

## **You don't need an "empire"**

What is up my love?

Welcome to the revolutionary rising podcast. If you are a revolutionary leader of color who wants to have conversations about how we can lead outside of the whitewashed norm, then this one's for you, honey.

My name is Gieselle Allen. I'm a mindset coach, intuitive and healer for women and femmes of color.

And I'm also the host of this podcast. If you are ready to be supported in expanding and deepening your revolutionary leadership, redefining your relationship with power, and also having all of your needs met while you are leading, then this episode is just the beginning of your journey.

As I continuously mentioned in the episodes, being a leader doesn't mean that you have to be a martyr, you matter, your needs matter, and they can be met by your collaborators, team, clients, and communities.

You are meant to hold and wield your innate power every day. And you don't have to be an oppressor to do so. Having your needs met and building a new relationship with power as a leader sounds difficult.

But the truth is it just takes consistent practice. Because we live in a world that systematically tries to make women and femmes of color feel like we have no power.

Our needs are unimportant or impossible to fulfill. And so those are the stories that we carry every single day.

When I work with my clients in my one on one or group coaching programs, we uncover the white supremacist, capitalist, and patriarchal stories and traumas that are holding you back from becoming even more of the empowering, impactful, and decolonial leader that you crave to be every day.

Then we work together to create new expansive narratives, thoughts, and experiences that help you expand into the next stage of your revolutionary leadership.

But this isn't just about you, precious, when you deepen your leadership, you are able to have a deeper impact on your team, science and community. This work is for you. But it's also for all of us.

Because when you rise even higher, you show us new heights so that we can rise with you. If you're ready to rise, I want you to hop on over to

[revolutionaryrising.com/apply](https://revolutionaryrising.com/apply)

and apply to work with me.

You deserve to be supported deeply as a revolutionary leader. And when you are ready, I'm here to support you in expanding your impact without being oppressive as fuck, while also having all of your needs met.

With all that said, let's hop over to today's episode.

Hello,

my love welcome back to episode eight of the podcast. Now I want you to know that I must really love you because I am actually re-recording this podcast episode because the first time I recorded it, honestly, I just didn't feel like it was hidden.

I did not feel like it was exactly what I wanted to be. So we went back to the drawing board, meaning me, and I'm currently recording this episode from my bed because it's the only way I can be bothered to do any work in this very moment of my existence.

But I wanted to get this podcast episode right, not that there's ever any perfect right way, but I really wanted to get this episode right for you all because when I first started talking about revolutionary leadership, one of the things that I spoke about was, you don't have to want a seven figure business to be a revolutionary leader, and to be a successful leader.

Something that honestly really surprised me when I put out that message is that, like I talked about everything in regards to revolutionary leadership when I first shared about this, and the thing that people really attached to most, and I guess I should say not people, you, because you all are my community.

The thing that you all attach to most was not wanting this massive seven figure business with like 20 employees. All y'all were like, fuck yeah, me too.

You don't want that, the end, right? I thought it was important to talk about this in the season of the podcast, because obviously this touches a nerve for so many of y'all.

But let's be real, ain't nobody out here talking about this publicly. Nobody, and let's talk about the reasons why.

First of all, why entrepreneurship has really done a number on, I honestly I feel like everyone in the intrapreneurship space.

Why entrepreneurship has created this narrative that if you do not want a seven figure business with 20,000 employees, now you don't want to make 100 million bajillion dollars a year.

That you have a mindset problem and you're playing small, and you just need to expand your mindset.

Really, though, what's happening here is, you just aren't functioning like a capitalist. There are a few things though, that I want to caveat here, I don't want to negate that there can be money traumas, mindset issues, like there are things that can show up.

And sometimes we are playing small, especially as women and femmes of color, because we don't have the representation to see and believe that we can have some things.

But there's a difference between wanting more and convincing yourself out of it. Because you don't feel like you can have it or because you don't think you can handle it.

And wanting either what you have, or just a certain level that Isn't this like crazy, multi seven figure business that basically is just like another krusty ass corporation.

That being said, it can be so hard to really know what we want when it comes to the size of our business and how much money we actually want and need to make, and why.

Because we are all so indoctrinated into a capitalist society in which it tells us, you should want to make more and more and more, and all you should want is tons of money.

And if you don't, then you have a problem and you are worth less. It's hard when we come from a capitalist society that tells us to want more money, and make more money constantly.

And if we don't, there's a big shaming around this, right? There's a shaming around wanting what's just enough for you and feeling like you could thrive with less.

This doesn't just come from the white entrepreneurship world, this can also come from our personal backgrounds.

