

## **Anniversary Episode: Three years, 142 episodes, a pandemic, and valuable lessons about mindset (Episode 142) - TRANSCRIPT**

Hi friend ... thanks to you.... This week I'm delighted to mark our 3rd anniversary here at she said/she said podcast!

Three years of powerful stories, thoughtful advice and perspective from an incredibly broad array of women who are sharing what they have learned and paying it forward to help you. But it's more than that....

It's about INSIGHT.... INSPIRATION.... And IMPACT ...

Back in 2017, as I was contemplating this podcast, we landed on the words....INSIGHT, INSPIRATION, AND IMPACT. You've seen those words embedded in our logo and on our swag. In each episode I'm aiming to hit those three buckets. For me, these words help reinforce three areas that are key for continued personal growth and development. They also help me stay centered and focused as I think about our content and guests. I do recognize that what inspires you is subjective and unique to you. That's why I think about INSPIRATION as the spark to ignite your curiosity....a spark that can inspire a different perspective and that can yield INSIGHT that you can apply to your own life.

A particularly timely aspect of this, is that it also means we have to be willing to hear ideas and views that don't necessarily align with our own. That doesn't mean we need to agree, but to understand them. With the events of the past year and especially some of the challenges of the past few months, this practice has never been more vital and important. And to me, it is where inspiration can come from.

IMPACT ...going back to our tagline .... is how you bring that inspiration to the world and how it can create opportunities, and enable you to have a positive effect on others.

And that's what we're going for every week on this podcast, and with our related content on Instagram, Facebook and Linked In. If you don't already.... I hope you'll take a minute to follow me @lauracoxkaplan .... These platforms are the perfect place to share your thoughts and to engage with me and others who, like you, are committed to life-long learning, taking charge, embracing the possible, and who are empowered and working to make the world a better place.

In addition to our 3rd anniversary, March is also Women's History Month.... And, we have some amazing content lined up.

Today, i'm marking the occasion with some perspective from our own brief history of the past three years here at she said/she said podcast .

I was thinking about the importance of history ... why it matters... why getting it right and telling an accurate story is so important. [Perhaps now more than ever. ]

Understanding history allows for valuable reflection of our own journeys and stories..... What we've learned... what we can do better, and how we can improve.

In that spirit.... I'm sharing a few lessons from this podcast, and my journey as an entrepreneur in the hopes that they might help you too.

I've talked about MINDSET many times, but especially over the past year. We have experienced a collective crisis. And while we may each be impacted in different ways, no one missed out on this. When I think about the conversations we've had this past year, so many illustrate the power of embracing challenges as opportunities for growth. Honestly, that's easier said than done, but we saw this in action. What it looked like through my guests' stories .... , how each felt, and what tools she used to plow through. I'm reminded of an especially powerful conversation with author and journalist Mary Katharine Ham who joined me in Episode 99. I've included a link in the show notes. Mary Katharine lost her husband Jake in a tragic cycling accident when she was 7 months pregnant with the couple's second child, and she had a toddler at home. How Mary Katharine got through that horrible time is a testament to perspective and to this idea of mindset. In her case, she would set one small goal: making breakfast. It became a daily victory and an important way to start each day. It also served as a new family ritual. Even the small victories can remind you to keep going, and they lay the groundwork for another small goal, and another. She knew she had to write her own story as she didn't want her family to remind others of death, and she didn't want her children living their lives afraid. I urge you to listen to my conversation with her. Her perspective is truly powerful.

We all experience loss and setback of one form or another. It's part of life. How we face those challenges matters a great deal and has a direct impact on our ability to recover and to use what we learned to propel us forward, and to enable us to teach and to inspire others.

Our mindset also impacts how we know when it's time to pivot: when to cut bait (so to speak), and when to double down. Sometimes it's a matter of doing both. This was especially true in my conversations this past year with entrepreneurs and business women, many of whom saw their businesses evaporate almost overnight. Those who were able to stop, control the panic and look at what was possible under the

circumstances found alternate paths and additional sources of revenue they might not have discovered otherwise. I'm thinking of -- among others -- Anatomie CEO Kate Boyer for one in Episode 106.

As I reflect on my own story, and launching a podcast with zero experience in podcasting, I needed a clearly defined understanding of “why” I was doing this which should be the basis for any dream or major project. But even with a clearly defined “WHY,” it was the pandemic experience that ultimately deepened my resolve, and gave me greater clarity about why...including what relevant lessons I could glean and share, and how we could all learn together from this experience, and to continue creating valuable, relevant content.

With anything new, there is an element of uncertainty -- often, there are many. That can be terrifying. But the idea of mindset also means recognizing that we can choose how we react. We can decide whether our emotions control us, or we control them. We can decide to allow our fear to make decisions, or to lean into it while continuing to focus on WHY we are doing this thing in the first place. It's a choice. And, it's within our control.

Optimism is also deeply embedded in this idea of mindset and specifically “growth mindset,” as coined by Professor Carol Dweck at Stanford University. [link to her book “Mindset” in the show notes]. That doesn't mean you need to be Pollyanna, it means looking for and finding a benefit even under difficult circumstances.

Learning to do that takes practice. If you were lucky enough to be raised by optimists, you likely already get this. If you weren't, you'll be happy to know that this is a learned skill. And the more you practice it, the easier and more automatic it becomes. Science has taught us that our brains are actually malleable. The choices we make about the way we look at our experiences can actually have the impact of rewiring our brains. That's a pretty powerful concept.

And it's one reason --- one of many actually -- why I remain committed to sharing thoughts and perspective here and on social media that are constructive, but that are also inherently positive.

FINALLY, .... Just because things are difficult, doesn't mean you are on the wrong path.

We've all heard the idea “get comfortable with the uncomfortable.” But what does that really mean? How does that feel? and how do you know when to pivot? When is enough enough? Obviously, That's for you to figure out. Here's what I've learned: don't walk away just because something is difficult, or because others doubt you, or say they think your idea might be crazy. If the idea and the work lights you up inside, if it enables you

to add value to others, while also making the hair stand up on your neck when you think about the possibilities, it's likely worth sticking it out. As you do, you'll see glimmers of your dream becoming a reality, even if fully realizing that dream is still a long way off. Those are some important signals to be attuned to.

With that in mind, remember that the difficulty you are experiencing is, in fact, the best way to learn. It will help you master what's needed to get you where you ultimately want to go. That difficulty will help you become the person you are meant to be.

You are the only one who really knows whether you should stick something out or not. But these are some good rules of thumb to keep in mind.

We often find -- or fine tune --our personal "calling" or our "why," if you will, during difficult times or in times of crisis. When we are challenged or experience something that moves us, it can lead us to see the world differently. We saw this from so many different vantage points especially during the last year. So many of my guests talked about this. I'm sure you've had similar experiences as well.

Like so many of my guests, I also found my mission and my perspective around why and what I hoped to accomplish here become much clearer. And I felt much more connected to YOU here and on social media. It reminded me of the importance of allowing your "WHY" to grow and evolve, and to staying open to the possibilities the universe throws your way, even when you aren't looking for them.

Friend, I am grateful for you. I love your feedback and thoughts. Please keep them coming. It's incredibly valuable perspective, and it helps us create even better content that will be of even greater value to you and others.

Friend, That's all for today. Happy Women's History Month. I'll see you again next week when we will welcome Stephanie Summerson Hall, a reformed lawyer turned entrepreneur and the CEO of the Estelle Colored Glass company in Charleston, SC. which she created in honor of her grandmother. I'm a big fan of Stephanie's gorgeous wineglasses, and once you meet Stephanie, I think you will be too. Take care.

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