

Salena: Hey there and welcome to this week's episode of The bringing business to retail our podcast. Everybody talks about goal setting in the beginning of a new year. But here on the bringing business to Retail podcast we've deliberately moved away from goal setting because I know that you can find that just about anywhere. So we're focusing on other ways that you can ready yourself for 2019. And today I've brought on Peggy who's a personal development coach. She's also an author and a motivational speaker and probably best of all; she's an internationally recognized expert on dealing with stress and anxiety. Peggy is going to be talking to us about setting an intention and how you can kind of cope with the stress that the New Year brings and get yourself ready to have a fabulous fantastic 2019. So welcome to the show Peggy.

Peggy: Thank you so much Salena, I'm so delighted to be here with you.

Salena: Now I'm told that you're a bit of a serial entrepreneur and you've even had retail stores. So tell us a little bit about that.

Peggy: I did, I actually had this great concept years ago for a shop with featuring hydroponic plants because I had a black thumb and I thought this would give me a green thumb. And it was great and I combined it with a European floral shop and I had a couple of stores. So I really have an intimate sense of retail and the stress that goes with it.

Salena: Oh yes.

Peggy: I'll tell you a quick story because it was really awakening for me to realize the stress that we experience especially in that retail environment. And I was definitely overwhelmed and overloaded with it. And suddenly, I literally felt my heart was crashing to my chest and I was having a heart attack, and I was 35. And so I called my local doctor and I had my assistant drive me over and the doctor sat me down and said, why do you think you're having a heart attack? Because of the pain in my chest. I was having a panic attack. I had no idea what a panic attack was at that time. And of course, now I help people overcome anxiety, stress, panic attacks and all the things that hold us back from really performing at our peak.

Salena: And what do you think brought that on?

Peggy: I think it was not having the tools that I've now trained in and learned to cope with it. I think we don't pay attention to ourselves. We don't pay attention to what we're experiencing. We may have different customers. We may have orders that came in incorrectly. We may have trouble paying our bills at times and all of that you know just is a perfect storm to create a load on our minds and bodies that then produces these aberrations, and we just it really undermines our ability to think clearly to focus to make good decisions. And we shut down and it's certainly not productive.

Salena: It's certainly not and I have to say I have seen it so often I do my workshop several times a year and without fail at least one person will break down in tears because they realize that because they've been given the tools on the day because we do implementing it, we do strategy and implementation. I think it just comes crashing down that actually some of these things are really, the stuff I teach is not really difficult. But nobody's ever shown that to them before. No one's ever said actually if you put these three or four things in place and it's

automated you can grow your business for not a lot of money and you can scale a lot. But I think that a lot of a lot of the blame can be laid on this word hustle and listeners will know that I hate the word hustle, it drives me insane because the connotation it has with it these days is you are driving yourself into the ground working working, working, to get to move to that next step. But in actual fact for those of us who have been in business and been quite successful, the older you get, the easier it is to realize that actually, the simpler your business is, and the less that you work, not less than you work because I think if you are intentional about the way that you work you don't need to work eight or ten or 12 hours a day. If you're very smart about it, and you stop working for the sake of working, a lot of that stress can actually get lifted.

Peggy: Absolutely. And it's also truly about being mindful about your choices. And if you're working to get somewhere or something, you are focused on some future instead of really being in the journey, being in the present. Being mindful of choices that you're making right now. I think too often we defer our happiness. We defer our success to some future point. When some magical something happens, we have a certain amount of money in our bank accounts or the bigger house, a bigger car. And it actually is not a recipe for happiness. Those things are just external accouterments that may be nice to have. But when we get so hyper-focused on achieving those kinds of end results, again we're always just looking to a future point, instead of really being in the now.

Salena: And I would put two hands out if you're watching the video because I am very guilty of that. I spent probably most; only in the last five years that I have become less focused on my turnover vs. how I live my life. And not to say that your turnover is not important because at the end of the day you have a business to provide for you. You don't have a business to be stressed out all the time, to be causing you to have panic attacks. If you wanted to do something that high stress, you would go and be a lawyer or something and get paid commiserate. But instead, I know so many independent retailers who aren't getting paid. And sometimes seems like they can pay themselves a wage but they are putting all of the stress and burden on themselves and I feel like saying you've got two choices here. 1. Wise up and become a CEO of your business or 2. Go get a job because all you've got is the really crappy parts of a job, not getting the money and the benefits that come with it.

