

THE COACHING HUB

Podcast Episode 20 - Personality preferences in your business

Ruth Kudzi: This is about you leaning into, "What are those things that are going to move me forward in my business and they're going to get me the result that I want?" Your result may not be a monetary result. Your result may be something very, very different. But if we can take a step back, strip back, and simplify to amplify, we create businesses that work on our terms.

Hello and 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. It's Ruth and today I'm talking about a conversation that I've had to have with myself and a conversation that I think it's important that we all have ourselves on a regular basis. So, I don't know if you know, but if you don't know, I actually train people in personality profiling. So, I am an accredited Level 3 trainer with DISC, which means that I can teach you how to become a DISC practitioner and we can work on your personality profiles. And as part of that training, and actually I've known this for a long time, you come up against what your personality preferences are. So you get to know you, what makes you tick, and the advantages and disadvantages of that, of your preferences. Because all of us have strengths and all of us have things that we're not so good at. That's what I like to call it.

So, when you look at my personality profile, I'm really, really good at ideas and creativity, and I think that a lot of us entrepreneurs are. Which means that at the beginning of the year, and actually if I'm honest, really during lockdown, I was looking at my business and I was explaining my business to lots of different people and there were so many bits. I was with my mastermind group and I was going through what my business looked like and actually it was very, very interesting. Because when I was standing up that drawing my business, it dawned on me that my business was really, really complex and there were so many different things that I was doing. And even though it made sense to me in my brain, it probably didn't make sense to other people; so I had that realization that what makes

sense to me may not make sense to other people, especially my target audience. So where do I go with that?

Well, I need to get really, really clear on actually what I want to do. I've talked about this on some posts: to simplify to amplify. About three years ago, I was working with a fantastic coach and mentor and he said to me, "The easiest way to get to seven figures is by focusing on one thing and becoming known for one thing," and I actively resisted doing that. I actively resisted doing that for a few reasons. First of all, there was that voice in me like, "I want to be told what to do." Why we pay somebody thousands upon thousands of pounds to then respond that we don't want to be told what to do? I do not know, but that is definitely not only my reality; a lot of my clients have said that that is their reality too, so I'm not going to be too despondent on the reason that I didn't take the action now.

But then there was something else going on. I think the other thing that was going on for me was that there were so many things that I could do and I got stuck in the trap that if I let go of some of those things, if I didn't amplify, if I didn't simplify, that I will be leaving money on the table. And if I left money on the table, then it'd be hard to get to seven figures, and then there was a whole other rabbit hole of story that I went down. So I created more: I created and I sold more things. I sold online programs; I sold memberships; I sold masterminds; I sold training: I sold one day events: I sold retreats. And because I'm pretty good at selling, because I'm very good at serving, because I can see commercially in the marketplace what can and can't work, I continue to do this.

So I continued to take the action and do the things and create and create and create. And then I started to realize... and as I said before... standing up in front of the mastermind that I'm part of, that I'd created this business and all of these things today. But actually, if I really wanted to get to seven figures, which I've been telling myself for years that I wanted to, I needed to truly look at my business strategically and commercially and say, "Okay, what works and what doesn't?" That process, although it's seemingly been going on for a long time, it's been in my unconscious, that process in the end was pretty quick. Because I was able to say, "Right, actually, let's look at what I want to be known for and what I'm hugely passionate about," and I love coaching.

But the reason that I trained as a coach and have coached for thousands of hours is because I love it, because I see it as truly transformational. Because empowering somebody to give them the clarity and make their own decisions helps them move forward, helps them get results, and there's nothing better than being a coach and seeing other people thrive - nothing better. Seeing other people create the lives that they want to live.

We see it on Insta, don't we? We see those memes like, "Live the life that you want to live, create your future," and it sounds trite, but actually, transformational coaching can do

that; it can help you change your life. It can help you change everything if you're ready and if you do the work. There are some ifs there. But the reason that I love coaching is because it's life changing. And I realized that as much as I love coaching people, I equally love training them to be coaches, so I had a big realization in that if I really am committed to getting my business to seven figures in the next year, which I am, that I need to dial down on that thing and what I believe my purpose is, which is training people to be accredited coaches.

Because for me, within that training, it helps you to develop all of the skills and the confidence that you need to thrive as a coach. I also have added in, as part of the coach training, specific business mentoring, so you can build your business as a coach, and it means that I've taken off my plate a lot of things that were creating head space. Behind the scenes, we're also bringing two of my memberships together to form one. We are simplifying what I'm creating and we're repurposing lots of content, so I'm doing less. By doing that, I'm already amplifying my impact and my influence. Because when we do everything, in some ways we don't allow ourselves to expand, so we can do what is really important to us and what relates to our purpose. So, in a way, in some ways I've gone backwards in that I teach scaling, and yes, I can scale with my training program and I'm scaling with my membership, but actually, the way that I'm going to be working with clients a lot more in the short term is one-to-one.

I've got a mastermind which has closed now, which is... well has started and another mastermind group that I'm running, which I love doing, but they're going to take a back burner while I really dial down. The reason that I'm dialing down is to amplify my impact, to amplify what I'm doing, to get everything in a place where I'm generating seven figures in my business. The reason that is important to me is because that means that I am having that impact. It also means that I am able to reinvest money, that I'm able to do the other things that I want to do in my life, which means giving choices to my family. But also, means that I'm going to be able to do some of the charity things that are really strong to my heart, and the way that I need to do this is to simplify.

So, what I really want to share with you guys is that we see... and on social media, we are bombarded with all the things that we could do, and this is what I say to my clients and I'm going to say to you, "This is not about you doing all of the things. This is about you leaning into, 'What are those things that are going to move me forward in my business and they're going to get me the result that I want' "? Your result may not be a monetary result. Your result may be something very, very different. But if we can take a step back, strip back, and simplify to amplify, we create businesses that work on our terms.

So I'd love you to do two things. I'd love you to take a step back and look at what you're already doing in your business, and be brutally honest with yourself and say, "Okay, what is it that I really want to do moving forward? What is it out of all of this while I'm in flow, where I'm having impact and commercially that's going to work for me?" And I want you

to focus down on that. The next thing that I want you to do is I want you to really dial down and have a look at what you can let go of. What can you let go of that you do? I say to people all the time, "Focus on two social media channels maximum." It may be that you only focus on one.

Interestingly, two of my clients, who've got six figure businesses and multiple six figure businesses, they only focus on one social media platform, so really dial back. When you're doing things, think about the purpose behind it and how that is going to help you reach that big goal. You don't need to be omnipresent; you don't need to do all the things. In fact, the more that we can simplify, the more that we can amplify our impact and our income. I'd love to know what you're doing. If you want to follow more about me, about my coaching program, about all of these things that I do, come over to The Coaching Community - it's where I hang out the most. 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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