

# Episode 110: Recognizing your Team as Human Beings

[00:00:00] Hey everyone. Welcome back to the Business Growth Advantage. I'm very excited for today because number one, this is all Liz's idea. , but there's something that we [00:01:00] teach that really lights me up. It works insanely well and. It's something that I always lose sight of whenever I come up with, okay, what are things that I can share with all of you?

And when we hopped into the waiting room before we went live today, Liz was like, oh my gosh, Joey, we need to talk about this one thing. And I was like, oh yeah, we do. This is one thing we haven't talked about yet. So , the power here, and I just wanna set the stage. You might be feeling. , excited to build your team, but you don't really see yourself , as a manager or a very inspiring person.

, the idea of showing up being with, more and more team members just seems like it's weighing you down. It's not something that you're looking forward to. And you might also be like Liz, thinking, okay, what can I do? Carve out space with my team that shows that me and my brand cares about them, that we want them to feel and be seen and heard, [00:02:00] but we don't have a lot of time together and we really need to focus on the business stuff.

Yeah. Yeah. , I know in our next level, c e o calls , I've been just like dying to tell some of this story, for lack of a better word, and , I jumped on, I was like, Joey, I know what we need to talk about today. , can you talk about finding your 10? And you guys are probably like, what does that even mean?

And. Let me rewind a little. So I started having my own team meetings, like being under the hood of Joey's team really inspired me to start taking action in my own team in a different way, and. We had an overlapping team member who was like, I love how Joey does this mood rating and positive focus. I'm like, yes, I've seen him do that too.

Like how can we incorporate that? So we started incorporating just mood rating, positive focus when you start the meeting, but I didn't really, I hadn't gone through next level ceo, so I hadn't really been taught this. From a leadership level and , I would have team [00:03:00] members that are like, oh, well I'm a seven, or I had a bad weekend, or I had a bad morning.

The kids might be grumpy. And , I knew that I had an opportunity here to be a better leader and figure out how do I hold space for my team to be human beings. and have problems and feel seen and feel heard, but also acknowledge that this is only a 30 minute meeting and we can't spend 15 minutes of it like going around in a circle talking about what's not going well for us in our personal life.

, what have I done here, . Yeah. And it all changed when I went through next level c e o, and Joey explained so simply, I don't know why I didn't realize this, that , it's not always. being a 10 all the time, but a 10 being like, , your mood rating, you're a 10 outta 10, but really taking anything that's less than a 10 and you like leave it at the door.

So you're just [00:04:00] finding your 10 for that meeting so that you can bring that best version of yourself to the meeting. So we're not. Not acknowledging the humanoid parts of , our team, but we're just encouraging them to find that best version of themselves, that leader within. Yeah, for the next 30 minutes, here's the transformation that I've seen it have with our team and with people , that I consult with and work with.

I found that if you, just without any context, say, Hey, how is your day? , zero out of 10. Most people, they start thinking from a five. Mm-hmm. , okay, today so far it's been average, right? And then if it's really good, you go above five. And if it's not so great, you go below five and people start to say, , my mood rating for today is a blank because this is what the day has looked like.

, mm-hmm. . And , when I have facilitated groups without [00:05:00] extra context around it, just like you said, Liz, a lot of people are like, I'm at like a three out of five today. , the dog just peed in the house and they had to clean it up and, , something else just happened. , but, , I'm grateful that I'm here.

Yeah. And we would just move. , but it really shifts when all of a sudden the norm is the 10. Mm-hmm. and everybody starts from an assumption of a 10. And , I think that you put the words in my mouth, Liz, of this idea of finding the 10 and leaving the rest at the door. It's so great because I think even if we're having a bad day, it is so helpful to.

Come up with something that you are genuinely grateful for and allow that to bring you to a 10 when you lead your team meetings from a genuine 10, you give others permission to do the same. You're [00:06:00] leading by example. And as your company grows, you cannot be in team meetings and still have this sense of culture where everybody is usually at a 10, maybe a.

