

WOMEN IN LEADERSHIP PODCAST



Episode 31

Published: 11 August 2016

Host: Annemarie Cross

Annemarie Cross: You're listening to Women and Leadership Podcast, episode 31.

You're listening to Women in Leadership podcast episode 31. Hi, I'm your host Annemarie Cross, branding communication strategist also known as the podcasting queen. Welcome to another episode of Women in Leadership podcast – the podcast that empowers you to reach your full potential.

Do you have a dream for your business or your life? Yet, if you're honest, you really haven't had the nerve to get out there to turn your dream into a reality. If you've answered yes, you know what, don't beat yourself up. You are not alone as there are many women who like you they really have a big dream, a big goal to make a much bigger impact in the world.

My guest today is Lisa Sweeney. She's executive director of Business in Heels and she wants you to feel good about changing your world. Lisa draws on her 30 years of senior management experience where she's held various senior roles with Target, with Spotlight and other well-known retail stores. Guess what? She loves to empower women on how to maximize their professional and entrepreneurial impact.

And the wealth of experience that she's gained in those corporations is now enabling her to network her way around the globe with Business in Heels. On a daily basis she connects with women who are giving it a red hot crack and

WOMEN IN LEADERSHIP PODCAST



changing their worlds and their stories have left her with one simple piece of advice – be the next one to give it a red hot go.

On today's show Lisa is going to share take charge of your life, get out of that rut, why it's important to take calculated risk, and networking is your key tool for success with 80% of jobs and 65% of new business coming from referral. So welcome to the show, Lisa.

Lisa: Thanks Annemarie. That's quite a pleasure.

Annemarie: You've got such a wonderful story to share and lots of insights. So you've successfully run multimillion dollar businesses in retail. Now I believe also too you connected 50,000 women to Business in Heels internationally and that's growing from 10,000 in the last three months. That's really impressive.

Lisa: Yeah. It's just such a wonderful thing to see it growing and developing. You know we're running online networking event now. We're connecting people from Lebanon and Canada to Australia.

Annemarie: I mean the technology that we have on our fingertip is incredible, isn't it, that we can speak I mean we're both in Melbourne but you're saying you network with people over in Canada, Lebanon. I've got so many guests across the globe too. Really the world is our oyster, isn't it?

Lisa: The world is just a very small place. There's absolutely no reason today why women in business shouldn't be doing business anywhere in the world. The only thing that's stopping us is that we don't know people.

WOMEN IN LEADERSHIP PODCAST



Annemarie: Yes. So, let's dive in cause I know you've got a lot of insights that you can draw upon and you're out there; you're doing it. For many women as I've said in the introduction that I speak to and I mean in the past I have dreams and goals too, and it's kind of being in the backburner because a lot of different reasons. So let's talk about taking charge of our life and getting out of that rot. What sort of word of advice would you have for people who are in that rot in the moment?

Lisa: Lots of people just seem to think that they can't step forward, that they can't do things. Sometimes it's about taking that leap of faith and trusting in your ability to have a go and actually take that step forward and commit to something. Some people are just trying to over think and over manage and over complicate things rather than just simply writing steps out of what they want to do and what they want to achieve.

You're not going to have all the answers. It's a simple fact. Surround yourself with amazing people because there's always someone you can ask. A lot of women expect to be able to do it all themselves and its not practical. Get surrounded with lots of others.

Annemarie: Do you find that woman then or we women then to put so much pressure on ourselves to have everything perfect, to have all the answers before we even get out there and start to take the action step toward achieving our goals?

Lisa: Absolutely and that's actually one of the biggest blocks for women in corporate. You know women in corporate think they have to check every single block before they put their hands up for the next role. Whereas guys will do it after they have

WOMEN IN LEADERSHIP PODCAST



about 20 different roles and they're like pick me, pick me. And because they're out there asking for it, they often do get pick. But today women in business have got such a great opportunity but you don't have to be an accounting expert or an IT expert.

[0:05:01]

You need some of the other people and particularly if you don't like doing some of those things. Do what you're really good at and then outsource some of the other stuff.

Annemarie: That's so true and often as we're writing down goals and the action steps, and I love the way that you've said get it down on paper. And often the why and the passion behind what it is that we want to achieve can really drive us forward and then people can support us. Someone else will be an expert in x, y and z that we may not know a lot about. Let's face it. Even if we could everything, there's just not enough time and that can also be an area that we can get stuck in a rut trying to do it all ourselves, yes?

