

## 91. Our Year in Review: Celebrating the Successes of 2020 – Transcript

**Leah:** Welcome to Her Story of Success, a podcast featuring stories of influential women trailblazers and business leaders who have defined and pursued their own versions of success and fulfillment. We hope these stories, lessons learned and celebrations inspire you to believe in yourself and enjoy your own journey a little bit more. I'm Leah Glover Hayes, CEO of Her Story of Success Women's Business and Media Collective. Today's episode is extra special because I have two of the members of my team here with me, yay, Claire and Bronte. We are going to be talking about some of the biggest lessons that we've learned in 2020, explaining the ways that we're defining success for ourselves as we start the new year, and sharing some amazing insights that were submitted by a few of you, a few of our listeners submitted what you've learned from Her Story of Success this year. So to start Bronte, Clara, would each of you just introduce yourselves and let everyone know what you do with Her Story of Success?

**Bronte:** Hi, I'm Bronte. I'm the production coordinator at Her Story of Success. So I help produce the podcast, I write scripts, I help run events, kind of help out with marketing. So just kind of a little bit of everything.

**Leah:** Yes. Like a Jane of all trades.

**Bronte:** Sure.

**Claire:** Doing it all. And I'm Claire, I'm the executive producer of the podcast, and I kind of handle all the audio aspects and the creative aspects and creating new content and things like that.

**Leah:** Yes. And if you've been listening for a while, then you've probably heard Claire and Bronte on one of our episodes. I don't know, a couple of months ago when we were talking about how we built our team with Her Story of Success, and they shared a lot there. So if you haven't listened to that one, go back and check that one out.

Before we get too far in the episode, I do want to reflect a little bit about where we are today at the end of the year, and where we started and how we got here, because it's been kind of a fun journey. I know that 2020 has been, it's been crazy for everyone.

Like we're all in this same storm, but a lot of us are in different boats. And I feel very fortunate for the boat that we're in with the Her Story of Success and what we came through, but really it's because of the team that we have around us. And I think if there's one thing that I can say I'm most proud of, it's that I've really surrounded myself with some amazing people. And Claire and Bronte are two of those people that make Her Story of Success what it is. Like, we sound the way that we sound, we are who we are, because I have people like you too on the podcast helping me every day.

So where we were in the beginning of 2020. So I was still working with Relationary, and by the way, if you're not looking at the video, if you're listening to this, just on the podcast, Apple or Stitcher or Spotify, I am sitting in the Nashville Entrepreneur Center in the previous podcast studio where Clark Buckner of Relationary Marketing got me started, Ellen and me. And I am moving literally this week, so I had to shut down my podcast studio and I called Clark and was like, "Hey, is there any way I can come record the last episode, um, from your studio?" And he graciously said yes. And his team of people were working to get me set up. So I think what's fun in that is it's really cool to see where you are in a year. Like I want you to think about right now, like where were you in December of 2019? What were you doing? Where was your career? Whether it took a nosedive or, you know, is going far, I just want to take this opportunity to think about the lessons that we've all learned in this past year. And it's kind of nostalgic being in the room that I used to record in a year ago before my girls helped me build my own studio. So (a) in the time of reflection, I want to just say thank you to the people that helped me get there. And Clark Buckner of Relationary Marketing is one of those people. He started Nashville Podcasters, he's such a giving person that he wants to help other people succeed. So I'm so glad that he helped me get started.

And also, I didn't have a team. I had Relationary Marketing in December of 2019 and January. And so this year we've brought on a team, we have launched a series of virtual events with our client Insperity – at the beginning of COVID to get education and awareness for the PPP program that was coming out and all the things that business owners needed – we did a brand relaunch. I hope that you guys noticed that it was expensive and totally worth it, and it was amazing. And it was so much fun, but we also have like really taken the time and realized who we are. Sometimes it

takes a minute to discover who you are as a brand, as a company, as a leader. And what I've loved about this year is, it's been terrifying and obviously scary for all of us, but it's also been fun to see growth through the struggle. And when we don't know, are we going to get paid? Are we still gonna have a job? Am I still gonna have clients? Am I going to be able to pay my people and not be able to sleep at night? And then to be like, "Oh man," it comes back to, do you believe in what you're doing? And do you believe in what you're building? And the answer is emphatically yes. Like I get more excited all the time.

