

Ep #128: The Best CEO Tool  
Episode Transcript



The image is a podcast cover with a teal background. On the right side, there is a portrait of a smiling woman with blonde hair, wearing a white halter-neck top with a geometric pattern. On the left side, there is a white rectangular box containing the text 'LEAD YOUR TEAM' in large, bold, black serif font, followed by 'for Female Entrepreneurs' in a smaller, italicized serif font. Below the text box, there is a white rectangular box containing the text 'with KRIS PLACHY' in a serif font, with 'with' in italics. The entire cover is framed by a teal border.

LEAD  
YOUR  
TEAM

*for Female  
Entrepreneurs*

with  
KRIS PLACHY

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Hey, I'm Kris Plachy, host of The Lead Your Team podcast. Running a million-dollar business is not easy. Whether you're just getting started with building your team, or you've been at this for a while, 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.

Hello, hello. Welcome to the podcast. Y'all, how's it been going? I have been doing all the things. I went to Disneyland for six days. It was heaven. Why can't I live there? I'm so happy. I just love Disneyland, although, I do know that it does take a lot more out of me than it used to. I was pretty fricking tired for about a week afterwards. Anyway, it was amazing. If you haven't been able to get out and about, I highly recommend it.

Okay, so today, I want to talk to you about a couple of things. First of all, we have a really cool opportunity if you join How to CEO by July 30th. That opportunity is, if and when you register by July 30th for the How to CEO program, not only do you have access to the only and best program for women who are leading their businesses, on how to lead and manage your team and build all those systems, and the best coaching on the planet with my team, and me, and conscious inclusion advising by Dr. Camille Broussard Wise, you will also get your very own Remarkable 2, replete with our Remarkable template kit, which is all the templates that you can upload and put into your Remarkable, and then use as tools in your business. I mean, come on, this is ridiculous.

I use the Remarkable so much, and I talk about it so much, that all of my clients started buying them, and then telling me how much they loved it. Then I was talking to my team, I'm like, "Maybe we should just include it with registration and see if people like it." That's what we're doing, but you have to register by July 30th.

I know it's summertime, so my team will probably kill me for saying this, but if you want to take advantage of the Remarkable offer, but you're not quite ready to start, maybe you have a big family trip coming up, listen, I know, because of the whole year we just came out of, a lot of people are trying to get a lot in before the kids, actually, maybe, finally, for reals, go back to school, for real real, so if that's you, you're like, "Yeah, yeah, yeah. No, I really want to do this. I really want to do the How to CEO program. I really would love the Remarkable, but I probably, really honestly, couldn't start the 12 weeks of coaching until maybe September," we will do that.

If you register now, and then you tell us, "Look, I don't want to start," we'll give you a 45-day grace period to start the 12 weeks of coaching support. If that's how you want to do this, we are down. You just have to communicate with us. If that's the case, all you have to do is just, you can email [hello@krisplachy.com](mailto:hello@krisplachy.com), you can email [amys@krisplachy.com](mailto:amys@krisplachy.com), or you can just go to [howtoceoregister](https://www.krisplachy.com/howtoceoregister), register, and then as soon as you get the notification that you've been activated, just email us and say, "Hey, I would like to take advantage of what Kris offered on the

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podcast, and I don't want to start my coaching until August 22nd or something." Okay? All the details for the program, and when the coaching calls are, and all of that are on the [howtoceoregister.com](http://howtoceoregister.com) site.

The other thing, you guys, is the guest experts that we have lined up... We just went through our six-month schedule for our guest experts, and our guest experts lined up for the next six months, because we have the entire year now built out, is ridiculous. There is nowhere else you're going to go to have access to this caliber of women, nowhere. It's insane. I'm so excited to share all of this with you guys.

Here's who we have lined up. We have Ali Brown. Tanya Dalton is tomorrow. Oh my gosh, I'm so excited. Emily Sandberg, she's my CFO. She talks about money and helps us understand our money, and people always want to hire her after they watch her presentation.

