Ep #234: How To Get Crystal Clear On Your Value

Full Episode Transcript

With Your Host

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Get a 6-Figure Job You Love with Natalie Fisher

Hello, welcome to the Get a Six-Figure Job You Love podcast. This is episode 234, how to get crystal clear on your value. Hey there, I'm Natalie Fisher. I'm a six-figure business builder, a mom of a two-year-old, the recover of a 10-year narcissistic relationship, and now in a super healthy one. And most of all, I'm a human who's figuring this out with you. This podcast is about how to use your mind to thrive in your career and create the subconscious breakthroughs that you need to get there.

The subconscious blocks that you don't even know you have to achieving your highest levels of earning and your best zone of genius moments and days in the flow. That is my goal for you. Let's dive into the episode. And before we dive into today's episode, I want to remind you that I'm the coach who is always going to point you back in the direction of your own wisdom. And so before we get started, I want to remind you, listen to your own wisdom first. This means listen to yourself first and me second, and anyone else for that matter. Take what resonates and throw away what doesn't unapologetically. I won't be mad. I won't be offended.

In fact, I will be proud of you for doing so because I know from a lot of personal experience that anything is only as effective as the amount of resonance that it has within your uniquely built brain. And something is only going to work if it feels right to you. And if you believe in it, or if you want to do the work to believe in it, and that's what I'm here to help you do.

Your inner wisdom is infinitely more valuable than mine when it comes to getting your outcomes and for what you are here to do on this planet. So I'm here to help you steer that wisdom in the most powerful way possible. I'm so happy you're here. I'm so glad you're here. Part of this, I'm so glad we're here on the planet at the same time. Let's dive into today's episode.

Well, hello, hello. So I went back and I looked at all the posts and all the content from 2024, and I'm still gathering all the data, but I found the top post and it was on this topic. So, and I had lots of people asking me for more information on it. And so that's sparked this full circle moment because I just had the inspired idea to make the value vision training, which is starting this month and will be completed this month. And so this topic just clearly has been resonating with people for a really long time. And I think it's one of the things that I do differently. I'm not really about trying to get things together to impress people. I'm more about you understanding and cultivating and identifying and acknowledging your own value from within so that then it just reflects out easily and it will attract the right people and repel the wrong people. And so this just made sense for today.

For this, the first official topic of 2025. So the overall problem that I see with people who are not successful in getting the jobs that they want to get or building the businesses that they want to build or doing the things that ultimately requires a lot of putting your value out over and over is that first people don't know their value. They don't know the extent of it. They don't acknowledge it. And this is because our brain is so expert and skilled at deleting it. And it's actually growing every single day. Like the value that you're contributing is growing every single day. Like just today you had at least three things that you did that were very valuable, probably way more than that. However, you are always progressing and you are always creating more value as you go.

I like to say you're leaving a trail of value wherever you go, right? Because well, if you're listening to this podcast, your intention is obviously to, you know, add value to people's lives. If you're not listening to this podcast and maybe that's not your intention, but I know that my listeners and the people who tend to be attracted to the work that I'm doing, that is what they want to do. Right? So I can bet I would

wager that you have at least three things that you did that you did today that were valuable, even if you didn't work or you didn't do like, even if they're hard for you to pick out. Right? Like even if you just did, you did a workout. Like I'm calling that something that I did that was valuable today for myself. Right. And I'm recording this on a Saturday. So it wasn't a work day for me. So I'm calling that one of my wins. Like it's a workout or I cleaned the kitchen or I did like even the simplest things we do are valuable. And that's where we kind of have to start. If you're not used to acknowledging your value, you can start with these really tiny things. Okay. And then it'll start to get easier. You'll start to acknowledge bigger things and you'll start to add them all up together and see it.

Just start to just live in a different way. Right? Cause when we're looking at our value and we're not looking at what we don't have, cause that's where we mostly go. That's the problem is. We're always looking at what we don't have or what we didn't do. Right. And we can't do both of those things at once. Right. You can't acknowledge your value and be in that space of this is what I did today. This is what I'm proud of today. This is the breakthrough I had today or just the different person that I am today. Right. Like, for example, if I look back 10 years ago, I would have been super nervous to report a podcast.

And today I can just jump on it's no big deal. Right. Or I would have been, I was really nervous to coach somebody or I was really nervous to do something new. Right. And now the person that I become is not so nervous to do those things. And I'm doing them anyway, even if I don't want to. Right. So it's like, and then if I move it up and I'm like, okay, well, what about five years ago? Who was I? How much value have I created in that time? Or even three years, or even like the last 90 days, how has my mindset changed? Right. There is so much there that we don't pay attention to.

