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Welcome to "Beyond the Mirror" with your hosts Adrienne Varga and Jodie Field. In this podcast, Adrienne and Jodie guide you on an intriguing journey beyond the surface, diving into the world of business in the hair, skin, beauty, and wellness industries. From business success tips and marketing hacks to industry insights and trends, it's all here. They leave no stone unturned. Prepare to unlock your full potential, evaluate your business, leave behind limitations, and embrace the endless possibilities that lie beyond the mirror.

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Welcome back to episode three. I'm Jodie Field, and I'm joined by my work wife, best friend, and business partner, Adrienne Varga. In these podcasts, we share insights on transforming challenges into opportunities, overcoming obstacles, and discovering strategies to achieve success. Today, we discuss the most significant lessons we've learned while running and expanding our business.

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Hello, everyone. I'm excited for this episode. Today, we'll discuss the insights we've gathered throughout our journey and things we wish we knew at the outset. There's so much to cover, so let's begin.

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What's a major lesson you learned when you owned the salon? One significant lesson was to always ask and never assume. This is especially important when managing a team. Instead of assuming team members aren't interested or motivated, it's better to sit with them, ask questions, and understand their perspective. This approach fosters a strong relationship between you and your team. Jodie, what was your first lesson? My initial lesson came when I managed a salon at 19 or 20. I learned from the business owners that everyone, including me, was replaceable, regardless of our contribution. It was a stark realisation.

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This approach fosters a strong relationship between you and your team. It was a valuable lesson in team management. Jodie, what was your first lesson?

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I can relate to that sentiment. What's your next lesson? Another lesson was understanding the importance of taking time to make decisions. Often, there's pressure to decide

immediately, especially during meetings. However, it's acceptable to take a step back, reflect, and then decide. This approach often leads to better outcomes. What about you?

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In reality, you don't need to decide immediately. You can always tell the other person, "I'll consider it and get back to you tomorrow." This realisation was significant for me.

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Another lesson I learned, especially from you, was the value of pausing and responding after careful consideration. This approach is more professional and reduces the risk of making hasty decisions.

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I tend to be reactive. Whenever an issue arises with the team or in our day-to-day operations, my instinct is to address it immediately. Instead of confidently saying, "Thank you for the information. I'll get back to you with an answer," I often rush to respond. I've noticed you handle situations similarly due to the misconception that decisions must be made instantly.

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This misconception adds unnecessary pressure, leading to hasty decisions. It's essential to step back, reflect, and if unsure, admit it. There's no harm in not having immediate answers. Sometimes, under pressure, we might say things we regret.

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You don't always need to have immediate answers. It's okay to step back, conduct some research, or discuss the matter with someone you trust. Then, with a clear mind, you can respond professionally. Acting impulsively under pressure can lead to regrettable statements.

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Indeed.

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Once words are spoken, they can't be taken back. People might forgive, but they rarely forget.

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Another lesson I've learned, especially during my time in asset management, is that it's okay not to have all the answers. When faced with challenging questions, it's more professional to admit ignorance and promise to find the answer than to improvise.

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Acknowledging that you don't have an answer but will consult someone who does is a sign of professionalism. No one has all the answers. This misconception that business owners must know everything can be overwhelming. In my early business days, I felt immense pressure to know it all, which affected my self-confidence.

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After listening to various podcasts and reading books, I realised that being a business owner doesn't mean knowing everything. It's about being resourceful and having the right skills. One of the most valuable lessons I've learned is that the best business owners surround themselves with knowledgeable people.

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That's true leadership. We'll delve deeper into this in a future episode. Effective leaders surround themselves with experts. Leadership isn't about knowing everything but guiding a team towards a shared vision.

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Being a business owner or a CEO doesn't mean having expertise in every area. It's about leadership and vision.

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Exactly. It's fascinating to see how our individual experiences, though similar, offer different perspectives.

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It's enlightening to compare our learnings. What's your next lesson?

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My third lesson is understanding the difference between being interested and being committed. I learned this from one of our mentors, John Assaraf. We value his teachings greatly, and our clients are well aware of our admiration for him. The distinction between interest and commitment is crucial.

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The distinction between being merely interested and being fully committed can significantly impact the trajectory of your business. When you're just interested, you tend to stick to your comfort zone, doing things you're familiar with. However, at the first sign of a challenge, you might give up or place blame elsewhere. This mindset can lead to stagnation, where you attribute failures to external factors like the economy, a pandemic, or even your team.

