yesterday where it was a content planning day, and I woke up and I did a couple of things around the house. And then I was like, there is like, not a single inspire thought in my head today. Not a single one, I'm just kind of tapped out. And I thought, okay, I could force myself to try and create content, which will turn out to be crap, let's be honest on this, or I can say what can I do today, and I'm like, I'm in one of those menial tasks cleanup, the backend of business, kind of, like I'm capable of doing that I'm capable of, I'm inspired for my clients, like creating for my clients stuff was was inspiring. That was fine. But for my own stuff, no. So I was like, I'm just gonna let myself have that day, like, I can move content creation to another day, my business is not going to implode, because it didn't create content today. And I'm gonna do the menial stuff today, or the backend stuff, and just let myself be and then this morning, guess what all kinds of inspired content came out. So I think that lesson of just learning to listen to yourself, and then do what you, your body, and your mind and your emotions need from you is such an important lesson.

T TaVona Denise 07:52

And maybe this happens to you sometimes, too, but I can totally identify with the menial tasks, because depending on the project, and I don't know, maybe the enormity of it or something like I must wash the dishes and make sure every like, I'm making my bed as soon as I get up every morning. So that's not a thing. But like the dishes have to be washed, like the house has to be clean before I do a big project. So I can totally identify with that.

J Jacki Hayes 08:19

Is that mental clutter? If your environment is cluttered, then you might be mentally cluttered as well. If you're, you know, some people are like, you know, I love all the things everywhere. And I'm like, No, everything needs to be like clear and spacious around me, for my brain to feel clear and spacious.

T TaVona Denise 08:36

I can agree with that.

J Jacki Hayes 08:39

So you and I actually first got connected because of our love of launches, which is kind of a strange thing when you listen to people talk about launches when we were like We love launches. So how did you get into launching and launch strategy and launch coaching and

launches. So how did you get into launching and launch strategy and launch coaching and helping people with their launches?

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TaVona Denise 09:00

Well, I think it came from a friend of mine. Well, I have to backup because I used to have an alternative fitness events company when I lived in Atlanta. And I did that for quite a while I coordinated these events where women in the area could go to these boutique fitness studios and boutique gyms to learn how to do other ways of moving other than lifting weights and running. And so I was hosting these events all the time. That was pre my coaching business. So a few years in my coaching business, I was telling a friend of mine, I'm like, I am not a marketer. I am not a marketer. I'm not a marketer, and he said can you please stop saying that? Because you were an amazing promoter of events. They are literally the same thing. You just called it promoting. And now it's marketing says the same thing. And so I was like, Oh yeah, maybe you're right. And so from that moment on, I started to think about launching as having In the event, aka having a party throwing a party, one, I know how to do that. And when I tell myself or when anybody else tells themselves, they know how to do something instantly their love, or their like, or their affinity for it increases, because we want to do things that we feel like we know how to do, and we're good at. So since I already told myself that I knew how to throw a party, then I started to increase my love of launching. And every time I thought about throwing a party, it became something that I wanted to do. For me, I'm an extrovert. Some people who are introverts, like that sounds like the worst idea ever. And so for my introverted clients, I say, What about a dinner party, where you have 346, maybe eight, close companions, and they're like, oh, wait, man, I could do that. I want to do that. Right. So most of us have thrown a party in our lives. If we choose the the right setting the right people, the right amount, that kind of thing, we sometimes want to throw these parties. And so that was really the shift between one realizing actually, I am a marketer, and it's something that I love to do is something that I want to do when I do it in a way that feels good to me, is something that when we want to do, it's a win win, it's a win for the attendees, it's a win for us, like they get to have a great time, we get to put on a great event. So that's really how I got into the launch space and thinking about it when I realized that I was like, Oh, I can do this. And I can help other people with it. It's just really for me, as you can tell, it's really a lot about the mindset. I mean it for me, it starts there and how we think about things and how we feel about things. And when we can make that shift first, then we're more open to explore the options and the possibilities around the strategy that we select. And then add in the human design and or the unlearning that you can do however, the heck you want to do it.