We're not watching for, and therefore we miss if we don't acknowledge it. And so that's the main problem is we're not acknowledging, we're not looking at our wins. We're not acknowledging our past successes. We're mostly looking at the, what I don't have, what I haven't done, what I still need. We're in that hole. I'm working so hard, but it's never good enough. That's kind of where most people are most of the time. And it's just a human thing. Right. Like my two year old is like that too. Right. Like she can have a bunch of toys that she didn't have a minute ago, but then she can be mad because her cousin took one away. Right. And it's like, well, you didn't have those a minute ago. So why are you complaining? Right. That's how we act. Right. We're like, oh my God, we've done all this.

Like you might've gotten all these certifications and you might've had all this experience, but you're now you're like, oh, but I still don't have this. Right. Or I don't have this, or I don't know how to do this. Right. You're looking at a job description and you're thinking, well, I still don't have this. Right. But then you're missing all that you do have. Right. And what happens here is then we disconnect from our value entirely. When we're focused on what we don't have, we're just feeding more energy of that not enoughness. And that's not serving us. It's not helping us.

It's not useful in any way. And I know the argument is like, oh, but if I'm just happy with what I have, then why would I get more? And it's like, well, because you're, you will, like you can totally be in the place of I'm happy with what I have and grateful and I love it. And I'm expanding my happiness. It's not like I have to go after more. It's like I'm expanding what I already have in a beautiful way. Right. And like, that's perfectly acceptable and beautiful too. So it's not that we'll just stop doing things if we agree that we have enough. It's that we'll do them from a different place.

We'll do them more successfully. We'll do them more enjoyably. And I would argue that we would do them more effectively because we're not doing it from a space of not enough. We're doing it from a space of expansion as a choice. Right. So if the big problem is, is that we don't do deep dives on our value enough. We don't do, we don't acknowledge it. We don't look at it. We don't spend time on it. Then what happens with that is, is that people start trying to overcome this problem in the wrong way. Because first of all, they don't, most people will think that the problem actually is that they don't have enough. Right.

They'll say like, I can't tell you how many times I've heard this. Like, well, I don't have enough. I don't have this. I don't have this. I need this. I need this. I need this. And it's like, okay, but when will it actually be enough? That's a good question that you can pose to yourself. It's like, okay, but when will it be enough? Right. And most people don't have a measure for that. They're just like, well, and if they do, it's like, well, after I get this certification. But if you look back, you'll see that you've gotten a bunch of certifications that you didn't have before. And before you got those, you were probably saying, oh, well, when I get that, then it'll be enough. Right. And someone said I was actually just coaching my friend who's a business owner as well. And she's a business owner in Toronto and we met at one of the events I went to this year. And she's a little bit farther behind in her business than I am, but she's full time in her business. So she's not work.

She doesn't have a job. She's doing her business full time. And she was saying to me, she's like, well, I just think that I didn't make a lot of money this year. So that's why I'm not really looking at it or tracking it. Cause I kind of tell myself that it's irrelevant because I didn't really make that much. And I was like, but you made enough not to work, right. You made enough to cover your life and your business expenses. So how is that not enough? Like that's most people's dream is to be able to replace their income, to be able to replace a salary with their business income. Right. That's the goal. Right. And she was like, oh my God, thank you for the reframe. Yes. Like that is true. Right.

And it's like when she started that business, that was her dream. But so quickly her mind just goes into, well, I didn't know. Like it's just too little. I don't want to track it. Her brain wants to avoid it. And so I was a good person to coach her on this cause I'm totally into tracking all my numbers now. And yeah. And so, and I could say the same thing, right. It's like, oh, well, when I first started my business, all I wanted was to make a hundred K. I was like, oh my God, I want to make a hundred K. When I make a hundred K, that'll be the best.

I'll have replaced my salary and like done it all through, you know, my own means. And you know, that will be the be all and end all and I'll be happy when I get to that point. Right. And guess what? That's not how it goes. It never is. Cause then I'm like, okay, well, what's the next milestone? What's the next milestone. Right. And the key is to be like, yes, those milestones are always going to be things that we seek, like those winning moments when we're like, oh, we did it. You know, we replaced our salary or we got that job or we got that promotion or we negotiated that raise or like, that's great. But then it's like, yes, we're going to be very happy about that. But then we're going to want to go right into the next thing. And that is normal. It is who we, like how we're wired. We're here to evolve. We're here to see what we're made of.

