



## **MARCH SUCCESS CIRCLE CALL: YOUR INNER 5 YEAR OLD**

### *Recording Transcript*

This month we've been looking at money growth as a topic for the business. Ultimately, if money is not coming into your business to feed it, you're simply not going to be able to grow. You're going to stagnate – and anything that is stagnant will soon die. That's just the law of nature. It's the way the universe works. Yet so many of us go into business with this mystery around money and the activities that are going to bring it in. We're looking at those activities this month but there is a place where we get to where we know what we should be doing. We've got those ideas around where we should be spending our time and yet we're not doing those activities. So that's the piece I want to focus on in today's Success Circle Call. The question here for a reflection is the following: Is your inner five year old running the show when it comes to money? A lot of times we do know what we should be doing and yet we're not doing it. We can't get ourselves to do that thing that makes us feel really uncomfortable. We'll avoid it and will do everything but that.

If we don't start to update our mindset around money, grow up and get some maturity around money, we're always going to find ourselves bunting up against a glass ceiling in our business. It's supposed to be fun; not a struggle. It's going to feel like no matter how hard you try you never seem to get ahead. It will seem like you're working really, really hard but you're just not seeing the rewards of that labor. It's going to get frustrating. If you don't fix it, it's going to lead you to burn out and that's not what we're here for. I want to take a deeper dive in today to really look at that inner five year old that probably is running the show. In full transparency, the inner five year old was running the show in my business for many years. It's a dangerous thing. I was completely unaware and unconscious that somebody else was running the whole money part of my business. I shared with you before that it took me pretty much close to bankruptcy to wake up and get that reality check and to have to do a lot of inner work; to deep dive to understand what was playing out and then help my five-year-old to grow up so

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that I could welcome more of an adult mindset. It's always an ongoing process but welcome more of an adult to the table as far as money was concerned.

What we have to start to look at is when we're avoiding doing certain things - and by the way this really relates to any area of your life - what is it rooted in? Sometimes we'll go to a place where we have to update our mindset, give ourselves new beliefs and tell ourselves affirmations, put positive quotes on the wall, do vision boards and all these things that are actually quite cognitive in nature and mental. Really what's happening is we've got an emotional block or we're being held back by our emotions. If we try to approach an emotional problem with a cognitive solution, we're only going to get so far. It might start to help shift something but it's not going to shift the whole blockage that we want. Anything that we're trying to do that we say we want to do but then find ourselves not doing is because at some level we associate more pain with doing that thing than we do with not doing it. We actually associate more pain at some level - completely unconscious - so therefore it unconsciously holds us back. We actually need to take a good few steps back and go back into our childhood and our early experiences around money to find out where those emotional blockages lie.

To illustrate this, I'll share a little bit about my upbringing and my own experiences with money. Unconsciously, I created that blockage within myself for many years because growing up my experiences around money in the household that I grew up were full of stress. The only conversations I recall that took place in the house ended up in massive fights and my parents talking about divorce. I understood that money was a big part of that. Certainly as a child growing up, the fights that took place - money was always at the center of them. It caused my mother a lot of stress while my father was pretty much "head in the sand." So my early emotional experiences of money are stressful. I can remember it was around things we couldn't get. I'm not saying that we were living on the poverty line or anything like that. It's all relative but I remember as a child things that I just would have loved to have and things that other kids in the class had that would have been in vogue - a certain brand of sneakers, a particular jacket that was really in vogue at the time. I just so desperately wanted to have one and the line was "We just don't have enough money in our budget." I remember my mother sitting up late at night trying to balance our

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budget and the family books seeming stressed. As a child my emotions that I built around money were that it was something that caused an awful lot of stress and pain.

Of course we go on in our lives. We don't think about it. It wasn't until years and years later when I was staring bankruptcy in the face when all of this came to the surface. I realized then with everything around money I was still living that story: the emotional connection of stress that I had taken as a relatively small child – I was still holding that emotional association. Here I am in my late twenties, early thirties and mid-thirties wanting to start out growing a business but at this point I've actually got quite a lot of evidence to prove a lot of those associations. When I started to look at it, it wasn't just that but also how it carried out in the different stages in my life and how there had been financial struggles and poor decisions. How I went through schooling and was not good at math and carried on this whole story that me and numbers were just never going to be a marriage made in heaven. I thought I was better off advocating responsibility. That was the whole past but it all came out of that emotional relation that was built in the early childhood.