But for those of you that either if you're in a career or maybe you even own a company, and you're thinking like, in your time of reflection. Do I want to continue doing what I'm doing? I want to give you permission to say, it's okay to not know. It's okay to be like, I maybe don't want to do my business anymore. I might want to pivot my business. I might want to get rid of a partner. I might want to add a partner. So I just hope that this, this session, this episode helps you reflect on your own journey and what you've built or changed or pivoted and hoping that you can take the lessons from that.

So what we're going to do today, I'm very excited. Claire and Bronte are going to read some of the submissions from you, listeners of what you've learned, what you've taken away, what Her Story of Success means to you, how you've grown, and then they're going to share their own thoughts and how they've grown this year. And I'll sprinkle in some thoughts and ideas. Because y'all hear from me all the time. So Claire, if you want to share anything that you've learned, or if there was somebody's feedback that you read that you want to share, go ahead and do that.

**Claire:** Yes. So we had a submission from Becky Daniels and she is the owner of Daniel's Business Solutions. And she said she especially enjoyed the Our Story of Success episodes, where Leah talked about working with contractors to outsource parts of her business. She says, "I really enjoyed listening to Leah describe how she frames an outsourced position with Her Story of Success. I really appreciated how important it is to her that anyone interacting with her company has a chance to grow in their business through that interaction. It is such a novel way to grow a business. And anytime you're providing win-win situations with people servicing your business, you will have superior work and superior outcomes. Brilliant."

That is so true, like speaking from my personal experience, just from this whole year and the growth that you talked about, that Her Story of Success has gone through. It has been so amazing to see you grow, see what you need to outsource and kind of learn through you how to do that, and when to know, to outsource, because I'm getting ready to do that myself, and I also agree the, Our Story of Success podcasts were really, really fun to do. I was lucky to actually do the interviews with all the different team members. So it was really, really cool to get the inside scoop on their view of Her Story of Success and their journey, through Her Story of Success and how it's helped them. And it was all really relatable and very fun to experience.

**Leah:** I love that you shared Becky Daniels. So I met Becky Daniels through the events that we were doing with our client, Insperity. So that's one of the things we offer now because of that experience working with Insperity and doing events for them is that now we offer white label podcast and event services for corporations looking to connect with their target audience or even their internal teams. There's some groups that we're working with their diversity and inclusion. So it's really fun that Becky loved the part that we learned about outsourcing and that business aspect of it. And in the group that I met her in, I learned more about my business and what our capabilities are that I can now sell other products to other corporations. So I love that, that kind of full circle piece. That's awesome.

**Bronte:** I thought Becky's answer was so cool too, because you know, we talk all the time about that idea of like you wanting Claire and I, and all of your team to benefit from the business and to be passionate about it. And it's really cool to know that someone on the outside can see that. I think that's a really good sign of how well you, Leah, are sticking to Her Story of Success' mission, I think that's awesome.

Another really great example of the win-win-win, we got a response from Kathy Thomas, who, Kathy is the owner of Kathy Thomas Photography. She also is the founder of Collective615, which Leah works out of, so that's just another great example of someone in our community who, you know, listens to the podcast and benefits from it. She was also a guest on the podcast and she's helping Her Story of Success through her business. So she said she really liked an episode that we did with Lucinda Cross, which that was a really great episode, so I'd definitely recommend listening to it if you haven't. But Kathy said, "I've taken away so many

nuggets from your interviews, but hands down, the one that has helped me most when I have concrete boots in is Lucinda Cross saying don't let perfectionism lead you to procrastination." She explained that 2020 has been really difficult, but also has been a year when she felt inspired to dream bigger than ever before, which I totally relate to by the way. And she said, Lucinda's interview is great because she felt like it was made specifically for her, and it helped her to stop being afraid of failure or judgment. So I just really loved hearing that. So thank you, Kathy, for that response!