We're here to do more. And at the same time, we got to recognize where we came from and where we started and how much we've done since we started, because otherwise we'll be chasing this elusive thing that we're never going to reach. Right. And so that's something that people are scared of. They're like, well, I don't want to not reach my potential. Right. Like I have so much potential and what if I don't

reach it? Like that would be such a waste. And I want to introduce the idea that like your potential is always moving. Right.

So you'll actually never reach it and you're never supposed to reach it. Like you might reach it at points, right? Like when you close that gap between the goal you set and the goal that you got to, you're like, okay, you could wrap it up in a bow and say I reached my potential in that area for right now. But then it's like, okay, well, I'm going to start another journey now. Like what's next? What's next? Right. And the argument here is people are like, well, why aren't you just happy with what you have? Like why do you have to keep going for more? And it's like, well, why not? Right. Like that's what I believe we're here for. And the reason is because we always have another idea. Once we've done the thing, we're like, oh, that was awesome. Let's go do something else.

What can we do next? Oh, that was fun. And then it becomes more fun. It doesn't become a like, oh my God, I need this so bad to be happy. I need this so bad to feel relevant. I need this to feel validated. It becomes, let's see what I'm freaking capable of because this is fun. Right. It's so different. Right. You can tell the difference in the energies there. So what happens when we're trying to solve the wrong problem? Cause most of the time we're trying to solve this problem of like, I don't have enough. I need more. Once I have more, once I have blah, blah, blah, then I'll be able to get the job. Then people will notice me. Then my resume will get accepted. Then blah, blah, blah, blah, blah. Right. That's the wrong problem to solve.

The problem that you need to actually solve is why don't I think that what I have right now is enough? What do I have right now? What is it enough for? What could it be enough for? Do I have evidence that it is enough? What have I learned? What insights have I had? Who am I today that I was not when I started this journey? So you can say it from the beginning of your career to where you are now, like how far have you come so far? Right. And even if you're just starting out, maybe you're in school or something, you've already taken a year of classes and you've got some experience. Like there's always a way to measure from the starting point to where you are now versus trying to measure from where you are now to like your ideal, where you want to be, because that is a gap that you're going to fill and yes, you're going to figure out how to get there and you won't know how to until you get there because that's how it goes.

We just never know the how, but we know we get there. But when you measure from where you started, then you can connect the dots and you can see how valuable you really have, like the value that you have created up until now where you are. And you'll just continue to do that.

However, the way that you look at it is going to be very life changing in terms of how motivated you are to keep going, how much you enjoy the process and how successful you'll ultimately be. Because if you're constantly in that space of, I don't have enough, I need more, it's never enough. That is a gloomy place to be and you'll never be happy that way because you'll be chasing something that doesn't exist. Right? Versus if you're looking at your life and your career and everything you've done as, wow, look at how far I've come. Look at all the things I've done. Look at how many challenges and obstacles I have already overcome. Wow. Yay. Look at me.

That's a bit different, right? That feels a bit different. And I don't mean it in a braggy way. I just mean it in like a truthful way. You can look at either side, right? And this is so much of what I do inside my coaching program. I'm thinking back at a few coaching calls that I've done more recently and it's very

much like flipping that whole thing of like, Oh, I have so much far to go. This didn't work. I didn't do this. This didn't go well. Nothing's working. I can't do this. This is failing. I failed at this.

I let this person down, blah, blah, blah. Instead of all the things that we could also look at, which is, Oh, what did you learn? How are you different? What insights do you have? What did work? What do you have? What did you, what do you see now that you didn't see before? Like totally different. And a lot of times there's actually so much more success, including like tangible success that people are missing because they're just not used to thinking like this.

They're not used to looking at their lives and their experiences like this. They're not used to framing them. And I can tell you that this is game changing, life changing. Okay. Cause like I could be sitting here really pissed off that I didn't grow my business exponentially in 2024. Right. I could be like, ah, I didn't hit my goals in 2024. I'm so mad. Like, ah, if I did everything I tried my hardest and it didn't work, like I could be looking at it that way. Or I could be thinking, you know, I grew my business by about 10%, which is, I don't like to me, I was like, Oh, I had bigger aspirations than that. Right. But I didn't grow it. I was like, you know what? I am so happy. I'm so like ecstatic that I brought in all these new people in 2024. I'm so happy with all the work that I did.

I'm so happy with all the data that I collected. I'm so excited to dive into all that data that I now have from all those things that I put out, from all those things that I tried, from all the things that worked and the things that didn't work. Like I'm just so excited to keep going on this journey. And I don't even care like when I get to wherever it is I'm going, I'm just like, I'm here to help more people. And I will do that when the time is right. You know, things are unfolding exactly the way that they are supposed to be unfolding for me, because obviously I wasn't ready to grow my business exponentially and hit big, like those 10x targets last year.

