

The Limitless Experience Podcast

The truth about running a successful coaching business in 2021

Transcript

Suzy:

I think that sometimes people think that the bigger that you get, the less you care. And I want you to know that that isn't true, especially in this world. You want every single client that comes through your doors to have the best experience. Why? Because they are the people that then go out and say, this is amazing, my experience was amazing and we want you to come and step on board.

Welcome to the limitless life experience podcast with me, your host, Suzy Ashworth. I'm a mum of three, seven figure serial entrepreneur, Hay House author, international keynote speaker, quantum transformation and embodiment coach and believer in miracles. My superpower is helping female entrepreneurs, like you, create six figure breakthroughs in your business fast so that you can expand into limitless living and create an incredibly positive difference in the world. In this space, you will hear me talk all about wealth, yourself, spirit and impact. This is the limitless life experience podcast.

[\(01:11\)](#)

Hello hello. You gorgeous human beings. This is Suzy Ashworth here, quantum transformation and embodiment coach. And I would love to say that I am super excited to be going live today, but honestly, I just sat in front of my computer and did some big, big, deep breaths. Yeah, I did some big, big, deep breaths because I feel that what I am going to be sharing today feels really open and really vulnerable. And I think that the conversation that I'm going to have that I want to have is the type of conversation that is usually reserved for behind closed doors. This is the type of conversation that we are having with our mentors and other coaches in the industry. And it's not the conversation that you normally have live and in person. So I'm a little bit like I'm brrr, I'm a transformation coach.

[\(02:36\)](#)

And I have been in the online business world for eight years, almost nine years, which in the online business world is a really long time actually. Businesses come and go all of the time. And there's really a kind of, that around the fact that most businesses over 50% of businesses will fail within their first five years. And then after that five years, I think the percentage that left that last, 10 years is around 80% of those 50% of the left will fail before they get to 10 years. So being in business is challenging. And I think that everybody who decides to go down this route, I want to tip my hat to you because it is not easy. And what people say who are in the wellness world, and I do not disagree, is that by going into business for yourself, it is one of the most, it's one of the biggest personal development things that you will ever have to go through.

[\(03:51\)](#)

And I completely agree. And the reason why is that any kind of chink in your armour. And we all have hundreds, if not thousands of chinks, when it comes to our self-belief, our self-worth, our level of deserving, this imposter syndrome, all of those things, all of the things that you have ever felt even remotely insecure about will be highlighted when you go and set up your own business. So it's real. It is real, the biggest battle I think that you have when you're in business for yourself is the battle that you have with yourself to get up, show up and, and do the thing that you really want to do. And so when we're in the online world and you're in this entrepreneurship, in the online space, I don't know whether it's heightened or not, but when you are pretty much selling yourself, often we in the online world.

[\(04:59\)](#)

And I think particularly in the coaching world, whether you are a life coach or a business coach, you can't even hide behind a product you're selling you. So you are building things as a personal brand. So all of those things I mentioned around your insecurities and all of that thing, I think is even more heightened because you are front and center. So having said that, the reason that I wanted to do this is because it has been a shocker of a week and I may get a little bit emotional. This has been a shocker of a week professionally. It has been one of the toughest weeks that I have had in all honesty, what this week has looked like is on the one hand, having clients be like, you're amazing, your program is amazing. I am exiting your program after being in it for a year and I have a multiple six-figure business.

[\(06:07\)](#)

I have just had a six figure launch. I have just had a 50K month. I have just had a 30K launch. I have just done a 42,000 pounds in the last month. So I've had that. And I've also had your program is shit. You are unprofessional. Your team are crap. I want to exit my contract. If you, if you do not exit my contract, I am going to take you to court. I've had, this is amazing. And this is really shit. And I wanted to say that this is the reality, not all of the time, like I say, this has been the toughest week I have had in almost nine years of being in business. But I wanted to say that this is the reality of running a, I think a coaching business, a high impact coaching business, a coaching business where you charge, you know, high ticket.

[\(07:15\)](#)

I think that it can happen. The only reason I pause and I say that is that I know that the bigger the business that you have, there was a peer of mine who only sells relatively low ticket programs, saying a similar thing in a post earlier on about people questioning who she was and her integrity. So I think that it happens across the board, but in my particular business, I sell the bulk of my businesses is high ticket selling. So in a week like that, where you can have your amazing and your absolutely appalling, it is the thing that you have to come back to is who am I? Who am I? Am I what? She says, I am or what she's as I am. And it could be him. It could be they, it can be anything, but who am I? And I think that what happens in the coaching industry right now and in the online space right now is that often we don't

see this communicated at all, or we see the fallout from this, where we see people who are not attacked, but people who say things about people online.