**Leah:** I love that about Kathy, because to me, Kathy, is that person that is so confident and so ballsy. Like, she's just going to go all in and learn and grow. And she's just this ball of energy, but not for the sake of energy. Like she has such a purpose in the things that she does. And she and I are very similar in that we have this massive dream and goal to like, I just want to help everybody else succeed as I succeed. Right. Like if I'm growing, if I'm learning, if I'm gaining all of this success in whatever term you use, I want to give that to other people and allow as many other people to get that as possible. And I mean, that's the whole purpose of Collective615 is to, to bring women together and to help them succeed. So I'm like, this is perfect. You will see a lot more with Collective615, I'm gonna go ahead and give you that nugget in 2021, Kathy and I are all like, we're like we have to do stuff together. So we're going to be partnering together for sure. And I'll say like the episode with Lucinda, gosh, she was so powerful, so amazing.

And Maggie Bahou, who is the VP of Human Resources at Compassus, it's a massive hospice and home care company based out of Franklin, Tennessee, she reminded me of another episode that I learned a lot from, which was with Cynthia Johnson. That was way earlier in the year. And she said that she loved that Cynthia shared, "As a professional or a careerist, many of us believe that work will speak for itself and that the experts aren't putting themselves out there because they think the work will speak for itself." And she said it really clicked for her when I said that "You have to stop playing the humility card and start speaking up," because she considers herself an expert on some topics. And now, I love this y'all, she says, "Now I see that I have an obligation to speak up. It's the people who are speaking up about it, who are getting noticed, but also that have the voice and are being listened to." And what's great is, so after Maggie listened to the episode, she actually bought Cynthia's book and she's going through the process of personal branding, but I have had conversations with

Maggie, Maggie I hope you don't mind I'm saying this, but Maggie is amazing. She knows so much about a certain topic and I've actually really encouraged her to start her own company. And we had a conversation I'm like, "You kind of have to do this. You'd be so good." And it's really cool to see this person that like maybe had this like, "Oh one day, I'm going to do this." And then I'm like, "No, Maggie, you need to do this right now." Like, she's literally like writing her book, getting her business plan together. I will just say like, for those of you listening, like, I want to meet you. I want to get to know your story. I want to be that person that I have been for Maggie that says. "Hey, you, you want to do this thing, like let's make that happen." And so I've just asked her a whole bunch of questions of like, what do you need? What's that look like? What's the next step? So I always push her on like, "What's the next step? What's the next time you're gonna check in with me."

**Claire:** Leah's the encourager of all encouragers.

**Leah:** I try. I try.

**Claire:** Yes. She encourages me to Bronte to pursue our dreams, like all the time.

**Leah:** Cause I want to see you succeed. And that's the thing, like one of the things I've done with Claire and Bronte is people come to me all the time asking about podcasting, and I hadn't been ready yet to make that a service offering through Her Story of Success. But I want to see my people grow. So I'm actually sending people to Bronte, so if y'all need content writers, Bronte's amazing.

**Claire:** She is.

If you need a podcast producer, Claire is amazing. And so I'm sending them clients because I want to help them build their business and not have to get a job at Sephora to do other things, right? Like I want to help them grow in the area that they're passionate about. So Bronte and I have had conversations like you heard before, she's a Jack of all trades, but I was like, "But okay. Let's talk about what you're doing with Her Story of Success that you like doing. And what do you want to do less of?" I want to talk about that for a second, because that's how I'm building this team. Claire's done the same thing. So Claire was doing the podcast production, the video, and now — actually Molly can pop in on the video real quick. So now Claire has introduced me to Molly who is doing video now. So now Molly has joined the team to

do video because Claire was like, "I can do it and let me get started." But then that's how we decided like, okay, here's the next person that we're going to, bring onto the team because it's something that is needed. And the same thing with Bronte, she's like, "Okay, well, I like doing this. I don't really want to do this." So that's how we kind of figure out who needs to be added to the team or how do we need to adjust and shift around the things that the team is doing, right.

**Bronte:** Yeah. I think that's so huge. So I graduated from college in the middle of COVID, and was kind of starting my writing business at the same time. And so as I'm, like, coming to the end of this year and kind of reflecting, I'm really proud of everything I've accomplished, but I've also noticed, just because of the time and because I was just starting out in my business, like I was really saying yes to every opportunity. And I think that's a really good thing, but it's been really incredible to have Leah as a mentor who's really like advocating for me to start thinking about what I actually want to do instead of just kind of doing whatever any client wants. I'm starting to really nail down who I am, what I want my brand to be. And I think Her Story of Success has been a great example of that for me. And it's really helped me to explore kind of what I enjoy doing the most, and what I really have to offer in different areas so that I can go out and kind of sell that to other people too.

