

Ep #64: Conversation with Ali Brown
Episode Transcript



LEAD
YOUR
TEAM

*for Female
Entrepreneurs*

with
KRIS PLACHY

The image is a podcast cover with a teal background. On the right is a portrait of a smiling woman with blonde hair, wearing a white patterned halter top. On the left, a white box contains the title 'LEAD YOUR TEAM' in large, bold, black serif font, with 'for Female Entrepreneurs' in a smaller, italicized serif font below it. At the bottom right, a white box contains the text 'with KRIS PLACHY' in a serif font, with 'with' in italics.

Ep #64: Conversation with Ali Brown

Episode Transcript

Kris:

Hey, I'm Kris Plachy, host of the Lead Your Team podcast. Running a million-dollar business is not easy and whether you're just getting started with building your team or you've been at this for awhile. I'm going to bring you honest, specific, and clear practices you can use right now, today to improve how well you lead your team. Let's go ahead and get started. Welcome. Welcome to this week of the Lead Your Team podcast. I'm Kris Plachy. I'm so happy that you're here and really happy that you're here. As part of my ongoing series that I've been doing, interviewing female entrepreneurs to really find out what they are doing? How they're managing? How they're thinking about this very poignant time of disruption for all of us, both personally and professionally.

Kris:

So today I'm thrilled to invite you to meet Ali Brown if you haven't met her before. I have been a follower of Ali for many years and I've learned a lot from her. This year hired her as my coach and did an incredibly powerful strategic VIP day with her down in Scottsdale just in January. It feels like a lifetime ago and have also had several calls with her. Ali is just so insightful and wise in the way that she approaches really growing and leading and thinking about sort of next leveling up your business.

Kris:

Ali really is one of the most recognized entrepreneur coaches in the world and she is also the host of the acclaimed podcast *Glambition*® Radio. If you haven't tuned into it, I strongly recommend you add it to your top 10 and you savor it weekly. She does some incredible interviews with some really powerful women. That just again is so inspiring. Ali has worked with seven and eight figure women leaders for many years and has been featured on countless media outlets. The Secret Millionaire show and most recently launched The Trust, which is her new private premier network for seven and eight figure women leaders. So when it comes to wisdom around being a woman and leading a business, really, I don't know that there's anyone you would find that's more astute and accomplished and really proven over a lot of significant disruption that we've all gone through in business for many, many years.

Kris:

So it's really such an honor to have her come and be able to share her wisdom with you all. I think you'll find that we had a very real, very honest conversation about where we are right now. I'm trying to keep this podcast very relevant for all of you. This is recorded right here in the last week of April and we're starting to come out and change how we're approaching our response to this pandemic. That is definitely being reflected in how people are thinking and feeling as leaders in business. So thank you for tuning in. I know you're going to find this to be a

Ep #64: Conversation with Ali Brown

Episode Transcript

very reassuring, hopeful, and meaningful conversation. So without further ado, I'm very honored to introduce my conversation with me and Ali Brown. Enjoy

Kris:

Okay. So thank you so much Ali Brown for being here. I'm super excited to have you on the show today and to share your pearls of wisdom. As I've mentioned in the intro, I've been a big fan of yours and have certainly had such a wonderful time getting to know you and work with you as my coach this year. So I'm really looking forward to you sharing what your experience has been over this, shall we say, crazy time. Giving some insight to our listeners and sort of what can they be expecting from their own businesses. And then what are you thinking about as you go forward into the next 90 days or six months or so?

Ali:

Do you swear on the show, Kris or no?

Kris:

We swear.

Ali:

Do we keep it clean? You do sometimes. Okay.

Kris:

We have a little E.

Ali:

Yeah. Yeah, we do that too for some guests. So I'm just checking because if I so feel inclined.

Kris:

Yeah. There's been a lot of swearing over the last six or seven weeks.

Ali:

I bet.

Ep #64: Conversation with Ali Brown

Episode Transcript

Kris:

I think both of my client calls, we can't get off one without a couple.

Ali:

Yeah. Well, the theme has generally been welcome to the shit show. That's March and April, 2020 and we started off the year like, "It's going to be my best year ever." But everyone's like, we kind of saw this coming and we're like, "Well, we'll see what this is." Now we're like just kind of, we've set... What scares me more than it happening is we've kind of settled into this new normal and it's a little bit haunting, but there's a lot of good things happening too. I know we're going to talk about that today.

