



The Limitless Women Podcast:

Caterina Rando

Ever wonder why philanthropy, and infusing that into a business model, should become 'standard operating procedure'? In this episode Caterina shares with Laura how to connect with her deeper self, and the free gift she is sharing with the Limitless Women community! Discover the fulfilling mission Caterina gave herself in life and how that involves you!

So, let's get unstuck!

Want to skip ahead? Episode Highlights

- [01:05] Learn about Caterina's origin and journey with philanthropy.
- [03:15] Find out what mission Caterina gave herself in life and how it involves you!
- [05:10] Discover why philanthropy, and infusing that in to your business model, should be 'standard operating procedure'.
- [11:39] Learn about Caterina's skills and lessons through keeping women engaged in her community, and helping other women create engagement through live events and speaking opportunities.
- [19:19] Hear from Caterina where she sees women get stuck the most, and what you can do to get unstuck.
- [21:39] Caterina shares how you can connect with her deeper, and her free gift she is sharing with you and the Limitless Women community!

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] In today's episode, I have the pleasure of chatting with one of my close friends, and someone who inspires women around the world, Caterina Rando.

Caterina Rando is a business transformation coach who passionately serves women leaders on a mission. For over 25 years, she has educated and empowered audiences with her unique style. Caterina leads her business from her core values of positivity, integrity and generosity. She is a sought after speaker, event producer and prolific author. Her books include: *Learn to Think Differently*, which has been released in thirteen countries and several languages, *A Women's Guide To Starting a Giving Circle*, and the *ABCs of Public Speaking* which quickly hit #1 in four Amazon best-seller categories.

Caterina is also the Founder of [The Thriving Women in Business](#) Center in San Francisco, a place for women to gather and host their own workshops. She is one of my favorite role models as a Philanthropist. Her Thriving Women in Business Giving Community provides massive value for its members and raises thousands of dollars each year for women's education and entrepreneurship training worldwide.

In today's interview we discuss philanthropy, building businesses through live events and workshops, and the five things that each woman can do to build her Fempire. Enjoy the show!

[Laura Gisborne] Okay, my love, first of all, thank you so much...

[Caterina Rando] Thank you.

[Laura] ...For being here, for being brilliant, for being generous and amazing, for being one of my very best friends in the whole world.

[Caterina] Thank you.

[Laura] And always being such a remarkable role model for other women with your courage and the way you stand out, loud and proud, and you always give first. You really are the epitome of a Limitless Woman, in my mind. I'd love to hear a little bit from you about your journey, your origin story with philanthropy.

[Caterina] I was the kid in school that raised money for the missions. I was always doing something to help others. I did my high school's first blood drive. I got that going. I raised money for all kinds of things when I was in high school. I don't know if you noticed, my friend, but my birthday is March 8th which is International Women's Day.



[Laura] Yes.

[Caterina] So, I do believe that I was divinely appointed, and I was divinely appointed to give my life to serve women. That's the path that I have chosen for my life and, as you know, I do it professionally with supporting women in business. The reason for that is because I believe, as you've heard me say, a rising woman lifts all the women around her. Also, women give a lot of money when they have it. If they don't have it, they still give a little bit, but they can't give a lot. I believe that the more economic power women have on the planet, the more women will be uplifted. So what you know are that the studies show that when women earn even a little bit more in communities, domestic violence goes down, children stay in school longer, the infant mortality rate improves, and I want that to happen in communities everywhere. Here's the mission I give my life, Laura, is that every woman on the planet knows that she has massive value to bring and that she can bring that value to support herself, her family and her community, economically.

[Laura] So beautiful.

[Caterina] In terms of philanthropy with my business, we started -- I just got the idea one day. My friend invited me for her birthday, and she invited some other gals for her birthday. When she picked a piece from the newspaper, and she said, "Hey, let's all donate \$10 to take a girl out of servitude," because it cost \$100. I didn't even know at the time what servitude was, but I know I didn't like it.

[Laura] Yes.

[Caterina] Then I drove, that day, with my friend, Valerie, and by the time we got in my driveway, we had started our Giving Circle because I wanted to make a difference. That was many years ago. That was probably 15 years ago. Since then, we've raised a ton of money for different charities, and the mission has always been education and economic empowerment, or entrepreneurial empowerment specifically.

