

THE COACHING HUB

Podcast Episode 19 - Having honest, difficult conversations with yourself

Ruth Kudzi: If we are able to take responsibility for ourself, our decisions, and what has and hasn't worked, it helps you to be more successful.

Hello, welcome to Conversations to Help You Thrive, with me, your host, Ruth Kudzi. I am super excited to have you here. This is a place where we're going to challenge you to think differently, to have those difficult conversations, both with yourself and with others, so that you can thrive in your life, in your career and in your business.

Hello and welcome to podcast episode number 19, and we're going to go straight in there. Today I want to talk to you about having honest conversations with yourself if you are achieving your goals, and we're going to look at this in a couple of different ways. So first of all, I want you to actually start to look at your business and what you're doing and your life as if you are the CEO, and start to get really, really clear on what has been going on for you. What are the reasons why things have worked or they haven't worked? I call this taking radical responsibility.

Now often we can look externally for reasons why we haven't achieved our goals or been successful. Maybe we invested in the wrong coach. Maybe it was the wrong course. Maybe it was the wrong time. Maybe it was because of anything really that is outside our control. And of course, external things can have an impact, but if we're able to take responsibility for ourself, our decisions, and what has and hasn't worked, it helps you to be more successful.

So I'm going to get really, really honest here. I have done many courses. I have worked with quite a few different coaches. Some of them are people that I hugely respect. However, I didn't do the work. So who's that down to? Is that down to me or is that down to them? I could blame them and say, "The reason that I didn't get the seven figures was because they didn't do X or they didn't do Y." But if I'm very honest with myself, the reason I didn't get there is because I didn't go all-in. I didn't do a hundred percent. I didn't take the action. I didn't do the work on myself. So therefore, how can I honestly say that it has anything to do with anybody else other than me?

And this is what I really want you to start to lean into. It is very easy for us to look at others and for us to apportion blame to others. And actually it's interesting that I'm talking about this in the fact of about what we haven't achieved, because imposter syndrome is really when we look at external factors, not ourselves, that cause our successes. And we can also look at our failures. "Well, it's because of X or Y." And I want you to start to take that responsibility, that radical responsibility, where you acknowledge what you have done to enable you to be successful or not successful.

And this is about looking internally, and having that internal conversation with yourself. Okay, well, the reason that I didn't and I wasn't successful in that program, it's because I didn't believe in myself. And the reason I didn't believe in myself is because I was comparing myself to other people. And I was thinking that they had something that I didn't, and it made me think that I wasn't good enough, but I didn't share this with anybody. I kept this internally and I let that energy impact how I showed up, because the more that I was comparing myself to others, the more I was thinking they were comparing themselves to me and they were thinking I wasn't good enough. And so therefore I stopped showing up so much. I stopped showing up for myself because I told myself a story that I wasn't good enough. And I stopped showing up for things that I had paid money for, which actually, if I'm really honest, I know I was good enough for, but at the time I didn't believe that.

And it's these kinds of things that I want you to explore. The reason that your branding didn't turn out as planned is often because we didn't communicate what we really wanted with that person. And of course, there are going to be situations where we invest money, time, energy, into something or someone and it's really not a good decision. Of course there are. But how often do you explore your part in that decision? How often do you acknowledge that actually, in your gut, you felt that there was something that didn't quite add up? How often do you actually go back to your intuition and say, "I knew that, and these were the signs"?

So what I've learnt is that I'm going to pay attention to those signs in the future. I believe that every single thing that goes on in our lives and our businesses is a learning experience. Now I believe that because I've got a growth mindset. By having a growth mindset, we're saying that it isn't black or white, that we can learn from every situation. We can get better. Maybe it's about our decision-making getting better. Maybe it's about us having more trust in ourselves so we make those decisions.

Maybe it's about us stepping out, sometimes, of processes where we see people selling something which we know we don't need, but we still buy it because we're expecting that it's going to be that magic pill. And then we realize that the magic pill does not exist. The magic pill is inside us. And the only way that magic pill is going to work is if we do the work on ourselves as well.

So this is about saying to yourself, "Okay, this hasn't worked. I haven't achieved my goals. Well, what's really been going on here? Did I go all-in on those things that I said that I was going to go all-in on? And if I didn't, why didn't I? What was going on?" And this is often a mindset thing. Or, "Did I buy that program and not achieve? Well, what was going on there? And what will I do differently as a result of doing this internal reflection?" Because that is the most important thing.

I sit here and I do this every single day. The reason I don't have a seven-figure-revenue-every-year business right now is because right now there are things that I haven't done. And who's responsible for that? Is it my coach? Is it the mastermind I'm part of? Is it maybe my family? No. The only person who's responsible is me. And I want to give a caveat here, because I think that it is so important that we take internal responsibility for everything. And sometimes, as I said before, we may make really dodgy decisions. We may invest in people who turn out not to have integrity, but actually that is a lesson in itself. It's a lesson in us making better decisions.

And it's really important that we take this internal ownership because when we do, we start to develop our trust. When we do, we start to build our resilience. When we do, we start to realize what we do need to keep us on track. We start to realize what we need to look for externally, which maybe internally we're not getting. And we start to really love ourselves, despite the fact that we are not perfect. This isn't about beating ourselves up.

In fact, since I take radical responsibility for everything, my relationships have got better with people. And I have had difficult conversations with both clients and people that I've worked with. And I've said to clients, "Sometimes you've invested, but you've not showed up. What's going on? Because my intention is always to help everybody who invests, but I can't help you if you don't show up. So what is going on with you?"

And I've had to have those conversations with myself. Why have you invested in something if you haven't showed up? Why have you booked that yoga class if you're not going to go? What is going on here? And I spoke in a previous episode about making those commitments to ourselves, but it's about making them and honoring them and learning from them. Life is a journey. And I know it sounds cheesy, but every single thing we can learn from it, the more that we can learn about ourselves, the more that we can build our self-awareness, the more that we can move forward. And this isn't about making yourself feel bad. It's about actually building your capacity, building that self-awareness so you build a business and a life that represents you, that helps you move forward, that you enjoy. And that's about us taking that radical responsibility.

So what I want you to do is I want you to have a look honestly at your goals right now. And I want you to be honest and say, "Okay, where have I had success, and what have I done to enable me to have success? And where have things not worked out, and what have I done which has meant they haven't worked out, or what haven't I done? And what

have I learned from that, and what am I going to do differently as a result?" And I want you then to build this in every single month that you're looking at those goals and you're having those conversations.

And you're not beating yourself up. In fact, you're seeing this as a learning experience, because you know, and I know, that we can all grow. We can all develop. We can all get better. And when we take radical responsibility for everything that we do, or we don't do, it's a really comforting place to be, because we realize that all we can control is ourselves and how we respond. And the more that we get to know ourselves and those patterns, the more that we can do something about it. Maybe you always buy these shiny new products in the cart-close of a launch, or maybe that isn't working for you. So maybe you look at something different. Maybe you look at support that is going to work on your terms rather than thinking that you need to do everything a certain way.

I would love to know how taking radical responsibility for your goals has helped you and what you're going to do moving forward. This has been Conversations to Help You Thrive with me, Ruth Kudzi. If you enjoy the conversations, I would love you over in my group, The Coaching Community, where these conversations are the normal, Monday to Friday, week in, week out. Take care.

Thank you for tuning in to Conversations to Help You Thrive with me, Ruth Kudzi. I hope that you have enjoyed this podcast. If you have, please remember to give it a rating and to share it with others. I would love you to continue the conversation over in my Facebook group. It's called The Coaching Community with Ruth Kudzi. I would love to see you there.

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