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Hi, everyone, my name is March faily. And I'm working on a book called unleashing your inner goats. And today I'm going to be sharing the three things I know now that I wish I knew then when I was starting my career. So before we get started just a little bit about me, I'm a business owner, a coach, an author, speaker, consultant. But most importantly, I'm a mother to a 2020 University graduate. So I really understand the trials and tribulations of trying to start a career in the middle of a pandemic. And if you're like my daughter, I'm sure you've had a lot of frustrations about some of the college experiences that you may have missed out on. In terms of my daughter, she actually majored in musical theater. And if you can just imagine the entire industry got decimated. theaters were just shuttered from coast to coast. Fortunately, she majored in math. So she was kind of able to lean in on that, that math minor and she accepted a position as a director of enrollment for a math tutoring company. And while it wasn't the start to her career that she anticipated, you know, in this day and age, you have to learn how to bend and flex. You know, this past year was was full of hurt and heartache. But you know, out of every challenge, there comes an opportunity. And what I really liked what I saw last year was that companies were coming together like never before innovating like never before sharing ideas, sharing intellectual property like never before, all in the name of solving a world problem. And now what I'm witnessing is an evolution in the workplace. Businesses are much more open minded to remote work, there's a stronger focus on social issues. I think it's such a exciting time to be in the workplace



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right now.



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So really be optimistic, and be hopeful about your future. So before I share my three pieces of advice with you, I'm going to give you the backstory on the book that I'm working on the goat, in a way originally came up with this idea, I started to share it with my family, friends, colleagues, and everybody said to me, You know what, merge, that's a great idea. that acronym goat is really gaining in popularity, you know, greatest of all time.



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And then I thought to myself,



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yeah, you know, I'd like to include that in my book. But you know, I really want to write a book about goats. Yeah, goats. You know, when I was six years old, I remember visiting a petting zoo. And I remember the scope coming up to me and he started nibbling on the fringes of my pink Poncho, and it totally freaked me out. You know, since that time, I had a really negative image of those, I just view them as these really dirty, nasty, noisy creatures that would just eat everything in sight. And then one day, I was perusing the internet. And I came across this picture of goats hanging out in trees, and I thought to myself, no way, there's no way this is passable. This is photoshopped. And then I did some research, I actually found that this picture was legitimate. Goats actually climb trees, this particular trees in Oregon tree in Morocco. And I found out that goats actually love Argan fruit. And then I found out another thing. When goats discard the nuts from the Argan fruit, local farmers actually gather the nuts. And then women who are part of women cooperatives in Morocco, actually process the nuts and argan oil, which is a critical component of the Moroccan economy. So all of a sudden, this negative image I had of goats turned into something very positive. Goats have a purpose. They're actually helping



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women



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with some level of financial support and some level of health care. And all of a sudden, there's through these courageous risk takers who are agile, that walk with purpose.



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However,



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some farmers actually tie goats to trees to make for better photo opportunities for tourists. And these situations the goats appear unhappy, unhealthy. There. unproductive, they're not motivated and I started to think to myself, how many times do people feel like they're being leashed to a tree? Maybe they're being leashed by stereotypes and labels. Maybe they're being leashed by their own fears, by their own self limiting beliefs. And I look at the goats and I think to myself, Wow, what an amazing creature that's capable of doing amazing things. If it's not put on a leash. And it's the same with people, people are so capable of doing these amazing things if they're not on a leash. So here are the three things that I know now that I wish I knew back when I was starting my early career.



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So number one,



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know your Ergun fruit. And that's actually goats speak for know what you want. Just like goats take a risk and climbing to the top of that argon tree to get to the fruit. Know what you want out of your career. Now, I know you're all very early in your career, and you may not know what you want, but you know, it always pays to start thinking about your purpose, your passion, your values, very early on, and I'll talk more about that very shortly.



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Number two,



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take control of your own lations. Simply put that take control of your own career, you know, you're going to find that others will try to use workplace labels to try to stereotype

you. But you'll need to be very careful that the stereotypes don't play into your own beliefs about yourself. Because if that happens, their opinions about you might become a self fulfilling prophecy. And number three, know when to move on to weed your pastures and always remember that sheep love grass. But goats love weeds. Many people will move to other jobs where the grass is greener and lusher. But remember that the smoother, easier opportunities may not always be the ones to get you to stretch and grow. So let's take a look at your purpose and passion. Your purpose is why you do what you do and your passion is what gives you energy. So for example, let's take goats. Why do goats climb trees? Well, goats climb trees in order to eat that's their purpose for climbing trees they need to eat in order to survive. But their passion is that Ergun fruit, it's what gives them energy, you can actually say they're obsessed with



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it. For myself,



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or for my purpose. It's to help people unleash their potential so they can actually fulfill their purpose in the world. When I look at my passion, it's speaking, writing, consulting and coaching. So I'm actually accomplishing my purpose through the actions I take through my passion.



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So how do you go



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about finding your purpose and passion? Well, it's really about looking at the stories of your life, the people who have influenced you, your challenges, accomplishments, the risks that you took, the times that you failed. And if you review those experiences in your life, you begin to see themes emerge. Recently, I read the book lead from the outside written by voting rights activist Stacey Abrams, and as I read her book, I was able to see how her early life experiences went into creating her purpose in life. And as she writes in her book, she's driven by a bitter hatred of poverty, and the lack of mobility that keeps families in endless cycles of wasted ability. kitschy grow up as she did with a belief in their potential, no matter where they started, or how differently they learn. So really, her early life

experiences went into her purpose, and you can easily see how she lives that purpose every day. So let's take a look at values. What is it that you value? So here's a list of some example values. And I just want to stress that this is just a subset of values. There's so many other things that you can value in life.