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On the other hand, when you're committed to your business's growth and success, you recognize that the journey will have its ups and downs. You'll face obstacles, and things won't always go according to plan. Yet, you'll understand that failures are part of the process. With a committed mindset, you keep your eyes on your goals, understanding that the path might be rough at times. Every successful business has faced challenges, and navigating them is part of the evolutionary process.

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Running a business is a journey filled with obstacles and unexpected turns. Often, things won't go as planned. You might find yourself having to pause, reassess, and start over. Trying new strategies, facing failures, and learning from them is all part of the process. When you're genuinely committed to your success, you keep your focus on your end goals, understanding that the path might be challenging. It's essential to remember that even the most successful businesses have faced their share of challenges. Overcoming them and evolving is a necessary part of the entrepreneurial journey.

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Speaking of evolution, my next realisation might be a bit controversial, especially in the wellness and beauty industry: clients are not your friends. While there are exceptions, it's essential to maintain a professional boundary. Clients might show sympathy or empathy, but they're primarily there for the services you offer. The moment you can't meet their needs, they might move on. It's crucial not to take their actions personally. It's a business transaction, and their loyalty can be fleeting.

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Another lesson I've learned is the importance of small, consistent habits. While being a perfectionist might seem like a badge of honour, it can be a trap. Instead of striving for perfection, focus on making incremental progress. Whether it's in business, fitness, or personal growth, starting small and building up over time can lead to significant success.

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Business dynamics can change, and sometimes even small changes can lead to unexpected reactions from clients. For instance, I once relocated my salon just a short five-minute drive away from its original location. One of my most loyal clients, whom I considered a friend, called to tell me that the new location was too far for her. This revelation was a shock, especially since the move was so minimal. I had imagined that she would remain loyal even if I moved to a different state.

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However, the inconvenience of the move was significant for her. She didn't drive, so she had to take a bus, which added 15 minutes to her commute. After working in the city, she would then have to commute back home and take another bus to the salon. The discomfort of this routine outweighed her loyalty to my salon.

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I appreciated her honesty in telling me about the inconvenience. Similarly, I had another client who was exceptionally generous, gifting me and my team during the holidays. Yet, the day after I gave birth to my child, Harper, she came to the salon, expecting me to attend to her immediately. This expectation was an overreach, especially given the circumstances.

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It was a stark reminder that, in business, relationships can be transactional. Even if clients show signs of friendship, their primary concern is the service they receive.

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My next realization is about the power of small habits over time. This insight came from a book I read. I've always prided myself on being a perfectionist, but I've come to understand that perfectionism can be a trap.

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Being a perfectionist can lead to constant dissatisfaction. It's essential to recognize that small, consistent efforts can lead to significant results over time. Instead of getting overwhelmed by a massive task, breaking it down into manageable bits can make it more achievable. This principle applies to various aspects of life, from business tasks to physical fitness. For instance, in fitness, one doesn't start by lifting heavy weights immediately; you begin with lighter weights and gradually increase as your strength builds.

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Early in my business journey, I realised the importance of fostering an environment where questions are encouraged. There's a saying that there are no silly questions, only silly answers. If someone feels the need to ask a question, it indicates a gap in understanding or communication. It's crucial to address these gaps for clarity. In group settings, especially during training sessions, individuals might hesitate to ask questions, fearing they might appear uninformed. However, it's likely that others in the group share the same query. Encouraging open communication can foster a more inclusive and informed environment.

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It's essential not to stifle curiosity or the desire to learn. Often, the fear of judgement prevents us from seeking knowledge. As business leaders, we should be wary of how we

respond to inquiries. Dismissive responses can deter individuals from asking further questions, hindering their growth and understanding.

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My fifth realisation is that knowledge alone isn't power; its application is. While continuous learning is vital, it's equally important to implement that knowledge. I used to amass information without putting it into action, primarily due to my limiting beliefs and fear of stepping out of my comfort zone. However, the real growth happens when you apply what you've learned, even if it means making mistakes along the way.

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The key is to transition from a perpetual learning mode to an implementation mode. It's about taking those small, consistent steps towards applying your knowledge in real-world scenarios, be it in business or personal life.

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My next lesson is about self-preservation: always put yourself first. This might sound counterintuitive, especially to caregivers or parents. However, consider the aeroplane safety analogy: you must secure your oxygen mask before assisting others. If you're incapacitated, you can't help anyone else. This principle applies to all aspects of life. As a mother of two special needs children, I've realised that if I don't prioritise my well-being, both mentally and physically, I can't provide them with the care they need.