Peggy: Absolutely and that's a lot of what I teach my clients and corporate groups, is really that work-life balance and really making choices to take care of yourself to recognize that what you're doing; hopefully the business that you've chosen to be in and be the CEO of, is something you are really passionate about and you love. So hang on to that part of what's really driving you, that inner passion that's where you really draw the most success from, really focusing in on that and balancing other things that are important in your life. There are some basic needs that we have as human beings and it's really important to pay attention to them. Relationships, your own health and well-being.

Taking time for yourself to just restore, rebuild, revitalized and when we are running businesses, we tend to forget about those things. I have to stay focused, I can't give up that time. What I've taught people is that by taking that time out, actually for corporate groups, I taught productivity pause. Just taking a short break actually expands time and it allows you to be more active, more efficient and actually perform better.

Salena: And so you probably would say on the same train of thought that I am that this whole concept of Hustle just you know work extra hours, doesn't actually get you better productivity and it doesn't necessarily make you more money.

Peggy: No, It actually undermines your productivity, putting in the hours it's not the key being effective, actually making better decisions is more important. And one of the things we've discovered just through my trainings and Neurosciences is that, we really need to take that little time out every 90 minutes, two hours and just step away from whatever we're doing and take a minute two minutes three minutes and just do some deep breathing and just take a break because we need those moments to really refresh and be able to see things more expansively. Because when we drill down and stay so focused on a task, we get lost to the point where we get stressed and we lose time and now we're feeling more anxious and panic because we haven't gotten done what we wanted. Rather than stepping back and when you see it more freshly, you can really prioritize everything better.

Salena: And we've all been in that situation where you know you're really stuck on something and then you have to take the dog for a walk or you have to go and cook dinner or you have to do something that's an important thing. And then you realize while you're cooking dinner or while you're walking the dog that an idea just comes to you and you're like oh and it's because you weren't focused on it and your brain is working in the background and it's actively trying to give you the answers. So I love that concept. Tell us how we could do that, for people who are working even physically in a store. Because we have e-commerce store owners and physical store. For people who are working in a store and maybe they're working on their own. What would you suggest they do just to get that. two minutes every 90 minutes?

Peggy: It's a pick me up right. So there's a lot of different things that one could choose. And it's good to do something that you know you'll do regularly and that you're comfortable with. One of the easiest things that I like to offer is a three minute to de-stressed audio that you can listen to, take a pause it's deep breathing, closing your eyes and just focusing in and just closing out everything. You sort of drop into the gaps in your thoughts for just a few minutes. And by doing that it literally rests your brain, restores your body and the deep breathing is oxygenating. So it actually helps you function better. The other things that you can do are things like just getting up and taking a five-minute walk or just doing some stretching. The other thing that actually signals your nervous system to calm down just takes a big side or yawn and that actually can quiet your mind and your body. But the thing is it's really about training yourself to do that. We're not in the habit of doing that. So default restful approach and the hustle. And so by training yourself. but when I actually recommend to my clients as they set their watches over their smartphones on a couple of times a day it may be mid-morning mid-afternoon and it's three minutes for yourself no matter what you're doing you stop for three minutes. You take a little break. I'd love to offer your viewers free audio at 3minutestodestress.com and they can download it and practice, use it.

Salena: That's so generous. Thank you for that. We'll make sure we pop a link to it so 3minutestodestress.com Awesome so thank you.

Peggy: Very simple solution.

Salena: Yeah. It's three minutes right. Everybody here has three minutes when nobody walks in the door.

Peggy: Or you take three minutes.