[\(08:26\)](#)

And what happens when we see it with the bigger players, for the people who are coming up, it generates a lot of fear. So I've talked about how I'm really anti cancel culture because I think that it instills fear in people and they are unable to show up in the way that they want to show up, and having had this experience this week, I really had moments where I was really like, I do not want to show up. I want to hide under my duvet, and I do not want to do this. And in those moments, you, in those moments for many and most people, for many people, they do choose to stop doing what it is that they're doing, because it is too much. For me, what really, really was supportive for me in those moments was one, having an incredible team, having a really, really incredible team, like I stand for my team so much and to having really, really incredible clients.

[\(09:35\)](#)

And when, even though I wanted to be tucked up in bed, hiding, be like, just make all of this go away, needing to come and show up for my clients and having it reflected to me like the work that we do and why it is so fricking important, why it's important to me, why it's important to the world, and why even when it's hard, I still want to do this. So yeah, I still want to do this. That, that's the question that we get to ask ourselves, is it worth it? Is it worth, it is the, is, is all of the pain is worth? The drama is all of the self doubt, is all of the imposter syndrome is all of, is all of the heaviness worth that. And what I come back to absolutely. It absolutely is. So all of you that have had hard times or will in the future have hard times.

[\(10:32\)](#)

I leave this as the start of this message for you. You get to ask yourself when I think about my mission, when I think about my vision, is it worth it? The answer is yes. And it's really knowing that as you build a bigger business, if you have the desire to, if you want to have greater impact, if you have the desire to, and this is a game where many people think to themselves, no, I'm happy building a six, multiple six figure business a year. I just want to keep it small and I want to keep it intimate. And I want to keep it with the number. I just want to keep it smaller than I want to keep it intimate because actually the stuff that can happen as you get bigger, and as you work with more people, it doesn't feel worth it. And you get to decide like, what is right for you?

[\(11:20\)](#)

I want to, it feels, it feels important to, so that's the kind of beginning of it. And then the next bit is, is me. And for you, I want you to think about you. I said at the beginning, who am I, like, who am I as an individual? What is important to me? And what do I care about? Because I think that there is an idea in the coaching industry, that the more successful a person becomes the less interested they are in their business, the less they care about everybody. And I did a post last week, and I

talked about how what I see people wielding and have the kind of integrity sword, the smaller the businesses, and the more intimate the businesses, the more a person cares. And I really want to challenge that. I really want to challenge that. And I also want to highlight that somebody who is looking to earn 5,000 pounds a month, when they hear somebody yelling at, you know, building a multiple seven figure business, the gap feels absolutely huge for people who are building low, multiple six figure businesses.

[\(12:34\)](#)

If you will, you know, mentored by people who are running eight, figure businesses or making multiple millions a month, it always, it's always in comparison to hers. So what feels big for you can feel like a drop in the ocean for another person. And what I know, and this is the only thing that I can speak to myself on is this with the size of business I have, even though it feels big to many of the people that I work with, for me, I still feel like the same person who was the person who was trying to make 5,000 pound a month. I still have the same heart. I still have the same intention. I still have the same blood running through my veins. And I still care about the people that I work with as much, as much as I did then as I do now.

[\(13:26\)](#)

And I think that sometimes people think that the bigger that you get, the less you care. And I want you to know that that isn't true, in this world, especially in this world, you want every single client that comes through your doors to have the best experience and get the best results. Why? Because they are the people that then go out and say, this is amazing, my experience was amazing, and we want you to come and step on board. So the idea that you can ever be in a space where you're like, ah, don't really care, ah not really interested, not doing very well, the idea that you can ever be like that. And I genuinely believe regardless of the size of your business, but especially me for where I am in my business right now, that is so far removed, so far removed from who I am.

[\(14:22\)](#)

And I believe that for the majority of coaches, regardless of the sector, I believe for the majority of the coaches, when you're working in a people based industry, like you have to care about people to be doing this for the last eight to nine years. I have to care about people, that hasn't shifted. And I want everybody to remember. I want everybody to remember that we're all humans, it doesn't matter how successful you perceive somebody to be. It's like, remember that we all humans, we're all human beings and the opportunity to communicate with somebody I think is really, really important. I think that it's very easy. We want businesses, but at the heart of every business is a person. And at the other, the other side of that is our clients. And we get to remember, we have to remember that every single client has a heart, you know, it's why I talk about attracting heart beats.