J

Jacki Hayes 12:04

I completely agree if if somebody comes to me and wants to work on their launch, but they are stuck in launches are awful. And there's no way I'm making them good. There's no amount of strategy or planning I can do that is going to actually make your launch successful. Even if you have a high enrollment and you hit your goal numbers, your launches and still going to be successful, because it's still going to be awful for you, it's still going to be a burdensome experience that you never want to do again. And I want to make sure that my clients at the end of a launch are like this was fun. I can't wait to do it again. Because I do think that that is possible. Because like you said, if you're approaching it, like you're throwing a party for people that you really want to serve, or love, or want to spend time with, then why wouldn't it be fun? So

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TaVona Denise 12:54

why wouldn't it be fun and, and to your point about like, even if you make all of the money, you it's not technically successful, because you feel awful. And I had a client come to me once after having an 80,000 Zero \$1,000 launch, and she couldn't get herself to launch again. Because it was just an awful experience. And so when I talked to people about it in launch therapy, or in my launch clinic, we were talking about the four phases of business or launching one of them being in a drought, because we know people who have done a margin, they get crickets, the next one being a trickle where they do the launch, and they get a few people or it's very inconsistent up and down. And then we have the flood, which is what you were talking about where they have the look of success, they got the people, they got the clients and they've got the money and it's just exhausting on the back end. And then we're we're trying to help people get to is the flow where it feels good, it's fun is simple, they can do it with their eyes, them or their team can do it with their eyes closed almost. It just is something that they look forward to. And I think you and I are singing in the same choir around, it can be simple, it can be fun, and it doesn't have to be dreadful.

J

Jacki Hayes 14:09

And back to the human design, too. I think a lot of people create launchers based off of what they see their mentors do, or the seven figure folks who have an enormous team behind them that you don't see what the team is actually doing. And so they're like, well, so and so is doing all of these things, this must be what a launch is I've got to do all of these things. And there is a saying about keeping it simple. And it's really true when it comes to your launch. You do not need to add all the bells and whistles, especially if it's your first couple of launches with a program.

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TaVona Denise 14:41

Yeah, like I was just doing an audit a launch audit with somebody earlier today. And she had a very, very small intimate launch and what I look at what people are the what I call the five failure points of a launch when I'm doing an audit with them. Because a lot of times and I'm sure you've seen this too, Jackie is that people aren't Not giving themselves credit for what went well, during the launch. So say they have a launch it doesn't they had a number, or maybe they didn't even have a goal. And that's problem number one, you didn't have a goal. Or maybe they had a goal and they didn't hit the goal. And like, oh, launches suck, this was terrible. I didn't hit my goal, I suck at business sucks. And I'm never going to make it and I should never do a launch again, because I didn't hit my goal the first time. You know, all of this stuff. And I'm like, wait a minute, hold on, let's take a look at it. So as I was doing her launch audit, I walked her through those five points. And I was like, Oh, my goodness, your numbers, percentage wise ratios, what ratio wise actually looks way better than the industry standard. So what that tells me is that we just need more people on the front end to see it to sign up, she got people to show up once they signed up, about a 50% show up rate, which is awesome. And then all of those people 100% state to the in which she made the state beyond the part when she made the offer, they stay to the very end. And she got 50% of those people to take her up on offer. So I'm like, hey, that's freakin amazing. However, comma,

J Jacki Hayes 16:16
she just didn't

T TaVona Denise 16:16
have a big enough number of people to see it in the first place. So then for me, then the next focus is like, Okay, if it ain't broke, don't fix it. All of this stuff looks great. We're gonna make some minor tweaks to the presentation, the sales, whatever. You just get to put most of your eggs in getting people to show up this next time. The rest of it was great. Yeah. Yeah, I

J Jacki Hayes 16:41
think there's two things there. The when you set your goals for a launch, don't just set a revenue goal. But think of like email conversion rates, how many people you talk to in DMS, how many people show up to your webinar live, you know, those are all kinds of things that you can use as goals as well, so that you are not falling for this, because you didn't hit a revenue goal. issue. Because there's so many things, I had a client who had a 100% conversion rate on a live q&a. There wasn't a lot of people in the q&a, but it was a 100% conversion rate. So if you can get more people into the q&a, and keep doing what you're doing, look at the numbers that you're going to have. The other thing with that is an unrealistic expectation, when people don't understand what the industry standard is on conversion, which is one to 2%. So if you have a list of 100 people, and you've got a goal of having 50 people in your group, that's a huge conversion rate, and probably not likely. So being a little bit more realistic, that doesn't mean that you are going to have only a one or 2% conversion rate. But don't plan on 50 people in your group if you only have 100 people and you're following.

