

THOW Episode 34 Transcript

Tracy Litt 00:02

Welcome to The Long Game series conversations with highly successful women leaders on what it means to build a legacy and play the long game. We're talking failure, fear, faith, trust, wisdom, and everything in between. Let's get started.

Tracy Litt 00:20

Welcome back. Welcome back. Welcome back. Welcome back. Hello, Carter, any fans? Any 70s fans out there? I think it was the 70s I don't know. Anyway, I am really pumped to be here to introduce to you someone who is super special to me on a lot of levels. The incomparable magnificent, extraordinarily wise. Eleanor Beaton. She is one of my favorite humans. She is one of my coaches, one of my mentors, and a friend. We went into what it's like as your kids grow older, we both have 17 year olds and you know, children that are getting older and talking about what life looks like now, right? How you stay present as life evolves, as the business changes, as the kids grow. We have a really funny moment where I was sharing my own observation of myself as I was in a conversation with Taylor watching myself let go of control and how that resonated as we're both raising teenagers how to see the writing on the wall. As Eleanor puts it, the constant thrill of how self doubt evolves and gets sneakier and sneakier. As you continue to evolve, expand and grow your legacy. An amazing story about how her fear caused her to lose her voice at one of the biggest moments of her entrepreneurial journey and what she did with that. The conversation about being the same woman in every single space and relationship you are in. And amongst the many mic drops this one like oof moment, that you might be building a business you don't actually want. So grab your coffee, grab your tea, grab your vino, grab a blanket, duct tape the kids to the wall, and let's dive in.

Tracy Litt 02:17

Oh, are you the luckiest listener in the whole wide world? I have one of my favorite humans in front of me right now. She is one of my coaches, mentors. Friends. Eleanor Beaton, you are magnificent. Welcome to the stage.

Eleanor Beaton 02:36

Mutual adoration interview, okay, because I am just so enthralled by you, the work that you do, what you bring to the world, the results that you get for your clients how you've done it in such a short time. You know what I mean? Even though I know you've been doing this work, this is like old soul work, but just incredible. Just incredible. I'm so honored to be here.

Tracy Litt 02:57

Thank you. I received that I received that. Okay, so we're gonna dive right in. And here's my first prompt for you. So we're recording this. It's around two o'clock in the afternoon on Friday. What's present really right that you woke up this morning? How do you feel like what's actually present in Eleanor's life right now?

Eleanor Beaton 03:15

What's present for me right now? Well, today, my oldest son turned 17. And he is halfway across the country. He's playing football at the Canada Cup. And it's like he's there with his friends. It's like a coming of age trip. And so what's present for me is how in so many facets of my life, I am re exploring. What does this look like now? You know what I mean? Like, I used to think of letting my kids go. But I realized that's not what it is. It's like, who are they now? What's my relationship to them now? And that's happening in so many different facets of my life right now trying to be so present to what is right now versus what it was what I think it's going to be.

Tracy Litt 04:02

So yeah, sounds like openness and evolution.

Eleanor Beaton 04:06

Yes. Yes. Exactly. All that.

Tracy Litt 04:09

Yeah. And so how are you feeling now that he's close to you know, aging out which so are we like, I'm in that camp, and it doesn't make me sad. I'm not gonna tell a lie. Right. And I will try to explain it. I'm wondering like, what is your experience? I know you have a young-

Eleanor Beaton 04:23

Yeah,

Tracy Litt 04:24

Right.

Eleanor Beaton 04:24

Yeah.

Tracy Litt 04:24

So Okay. Yep. So and how old your your younger?

Eleanor Beaton 04:27

He's 13 tomorrow.

Tracy Litt 04:29

Oh, my God.

Eleanor Beaton 04:30

I know. I know.

Tracy Litt 04:32

You clearly enjoy this certain time of year.

Eleanor Beaton 04:37

Totally.

Tracy Litt 04:40

Okay, so your 13 year old still has all of like high school to go through? Yeah, right. Yeah. So is there anything specific you're feeling with your 17 year old kind of coming into his young adulthood and what that means for-

Eleanor Beaton 04:50

Yeah, yeah, for me, it's really like, yeah, that's such a great question. I think it is. How can I support him and really know who he is. And when he wants, how can I support him to unfold his destiny, with just a ton of support for me, versus any interference? Any trying to guide him to make decisions that I would make? Like, what does it look like to be a great parent to a young adult? Like, that's really what I'm the questions that I'm asking myself at this phase of development. And I think about myself, like in the household that I grew up in, my parents were quite strict, and I was the oldest. And my parents were quite strict. And the way that that showed up was that they didn't allow for a lot of like, I wasn't really allowed to have boyfriends, I wasn't allowed to really date. And then I left school to go away to boarding school at 17. And so I basically went from quite sheltered to a ton of freedom. And so what I have learned is how important the mistake making process is, yeah, and how important it is to be able to give space for people to take risks in sort of a sheltered and supportive environment. So that's what I mean, I think about that. In business, I think about it in terms of child rearing. So that's kind of where I'm at right now in my life. Yeah.

