

Ep #74: Strategic Thoughts



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With Your Host

Lindsey Mango

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Hi girl, welcome to *Soul CEO*; a podcast for women who know they're destined for more. I'm Lindsey Mango and I'm going to show you that you can have it all and teach you how to get it by becoming the CEO of your soul, life, and business. Let's get started.

Hey guys, how are you? Welcome to another episode. I am so freaking pumped you are here and I cannot wait to dig in to this week's episode. What I'm going to teach you guys is a new concept that I created and I've been utilizing with all of my clients. My next level mastermind ladies, my business academy girls, all of the people.

And I feel like it makes mindset work a little bit more accessible and simple, and something that you can use to prepare yourself ahead of time for what's potentially coming. So let's dig right in.

So let's just say you have a goal and what I see a lot of people do is they'll set a goal for themselves in business, in life, whatever it is, and they will just assume that everything's going to be perfect. Like let's just say you start a health routine and you're like okay, I'm going to start getting up at 6am on Mondays, I'm going to go to the gym, I'm going to precook my food, I'm going to do all the things.

Or in business you're like, okay so I have this goal to hit my first \$10,000 month. I'm going to show up every day, I'm going to show up on social media, I'm going to connect with people, I'm going to do all the things, I'm going to do it every single day and it's going to be perfect and I'm going to get there, right?

And I think this is amazing. I think it's so important to set goals and I can actually do another episode on this later because I used to have a lot of resistance to it, but it's really powerful to set goals because what it does is it gives you the opportunity to really see where your mindset is and where

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you're limiting yourself and what's showing up for you, and we'll talk about that another day.

But what I think is really important when it comes to setting goals is to yes, hope for best-case scenario. You guys know, I am huge on best-case scenario and that it gets to be fun and easy and all the things. But I also think it's really important to be prepared for when things go exactly as planned because this is life and business and health and all of the things, and we all are juggling many, many balls all at one time.

I can't believe I just said balls on my episode, but you guys know what I'm saying. You're spinning 20 plates in the air and so what I think is really important when you set a goal and you're working to grow in a certain area of your life is to prepare yourself ahead of time with what I call strategic thoughts.

And these are thoughts that you prepare ahead of time knowing that shit might hit the fan, knowing that things might not go quite as planned, that you can go back to and access when that stuff happens. When you go to get up at 6am and your kid is sick all night, when you go to launch your thing to hit your five-figure business, and only two people buy the first day.

Now, I'm not saying this from a place of foreboding failure. I'm saying this from a place of okay, so we could potentially have kids getting sick, failure popping up, my launch not going quite as planned, clients could leave, and I think what's so important about this is again, this isn't coming from a negative oh my god, we're doomed kind of space. This is coming from a place of possibility and from a place of just like, hey, let's look at what potentially could happen.

I'm not afraid it's going to happen. I'm going to prepare myself. I'm going to create strategic thoughts for when this happens. So here's how this actually works. I want you guys to think about a goal that you are going after and I

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want you to think about what all could potentially get in the way of this goal. Everything. Like, I want you if you are not driving to write down every single thing that could get in your way, whether it be a circumstance, whether it be a mindset.

So just to give you guys some examples of that, like I said before, your kids, your job and your boss, maybe your significant other, maybe pizza, lunch on Fridays at your job, maybe your kid's birthday party, health, business, whatever. Name every single circumstance that has the potential of showing up, as well as mindset issues.

So maybe you're afraid of failing and you know that you struggle when you go to launch something and people don't show up and you get really like, in your head about it. Maybe someone potentially buys and they're not happy or they ask for their money back. These are all potentials and do you guys see and feel my energy around it?

None of this is bad and I think this also goes back to what I talked about last week and just accepting negative things and negative emotions and not making it mean anything awful and bad. I think that's why when you prepare yourself for these circumstances, you can start to see from this place of nothing's gone wrong here. This is a part of the journey. There's going to be ups, there's going to be downs, but if I can prepare myself ahead of time, then I know I have the tools that I need in order to continue forward.

So again, write down every single thing that could potentially get in the way because again, I see this a lot with entrepreneurs and you guys know that I talk about being in alignment feels easy. It doesn't necessarily mean that you don't work hard and do all the things, but I find that a lot of times people will launch their business and they have this expectation that it's going to - everyone's going to come flocking and they don't, and then they feel so negative and it causes them to quit their dream when in reality, we can just say yeah, that's a potential thing and here's the next piece of it.

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What would I have to think and believe in order to continue forward, in order to fuel me forward? What are the strategic thoughts I need to have when this stuff potentially happens so that I can remind myself that nothing's gone wrong and use this thought and mindset instead of a failure mindset, instead of a negative mindset which is going to hold me back to fuel me forward?

So here's what I mean by this. Let's just say you know you're going to try to hit your first five-figure month and your kids are going to suck your time away. So the thought you might have when you're stuck in that negative spot is like oh my gosh, my kids, I love them but they're just driving me crazy, I can't get anything done.

