

Ep 117 Cherie Healey

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SPEAKERS

Jen Marples, Cherie Healey

Cherie Healey 00:00

All we need to know is the what what is that desire that vision, and then the how every single time it just blows our minds. I make more action plans with people, but what the universe provides what shows up and how we can make up and I will never stop being in awe of that. So I'd say to that person who's feeling like I have no idea how to worry. You find somebody who's gone there before and just start one little action step at a time. What's the next simplest step and it unfolds like a red carpet

Jen Marples 00:42

Hello, and welcome to the Jen Marple Show. I'm your host Jen Marples, a champion of midlife women and cheerleader for all women dedicated to helping you embrace and rock the second and best half of life. Each week, I'll bring you conversations with incredible women who will inspire us educate us and motivate us to live our very best midlife. I'll also pop on solo to share my best advice, tips and tricks to help you unapologetically go for your dreams, embrace your age and become unstoppable. If you are itching for a change, ready to pivot or looking for a second act, stick around as this is the show for you. And know this you're not too fucking old. Hello, everyone, and welcome to the Jen Marple show today I have a gorgeous guest. Her name is Sheree Healy. And you need to know when I met her, her essence and her just her aura, and her vibe drew me and I was like, Oh, you are one of my people. And I instantly fell in love with her. And so are you today. And she is a board certified coach. And she is founder of siren, which is an imagination studio, which sounds so fabulous. But basically she and her team help leaders, teams and individuals find their true siren call. That's how that whole name came to be. So I love the work that Sri is doing in the world. And what she is going to share her genius with all of you today. But before we get into all of that, let's welcome Sheree, thank you so much for being here. I just I'm just selfishly glad that we get to spend this hour together, and I get to share you with my peeps.

02:19

Oh, thank you so much for having me, Jim. It's such a pleasure. And I love what you're doing in the world. I just want to say thank you on behalf of all the women and all the men and children to

Jen Marples 02:30

Yeah, you know, there are some kids and men who follow.

02:35

Well, they benefit to listen to you. And what you give women to keep riding the waves is affecting everyone in our lives. So it's phenomenal work.

Jen Marples 02:47

Well, thank you i except I'm not going to talk. This is a learning for all of you. If someone gives you a compliment, accept it, don't tuck it away, accept it and say thank you. Thank you Sheree, that means the world to me that you said that. There we are starting off at the top with a lesson. Ladies, you need to hear about Sheree and all the wonderful things that she's been doing. And she's just kind of rebranded herself and gone through a whole process as in as launching something new. But before we get into everything she's doing today, rewind for history and tell us where you've been and how you got to what you're doing today.

03:19

Okay, all right. So it's been quite a ride, as I'm sure we could all say it's been quite a ride that we've arrived at midlife. And we've been through some things. My journey really started as a little kid, I have a deep memory of laying in bed at night as a little person asking big questions that no one seemed to be able to answer, like, who are we and why are we here? And how might I rock this life before it's over? You know, I really wanted to understand how to do it well. And that led me on a whole heroines journey, like we're all on, you know, to search for those big answers. And I studied with scholars, I lived in an ashram, I did all the psychology philosophy theology that a girl could put her hands on. And my whole bookshelf was all what we used to call back in the 1900s self help self improvement, you know, I just wanted to learn and that, you know, really had me want to study psychology. And my dad I remember at the time was like, What are you going to get paid as a psychologist lads like, you gotta go to business. And so I split the difference and studied marketing because that was business psychology. So I thought at least I'm gonna get back because I want to understand what it is to be human. And it's amazing thing I, I always tell people, every single step you've made on the journey is for a reason and led you to this very moment. And I used to kind of complain that I ended up caving and did that. But what it led me to is this work of helping leaders really own as their brand, you know, really own your personal brand and the brand of your organization. So I did marketing in the beginning for startups in the internet world when it was just popping. And I was a creative director and I loved it. And I loved building brands from the inside out, I'd say as doing marketing from the inside out, because I wanted that every single organization actually lived and breathed their brand promise. And then there was a day John marbles, where I remember working in LA, for, you know, big tech startup. And I was looking out at the ocean. And everybody in this board meeting was talking about the bottom line, bottom line, this bottom line that and I was like, Dude, I don't know that my bottom line is the same as theirs. Like, I want to know why everybody got out of bed today. And why are they here at this table? And are they happy? And are we all happy sitting around this table, like doing what we're here to do? It was just again, those big huge questions that led me to studying my face off to become a life coach. As a tiny kid, all I want to do is talk about life. It's hilarious that my podcast is now finally going to begin because podcasts are just the greatest to sit here and have these big talks about life. And I ended up studying ages to finally give myself permission to leave being within corporate to jump outside of it and help from the outside and

become a full time entrepreneur. So I've been running this chapter of my work of my career for the last 16 years. Oh,

Jen Marples 06:41

I love it. And you're also a mother. So there's some mothering that was happening behind the scenes as well.