I was not, I was not in the position to do that. However, like for some reason, cause I was like, I did everything I thought I knew how to do. Right. But that wasn't it. Right. So I'm just extremely, extremely happy and grateful. And looking back at all the things that I learned, things that, what did work, what didn't work. And I have a renewed sense of like looking at like connecting the dots backwards. Right.

So I look back at when I started, when I was nervous to coach a client, when I was nervous to help anybody, when I had no confidence in myself, when I didn't have belief in other people because I didn't have belief in myself. And when I recorded my first YouTube video and people commented that I was reading a script and that it was a terrible video because it didn't have an example. And like, if I look back at that time and I look back at now or look back at, you know, today, I like, Oh my goodness.

Like there is no, like I'm a different person. There's no comparison. It's like, Holy, look at how far you've come now. Have other people gone farther in that same time? Yes, absolutely. Have other people done a lot less in that same time? Yes, absolutely. Do I care? No, because this is my journey. This is the way that I am doing it. And this can only be my journey. Right.I can't compare myself to somebody else because that wouldn't be fair. It would be like comparing apples to oranges. Right. It's like, there's no use in it either. Right. There's absolutely no like comparing myself to someone else.

Like say somebody who had started their business the same time as me, and they've gone well over a million dollars and are doing super amazing. And they're just, you know, whatever, living their best life and not that I'm not, but you know, they've just reached a lot more success than I have. There would be

no use in me comparing myself to that person. Right. Because that could just potentially make me feel bad. Right. And spark thoughts like, Oh, well, why haven't you done that? Like you're not as smart as that person, blah, blah, blah, blah, blah. Right. Like it could easily do that.

So I'm at the point where I'm like, I know there's no point in doing that. There's no point in going there. There's no use in it. And because every moment that I'm doing that, I'm not looking at where my information is, where I'm going to learn, improve, have insights and build upon them. Right. It's the time I'm not spending looking at what works for me and doubling down on that and continuing with that. And so that's something I find a lot like in when we're in the job search or when we're in our career. Right. It's like, Oh, that person got picked and I didn't like, what is it about me? Like, I'm not smart enough, blah, blah, blah, or whatever. Right. It's like, that does you no use. Right.

It's you want to get into the what have I learned now that I didn't know? What do I have? Why might this be a better path for me? Why might this be better for me? Right. Why might this be unfolding exactly the way that it's supposed to? And why is this going to be the best thing that ever happened to me later? Like that is like the only way to look at it because the other ways just don't serve you. Right. So I've been doing this for a long time and I talk about it all the time. I had a mastermind where I had to go, I had to do like a 30 day challenge where all I was allowed to do was write down what was working. Right.

What's working, what's going well, what are you succeeding at? What are you feeling good about? That's all I was allowed to focus on. And from there, then I would be able to create a plan for the quarter for the day for the month. Right. And the plan that I was creating from that space was just so much more powerful because it made me look at the things that were working. It made me see clearly where my strengths were, were lying. It made me see clearly like more about myself that I could utilize, that I could apply, that I could capitalize on. Right. It gave me so much more power than where your brain will go in the morning if you don't train it, which is to say things like, Oh, well, you haven't done that. You don't have this.

You're struggling with this. This is not working. This is not working. Right. And it's like, even if say something isn't working, right. Like it's hard to do this if you're not used to it. If you haven't done it a lot, it's definitely a skill you need to build. And I noticed that when I have clients come on my coaching calls because they will literally believe nothing is working. Right. Because they're in a blind spot about it. Right. So there'll be like literally nothing works. Like nothing is working in my job search. Like absolutely nothing. And that's not true.

It's always a lie. Like it always is a lie. There is a way to frame every single experience in a way that will benefit you. Right. That is something that I've been doing for years. Even the most awful experiences in life, there is a way to frame them in a way that will serve you better. Right. And I remember when I first started coaching, I was trying to communicate this concept to one of my clients and she was very, very resistant to it. She even got mad and belligerent and we ended up ending the call early cause she couldn't, she was just mad about it.

And I think the misunderstanding is that it's like going into this toxic positivity thing where you're like trying to trick yourself into thinking something is good when it's not good. And it's not that at all. It's like, because the alternative is just keep telling yourself that nothing works. Keep telling yourself that it's terrible. And then just live your life that way. Right. With the acceptance of this is terrible. Nothing

was working for me. Right. That's the alternative. And that's just not effective for you to move forward. Right.

