

Lessons from The Residency Live Event ft. Jacki Hayes

## Lessons from The Residency Live Event ft. Jacki Hayes



### One Year from Now with Hailey Thomas

[One Year from Now](#) with Hailey Thomas

**Hailey 00:00**

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.

**Hailey 00:49**

Hello, hello, and welcome to this episode of the podcast. I have some news for you all. It's not news, it's a surprise, if you will. I am sitting here with my program facilitator, Jacki Hayes. Say Hi, Jacki.

**Jacki 01:05**

Hello.

**Hailey 01:07**

And I'm forcing her to do this episode with me. Jacki and I are doing a review of our live in-person event. So, One Year from Now: The Residency is a 12-month group program for entrepreneurs and halfway through the year, we do a live three-day event. And so, I wanted to capture my process for doing evaluations, introduce you to my program facilitator because she's amazing, and just kind of talk through the behind the scenes of how this planning and how this event went because this is my first live, multi-person event. I've done single-person events pre-COVID, but this is my first live multi-person event. And so, there's a lot to learn and I want to share all this with you in a kind of behind the scenes episode. Before we jump in, I need to introduce Jacki. So, Jacki and I started working together in December, I believe, of 2021. Jacki is playing the role of my program facilitator, but she is a certified OBM and overall badass. She powerlifts and loves nerd things, and she sent me a Marvel Funko Pop for my birthday. Jacki is just on her shit, so that's my introduction. Jacki, what's your actual formal, real introduction?

**Jacki 02:26**

As Hailey said, I am a certified online business manager. I am also a launch strategist for group coaches. I am a big giant geek and a powerlifter, and I also live with currently 70 chickens, and with my partner, dog, and three cats.

**Hailey 02:43**

So, just a few things to take care of, no big deal.

**Jacki 02:48**

Nobody needs my attention around here.

**Hailey 02:49**

Yeah, exactly. No, I love this because you so beautifully tie in that you take care of things and you take care of people, but you aren't consumed by it. Part of why I hired Jacki was just because she has a life and she has a personality and is an interesting person to be with. Because we spend so much time together, I feel like, that it's not enough to just, "Oh, she's good at checking boxes and making tools and

stuff work," which you are, but you are a whole interesting full-life person, and you are excellent at thinking about systems and processes and figuring out how things need to be laid out. So, part of me hiring Jacki, for those of you who don't know my background, before I was a coach, I was a project manager and a virtual assistant. I have the skills to do these things. I do not have the capacity or the bandwidth to do the things, and one of the things I kept saying while we were at the live event, when people were like, "Hailey, this is so great. Thank you so much." I was like, "Ha ha, thank Jacki." There's no way this was happening without Jacki being involved, and so this is my shout out to Jacki and just general thanks for offering her brain. You're just so thoughtful about your work and have such a great brain that I can tell you what I want to see and then, you go and like make it happen. I don't have to say like, "Oh, and this is where you find this and this is where you find that." So, another tip for you all is just, when you're hiring, hire people that impress you. Do not hire people that you feel like you need to rescue, hire people that you are legitimately impressed by, in terms of skill, in terms of humanity, and they will continue to impress you. You can't hire someone feeling bad for them and feeling like you need to rescue them and then think they're going to impress you later. That doesn't work that way. So, I just talked a whole bunch to start off. Talk me through a little bit about like, when I presented this idea of a live event to you. Where did we start?

**Jacki** 04:49

You had already met with the venue that you had wanted to utilize for the live event. So, you had already gotten that process kind of started. So, one of the first things you did was just kind of loop me into the communications with that venue and went from there.

**Hailey** 05:05

Was that in January? When did we really start going with them?

**Jacki** 05:09

I think it was probably the beginning of February. In January, we were really focused on getting the group up and running, setting up the mighty networks for them, and then, as soon as that was there, then we started to touch base on this live event that was going to be coming up. So, after the kickoff event was taken care of, then we could move on. So, I think it was probably the end of January, beginning of February, that we started to focus on that.

**Hailey** 05:31

Yeah, by the way, you all, everything that we're talking about, this is just me and Jacki doing our evaluation. This is not necessarily a special performance for the podcast. So, we're gonna be very candid and this is me just talking and doing a debrief with my program facilitator versus, "I'm gonna interview Jacki and we're going to say nice things." Typically, we're going to do some celebrations and then, we're going to do what works, what didn't work, and a big learning for kind of the core pieces of what it was like to put this event together. So, I'm prefacing this for what I'm about to ask, which I know Jacki is gonna tell me the truth. Was that enough time for what we did?

**Jacki** 06:07

I think so. Yes. I have worked with other clients where I've literally put it together in two months. And I love them, and they will admit too that they have very messy brains. And so, Hailey does not have the

messy brain. And so, yes, that was plenty of time, I think. Because you already knew the venue. A lot of times, that is the biggest hurdle: Where exactly is this going to take place? That was already taken care of, you already had locked down dates. So, a lot of those details were already there. So, after that, it was more of just the finer things.

**Hailey 06:39**

Okay, so, that is good to know. The sooner I can lock down dates and venue, and then, I can just hand the entire baby to you, you could deal with that. Perfect. Alright, let's start with celebrations for the live event, either our planning for it, during it. I'll go first, I guess my first celebration is just that it happened. It's wild to me that the last two and a half years, it's just been online, and I've not gotten to see my clients. And so, I remember standing on the porch. So, for context, we met at a boutique camping ground, for luxury boutique camping kind of in the middle of nowhere in central Illinois, which is where I live, just north of the middle of nowhere. And I'm talking like, their canvas sided tents, but they have hardwood floors, and plumbing and air conditioners. I mean, a better duvet than I have on my bed at home. Honestly, like the furniture was beautiful. We had all of our meals catered, it was amazing, but my celebration is just that it happened. So, standing on the porch of my cabin, and watching people walking down to the barn for food. And like, realizing that we created this alive thing that people could experience coaching in a coaching container, but they can see me and touch me and have this tactile, real life experience, which feels really phenomenal and different than the online experience. So, I think the biggest celebration for me, it was just, it happened. We created a really beautiful, well-curated experience. What about you? Do you have any big celebrations?

