

Ep #58: Productive Growth Vs. Unproductive Growth



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With Your Host

Lindsey Mango

[Anything but Average](#) with Lindsey Mango

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Welcome to the *Anything but Average Podcast* where I will teach you how to create a coaching business one step at a time. I'm Lindsey Mango, a life coach passionate about helping you create the life of your wildest dreams by creating a coaching business. Let's get started.

Hello and welcome back to another week and another episode of *Anything but Average*. How are you guys? I am so good. Today, it is going to be, I think, like 75 in Louisville, Kentucky, and tomorrow, like 80. And I am super pumped about it.

Although I'm also not pumped about the loud noise form – I feel like when it's nicer out, of course, they're building more around our neighborhood. And so, if you guys can hear a big giant truck backing up or a – I don't even know what they're called, driving around making lots of noise, I apologize.

It's so funny. My husband Chris, he grew up on 80 acres of land, so he is hyper-sensitive to sounds. And sometimes, he'll bust in my office and be like, "What is happening out there? I think a truck is just backing up in a circle the whole day," because it's beeping the whole time. It's very funny.

So interesting because I grew up in a suburb in Chicago, so I'm used to lots of busyness around my house and he is used to not having a single neighbor. Like, he will literally be like, it's hilarious, "People can see us at our dining room table." And I'm like, "Yeah, babe, that's a neighborhood." So, I'm sure eventually we will be moving to more land.

Alright, so before I jump into today's episode, I want to share a testimonial from one of the students in *Anything but Average*. And with this student in particular, she came from a little bit different of a background. Some of you guys come into the program and you're just starting fresh, like you don't have a business and you want to become a coach and start your coaching business.

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And some of you guys come from other businesses, so I actually have a lot of women who were once in network marketing who come over and decide that they want to start a coaching business and help people grow when it comes to personal growth.

I have some women who were hair stylists and realize that they have value to offer and want to create a service-based business where they're not tied down to a specific location. And in this client's particular instance, she owned a styling business before she came into the program. And I wanted to share the results she's created coming from that background, coming from that specific situation.

Here's what she said, "When I joined Anything but Average, I already had a styling business. I decided I wanted to add life coaching to it because personal growth had made such an impact on my own life. I launched it within three weeks of having the idea, but felt confused on how to make my offers and niche seamless. It felt like I had two different niches and two different businesses and I didn't know how to make them work together. After joining Anything but Average and working with Lindsay, she helped me get clear on how to bridge the two together. I feel so clear on my niche and powerful bringing both of my passions for style and life coaching to my clients. I know exactly who I serve and how I serve them because of the process and Lindsay's coaching in the program. Since joining, I have signed one life coaching client and four styling clients and I have created so many consults beyond the clients I have signed for both styling and life coaching. I have officially made \$9600 since joining ABA," says Chelsea Wright.

You guys, really think about that. If somebody was like, "Hey, invest \$2000 and you will make \$9600 in the first couple months," how would you feel about that investment? And that's just the beginning for her. She was able to come into the program, find the clarity that she needed in order to make

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sure that she was starting her life and styling coaching business together in a way that really worked.

So, if you're in that position, join Anything but Average. If you want to add in coaching, if you want to create a coaching business separate from the business that you already have, join us. It will be applicable at whatever level you're at because we lay a rock solid foundation in starting your business and getting that clarity so you can hit the ground running.

I almost think of it like – I know I've used this example before and maybe it's on my mind because they're building houses in our neighborhood, but it's almost like building the foundation of a house.

When you build it the right way, when you build it rock-solid, the rest of the house is easy to build, it's on solid ground. Versus when you don't have a rock-solid foundation and you're trying to put windows in but the foundation is wobbly, things can collapse at any moment.

And so, what I see a lot of coaches do in this industry is they start without having this process and then they spend the next two years making up for that lack of rock-solid foundation. So, whether you are coming from a different business and you want to start your own life coaching, business coaching, any type of coaching business, or you want to start completely fresh, you want to become a coach and start your coaching business, make sure to join us.

Alright, so today, what I wanted to talk about was the difference between what I call productive growth versus unproductive growth. And the reason why I want to talk about this is because our brains are so tricky and they love to keep us trapped in these cycles.