The thing is that I want women to know that they don't have to wait until they're wealthy to be philanthropists, and I want women to infuse it in their business model, as you teach, which is why I'm in love with you and why I am part of your community, because you value philanthropy the same way I do, that it's not someday we'll get to it. It's a part of the business model.



I want to encourage women to infuse it in their business model today even if they're not sure how they're going to pay their bills. Because the truth is, we also know that people will pick the socially conscious and community-engaged business over the other businesses doing the same thing when most factors are similar but also cultivates more loyalty with our clients. It makes them feel better about their investment with us, which has them be more present and not go anywhere and not look to work with our competitors.

So, it's good for business, and it's good for, of course, those people we choose to invest in. So let's have it be standard operating procedure, and more and more women are embracing that in their businesses all the time.

[Laura]

Yes, I love this, and I feel like it's -- we try to look for the triple win, the win-win-win. It's the win for the customers, the clients, obviously, because they get to work with someone who they share their values with. It's the win for the business because the business gets an opportunity to grow and have cause which makes it more attractive, and it's a win for the leader, the person who is the founder, the woman who is the founder because she gets to be expressed in a way that's so much more expansive than I'm just in this to make money.

What we talked about a lot when we were doing the Path to Freedom events is there's the financial freedom that everybody's looking for, where we have sufficiency, to use Lynne Twist's word, where we actually can take care of our families first and then give from the overflow. We have the time freedom to actually have those deeper relationships and connections with people that we love, and run thriving businesses.

What I love in our work, our work, meaning, you and I, together, is this idea that we get to support women and having the emotional freedom of being purposeful in making contributions. I think we need all of these things. I think all three are so equally important.

[Caterina]

Absolutely, because the thing that giving does, Laura, and as you say, giving causes growing; giving cultivates a generous spirit, and it makes women feel more abundant. That's what I want. I want women to have an abundance mindset about their business, about their lives.

I teach my clients that there's a lifetime supply of people to serve. If they don't believe that, then they may have a feeling of where's my next client coming from? When you know that there's a lifetime supply of potential clients and that there's an endless flow of cash flow too, just because you don't have enough in your bank account right now, doesn't mean that you can't create surplus in your business. It does speak to the attitude by which we do business.



[Laura] 100%.

[Caterina] That's what I want them to improve.

[Laura] I'm curious a little bit about this too, Caterina, because you, and I've spoken frequently about how much we share our core values, how the culture of Limitless Women is so similar to the culture of Thriving Women in Business; and each of us as being founders of our own organizations, as girlfriends, we obviously share amazing synchronicity in core values; but I think what we discovered in our world is that this becomes very magnetic to the women that we want to work with.

If somebody doesn't share our core values, it's a very abundant place to say, "Thank you. I'd like to refer you to someone else who may be a better fit for you. This may not be the right community for you. This may not be the right program," because we're protective of that. There's a value in taking a stand for what we believe in and then surrounding ourselves with others that share the same ideas. Can you talk a little bit about that?

[Caterina] Yes, let me say that I consciously curate my community. What that means is that nobody gets in if they don't have the values that I'm running my community by. Integrity, generosity, genuine caring; these are three of the core values that we want everyone in our community to demonstrate.

Generosity, as you know, is not just about money. It's about generous with your time, generous with a listening ear, generous with acknowledgement, generous with the resources that can be shared. This is very, very important.

I would say that those three, Laura, are, of course there's bringing massive value and there are other values that are more business-focused, but if I don't get that somebody has integrity, 100%, that they have a generous spirit, they're a generous person -- by the way, generosity can be taught also.

Not everybody comes from -- you've heard me say, my background, my mom was giving, as a schoolteacher and not able to write a big check, but generous with her kindness towards the children, generous to always write a check. My family always wrote a check, not a big check, but anybody that asked. You need \$50 for breast cancer walk? Of course, to always be a yes. So this can be taught, generosity. You know what? Genuine caring, there's a lot of women that don't have enough of that in their life, and I believe I can teach that too. I do teach that. So, when I say consciously curating, that's important for women in business to know that your client base is constantly curated. You don't have to work with every Mary, Jane and Sheila if they're not a good match for you.