**Jacki 08:19**

One of them that really stands out to me is that one of the participants, one of the Residency participants, is very familiar with live events. And during the last morning's breakfast, she made the comment that, in all the events she goes to, there's always one glaring thing that is really noticeable, and she said this hasn't had that. And so, I felt really good about how everything was handled, that the participants didn't see any issues. Now, okay, maybe she wasn't in the shuttle from the airport, which might have been a thing, which we'll get to, I'm sure. But for them, it was just a smooth, smooth three days where they really just got to immerse themselves and not worry about what's going on at home. Nothing got in their way, no obstacles.

**Hailey 09:06**

Yeah, that was really important for us to have it be an immersive experience. To me, the thing that will continue to matter as I do live events is the immersion. Like, I think there's value to showing up to a city and meeting in a conference hotel room and getting back in the airport getting out of there. But I think the immersion part actually did a good amount of the transformation work for us. So many of them were able to relax and let their guards down enough to let the coaching really penetrate.

**Jacki 09:35**

One of the participants, we talked about how she is trying to embody the vacation version of herself, and after the celebration dinner on Thursday evening, she handed me her phone and she asked me to take a picture of her. She wanted to use this one backdrop and she literally skipped to the backdrop. She didn't even realize she was skipping, so afterwards, she's walking back towards us and another

participant is like, "I just love your nice casual, no worries walk right now." And I said, "Did you realize that you skipped to get your picture taken?" And she's like, "No, I didn't." And I'm like, "No, you skipped. That's how like happy and relaxed and enjoying yourself you are right now."

**Hailey 10:15**

Yes, I love that because that is a good marker of— If we think about ways I want to measure success of these events, one of them can be: Do they physically change? Does their body language physically change from day one to day three? And that's not a thing that I think I would have looked to measure, I can think about it on a Zoom call, right? At the beginning of a call, oh, they look tight and kind of focused and pinched, but their body language at the event should change as well. Another celebration for me was just the food. We'll talk specifically about the food later, but they felt so nourished by the food. So much food, we probably could definitely go lighter in the future, but it was so good and so well prepared and so beautiful. For humans who have been socialized to be helpers and givers and doers, making meals is one of those things that is a task that never ends, you're always doing it for other people and you're always doing it for yourself. It's one of those tasks can feel burdensome sometimes. At least that's how I feel about making food. So, the fact that we were able to feed them all of their meals, they didn't have to get their own meals, and that it was so beautiful and delicious and well prepared, that felt like a real win to me.

**Jacki 11:24**

The alliance of the food, when it comes to celebrations is, there's something about being able to sit down to eat that allows you to really have more intimate conversations. You let your guards down. You can't get that from the zoom that we've had for six months. So, I really felt like a lot of the connections that deepened so dramatically over those few days happened during mealtime.

**Hailey 11:49**

I think you're right, too. I didn't even think about that. It's nice. It's a scheduled thing that allows so much flexibility where natural communication can happen. There were so many moments where I was like, watching people eat together. Like, during our celebration dinner, two of our residents, one of them was crying and the other was comforting her and holding her hand. They were just having this really deep conversation that I had nothing to do with. I didn't know what they were talking about. I still don't know, because I didn't even ask, but they were able to have this moment over this meal in this not structured, structured time that was really cathartic, it looked like for both of them, and really bonding for the both of them. All this stuff, these are things that I didn't anticipate getting out of a live event, or things we didn't plan for necessarily. I'm also going to add to celebrations, we discovered Hailey After Hours.

**Jacki 12:44**

I was wondering if Hailey after hours was gonna get talked about.

**Hailey 12:47**

So, we're gonna talk about it. I think the episode either before this one or after this one is going to be Hailey After Hours. I'm gonna pour myself a glass of wine, and we're gonna have a conversation.

**Jacki** 12:58

It just needs to be a regular series as your part of your podcast, it really does.

**Hailey** 13:00

I think so. Okay, so, Hailey after hours, it was the end of the day. We've had full days, but people still kind of want to talk and get coaching and have questions. And I was like, I need to take this bra off. I need a glass of wine, and I need to sit down. So, you're free to come to my cabin, I'm going to be sitting on the floor eating cookies and drinking wine, feel free to come. And it was like, this no filter coaching. I swore a whole bunch, was very pointed and directed, and I was just very relaxed, and it was so good. And so, we did it the first night and I literally went around the room and I just said, "I have an offering to you. I'm going to speak fresh gospel over your life right now." What the fuck are we doing here? Like, what is this? And it was really, really good. So then, we did it together next night, and Jacki was present for that one. I'm curious what your intake was. I'm saying it's good because the feedback I got from the residents was like, "Oh, that was so fun, and so good and pretty uncomfortable, but in a good way." What was your thoughts on night two?

**Jacki** 14:03

I think night two may not have gone as deeply as the first night. So, the first night, I'm extremely introverted. So, I had reached my introverted moment, and had been like, "No, I'm gonna go to bed." I didn't go to bed. I just sat around and stared at Instagram for too long, but the next morning, when I walked into Hailey's tent, she's like, "Oh." I think one of her first words was, "I got consent from all of them." Like, okay, and so, I think by Thursday night, everybody was kind of winding down. We had a lot of drinks; people's brains weren't quite working. It felt more like friends around a situation as opposed to a structured group coaching situation. It was like people were able to open up like they would open up to their best friends while they're sitting around talking type of a thing. And so, there was a thought model work, there wasn't all of those other things. It was just really more intimate. So, I think from that night, I think people walked away with a lot of things that they just needed to be sitting and thinking and processing about, because there were some big life changing conversations that people were having.

**Hailey** 15:10

I agree. So, I think, yes, there will be more Hailey after hours, but I think I'm only going to do it once at an event because by night two, I was tired. And so, I'm glad we still did it, but I'll make that an event. It will be Hailey After Hours. Put on your pajamas. Come back. We've got fresh cookies, or drinks if you want. We'll do that.

**Jacki** 15:34

Yeah, an official thing. I think that's a good idea.

**Hailey** 15:36

Yeah, there we go. Those are my main celebrations. We will talk about everything else, but I also was just really glad with the location that we chose. Everything was on site there. The team was fantastic, especially in terms of once we got there and fixing things. "What about this?" "I want to do that now."