Tracy Litt 06:15

Yeah. I love that. And also, it's so significant, what you're sharing about your upbringing, and how controlled it was, you're like, this is like another one of those generational change moments. Like, we're ultimately always dripping something, right? We're always dripping something, and you're changing the drip, like you're changing what's being dripped, right. And his experience is, it's like my mother's seeing me and giving me space to be me. But she's right there. If I put my hand out and I ask, right, that's how it feels to me. And I love that and I'm watching myself go through that with Taylor right now at 19 And she's in that sophomore year of college, and we were out to breakfast the other day. And I it was as if she was sitting there I was sitting there and then my non judgmental observer was sitting next to me and my, myself observational self was like, Don't give your opinion share with us. It just just, I was literally like, almost barely paying attention to her because I was so observing myself and my control tendencies. Like judge would choose

Eleanor Beaton 07:13

Oh my God, listen, Tracy TV, we need that. We need that so bad. That is the best way Exactly. But it is and you know, and modeling what that is that takes work. It takes work to be able to bear witness to ourselves so that we can show up in highest service to others.

Tracy Litt 07:31

Yeah, it's so good. It's so good. Okay, so I want to go back in time, when you're about six or seven years old. Uh huh. What are you like as a little girl? What did you want to be when you grew up?

Eleanor Beaton 07:41

Oh my gosh. So we grew up at the top of this mountain. We grew up in a very rural community. My dad was a prof at a university in the town that I live in now. Actually, I love this town. But we did not live in the town. We lived up in the country. Like at the top of this mountain, we had this incredible view. We had this little wooden house when the winds blew it would like shake the house. We know it was like, we live across the street from this farmer and the farmer and his wife had like four kids. And they were interesting and a little kind of crazy. And I can remember like the farmer's son who was like my friend, he was my friend and like, one day he left a cow's head on my driveway. Okay, so it was I know there was like, it was a very interesting, interesting, interesting upbringing. So when I was six, that was me and I was dreamy. I believed in fairies. I spent a lot of time wandering through the woods, like hoping to uncover fairies. I was bookish, a little bit nerdy, and the oldest like felt a lot of responsibility for my I just had a younger sister at that time. So that was me when I think about what I wanted to be like I remember by the time I got to be 12 years old, I wanted to be a supermodel and investment banker. Yeah, okay. Okay, right. That's I was like that's what I was gonna be and I was like reading the catwalk. I imagined myself like walking the catwalk because this I grew up in the age of like the legit supermodels like Cindy Crawford, Linda Evangelista, Naomi Campbell. Okay, yes, the legit and I spent every Friday watch FT. I was like, Oh, I'm going to totally be a supermodel and I'm also going to be an investment banker because my aunt who was my hero was an investment banker. So that's what I wanted to be at 12 at six. I used to love playing teacher librarian and also big sister. So it was all-

Tracy Litt 09:29

I love that I love that all roles of responsibility, control influence and authority.

Eleanor Beaton 09:36

Exactly

Tracy Litt 09:36

I resonate with that Yeah, yeah, yeah, yeah. So they can you see some of the parts of your little girl that now have made manifest in the beautiful founder and leader that you are right now. Like I can see it do you see like that connection of those parts of yourself?

Eleanor Beaton 09:54

I do. I definitely see there was always this Yeah, it was like a teaching and empowering a wisdom in terms of really help, like, wanting to impart wisdom, wanting to do that so that people could uncover new pathways for themselves. Like that was that has always been a part of my lineage and how I show up. Yeah, that's the thread that I can see from those early girlhood. You know, dreams.

Tracy Litt 10:21

I love that. And it's so important because it's so soul satiating, right? Because it's like, who we were in the worlds that we played in when we were 5,6,7, before the conscious mind came online and shit happened, you know,

Eleanor Beaton 10:34

Fucks everything up?

Tracy Litt 10:36

Exactly, exactly. I was should but on average, like what like to be able to have that thread that essence of what was like, let's say, call it your truest, right, you're playful, I think is such a beautiful thing. And I am finding for myself and conversations that I'm having. It's like, it just is it ends up coming back through if you allow it, right. And if you are in touch with yourself internally, like in your own evolution, which I know you are. So how did entrepreneurship happen to you?

Eleanor Beaton 11:08

I know. So I have to credit my husband, actually. Yeah. So I, you know, I grew up my mom was a teacher, my dad was a prof, I went to university, and I really only understood being a lawyer, being a doctor, being a teacher, or professor, that was my understanding of the world of sort of limited to those occupations and professions, none of which I wanted to do. So I actually started my career in advertising, then I got into journalism. And when I got into journalism, this was the beginning of the end of traditional journalistic, you know, how we knew it, like when we grew up, there was like, separate our news, the newspaper would be published every single day. And you hired actual journalists who were there to produce one properly researched story every day, it was a very different business model. As I was moving into my career as a journalist that was starting to go away as online journalism was starting, and they just they were trying to figure out how do we pay for everything, so I could see the writing on the wall, I really could. So what I decided was, rather than become a full time journalist, so I'd left a career in advertising up, by the way, so I was like, rather than being a full time journalist, I think I'm going to freelance and this will allow me to make more money, I can write for different types of magazines. And in many ways, it was the most amazing training ever, because I had to learn how to sell an idea. So like, I would pitch I would go around looking for interesting business stories. I was a business journalist, I would figure out how do I make the editor of this publication care about this story so that I can get paid to write it. So it was hardcore sales training, which was actually the most valuable prep for entrepreneurship I could have received. So I was doing that. And I just sort of thought that I would do that until I found a really great full time journalism job. But it was my husband's sister, who is herself a successful entrepreneur who was like, why don't you try starting your own business? And then Leon was like, then my husband, he's like, Yeah, you know, because they're very entrepreneurial family. Try it. I totally think you could do this. And so I started my first company, which was a communications consulting agency. And I ran that, you know, through the birth of my kids, like I had that company for 10 years, and really enjoyed it. But it was very much it wasn't because I saw a pain point in the market. In fact, what we know about women entrepreneurs is that very few of us start businesses, because we see a pain point in the market. We have a calling to pursue a type of work, and we feel entrepreneurship will give us the biggest amount of freedom to fulfill that mission. You know, it's like, that's why so many of us start those businesses and my path was very similar.