T TaVona Denise 17:54
Exactly. Or if you're not willing to go out into other people's communities and leverage their following as well. So there are ways that we can bolster that if you're only starting with a small list. But again, it's like you said it's numbers is also where two people are in the process. Are they cold, like brand new to you? Or are they warm, they've been following you for a while just waiting for you to make an offer, or make a compelling offer or whatever. So like, there's so many different little intricacies that go into that, that people are not taken into account where you someone like you or I can come in and say, Ah, this is the thing right here or focus here or pay attention here or put more effort into this place. And it'll take off at no time. And then just like you say, just giving it time, this give me yourself time to build momentum, because what I find is that people will, they will have a result that they don't expect or that they don't want or whatever. And it's like, ah, launch is not for me, or this offer or this program is not for me, or webinars and that for me. And then they changed to many big components. Either they completely changed the offer, they completely changed the events, like they change it from a webinar to multi day challenge, or they just change they change too many things. And so I tell people to to go with the souls. Yes. So you tell the souls Yes. Because oftentimes when we're in creation and excitement mode, and we're like, oh, this is going to be so awesome that people are going to love it. I have had all of these clients that keep coming to me with the same

problem. So it'll be easier for me to deliver it in a group and you know, all the reasons why you came up with the idea in the first place. That's what I call the soles. Yes. But so often when we when the rubber meets the road, and we've actually put our baby out into the world and say do you like my baby that I actually created for you? And we're a little clunky in the beginning on explaining it or explaining how it works or why who should come and why they should come and not put it off and all of that And we, we don't like we just toss the whole thing out rather than learning how to talk up the program. Yeah.

J

Jacki Hayes 20:09

Yeah. And I think, I think to from one launch to the next, as you were saying, changing a lot of things, makes it really hard to figure out what thing actually worked and didn't work. So if you go from launch your very first launch, you go to your second launch, which we're gonna talk about here shortly, I think about that, that second launch, you know, the sequels never as good as the, you know, the first book type thing. And then you're like, Okay, well, that didn't go as well as the first launch. And so you change five things, for your third launch. But which of the things actually was the thing that works? Was it all five things that you changed was only one of those things. So changing all the things makes it really hard to nail down what it is that actually is working in your launch and what is not working?

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TaVona Denise 20:53

So when we see the bigger names, the big name gurus, the seven figures, so and so, where you see they have this big launch year after year, like I really wish there was a you know, how they have the wayback machine where you can go and find the old versions of people's websites, I wish there was a Wayback Machine for people's launches, where they can go back and see because I've been a support coach on the back end of multi seven figure businesses. And I get to see where they were, like I knew them way back when, and what they are doing now at multiple, seven figures is not what they were doing at six figures. And so just like you were saying, Before, people get caught up in the idea of, Oh, I see so and so doing this now, but you don't realize that they've been stacking, they've been building momentum and stacking skills and stacking support and stacking strategies on top of where they started. And so like, I think, if you could just think, what is the most simple way I can achieve the goal that I want going back to the gold is first and what sounds like fun. Those are my two favorite questions to ask, according to the goal, what's the simplest way I could achieve this and what sounds like fun, those two needs to be aligned. Because it can be simple, but not fun. And it can't be fun, but not simple. I mean, I guess it could, but we're trying to make life easier, not harder. So we have that. That's what I will offer people like if my one piece of advice, simple plus fun equals massive success on all levels. And that's a hard thing to ask people. Because we're so used to working hard, we're so used to seeing complicated, complicated when it's been stacked and built up over time was simple. It was like simple. And we added a thing to add anything added thing. So it looks complex, complex, but it started off simple. So that's what I will offer. But to your point about like the sequels never as good as the first one. So I came up with this concept called the sophomore curse. And I don't know if you've heard of this, Jackie. But it's it's a music concept, where people have a sensational hit out the gate as a new artist. And then they crash and burn. They call it the sophomore curse. And so I've seen this time and time again, with entrepreneurs, they because all of the stars aligned. And there's some very specific reasons why this happens. But they have a sensational first launch. And