Salena: Or you take three minutes. That's 100 percent correct. Now you said a little bit earlier, you mentioned this concept of work-life balance and I struggle with that concept because as an independent business owner, they kind of merged together. And as we speak I am sitting in my office which is downstairs. It is the summer holidays here in Australia. So my daughter is upstairs playing the x box and my husband is out the back cleaning up the back deck for our Christmas out a belated Christmas lunch with the family. So you know I think I'm lucky enough to be able to walk downstairs to my office but I do find that for a lot of independent business owners there's kind of no distinction between work and life like it all just kind of merges into one which I think can be very overwhelming. It can mean it's almost impossible to switch off and as a result, I think a lot of people go. We're talking in this episode about you getting ready for the New Year. I think a lot of people go through that the hassle of Christmas you know, the stress the stress you know not only the work stress but the family stress, all that kind of stuff. And they don't actually pause and take time to get ready for 2019. So I'd love it if we could talk about two things. The first one is this concept of work-life balance. Is it even possible? And the other one is what it is possible?

Peggy: Oh absolutely.

Salena: Okay, Well I'm gonna to ask you about that and then my second question because I think they're going to tie in together which is why I'm putting them together. It is how can we move forward in 2019 instead of making goals which can be difficult to achieve or difficult to work to or a lot of times they get pulled out of ours. They just made up numbers maybe putting an intention in place rather than the goal setting and I feel like the two of those might join in together. So the first question just to repeat was work-life balance. And the second question was are better off setting an intention for 2019 or are we better off making goals?

Peggy: So the first work-life balance is absolutely achievable. It really starts with you being mindful and deciding what are your priorities. Do you at the end of 10 years want to have this incredible successful business but not know your children or your husband or your wife? Or do you want to have a real healthy lifestyle? If we just focus on work and success whatever that means. We are isolating some of the very human aspects that are really important for our wellbeing, for our health, for our mental health, physical health and for this wonderful balance. So it's really about choices and prioritizing and I love the idea of setting intentions for the new year rather than goals because goals tend to be expectations and expectations or frustrations waiting to happen. So a goal actually tends to create stress. Let's say for instance after the holidays, right here we are in January and you've gained a lot of weight eating all of that food and drinking and not really exercising enough because people are partying and visiting friends and family. So let's say you start the new year with this idea that my goal is to lose 10 pounds in the next six weeks. And what happens if the end of the six weeks when you haven't lost the six pounds. I'm just no good. I feel terrible, this is awful. I feel sluggish. I'm a failure. So how can I be successful in my business when I can't even be successful and taking care of myself and staying with these goals. So a better approach just to kind of show you the way an intention might work and this would be more short term intention and I'll get into a

different type of intention in a moment. But would be I'm eating healthfully and I'm feeling really good by the choices I'm making in what I'm eating.

Peggy: So you're putting it in the present. It's starting right now, it's not starting next week I'll go on a diet. I don't believe in diet. I believe in really learning a healthy way of eating. I actually do a free seven-day food boot camp. That's food strategy for just making healthier choices and taking little steps because each little step accumulates and leads to a different approach. So that would be a short term intention that you might establish. However, for your whole life, you want to have more of a mission statement. We do mission statements for our businesses. We need to do it for where we are and to align with who we are and how we want to show up in the world. And how we want to give back whether it's to our family, to our community, to our base whatever it is we need to move into that alignment. And so a more global intention is as I say, It's more like a mission statement. And it's always said in the present. So I'm connected to my family and friends and I'm loving the business that I'm working in. Might be more of an overall intention. I like to use more proactive types of words. I'm passionate and I try to actually focus more in on who you are inside and that everything you choose to do in your life is in alignment with who you are.

Peggy: So I have some techniques that are too long to go into at this point but if you can just spend some time being quiet and looking within yourself and seeing who you are. Are you passionate? Are you confident? Are you giving and generous to others? Are you a loving person or are you kind? Those kinds of words can become very powerful intentions to set up. A framework of really how you want to show up and how you want to be. And then your work, your personal life everything needs to align with that intention or intention of really who you are at your core, at your source. And the three minutes to destress is actually; I call it a productivity pause, but it's a meditation technique. And just by taking that time to be quiet, it allows you your inner source, your real essence, your authentic self to bubble up and so you can really begin to identify who you are. I think sometimes when we get so focused on our work goals, we lose ourselves and we lose all of the things that we've chosen to surround ourselves with; family and friends and all of those wonderful things. But we don't spend time with them because we're so focused on the work and the success and that path that we've chosen. We're not seeing the whole picture but an intention helps you develop a whole life.