And the weather was way too hot for what we originally planned. So, let's move it. It was so hot. Oh my god, you guys. It was so hot.

**Jacki** 16:01

Yes, it did not work well. Yeah, it was this beautiful outdoor location, it was 100 degrees, it was humid.

**Hailey** 16:06

Which is wild, because the very next weekend it went back down to like, high 70s, low 80s. Like, if we were at a Marriott or I don't know, a Hyatt or something, we were the only people there, they were not going to be moving shit around for us like this place did, because of the intimacy and the size and all the things so, it was so good.

**Jacki** 16:25

Yeah, and I think too, the cabins had living room areas, in addition to the separate bed space. So, when you had somebody into your cabin, they weren't all sitting around the bed. We were all sitting in a living room space. So, that was nice and like you said, we were the only ones there. And so, our ability to just be ourselves and be casual. I mean, somebody had to walk to the main building in their robe because of luggage situations. People are gonna feel a little strange about that at a Marriott in the middle of Chicago. So, it's not something we could have gotten anywhere else really.

**Hailey** 16:59

Let's get into our categories here. We've got travel, venue, food, content, and vendors. And then, we're going to do what works, what didn't go well, and a big learning. For travel, what worked? What went well for traveling?

**Jacki** 17:13

Being a Midwesterner and driving there. Driving works. Hailey gave me all kinds of crap, because I was like, "It's only six hours away. I'm just gonna drive."

**Hailey** 17:25

6 hours, you guys, only 6 hours.

**Jacki** 17:28

And one other person drove, I think, probably about not much difference in time. But she's also from the Midwest. So, I broke mine up. She did not, but I had to be there earlier.

**Hailey** 17:39

Okay. This is just a side note. Midwest people love to drive. It's only 6 hours. It's only 5 hours.

**Jacki** 17:46

I don't love to drive, but I hate airports.

**Hailey 17:49**

So, in this case, it totally saved you because you would have gotten stranded somewhere like literally everyone else did. But I'm so glad I chose a venue one hour from my house because that's the amount of time I could have driven. I was like, "Okay, done. After that, thank God, I'm at the venue." And Jacki, and another one of our residents were like, "We'll drive from Wisconsin and Iowa." So, what also worked?

**Jacki 18:15**

Having the venue have a shuttle, that was very helpful.

**Hailey 18:18**

Versus having like, a separate service?

**Jacki 18:20**

Or having them all have to figure out their own ways to get there in this particular situation.

**Hailey 18:26**

And then what else worked? One more.

**Jacki 18:28**

I don't know if you want to count this as travel, but when you decided to have it, the days of the week, generally the travel is less crazy, because it wasn't over a weekend. The last day was a Friday, the travel out day was, but that was morning, afternoon type of thing, but they all could fly in on a Tuesday as opposed to a Friday or Saturday, or something like that.

**Hailey 18:51**

Yeah, I think that does matter. Yes, we did Tuesday night, that was arrival night, content didn't start until Wednesday, and so I think that actually worked very well. What didn't go so well though? Everyone got rerouted. Every single person that flew because of storms and because of staffing shortages.

**Jacki 19:14**

Well, one person did not, but they were coming from Canada.

**Hailey 19:17**

True. Canada has their shit together up there. Every person got rerouted to a larger airport. So, I told everyone to fly into PIA, which is an airport near me. It's an international airport. It's a good size airport, but it's not as big as the one in Chicago. And so, when the weather got bad, everyone got rerouted to Chicago and it was a lot of challenge day of trying to be like, "Oh, okay, this person is now going to Chicago. Okay, this person is now in Chicago. Okay, this one person is not sure they're going okay. This one is actually staying in Chicago, but her luggage went to Peoria." Again, I'm so glad Jacki was with me because it was a clusterfuck and I would have lost my shit. Explicit warning on this episode, I guess, but that was really challenging. So, I guess flying into the largest nearby airport is important.

**Jacki 20:11**

And asking that everybody fly into the same airport.

**Hailey 20:14**

Yes. So, originally, PIA, the smaller airport is closer. It's an international airport, but it was closer. So, I was like, "This is a shorter ride. You can fly there, but if you have to, you can also fly to Chicago." I need to just be more decisive and say, "Fly into this major city hub that always has flights going in and out of it."

**Jacki 20:33**

A couple of them at least for like, "Okay, I'm flying into Chicago, and now I'm trying to figure out how to get to Peoria." We're like, "No, don't, stay where you're at."

**Hailey 20:41**

Yes, we will come and get you. The shuttle. Oh God, let's talk about the shuttle. So, at first when they said shuttle, I was nervous it was gonna be a janky 15-passenger van. Thankfully, they do nothing half assed and so, it was this beautiful, white gleaming bus. Unfortunately, they realized either day of or on the way to Chicago, the air conditioner in the back half of the bus had gone out. The back half where everyone sits. It is a two-hour ride from ORD to where the camp was in the middle of nowhere. And so, we started getting these text messages, messages from residents that are like, "You know, we're on our way, we're 45 minutes out, but I need to show you." They're just drenched in sweat, like showing us their clothes soaking wet. And because it's not a passenger van where you can at least open the sides, there's no windows on that thing. It's a bus. I was so panicked, embarrassed, like, "Oh, they're all going to turn around and leave." I told them this is going to be like, a premium, luxury experience, and their first experience was landing in Chicago and riding a sweat field non-air-conditioned bus. I was like, "Oh, God, they're not going to come now. Oh, man." Somebody told me one of the Residents was like, "Honestly, if we got there and the cabins were not what you said they were, I was gonna go get a hotel." And I was like, "Oh my God." I don't know that there's anything necessarily that we could have done about that? We did afterwards give us a refund. They apologized profusely.

**Jacki 22:15**

They had it fixed by the time we needed to use the shuttle again.

**Hailey 22:18**

Yeah, they totally handled it. I don't think there was anything to be done with it, but that was a big. I mean, after everyone had gotten rerouted in the middle of day, middle of travel, we're trying to coordinate with every single person and they're trying to find each other. They finally find each other and then, have to sit for a two-hour non-air-conditioned bus ride. And again, we told you all, it was 100 degrees. 99 degrees the day they came in. Miserable, I would have been, as a Resident, so fucking livid, I would have been so mad. Oh, boy, but they were such great sports about it.