**Claire:** Yeah. And I think that's a really unique experience to have in such a small business, when there's just a few people on the team, because usually every person has to do a little bit of everything, which sometimes we do because you know, it's needed. But Leah also gives us the opportunity to express what we don't want to do. And she doesn't fight us on it. She's not like, "No, you have to do this." Like, she'll be like, "Okay, I'll find someone else to do it." And that's that

**Leah:** Well, yeah. And that's funny on the way here, I was just really listening to the episode with Leisse Wilcox, one of the most previous ones. And I was talking about that, I'm like, "I'm building a business based on fun." Like, I want you, I want anyone that works here to like, I want you to love it. I want you to enjoy it. You know, like, just because I'm the CEO doesn't mean that you're not your own CEO. I want you to feel like you're the CEO of your own company, and really you are, cause I've encouraged both of you to start your own companies and do your own thing, because I want you to work with Her Story of Success because you choose to not because you have to,

because it's your only job. That's why I've sent you more clients. I want you to work with other people. It does two things. One, hopefully I am awesome And you continue to love me. And you're like, "Oh, I love working with Leah," but also I'm selfish because guess what? When you go work with other people, you're going to learn something that you didn't learn here, that you're going to bring back and make me better.

**Claire:** Exactly.

**Leah:** So it is nice, but it's also like, I'm hoping that you learn and, and bring it back and help me get better.

**Bronte:** I think that's huge too for creating loyalty with your team. It's so rare to have a boss who is just as concerned about you liking the job as they are with your output. And I think if you're someone who has employees or you're running your own business, I really would recommend that you kind of look at what Leah's doing. I think it's really amazing. because by setting us up to really enjoy our jobs, we're that much more productive and not much more motivated. And I think it really, at least for me, like it takes my work to the next level. Cause I genuinely love what I'm doing with Her Story of Success. And so I think that pays off for everyone in the end.

**Claire:** So true.

**Leah:** I've seen your growth and it's been amazing.

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**Leah:** Okay. Let's dive into a few more submissions where we have listeners that were able to apply things to their, either, lives or careers. Claire, did you have any others that you wanted to share?

**Claire:** Yeah. So another great example of that, was the Controlling the Narrative and Preparing for Next series we published at the start of COVID-19. It's from Jenna Carter who works for Northwestern Mutual, and she shared that the series came out at the perfect time explaining that, "It was comforting to hear from women like Nekasha and Gail, that life must continue, but it must continue in a more supportive and empathetic way than business operated before the pandemic. Hearing those two ladies among the others in these two short series of the podcast this year helped to really frame my mindset as a professional. It changed the way I communicated inside my organization and how I communicated with my clients. It was really important at the time to hear how other women were approaching communication and business growth as we all tried to find new footing. The overarching lesson learned here is when unsure of how to move forward, that we need to really listen to one another.

**Bronte:** I think that's so huge.

**Claire:** It's so huge. And if there's one thing to come out of this awful year, it's empathy and learning to communicate better and listen to each other, because this is going to get kind of big picture, but like as a society we're really individualistic and that can kind of go bad in some ways, where you don't think about other people as much, maybe. So Nekasha and Gail said it all. Like it's so important that we communicate with our clients and with our team and our friends and family, everyone.

**Bronte:** And that also ties in really well to something else Jenna said. She brought up one of my personal favorite episodes of the year, which was a conversation that Leah had with Elizabeth Moore and Ashley Brooke James from TRILUNA Wellness. They have such an amazing business that I just have really enjoyed learning about. But in that episode, they were talking all about their efforts to bring anti-racism and anti diet culture together in the wellness space. It really shifted my mindset about how I define wellness from a kind of holistic perspective of just feeling good about yourself and not being restrictive or hard on yourself in any area of your life. It was just such a

great episode, and then talking about anti-racism and just diversity and all of those really important topics also, they just provided some great advice about how to be a better ally, which is something that I've been working on.