I know, in black culture, there's a very strong luxury to make money, spend money, have lots of fancy car, shoes, jewelry, like that's, that's in black culture.

But what our people don't realize, and hopefully what you realize after being in my world for a minute, is that shifts just a fucking trauma response to being deprived.

I personally am not interested in growing a business out of a trauma response. I'm interested in growing a business that is based in what feels right for me, my energy levels, my nervous system, and what it's capable of holding in this moment, what I actually need to make financially and the biggest one, what I actually enjoy doing and what I want.

Listen, I don't know about you, but I didn't start this business because I wanted to be managing 200 people, and because I wanted to be a marketing extraordinaire, and because I wanted to make a fuck ton of money.

That's just not why I did this. But at the same time, that's a path that I went on for a really long time. Because that's the only path that's shown to us so often as entrepreneurs of color.

And as entrepreneurs in general. Like I said before, there's no one out here talking about building a business that's actually sustainable with your energy, a business that supports you financially, but doesn't need to grow year over year because you've got what you need.

And to be honest, no one's out here talking about that, because it's not sexy, because we in our heart of hearts, like even though we love hearing this, like I'm talking about this right now, the truth is we don't want to hear that shit.

It's not glamorous, it's not sexy. It's not what we're used to hearing. The problem with that though is that because no one's talking about it, because no one says that enough can be enough.

And it doesn't make you small minded or not evolved enough if you don't want to make massive amounts of money, because you just don't need to, and because you just don't want to deal with the operations and scale that comes with that kind of money.

We all feel like we have to go along that same stupid, billion million dollar path. So one thing I want to say, if you haven't gotten this already from this episode is that number one, you do not have to build a million dollar business to have an impact.

You do not have to serve 1000s upon 1000s of people to be fulfilling your purpose and your destiny right, which is the message we get around all of this.

It's okay to want a business that's smaller than your peers, or a business that has a cap where you say once I hit this I have enough, once I have this many people I have enough, it's okay.

And it's actually can be one of the most revolutionary things you can do, to scale back, to close some things down to reshape, and resize your business so that it actually works for you, your body, and your nervous system.

I was talking to my lead coach in my program, Olivia, who you all are going to meet in two episodes, because we've recorded a bomb ass conversation.

They had done a tarot card reading for our community, for the full moon eclipse in Taurus, and one of the things that came through in their reading was this concept of controlled burns,

Which I'm sure a lot of us know, especially those of us who have lived in California or anywhere, where we have these massive issues with forest fires.

But for those of you who are unfamiliar, a controlled burn is something that the indigenous stewards of a lot of these lands that we currently inhabit these days, used to do, too, basically take care of the land, and to have a healthier land.

And they would do these controlled burns so that later on, we don't have these massive, uncontrollable forest fires that we currently have.

This might sound like a really random metaphor that I'm bringing in here. But it feels so related to me, because I think one of the hardest things that you can do as a leader of color, a revolutionary leader, is to look around at the business that you've got around you, or look around at your program, look at anything, and say, hey, I've built a successful thing.

But I don't want it. But it doesn't actually work for me. But it stresses me out every day, and dysregulates me. It is hard enough to just look around at your business and even have knowledge or awareness of those things.

Because that is because for a lot of us that can bring up failure in itself. But the hardest thing to do after that is to burn that shit down is to do the controlled burn, right?

Really looking carefully at what needs to stay, what needs to go, what's unhealthy, and saying I'm going to do a controlled burn here. So that I can make space for what is next, and what is actually right.

I have a client right now who's currently doing this work. She's someone who has a successful multiple six figure business, she has successful one on one and group programs.

She's doing the whole marketing machine, she's on all the socials, she's got a team, all these things, and yet her business right now, it's bigger than she honestly really wants.

When she started her business. She just wanted to be a healer. She just wanted to be a coach. And she just got swept away in the stories in the mindset, voodoo that white entrepreneurship taught her.

As a result, she ended up building this business that just does not work for her. It completely dysregulates her number one and if she's being honest, she doesn't even enjoy it because the thing that she enjoys is client interaction.

And you all know this as leaders of color, the bigger your business gets. A lot of times the less client interaction you can actually end up having because your focus moves more into running a business than it does to actually doing the work that you love.

So something that we've been working on together with this client is number one, recognizing that the feelings that she took the quote unquote, wrong path for her is bringing up for her.

We're also navigating feelings of guilt, of shame, of mourning at the fact that we're about to burn some shit down. There's also some concerns for her around what the fuck will people think?

And how do I tell people this because like I said, nobody is talking about scaling things back and things not working out and anything like that in the online space, even in some of the closest friend circles that she has, and I have, people are posturing because we don't want to be seen as less than.