[Laura]

Right, right. I think that this is a place -- again, I wanted to segue in that. You've already touched on what I was going to go into next, which is I recognize, when I get to hang out in your community, I recognize what a leader you are and what a role model and how exemplary you are with your own behavior within the Limitless Women community as a contributor and as, just always an open heart, always generosity of spirit, never giving to get. You're one of the people come that you get to give, and you give, whether it's easy or not.

Can you talk a little bit about some of the things that I think are in your well of superpowers, Cat, are like, the way that you host live events, the way that you teach women how to build their businesses through retreats and live events which are now happening virtually, and you're teaching people how to do this virtually as well. You've helped me so much with the stuff that we've been doing.

What are some of the things that you know about how to engage? Because there a big conversation in marketing right now that the fear factor in marketing is how do we get them engaged because there's so many other distractions? What I find is that, at your events, women are all in. They're not dancing through, dropping in and dropping out. They are in, and I think it has a lot to do with the way that you provide experience and the way that you -- you have some really superpowers about how to have them engaged. Tell me about what you can say about that.

[Caterina]

Well, let me say this, one of my guiding principles that I teach around events is invitation over promotion, and you know this, that the personal invitation will the put the smile on the screen in the square or the derriere in the chair more than anything else, and that when someone has been personally invited, be it a virtual event or a live event, they come in with a show me attitude, meaning, give me what you've got versus a prove it to me

attitude, which is what you have when there has been no personal invitation to come in the room. This is very, very important. Of course, once they get there, to be very welcoming to them, and, as you've heard me say, welcoming equals seen, heard, acknowledged, included right away to make sure that they feel a part of what they're participating in.

[Laura]

Nice.



[Caterina] There's a variety of ways to do this. I did a call for about 110 people a couple of weeks ago. I was the guest speaker. When I gave my talk, I used examples of the ladies that were in the room that I didn't know, but I had heard their introductions, so I could talk to their business and talk to what they were doing. Now, even though all 110 people were not included as examples, it had everybody be more engaged because, from a group dynamic perspective, if you're speaking to one, it's like you're speaking to all of them individually.

This is one of the things that I do, and it's back to that genuine caring, genuine listening, but I'll also say, Laura, you get to the point, and you know this, that you get to the level of mastery. One of the ways that I define mastery is that you have all of your attention off yourself and what am I going to say and how am I going to say it, and all your attention on the people you're serving so that your intuition is more present. You're seeing what's going on as more present. Ideas come to you in the moment, based on what's going on that has everyone be more engaged.

[Laura] Right.

[Caterina] This is why, and you've heard me say it many times, this is why, enough with the getting ready to get ready to begin to get going.

[Laura] Right.

[Caterina] Because it's not about learning, it's about mastering. That's why I want the women to have support from a mentor like myself or yourself, so they get to mastery faster.

[Laura] One of the things I love specifically, and I'm thinking about this, I'm thinking about all the different -- I mean, you and I have been friends for years now -- all the different times where you'll walk into a room at one of my events and say, "My friend, how can I help?"

Because you have mastery, whatever is going on, I can make that request. I can receive your offer of support and make the request of what it is that we need, and you always knock it out of the park. I'm trying to find out great words instead of crush it, or you kill it, or you knock it out of the park, women's versions of that. I'm listening for that, but you really do.



You really always go above and beyond and give 150%, and because you're masterful, and this is a place I wanted to give you a little commercial, if I may, I can't think of anybody out there who could be a better mentor or teacher for a woman who wants to learn how to speak and build a business around that. I really think it's actually, you're not only the most generous person I've ever met with your skills and your mastery and your presence around this topic, but you have 25-plus years' experience doing it at all levels. So, a woman who is looking for an opportunity to learn how to hone her skills as a speaker needs to connect with you.

[Caterina] Yes, and let me say this, because I want to -- thank you, my friend, of course, first, for that beautiful acknowledgement -- I want to make a very important distinction. I don't necessarily teach how to master presentation skills. I teach how to be your authentic self in front of a room so that people in the room will resonate with who you are and want to hire you to help them with whatever their need is. Because I do come from a background of how to be a motivational speaker or presentation skills, where to put your hands and blah-blah-blah, and this whole idea of a signature speech which, frankly, I do not adopt because it's not about your speech, it's about serving the people in front of you.

