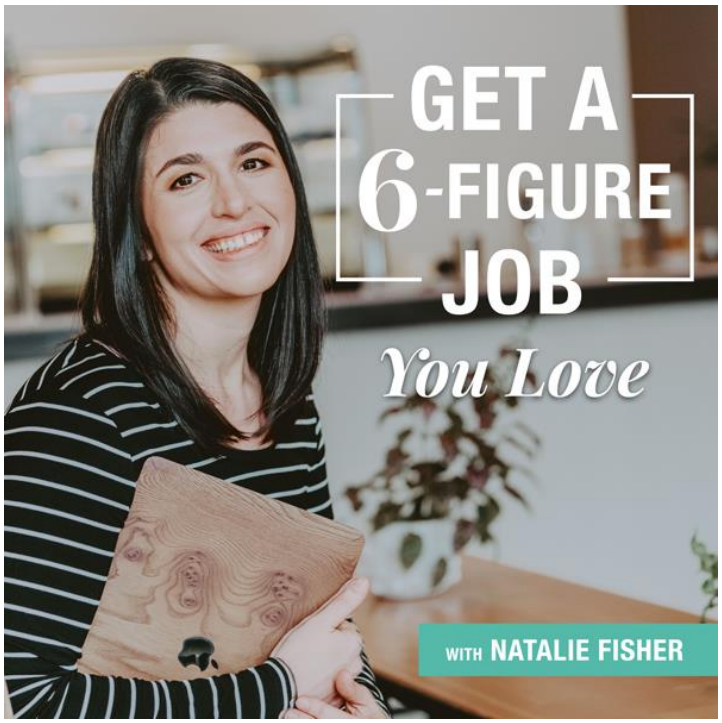
Ep #72: The Value Bubble



Full Episode Transcript

With Your Host

Natalie Fisher

Get a 6-Figure Job You Love with Natalie Fisher

This is the, Get a Six-Figure Job You Love podcast. This is episode 72, The Value Bubble.

Hey there. Welcome to the, Get a Six-Figure Job You Love podcast. I'm your host, Natalie Fisher. I'm a certified career mindset coach who also happens to want to skip all the BS and get to what it really takes to create real results for you in your career. On this podcast, you will create real mindset shifts that will lead to big results and big changes in your career and your income. No fluff here. If you want to get a six-figure job you love and create real, concrete results in your industry and make a real impact, you're in the right place. Are you ready? Let's go.

Hello. Good morning, to everyone. Where are you today? I know a lot of people tell me that they listen when they're walking or they listen in the car. So, what are we doing today? I am looking out my blustery window. There's a lot of wind that woke me up in the middle of the night, and I woke up super inspired, to record this episode for you.

So, the value bubble. I'm going to go into what it is, the concept of it, and what brings us out of it, which is I think is the most important thing, because most of us are living outside of our value bubbles and we don't even know what's in our value bubbles or how feels to be in there. So the number one thing is, we don't embody that energy of value most of the time. That's what I'm seeing. And we don't embody this energy to start with, so we don't bring our full, confident, capable selves to interviews or even if you're in a position now and you want to get promoted, you don't bring that to the meetings that you're in, or your performance reviews or the opportunities that allow you to advance. You don't bring yourself in that value bubble. You bring the version of yourself that's not really sure. Or, you think you're sure, but you're not really, really sure.

Our energy is normally pretty unplanned when we go into interviews. We're just responding to whoever is in the interview or whoever's in the room and we just let them lead with their energy. And instead of deciding ahead of time who we want to be, regardless of who's across the table or the Zoom screen from us, we don't make that decision before. We don't plan it out, we just show up and then we just let things just go how they're going to go. And sometimes they go well, and sometimes they don't.

Many things can take you out of your value bubble. I think we all have a value bubble that we get to be in, but we have to do some discovery as to how we stay in it all the time or most of the time. Most things actually just take you out of it. Our brain is trained to look at things that take us out of it. We're just trained to think in a way that doesn't really allow us to really feel that value coming from ourselves.

And so, you will know that you're slipping out of your value bubble when you feel any of the following emotions. You'll feel nervous, tense, uncertain, doubtful. Self-doubt from past failure might come up. Deeply ingrained beliefs about your own value and capabilities, so maybe, again, if you failed before, if you haven't been on interviews before, you haven't succeeded, that stuff will come up in your head. And that all takes you out of your value bubble. Right? You might feel shame, fear, concern, unclear about what you're supposed to say, or how to get it right.