Yeah. Right. And I was like, I know Joey's doing something because every meeting everybody's a 10 outta 10. Like I'm a happy, positive person. Why is my team not a 10 outta 10? I know, right? I know. And it's because, like you said, naturally we don't start there. But I wanna talk about this like stigma or elephant in the room of like toxic positivity, right?

Mm-hmm. and like how can we differentiate. , this concept of finding your 10 from toxic positivity. And I think about, we're talking about leadership, we're talking about running team meetings. Yes. We're talking about running a business. We are talking about being the best version of ourselves. And when we think of somebody that we truly admire and they take the stage, they are not stepping onto that stage as a.

or an eight. Right? And that doesn't mean that they didn't [00:07:00] have a hard morning or that they don't have a sick family member, or they don't have kids that are stressing them out. But you better believe when they take this stage, they find their 10. And that's how we have to operate. as business owners is , we're taking this stage.

Love this. And to take that one next step further. Imagine that you are running something like a conference or a. And you've paid for someone to come in and speak to your people? Yes. Do you want how they're showing up to depend on how good or bad their morning was or what they had for breakfast?

Right? Exactly. Exactly. And that doesn't mean that we can't create space. Right? Right. Like I know, in the Slack channel we have the out of office space, this is an appropriate place to be. Like, I'll be out of office, like I have a doctor's appointment or my kid has a medical appointment. doesn't mean there's no talking about real life allowed.

Yeah. But when we have this sacred 30 minutes, , it needs to come from that [00:08:00] inner leadership level for every team member that's present. If you're hearing this and you're like, all right, Liz and Joey, you, positive people, , , will this really work? , I wanna run a quick thought experiment through to you.

So imagine that you are in, , a classroom like 30 students in this c. And you are last and everyone is going through this exercise and everyone is the first. We'll do this. The first time everyone gives themselves and when they ask the question, you're like, you know what? I had a pretty good day today.

But then you hear 1, 1, 2, 1, 1, 2, it gets to you. Mm-hmm. , how do you feel about saying, oh no, I'm actually at a. , , I'm awesome today. There's some peer

pressure there, right? To go with the group to not be the one that is so, not there on the other end if you're in [00:09:00] that classroom and everyone is ten, ten, ten nine.

But only because this one thing happened and I'm still getting over it, but, okay. 10, 10, 10. Now. , there's a sense of the norm being shifted. Mm-hmm. . And so what you're doing is you're getting , your people to say, okay, if you were thinking five, how can we influence you to at least go up to a six instead of down to a four?

Mm-hmm. . And the other thing that was a real game changer and was a byproduct of this that I did not see coming is, , when you find the 10, you create the 10. Mm-hmm. . So I can't tell you how many times I've woken up on the wrong side of the bed, had kind of a lousy morning, but then I go into Zoom. Liz or Caitlin, or Jamie or Rayner or someone on the team , is happy leading the meeting.

And they're like, all right, Joey, mood writing, positive focus, and just out of muscle memory. I'm like, 10 out of 10. [00:10:00] Grateful for or whatever. By the end of that meeting, I've done a complete 180 in terms of my mindset. Yes. Yep. And we hear this all the time when people are in a job that they love. And , even when I was a photographer, I would feel that sense of , oh, I've gotta leave my house and pack all my gear and go entertain.

But you better believe I would always. Come home in a 10 x better mood. Yeah. Because I had to find that 10 to give my clients the best possible experience. And it really helps us, , embody it. And that doesn't mean that everything's perfect and just the happy thoughts and everything's fine.

But imagine what becomes possible when you're just striving for that 10. You're constantly searching for the 10. Yeah. What's coming up in our group, and I'm trying to figure out. The most effective, like nice way of saying this, when we think about how we wanna show up in the world, I think sometimes without knowing it, we're [00:11:00] answering that question in three different ways.

