

Episode 106: Harsher is Not Better

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One Year from Now

with your host, [Hailey Thomas](#)

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There's no right way for growing an online business. And honestly, me and my guests are more than fine with that. I'm Hailey Thomas, and this is the podcast that lets you be a fly on the wall for candid conversations and mini lessons through a variety of online entrepreneurs who are growing their businesses based on their own visions. We are on a mission to normalize and laugh about the behind-the-scenes truth of achieving a new level of success in your business. This is One Year from Now.

00:48

Hello, and welcome to the podcast. We're ready to rock and roll. A couple of things before I get into this podcast episode about rigidity and how we treat ourselves as we think about scaling and growing, I have some very exciting news. Cohort Three of One Year from Now: The Residency, which is a 12-month boutique, high-end container for first-generation entrepreneurs is enrolling. We have decided to do the enrollment for the third cohort on a rolling basis, which means you get to start whenever you're ready to talk to me. And because we pay such special attention about who comes in to these containers and who is in your cohort, we're experimenting a little bit and we are going to start the cohort when we have the 12 best entrepreneurs, best-fit folks for this cohort. So, you can go to BrainspaceOptimized.com/Residency, and learn all about what this is for and who this is for and how to get a hold of me, but you can actually enroll for the next round right now.

02:00

All right. In this episode, I want to talk about this idea of rigidity and kind of harshness with self, as it pertains to your next level of success. So, I think usually when people talk about the next level of success, or they envision their next level of success, we get these thoughts that we have to be better than where we are now, like our personhood, right? A great example of this is when we tried to lose weight with the idea that we're going to have to have and be completely different people, and have and keep completely different schedules, and have them be much harsher to ourselves than, than we are now. I remember when I was preparing to go to I think it was like, a class reunion. I was young and not very thoughtful about how I treated myself, my relationship with self, and I decided that to get to the physical size that I wanted, that I would go on like, a liquid sort of diet, I would work out twice a day, and I thought by virtue of being harsher, or more rigid, or sharper with myself, that was going to create the results that I wanted and that would make me successful in that way. As you were probably not surprised to learn that, not only did I not keep up with that level of rigidity in my life, but it did not create the level of success that I was looking for, and the whole time I just beat myself up about it.

03:27

Okay, we can do a very similar thing with our success and entrepreneurship. So, when we are ready for the next level of success, the next level of revenue, building out the next adventure, really just showing up in larger and larger ways, however you wanted to define that, sometimes we start actioning in a way that is harsher or more rigid with ourselves, or setting these weird expectations that we should be differently. So, I think some of that comes from the entrepreneurial world that we're in, where it feels very sharp, very like, 5am, it's time to get up. It's kind of like, a hustle mentality, right? It leads to a lot of burnout, a lot of overwork, and I think it's the wrong direction. I'm not against external support, or some levels of rigidity. I do very well with reminders and alarms and schedules, that does good things for my brain. But when I think that my success is dependent upon me doing more of those things, or being

harsher to myself, it always backfires. It always ends up like the bikini situation. Not only do I not create the results that I want, but I also have a really crappy time trying. I think what creates the most level of success for entrepreneurs at the level you are, as you're listening to this, is actually a better relationship with self. I think it requires more connection with self.

04:54

Like, all of this is to cultivate more self-trust. The rigidity and the like, kind of working hard and getting in and doing the work and maybe, the more specific work schedule or the wakeup time, or whatever, like that was useful in beginning in the same way that training wheels are useful, that they provide structure for you to work inside of. But after a certain point that stops being helpful and becomes confining. You're at the point where what is most useful for you is less of that, and more self-trust. Because as you build self-trust, like the way that you build the relationship is the way that you create the next levels of success for yourself. So, the resting, the rest days, the play days, the ways in which you feed your curiosity and feed yourself physically. And by that, I mean with art, and play, and people. The way that you learn to listen to your ways of knowing, intuition is another way of saying that, but like, "I don't have a good feeling about this," or, "I have a bad feeling about this." And I believe we talked in another episode of the difference between intuition and kind of like, a trauma response, but the more developed those things are, not only does it make the journey to your next level of success more enjoyable, but that's where the best ideas come from. Your next product, the next iteration of this company, the next thing that you're going to build, the next project, the best solutions come from a well-nourished, well-cared for mind that is used to creative problem-solving, that is used to play, that is used to it all.

06:33

Like, a definition of play that I'd like to use is, "Risk with boundaries, risk within bounds," if that makes sense. So, the ability to take risks, and the ability to be curious and come up with creative solutions is a result of you having practiced that with yourself and with others. That's what actually creates the solutions to the challenges you need for your next level of success. So, I think what's next for you, is less about you doing more stuff right and having more rules in place and working harder, and more about understanding how you work and what you need and feeding that.

07:16

So, as an example of all this, I coached a client today who has multiple degrees, she's publishing a book, she's working on a company, right? She has two companies, actually, but she had overloaded herself with these expectations, due dates, expectations for how she should spend her time, and it was very structured because in her mind, the way to get to this next leg of success was kind of like, keeping your head down, and you do it. Again, I am not against heads down work, but it was more like a punishment and looked and felt more like, harsh, and more like deprivation than anything else. More confinement than anything else, right?

08:04

So, the tools themselves, like alarms and deadlines and whatever, those are neutral. It was how she was using them against herself and it was creating a lot of overwhelm and a lot of stress. Her nervous system was triggered, which looked like feeling panicky and not being able to focus at the top of her day, because there's so many things going on that needed her attention, even though everything was

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time blocked nice and neatly. And what we got to was, what she needed was more compassion for her humanity, which allowed her like seeing that, "Hey, I'm tapped out, I'm full." This allowed her to organize the rest of her priorities in a way that made sense and allowed her to solve pretty creatively for some of the big projects she had coming and the presentations she wanted to give and the speeches she was giving. Like, we were able to solve creatively when we started with self-compassion, and started with relationship to self.

08:58

Okay, this is a super short episode. And I want to mention again, here at the end, inside of One Year from Now: The Residency is where we do this work. It is where we get very, very clear on your desires, the outcomes that you are targeting next, your next level of successes, and whatever else you want to build. Then we equip you with the tools and the strategies that you need to actually bring these things into life, make them real, and I'm talking both professionally and personally. And then we're also consistently examining patterns of behavior and patterns of thought that either stop you altogether, or make things harder than they need to be. I believe that the people that we have in The Residency have really big work to do in the world, and my job is to help them actually accomplish it and actually get it done. Cohort Three is currently enrolling. You can go to BrainspaceOptimized.com/Residency. 12 People, 12 months, life changing work. I look forward to seeing you. Have a wonderful week, and I will see you in the next episode.

Thank you for listening to this episode of One Year from Now. You can find the show notes and all the links we mentioned at BrainspaceOptimized.com/Podcast. And if you want to chat me up about all things entrepreneurship, then head to BrainspaceOptimized.com 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 [@BrainspaceOptimized](https://www.instagram.com/BrainspaceOptimized). We will see you in the next episode.