**Jacki 22:51**

It should be noted through all of this that Hailey and I are trying to have all of these conversations with people while we do not have cell service, because we are literally in the middle of nowhere.

**Hailey 23:02**

Yes, so, for our next event, and we'll like figure it out, but finding a location that is immersive. I liked that it was separate from the city, but it was too separate from the city because of stuff like, if they had to do that ride, but it was a 20-minute ride. No air conditioning? Not great, but not a problem. Two hours? Holy hell. And again, we're in the middle of nowhere. And so, call service didn't work. Again, on one hand, it was great, because it helped with the immersion. You had no choice but to be here. On the other hand—I shouldn't say no cell service, very limited. Spotty, Wi-Fi worked, so you could work on stuff, but you were pretty focused on being here. So, that's a pro but the con is, well, when we needed to communicate with people, we had one speaker coming in to do a live session with our clients, and she didn't make it. She literally got stranded in Charlotte and then just ended up having to turn around and go back home to wherever she was going because the flights were just wild.

**Jacki 24:00**

And I think we talked too about, regardless of where it's held, if it's at a location that's not near the airport, we're running a shuttle at 2pm and we're running another shuttle at 6pm. If you can't make it, then you're responsible for getting yourself there. Instead of trying to, coordinate that this person is coming in at this time and this person is coming in at this time, we need to have a shuttle because there's six hours difference. Just being like, "Here's the two shuttle times, please figure out your flights based on those times."

**Hailey 24:29**

Yeah. So, I think we did shuttles last in terms of planning, I think that's a small thing, but it can still go pretty early on in the process. If we knew they had a shuttle for us, before when we were trying to do our own shuttle thing, we could probably have been like, yes, like you said, there's shuttle at 2pm and a shuttle at 6pm, best of luck to you. For the venue, what worked?

**Jacki 24:49**

Like you said, the immersion, I think was the biggest thing.

**Hailey 24:53**

I wrote beautiful, awesome. So, I think the vibe for my live events going forward is going to be these entrepreneur adventures. I liked that we were right on the Vermillion River, which is a very large river that runs through a good portion of Illinois here. And so, one of the first things we did was walk down to the river, hike, that's in air quotes, it was pretty flat. We walked down to the river, and got to take our shoes off and put our feet in the river. We read letters that we had written to ourselves from January and just got to really feel the energy of water. So, I think for me, water needs to be present nature in general, I think there needs to be an aspect of being able to get out into nature.

**Jacki 25:34**

Nature in general. I think there needs to be an aspect of getting out into nature in general.

**Hailey 25:36**

Adventure vibe. So, it's adventure-ish, because again, we were not hiking, it was a less than 10-minute walk out and 10-minute walk back. It was fairly flat, but I like that you're coming to have an adventure,

you're coming for immersion, you're coming to be changed. You're not going to a conference to learn more shit.

**Jacki** 25:55

I was just gonna say, everybody has experienced being in hotels. This was something that you weren't going to probably experience, unless you're an extremely adventurous type that's always constantly looking for new things. So, this was definitely not something that they would generally experience when they travel.

**Hailey** 26:13

Yeah. So, these are again, celebrations for us. For me, this felt very representative of the best of the Midwest. So, it is flat as hell here. We don't do mountains. Yes, the only water around here as lakes and rivers, there will be no oceans, but this camp was such a beautiful place and was the best of all of that, the most beautiful version of all of that. Wildflowers everywhere. Our meal, as we'll talk about the food, one of our meals was called elevated camp food. And it was like, prosciutto and handmade marshmallows that had been char broiled with pistachio butter. And like, it's the best of the Midwest, and that felt a love offering to me and to you all who are coming to my town, which is not my town, but coming to me. Here's my gift to you is, I don't live in Austin or New York or Richmond or any of these big cities, I don't live in LA. This is how we do things here, and that actually felt really good and representative of, yes, I live in the middle of nowhere, but also, it's fancy in the middle of nowhere.

**Jacki** 27:13

Yep, we laughed because when I drove through the town, I was like, "Look, I feel at home. There's a Casey's and a Dollar General." I live in the middle of nowhere Iowa.

**Hailey** 27:22

Yeah, and Jacki and I were driving at one point. I don't know what we're doing, but we were driving into town. It was just both you and I as hosts at ease when we're driving in town, and I think we were looking for downtown. We had that moment where we're at a stop sign, and we could kind of look one way and see like, "Do we think downtowns that way?" And then look another way. "Do we think it's that way? You know what, it's probably that way." So, it was a really comforting thing. Like, we knew how to navigate ourselves. I think if I had done this first one in a city that I didn't know, I feel like that would have added some ambient stress to both of us trying to navigate a large city with lots of energy and movement and people. I think that would have been too much.

**Jacki** 28:03

We had our dinner Wednesday night, and the owner, we affectionately referred to her as JB by the end of the event, sat down with us while we were having our drinks on the patio and shared her story of being a multi-business owner. She has two assets that she talked to us about. Her first one being a telecom business that she took over from her parents and grew. I think she said 3 million when she first started to over 20 million in revenue with some big contracts. And then, she opened up Camp Aramoni, she got to tell us the story of how that happened and was able to give a lot of feedback to our residents about questions they had about being business owners.

**Hailey 28:49**

Yeah, I almost forgot about that. I think it's one thing for me to tell people concepts, and another thing to sit with somebody like JB who is in her, I think early 60s maybe? And say like, "Yeah, it's this. Yeah, it's that." And a couple of the Residents have physical properties as a part of their business portfolios. In terms of who was leading the teams, in terms of hospitality, in terms of who was doing the meals, in terms of their leadership like JB, all of the leaders of these teams were women. Every single one of the leaders. The event team, JB running the show, even our chef was a woman. There were men on the teams, but they were all women leading all those teams, which just occurred to me like, I love that because they were all successful in their own ways.

**Jacki 29:33**

I was just gonna say that two other things were that it's quote unquote, locally owned, as opposed to a big-name brand, but also it was a women-led team. From the owner down to the management at Camp Aramoni, almost everybody on staff was a woman and everybody in lead positions that we saw were women.

**Hailey 29:51**

Yeah, what didn't work?