06:48

That's why and that is. So it's so right on that you bring that up, because that that being a mama informed why I'm here now doing this, because I was working for the big man for all my career. And then when I got pregnant, I thought you know why I don't need to be home with these babies, at least for the beginning. And I committed that I wanted to lay the foundation for them for the first five years and get them off to kindergarten. And so I thought, I'm gonna go do that, but at the same time study and prepare to show them what it is to go for your dream. I learned somewhere along the way, we spend 90,000 hours at our job. And I thought I don't 90,000 hours away from them, or 90,000 hours showing them doing something that I didn't love that I wasn't made for. So, you know, there's the sort of seeds that were planted for a siren because I need everyone to be doing what they were born to be doing, to at least find learning and joy in what you're doing. And I wanted the kids to witness that. So I was working from home before. wfh was a thing, helping people around the globe on the phone. I mean, now the kids talk about it, that it really impacted them to see that I didn't have to do a nine to five job and that they don't either. And they're wildly entrepreneurial. And they said they listen to my calls me talking about life to great leaders, their whole little lives and their wise beings, those little kids, while they're not little anymore 18 and 20

Jen Marples 08:30

I think you bring up something really important. And that is by stepping into what we're meant to do. Because I to know that what I'm modeling for my kids now is this possibility and that anything is possible. And actually my son who's we're looking at colleges, you six years 16 Oh my God, he's almost 18 He's a junior, that entrepreneurship is on his radar. And I'm like, Well, of course my husband owns a business too. And they see us both work from home running around we're doing things we're we're making things happen. And they know that they're, you know, the kids are at the at the focal points. But I'm very acutely aware that my daughters are looking at a woman in her 50s, who launched something new and I've involved them in my business. And that is more important than anything that they're going to learn in school and your kids are picking that up too. It's that grit, it's the life it's the possibility. It's not being, you know, boxed in and I also want to say something else, because I think we're kindred spirits that I've always felt like, I wasn't maybe completely understood. And I always had these big problems and like I said, I was an English major and like I should have been like a philosophy major. Like the why and the, the existential crisis they I feel like I have one every other day of that and I'm to was like reading all the books and doing all the things and I'm constantly questioning if somebody's got a book, if you've got more books, like bring them on me, I want to read them and learn and grow. But I just love and I know we're gonna get into this, that you've made it your mission to extract that from leaders and I'm going to do Have you heard this story, because I'm sure you run into this. And I'd love to hear how this transforms for you, somebody was going to be doing some work with us. Male, he's like in his 60s, but I was going to speak at his event. And he had said that he's one

person at work, and he's another person at home, and it broke my heart. But I'm like, I know, it's a generational thing. And I know, it's kind of what that societal expectations of both men and women what we both have, that was like, wow, we should all show up as the same person. And I know that's what you're all about. It's like that integration, it's like showing up as your authentic self, because that makes you well happier, and a better leader, and all of these things that you're going to tell us all about. So just wanted to bring that up, because it was like a heartbreaking thing. And like, we're both doing that work to sort of change that everyone's stepping into who they're meant to be. Before we get into, because you're gonna give Ladies, you're gonna get this wisdom from Sheree? Don't you worry, I want to know how it was for you. Because I've know you've just gone through your own process of deeper discovery to now launch this, this kind of next phase of your business to find your siren call. How was that for you to kind of go through what you take other people through?

11:09

Oh, man, well, we usually teach what we're here to learn. You know. So I learned along the way, and I guess we'll we'll say this is one of the one of the pieces of wisdom that I'd love to drop with everybody is that the greatest career strategy is to go where you'll be used for your essence. And I work on this with people. And you know, my my group, like you were largely working with women, I can say women are ready for this work and have been ready and shown up. Probably 90% of my practice is women. And then I have this 10 to 15% of like amazing, conscious, beautiful men, the work of understanding your essence, what you're really here to give was what gave birth to this desire in me to have everyone bring it The world needs you was like my tagline is come on like this, let me pull that essence from you and have you stand in it and own it. And that was the call for the first 15 years of my practice, and coaching these great leaders, and then you know, menopause. And I'm 53. And everything in me changed for anyone in the audience is a little Woo, I will do whatever it takes to get results. So I go all the way will and I also go super like quantum physics and scientific evidence based tools. The numerology is a very interesting thing. And there's this woman who created creative numerology.com And you find your number, what cycle you're in are nine. And last year, I was in a nine cycle. And that means it's the ending of an era, like all things must go to the yard sale of your life. And I can say I'm kind of on the other side of menopause. Now, you know, as we know, it takes a while but I feel like I went through the worst of it. And so it was so wild that that nine cycle coincided with my strategy, my chart, that everything that has happened to me to date needed to be like, reviewed and cleared. So it was a major year of endings. And I felt really benched in a way, like take them out of the game. This is something that I think is so necessary for all of us, if we are to give birth to something or create something new, there needs to be a period of withdrawal, a period of ending, interrupting, you know, letting go. And that was my last year. And I fought it through the mail. I was like, I can't stop. You know this, Jen is entrepreneurs, we don't get paid if we stop. And I had to literally give myself timeout to just let go of so many things. And this year, I'm in a one year and it's the brand new beginning of all new things. And it's truly that I had to go into the past in order to move into the future, and confront all the shadows and all the fears and everything that no longer served. And boy did it take a village. And here I am. And what came through was this new focus for the work. It's still I'm still coaching and I'm still coaching impact driven leaders. But it's now about answering the call. And I say my calling is to help you answer yours. And it's just super dialed in to work with people in finding their purpose. So I think I had to go through really, that first and that seems to be the work is I always have to walk through the fire first, and then I can help others.