Our own Amy Stumler is going to talk all about how to be successful within another company. If you are involved in an MLM program, and you still have to manage these team members that aren't your team members, but they are, how do you maximize that? Angela Kim, you guys, she's the owner of Savor Beauty. She is one of my most favoritest humans on the planet and is a brilliant business leader.

Dr. Camille Broussard Wise is leading live discussions on diversity, equity and inclusion. Laura Patrick, who is one of my OD clients, she has been working with me for several years. She is the owner of Kids Physio up in Canada. She has gone, since we've been working together, from three franchises to 10, so she's going to talk about building franchise.

Erika Royal, she is the CEO of The Life Coach School. Come on. How do you run a business, and getting perspective on taking over that role, and working for the founder? That'll be super powerful for all of us. Leila Hormozi, come on. Leila Hormozi was a client of mine, and she is a genius in leadership, and she's also a wizard. She just has so much valuable insight to share.

Dr. Shanita Williams, who I know you heard on the podcast, she's going to come talk to everybody about feedback. Finally, Krista Nicholas and Tami Ramsay of Cloth & Kind, also former clients, they run a gorgeous design business and have such a unique perspective on leadership, as well as, I don't know, their imprint, their fingerprint in the world that they live in is stunning and unique and exceptional.

Anyway, I'm beyond tickled with what we have to offer folks who join the How to CEO program. Like I said, if you are not ready, but you know that you want to do this, and you want to take advantage of this opportunity, you have to register by July 30th. We have so much packed into this program. It's a game changer in terms of how you will think about, how you will lead, how you will manage, and how you will really process through the challenges of leading and managing a team.

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The reason that I taught the Remarkable course, my favorite CEO tool course... If you're interested in taking the course, you can go to my link tree in Instagram. Just go to @krisplachycoach on Instagram, and you'll find it there. The reason that I really wanted to teach this, and what I want to really talk about in this podcast today, is that I've spent my whole life feeling like I didn't fit.

Where this is relevant is when it comes to how I manage my time, and my brain, and my plans and all of that. I bought more systems than I care to count or calculate in terms of how much money I've spent. No matter what, the system never works. That's not true for everybody. I know that everyone, you all have a thing. I love that everybody has a thing. This isn't about which one's the best one.

This is about the idea that I know I was born with whatever, divine, creator, spirit, whatever it was, that sort of made me and you perfectly perfect. I was equipped, as were you, with everything I needed to live the life I want to live and to harness whatever I need to make things happen. But the challenge with this concept, that I call the kit, is that we all have one. Every single one of us is beautifully designed, perfectly. No one is wrong. No one missed a part. No one doesn't have what they need.

What we don't have, is we don't have... When you buy a kit, and you open it up, and it has a couple things in it, has the one thing you always throw away which tells you it'll kill you and all, has all the chemicals in it, and then it has the thing that says, "This is what's in the kit." We didn't get that part. We know we have a brain, we have a body, but we didn't get the part with the, this is what's included in your kit. We also didn't get directions. We didn't get, most importantly, a picture of what an assembled kit is supposed to look like.

That's really what life is about, is we go through life and we figure out what's in our kit. I know we all go through periods of time in our life where we don't use our own kit. We think that other people have the answers, so we run around, and we ask other people for their directions that they've created for themselves, or we just look at other people's pictures, and we think, "Oh, that's what my kit should look like." But the problem is, they have a different kit assembly than you do, so their picture and their directions are never really going to work for you.

The answers that we need are inside of us. Now, the advantage of working with, if we extend the metaphor, a kit master, someone who like, I say and stand before you and say, "Listen, I know some real fundamental truths about leadership and management, and I would love to teach those to you."

The design of learning is knowledge, which then translates into wisdom. This is, I think, what the goal is. It's not learning to then mimic. Mimicking, copying, duplicating other people doesn't help you develop what's in your kit. It just leaves you empty and still searching.

