

She Said/She Said Podcast with Laura Cox Kaplan

Title: What's the best advice you ever received?

Episode: 246

Guest: solo

SHOW OPEN:

Building influence is something anyone can learn. It's an investment you can make in yourself and it can hold the keys to achieving your dreams and having the life and impact you want to have. I'm Laura Cox Kaplan. I've learned a lot over three decades about building and sustaining influence and how using it and using it effectively can make a big, big difference in your life and career. Here on She Said/She Said Podcast, we're digging into the different dimensions that help us build and sustain influence. If you thought being an influencer was just for social media, think again. Whether you're starting a business, raising money for a cause, negotiating a promotion, running your household or trying to connect with those who don't share your views, understanding and using the different dimensions of influence will increase your chances of success. Whatever your goals may be, listening to She Said/She Said Podcast is a smart, efficient investment you can make in you. I'm really glad you're here and I'm excited we're on this journey together.

EPISODE:

Laura Cox Kaplan: Hey friend! Welcome to the podcast.

Ever think back to the advice you got when you graduated -- either high or college or maybe both? What are some of those nuggets of wisdom that have withstood the test of time for you? And what has made some advice stand out over other advice.

In reflecting on the question I thought it was worth sharing why the particular construct of influence and the levers I talk about and teach matter. What I'll share with you today may surprise you.

One of the great sources that I use in a new course I've just taught this semester at American University is the age old and best known sage on all things influence -- the late great Dale Carnegie. His book "How to Win Friends and Influence People" has sold more than 30 million copies since its original publication in 1936.

Carnegie wrote the book to help folks who were struggling through the economic collapse of the great depression. If you had a job, you certainly wanted to keep it. If you didn't, you wanted to do whatever was possible to get one. And to be the kind of employee and person that others wanted to work with and hire. Arguably his advice is even more on point today with a job market that relies even more on freelance opportunities and much less on employer /employee loyalty. We typically change jobs numerous times and in ways that folks didn't in 1930s and '40s, or even a couple of decades ago.

But Carnegie was also quoted as saying that the book was as much for himself as it was for others because he used the advice as a guide to help him stay on track.

I loved this because it reminded me a bit of what I'm doing with She Said / She Said podcast and she said/ she said media.

Each week, I'm thinking about topics that I think will be helpful to you in your life and career and that will resonate with you. I'm also thinking about the topics and strategies that I find and have found helpful and useful. And often I'm sharing tips and tools that I use over and over again.

I need the tools because I don't always do it all correctly or manage my relationships flawlessly. But I do try to do my best and I use my influence tool kit to help me stay on track. Even more importantly, perhaps, is that my influence toolkit is what helps me pull it all back together when I "drop my basket." Isn't that the best saying? It's such a great visual of the basket and things scattering all over the place.

Today's chat with you was actually inspired by one of those recent moments when I did in fact drop my basket.

While the circumstances are immaterial, what's important is that I wasn't living up to my own standards and the levers of influence that I talk to you about every week. Things fell apart, and I lost it. All over the place and all over the people I love. Friend, It happens. I wish it didn't but sometimes it does for a host of reasons. Some within our control, and some not.

But when something like that happens and we let ourselves and those around us down, the most important piece of advice I can share is this: Cut yourself some slack. That does not mean let yourself off the hook, but instead do what you need to do to make it right with the people who you let down — And that includes yourself. Because chances are, you were already letting yourself down before you dropped your basket. I was. I got so overwhelmed with so many things and obligations that I simply couldn't see straight. Wasn't being disciplined about my own self management and the self investments that I always talk about as being so important on this very podcast.... And it all came crashing down as these things typically do.

One of the hardest parts of me is that I know better.

It's what I do! But that doesn't mean we don't all make mistakes even when we know how not to. It can and does still happen. Period.

The other piece of this relates to connection and your network and making sure that you have a trusted circle around you who can remind you of the need to forgive yourself -- when you lose sight of it. Because in the moment, it can often be very hard to see yourself clearly. My close posse -- these women that I adore -- they are my sisters by other mothers --- they always can and do help me find my

way back and help me remember that forgiving myself when I screw up is the first step. I would be lost without them.

We often talk about the power of connection and network on this podcast. It's important as it relates to you at a very personal level -- as I've just described, but also for getting good candid feedback on all sorts of topics and resources that you can draw from.

As I continue to reflect on all of this, I'm working to make sure I learn from my basket dropping episode, and that I really think about what I could have done differently, before I reached the explosive basket dropping point. And what I'll try to do differently going forward.

One of the things that I am proud of— following my little episode, was that I was candid with my family about how badly I felt about not living up to my own standards. And the fact that I told my kids that it can be hard to forgive yourself when this happens, but that you have to. It's the only way to move forward and to do better.

While I am not proud of how I acted, I am proud that I can use this as a teaching moment not just for me.

I believe that our authentic example of showing kids what it looks like when we mess up and have to fix something is even more powerful than if we always did things correctly. No one does. So when we don't show the reality, how can they ever really learn from us? It's another great example of how influence works with those who are closest to us.

I hope that by talking candidly with my own kids about mishaps and how to fix them, it will help give them a better understanding of how to navigate such challenges for themselves. And hopefully to ask for help when they need it.

One important caveat to all of this: Nothing I talk about here should take the place of professional medical help when you need it. That, along with the tools that I talk about, can be very complimentary and incredibly helpful. And there is no shame— ever —in asking for help when you need it.

I do have lots of other great advice for new graduates, but remembering to cut yourself some slack and using the tools I talk about each week are how we can create and live our most influential lives in ways that make us happier and more fulfilled — are on the top of my list of good advice. It's advice that works whether you are graduating, or well into your life and career.

Today, If you are graduating or are launching a graduate into the world, congratulations!

I hope you found this week's episode and my personal advice helpful. And I would love to hear from you. Send me email at info@shesaid.media or contact me via the link the show notes for this episode. Until next week friend, you take care and I'll to you again soon.

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