Jen Marples 14:46

And well don't they say that we always create the tools for the person that we used to be because I definitely know that that's what I do. So I needed me. Yeah, several years ago when I was going through sort of my we'll call it a midlife crisis that they break down to get to The break through. I needed me I needed my podcast. I need you. I needed all of us. Yeah. And then but we didn't exist for that for then. But I firmly believe that everything that we've done leads to where we are right now you can't skip around like that all had to happen. The highs and lows, especially those lows and the the deconstruction and having that dark night of the soul or whatever you want to call it has to happen. Yeah. And I love that idea of shedding to have just kind of shedding. Because I do believe talking to so many women in his life. And I've had doctors on the show I've ever all women from all walks of life, all say the same thing. At this midlife phase, we're called for more for women, I can speak for women, women are called for more. So it's like, we can't just go sell widgets on the street. Even if it you'll make a million dollars a year. It's just it's not going to be fulfilling, it's not going to be sustaining. We need to be tapped into something higher. Yeah. And so and that's why we're talking today. And of course, because I adore you and love you, but you're going to share with everyone because I know everyone has a calling. There's something deep down. And probably the scarier thing is to listen, right, it's like to actually listen to it and allow yourself to hear it, honor it and go for it, I must get emotional thinking about it. Because I just think of myself not allowing myself to do something I know you respond to when I just said that. Because we've all done it. All you listening, we and we probably are probably still holding myself back and something

16:29

we all learn. And it's the internalized patriarchy we are all holding back you and I know we're in a sister group and every woman I've ever worked with, I don't care what her title. Usually I'm working with people at a city level, at a high level, or their founders, and they still have the imposter syndrome. They're still struggling to find their voice. We are all in that we all have the shadow, we all have the wound, we all have all our parts. And I swear if we don't have each other to normalize that and remind ourselves what we're made of. It's really hard.

Jen Marples 17:03

It is really hard. And I'm well and everyone has heard me talk about this ad nauseam on the show, but it's aligning with that right group of women and definitely walking away from people that aren't serving you anymore. I think this is it's also it's been proven in science that the number one predictor of just longevity and long life is community and connection. So we're not going to go swing off on that conversation because I haven't a lot. But when we're doing this work and showing up and it doesn't have to be a million people. It doesn't have to be expensive. It doesn't have to be fancy. People don't it doesn't have to be in person. It's just if you're intentional about finding those people, you're going to find those people and you've heard me say it here before I found so many great peeps, just during COVID When no one could go anywhere. There are people that are dear to me that were so important that I've never met in person, I probably never will. Yeah. So a little sidebar on that. So let's, let's get into it. So many women right now are like, okay, Jen, it's easy for you. I think a lot of this, I'm going to put myself in this camp to it's easy for you guys to say you've done all this work. And this is that and the other. Yes, there is work to be done. But there I know everyone has something on their heart. If you dig deep

enough, if you listen to yourself, there's something and you're probably going to find that it's been a through line throughout your life. And now it's really coming to be so at this midlife phase, it's this crossroads. We're feeling this call for more. We don't know where to begin, how do we even begin to access it? What would be sort of your top three to five bits of advice to get us to that deeper place to help us find our siren call?