Salena: Yes, this sounds very familiar and it's actually an excellent segway into next week's episode where we have Steve Ochea on and he's talking a lot about understanding what it is. So he talks about the what not the why and it's very much similar to what you just said like understanding what is the reason you're doing the things you're doing. So is it because you're a leader. Is it because you're compassionate. And we talk a lot about the fact that I'm a motivator and I'm a leader. So if I'm not doing those things in my life and in my business, I don't feel whole you know, that's what I'm good at and that's what I; I get a lot of satisfaction and a lot of; it fills me up but I don't know what the right word is, when I can help other people to move towards what they want to be. And it doesn't matter if it's a business thing or if it's just you know running an extra couple of kilometers like I love being the cheerleader. But I also love being the person who you can; who will give you the straight-talking advice. And so if you want the fluffy cuddly person, I can give you someone else for that.

Peggy: I think it's important for people to understand that there are people like you and like me who you know my intention with so many people is to help them release all struggles so they can really connect to their own power to be in charge of their lives. And that's kind of my theme because I think too many people feel trapped or set boundaries that aren't real. There are old stories that they are living their lives by and they're their myths and it's holding them back from really being able to be in their greatness. And that's what I think is so important to help people achieve.

Salena: Yeah those stories in inside of; we have a membership site called the Retail Academy and we actually talk a lot about how lots of people set this year's goals based on last year. So they base everything that's going to happen on what's happened in the past. And this is where we get stuck in these like linear growth. I want 30 percent growth. And the concept of 300 percent growth is it's too big to understand because it's like well if I made three hundred thousand dollars last year I can't make a million dollars next year. Like it's just physically not possible. Exactly why not. So our whole month we are actually talking about what I like to call exponential growth and how you can actually achieve that if you break free of the shackles of the past. It doesn't matter what you made last year all we have to take the learnings of potentially what things didn't work and what needs to be tweaked and how you can change those around. And it's funny because that happened to me.

Peggy: No. I don't want to interrupt your story. But I was just going to sort of share another technique for doing that is really being able to create a vision of how you see what can be manifest and not worry about how you're going to get there but just trapped. Right. Because if you can imagine and it can happen. It can evolve. If you limit yourself then it's you're stopping all the possibilities and you're holding yourself back.

Salena: And it is so true because the previous year I had done you know I listened to a bunch of goal setting podcasts and I put out the ones I thought were the best and I sat down and I was like right, if I want to work with that you know I will work this many hours and I want to make this much money. So then I'm gonna have to sell these many coaching packages and these many courses and these many days and these many that and of course it didn't happen and it got to the end of the year and I was like well you know that didn't work. But then when I threw all of that away and I started focusing on you know what I only want to work five hours a day. And I pack a lot into five hours I pretty much work five hours nonstop but that's my choice right. Because I want the rest of the day for free and who I want to work with. So overall my just above my computer over there. There's a list of all the qualities of the people that I like to work with. So when I started to, it seemed really weird. But when I started to get really picky about who I was prepared to take on and not just taking clients for the money. We do that even in retail we take customers because we need the sales when in actual fact you know you just think oh my goodness I just wish I could refund that person and never have to deal with them again because I always make more effort than their worth. But it's funny that when you actually get rid of the how am I going to do it. And I kind of feel you have to have some base, you can't just say I'm gonna make a million dollars and then hope it happens. You still got to take some action.