Have you guys ever noticed that you try to change things, you try to make different decisions, maybe in your job, maybe in your career, maybe in

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getting started in your coaching business, because that's what you ultimately want. And you find yourselves stuck in the same spot over and over again.

It's like, no matter what you change, you're not producing the outcome that you want. That's because you're stuck in unproductive growth. So, today, I'm going to talk about what's unproductive growth versus productive growth, how do you know when you're in one versus the other? And how do you change that? So, let's jump in.

So, on one of my earliest episodes, I taught you guys the model. The model is a tool that Brooke Castillo created and it is so simple and so beautiful and like a simple math equation. And if you don't like math, don't freak out. You'll still be able to use it very effectively. And ultimately, here's what it is.

There's a circumstance in our life, which is a fact, provable in the court of law. We have thoughts about it. Those thoughts generate the feelings in our body. Those feelings drive forward our action or our inaction. And all of that produces our results.

Now, all of this happens in a split-second and if you want more details on this, make sure to go back to one of the first episodes of the *Anything but Average* podcast to listen to an in-depth explanation of this.

But I just wanted to give a quick overview if you hadn't heard that episode yet and you're new here. So, ultimately that is what is producing every single outcome in our life all of the time. Now, the key with the model is understanding that the real driving factor of our results is our thoughts and our feelings.

I'm going to say that again. The real driving factor behind every result we create in our life is our thoughts and our feelings. Now, what most of us as

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humans do is we don't know how to change our thoughts. We don't know how to change our feelings. Our brain looks for evidence to support our belief systems, which beliefs are thoughts we think over and over and over again.

We see evidence of it. We confirm those beliefs and we constantly get stuck in the same cycle over and over and over again, which is why, as humans, we tend to produce the same results over and over again, unless we know how to change this. This is something I teach my students in *Anything but Average*, a tool we use consistently.

Now, what most of us as humans do is we change either our circumstances or our actions to try to change the result. It's kind of like the surface-level thing. It's the only think we typically know how to change. For me, this is what I spent like eight years doing.

I changed jobs. I knew I wanted more but I kept changing my job. I kept changing my workout routine. I kept changing all these things instead of changing my thinking and feelings. And so, it's like I would be really excited at first and temporarily change my feelings and thoughts, but then over time, I would get back in the same cycle and that's because I wasn't changing my thoughts and feelings, I was changing my circumstances and actions.

This is also what causes a lot of us to work really, really hard, grind really, really hard, take lots of different action and still end up with the same outcome, because we haven't changed the thinking and feelings driving forward the action. And in turn, we produce the same result over and over and over again.

Now, when we are in unproductive growth, what we are doing is we are trying to change our circumstances and we are trying to change our actions from the same thinking and feelings over and over and over again.

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The reason why this is unproductive is because you don't ever give yourself the opportunity to actually grow and change you and change the way you think and change the way you feel and change the results you produce.

So, it feels like you're growing, but it's actually very unproductive because you're not getting anywhere. I almost imagine you're like running on a treadmill in place instead of running on the ground, moving forward.

Some examples of this would be, let's say, your job. Your circumstance is your job. Your thoughts are, "I'm meant for more but I don't know what." Your feeling is confusion. Your action is you change your job. And the result you create is you're still meant for more and you don't know what that is because you haven't changed the thinking. You haven't addressed what's driving forward the result you're producing because, in reality, you don't actually want another job. You want to start a coaching business. You want to start something you own. You want to start something that's yours, that's meaningful, that's going to make an impact.

Which is why, no matter how many jobs you change or how many promotions you've gotten, you've stayed stuck creating the same result, even when you're really trying to change.

Another example would be maybe the circumstance is you want to start a coaching business and the thought you have is, "I'm not ready yet." That creates a feeling of uncertainty. The action you then take is some of you guys wait. You just keep waiting and you change your job, you search for other things. Maybe you start a network marketing business. Maybe you go looking for more certifications and read every single website page under the sun about all the different programs that are out there and never make a decision. Maybe you just talk yourself out of your dream. And the result you create is you're not ready.

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Do you see what's happening there? So, you never push yourself into a new level of growth because you're always addressing the same thoughts and the same feelings over and over and over again, no matter how many times you change the circumstances or the actions.