Any emotion, basically, that does not feel good to you doesn't equate to value. It doesn't help you be in your value bubble. And then, when things do happen that you're not planning... Say somebody asks you something you don't know, or something is said that you weren't ready for, that takes you even further away from your value bubble. And it diminishes your value even further, in your head. Not because it has been diminished, but just because you're already not really strong in it, so it's easy to take you further out, and further away from it.

That's why we always hear people saying things like, the job search is so hard. It wears you down. It's an arduous process. We see this all the time. I got rejected 100 times. It sucks. It's so hard. It really takes so much out of you.

Several things are at play that contribute to this paradigm, and that contribute to this way of seeing the world. Because, I can tell you, it's not the only way to see the world, not the only way to see your career and your job hunt. And I have some very different thoughts about the job hunt, which is why I got into this in the first place. But, several things are at play that keep you out and take you out further from your value bubble, so you're not even close to it. You can't even see it sometimes. But, it's still there. You just have to get good at stepping into it when you need to.

When you're not in it in the first place, it's easy to diminish, it's easy to get out of it, and it's easy to be farther and farther away from it. And then, if you're on that path, then the likelihood you'll stay on that path. Right? Because bodies in motion, stay in motion. Bodies at rest, stay at rest. It's easier to gain momentum from where you already are. So, if you are in a negative frame of mind, maybe you've had a lot of rejections or something has happened, you're disappointed, then the likelihood is, you'll continue down that path. Unless you're good at stepping back into your value bubble or not leaving the value bubble in the first place, which is what I teach my clients. There are a few specific things that keep you farther away and farther out of your value bubble. And here's what they are.

The first one is that we have this paradigm belief, this societal belief, that employers have more power than you. They have more control than you. The perception is that candidates are at the mercy of employers choosing them. It's like one employer, one job. And everybody's crowding around saying, pick me, pick me, pick me. When you think of it that way, or you believe it's that way, you automatically diminish yourself and are now part of this crowd of people. And some of them could be more experienced, some of them could be smarter. And if you are thinking that, then you are out of your value bubble. You're already not concentrating on what it is that you bring, what it is that's unique about you because you're already thinking that the chances are going to be low for you because of the way that things work. So, that's one thing that will take you out of your value bubble.

Second thing, past rejections can really take you out. They can make you feel like the past is always going to equal the future. And that that's just a fact. And we both know it's not because if it was, then nobody would ever do anything they've never done before. Nobody would ever overcome anything that they have tried to overcome and finally overcome. So, there's past rejections, past failures. How we look at those is everything. It's so important to not see a past failure as something about you, something that you did wrong or something wrong with you.

And that's where we tend to go a lot of the time. And, even if we think we're doing a good job with that, I think there's a deeper level to it because you can always feel better about it than you do. It's normal to feel disappointed and it's normal to be human and just be like, yeah, that sucked. But, we want it to just be a very light, that sucked. Darn. Dang it, I was hoping to get that. Versus, oh my God, what am I going to do now? This is the worst. I really wanted that. It's a punch in the gut. It's a knife through the chest. All these things I've heard about how people frame and talk about rejection. It's like, no. It's just a simple, dang it, that would've been cool. Oh well, I guess it's going to be something better. Past rejections can really easily take us out of our value bubble because when we're focused on that, again, we cannot be standing in our value with all the things in our head that make us valuable so that we can go present those things again to the next opportunity.

Number three, the flippant effect. The flippant effect is a concept I talk about on the podcast. There's an episode on it. And in short, it is the lack of awareness to look at the value and impact you've had, and just not being aware of it at all. Just being so good at something, that you had no idea you were even good at it. People might say, oh my God, that was great. How'd you do that so fast? You're like, oh, I was just doing my job. Whatever. No big deal. And really, that whatever you did, was super valuable. You'd probably deserve to be paid more than you are for that. You should probably double down on that,

because you're probably really, really good at it. But, you don't know it because it came really easily to you.

When we don't see that, when we're not aware of it, when we're not willing to see it, sometimes people point things out and we just ignore them. We're like, yeah, they're just being nice. Whatever. I was just doing my job. No big deal. Anybody could do that. That takes us out of the value bubble. Because if you think anybody could do what you do, then, of course, you don't feel more valuable than any given person on the street. That's the third thing.