[\(15:25\)](#)

So that is that bit. So now I want to talk about group coaching programs, high ticket group, coaching programs and programs that run over a period of 12 months. It takes a certain kind of person with a certain kind of dream, mission and vision to want to run a program over 12 months. It is one of the most challenging things that you can choose to step into. It's why many people wonder why programs? It's why lots of people do six, eight week programs. They kind of want to get in, give people the tools and then let them get on with it because they understand that over a period of 12 months, it's going to be like that. And you're going to have high highs and you're gonna have low lows. And as an individual, you have to be able to deal with that. You have to be able to deal when somebody is having a really high, high, and it's triggering the fuck out of people who are having really low lows.

[\(16:29\)](#)

And then you have to be able to handle people, having really low lows that triggers the people that are having high highs, or even the people that are kind of just in the middle, who were worried or who feel activated, or it reminds them at the time that they were having a low low, you're dealing with all of that. Not just for one month, not just for two months, but for 12 whole months. So I want you to think about the range of emotions that you as an individual go through in a week. I want you to think about the range of emotions that you, and a challenging day, can go through in a day and with the type of program that I run. And this is very, very different for everybody that deals with mindset. So how a person thinks and how a person feels as well as how to build your programs and sell high ticket, that range and that roller coaster.

[\(17:28\)](#)

It's not just happening with one person, not just happening with two people. It can be happening with 70, 80, 90, a hundred people. It is over a period of 12 months. So your job, my job is to really be able to hold that. Now, the reason that I choose 12 months is because I am willing to ride the waves. I'm willing to ride the waves, but I love seeing transformation. I love, love, love, love. Seeing people walk in one way and seeing people walk out another way. Now, what is challenging when you have 12 months and you are helping people create, launch and sell high ticket group programs or sell high ticket 1-1, is that some people will come in and be like right out the gate. I am nailing it.

[\(18:17\)](#)

And it's amazing. Some people will have that soon, as soon as they come in and within four weeks and then six weeks, they're like, oh my God, this has changed my life. Other people, six months, and I'm thinking about one person in particular here who is an amazing client and just an amazing human being, six months she didn't do anything, six months she tried and did not do anything in her business, nowhere near where she wanted to be. Can you imagine how it feels to one, be that person who's like, yes, I'm coming in. I was so excited. We are doing it. Let's do this together. I am here. And then month one goes, but there's somebody who's like hopped at six weeks. I've just come in. And I'm going to say, this is amazing. Month,

two comes in, nothing. Three comes in, nothing, other people are launching this amazing, that's amazing. Month four, nothing.

[\(19:14\)](#)

What goes on in that person's head, it must be me. There's something we know, what am I doing? Well, what yeah it must be me. That's usually the first, that's usually the first thing. Like, it must be me. Like, what am I doing? Well, I'm going to be silly. I'm going to do this. Like I, and then two months goes in and they're looking at other people and they're doing well. And there's some other people who are having that were low, but I'm not going to focus on them. I'm just going to focus on me. And then month three comes along and this is not doing well, and then month four comes along and it feels hard and I'm off. And I'm thinking to myself, this isn't me. This is you. This is you.

[\(20:05\)](#)

I don't belong here. That's a big one. I don't belong here. This isn't right for me. This is, this is, yeah. You know what, I want out. This is a very, very normal thought process. It's a really normal thought process. There is nothing, anybody who has had that experience, I really want you to hear me when I say that that is so normal. And it's really, really hard. And it's really, really challenging. And I also want to say that building a business is really hard and it's really, really challenging. And the reason that I'm still here eight years, nearly nine years in, is because every single time that happened to me, I stayed in the game. I stayed at really just, I am going to do this, it's not an option for me not to do this. And when I think about the woman who was in the program for six months and didn't do anything, but then came back after Christmas.

[\(21:16\)](#)

What happened to her was that, because there was a multitude of things going on as there always is because that is life. And there are always a multitude of things going on in life. But she went on from doing nothing to 20K months to six figures a year in those six months, the remaining six months of the program. It's really hard to hold the belief. And it's really hard to not feel pissed off and angry when you go into something really wanting, really wanting to just hit the ground running, and that doesn't happen for you for whatever reason, or you hit the ground running and then there's nothing that's even, I think that's sort of even more frustrating. You hit the ground running. Like my life is amazing. And then two, three, four, like I get it. But here's the thing, when you are in for the journey, you're in for the journey.