That is unproductive growth. Unproductive growth keeps you addressing the same thinking – I'm going to say it again – the same thinking and the same feelings over and over and over again because all you're doing is changing the circumstances and the actions and you continue to create a similar outcome.

Now, what does productive growth look like? Productive growth is what is going to help you start your coaching business, start signing clients, start creating a completely different reality for your life and your clients' lives.

It's the growth required to get everything that you want. Productive growth looks like changing your thinking, changing your feelings, changing your approach. Maybe you take different actions as a byproduct of that and producing different results.

And when you do that, then you get a new slew of thoughts and drama, as I like to call it, to work through and grow through. You hit a new ceiling.

So, how do you know if you're in productive growth? You know, if you take the next step and you have new drama. For example, what that looks like is let's just say your thought is, "I want to start a coaching business but I don't know how." Your feelings are uncertainty. Your action is sit and wait. Your result is you want to start a coaching business but you don't know how.

Let's just say you're like, "I want to start a coaching business and I do know how. I join Anything but Average. That's the process I need." The feeling you have is certainty. You join the program. The result you create is you do know how to start your business.

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Now, once you've got into the program, there's going to be a new slew of drama. You're going to be like, "Well, what do I charge? How do I actually get started? How do I market? How do I do consultations? What's my niche? Who do I help?" all of that.

That is new drama. That's drama that you've never had to face because you've taken a new model, you've taken a different action, you've produced a different result and now you're giving yourself the opportunity to grow through things that are going to help you get to a new level. It's going to help you start your business. It's going to help you sign your clients. It's literally like the pathway to getting what you want.

So, productive growth is changing the thinking, changing the feelings, taking a different action, producing a different outcome and then bringing up and welcoming a whole new list of drama that you get to grow through every time you do that.

If you do that at a very high rate, your life, your business will completely change at a rapid pace. So, you want to be in productive growth. You want to be in productive drama, the new drama that comes up with taking new actions and thinking differently.

Examples of productive growth would be exactly what I just said. You change from the thought, "I don't know how to start a coaching business," to, "Well, how do I know how to start a coaching business? I join Anything but Average. It's the exact process I need." You join and then you come up against new drama. Then you're productively growing. And once you join, you have access to the program.

This can also look like – let's just say for the circumstance of your job, your thought is, "I'm meant for more. What I do know is I want to help people. I want to help people change their lives. I want freedom. I want impact." The feeling you have is uncertainty. Maybe the action is you try something new

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that's more in alignment with what you want instead of just changing your job or waiting on the next promotion.

The next result you create is maybe making a decision about wanting to start a coaching business. And now, again, you have a whole new list of drama you get to work through.

So, I want you guys to think of new drama as a good thing, I want you to think of new shit that comes up as, "Oh, I'm in productive growth, instead of unproductive growth where I'm staying in the same cycle, having the same problems, having the same thoughts and feelings over and over and over again."

So, I want to challenge you guys to lean into productive growth, to lean into what things are going to bring up the most drama. When you do that, you're going to stretch your brain, you're going to grow, and you're going to create completely different outcomes.

Now, that can be really hard to do on our own because our brain wants to protect us. This is why in *Anything but Average* I give my students access to this community where they're supporting each other, where you can ask me questions at any time and get coaching on all this drama that comes up. And you get weekly live coaching sessions with me so that we can address that.

Because your brain wants to stay comfortable and wants to keep you safe. It wants to not deal with this drama. It literally wants to keep you in unproductive drama. And having me there supporting you and the community and the program supporting you is going to help push you to continue to stay in that productive drama and in that productive growth.

So, if you want to start a coaching business, if you want to change your life, if you want to be a great coach for other people too, you're going to have to

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push them as well to stay in productive growth instead of unproductive growth.

Alright, I love you guys. You can literally join us right now Anything but Average. We are now welcoming men, women, everyone can join Anything but Average. Go to lindsaymango.coaching.com/anythingbutaverage, where I will teach you exactly how to start your coaching business and sign your first clients. I will see you guys there. I love you and I will talk to you next week. Bye.

If you're ready to take this work deeper and create your own coaching business, join us in Anything but Average, where I will walk you through the step-by-step process to become a coach, start your coaching business, and start signing clients. Go to lindseymango.coaching.com/anythingbutaverage and I will see you on the inside.