Kris:

Yeah, and that's what I'm loving about talking with different women right now is as we've been going through it, right? If you compare the podcast I did the first interview, I did compare to where we are. We're now starting to get a different sense of what the reality will be. I think in general there's a lot more hope than there might've been five weeks ago, so. Okay. So first, why don't you just in your own words, let people know who you are and what you do and what your magic is in the world.

Ali:

Sure. I came from a background being a pretty much unemployable in my 20s. I went from job to job just kind of looking for the job that would make me happy. Like some of you who are listening and you felt just kind of unemployable and that's why you started a business. That's why I started a business and I started working for myself when I was 27 doing a freelance copywriting, marketing communications in New York City.

Ali:

So this is before... I mean the internet wasn't really mainstream yet. I literally would be walking into ad agencies saying, here's my portfolio. Do you need freelance writers? I loved it. I loved it. It was so hard. It was probably the hardest thing I ever did to that point. But it was a great way to get started because I learned how to hustle. I learned how to talk to people. I didn't have the luxury of sitting back and watching what everyone else was doing, which I think is a big issue right now actually for a lot of people getting started and growing their businesses. Over the course of now, what's been, gosh over 20 years, what happened was I started doing an online newsletter and getting a small following and I was just teaching what I've learned. Here's some tips and headlines and running a good brochure.

Ep #64: Conversation with Ali Brown

Episode Transcript

Ali:

And as I meet people I would give them my card and say we could sign up here. This was an address book and AOL. I didn't know what I was doing. But back then I missed that naivete really. Today you'll get sold a 14 step funnel system and all this stuff. I literally did this with my AOL alibrown@aol.com. Started getting questions then like how are you doing this newsletter? So I said, well, I don't know everything but I've learned a lot. So why don't I write an e-book. I literally bought an e-book on how to write and sell an e-book.

Kris:

An e-book.

Ali:

I wish I had a more glamorous story to tell, like I was living under a bridge. I really just would see something do it. And then people would ask me, how'd you do it? I'm like, "Well, I'll teach you my way and what I think." That's something that everyone needs to remember that even if you see what you want to do out there, you're going to do it differently than everybody else. Also, I found a lot of women just liked learning from a woman who had done it. I didn't go looking for that, but that really happened. Over the years a massed... I was in... They say there's no such thing as luck, but I will say I was definitely in the right place at the right time when I was starting to teach this stuff and the only woman doing it and took a big sharp right turn after probably about 2012, 2013 and when I had done the show Secret Millionaire, I was really starting to tap into what's next for me?

Ali:

I had these huge online programs that were helping a lot of people, but I was creatively just really restless and wanting to create the next chapter for myself. So I'm giving the real short version. But what I decided to just zone in on what I'm genius at and get rid of everything else. That was one of the hardest things I've ever done. Where I've landed now is working with the clients I love the most to the seven and eight figure amazing women and thought leaders like you. Going deep with them. Really the one-on-one conversations, the small groups, that's where I shine and that's where I am today. So it's been long and winding road and it's been many variations of what I've wanted, what the business has become. I think that gave me a lot of strength through what's happened the last few months as well.

Kris:

I would think so. Because really that's a reinvention, right? I know that's about when I started following you was when you started pivoting. I use that word loosely, right?

Ep #64: Conversation with Ali Brown

Episode Transcript

Ali:

Yeah. Yeah.

Kris:

But when you kind of really made a lot of big decisions and that's no joke to take something that's in your case but was thriving and really reevaluate, okay, is this really what I want? To actually tear it down and then rebuild it. I do think a lot of women right now who run their own businesses are contemplating a very similar hard, right turn. For some it's because they have to because changes in the market. But I also I'm coaching women who are now like that unexpected pause has created an incredible time for reflection. They're sort of sitting in it a little bit like, wait, "Do I really want that thing?"

Kris:

So I can feel that happening. So I'm curious what your thoughts are around what we're learning through this process that you're even witnessing in your own clients as it relates to reinventing or taking the turn. That wisdom that it feels very collective, but I don't even know how to name it yet. I'm just experiencing it. Yeah.

