

EEP 126 - December Hot Take: Who Do You Want to Be Next Year?

SUMMARY KEYWORDS

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Ah, it's that time right? It's already time to make space in your exceedingly full schedule to plan your goals for next year. Oh, we all know the tired new year goals language that's supposed to inspire. Crush your New Year, live your best life ready to write your book or scale your business? Get that promotion have the perfect relationship become an activist, bake homemade cookies for your kids school? Not me. exercise more. I mean, I'm exhausted already from social media, aren't you? So why does this happen to us every year? I propose it's because we go about planning all wrong. We start with all the things we think we should want. Rather than focus on what's already going right. And setting intentions into motion that not only get us where we want to go, but give us more ease, flow and clarity. And stay with me. I'm going to be talking about how this relates to business. This year, my good friend, women's coach Jamie Greenwood and I did things a little differently. We decided to gather a small group of power women together business owners, execs, entrepreneurs, to articulate our values first, so that we can infuse them into our work and our business or professional brands. We split the retreat called nourish into two days, one in December, and one in February of next year. Because seriously, the new year only gets going in February if we're being honest, one day to reflect on what went right this past year and where we shined or needed support, to articulate our values, and then another day to set goals and turn those values into action. And I'm sharing this because it's not just beneficial for women to plan this way. It's good for anyone who is human. See, it is possible to holistically align our professional and personal goals for more joy, but only if they're supported by asking the right questions, questions other than how much money do you want to make this year. You can absolutely set goals for the new year that are achievable, joyful and more aligned with who you are deep at your core. But only if you give yourself or your organization, the time and space to reflect, recalibrate, reconnect and remember yourself without any need to maniacally jumpstart your year. my eight year old has a book called Who do I want to become? It was published by my amazing publishers page to up in Canada. And I think it should be required reading no matter what your age. Let me read you the description. A class project is due and Dylan is struggling with the question. What do you want to be when you grow up? Ultimately, he realizes that it is who you are that matters the most? Who do I want to become as a refreshing new take on a question as time and time again, one that invites us to discover something

wonderful about ourselves, that has nothing to do with what you want to be and everything to do with who you are and who you want to be. So good, right? Wow. Who do you want to be as a colleague, a partner, a manager, a leader? Who do you want to be as a company? What impact do you want to leave? What will be your legacy? So instead of asking what you want to do next year, start with who do I or who do we want to be? Start with character. Start with values. spend more of your time thinking about that. So when it comes time to setting goals, you're mapping them to how you want to live and can help you achieve becoming that person. Yes, you can even do this for your business. That's what we've been talking about on this podcast, humanity and empathy and values. and compassion in business. Of course, you have to set growth and revenue goals. I'm not insane. But could you first articulate what type of culture you want, what values you hold dear, and how you want employees and other stakeholders to feel before you get into the tactics, set your growth and revenue goals in a way that support your values and character. Just try it. Humor me. See what questions get asked and goals turn up. If you work this way, instead of the way you've always done it. And watch how much your relationships with colleagues, partners, customers flourish as a result, which will ultimately help you reach and yes, perhaps exceed those revenue and growth goals. Your values can support your goals, rather than be contorted, to fit after the fact. Have a great holiday whatever you celebrate, and however you celebrate. Thank you for being here for listening, for sharing and for growing with me on this quest to live in a more empathetic world and bring more empathy to our work. Happy New Year, may we have peace in our world, may the hearts of every human be filled with empathy and compassion, rather than hate for each other. And may you stay healthy, happy and fulfilled. See you next year.