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Hi, everybody, my name is Svetlana, I'm so excited to be here with you today, and to have a hopefully very interesting and useful conversation with Don. So we're gonna just jump right in. So I really thought about what, what are three things that if I would have known or had, when I was in college, starting off my career path and really entering life in a new way, what would have helped me back then. And that's what I want to share with you today. So, number one, the most important thing that I believe you can do for yourself in order to a set yourself up for success, whatever that means for you, and be to actually be content, which I'm hoping is a part of how you define success is getting really crystal clear on your values. And when I say values, I mean, the things in life that really drive you, and that bring you joy. And for somebody that might be family, they really, truly get joy from spending time with their family with by connecting with their family. For someone else, it could be music, it could be, I love, creativity and expressing myself. And so, you know, the way to get clear on your values, just as a short little tip is ask yourself, write down the question on a piece of paper. Let's go a little old school, take a pen and a piece of paper, it builds neural pathways in your brain. When you write things down. You say what do I love? Or another good question is what do I care about? And just make a list? See what comes it's a brainstorm, don't worry about the right answer. But start getting clear on what you love and what you want, and what values that is attached to. Because when you get clear on that, your value as the daughter of immigrants, Russian immigrants, I felt a lot of pressure. As I'm sure some of you do, whatever your situation might be, you know, our families often are very well intentioned, they truly want us to do certain things in the world that they believe are successful. But the truth is, at the end of the day, if you do not find what truly makes you successful, and happy, you won't be fulfilled. And, you know, success without fulfillment is the ultimate failure says one of my dear mentors, Tony Robbins, is a very well known life coach. And so yes, so really just remember to come back to values.

And that leads to my next point, number two thing that I find, I wish I had started even earlier, was get a coach, get a mentor, you know, it doesn't have to look like any particular type of person. But the reason that you know, I do what I do is because my whole job is to help tap into uncover, and then ignite people's potential. So all these wishes and dreams and thoughts you might be having about the future. There's a way to get there, there always is. I firmly believe that if you can think it and imagine it, you can create it. And yet that can be really confusing sometimes. And so



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having a mentor or a coach in your life, it's like imagine you're on a road trip, and you're driving along the coast, if you've ever done this from San Francisco to LA, and you as yourself are the driver and I as your coach. I'm the passenger. So I'm along for the ride. I'm holding your hand, maybe in a moment when it gets really stormy and rainy, and we're a little freaked out. And then you're still the one driving but I might say hey, we might want to make a turn over there. Let's take a detour. So the idea is you're not alone. And I think one I've done over a decade now of research into positive psychology. And into what makes people happy and what really drives us. And for a lot of people, most humans, we're social beings, community, a sense of connection is really important. And I think it can really be lacking nowadays, for many reasons. So having a coach, having a mentor, having someone you can talk to, and who can listen to you, and who can guide you and help you tap into your own potential is incredibly powerful. I learned about life coaching, when I was 21. I was actually right out of college. And I thought it was the coolest thing I was like, you can be a life coach, like you could help people live a better life. And for the last 13 years, I've had a journey where I've worked in the corporate world, I was able to have incredible experiences at companies like Google and Apple and Robert Half, and Admiral Lulu lemon. I mean, I've, I've had this amazing opportunity to be a business person. But also I found a way to be an artist in the corporate world. My last position was head of storytelling. So I was taking photos, making videos writing content. And because really, in my core, I started out as a photographer, as an artist, and I always wanted to blend my left brain and right brain, a lot of people I meet are often looking at how they can blend different parts of themselves, how they could be creative and analytical, for example. And the truth is, we all have that capacity. And when you work with a coach, you get clear on what those are, and you take action. And as important as it is to think and have thoughts and dreams without the action, it's not going to manifest. So that's number two. And number two, definitely connects to number three, which is have your entourage or crew, or people however you want to name it. Life is about creating ourselves and, and creating beyond ourselves. There's a higher purpose, I believe, for us to be here. And it's our community that really, really determines so much of in my experience, success and joy and growth and opportunity. And I think a lot of us are often surrounded by not the best

people for us, meaning they're people who when we share our dreams with them, they usually give us limitations. Or they say, oh, whoa, that's crazy, or that's too hard, or That's too much. But then there are other people who are sort of like the Yes, people, the natural motivators, the supporters, you know, the ones that are always like, oh, whoa, that is a crazy idea. But yeah, let's do it, and how can I help you. So build your crew, and that could be your friends, your professional colleagues, your family, think a lot of life is about figuring out who to share what with. And when you're sharing your dreams, it's very important to share them with people who are going to support you, and champion you, and help you than those who



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knock you down. Because guess what, we already all have that voice in our head. I call it the saboteur, that inner critic, you might think of it as like the Dark Angel, who's always telling you, it's not gonna work, I'm not smart enough, I can't get that job, I'll never do that. It's human, it's natural. And yet, that voice is not the truth. It's just a part of your psyche. And a lot of I think, what defining your values, working with a coach, and by having the right people around you, they help you connect to the truth in your head and in your heart, when you can start to really support your own self on your journey. So basically, those are my top three and this is why I love doing this work is it's it think it's it's bringing together kind of our inner world and our outer world, and learning how to dance really well with ourselves and others. So Don, on that note, any thing that came up for you there that you feel could use a little more, I don't know, clarification, or maybe there's another question that appeared.