Lisa: Yeah. Absolutely and I think as important as social media is to every business today, it's also like falling down the hole with Alice in Wonderland. It can be a massive time waste. My little tip if you use social a lot, actually budget your time, plan it and you know I got half an hour and get out of there. Do what you set out to do otherwise you'll find that friend just did this.

Annemarie: Before you know it an hour is gone and it's just oh m goodness. I am guilty. Have you been looking over my shoulder, Lisa?

Lisa: I think we all do that.

WOMEN IN LEADERSHIP PODCAST



Annemarie: Yeah Absolutely.

Lisa: [I guess as we embrace lots of new technology comes with pros and cons. I wish someone had given me that advice a year and a half ago.

Annemarie: Yeah. I think also to that when we expect with such high expectations on ourselves or we compare – we look at what other women are doing and it's like it's so easy for them, what we don't realize is the long hours that others work, the issues, the challenges. We've all have to go through that same thing, haven't we? I'm sure the successes that you've had there's a lot of hard work that you put behind that.

Lisa: Yeah, absolutely. You know things go wrong. There are a lot of experiences that you don't expect and you need to be able to pick yourself up and decide what the next angle is and what avenue to take. So you need to have those plans in place and if you're not failing you're not learning.

Annemarie: Yeah. That's true. What you just said I think is absolutely key and it really segue beautifully into the next point – why it's important to take calculated risk. Again if we're putting such high expectations on ourselves and we don't want to what we called fail, we're never going to do anything. So let's talk about calculated risk. What does that look like for those who us who really don't like to take risk whatsoever?

Lisa: I think it's very much about understanding your strength and weaknesses but all also putting a figure to it. A lot of people talk about passion project and getting to business around passion and don't put in numbers to it. But you need to understand what you're prepared to risk personally, and this is probably a big

WOMEN IN LEADERSHIP PODCAST



change for people and they set up their own business as oppose to working in the corporate world and how long you're prepared to let it take.

Because setting up an amazing business doesn't happen overnight. There are lots of stories which say it's a good two to three years of hard work to get things up and running and that's if you put in and it won't be the initial plan you start of won't be the final one. So making sure you map out in your own mind what you're comfortable with and what risk and challenges you're prepared to take and then talk about some of them with others to try and get a sense of whether your plan is totally workable or off in la la land.

Annemarie:

I love the saying follow your passion and everything else will fall into place or the money will follow. But what you've said is just so key. I mean the area that you maybe passionate about, there's absolutely no market there. No one is willing to invest or there may be a huge education involved in your target market, which means you've got to spend a lot of times trying to convince or educate people that they've got a problem.

So yes, there is that calculation where yes there's a huge need but if no one is investing in it, are you going to want to put that much time and energy in something that really at the end of the day is going to take a long time if ever to get off the ground. Have you seen experiences like that as well?

Lisa:

Yeah, absolutely. I think one of the things is understanding trends in the marketplace and where the market is going. At the moment, women in business are utilizing the internet, a massive trend. So if you're thinking your business is going to be maybe in another brick and mortar retail store and you're not utilizing online or you're setting up as a business coach and it's all about your time and

WOMEN IN LEADERSHIP PODCAST



you're not utilizing online then you're setting yourself up with a very limited income stream.

[0:10:03]

What people need to think about today is how can they capitalize on using the internet to monetize their business for them and the marketing capacity that it has rather than just thinking of something traditional. I mean they're saying now the next decade 45% of the listing jobs won't exist. If we in business can't be nimble to take the opportunity then you're missing the point. So you need to understand what your niche is, how you're unique, how you fix a problem for people. So, that you actually got something that's valuable to others and make it sellable.

Annemarie: I think what you've said all of that is very important and being aware and really monitoring and observing what's going out there in the marketplace. And the benefit of having smaller businesses, for some of us we are solopreneurs with a team, unlike big corporate who may not be able to be as flexible and shift so quickly with the demands of their clients and even the marketplace in a whole. If we recognize and we see a need, we can quickly adapt to fill that need and provide that solution. And I think that's another key way that we can start to use some of these online resources and tools we have at our fingertips to really observe and take note – what's going on in the marketplace. Is that an area of my expertise that can I contribute and then offer a solution to that need.