Tracy Litt 14:04

Oh, I love that. And there's so many questions I want to ask you right now. So I'm just going to jump because I don't want to miss anything juicy. So when was the shift, to working with women to help them rise right to really zeroing in on what you do now, right? When did that happen?

Eleanor Beaton 14:23

So I was running my communications consulting company, and like a classic consultant. One of the best things about it is that if you're good as a consultant, you will always be able to make money because you're smart. You have connections, people generally know what you do, and they throw you projects and that's what was happening. So I would do like crisis communications PR I did a ton of speech writing. It was all about helping people craft their external messages, essentially. And through this work, I started having I can remember a woman was like, do you do communications training? Because we have a lot of clients who really need this. I was like, oh, no, I don't like, like, What are you even talking about? She's, but she wouldn't go away. Uh, her name was Margo. She was amazing. She wouldn't drop it. And she was like, I think that you would be really good at this. And I have the money for it. So I was like, fine. So I did my first communications course. And I called it courageous communications. And we put like, hundreds of people through that program, ultimately, and I loved it. And that was sort of like teaching and coaching. I was always ever like one step ahead of people. It wasn't even really coaching. I didn't know what it was, I was just doing my best. And people were getting great results. And they loved it. And it was through that, that as I started developing that and doing more with like leadership, communications and influence and stuff. That's when women inside the courts that I was running, were coming to me and saying, Would you ever do like one on one coaching? Would you ever work with me individually? I'm like, oh, no, no, I would never do that. But they kept asking. And so then I really started to see, hey, there's something here. And so that's when I got trained as a coach, and I started, I just decided this was early in, like, you know, now it's much more common. But back then like this is like in 2014 2015, there were many fewer people, serving just women and even just to serve women and only serve women was kind of a little weird back then. Whereas now it's much more common. So yeah, that's really where it started. It was people asking me, me resisting it, and then capitulating for the good. Yeah.

Tracy Litt 16:42

What do you think that resistance was about?

Eleanor Beaton 16:44

I think it was actually quite patriarchal in many ways. So I'll give you sort of a classic example. In my household. When I was growing up. My mom was a homemaker. So she had originally been the main breadwinner for us. When my parents first got married. She was a teacher, my dad worked for like a nonprofit kind of thing. So she made more money. They got married, they moved to Canada, and then the roles reversed, right. And she was at home with us. So my mom watched Oprah. She read personal development books, like do you remember Iyanla Vanzant, like all of those rights? Yes. So like all of this. And so this was like my mom's world. And my dad was an economics prof. And I could see growing up where the power was, and not necessarily in the world of our house a little bit in the world of our house. But in the outside world, like the power was with the intellect and the authority and the money and the position. It was not with the inner world. Right? And the inner world was flaky, and women, and the outer world was intellectual and men. And it was weird, like, even now I cringe. But

guys, you know, if you really think about it, this is how we show even when I think about so many healing professions. You are a doctor regulated by a college and that makes you a legit health practitioner. Or you are woo. Right? You know, so you know, where women congregate. It's flaky and where men congregate it shapes culture, the world. So this all was happening. And so when I thought about coaching, it had this huge pool and also working with women, I felt so called and so pulled to do it. And I also felt in this weird way that in making that choice, I would be not fulfilling my quote, unquote, potential. So it was a big deal. That's where all of that resistance was coming from. And it sounds so funny now, when I talk about it, but that's very much how I felt like, yeah, it's a serious thing to do.

Tracy Litt 18:55

Right. And now, I mean, we're not by any stretch, completely flipped, but we are far more progressed in that area, right?

Eleanor Beaton 19:02

Yes.

Tracy Litt 19:03

So did you know that entrepreneurship was going to be a personal growth journey? Like, did you go in under that notion, or was that something that you were like, Oh, wow.

Eleanor Beaton 19:13

Yeah. Well, my development as an entrepreneur really coincided with my creative development in many ways. So while I was running my first business, I was also writing a lot of books. So like, I was a ghost. I was like, one of the top paid ghost writers in Canada, like wrote a ton of best selling books. It was so interesting. I was writing my own books. I was just writing, writing, writing, writing, so-

Tracy Litt 19:39

I never knew that about you.