18:39

Yeah, okay. Well, first off, I think you named it we all have one. And I want to demystify, you know, this whole search for purpose search for meaning. It's not as hard as you think. And I really just do a nine week find your ideal job course, which really, it's only named that because I think that's easy for people to grasp. And they all want to be doing work that they love. But it really is a course in finding your purpose. And people are like nine weeks, I can do it that fast. I've been searching my whole life. And I'm like, Well, I did the searching for you is so it's so much simpler than we make it. And I think that goes back to what systems of power have been feeding us since we were born. religion and government and health care. I don't know there are these great bodies of power that want to tell us that we're not good. You know, I was born an Irish Catholic girl. So I was told I was you know, full of sin the minute I arrived. So whatever you've been fed or told really needs to be looked at because my belief is we come in encoded, with all the talents and gifts that we are here to give that if not shared or lost to the world forever. And when I heard that I was like, whoa, okay, Wait, you know, we come in with a roadmap, some believe that's like, all encoded in our hands. I've had palm readers who can like tell you bang just based on your hands. Your chart tells you there are all these ways that we could slice and dice that you were born with something so needed. And then the systems that be tell you, you need to get certificates and credentials and learn things. And, you know, like that, oh, well, but that's just something I naturally do. It's like, yes, that actually can be monetized. You know, I have so many women come to want to find a thing. And they're like, well, but now I need to go back to school. And I'm like, but do you sometimes. I mean, you and I are growth junkies, I love to learn. But for a long time, my love of learning had a shadow side to it, which all things do. But the back of a hand with that was that I wasn't good enough that I didn't know enough. And I didn't have enough value. And that is not true. Now I just drew a line in the sand and I'm like, I learned for fun. Now I learned because why not? But not from that place of lack. Because I was literally born to do what I do. And people tell me all the time, like when you're doing what you love when you're doing what you were born to do. And you know this Jen Marples because every time I'm with you, you're like a ball of fire. You could be poorly slapped. We're working moms. You know, a lot of people take a look at me and I think well, you must have had a privileged life. Look, you're so happy. I've been through fucking hell and back. Trauma, every single one of them big T little tea all of them. And it's the being connected to what brings you alive. What gives you joy, like my pursuit of knowing life and why we're here. I'm shaking right now. It's like there's a it's a Shakti you know, people know this a Shakti prana chi. Your lifeforce gets just unleashed. And I could I'm still poorly slept, I don't like to sleep, because I feel like there's too much to do and too much life to be lived and too much sex to have and all that. But it is like I can do anything because I'm connected to that little girl who just wanted to have the big talks. So I think for everyone listening, you do know at some level of your being what you're here for. And as we know, the more you approach midlife, why I call it the siren. It's a burning starts, like it gets like almost urgent. And I think what we know is it's a burning longing in us, especially at this age, but pair that with the moment that we're in, in human history, the very truth that if you're alive at this moment in human history, I think you're here for a very

big reason. Like we all collectively come back for this crazy apocalyptic show, you know, to do a thing, and the Dalai Lama said the world would be healed by us, the women. So feeling into that desire and owning it is a gift. It's like the longing I when I lived in the ashram, my guru who said to me, the greatest prayer that you could ever make is to ask for more longing. Oh, wow. Not what you hear, right? People are like, Oh, the road to hell is paved the desire, you know, there's a lot of people who will say that's not true. I think this is where the fire of the siren is in all of us in the fire. And the longing is something to listen to, and to not tolerate obstacles. So there's a great book by Ryan Holiday called the obstacle is the way. And I think this is like, I'm also trained in yoga. I've been studying the tantra since I was 25. And this idea that life is going to bring you obstacles, Ganesh and the yoga is both the obstacle and the obstacle remover. It's this, I say to the kids, there's always a way, and there's no plan B for me. Now for me, like I knew this was what I was going to do come hell or high water single momming in the most expensive place on the planet, raising two kids doing this with no steady income, you know what it is, it's like, up and down as an entrepreneur, and I was just doing it. I'm throwing myself in to serve. I know and I made this these are all my bits and pieces woven together. My work with so many entrepreneurs or any leader in corporate or outside I don't care. You make a divine contract. And it doesn't need to be that your spiritual but like you're saying to the universe, I know my calling. And you nailed it Janet's I hear my calling. I have heard it. I am answering it and I making it. This is what I help people with is how do you set yourself up to hear the call first off, and to then answer it, which is so courageous. And then how do you speak it into the world is really the marketing piece? Why I had to go to Marketing School. So to stop and actually own that that longing is there for you, Liz Gilbert talks about this, she talks about how we get chosen, you know, something comes through us an idea or something that we know we need to shepherd, and to say yes to it, and then make a contract with the universe that I'm going to do this thing. And I'm going to serve, and I'm going to help people. And then in exchange, and this is what I know, we're also terrible at as women receiving, I am going to receive all the abundance that I need, in order to reach all the people, I'm going to, I'm going to let you give me all that the supplies and the supply cabinet, all the teachers when I need them, the village of sisters, I will gladly accept and exchange for my service, I work for the universe. You know, that's really important. And I think you tell your listeners this all the time, you have to be surrounded by a circle of people who really believe in you and I call them sisters allies, there's nothing that advances us accelerates us amplifies us more quickly than a circle of sisters. Because it's in our bones primally. That's what we're made of. That's what we used to do in order to survive. You know, so I tried to do a lot of it alone. And that's where I would tell my younger self, not that shut off. You know, you don't need to do it all by yourself. We should never, I have siren circles of women who come together. And without a curriculum without an agenda, we say we're going to do a thing. And just by being together regularly and mirroring back to each other. When we forget, we got all the things we magnetize in this last Sister Circle. Three homes were bought, a book deal was made. I mean, marriages were saved. It's like miraculous what we can do when we're shoulder to shoulder with each other. You know, so I could keep going. But I've been talking a lot.