**Jacki 29:53**

I mean, this spotty cell service was great for the immersion, but it was also difficult for communicating. I mean, that was just the nature of being there.

**Hailey 30:02**

We need walkie talkies. Yes. That's just a small thing that, the minute we got there, I was like, "Ooh, you know what would be great?"

**Jacki 30:11**

I mean, thankfully, you and I had boxer and some of the residents we got on boxer.

**Hailey 30:16**

Yeah, and again, it depends on what the venue is, but now that we know more, not having to like "Ooh, is my phone picking up? Did I get every message from Jacki? Does she need anything from me? I'm not quite sure," was a little unnerving. But I don't want to have them on all the time, but because we were out and about, if Jacki is like, way down by the barn and I'm at my cabin, I can see you but I can't walk you fast enough. So, I can just walkie talkie to you.

**Jacki 30:42**

I'm just laughing at the one boxer message. "Yes, I'm creepily watching you walk towards me right now."

**Hailey 30:48**

That did happen a couple of times. Overall, I didn't have an issue with the venue itself.

**Jacki** 30:55

I feel like we didn't get to enjoy it as much as we could have, simply because of the weather. And that's literally nothing anybody can do, but I feel like we would have enjoyed it even more had it been 10 degrees cooler, because I think we would have probably hung out outside some more, at least in the evenings on our porches are by the fire pit. They had an entire bar set up out of an Airstream that we only enjoyed Tuesday night and it was just too miserable.

**Hailey** 31:21

Yeah, just walking more and just being out there more between the downtimes would have been great. Food, what worked?

**Jacki** 31:29

All of it.

**Hailey** 31:30

It was so good. Okay, so I'm gonna say, more specific than it was so good. Meeting and planning with the chef and cooking team, I think did a lot in terms of what we were trying to build. So, they actually talked with us. I met at least two different chefs on two different occasions before Jacki and I started planning and then, we met again with them, I think two weeks before the event? Just to talk about what the vibe of it was. I think, yeah, what we lost in cell service and travel, we had so much control over this event that we would not have at other places. So, meeting with the chef and the cooking team. I really love the high-end casual. I think, for one of the meals, we had cornbread, greens, chicken, and potatoes. And it was chill, but it was very classy versions of all of that. It was very Midwestern, it was very Midwestern, actually, yeah. I was gonna say down low key, what I meant by low key is Midwest. So, yeah, and so, we had a lot of control over the menu and got to meet with the planning and cooking teams, and that was fantastic. The presentation was great. All the meals were, I mean, that last meal? You all will see, in a couple of weeks, we will have a video back from our photography team and our videography team, they shot all of the meals that we fed them. And they were even like, "Oh my god, are you gonna do more of these? Can we come back here?" Because it was so good.

**Jacki** 33:07

They were able to make pretty good accommodations to dietary restrictions. They literally only had five residents there, and there were multiple dietary restrictions going on, and they still manage to create amazing meals for absolutely everybody.

**Hailey** 33:25

Yeah, I think that's a thing. It's going to cost more and continue to cost a lot, but I think again, there's something about the meals that is so special. I think that's a cost I want to incur. I've been at conferences and things, or mastermind live events, and very often it's, "Go find your own meal. We'll do dinner together, but go do your meal." And I get it now because it's so fucking complex, trying to get everyone's dietary restrictions and we literally had vegan, celiac, no pork, no beef, no wine, no sugar. There was so much that this team had to do, that this cooking chef team had to do, but they did it beautifully. But I think that added so much to the experience. What didn't work? My only thing with the food is it there was too much of it.

**Jacki** 34:16

Yes. We did not need three full meals a day.

**Hailey** 34:19

Because they were like, full-full meals. Main course, side dish, with three extra sides. I think breakfast one morning they did an omelet station, sausage, regular eggs, smashed potatoes. They had cereal boxes, they had muffins out, fresh baked goods, and it was just so much food.

**Jacki** 34:41

Yeah, yeah, we could have easily done breakfast, a light snack for lunch time, and then the full meal dinner and we probably all would've been full.

**Hailey** 34:50

The other thing I wanted to know, which I just want us to ask in the future is: What's their plan for food waste?

**Jacki** 34:56

I was just gonna say that. I felt like there was a lot of food that I would have, if they have just left a lot of breakfast out all day, we could have just been munching all that day on the muffins and stuff that were left there and not had to worry about anything for lunch.

**Hailey** 35:09

Yeah, I agree. Those are the only two things and, to the point where towards the end, we're like getting ready for this amazing four-course meal. And we're like, "We are so full from lunch, and we don't want to waste dinner. Can we push it back an hour?" And we ended up doing that. So, again, having that control because if we were at a commercial place, there's no way.

**Jacki** 35:23

I wouldn't have happened.

**Hailey** 35:27

But they were like super flexible with us. So, yes, less food. Residents came in Tuesday night, we had a meal together and then, Wednesday, we had two sessions, and Hailey After Hours. And then, Thursday, we had two sessions, celebration dinner, and Hailey After Hours. The content is funny because I was so worried about what was going in there, but the event itself did so much heavy lifting, that what ended up happening was the morning of— Ooh, I don't know if I should share this, but I'm gonna. The week before I was like, "Here's what I'm going to teach." But as we got closer, I was like, "They don't need this. They don't need that." So, the morning of, I got up early, went on my porch, saw the rushing water and just kind of thought about what they needed. Both days, I just decided immediately before what the sessions were going to be, and I think that worked very well. So, they were not rehearsed. They were like, "Here's a concept I want to teach, here's what they need," and then, together, we workshopped it. I wasn't talking to them. I was like, "We're gonna workshop this idea, this concept. Here's how you're gonna get your understanding, by massaging this idea with me."

**Jacki** 36:42

I was impressed, I could tell through the day that you had maybe had a specific focus in mind, but they had questions about something specific. And you're like, "Okay, well, we're just gonna go that direction. Let's talk about that." And so, I think, yeah, you could have had more structure to it, but I thought it was impressive that we were able to go with where they were needing you to go.

**Hailey** 37:05

Yeah, and I think now that we say that, because during the time, honestly, I felt a lot of shame about that, I felt really bad. "They're not getting everything they need from me because I did the plan, but we're not on the plan."