Fourth thing is self-doubt around things you've never done before. A lot of people, they are falling into that old paradigm of thinking that you have to have done something before, in order to be accepted as valuable now. They think, I have to have done all these things before, and that's the only way that I'm going to be accepted as valuable in this situation. That is not true, again. And I'm going to go further into how to counter these beliefs, further on in the podcast. But, these are the main things that take you out of your value bubble. And again, when you're out of your value bubble, that is what makes the job search hard. That is what makes proving and convincing and... We use this language, if I have to convince them and I have to prove to them and I have to impress them. When you're in your value bubble, you don't have to do any of that. Because you just feel at peace with who you are and what you do.

Number five, if you don't have the answer to one question, then that can take you out of your belief in yourself completely. And you will start going downhill and thinking, I must be done. They already know that I can't answer that question, so they've exposed me. I can't do this. This interview's over. It's not going well. That happens to a lot of my clients. One question and they'll be like, all of a sudden, oh, I guess I must not be valuable because I didn't get that question and I should have known it. And I'll go into more detail about how to counter that belief later on.

But, those are the main things that I've identified, up until now, that really take people out of their value bubble. And if there's other things that you can think of, I'd love for you to join me on LinkedIn and start a conversation there. Connect with me and let me know, what things take you out of your value bubble? Those are the main things that I've seen, but it's really important that we dig and discover what it is that's taken us out. And, if we're not in there in the first place, why not?

And that's what I'm really, really good at doing, with clients and in my program, is identifying and picking out those things that you didn't know about yourself that are actually worth millions of dollars, hundreds of thousands, whatever you can get on board with here. But, many clients have identified so much value that they were just like, wow, I did that. And then, it's easy for them to go and ask for of the money that they want.

Why do we get out of it? Why are we not in it in the first place? Why is it like that? We don't plan ahead. When we embark on a road trip, we always think of what we're going to pack. It doesn't have to be a road trip, it could be a trip of any kind. You're going on a plane, you're going to go visit family, you're going on a vacation. Say you're going to be away for a week, or you're going to be away for longer than that. You are always going to plan. Not everybody plans and that's okay, but you got to plan at least a little bit far ahead. What next plane am I going to catch, or what thing am I going to do tomorrow? Some people like to plan the whole week in advance, open to changes for that week to happen. I like to have a plan and then if it changes, that's cool.

But, when we go on a trip it's a very normal thing to do, to plan a trip. And so we would plan, what are we going to take to wear? We need socks. We need underwear. We need pants. We need shirts. What's the weather going to be like? Do we need our phone charger? Am I going to bring the computer? This is a very normal thing to think about and plan.

I see the job hunt or your career as a trip that you're taking, but we don't plan for that. We don't even think about how to plan for that. We're just like, I think I'd like to do this next, and then we just wing it. And we just take whatever comes up, and we just go for whatever. But, we don't really put a lot of thought into what that plan looks like. And I think if we did that, we would have such an easier time. And people wouldn't be saying, this is so hard, this is so hard. I believe that the hard, is in your head. It's hard because you believe it's hard, for good reason. A lot of people have a lot of experiences that will tell you that it's hard, that they've been able to back up with their experience.

My experience has not been hard and I open the doors up so that it's not hard for my clients anymore. I believe that if we just take some time to plan a little trip, we can really avoid all those lows that we have on the job hunt. We can totally avoid them because we can expect them. We can plan for them. They don't really understand the concept of being in our value bubble in the first place or that we have a value bubble, and most importantly, staying there and knowing our triggers that might keep us out. I mentioned some of them, but everyone has unique ones. And a lot of the times we are not clear on what the difference is, in being in your value bubble and being out of it.

In your value bubble, you have the energy of value. Your brain is full of all the valuable things you've done. Your brain is just grabbing on to everything you already have, everything you've done, everything you're good at. And when you're out of your value bubble, your brain is going down a path that's going away from the value bubble, that is creating thoughts of doubt and fear and uncertainty. Like, it's not going to happen for you, you might have to work harder, or take less, or take a pay cut. That's where your brain goes when you're out of your value bubble.

We need to be clear on what it feels like to be in the value bubble versus what it feels like to be out of the value bubble. And then, when we're out, we need to identify that quickly and find out how to step back in. And then you will get better at just stepping back into it, and then you'll just be in it all the time. That'll be how you live instead. And then you'll be able to pull other people up as well. So when you see them out of their value bubbles, you can bring them back. That is where, I believe, we need to all be living, all the time, as much as possible, because we're human and, of course, we're going to be out sometimes. But, we can identify that and we can just step back in.