I really want you to think about that for yourself growing up. Obviously this is going to be a point of reflection after the call today. What were your experiences of money growing up? What were the types of conversations? Was it a lot of positive emotions around money or did it have a lot of unhappiness? Maybe it felt very constricted. A lot of our experiences may lead to feeling a very constricted happiness around money. Maybe we feel like there's just not enough of it or it's not coming in our direction. I want you to think about that for you. What were those early emotional experiences? Because from those early emotional experiences you then adopt unconsciously a story or set of beliefs that keep that emotion locked. It keeps going over the years and it's doesn't end until we become conscious about this and really ask ourselves questions like, "Whose story around money am I still living?"

You've gone into business for yourself. I can pretty much guarantee that you are going to upgrade your money story. You're going to make a new money story for yourself - especially if you didn't come from an entrepreneurial household. It's really important to you to create a new story to support the financial goals

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that you want to achieve. I realized that for me I was just fluctuating. I honestly was just bumping between my father's story around money and my mother's story around money. On the one hand, I was caught in my mother's stress and the stress would drive me to put my head in the sand. It would be great temporary relief until money would get my attention one way or another. It will always get your attention and it always did for me quite negatively and that stress returned again. We've got to be able to break that because that's the old pattern and ultimately it is somebody else's money story being unconsciously handed down to you that you're now unconsciously living out and will keep living out unless you start to change something. The only way to change that story is to create a new experience so that you can start to prove it wrong and see evidence that that story is starting to lose its grip. In all honesty, this is where we have to really train ourselves. This is what we need. We say things like, "Success begins on the other side of your comfort zone." You see those quotes. This is where we have to really bring those into play to train ourselves to do those things that are going to feel really uncomfortable - particularly around money. Until we start to actually change the story the story will still live on in our minds. It's through a new experience of it that we start to prove that story wrong or at the very least lessen its grip on us.

Let me illustrate with one of these examples of stories that I was living out that I wasn't good with numbers. I was barely scraping by with the minimum qualifications and therefore I would avoid looking at the numbers. I would tell myself that even if I did look at the numbers I wouldn't understand them. That was just to protect me on one level because beneath that I was scared to look at the numbers. I was scared of what the numbers would actually reveal. In order for me to get my five-year-old out of the business and invite a more mature version of me into the business. I had to move into those uncomfortable activities of just looking at the numbers. Logging on and looking at the bank account would make me sweat. I'm being really honest with you here because I really get where a lot of you are at around this. I've been there. A lot of pain. A lot of embarrassment. Part of that maturity is training ourselves to do that uncomfortable thing knowing that it's going to spark oftentimes a very strong physiological reaction in us. That's comes from knowing that we really can survive it. These things really represent life and death. Even if you're

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uncomfortable for a while you know that you're going to start to mature in your relationship with money and in how you handle money in your business.

It also means that we have to grow up around certain money conversations. It's at all levels of business; it's not just starting out. I put myself in that category as well. You'll share with me that you've got a lot of accounts receivable people that haven't been paid on time, that owe you money. All of the sudden, you're in a five year old showdown, not wanting to have that conversation where you stand in your power and ask somebody to get current on payments to you or you invite somebody to actually have a mature adult-to-adult conversation. It's very rare that when people are behind on their payments in the business that they start that conversation. It's wonderful when people really can be the adult and say, "You know what? I am having some difficulties. I'd like to give you a heads-up. This is my plan. Can we work something out?" Probably eight times out of ten or nine times out of ten, it's not going to be that way because their inner child gets triggered as well. They revert to that five year old instead of being able to step up objectively and in an empowered way to have those conversations.

In that same way with anything associated with money and your business, I want you to think about how many activities in your business really are associated with growing it. It's not just catching up on late payments. It's being able to state fees with confidence and not apologize for them and not make discounts on the spot unless you're doing those things strategically. When we do it from a place where the five-year-old is showing up, it's not the best move for your business. The place where you want to make an offer, you want to follow up with somebody to close the sale. A lot of you probably know your marketing is one of those activities. Sharing it with the world, you're exposing yourself to being more vulnerable so it is a place of great visibility and great responsibility. A lot of you have realized as well that marketing also is a pathway to bring you more money. It's marketing that's going to lead to the sales. That's going to lead to that money. Some of you are going to be holding back around your marketing because unconsciously it's linked with money. I want you to think about that for yourself as well today: all of those things that you're avoiding in your business.

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After this call I would encourage you to come up with a very quick check list of those things that you're avoiding and then put a dollar sign by them. If you really believe that those are some of the things that are going to help you grow the business, you could even put a dollar amount: how much might you be leaving on the table because you're avoiding those activities? You can see what it's reasonably worth to you.