Ali:

Yeah. It's like we've tuned into a different frequency. You're the first person I've heard mentioned that actually. It's interesting, because we see things happening, we observe things, but I think there's something we are literally tuning into right now. What you mentioned is very accurate as well that it's even harder to make these changes when things are good. The gift in this is that most women typically, now I'm generalizing, but I do have a lot of experience working with hundreds and hundreds of women and some really cool guys as well behind the scenes. They come to me but don't want people to know it.

Ali:

When the women are forced into something like this with some hard choices, that is often sometimes the only time they will give themselves absolute permission to redesign this. The way they really want to and didn't realize it until now. So quick example, I had a client recently who has... I'll keep it general just to keep it vague. She has a healthcare practice and is also building online programs and things like that. When she came in for the VIP day, there's a lot of discussion on... Half the day was about managing the team. You all know this, if you have employees. There's always a conversation about the one or two people that keep coming up. And then I was on a call the other day and let's talk about Sherry, we always have to bring up Sherry on the team. Sherry is a problem. Why is Sherry here?

Ep #64: Conversation with Ali Brown

Episode Transcript

Kris:

Why is Sherry still here?

Ali:

This is my job as a coach. Why is Sherry still here? But now times like these were firing the Sherrys.

Kris:

Yes, thank you.

Ali:

We're redesigning this, we're blowing it up. So the medical practice, for example, this took... This isn't instant decisions, but within two months she's like, "You know what? I think I could get rid of this whole practice net more doing what I'm doing here, work from home. I still want to see some VIP clients." She works with some high-end clients, the affluent ones who want to pay her really well. She can serve the others online with some great information. She said I could probably sublet an office from someone and suddenly that lowered the pressure that was on her right now. Because often ladies, give yourself permission. We don't know what these models require until we are knee deep in it.

Kris:

Exactly.

Ali:

I will have women come in my door and they've spent a lot of money and then they have 100 PowerPoint webinar's slides and a 16 step funnel and all this stuff. They've hired the big team and maybe they have office space. All this stuff. Give yourself permission right now to let this go. I think that's the frequency and you're going to rebuild this the way you really want to. I'm not saying if something's going good to blow it up. I have a few clients too. They're doubling down.

Kris:

Oh yeah.

Ep #64: Conversation with Ali Brown

Episode Transcript

Ali:

Doubling down.

Kris:

Oh yeah.

Ali:

I mean crazy out of control. They're trying to keep the train on the track because things are going so well. Their business and what they're offering is the right place right time now. But for the rest of, and I'm going to say us, myself included. This threat it threw me for a loop. I mean, I don't think any of us saw this coming. You saw it in the media and you're like, "Yeah. Okay."

Kris:

Things like that don't happen here. I think a lot of people believe that that's an underlying belief. Oh, those things happen everywhere else. They don't happen here.

Ali:

Yeah. Yeah. I'm afraid I'm fanatic and so I'm just so glad I lived in Arizona because they've been kind of... It's been a bit temperate here as far as how they handled it and stuff. But I would be going bazonkers if I lived in the state [crosstalk 00:14:27]. Yeah. you're allowed to leave the house once a day. Anyway, I think the reaction was not what we were expecting. Even if we knew the virus would come here and whatever your thoughts are on that. Everyone has their own opinion on that. The level of reaction it required. But I don't think any of us saw the level of change. Immediate change that we would be saying to almost every American, you have to shut down your business and stay home for a month or two.

Ali:

Yeah. So the gift in that though is, and it sounds a bit cliché to say we're having more together time and more time with our family and all that, but it's really true. It's really true. When I first heard people start saying that I was giving a little eye roll, honestly I was like, "I have enough together time with my husband and I love my kids." It's actually eased us into this just kind of new way of being with each other. It's very interesting. That's been the journey for me honestly. Because I've been very separate with my work time and family time. Now it's merging a bit more and it's not as hard as I thought it would be. It's just a new rhythm.

Ep #64: Conversation with Ali Brown

Episode Transcript

Kris:

Yeah, I love... I mean, I think all of us... Women are always the ones who accept the responsibility. That's been my... Again, I'm generalizing. But it's not just the business, it's the kids. It's figuring out where to buy toilet paper. It's figuring out if you need to buy masks for your family. All this stuff that I know that women are managing, right? It's not just I have this business and how do I make it work?

Ali:

Oh yeah.