then the second one tanks. And I call it the sophomore curse because it's the second one. And so what I've found with people and I really, really encourage people, even if the sophomore curse happens to you, is to do at least three launches. If you can get yourself you see this in music, too. If that person can pick themselves back up and get past that second album, in this case is second launch. Once they get past three, there's no stopping them. There is no stopping them. So why does this off markers happen? A lot of times it is two things, either your list was super warm, meaning people were really they really knew you well, they had been following you for a while they were just waiting for you to put something out there that they could get on board with and that you had a lot of confidence and you got on board with. So you get a lot of people are buying on the first time, sometimes based off of energy alone. And then the second one, we oftentimes get in our heads like oh my gosh, am I going to be able to repeat that? Anytime we say stuff like that? Usually the answer comes back No, well, you're not going to be able to repeat that. That was a fluke. And then we prove that thought true. And so also what happens sometimes on that second launch is remember I said the first one everybody was warmed up, they may have been following you for weeks, months, years. And the second one if you don't give yourself enough time in between launches or putting in the effort to bring in some new people, then they are not primed and ready for that second one. So it looks like oh, I suck. It's a fluke, blah, blah, blah, but it's just saying you need more time so those people that come in for the second launch, if you do the third one They will have had time. Assuming that you don't freak out, drop everything stop nurturing people stop sending emails, right? They will have been primed for the next one, because I tell people every launch is preparing people for the next one. So back to what you were saying, Jackie, about our expectations, not just of the result, but our expectation of how many people we expect to sign up. Nobody. Let me not say that, that way. 100% of people who encounter you and your work for the first time are not going to sign up just because you asked them to. It's just not gonna happen. But it's just the nature of the beast, right? So if you give them time, and you keep showing them that you will show up and you keep talking about your thing from different angles, they'll find this out. Okay, now I got it. Oh, she's been she, she or he's been showing up for a while. Oh, okay. I can trust them. Now, I feel safe to work with them. So that's why I tell people all the time, at least three at a minimum of three. Really, before you make major major changes to the type of message that you do major changes to the offer anything like that.

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Jacki Hayes 26:14

I know one of the things you talk about, or you and I have at least talked about is that sometimes that sophomore curse happens because of something that actually happened in the delivery of the group in the first round. Can you talk about that a little bit?

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TaVona Denise 26:27

Oh, yeah. So glad you remember that. Yeah. So sometimes this the sophomore occurs happens because we do an amazing job we get we get the people in, they sign up. And then again, sophomore curse. So that means that this is only the second time we're delivering it in this way. And sometimes we have rowdy people in the program. And sometimes that's because we might have our energy might have been off, we might have been in a lack mentality, we might have been in scarcity, we may have let people in that we mean, we had a little inkling in our gut, like, I don't know if they're ready, or they're the right person or something's not gelling, right, and we let them in. Sometimes it's just that we don't have the skill B, because it's only

our first time of delivering. So if something happens, we are not quite able to manage the group. Especially if you are moving from one on one coaching to group coaching, the way you coach in a one on one setting is very different than how you manage multiple human beings who have thoughts and feelings and history and filters that they look at the world through. So and our delivery of we that first time we are giving our best guesstimate of how things will go and how our frameworks will work on a group, which is different than one on one where we can tweak it, and we can see what they're doing what they're not doing, because they're showing up. So if all of that is happening, and somebody feels like I mean, when you people are humans, they, when they start being human, would just say it like that when people start being human. If we don't know how to handle it, we may retreat into ourselves. And so when it's time to do the second launch, we may have and this is a protective mechanism that the body the nervous system does to protect us consciously, we may be saying I want blank dollar amount or I went blank number of clients. And unconsciously or subconsciously our nervous system is geared to look for and help us avoid danger. So if it's saying, Oh, I don't want that situation that happened with Sally that last time, we need to avoid that at all costs. If you do sales calls for your launch, if anyone even proved if you even think that they might be like Sally, you're going to start telling me Ah, you're gonna butcher the sales call, because you are actively unconsciously pushing them away because you're trying to avoid danger, which is an unruly client.