Money is a place that will bring up all of our old stories. A lot of people have said it's the greatest spiritual teacher you can ever hope to have in your business because it's that one place that acts as the real mirror for you. It's a mirror for your own sense of self-worth and how much you deserve and what you believe your time and your expertise is worth. We've probably experienced this in our past directly or indirectly through conversations - a lot of judgment. It's an area that there's just a lot of judgment on both sides. This is kind of a crazy thing depending on which side of the coin literally you are on. If you haven't got enough, you can risk judgement that you don't manage it properly or criticism that you haven't been able to get your act together. That's the one side there but there's judgment as well from other people if you have too much or if you're perceived to have too much. On some level you're greedy or you're ripping people off.

In one of my posts recently, we had a whole lot of comments on pricing and money. It's interesting just to see what's there and the judgments, what people are saying. "The reason I don't charge more is because I don't want to rip people off." The judgment and the concern is that you're charging higher prices for your services so you're ripping people off or taking advantage of them. That's a place where we all fear going. We worry about judgement from those people that are closest to us. It doesn't always start directly in the money conversation but it can show up in those hurtful comments of people that are naysayers who want to bring you down to some level, kind of throwing out that question, "Who do you think you are?" They sow those seeds of doubt for you. There can be judgment a lot of us have experienced that even directly or indirectly people will say, "Oh, you're too good for us now." We fear that judgment so it really make sense that we would avoid doing those things that are going to risk giving us that level of pain. It totally makes sense.

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So how do we start to get around this? The task for today really has to be about building that pathway of creating more pleasure: a bigger “why” associated with growing money in your business. That's where we've got to start because you probably can easily go to the pain place but how are you going to start to navigate that? What is that bigger why? What is the reason for money in your business? You've now got a tool in your toolbox to remind yourself of why you actually need to be uncomfortable and walk through the discomfort and not avoid things like taking action on things that are going to grow money. One of the ways that I found that is the best and worked for me and is helpful is getting the understanding that money is a tool that we can use for the greater good. It can be used for the greater good.

I don't think that there's anything noble in struggling. That's a conversation to my earlier self. I really had to clean up my own act. There's nothing noble about that. That's exactly what we do when we're struggling with money or we're not growing it in the way that we should. We've got understand that it's a tool to be in integrity without commitment and to honor those commitments to other people that we've made around money. That's really important. It's a tool that can be used to better other people. When we're in business, we have the ability to hire people: to build teams, to hire more vendors, to be able to pay it forward. Think about how when we have more that gives us the ability to serve more and to do more and change other people's lives, to help impact their financial situation more positively.

It also is a tool for being able to pay it forward to those causes that are close to your own heart. You'd love to be giving a helping hand. You know you want to be more generous. Money and disposable income to be able to do that can only go so far so it's a tool when we have more to use it for the greater good. That's meeting our own needs and really being in integrity with commitments. That's always a great starting place: paying ourselves as the owner of the business. Make teams, get vendors, people to help us in our business and then think about those other greater causes that we would love to be supporting as well and starting to associate more pleasure with those chances of growing money. Growing money can actually give us. That for me is what I really came to understand when I invited my five year old to become mature, It was to start to see money not as an either/or but an and/ and proposition and be able to

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support my own goals for my family and support those close to me and be able to have that much bigger impact in the world than we're having today.

So that's our Success Circle Call for today and I'm sure that this is bringing up a lot of questions and insights in our hearts already. I just wanted to do a quick recap of some of those steps and also do a recap for those of you that have your inner five year old running the show when it comes to money. What are those early emotional experiences that you built around money? Are they largely negative or positive? Do they cause stress, shame, guilt, embarrassment, fear around money? We all get locked in those early experiences unless we start to update them and start to question whose money story we are still living or a combination of money stories. Then we can start to look at changing that story. We don't get to change it just by thinking about it. We don't get to change it by vision boards and affirmations. They help but ultimately the way we get to change it is by creating new experiences around it. The only way we get to create new experiences around it is by taking action, by doing something differently and looking for those activities that you're avoiding in your business. Starting to put some dollar amounts. How many of them are actually associated directly or indirectly with money. Look to take the opposite action. You don't need to over-complicate this. If you're avoiding the conversation simply just do the opposite. Have a conversation understanding as well that if you're avoiding activities in your business it's because you do associate pain at a deeper level around generating more money. Perhaps you associate a fear of loss of belonging or loyalty. That's got to come up a lot when we talk about loved ones and friends circles that we've been in as we start to fade away and we feel judgement and criticism from others. Sometimes that pain that you have associated with having more might be that you are fearful of the responsibility that you think has to go with it or the level of work that you might have to do to generate it. Start to look at really getting grounded. What is your bigger "why"? What is the new story that you want to create around money whereby it's a tool for the greater good: to get your own needs met but also to pay it forward, hire people and have that support for you and your team and your business and your home – but also have more to pay it forward to the people that really could benefit from a helping hand?

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