So, that's why it happens. Because we don't plan ahead. We don't really get ready for what's to come. We don't understand the concept of being in the value bubble and staying in the value bubble. We don't understand the triggers that keep us out of it. And then, we're not clear on the difference of what it feels like to be in it and be out of it.

And so instead, what we try to do, is we keep trying to address the problem from the surface. If you are going on interviews and you're having all those triggers that I mentioned earlier, like I failed before, I don't have experience with that exact thing, I haven't done that exact thing before. You believe the employer has all the power over you, you don't really know what you've done really well, you're like, it's just my job, whatever. You have self-doubt from things you've done before that haven't worked out, or you just have some on underlying self doubt. I've coached a lot of super, super smart people that thought they were not good enough and thought they were not smart.

If you have those things, what you end up doing is not really seeing the root of that problem, and end up thinking, okay, I just need to say better things. I just need to have better answers. I just need to do better in the interview. I just need to have that answer next time. I have to have 100% of the answers. I just have to, I just have to, I just have to. And end up putting more pressure on yourself, and not addressing the root cause of the problem, which is those triggers that I mentioned. So, we think we need more surface-level stuff.

We think we need a strategy, like, tell me what to do, tell me how many people to reach out to, tell me what to say to them, tell me what words to write on my resume, tell me what words to say in the

interview. I can't tell you how many times clients will say, I thought when we started working together you were going to tell me what to say. And I don't do that. I'll give examples of what to say, and they can take them or leave them. But really, they come up with what to say and it's better than anything I could come up with. Because it's for them, and they know their industry. They know what they want better than I do. I teach them to have that power within themselves to speak confidently. So, we think it's surface-level stuff like that, like practicing, doing more, sending out more applications, doing more interviews. We think it's something like that. So, ask yourself, what is it for you? What do you think you need to do? What do you think it takes?

It's like this. You're putting more gas in your car, and really, your car doesn't need any more gas, because really, there's an internal problem. It's the transmission or it's something under the hood or it's something that you haven't identified there, that is actually keeping you stuck. But, if you just putting more gas in the car, then you're like, why isn't the car going? It's because it doesn't need gas. It needs something else. And we try to cope with the problem by putting more gas in and then getting frustrated and being like, why isn't the car going? Why it doesn't work is because we are solving the wrong problem.

It's like another analogy I came up with. It's like trying to plant seeds in bad soil. The soil, the environment, isn't good. Maybe it needs water, maybe it needs sun, maybe it needs something else. But, we just keep changing the seeds and being like, the seeds are faulty. So, we dig them up and then plant new seeds. And then we're like, why doesn't it work, why doesn't it work? And we keep doing that. And then we get increasingly more frustrated with ourselves. And we're like, why isn't it working, why isn't it working? Maybe I need more seeds. Maybe I'll plant five of them. It doesn't matter if you plant 100 of them, the soil is the problem. It doesn't matter if you put gallons of gas in your vehicle, if the vehicle has another problem, the gas won't make it go.

So for us, the problem is we don't address the value within us. So, we don't explore where we are not sold on our own value. We don't tap into what we need to, to feel confident, certain and valuable, to create the value energy when we speak. And we don't make an effort to do that. We don't know we have to do that. We don't know what we don't know. You are probably sitting on a goldmine of value that you have contributed in the past, that you will contribute in the future, but you don't know what you don't know. I think that's the best way to put it. So, that's why it doesn't work.

What ultimately is created, is the perpetual cycle of the same thing, over and over. And we might think we're doing things slightly differently, but if our thinking hasn't changed, if our paradigms haven't changed, then we will continue to get the same results. And that's how you'll know, is because your result will not equal what you want. If you think you've been doing things differently, but your results are the same, then you've got to look at that and get really honest with yourself and be like, there's something I'm missing here.

What do we do instead? Now we get to the good stuff. We plan for it. We need to have that set of tools to deal with the journey. You plan for this journey of the job search. You don't know how long it's going to take, but you know your destination. We decide on our destination and we get certain on what we want. And then, you get to take yourself on that journey. You get to be in that value bubble the whole time. That's a choice.