Eleanor Beaton 19:40

Yeah, yeah, absolutely. Yeah. I mean, that's where all of the messaging and all of this comes from, like, yes, like being able to hear and understand, like, what's the nugget here that's so powerful, so I was kind of doing that in order to be able to, so I was so good at writing for other people. And then when it came to like doing my own, so I had a novel that I was really sort of working through. And in order to give myself permission to do it, I had to do like a lot of work on my creativity. So I uncovered this book called *The Artist's Way* by Julia Cameron. She's like a creativity teacher. And that led me down. What I didn't understand was, but what was like a little bit of a spiritual awakening, when I really started to understand the power of creativity of allowing ourselves to express creativity. And that's where I started to see how just the act of writing a book of making something that doesn't exist or bringing something that doesn't exist into the real world, how that was a major act of personal development. And so that's how I began to understand that my entrepreneurial journey was mirrored that you are also bringing it's a highly creative practice where you're bringing things that don't exist into the real world. And I mean, like, because entrepreneurship is so much on the rise. It's so cool and popular. Like when I started my very first business, people felt sorry for me, because entrepreneurship was what underemployed people did.

You know what I mean? Oh, yeah. Oh, yeah. Oh, my God, like in the early 2000s. Like mid 2000s. It wasn't cool. So if you like started a consulting business, it was obviously because you couldn't get a job. Like, I know, it's so different than now, you know. But like, I can't even remember how I got on that topic. But anyway, I definitely saw entrepreneurship, like it mirrored my creative journey, as a major path of personal development that I embraced, and I couldn't stay away from it. I loved it so much.

Tracy Litt 21:44

Yeah, it's I mean, obviously, it's what I do all day, every day. But it is so like, its sole satiating, right, it really, really, it gives you back everything you give to it. And it really is, it's answering the call of our purpose, right to really, really evolve. And I feel like entrepreneurship is a vehicle for our own evolution, individually and collectively, right? Yes, it's just so important that more women founders hear this, right? Because we know that it's the internal and the external together, right? It's the soul work on the strategic work together, that creates something really magical.

Tracy Litt 22:24

Hey, gorge, I know you're enjoying the conversation. So I'm only going to interrupt for a few seconds. This feeling you're having this inspiration, this clarity, your heart opening. This is what it feels like to be in the energy of other incredible conscious women leaders, other visionaries, other women that are committed to their own growth and ascension and consciousness, and the consciousness of our world. So head over to the consciousnessrevolutiongala.com. And join us for the gala. It's happening September 29, at the O Palm Beach, I want to see you in this room, I want to share energy with you. This is an evening that is going to go down in human and spiritual development history. So head over to the link, grab your ticket, and I'll see you there.

Tracy Litt 23:16

You have done incredible things. One of the being coaching me, right. But you've really done incredible things. The women that you work with are wonderful, I am still friends with so many of them. What happens when you experience self doubt, like let's get into like doubt happens. You're not immune to it now that you have hit a certain level, right of both revenue and impact and influence and authority. So what are the moments where Eleanor is like, what the fuck is happening? Who do I think?

Eleanor Beaton 23:51

Yeah, yes. Oh my gosh. So it's so interesting, because I have personally experienced it to be like an evolution in evolution in terms of the sneaky ways it shows up. It's just constantly thrilling, constantly thrilling. What, oh, my gosh, how's it gonna show up? So it's interesting, because when I started, and it always shows up as a lack of belonging. And you know, initially earlier in my business, it was that I didn't necessarily feel like I belonged at a table or I didn't feel like I belong, and you can, I can hear it a lot of times with new entrepreneurs, new entrepreneurs will often apologize for being a new entrepreneur. Oh, I'm so new at this. I'm so new at this. I'm like, You know what, when you go to the Olympics every year at the Olympics, like 10% of those athletes are new to the sport relatively, and they're not apologizing. They're just frickin winning the gold medals. You know, actually, that analogy doesn't necessarily hold up. But I think people I hope people understand what I'm trying to say like newness doesn't mean badness. Right?

Tracy Litt 25:00

We all have to start somewhere,

Eleanor Beaton 25:01

we all have to start somewhere

Tracy Litt 25:02

You don't wake up and become a manager, you have to have jobs first you have to have this level

Eleanor Beaton 25:07

And newness is good. So when I was a newer entrepreneur or newer in a space, I would sometimes struggle definitely with things like impostor syndrome, like I don't belong. But I became good I working with that, I really became good at understanding this is normal. So I'm not going to show it. I won't get into it. I'm going to show up, it's, I'm going to be sweating. I'm going to be uncomfortable on the inside. But I am going to allow myself to give it my best shot and present myself as best I can. I don't think that's faking it till you make it. That feels different to me. For me, I was like, I'm going to show up, represent myself as best as I can. Even though inside I'm feeling like I might not belong here, or am I good enough or smart enough?

Tracy Litt 25:51

I love you. And I want to tell you what you did. And you didn't even realize you did it. So your right finger to make it's bullshit. What you did is you embodied it until you became it?

Eleanor Beaton 26:00

Oh, yes, that's what I did.

Tracy Litt 26:03

That's what you did you ever realize you're just like, Nope, this is who I'm going to be. This is how I'm gonna show up. And I'm going to body this until it literally becomes me and I become it and it's safe in my nervous system. And now boom, I'm at my next level. And here I am.