Peggy: Absolutely you have to put one foot in front of the other. But it's also letting go of that lack mentality. You say I just don't have enough I want more work. You know this is what I

need to do. And it's really coming back to that holistic kind of way approach to your life. And I think that's wonderful that you've carved out what was really priority to you and working five hours a day. It actually allows you to be more effective and efficient. If you work 10 hours you probably wouldn't accomplish just much. And I know I begin using these common techniques and these destressing techniques. It allows you to actually be more productive and be able to do more and enjoy it more. I think when we just get into the hustle we lose that ability to really be joyful and to really be in the experience of what we've created. We're so overwhelmed by it that you can't enjoy it. And I think it's so important to have a joy and choose to wait. I only want to work five hours. I don't want to work with those you know that particular personality. And actually, it's really interesting to do Rowen who is one of Tony Robbin's first mentors once said that, you are the average of the five people you spend the most time around. So if you want hyper success, make sure those five people you spend time around are hyper-successful those habits and those influences will help you be whatever it is that is in your heart.

Salena: Yes. That is so so true. I want to talk, let's go back to the intention sitting because a lot of people are going to I think fall into the trap of saying things like, I am successful, I make a lot of money. I have a big house whatever the accoutrements as you like to call them are what they're focusing on right now. So can you give us some guidelines for the linear people like me with

Peggy: With intentions, it's never about you know if I have a big house, I am successful. These are all kind of endpoints. So an intention really has no end. It's the journey. And so you want to stay in alignment whatever it is, again how you want to show up. Like every day I like to have these little words that come up that remind me that I'm passionate, I'm purposeful and I'm peaceful. And so the things that I choose to do have to stay in alignment with that or I'm not being true to myself and I'm not functioning at my peak as I could be. And so I think it's finding those type of core values that are really your authentic self who you truly are and using those to establish your intention knowing that it's the journey. It's not the end point. It's not like you're getting anywhere. Don't be in a hurry. The way you are. And set that sort of global feeling of how you want to function every day, every minute.

Salena: And do you really think that when people do this even though I've just shared my story and obviously you've got some stories as well. Do you think that just setting that intention of being the kind of person that you want to be can make such a difference when it comes to being successful making more money, you know growing your growing your empire if that's the way you want to look at it; to the point where you feel like you've made it I guess?

Peggy: Absolutely, I think it's honouring you and staying on that path to be the best you, you can be. So for instance I have a client who has a bit of an anger management issue and he owns a bookstore. And so sometimes I still have customers who are a bit irritating and he goes into anger mode. What does that achieve? It's not in alignment with really how he wants to show up. What does that achieve? It's not in alignment with really how he wants to show up. It's really not in alignment with how he wants to treat his customers. It accomplishes nothing except just using his energies in a very unproductive way. So he's beginning to learn how to sort of slow down, take a breath. And be mindful of that moment. And here's the key

is really being aware of responses. So he has been reactions where he just gets all upset and angry about it instead of just responding to this really irritating person in a way that's more productive. And so we can all become more creative by thinking that way and changing our reactive mode to be more of an observer, being a witness of what's happening. And by doing that; and again staying in alignment with our intention. Absolutely. It's effortless. We're more innovative. We tap into more of our creativity because we're more relaxed. We don't get all emotional and angered and upset and irritated. It may come for a moment or two until we learn how to pattern it differently. But by doing that it just allows us to really soar. And it's fun. It makes it a whole different experience instead of having you know the angst of it. We really moved through it.

Salena: That's the word. That's the exact word I was thinking too. And I think what you, what people have to realize here because it's easy to get; to think this is very esoterical and fluffy and how can just setting an intention to change my mind. But I think you also then just gave us the scientific part which is actually if you know what that intention is you can adapt the way that you react to situations because we all know those customers. What I have found in my many many years of retail is generally the customer who gets angry at you. It has nothing to do with you. There is some other stuff going on in their life and you just happen to be the easiest person to take it out on.

Peggy: Well that's it. You've triggered something in them and now they've triggered something in you. But the key to this is you know it doesn't happen overnight. It's kind of like a muscle that you have to work out and you have to activate it because we literally have these neural pathways in our brains which tend to become groove like habits and we keep default back to that anger habit rather than defaulting to okay, I'm angry but I'm noticing I'm angry. I'm going to interrupt that moment. I'm going to change it. And you have to keep practicing that. And that's when you become successful at it and life becomes much more...30:19 [inaudible] You're not in conflict and things are accomplished much more quickly. And so you can do amazing things in just a few hours. I think that would take days.