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So let's look



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at what have a goat may value in its life. They value things like security, freedom, friendship and fun. So a goat value security, they want to avoid predators, they value freedom, they just love to roam around They're these highly curious creatures. They value friendship, they live in herds, and they don't do well living in isolation. They are these extremely social animals. And actually, the value of friendship supports their value of security. Because by living in herds, they're more likely to sit to stay safe and secure. And goats, not only do they love to eat, but they also love to have fun. So these are some typical ghost values. And you really need to reflect on what you value in your life. But what happens when you have conflicting values, and this is actually my story. So this is what happened to me, I actually double majored in both marketing and management for my undergrad. And I really value creativity. And I wanted to go into advertising. But I also valued financial security. And I was already working for a grocery store chain part time, and they offered me a spot and their manager training program. And then back in the days of no LinkedIn and having no connections, and with advertising being too difficult to break into and being highly competitive. I actually chose the safe route, and took the position in the manager training program. And had I done it all over again, I would have taken the marketing advertising path. But many years later, I've actually re evaluated my values. And I am choosing the path of creativity by writing a book about goats. Also, when you're considering what you want to go after you kind of think about what gives



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you energy,



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what gets you off that couch and makes you want to go go go versus what the plates

your energy. So if you're at a job in front of a computer all day with little interaction with other people, and you feel exhausted at the end of the day, you could be in the wrong job. You know, everyone gets tired at the end of the day. But there's a difference between being tired and always feeling fatigued. Also, who do you like hanging with? Who do you like spending your time with? What kind of people do you want to work with? Do you want to work with people who have more of an entrepreneurial mindset? Or do you want to work with people who have more of a traditional mindset? You know, I thought there was a great quote by this actor. His name is Andre de shields, who won his first Tony Award at the age of 73. And during his Tony acceptance speech, he mentioned one of his cardinal rules, and that was always surround yourself with people whose eyes light up when you enter the room. And I just thought that was such a fantastic lesson, to learn and to always keep with you. So after figuring out what you want out of your career, or what you're passionate about, you need to take control of your own leash. If you think back to my original story about how goats feel unhappy, unhealthy, unmotivated, unproductive, when they're leashed. Think about how you may have felt in the past by being leached by other people's opinions or expectations of you. Maybe you didn't do as well in school as you hoped. But don't let that define you now. So taking control of the leash is all about taking control of your career. So remember, to not buy into stereotypes. We're all familiar with a typical stereotypes based on race, gender, and age. But there's also workplace labels and stereotypes. And a label in itself is not bad. But when it leads to negative stereotypes, that's where the trouble begins. So you know, for example, if you're labeled as an introvert, you may or may not be considered for a leadership position. And that's because there's a negative stereotype that introverts do not make great leaders. And we all know that's totally ridiculous. There are plenty of amazing introverted leaders. So we really need to be cautious of those workplace stereotypes. And just like being graded in school, you'll be reviewed based on your performance and your potential for leadership. And if leadership is your goal, and a company become very familiar with what that company looks for in a leader, and just don't let others define you and put you in a box, make sure you define yourself. Also, hard work alone won't get you there. You know, I used to think that if I kept my nose to the grindstone, that people would just take notice and I would somehow get magically promoted and it just doesn't work that way. While your hard work may have paid off in school in terms of good grades, hard work in the workplace won't be enough to get you to that next level. You need to be vocal about what you want. And just like this little goat bleats to get what he wants, speak up and be very clear about where you want to go, and your willingness to get there. And last, but not least, know when to move on to weed to your pastures. Remember when I said sheep love grass, but goats love weeds? stay outside your comfort zone, raise your hand for those challenging opportunities, take a risk. That's exactly what CEO Jeff Bezos did when he founded Amazon. He left the safety and security of a lucrative career on Wall Street. Because back in the 90s, he became obsessed with a little known thing called the internet. And while you may not

aspire to be the next Bezos, or maybe you do, we could all learn a lesson from him about taking a risk. Also embrace failure. Yep, I said it embrace failure. And if you already failed the class, give yourself a pat on the back because you're still standing. Well, we don't intentionally set out to fail. failure can be a tremendous growth opportunity. If we let it. Look at JK Rowling. She was rejected by 12 publishers before she was accepted, and she's built an empire based on her Harry Potter series. Also, don't stop learning. Just because you leave school doesn't mean the learning stops. It actually becomes more critical. You need to stay current in your industry and be informed about the world around you. Take it from financial guru, Warren Buffett, he actually spends 80% of his day reading.



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And don't be afraid to ask the questions no one else is asking. Sara Blakely founded Spanx by questioning the hosiery industry, which was traditionally led by men and it focused on the appearance of legs. Well, we know today that pantyhose eventually went out of style. But the idea of an undergarments that allowed women to feel more confident about themselves transformed a dying industry. And finally, ask for feedback. Often. It's a great gift to receive and a gift you should give others in return.



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Okay, that's all from me. Thank you very much for listening. You can connect with me on LinkedIn or you can email me at March feely at att dot net