Eleanor Beaton 26:15

I'm writing back down Tracy Litt because that is so good. Embodied it until I became it. That's what it felt like, because I didn't feel like I was ever faking. I was like, no, if I can be here, I know that I have what it takes, I just don't feel comfortable. And I also have parts of me that don't totally believe that yet. And that's okay. So I embodied it until I became it. What was interesting was that there were so many different experiences that I had, like, I definitely had experiences through my entrepreneurial journey of having external success that didn't match my internal sense of worth. And that was like, really hard. Like, I can remember having an event that a ton of people flew in for and like losing my voice on the first day. And I was not sick. I talked to a friend had new, like an internationally recognized voice coach, and she's trying to talk to me on the phone and asking me questions. And like we're having interpret, like, people write down like we're trying to communicate. And she's like, there's no physiological reason for you to have lost your voice. But of course, we all know the reason and I'm in a room full of smart women, you were there. But there's like women like smart women, you know, who are looking at me

like, oh, girl, what's going on. So that was massively humiliating. And so like, I had that kind of thing happen. And then even as I continued to evolve, so it was really allowing my doing the internal work to have my internal sense of worth, match my external success. So I worked on that. But the final sort of frontier for me, and I shouldn't say it's the final, but one of the more recent sort of pathways for me, was wholeness, and making room for all of myself. And so, so often as an entrepreneur, when you are pushing, and trying, and striving and seeing what you're capable of challenging yourself and moving into the unknown, what would often happen for me was that there'd be parts of who I am who loves that shit. And there's parts of who I am, who are like, uh oh, like, uh oh, and it's like, my inner 10 year old who's trying to protect my inner six year old and my, you know, like, all of these versions of me, who are real, who are lovable. So my problem was, I was using traditional coaching techniques. So I was like, Oh, that's a limiting belief. But you can't tell an essential part of who you are. Who has legitimate concerns about what's happening? Yes, it's, it's a limiting belief. And she's like, hell no. So it was what I would find, you know, through that self doubt was that it became crippling because it takes so much energy to try to shut yourself up. It's like, you know what I mean? And so, for me, when I feel self doubt now, I'm actually much more proactive. So I have a ritual of talking to myself, of saying, Hey, here's what we're doing. Here's what's happening right now, it might feel kind of uncomfortable. And I understand that I need you to, you know, like, How is everybody feeling? Yes. There's a lot of talking to myself right now. And that's how I handle self doubt, because it comes up. But there's a part of me that has no doubt at all. And that's the part that leads the company.

Tracy Litt 29:39

Yes, yes. Well, because that, you know, that's the part where you're so connected to your mission, your vision, that conviction and what your capacity is. She's the lead, right? Yes. And then it's our responsibility to love, pay attention to, validate and integrate all of the other versions of ourselves. that are quite, let's say throwing tantrums or are rerupting, because you know what I'm saying. And, and you had said before, like, and you can't tell the part of yourself just like stop it or shut up. Like, we have to stop using that masculinity, right? It's like the same reason why fear goes wrong for people until they understand to love it. It's not pushing against or stop it or stop coming around or be quiet. It's let me take a moment and honor that you are a part of me, let me stop disassociating from you, let me bring you along for the ride. And even in those moments to talk into yourself, you can deepen that if you don't already, and then say, you know, oh, wow, okay, so six year old, like she is active right now. What do you need? What do you need? So we're gonna go doing this big thing, because it's not like, we're not going to do it, we're gonna do it. And I'd much rather have your energy with me than against me. So what do you need from me. And it's profound, what happens when you build that relationship with yourself inside, because all the selves and all like you are your own guru on every level, right?

Eleanor Beaton 31:08

So much power, there's so much power. And you can feel when you are talking to somebody who has done that work, there's, you can feel there's like this weight, which doesn't mean they're perfect. It doesn't mean that they don't experience self doubt. It doesn't mean any of that. But as a coach, you talk to so many people who are in the process of doing so many things. And I don't know if you can relate to this, I bet you can. You know, when you're talking to somebody whose whole who's done the work to be whole because there's just this weight in terms of how you can feel it. There's a different level of kind of, I'm not gonna say substance, but there's just there's a weight there. I don't know how else to explain it.

Tracy Litt 31:55

I'm with you. And I would expand on that. There. There's a groundedness there's a centeredness. Right. And it's, it's not that we've become whole, right. We just like get over the amnesia we had about Yes, we actually are us. And we remember that we embrace our wholeness, and I'm with you, because it's like there is it's almost like you can feel the roots of the Earth going right up through them right up through their crown. And it's like, this is a grounded, centered woman. Yeah. And she is operating from her wholeness. Yeah. And I can feel that and I can see that in, like, Oh, I saw her at this event. And then I followed her online, and then I met her here. And I met the same woman every single time.