And Jenna also said, "It was so critical and timely to hear about how we all can have a part in creating inclusive spaces, even remotely. Hearing that conversation on race diversity and the importance of transparent conversations really encouraged me to dig deeper. I've been passionate about diversity and inclusion for a while, and it was really important for me to hear how others have developed and grown in this space. I know for me that it will be a lifelong journey to understand others and how to consciously include and support the oppressed members of our community. And I hope that I can be as brave as these women."

And I just really thought that summed up how I felt about that episode too. And I've really enjoyed, we've had several great conversations about diversity and inclusion in the past year. We talked with Arlan Hamilton about bringing funding to underrepresented founders in the tech space. We've just had some great conversations about making sure that everyone has a place at the table and is able to pursue their own version of success no matter who they are, what their background is or any of those things.

**Leah:** I love that. And I like that you love the one with Elizabeth and Ashley. They have like become my friends this year. And it's just fun to see people that you met randomly and then get to know them. And you're like, wow, not only are you a really cool person like you inspire me, and I just want to continue to learn more. I will say, like this year I just was looking back on my little app, you know, of all of the episodes that we had this year. And I'm just so proud of like, we had Arlan Hamilton, like Arlan freakin Hamilton. She is such a big deal like Mark Cuban, you know, invest in her companies and Will Smith just had her on. And she's been on the cover of like Fortune and I think Forbes and all of these magazines, and you know, her book *About Damn Time*. Everyone needs to read it, because I think one of the things that is a theme in everyone is like, hey, we can all have more confidence. We all suffer from impostor syndrome. And Arlan was like, "I don't suffer from impostor syndrome because when I don't know something, I take the time to research it and really learn as much as I can. And when I am educated on something, when I have prepared, when I am ready,

then that takes away the imposter syndrome, because it gives me confidence in what I speak about and what I'm talking about and what I'm presenting." And I was just like, "Damn, I needed to hear that, you know, like, okay, if I'm having imposter syndrome," if you're having imposter syndrome, there's something that we can do actually do about it. Do you need to prepare more? Do you need to listen to some music that pumps you up? I just love so many people through this year of this podcasts. They've all given little nuggets of like, this is what I went through, but this is how I dealt with it. And it's like, I think that's why I wanted to do this wrap up is just like, oh my gosh, there's so many lessons. Lori Allen of *Say Yes to the Dress: Atlanta*.(A) she was the cutest thing in the whole world.

**Bronte:** She was incredible.

**Leah:** And what she said was, "You know, you see me and I have this, I think over a hundred square foot thousand bridal space." But she started with under a thousand square feet. She's like, "I've had a company for 40 years. Like don't look at my success and think that it happened overnight. Like I built this, I started with 700. I didn't go into debt. I built it little by little. I bought a bigger place." And she just talks about how, when she got on, *Say Yes to the Dress*, when she was approached, it's because she'd already had a business for so many years, and that she had built successfully, little by little, customer by customer, treating them well, getting referrals. And so it really helped me when I start to compare right? To other people that are like way farther than me, because I would be lying if I said I didn't do that, but I'm learning, getting better, but it just made me realize I'm like, "You know what? I've not even had this company or this podcast for like, well, I've had it two years. I've only been on my own for a year, and this company is still like in its infancy." So I just need to be like, "You know what I'm doing pretty good."

**Claire:** And you just have to put it into perspective, like always, and that's also something that this year has taught us is to really be thankful for like everything.

**Bronte:** Absolutely.

**Claire:** But yeah, I mean, we've come so far and Lori Allen and Arlan Hamilton are great episodes. Arlan Hamilton, the quote about imposter syndrome. She like said that it wasn't real. And I remember you Leah, being on the podcast, you were like,

“What do you do when you like, suffer from imposter syndrome?” And she was like, “I don’t. Imposter syndrome isn’t real.” And you were like, “Oh,” And I was with you. I, my mind was like blown and it’s something we never considered.

**Leah:** It was so good. And the other person that was a super huge that we had, Rana el Kailouby.

**Bronte:** She was incredible.

**Leah:** Dude, that may have been like one of those moments Arlan was for sure, like one of those moments, I’m like, I have reached a milestone in this podcast where I’m like, okay, this is legit. And the theme is, I want to grow in success so that I can help others succeed. And that’s my same heart. And so I love that like, it doesn’t matter if you’re in tech or finance or wedding dresses, right? Like that theme of wanting to make other people’s lives, careers, whatever, better or more enjoyable. I love that that is like an underlining definition of success.