**Jacki** 37:16

But to me, that's a representation of your level of coaching skill, that you didn't need an outline in order to do two full days of coaching, that you could literally go with where they were taking you and what they needed.

**Hailey** 37:29

Yeah, I did feel good. By the end, I felt like they got exactly what they needed and I can trust my brain and thoughts that come out of my brain and trust myself to be just be present and be in that moment, which is another great reason for hiring you, Jacki, was just the freedom to do that. I didn't have to worry about: When is the next meal? Where are we going to have it? Is the shuttle fixed again? I didn't have to do that, and I could just be present and when I am present, my coaching is fucking fire. I'll say it. You're welcome on the podcast hearing that.

**Jacki** 38:02

At one point, Hailey is on the floor, we couldn't have done it on Zoom, but Hailey is literally on the floor, showing us how she processes emotions through her body. Can't do that on Zoom, but that was the second day and I think that was a huge learning. Three minutes of our morning was a huge wake up call for a lot, me included, a wakeup call that everybody needed, and they needed to understand just that concept.

**Hailey** 38:30

Okay, so maybe then, that's less important, because the concept that I was talking about, with the business portfolio, I don't even know what I call that, but the business portfolio piece, we did that afternoon.

**Jacki** 38:39

Strategies and stuff like that.

**Hailey** 38:41

I can do, I can do that shit on Zoom, I can record a video, but you're right, I felt the room shift. Because we always say feel your feelings and grieve and whatever, and then I got on the floor and was like, "Oh, I'll just show you how I do it." It's a lot of rocking and moaning, and it was deeply uncomfortable to have people watch me do that. I think it was probably a little bit uncomfortable to experience it, but people

were crying and like, "Oh, that's what I'm not allowing my body to experience, the physical sensations of an emotion." And that shit was not happening over Zoom. No. So, then my big learning is just focus on what we can't teach over Zoom. That felt really good. I've never seen any of my mentors do that. I did have a moment where I was like, "Oh, I'm my own coach. I'm my own person because I'm completely willing to go there." It's one thing to say feel your feelings and another thing to be like, "Like this everyone."

**Jacki** 39:35

It made a huge shift in the room, and I think it was a huge "a ha" for a lot of people.

**Hailey** 39:39

Yeah. Shout out to Melissa, one of our residents that was like, "Oh, I do that all the time." And we're like, "Yes, Melissa, you're the most emotionally mature out of all of us," myself included. Definitely, we know.

**Jacki** 39:49

Several of us are like, "Emotions are stupid." We don't want to have feelings. "Feelings? Bullshit. I don't want to have to do this."

**Hailey** 39:56

Yes, and I think, okay, so I'm gonna put this under content as well, for what worked. I got to be honest. The shape of the container of us being in person is I got to say, like, "Yes, I'm a coach. I know these tools work, and I use them constantly." But I got to be really honest about like, "No, I don't fucking like this. I don't want to do this." Or like, "Yeah, this is hard. I don't think it's easy."

**Jacki** 39:57

Exactly, just because you do it doesn't mean it's easy.

**Hailey** 39:58

Yes, and I think it gave them so much permission to not feel like they're supposed to like it and it feels so good. Like, no, it's hard work. And showing up for the work is what we have to do. But I don't think the way our weekly coaching containers are structured that that necessarily comes out. And I've noticed post the live event, there's a lot more of them being just quicker to get into the work of it. Yes, I think because of the way I modeled. "Yeah, no, I actually super don't want to do this either, but this is what's necessary, and I want to feel good and here are the outcomes that I want, so away we go." Vendors. What worked?

**Jacki** 41:03

Your photographer is phenomenal. And what was also awesome, because he ate with us, was that our Residents were able to sit there and pick his brain as a business owner.

**Hailey** 41:12

Yes. So shout out to Native Among You, Phil Lopez, who is a photographer, brother to Abe Lopez who was on the podcast last month. But Phil has been a friend of mine for years, we play volleyball together.

So, having him there was really fun, because I trust him because he is so good at being present and making people feel comfortable. There was like, a 90 second moment when they first started filming and recording when we were in our session, where I was like, "Oh, everyone looks uncomfortable," and then we just forgot they were there altogether and were able to kind of be in it, and that was remarkable. He was an added resource to talk to, especially being a person of color, and having his own business, and he also works full-time and has a whole class family. Phil is just doing all the things. He brought a second shooter for photography, and a videographer, they brought a drone. They did our testimonial videos, they filmed and captured all the food and the location, and each one of them were just solid people to talk with. So, during our last meal, we were all at a long table, and I forced everyone. Jacki hates us so much. I said the whole week, I was like, "No icebreakers. I know, nobody likes them, except for me." And we did icebreakers every single day, I don't even care. But for dinner, it was a four-course meal and between courses, I would have, let's say the north side of the table, shift down a seat, one seat to their left, and the next course, I would have the south side of the table shift one seat to their left. And then, the person at the end would go around. So, you got to eat each course with a different group of people. I loved it. Jacki hated it. Most people hated it.

**Jacki** 42:54

We only hated it because we had to pick up so much and move with us. Otherwise, I think we all were fine with it. We actually really enjoyed it, to the point where people were actually rearranging themselves at one point. I think it was really just having to pick up multiple glasses.

**Hailey** 43:06

Yes, I went to the bathroom and came back and I was like, "Oh my God, they moved themselves." But I thought that was really awesome because each person on the photography team, they're all entrepreneurs or subcontractors with Phil and so, they have their own businesses as well. It just added to the camaraderie, the entrepreneurship, hearing their stories. They were bouncing ideas off of us and asking me questions. One of the residents and Phil are both in the wedding industry and were exchanging information like, "Oh, well, I do this for Chicago weddings." "Okay, well, I do this for East Coast weddings." "Do you fly out?" They were down there yacking it up about all of that. So, the photography and videography team are the main vendors we hired out. We had music for the dinner. I don't think we need music again.

**Jacki** 43:59

No, nobody was listening to the music.

**Hailey** 44:01

We can just do soft speaker music. I love the live music, but there's no reason for it. It was great, but I was just like, "Oh, we didn't really need that." And then, I kept feeling like because there were people playing the music that after they finished a song, we'd have to stop and clap and acknowledge them. They were good, I wanted to, but it felt like, I don't know, too much. We couldn't really be in our conversations. So, we don't need live music. So, we did testimonials, and we gifted headshots. I was not a part of that process because I would have been awkward. So, do you have any thoughts on what worked or what didn't work for that setup that we need to think about?