[\(22:12\)](#)

And I think what's interesting about our industry, the coaching industry, is that lots of people, in a 12 month coaching program, there's a commitment when you sign up that you're in it for 12 months and that you honor your contract. And what is really definitely not uncommon is people saying, you know what? This is hard. I'm out. You know what? I can't afford it. I'm out. Do you know what, I've changed my mind and I'm out. I just don't fancy it anymore. I'm out and I'm not doing it, and

you're a dick. And I'm out, I'm going to pour holes and I'm going to point holes. And I'm going to point fingers in everything that you do, because I want to get out of this contract. I'm done. You're, you're, you're, you're an asshole. You're a con artist. You an imposter, what you do doesn't work.

[\(22:59\)](#)

And this can happen. This is happening in the same week as people are like, you're amazing. This is great. It changed my life. This is, this is the truth about running a container where you have, you know, we were, we were scaling and you're bringing more people in. It's unusual that this happens in the smaller sizes. I think, it's less usual, but the more people you come in, it's just the law of averages. The more that that happens, what I want to say about contracts and why we as individuals have to think really, really carefully about whether you want to commit to a 12 month contract or not before, not after, but before, is that in a business like mine, again, this feels very vulnerable saying it. So this is not the for everybody, but this is in my personal experience at the beginning of every month, before I get out of bed in the morning, before I take one step, I have to know that our business is generating between 42 and 48,000 pounds worth of expenses.

[\(24:00\)](#)

That's not including my salary. That is what the business gets to bring in. And a large percentage of that money is not spent on advertising actually. It was a small percentage, but not large. I've never spent a lot of money on ads, that is to pay the wages of the people that I employ. And I'm really good with that, but I really want to make it clear that when people get frustrated or when people want out, when people change their mind, when people are like, you know what, I've just, I've just not had it. I still pay the salary of everybody that I employ. You know, we have nine full-time employees and each of those employees has a family and I take the responsibility of those people and those families really, really seriously. So whenever there is a story that is running around, you only think about yourself.

[\(24:57\)](#)

You're only out for yourself. You've got so big that you don't care. Not only do as, as a coach, and again I'm talking about myself, but this is the same for many, many people. Not only do I care about every single person who is in my container, wanting them to get results, because people who get results are great for business. People who don't get results are not so great for business. You know, people who get results are making an impact in the world. You know, the mission is to be part of a tidal wave of positive impact like people do, you know what I mean? People who are getting out there and able to attract the clients that they want and charge the money that they want, that is making a difference across the globe. And it helps me in my mission. So everything works together, but alongside the people that are in the container is also all of the families that my business supports.

[\(25:48\)](#)

And that is something like when I asked the question, is it worth it to hold a hundred lives immediate, in my space every single week. Like the answer is abso-fricking-lutely, like I'm up for it. I'm willing. I'm up for it. I'm willing, I'm willing to do it. But I think that sometimes people think like, you're okay, you're all right, Jack. It's like, if I'm not okay, they're also not. Okay. And so I think that we just get to, it's really bloody important that you have to ask yourself before you enter into any agreement is like, am I in, am I in on me, not me, you know, in you, not me. And this is, you know, that feels really, really important to say. The other thing that is important to say as being a human and not a robot means I am a human and not a robot, which means that even with the best intentions in the world, sometimes I fuck up.

[\(26:49\)](#)

And I feel that I've been super like part of my brand and part of my business is being very, very honest about myself, about my life, about the fact that I am definitely fallible. And I believe that most of the people who are attracted to me, that's part of why they want to be in my space. I think it's really challenging when we, when we are on the receiving end of those mistakes. And I think that when we make mistakes, as leaders, as coaches, we have to own them. We have to own them. And we have to say, sorry, and we have to make things better. It's really understanding that because we're working with humans and not robots is that sometimes people will make mistakes. I'm one of those people. And I'm sorry for, when I do make those mistakes, it's hard, bloody hard, but again, is it worth it?

[\(27:49\)](#)

Do I want to put myself in a position where I'm helping people where I want to make a difference, where I want to bring more and more people in who also want to make a difference, am I willing to sometimes make a mistake, lots of people. Aren't lots of people aren't willing to do that. And that's okay. That's their choice. I know that I can't build the business in the way that I want to build it if I, if I expect that there is that never be any mistakes. And I think that when we make mistakes now in this time with the internet, with Instagram, with Facebook, it feels even more horrendous. It feels even more horrendous because we're worried about how it's going to be used and presented to the world, go back to, I want to hide. I think the other thing that feels really important to say in this piece around being a human and being fallible and being real, is that the way that I enroll most people into my programs is through my five day, through my five-day challenge series.