So, you make a decision that you're going to create this value bubble that's going to be really awesome for you to be inside. And you can't wait to just be in it all the time, no matter what happens. And yet, on the outside, someone might come up and push on it. A recruiter might come along and be like, I don't think you can ask for that much. I don't think you can do that. They'll be like, your resume's terrible. They might push on that value bubble, but they're not going to pop it because it's strong. And that's the goal. You want to make a commitment to yourself that no one can ever tell you you're not valuable.

Because as soon as someone tells you that you're not valuable, in whatever words they use, or that you're not valuable enough, or whatever it is they say to you or imply, even if it's sounds like it's well-meaning, if they get through to you to a point where you feel bad about that, and you believe it, and you start to doubt yourself, then they've popped your bubble and you got to rebuild it.

That rejection, it doesn't mean you're not worthy, you're not capable. So, you can't let a rejection pop your bubble. And this is the work of building a strong foundation within your bubble. And that's what you need to do before you decide to embark on the journey.

And that is why the first step, the first pillar of my program is called, Intentional Self-Confidence, because that is what we do in that pillar. And that is quite often the most important work that anybody does when they come and work with me, is that foundation of intentional self-confidence. And that is where we pull out everything that they have of value. And we show it to them first. They get really sold on it. They get really excited about it. And then it's easy for them to go out and share it with others.

Why this works so well is because it is like going on a trip, and you know what you need to pack in your suitcase now. A job search, I think, is like a trip that we go on and we go from not packing anything, to putting all the necessary tools we need into the suitcase. Normally, when we get to our destination and we have no clothes and we got to go figure out where to buy them, no accommodation booked, no idea where we're going to stay. If the plane is delayed, we get frustrated easily. If we get there and the Uber takes longer, we get frustrated, instead of just looking for solutions right away.

Which is what I planned out for us to do in the program, is, whatever happens, it's fine because our destination is still there. We're still going to get to our destination. It's not a problem. It's just a matter of planning out contingencies. If this happens, this is what I'm going to believe. This is what I'm going to think. This is what I'm going to do. I'm going to get into solution mode right away. And then you get to bypass all that stuff that people say the job search is about. They're like, it's so hard. It's so arduous. It takes so long. No, it doesn't have to. It's not true. We just hear that stuff so often, and we see examples of people so often that we start to believe that's how it is. But, it doesn't have to be.

Every single problem, every single pitfall, every single obstacle that has come up along the way, I have dealt with it with my clients. And I've seen exactly what needs to happen, in order for you to move forward to your destination. And what you're going to need to do that is, you're going to need to prepare for some things not working out. Just know that that might happen. We don't have control over everything. But, just knowing ahead of time that your job is simply to show up as your confident self in your value bubble, that doesn't leave your value bubble, that is your job.

If something doesn't fall in line right away, it's because there's something better coming. If something gets offered to you and it doesn't feel right, it's because there's something better coming. And feeling ahead of time how you want to feel when someone asks you something that you don't know, and something that you haven't done, for example, how are you going to respond to that? And how are you going to feel when they ask you? Decisions about your own value and yourself and deciding that it's not them who decides your value, but it's always you. And I have a great answer. Just a little side note. I want to share this. When someone asked somebody in an interview, have you done this before? People can ask in a condescending tone. They can be like, have you done that before? What experience do you have with that?

I saw the best answer on... I was actually watching, The Walking Dead, and the guy was a doctor, he wasn't a very experienced doctor, but... If you don't know The Walking Dead, it's a show where there's zombies and lots of people have died. They're trying to put the world back together, basically. This guy, he's a doctor, but he's only done surgery three times, and so he is not very experienced. But, he comes in and he's like, "I can help. I'm a doctor." And this more experienced lady says, "Have you done surgery before? What have you done before? Have you even done surgery once?" Really condescending to him.

And he goes, "Everything I've done since I was born until now, I had never done before. So, I think we should start talking about what I can do instead of what I haven't done." It was just such a good answer. And then she was like, "I like you. Okay, fine. You're right."

But, it just goes to prove, people have this paradigm. That's why they ask you, have you done it before? Have you done it before? It's like, I haven't done that exact thing, but I've done so many other things I never did before. Do you want some examples for that? And that's how I would handle the question too. I've never done that before, so what? I've done way more things than that, that I've never done before. That's a big paradigm that we need to shift. I haven't done it before, so what?