Eleanor Beaton 32:39

Yes, exactly. Like, it's, it's so huge. And that's what I think like, teachers like you who are doing this work. It's so key. Because without it, you will self sabotage, you will feel very conflicted about what you want. And it makes sense, because you don't have all of your energy, you so much of your energy is going to suppressing or being like you need to forget about you, we don't need to hear that right now. Like you're just not operating with all of who you are. And so the thought of like, it's so exhausting to live that way. So the thought of being that exhausted and going for big things. So we start to negotiate with ourselves and make ourselves smaller and make our dream smaller. And for women, I'm sure that men do this too. But for women in particular, there's so much layered on top of that myth, potentially natural human or cultural conditioning that we have, which is patriarchal conditioning, which makes it even more challenging. So that's where I think like, the work that you do is so important, in terms of really helping women leaders of all stripes, really step into this next level of growth. You can't do it sustainably without it. You just can't.

Tracy Litt 34:01

I couldn't agree more. I think it's one of the most important things about leadership and about entrepreneurship, to know that investing in yourself, right, let's just define it as personal growth, whatever your flavor is, is not an after the fact it's a intangible with all of the things and all the other gorgeous things that we get to do. It has to be both in and it has to happen simultaneously, so that it can feel easier, be easier, and quite frankly, you can fucking enjoy it. Like what's your way of getting out there and doing all these great things and be like, oh, and I missed out on my life. While I was doing that, you know what I'm saying like that should has to end?

Eleanor Beaton 34:41

Well. And the other part of it also that I think is so key is I suspect that there are many people in your audience who lead communities. And the biggest thing that I started to understand is if I wasn't whole, then it would become so easy to not be an effective leader not create a powerful container for transformation. You just can't do it, you know, and you can also cause harm. unwittingly. So I think that this is all a part of, for a woman to really invest in herself. Period. You know what I mean? Like that, you know, without having to be like, what's the ROI? What's this? And what's that? And look, we'll tell you the ROI and our marketing, okay, like, we need us to spell it out for you, we wrote, but it's also just period, like, just period because you reaching your potential period is important, and it's way more fun.

Eleanor Beaton 35:42

It is way more fun. Oh, my God. Okay, so I just need to say something about what you just said, because you're such a genius in this area, so many areas, but we were just talking about marketing, like, yeah, we'll tell you marketing, like, I'm annoyed. Like, I just take this moment. I'm annoyed like you guys, like I just I want so badly. And it's one of my many missions, like, I just want to inspire. Just be a better buyer. But don't make it so hard. Like what we have to market and then I have to tell you, Oh, you're gonna be able to 10x your this and like, I really am so tired. Annoying. Yeah, so fucking tired. Like, investing in yourself is the only way. And I don't want to have to be like this shiny object and this thing. It's like, yeah, just like, you know, you're worth it. You're capable. It will work for you the way it worked for somebody else, if you believe that it will write you. Yeah. And it's like, yeah, so like, when you look at marketing right now, and all the beautiful people that you're guiding and just entrepreneurship in January, go wherever you want with this. Yeah. What are you seeing that you're like? Nope, nope, nope. And like, what do you wish everyone really, really knew? Like every entrepreneur, every female entrepreneur in the world listening right now, right? Let's say yes. What do you really, really want them to know? Because you have a lot of wisdom in a certain area.

Eleanor Beaton 37:04

Oh, my gosh, that's such a great question. So I think a few things. Number one is, it sounds kind of funny. But a lot of times the reason that people's marketing doesn't work, is because they might be building a business they don't actually want. Right? And that you have to be really careful. And you see this all the time. There's so many telltale signs. So for instance, if sales is disorganized, or you're slow to respond to people, if the idea of having more clients, like if you asked yourself, look, if you tripled your clients or 10 Extra clients, what would your life be like? And if you don't like the answer to that question, I'm telling you right now, it's impacting your marketing, because it means that you don't, you're not wholeheartedly full out, open to what's coming. And so there's lots of things there. Do you have the right team in place? Do you have really good support in place? Like what are you doing to truly free yourself up to want to attract and magnetize people? Because I think the same thing is true in marketing, like you can feel when you are communicating with a brand that's whole, like I think, right? And you can feel when Yeah, you're talking to somebody who really wants to work with you, and even what you just said, like, I'm tired of having to go through the rigmarole of telling you all these things. That is wholeness, truth and honesty right there being like, I believe so much in what, and I see a path for you. Were you just understand that when you can be whole and all in with yourself and have the skills that I'm teaching, you would never for a second ever question, what you're gonna get out of it. Like it wouldn't even be. And that kind of conviction is so powerful, you know. So I think that's this hidden thing underneath marketing that we don't talk about enough. But that is that can really sort of sabotage. So that's kind of you know, that's absolutely one thing that I see. Another thing that I see that I wish everybody knew was that in the last sort of five years, especially since COVID, I saw the world of digital marketing is exploding so much. And that's a great thing, like social platforms allow us to talk to all kinds of people. But one of the things I've noticed is that there's this idea that if I just kind of broadcast my message everywhere, that I don't really need to invite them. And like I think about women, what we know about women is it's important for a woman to be invited. We're not like guys who don't barge it. Right like so better or for worse. I'm not saying it's not bad. Like, we are waiting for an invitation like you remember, did you do the thing when you were a kid? Do you want to have my best friend? Yes or no? That was right. That was Have we changed much? No. So what I would say also, another thing that I really say to women entrepreneurs is, don't hold back from inviting people. Like, it's

not just sharing your message. It's also making sure that you have ways in terms of your follow up sales function, or whatever it is that you are inviting people. You can speed up revenue so much faster when you build sort of things like active sales functions, so that marketing and sales work together like a team, rather than so many entrepreneurs are all about trying having marketing do sales job for them. So this is incredibly tactical. But I think it's really key that women entrepreneurs understand this.