There's this sense of how am I showing up on social and marketing in a way that's going to inspire others to support others, to show them , that I'm there. There's this sense of how am I showing up in a way that is being authentic and engaged. Citizen and aware of what's happening. And then third, if you have a team or if you see yourself as, not just a social media influencer, but as a leader.

Okay, what is my duty and responsibility here in terms of how I'm showing up because I'm being of service. Mm-hmm. and , it's making me more and more clear that there are these three different groups. When we talk about this idea of finding your. because, or kind of getting a sense of a pulse check on how is your day?

Because from a more personal, being an engaged citizen standpoint, acknowledge the pain that is out there. [00:12:00] acknowledge privilege and equity , and various other things , and be mindful , of those things. In terms of speaking to , your audience, your social media, there's an idea there of how can I be selectively vulnerable?

Hmm. Mm-hmm. , , I don't wanna show How helpful is it for me to show everybody who's looking up to me, these wounds , that I haven't figured out how to resolve, that I haven't healed yet? . It really changed my mind on things when I started to hear business owners coaching other business owners saying, yes, you want to be authentic and real online, but there is a danger to being super real and authentic about current problems that you're struggling with and going into detail on it because that's not as helpful to who's following.

Mm-hmm. and yes, you can say we're going through whatever. , [00:13:00] but ideally people are in that case, tend to look up to you for solutions, for inspiration for what you're doing. And so , those fresher wounds that have since healed over are really great things to be real and to talk about. Yeah.

And in this,, group of being a leader. Yes. Again, acknowledge privilege. Yes. Acknowledge. Past wounds and be careful there. But we have a responsibility to our team to be the most inspiring that we can possibly be in the room. Yep. To be leading the force so that the people on the team are becoming better team members and are more likely to stay than to choose to work somewhere else.

and whether people admit it or not, they wanna be surrounded with positive energy influence. And this is a little bit off topic, but what you said about vulnerability this morning, I was just thinking about my content and like whenever I feel like stuff [00:14:00] is stale or not as engaging, I ask myself, is it vulnerable, is it polarizing or is it wildly?

and anything that is not, those is just vanilla. Marketing. Yeah. Yeah. Oh, that's such a good litmus test. and , you'll be seeing that coming out , in my content over the next couple of days or weeks. Awesome. , I was like, it really is that simple. And that's not easy for us all.

, , I'm a vulnerable person when it comes to business. , I go first, I take risks. I put myself out there. Like vulnerability isn't always, let's cry about the hard things in our life. Yeah. Right. , I don't tend to be as like, dramatic and hot and cold and up and down. Like I'm pretty even keeled, keep it simple kind of person.

So I have to remind myself, bring the drama a little bit. Mm-hmm. , , be polarizing, be vulnerable, or else you're just, [00:15:00] you know, be in the girl next door, . Right. , it's a tough thing and I can relate. feeling hesitant towards that and struggling with it. But yeah, I think that sometimes people think that polarizing means like mean or complaining or other things that are like, oh, that's not who I am.

Mm-hmm. . but it can just be attention grabbing, right? Yeah. Like it can just belief shifting. Yeah. Yeah. Gosh. , what were we just talking about this morning where I was like, , they're nailing their marketing . I can't remember what it was. It was on our next level, c e o call. Oh, planet Fitness. Like, oh, yes.

We were having this whole conversation of like, is it judgey? Is it not judgey? Is it judgey? , the fact that we're having this conversation, yes. They're nailing their marketing. Right. That's so funny. That's so funny. Yeah. , like I said at the beginning, I was expecting this to be , a shorter episode and we don't have to go much longer, but Liz, I'm so grateful that you brought this to the top of our to-do list because [00:16:00] you're so right that this is a real secret weapon strategy that I hope business owners start to use. , I know there's no shortage of templates and agendas for when you wanna start meetings. , and you don't have to say, a mood rating and a positive focus, but following that principle of how can we lead with this sense of finding that positivity and finding who we need to be in the.