So, all of this is, in some ways, counter to perhaps traditional speaker training because I'm not about trying to make you a great speaker, I'm wanting to have the audience get captivated by your authenticity and your massive value and the genuine caring, Laura, that you communicate from the front of the room, which, by the way, you do a great job of. That has people want to work with us because it's not just about -- and let's be very clear, my friend, it's never just about the education. It's about, does your audience member feel that you are talking to them specifically and that you genuinely care in making a difference for them as an individual? That's what masterful speaking looks like.

[Laura] Beautiful, beautiful, thank you, sweetheart. You've been, again, an amazing teacher to me and an amazing role model for not only me, thousands of other women.

[Caterina] Thank you.

[Laura] Tens of thousands of other women, at least. What do you see, Caterina, in your own community that comes up again and again, where women get stuck? Where do you help them? Where do you see them get stuck, and how do you help them get unstuck?



[Caterina] Yes, so one thing is that they're doing too much. Meaning, they're doing too much, I call it the piddly stuff. I wish I had a better word for that, but you know exactly what I mean, right?

[Laura] We get it, the piddly stuff, yes.

[Caterina] They're doing the piddly stuff which means they're not doing their five -- I have five pillars of fempire builders which is speaking, selling, serving, strategy and self-care. If they're doing the piddly stuff, they're probably not spending enough time selling. They're probably not spending enough time on their business strategy. We could pretty much guarantee that their self-care is not getting enough attention.

[Laura] Right, right.

[Caterina] Those are the five things that I believe that that's the only job of the fempire builder is to do those five things. So, the more we can get them away from tweaking their websites and making use -- I don't know how to use Canva. I don't want you to go and use Canva. I tell my mamas I don't want them to use Canva. I don't want them to figure it out.

[Laura] Unless they're virtual assistants.

[Caterina] Exactly, exactly.

[Laura] Or graphic designers.

[Caterina] That's one of the things that keeps them stuck. Because they're not selling enough, they're not only not selling enough, but the other thing, Laura, is they're not developing sales mastery.

[Laura] Right.



[Caterina] That's why we want them to be selling so they can develop mastery. Now, eventually, maybe they'll be big enough to have their own sales teams --

[Laura] Systems.

[Caterina] Well, the systems, of course, but I don't want to talk to anybody -- I don't want somebody else to talk to somebody who might be my client. I want to talk to them. The same thing with you, you're going to talk to them, and that's -- there are some things that are better not delegated.

[Laura] I agree.

[Caterina] That's that part of it. That's part of how they get stuck.

[Laura] As we wrap up here, my love, do you have any free gifts or trainings? Let everybody know how to connect with you deeper. Our Limitless Women community gets to connect with you, and your community, Thriving Women in Business gets to connect with you, but tell me about where people -- what's the easiest way for someone to get into your fountain?

[Caterina] You know me, I love Facebook. They can send me a note on Facebook. They can join our Thriving Women in Business Facebook group. I do have a free gift. I have a lifetime supply of free gifts.

[Laura] I know you do.

[Caterina] Let me start with this one. makemoneywithworkshops.com is one of our free gifts, which is a very info-packed webinar that people can investigate, makemoneywithworkshops.com.

[Laura] We'll put the link here, yes, makemoneywithworkshops.com.



[Caterina] Great, and, really, I'm happy to talk to anybody that wants to talk about speaking, workshops, group programs or retreats to catapult their business.

[Laura] Beautiful. All right, I think that's it unless you have anything else burning that you want to share before we wrap up.

[Caterina] My burning share would be that successful women make decisions quickly, and they also take action quickly. I want to invite anyone who enjoyed this, to take any action that came out of it because that's the difference between the wannabes and the doing it with ease, is the decision-making and the action-taking.

[Laura] Rock star, fantastic, that's what we needed to hear today, Caterina. I love you so much. I'm so grateful for you in my life, and I'm so grateful for you in all the lives of my friends, and looking forward to seeing you and giving you a big hug in person as soon as we're allowed.

[Caterina] Bing! Bing! I love you so much, my friend. Mwah!

[Laura] I love you too, sweetie. Have a great day, and I'll talk to you soon.

[Caterina] Talk to you soon.

[Laura] Thanks again.

[Laura Gisborne] Thanks for tuning in to the Limitless Women Podcast. We love to hear stories of Limitless Women out in the world building community and giving back. Send in a personal story of your own, or nominate a Limitless Woman in your community so we can share her story. We'd love to feature you both.



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