Tracy Litt 40:40

Yeah, I love it. And it makes sense, because it's not if you build it, they will come. It's if you build it, invite them. Yes. You know what I mean? Yeah, it's 100% to be invited. Yeah, yeah. 100%. Okay, so what is feel scary in your business right now?

Eleanor Beaton 40:58

Mm hmm. So I think the scariest thing right now is that I'm really at a place where my primary focus is like building the ecosystem that builds the ecosystem. So So yeah, so you know, at the beginning of your of my career, as an entrepreneur, I was doing the thing, I was doing all the things, I'm actually doing the thing and then starting to build a team. And so I was getting help to help me do more. And now it's, I'm really getting into a place where I am spending most of my, if I think about my total coaching hours that I would spend in the course of a month, well over half of them are with my team. And that will just increase and increase. So coaching the team to be able to create the system. So not me, it's not just me creating programs, creating systems creating this, it's really creating a team and an ecosystem that can build the business. And it's a different sort of place it requires my roots are as a creator and a maker. So I'm very comfortable, my solution to things is to get in and make things. But as the core maker in the business, that becomes challenging. So you know, it's not just a you know, I haven't been the core coach necessarily for a long time. But I was always the core maker of the systems of the programming of everything. So now I am creating other makers who make the things. And that is really challenging me to focus on empowering others to build a different type of skill set to get out of my comfort zone to trust, to not have such an ego. You know what I mean?

Eleanor Beaton 42:44

Yeah.

Eleanor Beaton 42:45

To really empower others, to elevate. And so those things are that sort of the current thing that I'm doing. And it's so key, because I have always felt that when I have freedom, that's when I really, you know, I love to create and grow from a place of freedom. So you have to kind of build the freedom, I feel free, but you got to build the things that actually make you practically free first, a lot of the times, you know, to- So that's kind of where I'm at. And it's fun and humbling, right?

Tracy Litt 43:18

Oh, good. It's like exactly what I need to hear right now. Because that's like, that feels like another kind of leap, right? In entrepreneurial evolution. You know, team is important. But to really transcend into a CEO that is focused more on her team, right than anything else. I just really digesting everything you're saying. And it's so scary. And you use the word trust, and you have to have a tremendous amount of trust and the ability to, unbecome the doer of all the other things that you used to do so that you could

then yeah, trust in the people that write it's just it's such a big, beautiful topic. So if you could only give one piece of direct advice regarding team. Yeah. What would that be?

Eleanor Beaton 44:07

Turnover is only bad in corporate.

Tracy Litt 44:12

Okay, okay.

Eleanor Beaton 44:13

So what I mean, yes. So this, I think this is so key, because what I've really learned, so I went through a phase and I have seen so many entrepreneurs go through it as well. And it made sense to me after the fact. So as my company has grown, the people what the right team looks like, has changed. And if you have a company who's going through periods of rapid growth, what you will find is you start to see oh, wow, this person who was an amazing fit inside my company at one point is no longer an amazing fit. And it's really hard because they're amazing. They didn't do anything wrong. A lot of LinkedIn leadership gurus will tell you that you need to train them up. Well, a small business has very limited time and budget to be doing that kind of training, you know what I mean? Like that I'm not saying don't train people, I'm saying like, if they actually don't have the skill set, that is a bit of a deathblow. You know what I mean for a small business. So I can remember at various points going through phases where I had to change out my team. And that was really hard. And as those changes were happening, it was it was hard to live through, we hear so much about turnover and how bad it is and how costly it is. I didn't realize how common it is and how critical it is and how swiftly you need to do it as an entrepreneur. You know, what I mean that you make those difficult changes, that you that you have to do it. And it takes time to understand, like, I think for many of us, we understand first from a marketing perspective, and from a client perspective, what are the right types of clients that makes sense in the world of my business? The same thing happens with your team. So I know like early in my business, I worked with a lot of different types of people. Now, what diversity looks like is different. There's this shared vision, there's a shared mission, the same thing is true for your team. So that's been one thing, and I know that this will resonate with people who are at a certain level of growth, who I wish I'd understood that. You know what I mean? Oh, it doesn't make you a bad leader. It doesn't make you it means that this is very normal for growing companies that are small.

Tracy Litt 46:27

Yeah, yeah. All this. This resonates so deeply, so deeply right now.