**Jacki** 44:40

That setup really went well. Two questions is not enough, which I knew going in, having done testimonial interviews in the past, that two probably wasn't going to be enough. For the first person, I did the two questions, looked at Phil and we were both like, "Yeah, that's enough." But two questions to get the things going was helpful from you. And then, I just kind went with what they said, "Okay, let's hold more stuff out." So, as long as you have somebody doing the interviews who's good at continuing on and finding things. It helps that I had been with them for six months, because I sit in on the coaching calls. I've seen the growth they could have. And so, I could literally be like, "Hey, wait a minute, let's talk about this thing over here that has happened in your business," or things along those lines. So, a 10 to 15-minute interview. Yeah, one of the Residents is like, "Wait a minute, you told me was just gonna be two questions." I was like, "And I knew you would be the one who mentioned it to me, too."

**Hailey** 45:32

I feel like you should have been like, "Hailey said two questions. This is why Hailey hired me though, because it's not two questions."

**Jacki** 45:38

It's not to questions, it's not going to be. So, other than that, I think the testimonial situation setup worked really well. They each individually came into the building, they sat down in an area, we did the interview, and then, they got their headshots, or we did the headshots and they sat down. It really just, by the third person, really flowed. I need to remember to bring tissues. I knew I needed to bring tissues, and I completely forgot to grab them. And as soon as one person in particular showed up, I was like, "I know I needed a tissue."

**Hailey** 46:10

Oh, I think I know who you're talking about.

**Jacki** 46:13

Yep. And then, I found myself crying for two of them. So, I was like, "Yes, I really didn't need the tissue." I do need to bring those with me.

**Hailey** 46:19

I think what I'm hearing from you, because in my head, they were going to be short, they were going to be fast, get in and get out, that it was something we can kind of wedge in between sessions right before the last session and celebration dinner. This needs to be its own thing, and we should probably next time schedule something like, "You're at 5, you're at 5:15, you're at 5:30."

**Jacki** 46:39

Yeah, more scheduled with them, yes.

**Hailey** 46:41

Yeah, make more room for them. Okay.

**Jacki** 46:45

Yeah, because it just gives the videographer more to edit and put together and more to work with. And also, nobody feels rushed. Everybody has time to really think it through, and that was one of the things like, some of them came with notes. And I'm like, "You know, just pause, breathe, we are not rushed to get out of here, we can edit out pauses, it's easier for them to edit out a pause for you to think than it is for you to start over 10 times." So, definitely a little more structure to the testimonials.

**Hailey** 47:14

Thank you for being awesome. Again, you all, this is why hiring people that impress you matters because if Jacki were a lesser human, she would have done exactly what I asked, which would have been not enough. And so, knowing the outcome, she was able to fill in the blanks with her skills. Thank you, Jacki, for being amazing. That's a big one, because I wasn't there, I wouldn't have known until we got the video back and it was subpar. I would have been pissed. That's a thing that like, again, we just talked about making this event happen. This came out of my brain and I taught the content, but I mainly didn't put this event on. It was Jacki, it was JB and her team, it was Phil, it was Chef Carson. I didn't do most of the work here, but I made sure— We'll talk about money just to be candid, it was probably more expensive than it should have been for the ratio. So, the offering I've been given for when you do an event as a part of something people have already paid for is that it should be 10 to 15%, but less than 15% of what the total budget was. And so, this event ended up being closer to 25%. I was happy to spend that money because I hired the best fucking people. I hired Jacki, who I'm happy to pay who can do things like, you saved me however much it costs for the videographer team, because if they would have given back something subpar for close to I think \$10k, probably over \$10k for what we hired them for, that would have been a waste of my \$10k. So, me paying you well, so that you can be the best version of you, means that I get the full use of their investment. Because I trust Phil and he gets the vibe and he understands what we're doing, I basically was like, "Hey, Phil, I love you so much. Here's Jacki, don't talk to me again until you come for the event." So, that was off my plate. You and Phil were able to problem solve and I could trust you all to do it. Because JB was phenomenal and like, the venue. I won't even say it's pricey because value-wise the value is so much higher than the cost, but it's not cheap. But I'm willing to pay that to have everything and to have JB come and sit down with us. The owner of a Marriott is not gonna come sit down with us about the business.

**Jacki** 49:36

Well, also, you're talking, like you said, the value. Everybody had their own tent, nobody had to share a room. So, in reality, when you start to look at the higher end hotels, the price of a room versus the tents. Yeah, the tents are expensive, but you start to get a higher end hotel, it starts getting close, and they're not by themselves. They don't have the beautiful greenery around them and they don't have the meals.

**Hailey** 50:01

Yeah, the meals are not included and all of that. Yeah, so you're right, actually, it actually was not expensive. We're talking about a hotel room in a major city is like, \$200 or \$250 a night. This was \$450?

**Jacki** 50:14

I was gonna say \$450. I think that's what it was.

**Hailey** 50:17

And the meals, but still, even that is meals for three days. You have a living room and a bedroom and your own bathroom.

**Jacki** 50:25

And your porch and your own firepit.

**Hailey** 50:29

Yes, exactly, a river nearby and people will just bring things to your cabin if you ask.

**Jacki** 50:35

They will literally drive you straight to your cabin and everything.

**Hailey** 50:39

It wasn't expensive, but I think if I was a different person, or maybe at a different time in my life where I was like, "What's the cheapest version?" I would have lost so much value because it's not just about the cost for the thing. I buy the best and hire the best so that they can be the best and my return is the best possible return on it. So, Residents, I mean I had one of them come up to me afterwards and that made me fucking cry. Actually, two things made me cry at the end. I don't like crying, don't love it. Did it twice, but one of the Residents at the very end came up to me and she's new to me, new to working with me, just the Residency is the first amount of time she spent with me and to have someone just meet you and drop \$20,000 on you, that's a big deal. So, she was a referral between a mutual colleague and she was like, "I really was kind of trusting this colleague and kind of trusting you getting into this and I was really afraid, honestly, about what it was going to be and the last six months have been completely life altering to me and I would have paid 20 grand just for the last three days. I knew you were awesome because so and so said you are, but you doing this sort of thing has changed my life." And so, I cried about that and then, Jacki lovingly, again, when you hire the best, they just do so many delightful things that I don't even think about. Jacki, after doing testimonial headshots when each resident was in their beautiful celebration outfits recorded just a super short video. I think you asked: Is there anything you want to tell Hailey? It was like, 60 seconds. Jacki just didn't say anything about it. She just sends me the folder, I think the next day, and I was like, "What the hell's this?" and opened it. I don't think you said anything about it. You're just like, "Oh, by the way, here's this."