Kris:

Yeah, I mean, true to form women figure that out. You're absolutely right. When this all happened... I know I did a couple of free open coaching calls just to sort of say, come here, let's figure it out. The initial reaction was, what do I do? What's the right answer? Of course don't exist. Now we're excavating, we're plowing through this and for the next pandemic, this is good news, right? We will have notebooks and I'm sure someone's going to create a whole program on how to prepare for this, but we're really just navigating it.

Kris:

I think as a sisterhood and as women in general, it's been beautiful to watch too. My group that I coach women, just the rallying and the support. Because I know too, there's a lot of judgment. I have mostly brick and mortar clients. I know you and I have talked about that. A lot of them are essential even though they're not healthcare. So they've endured a lot of judgment around staying open, which is a whole other ball of wax. And then I just did a live yesterday on Instagram because now we're having a lot of employees who don't want to come back. They're not ready. So as an employer, the question I've heard all week is, what do I do if my employees don't want to come back? Yeah, every week it feels we peel back a new layer of, "Oh, that's a thing," right? It was going to be a thing. So that initial thought... So I'm curious because what was your... We knew it was out there and then boom, everything-

Ali:

Yeah, I'm trying to think of maybe the moment it hit. So I just launched by the way a whole organization based on live events, awesome.

Kris:

You did. Which is amazing. Which we [crosstalk 00:17:59].

Ep #64: Conversation with Ali Brown

Episode Transcript

Ali:

Awesome timing. But I have to tell you my first thought was okay. So I think it's when I got... We had our first meeting of The Trust, which is my new network in Miami the first week of March. Ellen Latham was there and I'm having lunch with Ellen Latham, the co-founder of Orangetheory. I'm like, "What do you think of this virus shit thing?" We wanted to know what to make of it. Because we didn't have the information. Even a week later, how different everything was. The meeting was amazing.

Ali:

We all walked out of there with our big goals for the year. We're on fire, we get home and then you just start... You know that feeling when you just start learning more each day. It was very deflating. It was very deflating. I had a few mornings I didn't want to get out from under the duvet just for the sadness for everything going on. It wasn't even about my own uncertainty because I know this too shall pass and this ain't my first recession. I learned a lot. The last recession I definitely made sure I was more cashed up, ready for these things. You want to be able to get to your money and have it not locked up somewhere. So I didn't panic for sure, but there was just this overwhelming sadness for me.

Ali:

Just seeing more... I think knowing that a lot of the women who are my clients who have a strong online presence and online platform, we're not going to be as affected as... My heart was aching for the people outside our doors, with the businesses in town. The beauty providers and shop owners and people that we support and try to give business. These everyday businesses we just take for granted. That's really what has been weighing so heavily on me in all this. Honestly, just also how far is running a business a right versus a privilege. Like all these things going in my mind and I was just going down the spiral man. There was a day or two and I'm like, "We need to lock the doors by a gun."

Kris:

For sure you need to find masks. I don't know. Or sell them.

Ali:

Because some of you know this, if you just start reading too many headlines.

Kris:

Oh yeah.

Ep #64: Conversation with Ali Brown

Episode Transcript

Ali:

You just start going down the rabbit hole too. You're like-

Kris:

Oh yeah.

Ali:

So for me it was just... I had to give myself permission to go through that.

Kris:

Of course.

Ali:

I don't make quick decisions when I know I'm like that. I'm like, "Well, I'm not making a decision." I know some people were like, "I got to launch something right away." You got to do this right now. I told my clients, I said, "Feel into this. What's good for you and your business. This is different for everyone. Some of us are feeling this very deeply right now emotionally." It may not even be how your life's affected, but just this feeling, like you said, this frequency, there's a sadness to it as well.

Ali:

There's a realness to it and there's a bit of a almost like a morning that we know everything won't be the same. So for my business it slowed down a bit. But what I decided to do, for example, after I sat with this for a few weeks, I went back to the team and I said, "Listen, we're lucky. We're in good shape." But sales definitely are not going to be probably what they were last quarter. So here's what we're going to do. Let's use this time to strategize. Let's create more content. I launched a new web show that's on live LinkedIn, Facebook, YouTube, Mondays and Thursday mornings. How do we get more exposure for the podcast? Just how do we use this time now? So then when we feel it's ramping up again and it's time, we're going to go out and really rock it. But it's okay to say, "You know what? I'm going to..." I don't like to use the word contract cause it scares people. But there are times you contract.