Jen Marples 26:57

Now that oh my god, that was awesome. Just like give us more, give us more. That's all such important information. And I want to ask this question. So for the woman out there who's thinking, Okay, I don't have time. Maybe I'm also a single mom or not, we just have bills to pay. I've been doing XYZ job for 25 years, it's killing me, but I don't see a way out. Like, how do I change or let's start with that person.

Because there's a lot of that, and I put me in that camp years ago of like, not seeing a way out. So my body was saying you have to have a way out because you actually are burned out, there's nowhere else to go. Because you're breaking down. And I see this a lot. And, you know, you and I, we've done a lot of work. And we read a lot of the same books. And you know, it's the constant the self work and self awareness. And I don't want to sugarcoat any of this, that it just happens right away. But for the woman who can't even see who's just like, I've got all the things and I'm doing all the things I know I meant to do something else. But how the hell do I even start? Like, can I can I do something on the side? Like, do I have to burn it all down? Like how does it What would you say to them? Because I know that's going to be a question that's being asked,

28:06

for sure. And I am never going to make it sound like oh, it's just so simple. I'm saying it's doesn't take forever to find your purpose. That's true. There are things that are easier than we think. But all of us listening are at different stages in the fiery fucking heroines journey that we all go through. And so why I say you've got to receive support. It's why I coach, there are people who have gone before, who are a few steps ahead. I am surrounded by my village of intuitives. Healers, shamans, wise women who are older than me, my my younger ones who are wiser than a lot of the older ones. Yeah, it's all of them. And I think their wisdom will shortcut a lot of the things and also, you know, make the feelings of being stuck, go away. Because I think there are very, very clearly times in our lives where we feel and are stuck, you know, we're tolerating something that no longer serves. I remember feeling very stuck when I had little babies, you know, because I was like, How do I even get a yoga session? And, you know, how am I ever going to be able to focus or go to the bathroom, for God's sakes ever again, you know? So they're really concentrated chapters that are harder for other reasons. But the then knowing that, and this is where I always go to that there's a 90 year old self that we are going to become at some point where we're going to look back on our lives, if we're blessed to live that old and say, did I do what I wanted to do? Did I did I sing my song? Did I share my gifts? You know, that's what drew me and I and I will always work with people forward to have the vision of what you want. I mean, we know our sister Bonnie want who just owns that question like nobody else, what do you want, if you own that your wants are not just a loud but desperately needed. Your our I think we're encoded with desire, as I said, and when you listen to those desires, there are internal GPS, them the vision of what life could be, like, I always knew that I'd want to look back on my life and say, I didn't play small, you know that I just live like with my hair on fire. That idea and then what I could also achieve for myself, you know, financial freedom, the ability to take care of my babies travel the world, those desires pull you forward out of the muck, you know, when things get really hard when I was in the middle of a divorce, and launching my business for the first time with a three and a five year old, it was so scary. And all I could think was, I'm gonna live in a really cute little house, even though I have to give up the one that I thought I live in forever. I'm going to put my kids in these great schools, I'm going to I'm going to just do it. I didn't know how and here's the really important part, you do not need to know how that is not our job. If you know what, and we help each other. Remember the wet so don't panic if you don't know what, but all we need to know is the what what is that desire, that vision, and then the how every single time it just blows our minds, I make more action plans with people, but what the universe provides what shows up and how we can make up and I will never stop being in awe of that. So I'd say to that person who is feeling like I have no idea how to worry. You find somebody who's gone there before and just start one little action step at a time. What's the next simplest step, and it unfolds like a red carpet.