[\(29:01\)](#)

And in that challenge series, I am really, really myself. I'm really, really honest. And what people see and hear are stories about my life, my personal life. I don't so much talk about my kids, but sometimes I'll talk about my kids. Sometimes I'll say things like sometimes I'll be speaking and the words come out of my mouth and I'll be like, oh my God, my mind is telling me to stop it but my mouth is still working and that is who I am. And it's also how I coach. How I coach is to be whether it's one-on-one or group coaching setting is to be fully myself. Now this week, what was

presented as one of the reasons when people want to exit, sometimes the way that they respond is to try to pull everything apart. And one of the things that was trying to pull apart is me and the way that I coach and my level of professionalism, you know, I've talked about glass, I've talked about, I mean, I've talked about all of the things.

[\(30:08\)](#)

And in one of my sessions, I talked about microdosing and that was used in an email to demonstrate why I am not fit for purpose. That was really, really, really challenging. What it made me think is can I really do what I want to do and be who I want to be without fear of somebody taking? Cause there are so many things because I am fully mean because I don't sense myself because I don't feel to myself. There were so many things if we wanted to pick out and be like, and you said this, and you said that, and if you could, you could write a whole book of Suzy-isms on my realness. And I had to ask myself, who am I keep going back to the beginning of who am I do? I really want this? Can I do this? Can I do this?

[\(30:51\)](#)

If I have to, to censor myself and anybody who saw Thrive Thursday on Thursday, you may have noticed that my energy just being slightly different. My energy was slightly different, slightly off because I was in my head a little bit. Can I really do what I want to do and be who I want to be? And the answer is, it's the only way that I can do it. It's the only way that I can do it. And I believe that the work that we do in our programs is constantly pulling people and pushing people into really understanding who they are and showing up in that way, which is one of the hardest things that you will ever have to do. But the way that we teach and the way that we guide and the way that we coach is all around that. So any piece that isn't in alignment, any piece that is a little bit off, it's hard because then when you following the templates, but you are slightly not comfortable with being all of you.

[\(31:52\)](#)

If there is something that is off, it's not just being a lot of you, that's kind of just one piece, but there was something off consciously, subconsciously, energetically, physically. These are the four pillars. When we talk about energy that we teach against that impacts what you're going to do when it comes to your messaging, it impacts how your messaging is received. It impacts how you are when you're selling. It impacts how you are when you're creating the program and selling the program and talking about, all of these things, all of these things work together. And, and honestly the way that I've always taught the way that I've always thought, the way that I would always teach, because the way that I built my success. And it's the way that I see other successful clients working, is it's 80% of it is what is in here and how you're feeling and what you're doing.

[\(32:35\)](#)

And 20% is the strategy. And with the strategy, there are many, many different strategies that are going to get you the result that you want. But we teach a couple

of specific ones. When I am being myself, I know that I am the most magnetic I can be. I know that everything feels more easy, and that is what I desire to teach and share. That's what I do teach and share. And I will never apologize for being the model for that. We have to. So that's that bit. Sorry this is just a bit, not, not as fluid as what I would like it to be, but all of these pieces are just so important. I think I want to come back to, but what happens if you are in a high ticket container and you are one of the people where it takes you six months or seven months or eight months, 10 months, or I've just finished, I've done that.

[\(33:27\)](#)

I've allowed myself to hit 10K. What happens if that is, what happens if that is you? One of the things that I believe in so important, I just, it's so important to me that if anyone is ever in financial difficulty, because it's taking them time to hit their goals, I want them to be able to be in the program and receive the coaching and receive the support 100%, what is way more important than somebody putting themselves under financial, mental distress in order to pay the program is to offer a reduced payment plan that will go on for as long as it goes on for. But someone says to me, you know what, Suze, I can pay 250 pound a month this month and that's what I'll pay. So that's what I will happily because it needs to be some kind of exchange. What I found in my experience is there needs to be some kind of exchange.