Kris:

Yeah. It's a great time to really evaluate where [crosstalk 00:21:44] your energy for the rest of the year. I think this quarter, what I've been saying is I'm not a huge sports fan, but I watch

Ep #64: Conversation with Ali Brown

Episode Transcript

enough sports. My daughter plays soccer so I use that as a reference. The second quarter of any game... You could have a great first quarter, which we kind of thought we were going to win first quarter, right? We were ready to spike the ball and then that got changed pretty rapidly. We don't win games in second quarter, but we prepare, we re-adjust. We re-look at the game [crosstalk 00:22:16]-

Ali:

I like that.

Kris:

You look at, "Oh maybe I need to move my players around." I need to change the game I'm playing. How I'm approaching my opponent in this case, right? So I do think this is a beautiful time. We got through. Because I agree that first four weeks was such an upheaval, not just physically with people's businesses and lives, but emotionally. Statistically, we know this is true, mental illness is through the roof. Anxiety medications are off the charts. There's a hundred times more suicide calls than there were to the hotline before. People are very, very effected. So if you're in any way energetically connected to humans, it's just a human on this planet. There's no way to not need to sort of process this. We all do that. You're absolutely right. Everybody does that differently. Some people are in a corner with a book, some people are watching the news 27 hours a day, right?

Kris:

We all have to kind of process. But now I definitely I'm feeling a sense of like, "Okay," right? That energy is, I think, very invigorating. It's helpful. It's encouraging. There's a tentativeness, but at the same time... It's kind of like after 9/11. We knew the world would never be the same. We had this boomerang of energy that everybody came together and just a different space [crosstalk 00:23:44].

Ali:

Remember 9/11 the first time you got on a plane after that and you were like, "Oh, okay. We're really in the end." Isn't that amazing though? The only thing changed is you needed a baggy. Really?

Kris:

Yeah. And then finally [crosstalk 00:23:55]-

Ep #64: Conversation with Ali Brown Episode Transcript

Ali:

Time crosstalk 00:24:00]-

Kris:

... PSA thing. So we didn't have to take her shoes off anymore.

Ali:

That seems pretty mild now compared to what we're dealing with. Does it?

Kris:

Yes. Exactly. I'm trying to imagine my next plane flight. How's that going to go?

Ali:

Do I need to wear a hazmat suit? I know. I know. So yeah. So if you're listening to this call, [inaudible 00:24:17] where are you going here?

Kris:

I can't wait.

Ali:

The point is [crosstalk 00:24:21] makes me laugh. We worked together all day, we got so much done. But my assistant's like you guys were cracking up [crosstalk 00:24:30]. Things are just funny. It's how we process. So there's no one right way to do this. Women are always looking for the one right way. That's how we compare. It's how we compete. We learn with models. And right now you may not have a model. I think that's what's freaking everyone out. This is about you feeling into this and you making the decision where you need to go. I love that soccer metaphor because it's really true. And then hopefully summers, a bit of halftime we could relax a bit.

Ali:

It was also me giving myself permission though to say, you know what? I'm going to spend the afternoon with the kids now. Jump in the pool with them because we can, and we're lucky to have that. Let's enjoy the home we have and the time I have with them. I tell you, I didn't

Ep #64: Conversation with Ali Brown

Episode Transcript

think... We always talked about homeschooling and it scared me. I thought we turned into the Duggars.

Kris:

Have more children.

Ali:

Yeah. You know what I mean? We're living in the woods and I don't know. But the homeschool is not that hard. There's some things we'd have to do. Suddenly we started having this conversation because Brett's from Australia and I'm thinking well wow that's been the real reason we haven't traveled like we used to. Because the kids are in school and we're in a Montessori but it's a charter. So attendance is very strict about getting their funding.

Ali:

I just opened up all these different conversations. That's been really cool. So I think, take in that there's going to be... I think we're past the closing. I think we're into the opening and the way you and I are recording this. I really feel the last few days we started to turn the corner. So now everyone needs to take a deep breath and go like, "What are the opportunities in front of me?" What are the things that I can use this time to say, you know what? Thank you. But this is no longer serving me. It could be team, it could be a business model. It could be the way you work, but man, there's never been a better time to reinvent.

Kris:

Oh, I love that. I'll add one, because I've had several conversations also business partners. It's all awful.

Ali:

Oh tell, tell, tell me, tell me. Tell me. It's fascinating.