And it was Kate Kimmerle of Miss Spa. Oh my gosh. She was one of my favorites. I mean, like literally every one’s my favorite. But she was so good because when she said how she defined success, and I know that we’re going to get into that is how does each person define success? But when she said success to me is freedom. Literally like everything in my body, like relaxed. I was like, “Yes, Yes.” And because success means different things, but freedom means different things to different people, like understanding that we can define that for ourselves is just so crucial.

**Bronte:** I love that we have people like Arlan and Rana and even Kate that are like really big deals and just people that we look up to. But I think there’s so many podcasts that do that and something that really sets ours apart is that we also talk to people who are kind of on the way there. Like, I have no doubt that people like Brittany Cole and Kathy Thomas and some of these people we’ve interviewed are going to be huge deals that people know, that everyone knows someday, because they’re just amazing, but it’s really cool to interview them now just as people that Leah knows and people in our local area. Because sometimes there’s so many people that are doing amazing things that maybe don’t have like global recognition yet. And so it’s really cool to get to hear those stories too, and kind of share those with

our audience. And every single episode is so good because of the people that we get to interview.

**Claire:** Yeah. And it's really cool to hear their take on how they define success for themselves, because no matter what level that they're at. There's a common theme of freedom and like being able to do what you want and stuff like that, no matter where you are in their journeys of success. And like Becky Daniel's answer to defining success was, "My definition of success has been and remains to be having a business that supports other businesses while also supporting my life and family. It is extremely important to me that I never sacrifice the quality of my family life in order to make a little more money. And it is important to me to support business owners so that they're able to have a quality time with their families as well. Talk about a win-win." And that just goes back to like in this country, it's all about the hustle and grind. And Leah, you talk about that a lot, and all of the definitions of success, they're not around the business and not around making money necessarily. It's about like their values and like Becky's are her family and being able to support other business owners and getting quality time with her family. And so it's cool to see the common theme between everyone's definition of success.

**Bronte:** I love that. And then Kathy Thomas also answered this question for us, and she talked a little bit about what success looks like at the end of 2020, which, I think a lot of us, our definitions of success have changed this year, whether it's temporarily or permanently, just because of what we've experienced and the perspective changes we've had. But she said, "Defining success in December of 2020, I'm going to have to say that is just showing up every day, staying the course, believing in yourself and not losing sight of the dreams and fire you had March 1st. She said success in 2020 looks different than any other year, but that Her Story of Success has taught her that she's not alone. Even though leadership can be really lonely sometimes that there are a lot of women who will show up for other women and that we can all work together to kind of reach our greatest potential, which I think really is what Her Story of Success is all about. So it's really cool to hear that, um, we've been able to help someone else kind of realize that this year.

**Claire:** Yeah, I love that.

**Leah:** That's incredible, because I was just looking back through the podcast episodes this year, and I got to interview three of my favorite people, women leaders, that happen to be in Nashville, that I think that every person in the country, at least, maybe the world is going to know soon, Sherri Deutchmann, she has Brain Trust, and everyone in Nashville knows who she is. I think if they don't, then they're under, if they're in business and don't know who she is, but you know, she started Brain Trust, and I got to interview her. And now I'm a member of Brain Trust, I have been for awhile. I look at like Sherri and then Pat Shea, who's like my hero in life and yeah. Marcie Allen van Mol, who started a company with her husband here in Nashville called Anzie Blue, and seeing her y'all, she's been in the news so much lately because she started this business in November, like a brand new business, retail, and then COVID hit, she has grown, don't want to misquote, but I think it was like 700 or 900% because she was just like, pivot pivot, pivot, what are we going to do? What we're going to do? How are we going to grow?. And so when I think of success, like being able to do what you love pivot, and I was just say, none of these women are 30 years old or 20 years old, like they're on their second or third career. And that is, y'all, the most inspiring thing to be like, "Oh my gosh, the ladies that I look up to. Are now doing their next thing. They're still looking at Season Next. They're saying I have more to give. I have more to do. I have more to accomplish. And like, what does that look like for me?" And so I was just thinking like, as we define success, I'm just like, Oh my gosh, all of them have a little bit different of a version, but they all like take care of themselves, take care of their family, love their spouses and do work that is meaningful in their lives. And so I just wanted to, to say that I want to give those three a shout out. Cause they're like, you know, they're my peeps and I want them to continue to like mentor me. So ladies, "Hey."

