



The Limitless Women Podcast When Success Takes Longer Than You Thought

The path to a thriving, energizing business might...take longer than you thought. So how do you handle disappointment over this and how do you train yourself to keep moving forward despite setbacks? Listen in to learn the keys to staying focused and remaining optimistic as you grow your business amid the inevitable letdowns of life.

Want to skip head? Episode Highlights

- [04:30] - How to handle disappointment and keep moving forward
- [10:07] - Focus on what IS working
- [15:30] - Letting go and embracing kindness toward ourselves

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] Welcome to the Limitless Women Podcast, welcome back if you are coming back for another episode, I am happy to be with you my friend. And welcome if this is your first episode, I am happy to have you with us as a new friend. Today's episode, what I am going to talk to you a little bit about is what to do when success takes a little longer than you thought it would. At this point, as I am recording this episode for you, I've been an entrepreneur for over 30 years, which is kind-of mind boggling, and some things have happened really easily and with grace, and other things have taken longer, and no matter what it is that you are struggling with, it's still tough. You're in it, so I want to share a few of the things I've seen my community members that really thrive, those that are consistently successful in life and business do, and some keys that you might be able to use to help you stay on track, feel a little more focused and remember why you are here so you can be a bit more optimistic when the times get tough. Enjoy the episode and if I can help you in any way please don't hesitate to reach out.

[Laura] Okay, beautiful. So, my friends, we're sitting here having a conversation about what's happening. And life is happening and life is happening in a bigger way. And all of us are sharing this kind of experience of, you know, let's just call it COVID fatigue, right? We've heard it said that, you know, that like, again, people are tired and get it. We get it. I don't think we need to hear it anymore. But, what I'm curious about is how it's showing up for each one of us in our lives individually.



And, it's the snowball effect of it's not just one thing, it's another thing and then it's another thing and it's another thing. And what I'm curious about right now what I'm really hearing in this conversation that I want to get feedback on is the concept of scope creep, right?

The concept of in business, we have an idea that something is going to take a certain amount of time and then we delegate that to a team member or we look at allocating time for ourselves. We're like, okay, this is going to take this amount of time.

Well, what happens if it doesn't? What happens if it takes way longer than what we anticipated? And what happens at our personal lives? And we've been having these conversations lately is – and it's not just the conversation that you and I are having right now. It's a conversation that we've been having again and again with multiple friends lately is like and then this happened and then this happened and then this happened.

And then, the health issues, you know, me -- because we're mature community, I'm fascinated by this. I don't want to sit here and say, okay, here is my recent diagnosis and here's my recent thing that I heard from the doctor because it's just not pleasant.

And I also don't want to be unrealistic about what it takes to take care of our bodies, right? As we age, what it takes what the requirements are as we have certain things that show up even though we've done the right things, even this is part of the frustration, right?

So, even though we've eaten right, even though we've moved right, even though we've done everything we were told we're supposed to do, then we get inside the body and we see things that have degenerated that are really just a function of genetics and like, well, that's not fair. I was told that if I just do this, that won't happen and things happen, right?

So, there's a little bit of frustration, there's a little bit of overwhelm, there's a little bit of like WTF, right? I have a girlfriend who gave me a pat and says – written out *[laughs]* WTF because apparently I say that quite a bit.

You know, and how do we manage that? How do we manage our disappointments? How do we keep moving forward? How do we continue to be kind to ourselves?

And I'll say that the conversation about accountability specifically, the disappointment that we may have in ourselves that we didn't get back to somebody that emailed us or we didn't get back in a way that we did prior to the snowball effect, right? We've got to cut ourselves some slack.

And here's one of the things that I've learned that I want to share with you is that our feeling often – my feeling often and I see this again and again with my girlfriends is that the person on the other end of the line is like sitting there waiting, like where are you and why haven't you shown up the way I expect you to show up?



And what's happening on the flipside for real is that the other person is having their snowball. You know, life is full. Life is full for all of us. And because we're mere mortals, we tend to think that because we are disappointed in ourselves that others are disappointed as well.

And it's just a little bit of a patterning that I invite you to consider may not actually be true, okay? Every woman in our community shows up in such a big way because it's how we're wired. And so, our expectations and our standards for ourselves are so far beyond the majority of the planet, but we're so close to it, right?

My friend, Tracey Trottenberg says, you can't see your own eyebrows. We're so in our own stuff that we think somehow because we've let ourselves down with our expectation that everybody around us is sitting here pointing a finger and saying, "Ah! That Laura Gisborne, she's just a total flank."

You know, that's not what's happening. What's happening is people are busy with their own stuff. People are really engaged in what's taking their attention right here right now. Now, that doesn't mean that we shouldn't communicate well or that we shouldn't have accountability. I'm not trying to say that. But, that leads to another place of like what's appropriate to share?