For this to be effective and high integrity , and fun and positive place to finding your tennis, a really way to achieve all the above. Yeah. And just taking every opportunity to become better leaders and to be. a scientist of that experiment. And another example of this was in my business, just to wrap things up.

So it's not just a mood rating, it's more than that. I was doing like a Friday rap type of post, and everybody on my [00:17:00] team would say, , what was a win for the week? , what's one thing they learned and what was a barrier? The problem or the thing that was frustrating me was with their barriers. It wasn't, I'm waiting for Liz to answer this question, or I'm waiting for the designer to finish this.

It was, , my other business kept me busy or I didn't have daycare, and I noticed that I was taking on these feelings of like guilt. , , this is about my business, right? , I'm asking for your Friday rap about my business. Yeah. , and had to really lean into, okay, how can I coach them and inspire them to answer these questions a little bit differently?

So they're thinking about what's actually helpful for the team to see, not that I don't care, right? That your other business kept you busy or you didn't have daycare. it's not that I don't care, but what is the most productive thing? How can they find their tin? Even in just answering questions like that, right?

Yeah. [00:18:00] Then , I can't sit here and be like, oh, I mastered it and everything's great. Now. We fell off the wagon of doing that technique, but that's just another example of as the leader, Being able to look at something and say, this isn't really helpful. This isn't the direction I want to go.

How can I. tap into my inner Joey and figure out what's the best way to get a stronger result here, . So thank gosh you're too guys. That's See you well on all of these notes. , as you may know, we are putting together an amazing free training experience in March where we'll be, , be talking about this topic and more, but it's really how to.

Your way to a stress-free scaling business. And I've just made some whispers about it, and we've already got, I think over 20 people signed up. Yeah. know, so I'm hoping to get about 300 people for this training. , I nudged you or I nudged Joey to have this tiny, , micro conversation because.

It's [00:19:00] a little, it's a little thing that, that he actually incorporates effortlessly and probably didn't know. It was like a teaching moment if I hadn't told him. But as a business owner, like this was huge, like milestone. Mm-hmm. And I think just the free training and your program, , , this snowball of these little , micro valuable Yeah, like leadership moments.

So sign up for the free training. It's gonna be, it's gonna be great. Well, thanks Liz. I'll put , the show notes around things. , we're working on ways to make it easier and easier to get signed up for this, but yeah, It's looking more and more like we can expect about 300 people to be joining. So you'll be in good company when you sign up.

Oh my gosh. So exciting. And two other things I want you to share, Joey, tell everyone where you are cuz your background looks different. Okay. . I am in Punta Gorda, , Florida, and I'm gonna be here for the entire month of February.

I'm actually not working. At all much on the indie law firm side, and I'm spending [00:20:00] most of my time here, , really prepping for this training in March.

I love it. I know you've shared it on Facebook, but I think sometimes there might be listeners that didn't catch it. And then also we just made a pretty exciting. , shift with your email platform. So just remind everyone that if your emails are looking different, it's because we're leveling up. Yes, we are.

, we made a big shift, , in terms of how our emails are reaching our audience. So yes, if you are already on our list, , our emails are probably gonna look a little bit different, hopefully way more valuable as well moving forward. , I mentioned that and some people were like, oh my gosh, tell me all the things.

Why'd you make the switch? Why'd you switch to, what do you recommend? So in addition to the March training, I also am planning a, , just like a Zoom call debrief, where I can walk anybody who's interested through the decisions that we made, why we made them in my own debrief after we've completed that transit.

Yeah, I just [00:21:00] wanted to make sure everyone had that opportunity, cuz there's gonna be some, some cool learning moments there. Oh, thanks Liz. Well, thanks Joey for having me. It's always one of my favorite things that I look forward to every other week. Well, same. Same. All right. That'll do it for, for this time.

I'll catch you guys all next time on the business Growth Advantage.