



## The Limitless Women Podcast Episode 01 - Three Components for Great Leadership

### Want to skip head? Episode Highlights

- [00:27] Find out from Laura what will be covered in today's episode.
- [00:45] What do you really need to be focused on when we look at the different pillars of your business?
- [02:08] Laura shares the first component of your business that you must share and adopt.
- [02:40] Discover how Tony Robbins power of presence influenced Laura, and how it shaped the first component to great leadership.
- [03:54] The second component to great leadership and how successful individuals use it to move the needle in their business.
- [05:03] How to use component three to highlight your unique area of brilliance.
- [05:28] A recap of the three components every successful business owner needs in order to be a great leader.

### Episode Transcript

*[MC]* Welcome to the Limitless Women Podcast. Our mission is to help women business owners, like you, grow profitable businesses and actualize your opportunities to serve and give to yourself and others. Here's your host, the founder of Limitless Women, Laura Gisborne.

*[Laura Gisborne]* Hi, I'm so glad you're here! Today I am super excited to share with you the three components every successful business owner needs to have in order to be a great leader.

The two questions that I get asked most frequently when I'm out in the world speaking to women entrepreneurs are "How do I get it all done?" and "How do I pay for it?" Whatever your "it" is, chances are these are not the best questions that you need to be focusing on. There are other things that I want you to be focused on first. I want you to really understand that when we look at the different pillars of your business, when we look at your finance, when we look at your operations, when we look at your team development, at your marketing, at your sales machine, what we really need to be focusing on is how we as leaders do what we need to do to hold the vision for our organization and support the people around us as they do what they're here to do.



Now, you may be thinking, "Mindset, schmindset, I've got that. I'm a leader. I know what I'm here to do. I don't want to worry about my mindset." But I have to tell you that of all the pillars in business, I find that this is an area where we continually need to grow and we continually need to develop. Let's say that you're new in business and you're just getting started, right? You're just trying to revenue-generate and figure out how to make money in what you're doing. You're in a very different mindset than somebody that's been in business for 20 years, and yet if you're alive and breathing, there's more to learn. There are more places where you can grow and improve.

So I'd love to share with you the three components that I feel each successful business owner really has to not only learn but choose to adopt and to integrate in their daily practices. The first component of a great successful leadership mindset is to have an incredible power of presence. Now, this is something that does not happen overnight. In today's world, we tend to be very buffeted by social media and what's happening in the news, and it's really easy to get distracted. But if you can learn how to hone that where you are right now is the most important time and the most important place to be, your leadership for not only yourself but for the people around you really starts to create an amazing power of presence.

I remember when I first started doing sales and I went to a training with Tony Robbins back in 1997, it was a three-day training, it was a small group, there was about 100 people in the room, which is very small compared to some of the big mega events that he puts on today. But after the event finished, I had an opportunity to go up and meet him, and he came down from the stage. I'm five foot two and I don't know how tall he is, but he's well over. I think he's like seven feet tall because that's what he feels like when I met him in person. But he leaned over and just shook my hand. I would just remember having this feeling of just being in a bubble, just being completely like the whole world disappeared and I felt the grace and the energy of this man just being fully focused on who I was and what I had to say.

If you can learn to do this for yourself, what ends up happening is that people around you start to respond. They start to respond to you as a leader. And as you're growing your company and growing your team and growing your relationships with joint venture partners and strategic alliances, you'll need to have this skill honed. I have a little tool for you as a gift to this class that I'll give you at the end to let you know how you can really strengthen this for yourself each day. But for right now, I want you to just take down that this is the place where you want to start paying attention and start getting a little bit better at each day.

The second skill set that I'd encourage you to start really developing and honing is how you focus. We all have the same 24 hours in a day, and how we choose to spend them is the great differentiator of people who are successful. People who are highly successful are very protective of their time, and they know where they are at all times, right? If time is the most precious commodity we have, we've got to learn to focus on the actions that are going to move us to the goals that are the highest and best for the long term.



Choosing to focus on the activities that are really aligned with what you said is important to you is something that I find, again, is a practice. It's too easy to get distracted. So really saying, "Okay, I'm going to choose to focus on the activities that I said I would do, I want to be in my integrity there, and I'm going to choose to really do the few activities each day that move the needle in my business and get me to the next level." Rome wasn't built in a day, and I'll remind you of that again and again as we go through this program. You're here to build a sustainable, scalable company that creates great impact in the world. You're going to do the baby steps each day. But working on yourself and working on your power of focus is going to be one of those things that really causes you to make a big difference in the world.

The third distinction I'd like to share with you is that as a great leader, when your mindset is right, you decide to stay in your lane. If you're doing tasks that other people in your group can be doing for you or can be doing to move the needle, not only are you kind of robbing them of doing their jobs, but you're taking precious time away from your unique area of brilliance.

To recap what we covered today, the three areas and the three principles that I want you to be really focused on moving forward are your power of presence. Every human being on the planet wants to be seen and heard. Do this practice where you stop, you pay attention, you honor that this moment is the only moment that you're going to have just like this. Pay attention to the people that you're with. Listen fully. Stop multitasking.

The second thing is what are the areas that you need to focus on? Not a million different things. What can you turn off? What can you let go?

The third principle we covered today is your choice to stay in your lane. You are uniquely designed as a developed leader and if you choose to just stay doing the things that only you can do, you allow the people around you to do what they are uniquely qualified to do, you allow yourself to be fully supported, you start practicing receiving and your whole business starts operating differently.