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Absolutely. So the relationship I think is important to understand between the coach, the person being coached and because this relationship is he is graduates are leaving a relationship with our professors and administrators at a college campus. Now we're finding ourselves in a relationship with a Coach, and I'm wondering what we can do to maximize our relationship with the coach? Because it is generally an economic relationship? How do we get the most out of that relationship?



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Hmm, it's a great question. So, first, let me just address the difference between having a coach and having like a professor, as you mentioned in your life. So, I mentioned this a little bit. But as a coach, my job would be to bring out your best highest potential,

whatever that is, and also get really clear on what's really, really, really important to you, truly, and my job is not to get you to like me, so that you think I'm nice and always say great things. It's about me being able to tell you, what I see is the truth and reflect back what you're actually saying and doing in a way that will inspire and guide you to really make your own choices. Take your own actions, you know, think of some of the most incredible coaches that you probably know about, like in the NFL, or wherever, whatever sports, if you're into football, or soccer, basketball, you know, when you think of a coach, they don't play the game for their players, but they bring out the best in their players. And so a just to understand what that looks like. And be yet I mean, coaching is an investment, I always say of three things. One of them is finances, but the other two, I think are more important, and it's time and energy, you're going to dedicate your time to yourself. And with this other person, you're going to give energy to this. And you have to ask yourself, if you're ready to do all those three things, the energy, the time, and then the money. And I think the best way to get the most out of a relationship with a coach is that you design a very, very specific Alliance. What that means is my first ever session with somebody is always two hours long, maybe a little bit less or a little bit more when it makes sense. But the point is, typical sessions are a half an hour. But this first one is a deep dive, it's an opportunity for me to really get to know you whenever possible, I do them in person. If not, then we do them virtually just like this. And that's when I learned about your story. That's when I connect and really discover who my client is. And that's where we also design what success looks like. So I will always ask you the question, if six months from now, you said to me, oh my goodness, Svetlana, the best thing that ever happened to me was I watched that video and I reached out to you and we work together, this would have happened. And we design what success looks like for somebody, it could look like I want to raise a million dollars for my company or for somebody it could be I want to travel through Southeast Asia with my best friend. Or for somebody it could be I want to land that job at that really cool company that is just like totally fighting world hunger. So whatever your success looks like, we figure that out both on the being and the doing, meaning who you're going to be waking up as I want to wake up and feel happy and inspired. Versus right. And then the doing, which is what am I going to have done six months from now. So what's really cool about it is that once we've done that we know what we're working towards. And very often, what success actually ends up looking like isn't even what people design, because life is dynamic. And the only thing constant is change. But it's really, really, really helpful to do this exercise because it sets the structure. And I the free spirited artists that I am have become very, very fascinated with structure and data and doing things systematically because it works and it's effective. So that's another thing actually, that I think coaching brings, and how to get most out of it is really set up your accountability. really figure out how you love to be held accountable. So that when you commit to goals, and your coach is helping you achieve them. You don't feel like you're doing homework that you're going to get in trouble. If you don't do it, you actually

feel stoked to do the work. And it's possible to do that. So does that answer the question?



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That's very helpful. I think that lays out almost a step by step of what I should be doing on my end, because this really is, this is my gig, you're there as my sear and guide or who can help me get to where I want to go. And that that kind of leads to your first point in terms of getting me to know my values, I would imagine in that first deep dive meeting You're really starting to gain an understanding of what, what I want out of life and what I value like.



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Absolutely. In fact, often I do a values, coaching exercise. And again, I mentioned a little bit of it, this is something you can do on your own, the really beautiful part of doing it with another is just think about, you know, think about a time that you are with maybe your friends, or maybe colleagues, and you're just sort of, you know, you share an idea. And then they're like, Oh, yeah, and they build on it. It's, it's like, if you've ever read about or practiced improv, the main rule of improv is yes. And if you say yes, and then you add something to it. And a lot of what coaching is about is just that, it's, I'm able to hear what you're saying, and add what I'm hearing and what I'm seeing for you. And I've always personally had, this has been this way, since I was a little girl, I've always just seen people's potential, like, I'll meet people and right away, I can feel almost energetically how big they are. And I love telling people that because it's rare, you know, we, we don't often get told how amazing we are, we're often looking at our weaknesses and looking at places to improve. And I'm a big Strengths Finder fan. I'm a fan of building your strengths. And of course, you acknowledge your areas of opportunity as well. But you don't focus on them as your main thing. And I think a lot of us are driven. I know for me, being again, a Russian immigrant, I was very driven by fear, for a very long time. And I thought that that's what motivated me. And then I just learned otherwise, I realized that love and inspiration is a much more effective motivator, not even more fun or better, it's just more effective to all the research shows it. So this intuition that I had 12 years ago, now is backed by a lot of data and experience, which is very exciting to know. In conclusion, the three things we talked about today in terms of what's truly important for you right now, in this next stage of your journey, what I wish I had known is a get clear on your values, what's really important to you what you love, and start acting based on them as a foundation. B. Get a coach, find someone who you connect with whose life inspires you who's done things you want to do, who you can talk to transparently and get clear on your visions, your dreams, your values, and go for it. Anything is possible. And see, get your crew and your entourage

surround yourself with a community of people who support you who say yes and and who offered to help along the way. And as far as the next step here, if this resonates with you and you'd like to have a conversation about your own specific life and situation, I will be more than happy to do so I'm really excited to be collaborating more with universities and young people kind of right out of college. So reach out there's going to be links available. Feel free to book a complimentary call and yeah, I hope this was really useful and thank you so much for listening.