So, what's appropriate to share is that you having some personal things. You don't have to get into everything that's happening. You can simply say I'm having some personal challenges or I've had some health challenges in my family.

Because guess what? COVID as an example has happened all over the planet, so chances are if you've had somebody in your family who's struggling with COVID, the person who's on the other end who's had somebody in their family who's facing COVID or has lost their lives to COVID, right?

In the United States, we know it is over a million people have died. Somebody knows somebody that's going through this. It's not just you.

So, the opportunity becomes how do we have, number one, more compassion for ourselves always? How do we have more healthy boundaries for ourselves?

I really appreciate you turning it off when you're sharing that you're turning it off because, again, you know, I've talked to you guys before, but Fabienne Fredrickson was my first marketing coach. Way back in 2012, I hired her and her husband, Derek, lovely people.

And she used to have this saying that I – that I – that I reflect back to people all the time, but I want to give her credit, which is when you don't get something done in the time frame that you expect yourself to do it, no small children are hurt.



Now, I personally believe your responsibility is to communicate that, “Hey, I said I was going to get this done in this time frame and other things have come up. And so, I’m offering you an apology, but this is when I can get it done.”

And then, you’re in your integrity and then you’re communicating. And that’s what you can do when life happens. You can communicate, you can be in integrity, you can apologize, but making yourself feel worse is not going to make anything better.

Do you see what I’m saying? It’s not about you going to the cause. You know, and I say this often and I’m a Christian, so I’m not trying to offend anybody, but Jesus already came. None of us need to put ourselves on the cross to try to somehow be valid or good enough. That’s not going to help with anything.

So, what I want to say is this conversation of frustration versus walking in faith is one that we’re going to come back to again and again in our lives if we’re alive and breathing. If we’re alive and breathing, God is not done with us yet.

So, how do we choose, you know, there’s a saying that we can’t always choose what presents, but we can choose how we react to it.

And the conversation about healthy boundaries and communication is this. No one that I’ve ever met in my 55, almost 56 years has ever been disappointed when I apologized. *[laughs]* Nobody has been disappointed when I’ve taken personal responsibility for my mistakes. And I mean everybody from my children to my bosses. I’ve had a few bosses in life, not many. But, you know, I’m just trying to think what are the hierarchy is, right?

And through with the conversations with God, you know. When I go in prayer and say, you know, I had the best of intentions of doing this and I didn’t do it. Please forgive me and help me move forward. Show me. Show me how I can be a little more present and aware the next time you put the opportunities in front of me.

And what can I do today is literally one of my daily prayers. And I don’t get it right every day, by the way. Some days, I don’t always get it right. Sometimes I get up and stuff is happening, right? But, my aspiration and my desired outcome is to each day start with gratitude for what is that I can celebrate and give thanks for.

And then, to move to the next piece which is my personal prayer, where would you have me focused today? What are the activities that are the most important that I can do today? And please show me that.

And they usually come through in that pray – prayer time a couple of items, not a dozen things. You know, I asked to be shown the three things that are the most important and sometimes I see one and sometimes I see five.



And I'm like, okay, well, let me – let me pause here and ask about the order and then let me get up and get really clear about my commitment because if I've asked for divine guidance, it feels an integrity for me personally to follow up with that and sometimes I get them done and sometimes I don't, right? Because I'm a mere mortal, I'm doing my best.

And when I don't get them done, then I put them, you know, I've got my – you guys are here with me on the screen, I write it in my phone in my calendar. I make an appointment with myself and then, I move it 'til the next day.

And what my practice is if I keep moving something for two weeks, I have to get clear about that with myself that I'm not either I don't have the capacity or I don't have the resources or I haven't really made the internal commitment and who can help me with that.

It's a little bit of a human condition to always be focused on what's not working. I don't know what that's about. I think it has to do with the fight or flight. And, you know, a person who's way smarter and way more educated and brain science than I am could go back to the reptilian brain and how we had to survive and protect ourselves. That's as much as I want to go there. What I want to say is for real life as we're recording this today, what we have is the opportunity to choose differently, to choose hearing that not enough voice in our head, recognizing it, and saying, "Okay. That is what it is. What can I celebrate? What can I do?"

Because I do know, again, from my own experience and experience of many, many friends over the last, you know, 55 years that when we move our bodies and when we get into action and for some of us, those days are very painful.

I will tell you that I don't share this publicly very often and I've, you know, we may record this and cut it out, but I had an MRI before I left Colorado and I have severe spine disease. I have severe arthritis. My discs are completely gone, my L4 and my L5, so most days I wake up in severe pain.

And, you know, yesterday was one of those days. And I don't – I don't feel good when I medicate. I mean, obviously I stopped being crying, but I don't want to medicate, right? So, we're always looking for what's the newest thing.

