

The Limitless Life Experience

Visions

Transcript

That for me is how your vision should feel. You can have a really worthy mission and it can be a really worthy vision, but it should give you like, it should be stretchy enough to be like, "Oh my God, that would be amazing. That could be so good". And there should be a kernel of knowing within you that that could absolutely be your thing.

Welcome to the Limitless Life Experience Podcast with me, your host Suzy Ashworth. I'm a mum of three, multiple six figure, serial entrepreneur, business strategist, Hay House author, speaker, coach and believer in miracles. I help female entrepreneurs like you go from confusion to clarity when it comes to creating messaging that converts browsers into buyers, so that you can build a business that makes a real difference in the world and helps you live a life without limitations. This is the Limitless Life Experience.

Hello you gorgeous human being. It is Suzy Ashworth here, your host for the Limitless Life Experience Podcast and I am super excited to be back in your ear buds. So what's going on? You can tell that I was a frustrated singer. If I wasn't doing the job that I'm doing, I'm sure that I would be in entertainment. I feel like my alter ego was born for the West End stages. Like Cats or Mary Poppins or I don't know. I love musicals. I love a microphone. So get this. When we did our most recent toad medicine journey, I say most recent, the only time you've ever done it, but when we did it, we all were given - the guy had a banana and the banana was like the talking stick and when everybody was given the banana everyone else had to be quiet, and the person with the banana spoke - you get the idea of a talking stick. When I was given the banana, I held the banana up my mouth and used it like it was a microphone - who am I? Like what is going on in my mind? Anyway, I'm just going to leave that one there. Who is this woman? Who is she?

Today, we are talking about the importance of your vision and your mission. I think that this is bar none, bar nothing else... this is the most important cornerstone in your business, and your mission and your vision is the thing that should direct everything that you do. And I think the people who end up feeling like, what the F am I doing? This feels like a job. I'm doing this, but it is not bringing me any joy. I'm not loving the people that I'm serving. I'm just not doing what I thought I was doing. Like this entrepreneur life is just not what I want it to be. And we can say entrepreneur life, but this is the same for anybody if they're in a nine to five, this is the same if you are a parent, this is the same regardless of anything that you are doing, having a mission and having a vision is vital for keeping you on track. Is vital if you want to

create a life that you are in love with and I get it, that creating a life that you're in love with might feel a little bit self-indulgent. Some people might listen to that and be like - Whoa, that's very luxurious for you to think about Suzy Ashworth - but there are people in this world who are suffering. There are people in this world who are challenged beyond what you can possibly imagine now. And actually I am satisfied with living a life, or I feel guilty about thinking or indulging myself in the idea that I can be creating a life that I'm in love with right now. So jog on. And if that is you, I really with a loving heart want to say this probably isn't the podcast that you should be listening to because my intention with everything that I do from a business perspective - and over the last couple of years, I've really allowed my life and my business to really merge in terms of the intentions and the goals - is to create or attract a community of individuals who really understand what possibilities we have to create an incredible, an incredible world. And you cannot do that from a place of it is only okay for me to survive because other people are finding it difficult to thrive. You cannot make an incredible world or have an incredible impact or make the changes that this world desperately needs to see from that place of 'it is only okay for me to survive'. All leadership starts with self leadership.

You have to tune into what is it going to be required of me to thrive in any and all situations so that I can make a positive impact wherever I go, and with whoever I choose to meet, or whoever crosses my path. How do I get myself into a position where when I find a charity that I absolutely love, that I feel is really doing all of the do, like they are doing it, they are there, they are in the trenches, they're supporting, they're doing, how do I get myself into a position where if I wanted to, I could donate 500 pound a month to them, 700 pound a month, a thousand pound a month, where I could write a check for 10,000 pounds, and give it to that charity to do the stuff that I can't personally do. How do I get myself into that position? You cannot get yourself into, you have no hope. You've got two hopes - Bob hope and no hope of getting yourself into that position from a mindset of 'it is only okay for me to survive because other people are not thriving'. You have to allow yourself to tune into your biggest and greatest desires for you, your family, your community, and the planet. And I know that not everybody thinks in that way and not everybody wants to be encouraged to think in those terms, but I'm setting a really clear intention that for those people who want to do that and want to use the tool of their business to help them achieve that, my intention and my clear call out is for those people to find me, because I want to help accelerate the speed at which they can create that next level of impact and income. I want to help them step into what many people think is impossible. I want to help them create what is possible. And it starts with you, and your vision and your mission. And anybody that's kind of flailing, wandering aimlessly around, not knowing what to do, stuck in confusion, having a lack of clarity. It's often because they haven't set themselves a mission or they've forgotten their vision, which usually those things, they don't have a mission and they've forgotten their

vision or they've never had one in the first place. They're kind of just doing what they think they should be doing because somebody told them that that's what they needed to do. Everything starts with the bigger picture and then you reverse engineer. What do I need to believe in order for this to be true? Who do I need to be in order for this to be true? What do I need to do in order to accelerate the speed at which I can bring this into reality?