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Similarly, in business, if you're not at your best, it affects your ability to lead effectively and keep the business running. This, in turn, impacts your employees and their livelihoods. To lead harmoniously and effectively, you must be in harmony with yourself first. After all, you can only give what you possess.

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It's crucial to prioritise self-care, as our state of mind directly influences our environment, including staff and clients. If we're confused, stressed, or overwhelmed, these feelings can inadvertently be passed on to others. This concept was vividly illustrated when I first visited the salon. The atmosphere was chaotic, reflecting my own disarray. This experience taught me the importance of maintaining personal equilibrium for the benefit of my business and those around me.

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This leads to my next point: your business mirrors your personal state. If you're disorganised and erratic, these traits will manifest in your business operations and affect your team. Recognizing that I was the root of my business's issues was a tough but necessary realisation. It's not about the team's inability to think independently or perform tasks

correctly; it's about providing them with the right tools, education, structure, and systems. Understanding that the solution lies within ourselves is empowering.

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Awareness is the first step towards improvement. When I took over the salon, I initially felt disconnected and viewed it as an unwanted burden. However, working with a business mentor helped me reconnect and transform my approach. Our businesses are like bodies, with us as the brain. If the brain isn't functioning well, the rest of the body suffers. This analogy perfectly encapsulates the importance of self-awareness and personal development in business leadership.

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I've learned the power of visualisation in achieving goals. Initially, my aspirations were mere thoughts, lacking tangible form. But when I began creating vision boards and writing down my goals, they became more concrete and achievable. Our subconscious mind, which plays a crucial role in achieving our goals, responds to imagery. This is why vision boards are effective. Looking back at my old dream box, I'm amazed at how many of those dreams I've realised.

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Communication is vital in all aspects of business and personal life. Setting clear role expectations is essential, whether it's in hiring, business partnerships, or personal relationships. Effective communication is a two-way street, allowing for open dialogue and adjustments. It's not just about talking; it's about listening and being open to different perspectives and needs.

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Good communication also involves active listening. I've found that taking notes during discussions helps me focus and remember key points. This practice enhances my ability to understand and respond effectively, making me a better communicator and, in turn, a better leader and teacher.

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My final lesson is that consistency trumps intensity. Often, people start with high motivation, which fades over time, leading to inconsistency. Discipline and consistency are intertwined and crucial for long-term success. It's about maintaining steady progress rather than bursts of intense effort followed by inactivity.

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Consistency is key. Small, regular efforts can lead to big results over time. Imagine dedicating just 30 minutes to an hour daily to your business. In a year or three, you'll see significant progress. It's not about those occasional bursts of motivation after a podcast or webinar. It's about the daily grind. Consistency is the backbone of business growth. Spot on!

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Here's a thought for this episode: "Starting is more important than perfection." It's not about getting it perfect from the start; it's about taking the initiative.

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Overthinking can be paralysing. Perfection is elusive. Dive in and make adjustments along the way. Without starting, there's nothing to refine.

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There's no such thing as the "perfect" time. Just gather your resources, trust your instincts, and kick things off.

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There will always be reasons to wait, but businesses are dynamic. As you evolve, so will your clientele, your team, and your objectives. It's a journey of growth.

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From our experience with coaching clients, as they grow, their business environment shifts. Some team members might resist change, while others embrace it.

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Business growth is a transformative journey. Embrace every twist and turn.

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In conclusion, if you're keen on elevating your business, commitment is crucial. Prioritise personal growth. And if you're curious, our quiz on focusgdt.com offers some insights.

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Give it a shot! And explore our Master Classes and resource library. There's a wealth of knowledge there.

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Join the conversation on our Instagram or Facebook group. We've got plenty of insights to share.

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Tune in next Thursday at 09:30 a.m. Sydney time. We've got more insights to share. It's all about sharing and learning together.

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If our stories resonate or spark a moment of realisation, then we've achieved our goal. Remember, you're not alone in this.

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Until next time, cheers! Thanks for joining us.

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Catch Adri and Jodie next week for more insights. Push your boundaries, thrive, and remember: success awaits just beyond the mirror. Got questions? Reach out at focusgdt.com. Keep pushing, and remember, the magic is just beyond the horizon. Beyond the mirror.