

Building Confidence While Building Your Business

Leadership, resilience, and adapting when things don't go as planned

Quick recap

This meeting was a casual check-in conversation between Sacha, Minka, and Alex where they discussed recent experiences and updates. Minka shared details about her 3-week trip to San Francisco, including challenges with finding healthy food options while traveling and having to pay tolls she wasn't aware of. Alex discussed her recent client work, including a challenging kickoff meeting with a new client where they only got 3 hours of the planned 7-hour session due to unexpected agenda changes, though she gained valuable insights into the client's dynamics and workplace culture. Alex also shared plans for an upcoming workshop with a new CTO client involving team building exercises and personality assessments for about 30 people, with both Minka and Sacha offering advice on how to approach introducing personality development exercises to technical teams. The conversation concluded with Minka discussing her current situation with tour guiding in Ljubljana, where a promotional platform stopped operating, forcing her to create her own website and marketing materials, and Sacha sharing her recent experience launching a new "Energetics of Money" program, which while successful with 14-15 registrants, didn't meet her initial goals of 20-40 participants and taught her important lessons about list building and rapport development.

Summary

Healthy Eating Challenges Abroad

Minka shared her recent three-week trip to San Francisco with Sacha, explaining that while the trip went well overall, she struggled with the food options available,

particularly the heavy use of oil, fat, and sugar in American fast food. Minka's travel group enjoyed fried chicken and other fast food, but she tried to maintain her healthy eating habits by buying vegetables from supermarkets and avoiding oily foods when possible, including refusing fish and chips due to its excessive oiliness.

Client Meeting Schedule Change

Alex and Minka met for breakfast in San Francisco's Chinatown at a French bistro, which was arranged through their client work. During a client meeting that was supposed to run from 9 a.m. to 4 p.m., the schedule changed significantly as the client needed to develop a two-year plan for San Francisco, resulting in only 3 hours of actual meeting time instead of the planned 7 hours. While the planned goal-setting and planning didn't occur as intended, Alex gained valuable insights into the client's dynamics and team interactions that will be useful for future work with this client.

Client Coaching and Workshop Planning

Alex discussed a challenging situation with a client who is overwhelmed with responsibilities and a fast-moving boss, requiring only 30-minute weekly check-ins. Alex noted that the client's crisis situation could actually enhance their coaching relationship and help establish Alex as a valuable support. Alex also mentioned an upcoming workshop in early June for a newly promoted Chief Technology Officer, focusing on team building and personality assessments to help team members from different organizational backgrounds better understand each other.

Personality Workshop Planning Discussion

Alex expressed a strong commitment to conducting a personality-focused workshop for a team of 30 people, from CTO to managers, despite concerns about the team's busy schedules and aggressive deadlines. Sacha supported the idea, suggesting that while the team might initially resist, the workshop could provide long-term benefits that would make future participation unnecessary. The

discussion highlighted the challenge of getting technical staff engaged in personality development exercises, with Sacha sharing an example from his sister's work at a sperm clinic where similar resistance was encountered.

Personality Exercises Implementation Discussion

Sacha shared a story about his sister's successful implementation of personality exercises at a medical laboratory, where she initially faced skepticism but was able to demonstrate improved communication and workflow over a two-year period. He advised Alex to document workshop sessions with photos or videos for use on websites, suggesting either asking a client to take pictures or using a phone in the back of the room. The conversation concluded with Minka asking about presenting exercises without explicitly mentioning personality assessment, though the transcript ended before Minka's question was fully addressed.

Incorporating Self-Esteem in Training Programs

Minka shared strategies for incorporating self-esteem-building exercises into dance training by framing them as Cuban salsa techniques rather than explicitly discussing personality development. Alex discussed applying similar approaches with engineers by connecting exercises to role models like Thomas Edison, Nikola Tesla, and Elon Musk, while Sacha suggested framing the activities as historical practices used by great thinkers to normalize the unconventional approach. The group agreed that Alex should be prepared to adapt the exercises if resistance arises from management.

Minka's Tour Business Challenges

Minka shared her recent 3-week trip experience, mentioning only receiving a parking fine in San Francisco due to confusion about the bridge toll payment. She returned on May 10th and is now facing work challenges as the platform promoting her tours in Ljubljana has stopped promoting, leaving her without tourists despite the high season. To address this situation, Minka started working part-time with another company, conducting half-day cave tours while using the

free time to develop her own marketing and start a podcast to promote her independent tours.

Project Independence and Planning

Minka discussed her decision to pursue her project independently after facing challenges with external support, and she shared her plan to complete her website by the 27th before starting a new job. She mentioned taking dance classes again and balancing her time between a half-day tour job and self-promotion work. The conversation also touched on Warren's upcoming six-month bike ride and the challenges of adapting to new teaching styles when instructors change.

New Course Launch Experience

Sacha shared her experience launching a new course called "Energetics of Money," which started on her birthday last Friday. She discussed the challenges she faced during the two-week preparation period, including technical issues with webinars and setting up a CRM system with help from her husband Scott. While she achieved 14-15 registrations from her own list of about 700 people, she fell short of her goal of 20 participants and acknowledged she still needs to iterate on the program. Minka and Alex expressed support for Sacha's courage and perseverance in launching the course, with Minka sharing her own positive experience using GoHighLevel CRM and Alex appreciating Sacha's teaching style.