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My goal is to always learn with the intention of gaining knowledge and then wisdom, so back to the Remarkable. Why do I love the Remarkable so much? The reason I love the Remarkable is it allows me to use what I have, and then it follows me instead of it dictating to me who I'm supposed to be, how I'm supposed to run my day, what fields I'm supposed to fill out, what columns need information in them. I like this tool because I decided what I wanted it to look like, and now I use it all the time, because it's a reflection of me. I didn't have to fit into it. That's why I love it.

That's what I believe we do in How to CEO, is we give you all of the tools and the perspective and the support, so we teach you so that you learn. Now you have knowledge, and then we coach you so that you apply that knowledge to who you are and who you're designed to be. Now you have wisdom, and once you have wisdom, when it comes to leadership and management and the team part of your company, you can handle anything.

Nothing stops you, because wisdom transfers from moment, to moment, to moment, to moment. It's universal. Wisdom isn't applicable just to one circumstance. It's applicable to all. When women work with us, they don't just leave with processes and practices to follow that they can just mimic, they leave with wisdom that translates into everything they do. That is my goal for you.

I'm not interested in creating a bunch of Kris Plachy mimics. I'm interested in teaching you what I know. There are fundamentals to human behavior when it comes to managing people, but just fundamentals. It's not rocket science, but it trips us up, because dealing with people is the most complicated part of running a company, so we do need some tools. We do need to learn some stuff, because we weren't taught this stuff in high school. We should be, but we're not. Some of us don't learn this stuff till we're 47. That's okay. Women who excel then in this program are the women who are ready to accept responsibility for wisdom.

Women who just want someone else to solve their problem suffer in this program, because they just replace dependency on employees being better and changing their behavior so they can feel better, to now, you teach me what to do and change this process so I can feel better. There's always an external dependency on other people in order for you to feel better. If that's who you are, and you have to be honest with yourself about that, this program will be hard for you, because this is, ultimately, leadership in developing a successful, high-performing team repeatedly, because trust me, you're never going to be done, requires total responsibility and acceptance of accountability of that, as from you, not blaming other people for the failures of your team. It's not the world's fault. It's not the pandemic's fault. It's not the fact that there's too much unemployment being paid fault. It's not a millennial's fault.

We just take responsibility. Once we have wisdom, there is an ease like, "Okay, well that sucks. I wasn't anticipating that, but you know what? I know how to handle it. I'm not going to waste

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time blaming for why I'm dealing with this. I'm just going to go get it and fix it, because I can, because I have wisdom." That is the trajectory of my clients. If you're aching for that and to get out of overwhelm, burden, resentment, frustration, helplessness, I know the path forward, but you have to be willing. You have to trust your own kit, and together, we'll discover what's inside that kit for you. This is what you're pretty good at, so how about we figure out how to do this your way, not my way, and we take it from there?

We have a heck of a lot of fun. I sounded very serious on this podcast, but we do kind of laugh a lot. I do believe you can laugh and solve problems at the same time. I think that's the best answer, to be honest. Otherwise, life is heavy.

One other thing I would share with you is I just made a significant investment in this business, because I want to travel. I like to do things spontaneously, so for my clients, I'm going to be doing what I'm calling sort of spontaneous CEO escapes or jaunts. More to come on that, but once you're in the How to CEO program, you will learn about those, super fun. If you're ready to get out in the world, you might love this opportunity, as well, to be able to join me on some of these fun escapes where we do some good, you work, not business all the time, where we just talk about you. You're amazing. Let's love on you a little bit.

All right, everybody, have a wonderful, wonderful day. Again, go to [howtoceoregister.com](http://howtoceoregister.com). I would just so love to work with you. Why aren't you here yet? We've been talking a long time. What are you doing? Let's go.

One more thing before you go, in a world of digital courses and online content, I like to work with my clients live, because I know that when you have someone you can work with, ask questions of, and meet with, you're so much more likely to get the success that you want. So, head on over to [howtoceolive.com](http://howtoceolive.com) to learn more about our very exciting, very exclusive program just for female entrepreneurs. We'll see you there.