Jen Marples 32:04

And you just completely described what I went through myself. I woke up and you guys have all heard this story. I woke up one day during COVID I had been you know still doing PR consulting just on the deal. Every client was in a crisis. Good Lord blessed me with the right client that maybe never want to do this. So one day I woke up. And it was like I was tapped. I was activated. It was it was go time. Higher. Whatever you all believe in. I happen to believe in God. But I was like, is like the Holy Spirit himself happened to tap me. But like I was activated. It's like a herd of voice. I got the download. Jen, it's go time. And that was the middle of it was you know, two years ago, it was 2021 shit show, literally and figuratively, like everything was burning and on fire. It was death and destruction politics. Me too, like everything was blowing up. So I firmly believe too. I am a woowoo person, I feel like there is a female sisterhood who is here to save the world. And that the underlying of everything I do is activism. To have all of you like what she's doing. You stand in your power and you stay true to you. Because then we show up and we're going to be the ones to save us. We're going to be the ones to save us. And so it's that was that unknowing, I didn't know how I didn't know how. But I took to my desk that day, I sat it was eight o'clock, it was eight o'clock at night, when I left, I stayed in my pajamas, I didn't even go to yoga. And I just pumped out content. I was just like I was I felt I was having a manic episode. And I woke up the next day and I kept I kept wanting to do it. And here I am, you know two years later with everything going and I still don't know exactly what it's all going to be. I know my purpose. And I don't know the how of all the different little tendrils and things out there. But when you tap in and you allow and this is what we're trying to collectively both share with all of you listening is to not question and this is I think this the biggest thing, Cherie, and this is what we both say, I just want to underscore this is giving yourself the permission to go for it. And invest in yourself. Because I think that's where a lot of women stop is that I can't work with a coach. I can't go to a group. I can't make a new friend. I can't join a networking group. I can't find a circle of women. They'll you'll just stop yourself before you start. So when I had that calling, the first thing I did was I there was a woman I was following who became my business coach. I didn't even care what she costs. I was hiring her. And before I even got on I knew I was hired because I needed that. And she was fabulous. Jen shout out to you. The accountability and the reflecting back that a lot of us need because what Sheree is saying and what you hear me say all the time is we need each other. It is hard to do this alone. It's you can hear it, but you've got to speak it into existence. So Sheree here can say Jen, remember, this is what you're doing. I say this to the women in my masterminds. You've got these gifts the world needs to know about that. Yeah, but I'm sure you see that all the time and you work with all these leaders and even them, you're probably saying they need to give themselves that next level of permission, right? I mean, don't we all it's this universal thing. It's continuing to give yourself permission to be audacious and step into who you are.

35:18

Yes. And I think that's the brilliance of being the age that we are in midlife. I remember one of my teachers saying, I can't wait until I turned 50. And I was like, No way, you don't hear that very often, you know. And she was like, I can't wait because I'm not going to care what people think anymore. I'm going to just say whatever I'm here to say there's so much freedom, there's that book called The upgrade that says, We need to rename this menopause should anyway and say like, this is the moment when we just get the upgrade. And with every hot flash, we burn off all the stuff that no longer serves, and we step into our truth and our voice turns on. And I think giving ourselves the permission to take our

fucking seats is so hard, because we're still trying to do like Abby Wambach, you know, throw some tables over and and we have to build a new system for ourselves. But I tell you what, that minute that I said, I have enough. I know that my presence and what I know so far is enough to start serving was the moment that everything changed. And I don't know if anybody has liked me like this. I would like literally read every book on a topic, like every book, about childbirth, every book about parenting, every book about marriage, you know, to think like, I'm gonna know how to do a thing. And I'm so humbled to say that none of that is the way it works. It's like only marriage prepares you for marriage. Only having babies prepares you for parenting. It's like getting in the arena. And there was this stat that I always have to remind our women of that it was from the Harvard Business Review, they found that every time a woman applies for a job, she thinks that she has to have 100% of the skills to take the job, right? Every man that applies for a job, things he asked about 60 And I'm like, come on now, you know, we're gonna learn when we get in the arena. And it's that Brene Brown, you know, just like, get in there and only listen to people who are in the arena with you.

Jen Marples 37:22

That stat I've heard that, you know, sliced and diced a couple different ways. And the summary of that was something like, people hire men for the possibility. And they hire women like for the the experience or something like that. So yeah, it's exactly true. And that's how they've been conditioned. And my listeners have heard this before, and I get on my high horse. But all of the news mentioned this before, it's we've been conditioned, we've been conditioned, that there's the pay disparity, there's all of that we don't have time to go into all of that. But we've been conditioned to need 50 PhDs to apply to one job. We've been conditioned, that we're too fucking old. Like once you hit 40. Cherie, I've talked to women in their 30s I remember I was at a group there was a, an online discussion about aging. So I think, you know, I'm thinking I'm going to come in with a bunch of like, 4050 year olds, everyone was in their 30s. I was older by some of these women by 20 years and their jaws were dropping on itself. I was I said, Why are you guys having discussions about being old at 35? Oh, car? Yeah. So I mean, we have a long way to go in society and some of those women were going through fertility so of course, the medical community is telling them they're all like you're an advanced you know, the your like your grandma right now at 35 trying to have a baby and I had my babies later. But imagine like, I was horrified. I said, the oldest woman in that group besides me was 37. That was like, 52 at the time. What are you guys doing here? So to think that they're feeling old? Yeah. 30s is, it's atrocious to me, but it's programming. It's not real. It doesn't nothing. It's just because it keeps people in power. It keeps our seats limited. I know we could get on a whole high horse about this, but that's how I came up while you're not too fucking old. And I got challenged. Like, why are you using the word fucking and because you're not too old. It's like, whatever, but you're too fucking old. It's like fashion Inspire. I just want to get women activated. Understand and realize it's meant to be provocative to get to shake you up. And to get you to realize everything you're feeling. It's not real. It's all bullshit.

