

Note to self, six post it size lessons from two high-impact entrepreneurs. This is Note to self, a series of mini lessons from two high impact entrepreneurs to their former present and future selves. Grab your sticky notes and listen up. I'm Hailey Thomas, business and mindset coach for first generation entrepreneurs.

And I'm Nicola Brown, CEO of Kokoro, a personalized care ecosystem, advancing whole person care by providing biofeedback tech solutions. Our goal is to provide tangible resources for entrepreneurs that you jot down on a sticky note and tap into in 10 minutes or less. Let's get into it.

Welcome to episode five of Note to self, this is five weeks in a row, we have been releasing these posted signs messages to entrepreneurs everywhere, but kind of to ourselves as well. Last episode, we talked about our nervous system and entrepreneurship and the triggering effect entrepreneurship can have on our nervous systems and on our bodies. But this makes me want to kind of talk about kind of how amazing entrepreneurs are. This episode is all about how all businesses absolutely need us. Every business needs to hire and partner with entrepreneurs to move forward. Now Nikola, when we were coming up with our notes for Note to self, this was like one of the episodes you wanted to do. So why did you want to talk about this?

Because so often when you start the entrepreneurial journey, you're like, does someone need my idea, or there's this big, large corporate company that's been around for decades that does the thing or something quite similar to what I'm envisioning needs to exist in the world, not thinking about, hey, if they could be a partner, and they would be thrilled to partner because I'm young and scrappy. And so some of the things that I'm willing to take a risk on. They're like, Oh, we actually can't do those risks right now. Because that's too far out of our space and bandwidth. Ah, about you, Haley.

Yeah, like when you brought this topic up, the first thing I thought was just, I guess, the general note to my self, four and a half, five years ago, which is exactly what you said, because I started off my business as a virtual assistant. And I'm like, Siri was poppin. We've got Alexa, we've got Google Assistant, we've got all this AI to help with meetings and coordinating things. And I worked with tech companies. So that was like, all that stuff was like Additionally, in my face. And so I was like, wow, there's tech to support people. There's big companies that will just find you a virtual assistant, like who needs to work with me, the entrepreneur solo VA. And it quickly became apparent to me as I went along. There are things those big companies can't do. And some things that just can't be like delegated or set aside. And that's where my sweet spot was. And to your point is, a lot of that stuff was the agility that I had, as an entrepreneur, as a small business owner to shift to take on risk to spend a little bit more time on this to kind of call that audible when projects are on the line or someone needs to make a decision. You mentioned when we were kind of talking for this episode, sometimes it's just the entrepreneurial spirit that we have that I think is so valuable and like highly underrated.

It's that growth mindset. And that creativity and innovation layer, that of the sky is not even the limit. Anything is possible. So let's try at the end. So the experimentation that an entrepreneur brings to a problem allows it to be beneficial to not just the entrepreneur, but the whole ecosystem of people living on

this earth. I'm not such a beautiful, sought. I see entrepreneurs as superheroes, because we have that skill, like the ability. Yeah, like I get a little nerdy with it like X Men with all different powers, all different kinds of superpowers, but they show up and we'll save the day. But it's because we have this ability to be unencumbered the way employees are way more agile than companies are. We literally are practiced at making something out of nothing, nothing, nothing thinner. Like what if that's not a magic, I don't have a superpower. Like I don't

know what it is. It's not a napkin ideas.

Literally somebody with a pen and a paper is like oh yeah, by the way, now it's a half a million dollar idea. Like, that's insane. That's bananas, that is absolutely wild. So that is feels powerful to me. And it's such a powerful thought that I didn't have vision into seeing when I was starting, I felt very much like, I don't know if there was room for me. And now I'm like, make room. I'm here. What probably. I'm coming through.

Yeah, I think the part that sticks out to me with this as well is I not just make room I'm coming there is already room made. And so knowing that there's already roommates takes out some of the resistance that entrepreneurs are like, you're managing your energy, you're managing your time and your nervous system, like we talked about in the last episode, knowing that there's already space that people are expecting you to reach out as an entrepreneur. Yeah. Allows you to know, okay, this is worth going after, this will be a partnership worth pursuing. Going forward?

Yes. So if you are starting out or even I love this reminder, as someone who is more seasoned as well, everybody needs us, businesses, other people, the ecosystem of humanity needs us. So if you have this drive to build and my chest is getting all tingling, my skin is Tingley. But it's like, when you have this desire to build and the skill set to basically build whatever you want, like this is such a value add an asset to humanity, not just business. Plus, you get to make money. Like while you do this, I'm like this is the best job. Yes. Okay, so our big takeaways for you for this episode, are to think about your customers, clients, companies, and even just the ecosystem of humanity. But how do they all benefit from your entrepreneurship? How does everyone actually benefit from your grit, your spirit, your attitude of problem solving, your vision, your creativity, your ability to take on risk? How is that a value add to everyone? And in what ways can you actually show up in partnership with people with entrepreneurship instead of in competition with people in your entrepreneurship?

Absolutely partnership over competition any day, and remain curious for anyone that's listening that's doesn't see themselves as an entrepreneur. These are still skills that you can integrate into your corporate role that you're currently in.

Alright, this was a fun episode. This is just like yes, get in there. Get after it

episode. Thank you for listening in and we will see you on our last episode, Episode Six next week. Thank you for listening to this episode. In one year from now you can find the show notes and all the links we mentioned at [brainspace optimized comm slash podcast](#). If you want to chat me up about all things entrepreneurship, then head to [brainspace optimized comm](#) and join my email list. This is where we have rich conversations about the experience of business ownership. It's thoughtful, it's funny, I like getting responses and chatting with you all it's a good time. Lastly, you can find me on Instagram at [brainspace optimized](#) we will see you in the next episode.