Eleanor Beaton 46:30

Yeah. And it's right. And it's so hard because, especially like conditioning as women, there's one type of femininity that is appreciated, which is like the Lakshmi, peace, prosperity, abundance, gentleness? Well, sometimes as a leader, you need to channel the other type of feminine energy, which is like, Callie, that's right, you know, the goddess of like, creative destruction, and she is equally feminine. You know what I mean? She's terrifying. Yeah. She's wrathful. And she, you need her to? Yeah, you know, and so I think that's been one of, and you know, and it's, it's humbling, and it's awesome. I'll say one more quick thing. If we have time up, please, quick thing around. Yeah, team that I think has been really

important for a long time. And I think this was both, you know, in terms of clients, and you can think about anytime, when we think about retention, whether you're trying to retain clients who you're trying to retain team members, I would be afraid for them to leave me. And so when I would think about like, team, like, I'm putting all of this energy into somebody, and what if they leave? And I don't want to? Now I feel much more open about it. Like, I want to know, for my team, what are your big goals? Where do you see yourself being in three years or in five years, like help me understand your vision? And imagine that you could not be here? What would you be doing? And so that it becomes much more open, your whole ecosystem opens up. And it's like you're able to lead with this different type of energy. Right. And so I think that that has been also because I know that for entrepreneurs, we invest so much into our team. And we are afraid sometimes we hold back because we don't want to just invest all of those resources just to have them leave. Now I'm like, well, they will. Right? And yeah, and they can go and you know what I mean? This is good. And so I think I'm much more open about trying to engage with that level of transformation, at the kind of vibe I want to be engaging at it with

Tracy Litt 48:31

Yes, yes. And then the truth of healthy attrition. Yes. Right. Like, it has to be it has to be it's okay, it's beautiful. And all relationships have life cycles, or ceases. And what has been the thing that I continue to, and I continue have been working on the most lately. It's like, I'm the CEO of a company, right? And really, really leading right versus like, you were saying that tendency like I want them to leave me are they going to be obsessed? You know, really wanting to be so loving and in our space, you know, we're a conscious company. So that love and the consciousness and the energetics of it is so important. And that is what I bring into and we are a business and we need to XYZ needs to occur and profitability is what allows us to be called the business. Yes, these things you know what I mean? And is that Callie Lakshmi it's like the most beautiful example of it divine feminine power connection, leading, getting after it, making the hard decisions, using your voice saying what needs to be said and allowing to release team or clients, right, anything under that category that is not congruent, or doing what it needs to do for the life force of the business.

Eleanor Beaton 49:54

Yes. The life force of the business. Exactly. And that's what it is right? And it's like when you will line with that life force. And that's your job as the CEO to preserve it, to stoke it to allow it to grow. And to really get that that's your job, you know? And then ask yourself, Who do I need to be? How am I going to show up? That I think is a really important evolution that happens. Some people, I feel like, I feel like you just kind of got that in right away. Folks like me, we kind of have to Bumble along a little bit that we all just keep it real here, folks. Yeah. All right.

Tracy Litt 50:34

Okay, I have a final question. I have a wrap up question.

Eleanor Beaton 50:38

Don't hold back up.

Tracy Litt 50:40

I just I want you to just like be like in your body, this entire series, is to share what the long game means. So that more and more women entrepreneurs, can rise into the necessity of their bigness. Stay the course, so that we can have more of us that crossover what is now the 2%? Right, that's not okay. You know, that's not okay. I know, that's not okay. wealth in the hands of women, is what's going to drive this world to be more progressive and loving. So my question is, what does playing the long game mean to you?

Eleanor Beaton 51:25

I love this question. playing the long game, to me, means having an incredibly clear vision of the change I want to create, which is essentially to create a model advance a model of economic growth that nourishes the planet right now. I mean, we have wildfires in this country, we, in many Canadian cities, you can't go outside right now. Because the air quality is so bad, like we have global warming is real. We have one planet currently, you know. And so our current model of economic growth does not support the health and well being of the planet and the people in it, or the prevailing narrative about it, right. And so for me, the long game is reshaping business culture, so that it truly nourishes both the planet and the level of the people who work inside those businesses. That's that, to me, is the long game. And so for me personally, it's about giving myself the gift to stay connected and alive around that vision, showing up every day for it and doing the hard things sometimes, and sometimes the hard things is doing nothing. Amen. You know what I mean? Like sometimes the hard thing is just chilling a little bit and allowing and telling the truth of what this experience is like to other women so that we can all see that we belong on this path together, that we don't have to be perfect, that we can do it broken, that there's differently can look different ways but really telling the truth about what that experience and journey is like, that's the long game to me.

Tracy Litt 53:08

Thank you. I love that so much. I love that so much. Thank you for being here. Thank you for sharing so much of yourself and your soul and your beauty. Every one listening is better for having listened. So thank you. I love you.

Eleanor Beaton 53:28

Love you too

Tracy Litt 53:31

Imagine a night under the full moon. Surrounded by like minded leaders, an atmosphere charged with conscious connection and meaningful dialogues. You are invited to the first and only event of its kind, the consciousness revolution Gala. That's right, a gala for consciousness. Come experience a transformative journey that will unquestionably go down in human and spiritual development history. You'll experience a revolutionary keynote by the spiritual luminary, Marianne Williamson, allowing her wisdom to elevate your understanding of life's greater purpose and inspire you towards greater consciousness. Yours truly will be delivering an incredible, incredible consciousness workshop and quantum meditation session where you are going to transcend yourself, engage your senses and awaken to your highest potential. And the gala is not simply about growth and learning. It's a celebration, a celebration of consciousness, love, connection and possibility. We're going to indulge in a luxurious party, complete with a delicious dinner, cocktails, dancing and togetherness. And the best part

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