**Jacki** 52:25

Yes, I was like, "Here's a surprise for you," and I think you were cooking or something while you open up the first one.

**Hailey** 52:31

So, then I opened it and I click on a video. They're crying. I'm instantly crying. I'm like, "Oh my gosh." So, you'd recorded each of the Residents sending me a personal message, and that was just so sweet. Yeah, because I remember messaging you being like, "A heads up would have been great, Jacki, I'm

not dripping tears into my shrimp and grits, but okay." This is how I say thank you, by the way, I'm a treat to work with. No, I did say thank you.

**Jacki** 52:55

Yes, you did, but yeah, it was like, "I can't watch these until I'm in a different place."

**Hailey** 52:59

I'm making dinner and like, "Oh, no, this is not the time for this." But I guess, overall, I didn't realize how life giving this experience was going to be for me. And like, what it would give back to me as a coach, as a coach practitioner, but also a CEO and thinking about who I am as an individual. There's lots of big names in the coaching industry and more than anything, those three or four days had me thinking like, "Oh, I'm not like any of them. Love them, more power to them, don't care. This is a totally different thing. I am a totally different person and there is no competition for me. This is its own thing." The Residency is its own thing, and this group of Residents being a small group. At first, I wanted a much larger group as the first group, but I think this is perfect, because it's allowed us to workshop so much and learn so much and be able to accommodate and figure all this stuff out in a group of five. So, the next time there's a group of 20. Imagine trying to do the tribal thing with 20 people? It would have been...

**Jacki** 53:57

No, no, no, no, no, no.

**Hailey** 54:00

Yes, Jacki is just like, "I don't want to. I don't want to do that."

**Jacki** 54:02

I'm glad we learned our lessons with five.

**Hailey** 54:04

Yes, right? And so, it is reminder to me that it was perfect for its time and the size group is perfect. And as The Residency continues to evolve, we will never have Cohort One ever again, in its good ways and in its bad ways, right? So, we never will make some of the mistakes we made again, but at the same time, we're never going to have this special moment again where it is just us five and it is the very first Hailey After Hours, and it is the very first best of the Midwest offering and like, it's the first and so, that was also really beautiful. Just back around to like, holy shit. We did it. Yes, we did. That's most of our evaluation here. Jacki, do you have any final thoughts, questions, concerns as it pertains to the in person event?

**Hailey** 54:51

I don't think so. I just can't wait to find out where the next cohort is going. That will be April and Midwest in April can be so iffy. It could be 90 degrees outside, or it could be negative 15.

**Hailey** 55:04

So, I think what's going to happen going forward. And again, this is not a special announcement on the podcast so much so is that it's me just talking to my program facilitator is that we're going to alternate Midwest and like, a beachy area. So, if we do a January 1st cohort start and a fall cohort start, or at some variation of that, we'll always end up with one cohort being in the winter for their live event. We will not be at the camp in the winter, that would be miserable. It's snowing and horrible all the time and gross here. I don't want to be here in the winter. So, for this next cohort, if you're ready to have a good time, it's going to be in a probably beachy warm place, adventure wise. I just had an idea. Oh, man, I think we're going to the bayou. I think we're going to Louisiana. Oh, you're going to New Orleans.

**Jacki** 55:54

I've never been. It's at the top of my list.

**Hailey** 55:58

So, my family is from New Orleans, Lafayette area. I think we're going to New Orleans,

**Jacki** 56:06

I think she has just confirmed that I will be with her on retainer for a bit longer.

**Hailey** 56:11

Yeah, like you pretty much just had a moment of serious job security during this live event. As long as you want to run these, they're yours. Period, even if you decide to not do anything else in my business. Jacki has her own very successful business, y'all, so she's helping me with mine, but she's got her own shit going on. But as long as you want to run these events, they're yours. There you go, client for life, you and Phil, but yeah, depending on when it's hurricane season—

**Jacki** 56:40

I was just gonna say hurricane season. Yeah, yeah.

**Hailey** 56:42

That's not gonna be great, but my family's from there. My sister lives there. There's a bunch of really awesome people there. Leanna Patch, who is a comedic writer and a copywriter and lives in Louisiana. So, I might call her in to do a live session, and she does improv and comedy stuff. Oh, snap, y'all.

**Jacki** 57:03

I'm just thinking of the food, that's really all I'm thinking of.

**Hailey** 57:05

Oh, 100%. The food will be phenomenal. So, that's the other thing, y'all, as I'm planning these events. I mean, I just think about what I want to do and then, everything else will come together with the help of Jacki. So, thank you all so much for listening to this episode. Thanks for sitting with us. I hope this was helpful just in terms of seeing in real time how Jacki and I evaluate, how Jacki and I communicate. I hope you got some thoughts about hiring and what to expect in terms of running live events. So, I just

hope this episode was good for you. Jacki, where can people find you online? What are you working on? Tell us all the things.

**Jacki** 57:45

I am most active on Instagram, and that's JackiHayes\_OBM, that's where you will find me the most. My website is JackiHayes.me because I let go of the dot com, which was not smart, and I offer launch strategy VIP days for coaches who have or are starting group coaching programs. They're going from their one-on-one containers to expanding and scaling into groups.

**Hailey** 58:12

And you are just so phenomenal at it. Thank you so much for being on. We will put all of that in the episode show notes, you will have those details, and thank you all, we will see you on the next episode.

**Hailey** 58:27

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](https://BrainspaceOptimized.com/Podcast). If you want to chat me up about all things entrepreneurship, then head to [BrainspaceOptimized.com](https://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. We will see you in the next episode.