

THE COACHING HUB

Podcast Episode 76 - Stepping Into Being a CEO

When you're moving towards building a business where you have a larger team and you're looking at getting into seven or maybe eight figures, how you really need to think differently about what you're doing, because that old saying, what gets you here does not get you there. And that is so

Hello and welcome to the coaching hub podcast with me, your host, Ruth could think if you're a coach or your coaching, curious, this is the place for you. We're going to be talking all things, coaching, personal development, business development, and a really fun wine. You're going to have live coaching sessions, or you're going to come away with tools and techniques that you can practically use and take away. If you enjoy this podcast, I would love you to subscribe. And if you really enjoy it, give me a review today. I am going to be talking about how are you step

Into being the CEO in your business and what you really need to let go of? Um, obviously we're talking about this from a coaching point of view, and I'm going to share my experience from running a coaching company, which is a successful coaching company, which I still run with Kasi coaching, but equally from stepping up and running my own training business, where we now have a significant amount of employees. So we have 10 people really on our team, and we have more contractors that we work with and how, when you're moving towards building a business where you have a larger team and you're looking at getting into seven or maybe eight figures, how you really need to think differently about what you're doing, because that old saying, what gets you here does not get you there. And that is so true. So when I was running my business to begin with for a while, it was only me.

And then I got some additional support. I got VA support. I had a social media manager. Um, that was fine. That was all I needed really to get to six figures, just to have a little bit of support with some of the admin, with some of the TAC. Obviously I had an accountant, I've had an accountant from day one, but as the business grade, I realized that if I was going to be able to make the business grow more, I had to scale and we see online don't

we, that we see, Oh, scaling one-to-one to want to, you know, going from that model where you're working one to one with people to go from a model where you're working with people in groups or looking at creating recurring revenues or semi-passive income. And we see this a lot online and yes, of course, those are great ways that you can grow and scale your business.

But actually I'm talking a little bit more about traditional business hair. And really if we're doing that scaling, or if we're growing a more traditional business, we need to change our role in that business. And what I found was as I have been building the training business over the last 18 months, so this is June 20, 21, close to close to two years now. But as I've been building that training business, I've realized that my role has to change. Because if, as a CEO, you are in the delivery, you don't have the space and capacity to lead. And what I see of many fantastic business owners and I was definitely in this camp myself, is that you can get to six figures, multiple six figures in a model where you're still doing a lot of the delivery. If you have the right support and obviously the right products and the right audience.

But when you want to go to that next level, there is a point where you have to step out of the business. And what I find really interesting is this is an analogy for me. So I come from an education background from a recruitment and sales and then an education background, and why I Rose up the ranks became deputy, had an assistant, had I stepped out of the classroom. So I wasn't doing as much classroom teaching. I was doing more coaching, more development in my staff, more observations of other people, more feedback. And that is exactly the role that I've stepped into now. And I feel that this has been a massive shift for me because when we have businesses that we love and I love my training business, and I actually really enjoy delivering training. Sometimes it can be tempting to stay in delivery because that's the safe space to be when I'm in delivery, I can guarantee the quality, but if I want to scale, and I want to scale this business from beyond being a personal brand, to being a business, I need to be able to scale that delivery.

And you can't do that. And you definitely can't do that when you've got a model like we have, where we keep small groups, unless you scale your human capacity. And the way that you do that is by coaching and training and supporting those people in your business. And the only way that you can do that is by stepping out of the delivery yourself. So for me, what that's actually, man, is there's a lot of things I've stepped back from. So I still do some training as I still used to do some teaching, but I have the capacity now to lead the capacity, to do the big picture, the capacity, to develop my team, the capacity to coach them and embed a coaching culture and a culture where it becomes okay to fail a culture where self leadership is part of that culture. And to do that is very, very difficult if you're still stuck in delivery.

So my lesson and the lesson that I'm sharing with you today is when you are really stepping up to be the CEO, you need to think about how you are creating a business that is not dependent on you, because when you're looking at big businesses, you don't want them to be dependent on one person. So you need to invest as much time in leading your team and in managing your team and in developing your team so they can therefore duplicate what you do with your audience. And this is why it's really important that you understand the process that you take people through. It's really important that you start to build a very clear vision of why you're going to go. And it's really important that you make sure that you have that time to lead, because if you don't, your business is going to stagnate.

And I see many businesses stagnating because they are basically one person who's built a great business. Maybe they're a great coach. Maybe they're a great trainer. Maybe they're a fantastic mentor, but when it's got to looking at bringing more people into the team, they don't, they're not, they're not looking at that big picture. They're not taking a step back to grow. And it is a really scary place to be because what you need to do is you need to let go of some of the control and when it's your brand and your reputation, that is really difficult. And I know it's something that I really work on it and I'm like, okay, how can I support others to deliver to the standard that I expect? How can I give people the training and coaching support so they can train and coach in a way that I know gets results and is impactful.

It is a very interesting and exciting place to be in business. And it does feel like the place that I have studied a lot, actually throughout my career, both when I worked in recruitment and sales and, you know, had team capabilities there and during my time in educational leadership. So if you are considering maybe you considering hiring your first staff member, or maybe you're considering how you can, what you can look at in your business, you don't need to focus on someone else can do, start to think about how this is playing into a bigger strategy. Start to think about how this is going to allow you to really step into the vision that you hold for your business and give your self time and space. If you are modeling with your audience, that you can create a business that does give you spaciousness. It does give you time. That does give you options. You need to be living that, or you need to really be living that and believing that.

So today it's been all about stepping up. If you haven't noticed we are well into building and developing our brand as Optimist Coach Academy. I absolutely love the work that we do and the feedback that we get from our clients. And we are currently enrolling for September. Plus, we have the coaching experience week coming up at the beginning of July from the 4th of July onwards. If you are interested in finding out a little bit more about what we offer that links are in the show notes, I would absolutely love to see that.

And as always, if you've enjoyed this podcast, please share, subscribe and leave us a comment.

Take care. Thank you for listening to the coaching hub podcast with me. Ruth could say, if you enjoy this, I would love you to join my Facebook group, the coaching community for more of right.

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