Decisions made about that, so how do you want to feel when someone asks you something you don't know? Because we can assume that when you go into an interview, someone is going to ask you something that you don't know the answer to. And that's okay. It doesn't mean you failed. It doesn't mean anything. It doesn't mean you needed 100% on the test to pass it. Nobody ever needs 100% to pass it. Maybe they need 80%. Maybe they need 50%. But whatever, one question doesn't mean you're not valuable all of a sudden. And that's the mistake we make, of thinking it.

So, when you start to embody this, when you get into your value bubble, when you understand your value, this is what happens. You end up going on a steady paced trip to your six figure position. You're just going to get in the car. You're ready to go. You got your suitcase. You got your stuff. You've got your notes, so if there's a thing that happens, you get held up at the road, there's a road block, there's a red light, there's an accident, you get lost, whatever. It's fine. You're always going to get to your destination. It's never a question. You just take a trip and it's a fun ride.

A well-planned and executed job search, that's what it looks like. It doesn't mean that it goes perfectly. Doesn't mean you never get rejected. Doesn't mean you never get lost. Doesn't mean you don't second-guess yourself sometimes if you get an offer and you're not really sure about it. It doesn't mean any of that. It just means you get to get to your destination no matter what, at the end of it. And you know that. So, an inevitable success sooner rather than later, because we get to bypass all the crap that everyone else goes through because they don't have these tools because they don't know these things. They haven't prepared for the journey.

So, this is a mistake we make. We prepare for each interview the same way, over and over, with practicing the stories again and practicing the answers again. But, we don't prepare for the overall picture, the big picture. It's like preparing how you're going to ask the train conductor for tickets or how you're going to order your food on the plane. It's like planning how you're going to do that instead of planning the entire trip. It's like, I got to be perfect. I got to ask for the food perfectly so I can get the food, versus I'm going to plan for the whole trip to make sure it goes smoothly, and to make sure I have a backup if something goes wrong.

So, it's a calculated journey that feels aligned, it feels good, it grows you and you get to feel proud and accomplished at the end. It feels like you're standing for your own value every step of the way. It's the best journey of evolvement that I know of because whenever someone tries to get you out of your value, it's your job to identify that. How is this person trying to get me out of my value? How is that circumstance potentially taking me out of my value bubble?

And you'll know when you're in your value bubble, when you're feeling like this. You'll feel proud, accomplished, certain, clear, curious, valuable, strong, of service, helpful, useful, unique. And that is how you'll know. You'll know by your feelings. Your feelings are your compass to if you're on the right track. And if you're feeling the other feelings, if you're feeling nervous, and if you're feeling unsure and uncertain and wobbly and doubtful and fearful, then you know you've stepped out of your bubble. And that's not a problem. It just means you have to step back in. You have to identify that and step back in. You have to ask yourself, what is it that has taken me out, and how can I step back in?

And that's it. That's what I got for you, my friends. So, if you want to live inside your bubble the majority of the time, where valuable energy flows from you all the time, where you become that magnetic person who everybody wants to hire, all the time, that's where my program comes in.

As I said, I made it a foolproof process that you go through. The first step, we would go really, really deep on this, and we apply it, so that you actually create that value within yourself. With the live coaching calls we go deeper on it. And so, the job search doesn't have to be awful. It doesn't have to be hard. It doesn't have to be the thing that everybody says it is. It can be a fun, really well-supported, really aligned, really accomplished journey for you. And I would love to be your guide on that journey if you don't have one. Please go ahead and check out the links in the show notes and sign up for the workshop where I show you all about how to join my program. And I will see you inside. So, until next week, have a great week. Bye.

Hey there. If you've been listening to the podcast for a while, I want to invite you to something very special. You know I've been coaching one-on-one for years. And you've heard me talk about all my clients and you've heard them come on the podcast. And from these experiences, and from all these hours that I've done coaching, I've created the ultimate program where I take you through the steps that I walked everyone through to achieve the unreasonable results that they've achieved.

And I don't just mean just getting any job, or making things a little better here or there. I mean life-changing results, doubling salaries, switching industries while doubling salary, getting six-figure positions with no official paid experience, and just creating a life that they didn't imagine was possible. And this isn't for special people or unicorns. This is for everybody, as long as they're willing to be open and apply the work.

We work in a [high touch container 00:34:04] where you're supported with lifetime access. You get the proven process, the highest quality support in the industry. And there's literally no failing unless you quit, which I won't let you do. So, there's literally no risk in joining me inside the six figure career curriculum mastermind.

If you want to get started, all you have to do is go to www.nataliefisher.ca/getstarted and sign up for that workshop. And I will see you in there.