J Jacki Hayes 29:09

So I want to pivot the conversation away from lunches to actually talk about business pivots, because you have had one recently, which is kind of like a real pivot sort of situation. Can you tie

T TaVona Denise 29:21

returning to the roots of sorts?

J Jacki Hayes 29:24

There you go. There you go. Can you talk about that process for yourself and how that came to be?

T TaVona Denise 29:30

Yeah, I mean, so I started out. I'm a physical therapist by training. I did that for 19 years. And I went from and I've had multiple pivots. So it's kind of interesting. We're talking about manifesting generators. People think I'm a manager and I am not I am a generator who presents like a manager because like, but I think it's because I like to learn. So I like to learn a lot of things and then bring it to the people. So I was doing burnout coaching for healthcare professionals and then I decided because So I've been an entrepreneur since 2001. I wanted to help those who are burned out, figure out how to get out of the employee status to entrepreneur. So that's how I got into coaching people in healthcare to start their business. And as I was doing that work, like, if we think about levels, right, I started wanting to work with

more, I wanted to have more advanced business conversations. And so that's kind of how I went into the launching space strictly for coaches. And while I love that stuff, you can even go on my website. Now. It's called the launch clinic, I have a program called Launch therapy. It was a physical therapist, it was Michael's always still there. And I was always still doing the national conferences speaking there. So like, I couldn't escape. Like, every time I tried to escape, they're calling me back. It's like, okay, all right, God in the universe, what are you trying to tell me here? Because it's like a, like, I can't get escape velocity for so then after multiple, I haven't touched the patient in three years. So I'm thinking, Okay, what does this mean? What does this mean, I go kind of introspective around my birthday, which is in November. And I thought to myself, people 40, about 40% of my clients are still in health care, they keep coming to ask me to speak in these different places, podcasts, articles, all of this stuff. Maybe I'm supposed to be doing this work, taking all of the things that I've learned and help this unique set of people also, because like I said, I like to learn, he has a lot of inflammation in his brain. And to only put it with launching felt like, in a way almost felt like cutting off one of my arms. And so it's so interesting to have that return to my roots. Because when I talk to people about their niche, which is a big old conversation in and of itself, I tell people, you can specialize in a thing, or you can specialize in a person or group of people. And for those of us who tend to be multi passionate, and those of us who like to learn and experiment and do a number of things, because we get bored really easily. That's one of my favorite lines is I get bored really easily. It often serves us to specialize in a type of person, because a type of person will have several different types of problems that they will want to solve. And then you can flex your muscles in various ways. And it allows you to keep moving and shifting and not get bored. But also be specific enough so that so that people can refer people to you, so that you're not like, oh, well, she's selling now she can't keep it together like all of this stuff this and people say is, we know that it's in our heads, and we're afraid of it because we said it about other people. Right? So how do you become specific enough where people can refer to you, but you get to lean into your own intuition and your own genius in your own what you want to do. My personal suggestion is pick a person or group of people. And so for me, it just worked out better to do that, rather than staying in the specialty of launching, because I don't lose launching entrepreneurs and healthcare after launch. So we just say get over there. And then I also get to do the other things, too.

J Jacki Hayes 33:29

Yeah, I love that idea. Because while I promote that I do launches, I work with coaches, and I have other offers in the back end that people may not, you know, I don't put on my webpage that I'm doing so that I can keep doing different things. Because oh my goodness, if all I ever did was launches for coaches, my business would last about six months, and then I'd be on to something else. Because I'd be so bored. So bored.