It just doesn't work for you to get what you want ultimately and to like think in a way that will get you there. So it's like, if you want to continue to believe that nothing's working and that it's just, you know, external factors or whatever, and I'll get into that cause that's a side effect. Like when you're in that space of like nothing's working, I don't have enough.

This isn't, I don't have this. You're comparing yourself to other people. When you're in that space, you will tend to start blaming external things that you can't control, right? Like saying that the market is bad, saying that it's the lack of opportunities available on the market, saying it's people, other people's fault for not hiring you. you'll start blaming yourself, beating yourself up, saying like, Oh, you should have done better. You're not taking this seriously enough. You're not working hard enough.

You should have done this. You should have done that. Or the other side effect is people will just kind of give up low key, give up. And like, people don't want to admit that they give up, but giving up can just be like, not like avoiding it, not doing anything towards the goal, not thinking about the goal. And just kind of avoiding it because it was too hard. Changing the goal altogether and being like, yeah, I think I'll just do this other thing. Cause it's easier. Those are the like three main side effects. So if you're in that space of I don't have enough, you're comparing yourself to someone else.

You're looking at job descriptions, comparing yourself to what you don't have or the boxes you don't check, or you're telling yourself that, you know, you need blah, blah, blah, blah, before you can be happy or you need someone else to validate you before you can approve of yourself kind of thing. Any of those things, if you're in that space where you're feeling any of those things happening, a common side effect then is for the brain to be like, well, there's nothing we can do about this. It's the market.

It's the opportunities available. It's the people they're not hiring. Nobody has money. It's this, it's that, it's that, right. Or criticize yourself, blame yourself, beat yourself up really harshly. Or avoid kind of quit behind your own back. And people don't like to admit to me that they are quitting or whatever. They're just like, no, I'm not quitting. I'll go back to it. I'm going to do this, but I'm still doing this, but they're not really in it anymore. Or they'll be like, oh yeah, I'm just going to do this other thing because it's easier. I'm just applying to these other jobs because they're easier, but not really because they want them. Right. And so it's easier to do those three things. It's easier to say, you know, the market's bad.

People aren't hiring. It's easy to say, oh, I'm just not smart enough. I'm just not cut out for it. I'm just not able to, I'm just not capable. It's easier to avoid the whole thing altogether. And it's easier to say, yeah, I'll do this other thing because it's easier or like do something different. It's easier to do all those things than to say to yourself really honestly, I need to get better at communicating the value I bring to the table, because obviously people are not seeing it. And that's on me. And that's the hard part.

That's like the hard coaching moment that you need to look in the mirror and say, okay, if that's not reflecting, it's because I am not doing a good enough job at communicating the value. And the reason is probably because you're disconnected from it. You haven't been doing a 30 day exercise where all you do is record the valuable things you've done. Cause I promise you that would change your life. If you do that, it changed mine. And I did it a few years ago and it's still wired in there.

I'm like, what's working today? What's going well? What did I do right? You know, that will change your life and you can get better at communicating the value, looking at what you're doing right, looking at what you do have. And you can get into that habit and you can repeat that habit and you can live your life in that space. Mostly, right? Like I still go into what I haven't done or blah, blah, blah, but it's more seldom. And that will change the whole game because you'll acknowledge, you'll bring attention to, you'll focus on. And from that space of these are the wins, this is value created. This is what I can do. This is what I do have. This is the new insight I got. This is the new info I now have. From that space, you will be itching to take the next steps towards what you want. And you'll be excited. It'll be fun.

So why it doesn't work when you're doing the other thing, right? When you're in that space of, I don't have enough and I can't do it. When you're in the like not enough, when you're playing the not enough game, I'll just call it that. Cause that's what it feels like it is, right? It's like, it's never enough. I'm comparing myself. I'm beating myself up. I'm working so hard, but it's not working.

Like all those things, right? When you're in the not enough game, it doesn't work because you just avoid, you don't grow. You just end up avoiding the problem, right? You just end up blaming other things for the problem and solving the wrong problem, right? Trying to solve for getting more certifications or getting more experience or doing more work or working more hours or working harder instead of providing and communicating your value that you already have in a better, more powerful way to more in more ways so that people can see it better and people will see it. So this is what my whole program was about.

The value vision program is about bringing this stuff out, right? Like making sure that there's no question about the value that you bring to the table and then, and helping you do that in a bunch of different ways for different people with different personality types so that it lands with them. And then making sure that you know how to identify and attract the high quality environment so that then you can match into the right places, right? Because you can do all this and then still end up in a low quality environment and not have the result you want ultimately. So there's definitely those two big pieces of it.