Lisa: Yeah, absolutely. You need to think about your business being beyond your time. That's a really key one cause you mentioned before we try and do it all and time

WOMEN IN LEADERSHIP PODCAST



is precious. If your whole income rides on you and your time then that's a limit, right?

Annemarie: Absolutely. You know hindsight is a wonderful teacher and I know that we're talking about taking calculated risk. Is there anything when you look back to some of the decisions that you've made that you think "goodness if I have done this instead or maybe it's something that you might have done differently" or it's an insight that you really have learned through your time that you use now when you're making decisions and even around some of these calculated risk.

Lisa: Yes. My point of view I often tend to focus – I can focus on one thing exclusively to everything else and just tie myself up into one thing. I actually now schedule balance. I love coming up with new things and creating them and implementing them.

I always now try and integrate them into the business with a set amount of time that I allocate so that the other things don't get lost. Because you get really excited that you do this thing right and it's your passion and you're involved. You want to put all your effort and your energy into that and then a lot of the existing things get lost. I've learned that overtime that I have a tendency to do that. So I actually now schedule into my diary, okay, I got two days this week to focus on my new baby.

Annemarie: I think that the key there is balance and having the balance. That certainly is a huge lesson for me as well. I'm a little bit like that. It's like anything new, isn't it? You're just so excited. There's a lot of unknown things and for some of us that really drives us and yeah to the detriment of other things. So balance certainly is a great lesson that I can certainly say it's powerful too.

WOMEN IN LEADERSHIP PODCAST



Now let's talk about networking. I mean networking as you've said is the key to all the success. Eighty percent jobs, 65% of new business is coming from referrals and you really are driving ahead within this particular area. Particularly we said before you had your first online networking event facilitating businesses expanding globally – Canada, Lebanon, Australia were all the line. So tell us about networking. It really is key, isn't it?

Lisa:

It is. Today for small business having other people talking about you is what creates the buzz. With the internet you can actually, you can network with people online, you can network with people through Facebook and social media. You can network with people face to face. At the end of it, having an authentic connection, having other people knowing about your business is so much powerful than what you talking about your business. So 85% of your connections online trust what their connections tell them.

[0:15:00]

So if you're putting your own ads out, you had about 30%-35% trust rate whereas if somebody else say something about you then you're up around 85%. So what you need to be doing is getting people talking about you and sharing you with their connections. It's the power of one to many. You talk to one person and they've got another ten people and that's how you connect to your idea client.

Today there's just so much information. So in order to cut through all that information people are getting, a network is critical. And they'll say you need to talk to Annemarie about leadership and podcast group. That's what she does and looked at that. She's getting her stuff out around the world.

WOMEN IN LEADERSHIP PODCAST



To me that's where the key is because somebody else and I go that clearly doesn't have vested interest apart from obviously the fact that they respect you so fantastic. I'm going to go talk to Annemarie. That's the power of networking.

Annemarie: Yeah. In that area then talking about networking and really building those relationships, where do you see many women, I don't like to focus on the negative but look it's an opportunity for learning and development in certain areas, where are areas that we really need to look at to take the networking really leverage it to the best. What are we not doing well in that area?

Lisa: Women are naturally nurturers. But some of them feel at a networking event that it's about business card slapping and that's not it. Less is a bit more in this case. So taking the time to really connect with people really understand their business and then offering to help is how you start with networking.

Networking is a journey. It doesn't happen instantly and so you need to take that time to make that authentic connection with people for them to trust you. And as that happens and if you can help them, you know things then come back to you. It's not about going to one event and getting your business card out to 30 people and going yeeha 30 people know about me because they don't.

Annemarie: No.

Lisa: And they're probably just a little bit annoyed that you didn't have the time to talk to them and you already hand out a business card. So as I said take the time to do that and then take the time to follow up. So if you said to someone you do something then do it because that is a very next step of trust and business. It says a lot about your integrity as a person.

WOMEN IN LEADERSHIP PODCAST



So if you said you'd do something follow it up. And then you'll be amazed at what will happen. You maybe go have a coffee with the person to learn more about their business. That's the sort of thing that networking really, good networkers do and I guess a lot of women the other part of them is the lack of confidence talking about their business.

A lot of people focus on the "what" they do as oppose to "how" they help other people. Everyone is providing a solution to something so what is it that you really help people do. I might be a photographer but actually what I'd do is make you look amazingly good in your photos in the pictures that you're going to put online. You talk about how you help people rather than the "what" of what you do. That makes a little difference.