Kris:

There's just a lot of energy. A lot of just people are.. When we're talking about evaluating everything, some people have been in business partnerships that aren't serving them anymore. I've worked with several clients on this and the opposite has been true. Maybe now I want to work with someone and I don't want to deal with this alone anymore. Yeah, I'd love that you said just give yourself permission. I do. We have a hard time with that and typically as women. The one thing that most female entrepreneurs have in common is that hustle, right? It's that

Ep #64: Conversation with Ali Brown

Episode Transcript

ability to just put your head down and for sure over the last five weeks that's what's gotten so many of my clients through. Now the coaching, all the work is like, "Okay, now we need to take a breath and look at the landscape. What do you have to do to have a sustainable business, not just one that makes it through this moment and do you want it?"

Kris:

To all of the questions you just said. Do you want to do it with these people in this business? Right now I'm running a Q2 pivot program and this week we're talking about your compelling reason. I think everybody, even if you have a beautiful vision that you've always managed, right? We need that vision to be able to stand up to any circumstance. Do you know what your compelling reason is right now? If you don't, that to me would be the most important work you do. Is why do you do this? Why? Why are you getting up and doing? Do you love it and what are you trying to achieve through your work? That could change. That could very much change.

Kris:

So starting there is very powerful and then allowing yourself to make those bigger decisions. It's the best time to do it. If nothing else, it's a great excuse. Oh well, it was the time of COVID.

Ali:

When I was in COVID... We're tell our grandkids. That's right. That was a COVID thing.

Kris:

What's it called? You wouldn't understand.

Ali:

[crosstalk 00:28:43] with D-Nice. That was a COVID thing.

Kris:

I saw your live that you shared. I started following [crosstalk 00:28:48]-

Ali:

[crosstalk 00:28:49] awesome. Yeah. Yeah. So when we look back and-

Ep #64: Conversation with Ali Brown

Episode Transcript

Kris:

[crosstalk 00:28:52].

Ali:

... this is just going to be a chapter in the book. For some people it will be just another chapter, but for some of us it will be... We're the lead character in that story. What does she do from here? Where does she go? What are the decisions she makes that she's been putting off? I think that's the exciting thing.

Kris:

Those last three questions were amazing. So for you all who just listened, hit the pause button, go back 15 seconds and write those down and answer them. Those are really good questions. Seriously, I feel we should end it right there. [inaudible 00:29:29] gorgeous. Right. Because that to me... Otherwise, we miss the moment. Don't waste this. This has been a really hard go. The teaching. The learning that we've all gone through this process. And not to mention the fundamentals of leadership. I mean I just did a podcast on that. This is where you've also learned like, "Do I have the foundations I need to lead through this moment?" If you're feeling you're flailing. It's okay. But it's not crisis management you need to learn. It's just leading. It's managing you need to learn and you'll get through this. Doesn't matter what the world throws at you, if you have those fundamental skills. But those questions you asked were so powerful. So powerful. Okay. Would you leave them with anything else or any other last parting comments?

Ali:

Double down on what is working. If you have amazing clients and customers, don't discount them right now. Make sure you're reaching out and giving them extra help, extra connections. How can I help you during this time? It's going such a long way right now, but most of all, I think circling back. Because I know your audience is mostly women and they're running businesses. If you've ever needed that permission, this entire situation is giving it to you now. I mean Sherry knows she's going to get fired, you know what I mean? The Sherry on your team. It's time. It's just time. It's time to make these changes. And then for those of us, who just launched something that we felt is the thing, their next chapter, don't lose the vision, don't lose the mission.

Ali:

Because I mean, I had a few hard days there, because I'm like, "Okay, we can't have a live event even now this summer the hotel's pushing it out." Because I kept fighting back and I'm like,

Ep #64: Conversation with Ali Brown

Episode Transcript

"Well then we'll move it to June and then we'll move it here. [inaudible 00:31:22] we're not doing group events." The next big one we had planned was for September. So we've been doing virtual stuff and it's bringing the women together from around the world. I'm adding in some things we weren't counting on, but it's been fantastic. I had to ease into it. Because I was going to look a certain way and the plans, I guess it's on the wall back here, [crosstalk 00:31:41] the shopkeeper and here's how we're going to do it. We came back just ready out of the gate and it was like, "Wow, wow, wow."