This work is really hard that she and I are doing, but what we know to be true is that we have to do this work so that she can move forward and actually create the business that she wants.

It's actually sustainable for her energy and nervous system. We have to do this controlled burn so that she can get the relief, the spaciousness, the freedom to actually build what's right, and we have to do a controlled burn, because the problem might not be the size of her business, it might not be the size of her team.

But it might just be the way that it's structured. The quickness in which it was built, and some of the foundations. This is kind of sitting really funky for her.

But we won't know until we do the controlled burn, burn her nervous system back within her window of tolerance. So within a place where she feels regulated, and within a place that she feels good, and we build again, from that place, and a place of actual truth.

There's a billion things I could say here, but I'm just going to leave you with some questions as we head out from this episode.

Number one, how do you feel about the size of your business right now? Is it too big? Is it too small? Is it just big enough?

What makes you feel like the size of your business is right or wrong? And where did those feelings come from? Did they truly come from you, in your wisdom around your energy and your needs and your wants and your desires?

Or did they maybe come from the desires of a capitalist world, that tells us that the only way to make progress and to grow is to do more and to be more and to have bigger, have better.

Maybe you're one of my revolutionary leaders that doesn't actually want to have a big business, but you want to serve and have a massive impact. And it can sometimes feel like the only way to do that is to have this big, big business that serves so many people.

Maybe you're just one of my leaders who's listening to this episode right now, and low key feeling a little triggered because you don't want to admit it right now.

But this episode, if it kind of relates to you, what I want you to know from this episode is that you don't have to rush into doing this controlled burn or to shifting your goals or challenging these narratives that have been running at a whim within your brain for decades.

If you want to I'm around. And this is the work, like I said that I do in my one on one and group coaching all the time. But at the end of the day, this episode is meant to be a permission slip to you.

You get to create your right size business and your right sized businesses, the business that is sustainable for you. It's the one that respects your nervous system, it respects your energy.

And one thing that I want to add to this is that your right size business today may not be your right sized business tomorrow. It changes, it shifts, it grows.

There's likely going to be some funny stuff that happens once you do give in and do that controlled burn. And get your business back to a place where you feel safe, where you feel secure, where you feel regulated moving through it.

And you're not like burning yourself down to a wick, where you might actually realize you have so much more space and capacity to create and to grow this thing than you thought you had before.

Because just the way that you were running your business wasn't right for you. And it was the way that you had been taught to do it from well, we know.

You know, you get to create your right size business, you get to do it in a way that feels good for you. You get to have a business that respects your needs, your energy, your nervous system, all of the things.

And when you're ready to create it, and you're ready to navigate all the feelings, all of the heartbreak, all of the frustration, guilt, whatever that comes through in that process.



I'm here for you, I got your back. And this is the work. Like I said before that I deal with my clients day in and day out.

So with that being said, y'all go out here, live your truth, go create that right size business, that is the perfect fit for you.

And go out here and create that right size business that is right for you. Also, please go out in these internet streets and talk about it.

Talk about how you're choosing to do it small, be proud, be loud, and tell anyone who says that you're playing it small to literally shut all of the way up.

We need more representation of folks who have businesses that were created to be enough, were created to support them and where they are in this moment.

And that are just chasing after arbitrary capitalistic goals that don't really have anything to do with them. Let's be the change we want to see.

Oh, I will catch you on next week's episode, we're going to be talking all about feeling like we need to be the perfect revolutionary leader having it all together.

aka we're talking about perfectionism. So I will see you on that next episode. Until then keep being the change, do your control burns, and hit me up if you need me, love ya!

All right, my love.

That is our episode for the day. Want to support this podcast and my work?

If you love this episode today, hit subscribe, and or leave me a review. And please share this episode with your friends.

The more you subscribe, the more you review. And the more you share this podcast, the more women and femmes of color, see this podcast and get the messages they need to hear to deepen and expand their revolutionary leadership.

And as I said in this podcast before, when one of us rises, we all rise. If you want to hang with me, hop on over to Instagram, I'm @Gieselleallen check the spelling and say hi.

I'd love to get to know you better. You can also just check me out on Instagram and not say hi, that's okay too if you're shy.

And as always, if you want to work together, I'm here for you, honey, hit me up at [revolutionaryrising.com/apply](https://revolutionaryrising.com/apply) and you can fill out an application to work with me.

Or if you hate applications, you can hop over to Instagram and DM me, we'll get this conversation started over there.

With that, I'm officially out for the week.  
I'll catch you on the flip side and talk to you soon.