Annemarie: Yeah. Those are such key points. Something else that I am finding still today even and not just with women but men also after networking event they take your business card and then they think connecting and following up with you is adding your email address to their newsletter database which is not. That's an absolute no no. Do you find that this happens to you? And it's like oh my goodness. You get ten emails that week and you think uh-huh this is from that event that I've just attended.

Lisa: Yeah, absolutely. You know men often tend to network a little bit differently to women, which is something we recognize and quite tailor our business a bit more to women. But recognizing that men actually like to do business with you straightaway in a meeting is another important point for women in engaging with me in business.

WOMEN IN LEADERSHIP PODCAST



So if you recognize that and kind of set the ground rules okay we'll have a coffee and let's talk then you actually can overcome some of these things. I mean you never add people to your database but definitely recognizing that men want to rush the relationship. Maybe they've got something, maybe you think wow this person is really interesting. I want to engage with them.

[0:20:00]

So take the stand. Let's have a coffee and we can have a chat further about how we might do some business then you're in the driver seat.

Annemarie: Yeah. Yeah. It is really all about relationship, isn't it, and thinking about how would I like to be treated by somebody else. You know respect, integrity. All those things are so important and at the end of the day it's the long term relationships that you are building that can continue to give tenfold back to you. Cause I'm sure there are people that you are now connecting with Lisa all over the world that you've planted seeds with in the past. You continue to show up, be supportive, be helpful in whatever way that you can and people love to get back to you.

This is reciprocal relationship that begins. I don't know about you. I'm sure you're like this too. When someone helps me out, she has a resource or whatever, I want to return the favor. That's what I love to do. That's really what networking is all about, isn't it, building good solid relationship.

Lisa: Yeah. If you look at it as networking is about helping people. So if you think every time you meet someone "how can I help you?" you immediately get it on to the right footing. Or you think what story does this person have to tell me and

WOMEN IN LEADERSHIP PODCAST



everybody has this amazing story. I find it really inspiring to hear different people's stories because everyone is unique and different.

You think "wow, what story am I going to hear now?" as oppose to "oh my god, it's another phone call. How annoying is that?" So sometimes it's in your perceptive of how you tackle things that makes all the difference into having a relationship.

Annemarie: Yes. People can really sense that, can't they? Is this person really genuine or are they – what did you called them? Business card slappers?

Lisa: Yeah.

Annemarie: You know what. Some of my colleagues in the US were sharing a story where there was one woman who was just going around, breaking up groups. Kind of interjecting herself within group. Handing out her business card. Taking her own and then moving from one group to another. She was remembered for all the wrong reasons and here we are talking about her today. So yes you can make an impression and you want to make sure that it is the right impression that you are leaving with people so very important.

Lisa: Absolutely.

Annemarie: What last word of advice would you have to leave? I know you've got many. I mean we could talk about this all day and it's such an important topic. What's one word of advice that you would like to leave with people today?

Lisa: For women I think obey your femininity. When it comes to strength, perspective, empathy, all of which add value to you as a leader. So femininity is quite unique.

WOMEN IN LEADERSHIP PODCAST



A lot of women feel that they should be like their male counterpart. We're not. Be yourself and I guess that a key part of what makes us all unique.

Annemarie: You know I love the word authentic. And it does get bandish around the place. But for me it's very much a part of who I am. I mean authenticity is our skills. It's our gift. It's what makes us unique. Guess what? No one can be authentic like we can and when we give ourselves permission to shine that's when incredible things can happen. Lisa, how can people find out more about you, about Business in Heels?

Lisa: Probably the easiest ways is to go to our website – www.businessinheels.com. It's a bit like LinkedIn for women. So it's free to join. You can easily get your profile page up and that connecting with people that you don't know. You can make a virtual coffee date with them or the other place would be in Facebook so if you check out Business in Heels you'll find that there's at least 35 branches and you can go to one of our fine event.

Annemarie: I love asking this question of guest as well. What great goals have you got in store?

Lisa: We're working on world domination.

Annemarie: I love it.

Lisa: We're hoping to get at least 100 branches going across the world and 100,000 women connected. But what we'd like to see ultimately is a marketplace where women in business can succeed with equality.

WOMEN IN LEADERSHIP PODCAST



Annemarie: You know what I think is really empowering to is that women supporting women. When we hear so many unfortunate stories about the tall puppy syndrome and unfortunately women tearing each other down and so forth, imagine being able to do that in a way that we all empower, inspire and support one another because together we really can achieve incredible outcomes. For not just ourselves but for the world and I think that's certainly something to strive for. Thank you so much for coming on the show.