Salena: I think if you are in alignment then what happens is that you attract more great people That's what I've found. So then I get really creative and it's not something that happens overnight. It almost six months of being really intentional and turning away the clients that I knew was going to be a pain in the ass even though I really could have done with the money. And then it all just came for the link. It's like all the good stuff just to the point where I'm like oh my God I don't have any more space left for anybody.

Peggy: I feel like it takes some experimentation because it's really hard to hear what we are saying and to believe it when you are in the middle of a crisis and all that I'm going through. But when you take little steps and you try this, it's really like magic. It starts shifting everything and you enter a different paradigm and it's really transformational just start with a sect. And it gives you the time to begin with a different mindset. And I actually have actually created a whole set; I call them I am happy now mugs. And inside are little... as you drink from them. I am drinking my evening coffee and on the outside, it says I'm happy now. And inside I have words, as you are drinking it you see inspired, surreal and if you are inspired you are happy now. So it sounds silly until you do. The more you do it the more you realized that

there is response physiologically in your body as you think words, you are inspired. If you think words; anger, hate, just think about both of those words and how that makes you feel. Your reaction to them, and then think love, peace and there is a vibrational impact of these words that have a clear response in our bodies and our minds. So it's really powerful what you can do. There have been lots of studies on it scientifically as well but again, I don't want to take the time to do all of that. I find it really fascinating how much power we have that we don't realize. And that's what I try to teach.

Salena: Before we finish up I want to give you one teeny, tiny example. So my daughter is ten, she has this obsession with collecting paint chips, you know the little-colored cards. She literally has a whole world of them behind her bed, all color coordinated. But the other day she said I got this book and it's got quotes in it. And she started writing quotes on the paint chips. And I said to her, well the quotes are great but did you actually paid attention to them? And she said yeah, I feel really nice writing them. I feel really calm and it makes me happy when I write them. So she's actually absorbing them when you are writing them. But when you are ten you don't understand, you don't have all of that stuff hanging down on you. So when she said that to me and then you were just talking about it, it was just last night. And I was like there you go if a ten-year-old can feel more peaceful and ore calm and happy just writing quotes on the wall. Then it's the thoughts right?

Peggy: It is the thoughts. We manifest what we think. And so many of us have the self-sabotaging thoughts, these negative thoughts and we don't even realize we're doing that. So when you become to be aware of you are thinking oh, I can't do that or I can't accomplish that next year. You are actually shutting down your enatabilities that are all there. You are not tapping into them. You can change that by changing the words, by deep breathing, doing some meditation. It all contributes.

Salena: I think that's the perfect point where we should just finish up and say, if this sounds to woo, woo for you, I think you should still give it a try. But even if you do nothing else, I love the concept of the three minutes. What was the website again?

Peggy: 3minutestodestress.com.

Salena: Okay, so if you do nothing else, head on over to 3minutestodestress.com. Download Peggy little three-minute audio and just give this a try. If this is the one thing you do for the month of January. A couple of times a day just give yourself three minutes out, just give it a go. And if changes the way you feel, it changes the way you work, if it changes the way that you behave, then maybe go on and look at the next steps of setting some intentions. But really, what is it going to hurt to set some intentions? It doesn't cost anything, you don't have to go and buy a course. All you have to do is feel good about how you want to show up in life.

Peggy: And giving yourself permission to feel good. A lot of times again, the hustle takes us into a place of just fast and we don't time for ourselves to just feel good.

Salena: So if people want to buy your mugs or if they want to learn more about you, would they find that at 3minutestodestress.com?

Peggy: They can get to it there. My food boot camp is on the program's list and iamhappy.com is where my mugs are and most of the information is available through the 3minutesto destress. It will talk you into my website. So I have lots of free materials there that can be very helpful. And again I encourage people, just try it. Just try it a few times, see how you feel. Really take a moment after to notice. Wait I'm feeling more relaxed.

Salena: Yes, at the end of the day it costs nothing it hurts no one. So give it a try because the only thing that can happen is that you live a much better life. So thank you so much for sharing that Peggy. And I'll pop all the links to Peggy's resources into the show notes.

Peggy: Lovely and thank you for having me here. I enjoyed being with you.