**Claire:** That's huge. Like I'm not that age, obviously, but it's like, hearing these women in their forties and fifties, talking about the new things that they're doing and the businesses that they're creating. And I know Bronte, you could probably talk to this too, but I graduated college in 2019, and after college you're kind of just like spit out into the world and they're like, "Figure out life and figure out what you're going to do for the rest of your life." But it's like, that's not the reality of it. And that's so, no one tells you that. It's like, you can change your occupation, you can do different things. You

can quit your job and create your own business. And that gives me a lot of hope and just relief to know that there's something else that I can do.

**Leah:** And I love that you noticed that because that's like the big thing that I try to share with everyone and y'all know this cause I mentor you all the time. But the thing that breaks my heart a lot is when young girls have so much pressure on them and think that they have to have it figured out. I'm like, y'all I know people at 50 trying to figure it out. Like they're still figuring out and there've been, they've been successful, but it's like, that's why I mentioned Pat, Sherry and Marcie, is that that's who gives me hope because. I don't know, I might do Her Story of Success for my whole life. We never know I might sell this company. Somebody might buy it. Somebody might buy me out. Like, just because I started this company doesn't mean I have to have it forever because things change. You have seasons in life. I'm not a mom yet. Y'all know I want to be. Who knows what's going to happen after that? I might grow this 10 times or I might take a step back. Who knows? I think the beautiful thing is that life is a journey. And sometimes you have detours on journeys and then sometimes those detours lead you to something that you would have never even thought to ask or pray for. And it could be the best thing in your life. So whether it's a detour or, "Oh my gosh, that detour got me there. two hours faster, you know what I mean? Or like two years faster. So that was really cool that I thought that it was going to slow me down, but instead it sped me up." So I love that you girls are seeing that now that like live your life, work really hard, but do what you love while you're working hard, right? Like it's not grind and then go do what you love. It's like, why don't you do what you love and get paid for it. That's what I'm trying to help people do

**Claire:** And learn to love the detours. Yes.

**Bronte:** Yes. That's what I was thinking too, of like, I know we're going to get into kind of our definitions of success, but a big part of it for me, you know, I'm someone who likes to have a plan and like to have everything figured out.

**Leah:** That's why I love you

**Bronte:** Thank you. I don't totally have one right now. I don't totally know what I want to do long-term, but I think that is success for me. In some ways I think giving myself the space to kind of take time, to figure things out is a part of being successful and

that's not, it doesn't come naturally to me, but I'm trying to view that as a good thing. And like Claire said, you know, sometimes the detours are a success in themselves, so I think that's really cool.

**Claire:** Yeah. That's also a huge part of like my definition of success. And also it's just learning to just be happy in the moment, because a lot of times I'm always thinking about the future. Like, what am I doing next? How am I going to get to the next level, blah, blah, blah. But if you can just like, slow down and take a break for a second and see where you're at, and if you're happy, then that's success to me right now.

**Leah:** I love it. I feel like I'm going to give two answers to how I define success today. Personally, how I define success for myself today is living the life that I love or loving the life that I live, and it's all together, because one of the people I interviewed this year was Diana Sumpter, who was my national sales director when I was a director with Mary Kay. And she always teaches people to design the life that you love. And I think success to me is that I live the life I love, because I have designed it that way. I have pushed into discomfort in my life enough that I said, what is it about this discomfort? What's making this time, this space, this situation, this relationship, what is making this uncomfortable? What's the frustrating part? and learning which parts to remove and which parts to go into more. So like whether it was a job or a friendship or a business relationship, just learning that, you know, sometimes you have to let things go. Sometimes you have to move on. Sometimes you have to take a step that's scary to get away from what's hurting you or frustrating you. I hope you don't mind Anna, but my sister right now, I'm like, Anna, you need to quit your job and go do something else because you're in a toxic environment. And so I do want to talk about that just for a second. So for those of you that are defining success for you today, some of you are going to be like Bronte, Claire, and me, and you're living what you love. And it's awesome. And I hope that you view yourself as successful today because, at least there's something that you're enjoying about your life. Like, I don't want to ever view success as something that I need to go get. I think success is something that you should see that you already have, because if you can't see how you have it today, the secret is you're never going to see it. You're never going to find it. And then, then what are you chasing? Like to just embrace like I am successful. I have built a company. Is it like super like profitable and I'm just rocking out and like, I'm like on Forbes, like 40 under 40? Nope. But you know what? It's affording me to live