And the question you always have to ask yourself is like, does this serve me to create the result that I want? Probably not. So we could say what's a strategic thought for this? A strategic thought could be I'm doing this so I have time with them. It's important that I take time away from them now so that I can create a lifetime of time with them.

Maybe the thought is I'm going to ask my mom to watch them twice a week. That's a thought and an action. That drives an action forward. So how can you strategically prepare yourself for when that stuff happens? Let's try another one. Let's try failure.

So you know that it's potentially true or could potentially happen that you might launch something and the first day, two people buy instead of 10. There's the possibility of 10, 20, 30, whatever, but let's just say that this is potentially something that could throw you off course. So instead of thinking oh my gosh, I'm doomed, I'm not going to hit my goal when two people show up, maybe a strategic thought is I'm one step closer to figuring out what works.

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Does that thought fuel you forward? Or I always love this thought. Most people buy right before the cart closes. This is just the beginning. Maybe it's oh my gosh, I'm going to learn so much, this is going to help me build my five-figure month this month. Oh my gosh, I'm so excited for these two people - if there's two people out there, then there's 20 people out there.

So do you see, what you do is you prepare yourself for these things, not making it mean that they have to happen, but it gives you the opportunity to come back to them when this stuff happens, but then also, to not be like, side-swiped and oh my gosh, I can't believe this happened, I'm doomed, and give you another way of showing up, give you another way of looking at it because that's really what this work is about. It's about perspective.

The same exact thing could happen to two different entrepreneurs and they might have a totally different experience of it, and because of their experience of it and because of their perspective and their thoughts around it, it's going to dictate what happens next.

I'll give you guys a quick example. Again, let's just say you launch something and nobody buys the first day. And it closes in five days. One person could think oh my god, I'm embarrassed, people are going to judge me. And another person could think this is just the beginning. I'm so excited to show the value of this work over the next five days. One of them is going to impact every single action you take.

You're going to show up and be like, let's do a free training. Guys, you've got to hear what I have to share with you, this is going to blow your mind. And one of them is going to be like, hey guys, just so you know, have you forgotten? I've got this launch open. This is how your mindset dictates your actions.

When we talk about mindset, I'm not just talking about sitting on a pillow and thinking. I'm talking about the thoughts that are going to drive forward

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how you show up to everything thereafter. And again, what is so powerful and what I did with my mastermind ladies was we literally prepared their 2019 goal and then we talked about every single thing that could potentially get in the way and we built strategic perspectives and thoughts around it so that when it shows up, they can go back to it.

And of course, they get coaching from me, so I can say okay, so here's another strategic thought. Does this perspective feel like it can change your state? Now again, I think it's important to understand that you know a strategic thought works when you actually feel different and it actually drives forward a different action.

So for all of you guys, I'm giving you homework. Sometimes I do that. I want you to identify what is one goal that you really want to focus on over the next month and I want you to identify what are all the things that could potentially get in the way, and then build strategic thoughts around it.

The best thing you can do is give yourself another perspective and ask yourself the question, is it serving me to believe this? Is it serving me to think these things? What else could be true? What other thoughts would help fuel me forward instead of hold me back?

And if you do this ahead of time, then you're not going to be like, in shellshock. You're going to be like, alright, I expected this might happen and now I've got all these new perspectives and new thoughts that can help fuel me forward and maybe I can't latch on to those now, maybe there's new ones that I find in the moment.

I'm so freaking pumped guys. If you allow it, this can change literally everything. I would love to know if you share this episode on your Instagram story, what's a strategic thought that you even came up with while you were listening to this episode. I would love for you to share it with me so I can hear what they all are.

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And that's also a huge part of what a coach does is when you're in it, when you fail or when something happens, it's really hard to see past it because you're stuck in swimming in your own mind and your own drama, but having a coach is having someone come in and say well, what about this? Did you ever think about it this way? Did you ever think that everybody's waiting to buy until the last minute? Did you ever think that maybe people didn't even see your post yet?

What would you want to do next from there? And that's what creates this change. That's what creates consistency. That's what creates consistent growth. I'm so excited to hear your all's feedback. I hope you have a beautiful week and I will talk to you next week. Bye.

Thank you for tuning into today's episode of *Soul CEO*. If you are ready to take this work deeper and you want to bring your dream business or a reality, I wanted to make sure that you knew that Mango Magic Business Academy was available to you. Head to lindseymangocoaching.com/mangomagic.

Or if you don't have a business and you are ready to bring your dream life to a reality and know you are meant for more, my Mango Magic Life School is also available. Go to lindseymangocoaching.com/mangomagiclifeschool for all the details. These programs are both life and business changing and you get access and coaching with me to walk through the modules and ask questions and get support to make your dream life or your dream business, or both a reality. I love you. I can't wait to see you in there.