39:23

Yeah, and I would just go so far to say that those women who were in that conversation, I don't know who they were hanging out with, because the people that come to like the 30 somethings that are doing the work that, you know, I'm doing like this, helping them really come into themselves and know their purpose. They are so excited to learn from us. And I think we are seeing a very big shift right now in the understanding of what is age, the ageism that we saw maybe growing up With the boomers, I feel like

these young ones don't have that they want to learn from us. They think we're rad, that we're wise and we can help them. And I think it's amazing. And Chip Conley started the modern elder Academy. I mean, modern elder, thank you. Yes, I would like to step into my priestess nature be the queen that I am, thank you, and they love it. They want to be trained to become queens.

Jen Marples 40:28

Oh, this fires me up. Because when I go to speak, there's just one group, I'm actually going to be speaking as we're recording this tomorrow night, and there's gonna be a cross section of women. And it's probably going to heavily go into women in their late 30s. So women who are starting families and all of that, and I actually love speaking to this age group, too, for this very reason. Yeah. Because they see that it's not all over. And it's not nothing's possible, everything is possible. Because again, it's just like marriage, tick, babies tick, you need to do all these things. When no one is saying and showing the way. After you have these babies, and these babies go off. It's like it's it was supposed to end but it's actually just beginning. And then we can we can share the lessons we can share how not to do it, like we're, I'm happy. I know, you're happy to share. Like, we all learn those lessons. We don't want you to have to suffer and fail and flail like we did and trying to do it all like we were all taught to do like have 80 jobs and 80 kids and be fabulous. And that like know that lead to burnout. And I've talked freely about that. So I love that you've mentioned that because that isn't that's what the elders were supposed to do. And like, let's make elder sexy, okay, like we are not showing up in moves, we are showing up in cute dresses. Like, oh,

41:40

and I would like to underscore that and put it in bold, because I learned from one of my teachers that as we age, our sexual energy increases, not decreases people. And the sexual energy is the fire. It's not just, you know, sexy, it's your Shakti. It's your power, the seat of your power rises. So you become more magnetic, more all those things that I think oh, no, whatever, generation decided to give us the story that everything just goes downhill. It's not true.

Jen Marples 42:18

Oh, it's 100% not true. And we could talk about that forever, because you're not too fucking old. And I was gonna say earlier when you're, when you're really steeped in your purpose, and you've done your work, and you're like, alright, this is what I want to do. I've literally had more people come up to me in the last two years as I've gotten older, and told me cut your skin looks really great or this or that. And it's not it has nothing to do with my skin. It's my energy. But I do look back at pictures. I look younger now. I do do Botox. People like this is not about that. It's energetic, because of being when you're beaten down and you're not in your purpose and passion. You're working so hard and you're so stressed and you can see it and it seeps through your pores. So it's like I have no secret creams. I don't have like I said I do Botox, but I firmly believe it's because when you're living in that you're it's an energetic field that people are drawn to they say skin but it's not really skin. No. And it's like when I saw you I was so attracted to him like you're the most gorgeous woman like it's because it's your energy. It's coming out of your heart chakra your soul. So when you're steeped in your purpose and passion, we can go on this tangent forever. And you know, you meet people, like I've met women who are in their 70s and early I've been staring at your the most gorgeous human being I've ever seen because I could get I get to get emotional because you're so tapped into who you are. Yeah, so this is what Sheree and I want for all of

you. It's just to give yourself permission to explore and tap in and reach out if you need help and find those women because there's so I mean, there's nothing but upside and we have half our lives left to live this beautiful, rich, deep, fulfilling life.