But the problem that you end up avoiding is the whole, I'm not communicating my value good enough and you end up trying to solve that by getting more and more and more and more. And like this is an insatiable appetite that will never be fulfilled by more certifications, right? As an example. So the results of that attempt are going to be frustration.

You're going to end up settling for less, accepting that that's just how it is believing you're not cut out for what you wanted. Just accepting beliefs like I'm not good at interviewing or I'm not good at talking about myself or the market is just so bad. They won't be able to give me the money that I want.

Nobody can like just accepting these kinds of beliefs. That's what you'll end up doing if you continue in that not good enough game, right? And side note, I wrote a note here to tell you a story about someone who posts on LinkedIn and I should really just unfollow these people because they just kind of stir my brain up. Like there's a few people that have been posting for years and they've been unemployed for years and years and years and it's just become part of their identity.

And I can tell in their posts, they're very, very focused on the fact that they are unemployed because they won't go a post without mentioning it, right? Without mentioning how long it's been. Like you can

tell it's at the very forefront of their mind and it's a very big focus for them, which makes sense why it continues to be like who they are. But when this one guy, he posted, he's like, is there any point in being on LinkedIn anymore? Is there even any value here anymore? It just doesn't seem worth it to me because I haven't gotten a job offer and I've been posting here for 17 months.

And so I like thought about this and I'm just like, okay dude, but there's also a lot of people who have gotten their jobs on LinkedIn in the past 17 months. So what is that saying? There's also people who have less skills and experience than you have. So it's like, it's like saying, Oh, well, does a dating app even work because I've been on it for like three years and I haven't met my person yet.

So is it even worth it? Is the dating app even worth it? It's like saying, the gym is it even worth having a gym membership? Cause I've been going to the gym like for years and I haven't noticed any changes in my body, but like, is it even worth it? Does it even have value to go to the gym? And it's like in these three situations, it is not about the tool, right? LinkedIn, the dating apps, the gym, they all work for some people. They don't work for other people. Why? It's the person. It's not the tool. It's not LinkedIn. It's not the dating app. Hinge is the one I met my partner on. It's not the gym. It's the person.

It's the person and the person's mindset. And I'm like, dude, it's not LinkedIn's fault that you keep posting about how you've been unemployed for 17 months, right? It's not, that's not LinkedIn's fault, right? So when people are focusing on the wrong things, they're going to get those things showing up again and again and again, right? And someone needs to break that pattern for them, but they also have to be willing, right? They also have to be willing to see, Oh, okay. I see my focus has been off, right? And that can take some time and not everybody wants to have that told to them.

Not everybody's willing to listen to that, right? Some people want to argue that LinkedIn is the problem and they want to get off LinkedIn. Okay, that's fine. They can do that. So what the alternative solution is, is instead of staying in that whole not good enough devaluing mindset, which most people are in, because like I said, it's not your fault that you're in it. It's just how we're wired, like growing up. Like, like I said, my two year old is like that. She'll be in the whole, I don't have this and I want this now that I have this. Oh, but someone took this, you know, it's just how our brains work. Then we need to take the time to understand our own value on a deeper, more cellular level.

Understand how much you actually do bring to the table in all capacities. Like you have very unique things about you that you won't see yourself because you've lived with them your whole life, right? You'll say things like, Oh, it's no big deal. Oh, whatever. I didn't even know I did that. Oh yeah. Sure.

Maybe that was good, but anybody would have done that, right? Or they just go unspoken. You don't even hear about them or you don't even notice them because you just, that's just who you are. So it's not your fault that you're not seeing them, but it is your responsibility to acknowledge them and understand them on a deeper level so that you can communicate them to the people who just met you, right? Or are just meeting you.

And you're going to be very valuable in a very particular type of environment, right? And the environment that you're going to be a really good fit in is going to want those things that you have that are very unique and specific that some people would probably find really annoying and some people would really not like, right? But there's going to be a certain type of environment with a certain type of people who are going to love it. And that's kind of the whole, the game we're playing is we're finding

like we're being most ourselves that we can be in our best, you know, non-apologetic way. And then we're attracting the people who like that.

So I was just thinking my partner, he loves the things about me that my ex used to hate, right? Like my ex hated that I was ambitious and that I wanted to do all these things. He hated that. He was like, Oh, well now you're just doing too much. And I don't feel like I have a place here. And like, you're just doing too much. I'm uncomfortable. I don't like it. Right. And my partner now, he's like, Oh, he's like, I think that's awesome. He's like, I'm fully supportive of you. And I think that you should go as far as you can, because obviously you feel really passionate about it. Right. And my ex hated this about me. Right. And so same thing, you're going to find some companies who are going to be like, Oh, we don't want you to be too ambitious.