[\(34:24\)](#)

We'll have the exchange and we will support you. We will absolutely support you to get to where you need to get to. So the idea that, at least in my case for I would ever be so motivated by getting that monthly income, but I would never put somebody under any financial stress in order to get that is just, it's not, it's just not the vibe. It's just not the vibe. And at the same time, when you're in a contract, you're in a contract, when you're in a contract, you're in a contract. And the reason that that contract is important to honor is one, you will find a specialty in this business, my belief, why teach that, what you put out, you will get back to, if you think that it is okay to just not show up, you will get that back in your business.

[\(35:17\)](#)

It's not good. And also you're part of a wider ecosystem. Do you know what I mean? It's like when you commit to paying your mortgage, you commit to paying your mortgage. You're not just like I've changed my mind now bye, I don't think they were when the contract is the contract. And I really believe strongly in that. There have been a couple of times where somebody who has continued to show up and hasn't got the results that they, that they have wanted them to I want for them to get, and I've said, stay in the container and I'll coach you for free, personal responsibility. And I think that often in this industry that we don't want to take it. And here's the thing, here's the thing I want to make really, really clear is that I, when something doesn't work in my container, if any, when any of my team make mistakes, ultimately this is my business, my name on the front.

[\(36:12\)](#)

I have to take personal responsibility for that. And I do, and I do, and I do. And I do. And when you enter into a container, when you enter into a contract, you have to take personal responsibility for your commitment. And if you are, you know, when, when you, if you ever get into a situation where you are struggling in my containers, for sure more then reach out to us, we will always work with you so that you have the support that you need to build the business that you want to build. It's really, really trusting that everybody has their own timeline. Everybody has their own timeline. When you stay in and do the work you will get there that I, this is been the story of my whole experience. And it is the story of many of, well, not many, all of the most successful people.

[\(37:08\)](#)

I know whether they're clients or friends. I think that when you are in a really stressful situation, I think that when you're pissed off and you want to not feel pissed off, you want to not feel angry and you want to not feel all of the, all of the most challenging emotions, put it, putting it off, putting it onto somebody else is a natural response, but it doesn't make it right. I think, and this is not just really related to my program, this is related to other programs that are probably not so building your business, not business focused. Now, what I will be really clear on is that as a company, we do not ever say, we will guarantee you this resolve what we do do. In fact, actually, is this, what we do do this is about the marketing because I, one of the comments that has been made is around you about marketing and how we showcase all of the best testimonials, but you never showcase the people that are not doing well.

[\(38:08\)](#)

And that's true, outside of this live, I, you know, this week I have shared 50, 30, 40. I have shared that. And I haven't shared the people that are, have not done those numbers. What I want to say is that it's not going to become part of my marketing plan moving forward to say, and this person hasn't got there yet. And this person hasn't got there yet, this person hasn't got there yet, this person hasn't got there yet, because that doesn't make sense. But when you are in a business and in a space, you have to, you have to know that not everybody will get there within the first four to six weeks. It's my intention. Like I want to get people out of the gate and we do get that, but not everybody, and to not what is true. And I think where we can all be better as leaders is to, and this is why you have the big disclaimers.

[\(39:12\)](#)

This is not a income earnings promise. This is dah, dah, dah, dah. I think that we can, we can emphasize those things for sure, but I also know what is possible and have so many people who have exceeded what they ever dreamed of doing. And of course that is going to be front and center of what it is that we do. And as a coach and a leader, and somebody who wants as many people as possible, whenever I see somebody getting stuck and whenever I see something that isn't working, I'm like, okay, what do we need to do? What do we need to shift in order to make this even more powerful for the people who are not skyrocketing immediately? I think, I think I've said reading most of what I wanted to what I want to say this evening. The big

thing is, is when you make a mistake and you have to be willing to say, I've made a mistake as a leader.

[\(40:06\)](#)

I am. When you're in a 12 month program, which is one of the hardest ones to run. I said, but I think as the biggest awards, you have to know that it's a journey and there'll be ups and downs, and there'll be high highs and there'll be low lows, but that's part of it. And it's part of building a business. And my intention is to be so, so clear that this is the journey moving forward. And also so available to really heal where I get to improve, where we get to improve and how we get to be, you know, create a winning world-class environment across the board. And in that journey, there will always be areas in the stinks and things to improve on, and I'm here and I'm available for that, always, like it is worth it, the mission and the vision will always, well, there will evolve, but right now is to create a tidal wave of positive impact, you know, create a legacy that touches people who might not ever know my name. And that is that's the mission and that's the vision. And I want to help as many people as possible live into that for themselves. So take it easy. Please remember that faith plus action equals miracles.

Faith + Action = Miracles