43:58

Well, I'm let's give them this to Jim because I think everything that you just said is so it's like I talked about like turning up your wattage, you know, like that's what you're experiencing. And we see it in the great Yogi's, they all they all reverse age. You know, they just I look at pictures of myself when I was a kid so I'm packing moving right now and I'm like all was that lady like I am. I do feel better, in all the ways now than I did when I was little. But I want to say that this is why that I went into the darkest shadows of myself. The energy only gets turned up when the blockages get cleared. Like you have to be brave to go into the descent we know all the methodology of the descends down into the bottom of our beings and into the shadows of ourselves and into the darkest closets. That's what frees us. And I think that's the scary work. And I was just talking to another sister of ours today and she was like Sri the shadow is the light and My dad is so well said that in my contracts non dual, right, all is well, everything's good. Everything is divine and holy is the darkest days, the dark nights of the soul and the brightest days, we're here for all of it. And, and I used to be about happiness I used in commerce up chief Joy officer, I was like, I'm gonna make all the women happy. And then I was like in a Tony Robbins workshop for a minute because I coached for him. And I thought to myself, well, this is silly lady, what about all the days that you're not happy? And is that really the point? Because so far, it looks like life is a real wild ride. And I don't want to only be doing it right when I'm happy. And so I think what you and I have both been through and what we know is true is to feel all the flavors all the Ross's as they are in Sanskrit, it's like all, all the ups and downs of life, the dark and the light are equal and here for a reason. And that work, we know is hard to do alone. But I just want for anyone who's feeling like they're really in it right now. It'd be like, that's okay, because that's when everything starts to shift.

Jen Marples 46:13

100% I'm so glad you said that. And I'll spare you all from my story, because you've all heard it at nauseam, but yeah, it was deep and dark. But then there's the beauty. It's like the phoenix rising from the ashes. And that's what Cherie saying, it's, don't be afraid, lean into it. And then everything's on the other side of that, right? It's, and there's, and I do if anyone is listening right now and is in it, you know, you know me, I'm always there for you. I've been there. And that's why I'm so transparent. No one leaves this earth unscathed. And giving yourself that permission to face it, deal with it clear it not to mean that there's not going to be another clearing. There's always like upgrading and clearing to happen. But you get to this other beautiful place. And just doing that duality because it's just you don't hit a place and all of a sudden life's perfect. You've got a life and kids and partners and parents and community and there's just it's riding these waves but getting getting clear on who you are doing that work having tools so then it doesn't Rockies, you're not like thrown off a cliff when those waves come. I don't know why he's got all into that wave and Cliff analogy, but

47:17

tapping into my favorite. It's my metaphor for life, which is surfing. It's just we just want to become good surfers, right. You want to learn how to ride the waves, Ride the waves and enjoy the ride. I say that on loop. Oh, my God,

Jen Marples 47:29

I could talk to you all day should be oh my god, I could talk to you all day. So I have one final question before a final final question for you. What do you think the best thing is about being at midlife? Oh, my

47:39

God. Well, you know, first thing that I was gonna say that just came to my mind when you said that was the sex? We'll take it. I mean, but I'll I'll go one step beyond that. Because I mean, we could talk about that on a whole nother podcast, too. But I think it's owning your voice. I really think that it's stepping into your, your value. Your worth. You know, I think we spend a lot of our years in our wounds. The one we were born with the ones that happened to us as we come along. And then at some point, you know, it's like, okay, I'm enough. I'm actually more than enough. And I got something to say. So good.

Jen Marples 48:30

I love that. And that Yeah, it's like we are we think about that all of you can think about that. The wounds the what was done to us maybe how you're raised or break up job fire breakouts. That was that's really interesting that you just said that, because that was kind of puts things in a different framework. And now we get to choose the story. We're not the wounds, all those things made us who we are. It's like this theme that we've had through this whole conversation. All that had to happen to get to where you where you are today. You're not that that's not your story.

49:00

No, and I think it's one of the first places I go when I'm looking for someone's purpose is what was your trauma? What have you been struggling with your whole life because your purpose is right in there? Oh,

Jen Marples 49:11

I think you guys can see why she is very good at what she does. makes grown men and leaders cry. Face it. All right, I want you to complete the sentence to me. I'm not too fucking old to

49:27

answer the siren call baby. Yes. Yeah. Yeah, there's never too late to step into who you are here to be. And there's never any arrival point either. It's for ever evolving and iterating and there's a thing about the universe I called more or less, there will always be more and so it's never too late.

Jen Marples 49:54

I love it. What a great way to end so where can everybody find you support you get more of Sure.

50:00

Yuri. Ah, thanks, Annie. I think the siren call.com It's depending on when this when you're all listening and whether or not the site has been all updated. We're talking about this new version of my work before it's really gone live. And so Sheree healey.com is also a way to go. And it's Sheree dot Healy on Instagram. And it's spelled with a C. That's easy.

Jen Marples 50:28

And we're gonna link all of that in the show notes. And we're going to link all those fabulous books you talked about in the show notes. So you all are going to be fully equipped to make some big changes and have just some thought and some introspection and just sit with yourself. Just take this you know, if you've listened to this on a walk or in the car and then listen to it again, this is something you're going to want to come back to I think and just be with a allow, give yourself permission. So thank you Sheree, so much for sharing your gifts with everyone today. I know you're going to change lives for sure. Thank you for having me love.