We don't want you to, you know, try to take over the department. And then there's going to be another place that's going to be like, we want that. We want you to be looking at how you can improve things. And we want you to rise to the top and we support that. Right. Like, and so it's your job just as much as it is to understand yourself, understand your value, connect with it, love yourself for it, as cheesy as that sounds, but seriously, like just enjoy who you are for a minute, like acknowledge who you are so that you can then enjoy it. And then your next responsibility is to find the people who are going to be like, yes, we love that about you. Right. Even if you are slightly annoying because you're picking out all these things that we didn't see, we know ultimately that that's going to move our business to the next level.

And we really appreciate that you have brought those things up. So I had another client and she had said that she had a really good knack for picking out things. Like if someone was going to be audited, or if they were going to have some kind of, I don't remember exactly what she said, but it was like, if they were going to be audited or if they're going to have some kind of privacy or I don't know what the word would be for it, an audit or an assessment or some kind of test. Right. She was really good at making sure that they were all in line, that the company had everything together and that, you know, they were going to be in good shape for this test or whatever. And she said, but in the previous places I've worked, people have shut me down for that.

They've kind of told me to go away and shut up. And she's like, like I just kind of got this complex that I'm too good at my job. And like now that I should just be quiet and like not say anything. And I was like, okay, so that's just you in the wrong place. Like right package, wrong address situation. Right. Because that is huge mega value that there's people right now looking for. Right. They're like, Oh, we need somebody who's going to point this shit out.

We can bleep that part out. So it's really, really necessary that you don't make yourself smaller, that you don't try to avoid the value that you bring, that you don't try to constrain yourself or limit yourself, that you acknowledge it, make it glow, make it very obvious. And then you're going to attract like a magnet, the people who want it. Okay. So when you get clear on this, it's going to be easy to say no to things that don't align with you. Right. It's like, you don't even think of it as a missed opportunity. You see it as just not an option for you. Right.

So if, for example, this client that I'm thinking about, if she knew for a fact, which I do know for a fact that there are at least 100 companies who would love to get her in looking at, you know, their systems and processes to make sure that they have, you know, that they're going to be safe in an audit or

whatever. If one company that she interviewed with didn't seem too keen on her pointing these things out, would she care about that? She would have no reason to, right. She would be like, okay, well, this just seemed like an aligned partnership. It doesn't seem like it's aligned for me right now, but thank you for your time. Right. Glad we figured that out. Right. It's not like you're going to be like, oh, well, I better take it because what if nobody else wants me? Like, what if I can't find anything else? What if it's nothing else works out? Okay. I better take it.

I don't really have a choice. A big one is, well, I have to pay my bills. It's like, no, you wouldn't even see it as an option. You just be like, okay, great. Thank you. But I don't think we're aligned. And the thing that I want to say about that is because people will often, that's the biggest argument. They're like, well, we can't just go around picking and choosing what we want because we have to pay bills. And I'm like, you know what? You're going to pay bills either way.

So it is your choice ultimately how you pay them. It's your choice if you pay them in an environment that welcomes your expertise and is the right fit and is aligned for you. And it's your choice if you pay them in somewhere that you don't want to be or where you feel stifled or where you feel undervalued. And that is completely your choice. And I have no judgment against either one, but you are always going to pay bills because that's just who you are, right? You're a survivor. You're here listening to this podcast.

Obviously you're going to pay bills. There's just never an option for you not to. People are incredibly resourceful, right? You will always find a way to do that. So it's your choice how you do it. So why it works better when you get to the space where you are feeling so valuable, right? You're feeling valuable. You're feeling confident in your abilities. You're feeling like you know for a fact there's people who want what you have to offer. You're unapologetic about it. You know some people won't like it, but you don't care because you know how valuable it will be to the right people.

You are not affected so much by the rejections because you know your value, right? And also you're not so affected by praise, right? Because you know your value. It's like my partner, Andrew, he's always wanted to be a dad for like the past 20 years. He's wanted to be a dad and he just became a dad like three years ago. And he's always known like that he was going to be a dad. He was meant to be a dad in this world and he's a great dad. He's just a natural, right? But he's always known that.

So if like someone tells him, you know, you're a great dad, he doesn't think, Oh my God, that's so sweet. Thank you so much. Like he doesn't even really, it's like, yeah, it's nice that someone said that. But it's just kind of like water off a duck's back kind of thing. He's like, he's thinking to himself, he's like, yeah, I know. Like of course I'm a good dad, right? He's not self-conscious about it. He doesn't doubt himself. Like he's just like, yeah, that's what I do. That's who I was meant to be. And his dad died at a young age. And I think that that was one of the major things. He was like, my dad died at a young age. So I never had a dad. So I knew what it was like to grow up without a dad. So I know exactly who I am and who I want to be for my child, because I never had a dad.