T TaVona Denise 33:59

Yeah, you got to know yourself. And I think we're when we talk about human design, I just love it. Because it's a simple, easy way. Well, you can go down it when I say simple, easy, okay? Because I used to do just do business strategy and business plans with people because that's just how my brain works. I'm like, tell me what the goal is. And I'll ask you a million questions and do it. My brain doesn't like a calculator and spit out like what's what could be the pathway, or here are a couple of pathways. And so that's all I used to do. But I think people and one of

the ways that I did that was with Gallup Strength Finders does person it like a bunch of different personality tests. But the difference with those tests is you can answer based on how you think you should answer how you're feeling that day versus human design is just your birthday. He the time where were you born it there doesn't ask you any of that stuff, and then it spits out the answer. Now how to understand the chart that's where the rabbit hole happens. But the or it's just like more. So I will say this way more objective than subjective. Yeah. And so that that's why I add love human design, because it just gives me a starting point to say, Okay, what might be some good starting places for this person, and then we still got to check in because even you and I know in our human design, we're talking about unlearning things. So it's how we were to design and then we have all of this stuff caked on top of it, like layers of paint that we gotta peel back and say, Well, what part of this is mine. And it's true to my design in which part of this was given to me by society, parents, partners, whatever,

J

Jacki Hayes 35:40

right? And that's like knowing your your centers, whether they're defined or open, you know, if they're defined, and you probably weren't influenced too much by society. But if they're wide open, then oh, wow, you know, this part of how you interact with the world is really influenced by others. But I do think you're right, that all of those things where you're doing like a choose A, B, or C, they are there, you can't not filter out the should, I should choose this, it's you, it's really hard to do that. But I find that when I look at my human design, and then I take and I look at it, and compare it to like my Myers Briggs, or my my Gallup strengths, or any of those others, there's a commonality there, like, yes, these all things fit. If I look at my human design, which, oh my God, when I read up on all of the thing, all the little bits, I'm like, How could you explain a human being more accurately? And then I look at things and I'm like, oh, yeah, well, that makes sense. You know, when I when I look at this strength that ties here to this part of my human design, and this part of my Myers Briggs ties to this part of my human design. I always laugh I'm like, I'm a Capricorn. So I'm obviously an INTJ. And I'm obviously all of these, like, you know, my sun sign my rising sign, my moon sign says a lot. And then I put in Mani Jen. And then everybody's like, yeah, that explains everything. Is there anything else you want to share with the audience? Before we hop off this call today?

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TaVona Denise 37:11

To two things just popped in my head. But when you ask the question was just like Know thyself. And as much as possible, remove the shoulds. And suppose twos from your life from your business. That is the work and that is the most difficult and terrifying work. Because oftentimes, it's it can separate us from the people that are the closest to us. But that is the work. And so it's like, if you want to, if you're still in some, for whatever reason, addicted to working, do that work, and watch everything else fall into place. And I'm not saying that it's going to be easy by no stretch, it is not. And I will say if you are really in, in this to be an entrepreneur, this is like, unfortunately, or fortunately, this is the professional development course you signed up for that you didn't realize that you had signed up for because even when we think about goals to meet, the goals are not net I mean, you and I think about goals and hitting goals, but they're not. It's not really to hit the goal. It's for the skills, the learnings, the unlearning the awareness that the strengths that we build on the way to the goal. I think when we can keep that in perspective, it just makes life so much easier. And it makes it easier for us

to hit the goal when obstacles and unexpected things come up and we're like not to drop the goal and not to say well, I don't want that anyway, but to just say oh, maybe this is a skill I'm building oh, maybe this is a strength I'm developing.

J Jacki Hayes 39:00

Well, where can the audience find you?

T TaVona Denise 39:04

All the places at Teavana Denise mostly Instagram you can send me a message on a DM on Instagram if you they're a regular old Contact Me page on to vana denise.com in Sta V as in Victor Oh, in a Denise d n i s e.com

J Jacki Hayes 39:24

Thank you so much for joining me today. Thanks for having me. 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.