Lisa: Thanks for inviting me, Annemarie. It's been fabulous. Thank you.

Annemarie: Terrific. Of course, please go and check out all of the details. Join the network. To find all of those links we'll include them all on the show notes so that you can reach out to Lisa and become part of their community as well - annemarie.com/podcast31.

[0:25:12]

As I've done over the last few weeks I'm inviting one of my fellow Microsoft brand ambassadors to share their tech tip. How we can use technology or applications whether it'd be the Microsoft Service or an app or any process to help us streamline our business. Now by the way, if you are Microsoft Service Pro user or you do have favorite app that you're using in your business, let me know and I'll do a shout out on the show to you. My email is podcast@annemariescross.com. So let's dive into today's tip.

So today I'm joined by Leanne Berry and Leanne is from Love Your Numbers. So welcome, Leanne.

Leanne: Hi, Annemarie. How are you?

WOMEN IN LEADERSHIP PODCAST



Annemarie: Great. So what tip do you have for us today?

Leanne: Today I'm sharing a great app for Microsoft called Office Lens. We're all striving for a paperless office in today's busy world and Microsoft has made it really easy to capture important information like receipts, documents, business cards and whiteboard. Virtually anything you can access with your camera phone. You can use Office Lens to scan and store that.

Annemarie: Fantastic. So it is an app. So we do need to download that. So once it's downloaded, how do we use it?

Leanne: Look really you just click on the app. It's really really simple and that's what I love about it. For a lot of my clients that are looking at an easy way to store their financial data or you know the receipts that you capture from going to the service station or coffee when you're having a meeting or something like that. So you just start the Office Lens app. Capture that receipt or that document and then it gives you a variety of ways to actually store that.

The thing that I really like about this is it actually is very intuitive in being able to recognize what that is. Once you scan that out, you can store it in your Microsoft one note or one drive or send it to Word or PowerPoint or Outlook or you can save it as a PDF, an email or even just save the photo to your photo library. So there's a variety of ways you can use it and it is really really simple. So basically what it does it turns your smartphone or your table into fast efficient scanner.

Annemarie: Yeah. I love the sound of that. So Office Lens and of course we will put a link to that. Now I think you mention that it's available on a number of different platforms. Yes?

WOMEN IN LEADERSHIP PODCAST



Leanne: It is. Yes. It's available on the Windows phone, Apple IOS and also for Android as well and even though the notes that I've provided to you I've given you links to each of the three downloads.

Annemarie: Fantastic and of course we'll put those in the show notes. Leanne I know that you are an expert in bookkeeping and accounts and numbers. Hence Love Your Number and you're certainly using this in Office Lens. If we do have other people who are interested in connecting with you, how will I do that?

Leanne: Even the document that I provided you I actually give a scan of my business card using office lens.

Annemarie: There you go.

Leanne: So that hold my contact information on it.

Annemarie: Fantastic. Again, check out the show notes and do make sure that you reach out Leanne and let her know that you heard her tip on today's show. Thanks Leanne. Look forward to sharing some more tips from you on upcoming shows.

Leanne: Thanks Annemarie.

Annemarie: So before we finished off today's show just a reminder for those of you who are in service based businesses and you really want to take your business from charging by the hour to creating packages and programs that you can either offer on a VIP or face to face or have as home study programs. All you need to do is go to Annemarie.com/yoursignatureprogram.

So what we do is we run virtual and face to face breakthrough round tables to help you define what your signature program is cause those steps that signature

WOMEN IN LEADERSHIP PODCAST



programs becomes your expertise and then you can develop that into so many different product offerings and service offerings. And guess what. You get to impact so many more people in the world.

That brings us to the end of another show. I know that you've got lots of great notes to help you take your relationship building, your networking to the next level so that you can continue to develop great relationships to support the growth of your business yourself and the clients that you are here to serve and support.

If you haven't already subscribed to our show, please do do that annemariex.com/podcastitunes. While you're over there, it would be wonderful if you would subscribe and also leave a comment and like the show that helps us get our message out into as many years of women in leadership as possible and helps empower them too. That leaves us to say goodbye. Have a fantastic rest of the week. See you later Lisa.

Lisa:

Yeah.

[0:30:12]

End of Audio