So his whole story was just all pointing to that direction for him. So when you are so confident in your abilities and who you are, when someone says, Oh my God, you did such a great job. You're going to be like, thanks. Yeah, I know. That's what I do. Right.

And if you do mess up or something, you're going to be like, yeah, I'm human. I do mess up. And let me

see how I can fix that. You know, let me see what I can do better next time. Let me see what I could learn from that. Right. And it's not like a huge deal. You're not like offended or taken out of the game for days or really upset about yourself. You're just like, yeah, I do mess up because I'm human and then I fix it and we move on. So I never stayed in a low value environment for more than three months. It didn't, it wasn't ever long enough to put on my resume. And because I realized it and left shortly after, it wasn't even worth it. Right. So if like I had that anxiety of like, I didn't want to go into a workplace, I wouldn't be there for much longer. And I don't actually understand it when people stay long in places like that, that they hate for so long. And my brain can't get around it. However, I am not one to judge because I stayed in a 10 year relationship where I was treated like absolute crap for 10 years emotionally. Right.

Like I was in a narcissistic relationship for 10 years without even knowing it. So I'm sure that some people listen to my story on that and they're like, how the heck? Like they couldn't even imagine that. Right. They couldn't even fathom that idea for themselves because that's not something they would ever think to do. They would have been out of there within a month. Right. And so we all have our stuff. We all have our things to clear. So the reason I created the Value Vision Program was because I wanted to really do a deep dive with the people who needed the help from me on this to solidify their value. Right. Solidify that value, get that value on paper in many different ways and have you feeling like that person who's like, yeah, I know, I know I'm damn good at that. And I know I'll transform your department, your goal. I know I'll help you with that. Right. And if, and there are going to be people who take it or leave it and you're going to be okay either way because you know that's who you are.

So I hope this podcast has been helpful in outlining how you communicate your value crystal clearly because I think the main thing is we're solving the wrong problem. We're solving for the problem of I don't have enough versus the problem of why aren't I acknowledging what I do have and when will it be enough for me? And the answer is it is enough now and you have always been enough. Now you've got more things that you can talk about. But another caveat I always feel the need to mention is this is not about you being worthy or being enough as a human being. You already are. You don't have to do anything more to already be enough.

It's not about that. This is about if you want your hard work, your effort, your skills, the soft skills, the hard skills, the things you don't notice about yourself. If you want to learn how to communicate those in a way that reflects in your bank account, then this is the work you need to do on a deeper level for yourself. Okay. And that's the work that I did to attract the man that I'm now with who's the easiest guy to be with in the world. And it's the best relationship I've ever had.

And I'm grateful to have, I'm grateful to have the experience of having it. Even if it was 10 years later than I would have liked, it couldn't have gone any other way. Right? Like we often talk about that because he was in a relationship with someone who was really selfish and promised him a kid and then they got married and she never really was going to be interested in having a child.

But she kept saying someday, yeah, we will after this, after this, after this, she was like, after we get a house, after we did this, after we get married and he just believed her and she turned 38 and no plans, no interest in it. So he finally left and it was around, he left his wife at the same time that I left my ex and we met about a year later overall. And we gave ourselves some time to, you know, be alone and readjust our lives. And then we ended up, we kind of went on the dating apps kind of at the same time. And we talk about often how, how awful those experiences were for us. But however, they brought us to where we were.

So they couldn't have really happened any differently because if they had happened any differently, the timing wouldn't have been the way that it needed to be. Everything wouldn't have come together at the time that it needed to come together and we wouldn't be together now. Right? So things are always unfolding in the exact way that they need to for you, for your highest timeline, for your highest good.

And you don't have to believe that, but I don't see any downside in it because the alternatives aren't very good either. The alternatives leave you needy, desperate, being like, I need it to happen now. I need it to happen now. And that's very unattractive energy for anybody wanting to hire you. So that's what I'll leave you with. It's all happening for your highest good and it's all happening at the exact time that it needs to. And you are exactly where you need to be right now. Thank you so much for listening. Thank you for tuning in.

Thank you for being with me excited for a 2025 journey with lots of fun conversations on the podcast, lots of solo episodes on the podcast, and I appreciate every single one of you have an excellent week. And I will talk to you next week. Bye bye.

Hey there. Thanks for listening. If you're new here, I'm Natalie Fisher.

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