Having a big mission and a big vision and feeling really aligned to it, so there is absolutely no point in saying, let's take a money goal - "I want to learn a £100,000. If you are still in that mindset of "I think it's impossible for me to earn more than £2000 a month". There's no point in saying "I want to have a six figure business". If your mindset is "it is impossible for me to earn more than £2000 a month". You have to have a vision that is big and is stretchy, and that makes you feel excited. That gives you butterflies in your tummy. That is kind of way beyond where you are now. But you know with a sprinkling of fairy dust that, that vision suits you. It's like a jacket. Like if you were in like the nicest shop, whatever shop you align to being really nice, your favourite shop and someone gave you this jacket and you put it on one shoulder and then the other, and then you kind of looked at your back in the mirror and you could see - like I'm picturing a denim jacket, like it's adorned with glitter and sequins and like flashy gems. Not that I've ever worn anything like that and I don't really have a desire to, but that's what I've got in my mind. But I've got this jacket on and I'm looking at it and I'm like, "Whoa, this is amazing". Like this feels really, really good. This is mine. I'll take it. That for me is how your vision should feel. You could have a really worthy mission and it can be a really worthy vision, but it should give you that. It should be stretchy enough to be like, "Oh my God, that would be amazing. That would be so good". And there should be a kernel of knowing within you that that could absolutely be your thing. That's where it starts. That knowing that self belief, that by hook or by crook. With a little bit of help from my friends - that you could step into something incredible. And then you should write out, you should be seeing it. You should be saying it. You should be speaking it into existence all of the freaking time. And that becomes your filter for should I do this today or not? And if it's taking you one step closer, it's like klaxon - yay. And if it's not, it's like why am I wasting my time with this? Or if you've got something on your priorities list that you absolutely know would be moving you one step closer and you're playing the freaking self-sabotage, let's procrastinate on this game. Reconnecting with the vision, reconnecting with not just how the freaking jacket looks, but like reconnecting with the impact that it's going to make on the world, and you, and your family when you actually see this through. That's the reason that I am in the podcast studio today, because I know that the type of impact that I want to create, like ultimately I want to be reaching 100,000 women a year - between now and 2030. I want to support 1 million women in creating economic freedom and at this point in time, when we are

looking at a global recession, this mission and vision has never been more important.

This content and showing up for my audience - you, and in my communities has never been more needed. Helping people to be able to identify opportunities, sharing the skillsets that are going to enable people to thrive. Showing people how to sell ethically, message mindfully, get your mindset in the game so that you are able to rise above the fear that many of the people who are not used to being required to draw on their resilience when it comes to their job because they're working in nine to fives, and they've always had that security. Showing people how to do that and what that looks like in these times has never been more needed. And if I was not connected to my mission and my vision, there would be 1,000,001 great reasons why I wasn't in the studio today and you know, I should acknowledge and give you a heads up that maybe I will be recording from my office or one of the bedrooms moving forward, and the sound might not be as great, and it might not be as 'polished' as what the first lot of episodes have been and it doesn't matter because the mission and the vision doesn't change even though the world is - you are the anchor point. And I feel like this has been a familiar theme through the last few episodes, but it's really needed and required right now. Because I think that it is a lot easier when you are faced with challenging situations, to shrink. And to go into, "I'm not good enough" and to fall into, "but I don't know. And maybe this is not me and maybe this is not my time and maybe I'll just go and work in Tesco's" and the truth is, is that Tesco's isn't open. Well it might be, but you get what I'm saying. So you being connected to your mission and vision and not allowing yourself to waiver. And it's so interesting that the requirement for flexibility while standing strong, I think that the comparison for this in the natural world is bamboo - that got really, really structurally strong wood that is able to flex and bend in the wind. You know, that is what is required. The mission and the vision for bamboo is just to grow as tall as you can as freaking fast as you can. Like go, there is no questioning, there's no forgetting. It's like this is what we're doing and I'm in this game - my friend Lucy Sheridan says this all of the time and we both share the same sentiments. We're in this for the long game. So whilst I talk about accelerating the speed at which you create your goals and bring that into reality, you know, that is my job to help you accelerate the speed, but it's not at the cost of your family or yourself or your clients. You're not being able to show up in the way that you say that you're going to show up. It's about accelerating the speed at a healthy pace, so that you are able to thrive for years and years and years to come even when the ground beneath you feel shaky because of what is going on globally.

You are able to do that with grace, when you're connected. You are able to do that when you are connected to why you are here and your bigger vision and mission. So Simon Sinek says it starts with why, and for this episode I'm in total agreeance, like

stay connected. So if you haven't done this for a little while, I would love for you to write down what your big mission is. Like what is the purpose, the big purpose of why you are here, and what is the mission that your business has, and what do you envision the impact that you are going to have on this world is going to be - and ask yourself like, does this feel good? Does this jacket look good on me? Or is it slightly ill fitting, or is it someone else's vision? Is it someone else's mission? If it is, take the jacket off and work out what is yours - and then come and share it with me on Insta. I would love to hear, and if you have loved this episode or think that any of your friends would benefit from hearing this, please take a screenshot, tag me, and then go and leave a review on iTunes. I would appreciate it so freaking much. And please remember that Faith + Action = Miracles

Faith + Action = Miracles