Kris:

I do love for you, that now you could reach a whole new... For people who maybe would never have traveled in the first place or didn't have the flexibility. There's so much potential in there. That's [crosstalk 00:32:02]-

Ali:

It is true. I was so resistant because you know why? Because I led these programs for so long. I've been doing virtual so long and I love in person. That's what my VIP days, I insist I fly in.

Kris:

It's so amazing.

Ali:

It's killing my team and my sales girl, because she's like, "People are asking will you do virtual? I'm like, "No. I don't." She's like, "Come on."

Kris:

You should try one. Give it a shot. You never know. [crosstalk 00:32:28]-

Ali:

So we're coming up with some custom options for people, but I'm not going to sit there all day and do... It's going to look a lot different. But I just thrive in person. So I hope there's a rebound to that as well because I'm high touch. But in the meantime, we're making the most of this for sure. It is what it is and it's nice. Now we have contingency plans in the future. We'll know we can flip a switch and say this whole thing's going to be online the next two days and we're bringing in the same guests and it's going to be amazing and you're all help each other. So I'm just admitting my resistance because I had tremendous resistance.

Ep #64: Conversation with Ali Brown

Episode Transcript

Ali:

I'm like, "No, this is how we planned it. Dammit. It's going to be this way. I don't care if there's a fire." I really was clinging to that because I know this is the thing and I had to be okay with this is still the thing. These are still my women, but it may look different than I thought it would and that's where I have to let go. For those of you like me who like to control things and your [crosstalk 00:33:22]-

Kris:

I think you might be one or two listening.

Ali:

Yeah. Yeah, I hope so. I like to think I'm really fluid and open minded and I am, I think a good balance, but there are some things that I really get locked into. So that was an adjustment for me. That was adjustment. I'll admit that. So everyone handle this the way you need to, take some time off if you need to and fire Sherry.

Kris:

Fire her. You know what I said to a client of mine who every call wanted to come and talk about Sherry and I said-

Ali:

I'm sorry for name Sherry, we're not talking about you [crosstalk 00:33:57]-

Kris:

Nothing against the Sherry-

Ali:

We need to create an avatar for this woman and ladies, you're letting these women take up all your coaching calls like this problem [crosstalk 00:34:06]-

Kris:

And pay for it. I said to her, I said, "How much money have you spent now to get coaching for me on this one person. Are you happy about that? Because you're still paying Sherry or Karen or Lucy or John or whoever that person is, right?"

Ep #64: Conversation with Ali Brown Episode Transcript

Ali:

Oh, it's time to-

Kris:

Let it go [crosstalk 00:34:26]-

Ali:

... throw the cargo off the ship. You're going down. Otherwise, you got to...

Kris:

It's done. We're done. No more tolerating poor performance. I'm out. No more other podcasts. Where can everyone find you? Tell us all the ways we can connect with you.

Ali:

Alibrown.com is your road to all places, but you can check out Glambition® Radio is the podcast. We've been doing that for... In podcast years a long time [crosstalk 00:34:54] consistently.

Kris:

So good it's the best podcast.

Ali:

Thank you. Amazing guests. Women like Ellen Latham who co-founded Orangetheory. We just have that level women on along with women like you. You're going to be on soon Kris.

Kris:

I'm so excited.

Ali:

So really good conversation. Really good information. If you liked this conversation today, you will love the show. That's weekly. I have the new live show on LinkedIn, Facebook, and YouTube. And then Instagram is my happy place. I'm there probably the most personally [crosstalk 00:35:26] and that's Ali Brown official.

Ep #64: Conversation with Ali Brown

Episode Transcript

Kris:

Yeah. I love when I get to see where you took your walk that day. It's beautiful. But absolutely Glambition® Radio should be a staple on your top podcasts that you listen to on your walk or whatever you do when you listen to podcasts. And then the new LinkedIn live is fabulous and such a wonderful platform and it's fun to be watching. A lot of women are spearheading that, which I love. A lot of female voices, which I'm really excited about on LinkedIn, so. Okay, well thank you so much for being here. Was wonderful to have you.

Ali:

Thanks Kris.

Kris:

Hey there gorgeous. Are you ready to take everything I teach you in this podcast and put it to work in your business and really learn how to master leading your team? If so, I'd love to have you as a client in the Founder's Lab to learn more about how we can work together. Head on over to krisplachy.com/join. There you'll see everything you need to know about the Founder's Lab and how to get started. See you there.