the life I love. So I just want to say like, if you're, if you're not there yet, take heart. There are steps you can take to get there. And that's the whole reason I have this podcast is to help you take those steps, to get to where you can say, I have designed the life I love, or at least I am designing the life that I love, because you're never done. Like I've not designed it and I'm here and I'm gonna live in it. No, it's, it's a journey. It's every day, it's constant. So I think, I think that's just something that I wanted to share. I just, I know so many people in my life that like, they need to take steps and it's scary and it's hard, but I'm here for you and there's other people here for you. And I want to help you find and build your tribe, because I have a tribe that when I am like, literally like sobbing, crying, terrified can't sleep, I have people that I can text in the middle of the night or I can call them, or I can be honest and say, shit's blowing up. You know? So I want everybody to have that. And so that's just what we're wanting to provide the horse for success.

So let's talk about that for a second. What are we doing in 2021? What are we, who are we, where are we going? A couple of the things that we're going to have. I know people say like, "Don't say what you're doing, just build it and show it." But if you know me by now, I like to tell you what I'm doing. So we are building out a membership platform. We are in the process literally, like after we get off of this podcast, we're going to have a meeting about it so that we can, uh, see when we're going to launch it. So we've gotten so much feedback from all of you listeners that you want something more, you want to connect with me. You want to get that mentorship. You want to connect with the people that I'm interviewing. You want to have those mentorship conversations. So we are building a membership platform based on mentorship. We're in the process.

And we are starting to offer things for corporations. So if you work for a corporation or if you know a corporation that would benefit from events and podcasts that we do, we do white label services. So we'll go in and it could look like it's the company's. And we just do like these live interview events and networking events. So like where we help you pick out, who's going to network with who, why should they network together? What's the purpose of it? How do we get, add mentorship in your company?

Oh, and we're going to do live podcasts next year. It's so fun. Yay. So we're going to be rolling all of that out in 2021. Notice I'm not giving you a date because it's still 2020 and crap happens. So that's what is coming. And so we would love to hear from you. Please feel free to email us. You can just do [info@herstoryofsuccess.com](mailto:info@herstoryofsuccess.com), if you have any questions or if you have any ideas you want to share with us. So we're going to be excited. Did you girls want to wrap up with anything else about what we're going to be doing in 2021?

**Bronte:** I think. You know, we talked about, whether or not you feel like you're at a point in your career or your life where you're successful or you're living the life you want to live. Even if you're feeling discouraged at the end of this year, I just, I think getting through 2020 is a success story.

**Claire:** Yes.

**Bronte:** Whatever that looked like for you, we have all gone through so much crap this year and we're almost at the end of it. And we're going to start a new year. And I'm just really excited personally, and for Her Story of Success and just for all of you to get to kind of have a fresh start and have this new year to keep pursuing our versions of success.

**Claire:** Yeah.

**Leah:** Well, thank you, Bronte and Claire for being a part of this, this wrap up, we hope that you have a great new years whoop whoop. And if you're listening to this in the new year, I hope you have a great start to your new year.

So, um, thank you for being a part of Her Story of Success. And we look forward to seeing you in 2021.

Thanks tfor uning in! At Her Story of Success, we are on a mission to help women business owners, leaders, and professionals like you build your tribe and reach your next level of success by connecting you to one another, equipping you with resources and empowering you along your journey. We would love for you to be part of our tribe and further this mission by sharing this podcast with a friend or coworker that you want to help succeed. You can stay up to date with all of our episodes, blogs and upcoming events by signing up for our newsletter at [herstoryofsuccess.com](http://herstoryofsuccess.com).

Her Story of Success is a podcast produced by women for women. Our executive producer is Claire Bidigare Curtis. And our production coordinator is Bronte Lebo. And I'm your host, Leah Glover Hayes. Talk to you soon!