And, thank goodness that today, we live in, you know, and those of us who are listening to this in the conversation with each other, we live in a developed society where we have access to resources, you know, so it doesn't have to be a sentence that you can't overcome is what I'm saying.

But, I could choose to let that be an excuse or I can choose to really get clear about, man, I had 55 years, prior to being let's say 54 years, prior to my car accident, I literally was one of those ridiculously healthy people *[laughs]* like, nothing.



I would go to the doctor like, do you have this? I was like check, check, check, check. It was like, you know, and I was probably a little annoying and arrogant about it. Let's tell the truth, right? And the reality is that there are some things, there are some things going on, right? And this last year has been really tough physically for me.

And, what I do is keep moving forward what I can do. And I practice being kind to myself and forgiving myself for the days that I feel whiny, for the days that I'm in pain, for the days that I say, you know what? I'm not going to go and record a new webinar today because I don't really feel like it. And I'll get there when I get there.

And thanks to Fabienne, I know that no small children will be hurt, right? And I just moving forward with what I can do today. And I think that's the thing that I'd like to encourage each one of you to understand is that I get it. You know, when you and I have our conversations, we have our one-on-ones and we have our girl friend time, I get it.

And sometimes another thing I've learned that I think might be helpful for each of you is that, you know, because I have a really strong daughter that I gave birth to, I've learned to say to other women, "Do you want me to listen or do you want advice?"

And often we just need to get it out. We just need to say what it is and then we can move on. But, if we don't acknowledge how we're feeling, if we don't give ourselves permission to feel our feelings, that's an unhealthy practice.

So, when it comes to business relationships, when I -- and I'm pretty good. You know, I have two clients -- I have two clients right now that have said I want to work with you. I've -- we haven't gotten our contracts together because somebody is waiting for something on me, right? Like they're waiting for me to do something that hasn't gotten done.

I'm not going to lose sleep over the fact that I could lose those clients because I didn't send them a contract. I'm going to reply back with, I apologize. Here it is, I apologize for the delay. And what I do know is that when I show up with my clients and I think this is the case for each and every one of you, I give them a hundred percent of my love and my attention.

And so, the final thing I want to just share with you is if you would allow yourself to have permission to do one thing and do it really well with your full focus and attention, no one's unhappy. You get to be fully present and fully engaged and that recipient of your attention and your love and your adoration gets to have all of you. And I, you know, and this is like many things a practice. it doesn't happen overnight.



When my babies were growing up, I would – I’m going to sound so bad as a mom, but they all know that this is the truth and I’ve shared it before. I would say to them if they had it down from school because I worked my schedule around their school schedule, right? It was my desire to drop them off at school, work really focused and really hard during the time they were gone and then pick them up and be fully present, so I could coach cheerleading and coach soccer and do this.

And, again, I was a little bit of like hummingbird. I wasn’t always so good and focused. I’ve gotten older, I’ve slowed down, my kids are grown up, right? But, if they had a down from school and they were home – this is all before homeschooling and computers, if they were home and they were arguing and they wanted to get me involved, I had a little rule, which was if you’re not bleeding, don’t open that office door. There’s no blood, don’t come in, which is a horrible thing, but it’s like what’s really important?

What was really important is I said when I’m with you, I need to be a hundred percent with you. I know you’re fed, I know you’re safe, I know there’s nothing going on. If somebody’s bleeding, come in and interrupt me. If nobody’s bleeding, I need 30 minutes to complete what I’ve said I’m going to do, okay?

And that’s the piece, things usually take way less time than we think they do. We tend to build them up, oh, my gosh, when we’re procrastinating at least in my – when I’m procrastinating putting something off for, you know, weeks at a time, it’s because somehow I’ve made it mean to my brain that it’s going to be a big project, it is going to be like, “Ah!” Usually, when I actually get it done, I’m like, “Why did I procrastinate on this?”

So, my encouragement is give yourself a break. Be a little kinder to yourself. Let go of the things that you think other people are thinking about you because none of us are in high school anymore. Thank God, we’ve done that, right? We’re no longer on popularity contest. We get to do what we get to do.

And the more we can show up kind to ourselves, the more we can have capacity to be kind and generous for others and that’s really what we want to do. You know, we are a community of givers, it’s at the heart of everything we do, but if we don’t give to ourselves first, we don’t have it to give to others.



[Laura Gisborne]

Are you a woman business owner who's great at what you do, but you're just not as far along as you like to be? Each month, I offer a handful of clarity calls to help women just like you. The purpose of these calls is to help you get clear about what your next best step is so that you can begin to get the results you want and you deserve. There's no fee for the call, but I only offer a few each month. So, please visit me online at limitlesswomen.com/apply to grab a spot for us right now. If you don't see any times available that work for you right now, please check back. We're always reloading my calendar and I would love to be able to support you. Visit me online at limitlesswomen.com/apply and get us setup to chat today.

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