



EPISODE 25:
ABOUT TIME

Full Episode Transcript

WITH YOUR HOST LAUREN CASH

YOU ARE LISTENING TO THE EFFECTIVE ENTREPRENEUR PODCAST WITH LAUREN CASH EPISODE 25: ABOUT TIME.

Hey, how's it going? Are you having an amazing morning? If you're listening to this in the morning. I hope you are. I hope you had a fabulous weekend. I am excited to be talking to you about time today. As many of you listening know me as a time expert, if you don't already know me as a time expert I co-created a program, a time management program, called Monday Hour One with Brooke Castillo and Tyson Bradley at The Life Coach School. It's what we call a Coach Tank Project, kind of like Shark Tank, and it was such a fun thing to record with Tyson and Brooke. We recorded it actually a few years ago now, it came out in February 2020, but we actually had recorded it in like June 2019. So it's really interesting for me to see people experiencing it for the first time and then to understand how much I've grown in the ways that I've changed my thinking on some things. The way I use the tools that were expressed in that program and then all of the work I've done with clients since then.

So I've worked with a lot of clients that have taken that course that then have come to me and come either through private coaching with me or went through my group program that I ran live three different times called Cultivate Margin. And so I have a lot of insights around this time management thing, not only from my own work with it because I used to be so funny about the way that I thought about time, and sometimes it still shows up for me, but I'm onto my mind a lot more than I ever used to be. I used to walk around like, "I'm just so busy, all the time I'm so busy, I never have enough time." I would pack so many things in to my schedule, which I still have the tendency to do. And I would just be so flustered and stressed and like in such time scarcity all of the time, especially in undergrad and grad school. And then as I moved into working at The School, I finally started to use some new tools.

I always had like an affinity for planners and an affinity for time blocking. I had studied a lot of that before, but without the mindset work and without the feelings work, it really just was a band-aid. And so that's why I'm excited to talk to you more about time and teach you more about my approach with time, because I think I have an interesting one. Especially for those who think that they're perfectionists or tend to procrastinate and entrepreneurs, those have been the types of people that I've loved working with. Of course, even if you're not an entrepreneur and you identify as a procrastinating perfectionist, we can also help you. So still listen, it'll be really useful to any human that has a mind dealing with time things.

So before we dive in to talk about an overview about time today, I want to read you an amazing review and invite you to review for yourself. So you can get a shout out on here and you never know when I might do a podcast giveaway. So head to vivere.co/review in order to submit yours. So this one is from KNPHD and its title is, “Literally the highlight of my morning.” It says, “This podcast is AMAZING. One of my favorite parts about it is that it drops Monday mornings. I get to wake up, hop in the shower, turn this podcast on, and it ALWAYS puts me in a good mood. Actually, I’m not sure good mood even covers it, the concepts Lauren covers and the way she explains things, literally light my brain up.” I love it. “Whenever I listen to this podcast, I have so many AMAZING ideas for my business, content, and systems that helps me get my brain in the right space so I can accomplish amazing things.” Thank you for your review.

Okay, so today let’s talk first about the mind versus the inner voice or the intuition. I’m just going to say inner voice, but if that weirds you out and you get confused, just replace it with intuition in your mind, your inner knowing is another way I like to describe it. Go to Episode 4, if you haven’t listened to the difference between the mind and the inner knowing or the inner voice or the intuition yet, because I’m going to expand a little bit about that today.

So your inner knowing, your inner voice is always in the now, in the moment, in the present. It actually doesn’t even think about, not that it thinks, but like it doesn’t even have awareness that there is a present. It’s just always the now, it isn’t contrasted by past or future for the inner voice, for the inner knowing. It’s just we’re right now, moment by moment by moment, which is also why it’s so calm and peaceful and chill is because it’s just centered, here, grounded in the moment. Now the mind doesn’t really do that unless we are managing it and training it and doing things that help get the mind on board, like maybe meditation or silencing our mind, breathing, getting into our bodies, things like that, that help us get more in alignment with the inner knowing.

But the mind believes that there’s a past, there’s the present, and then there’s a future, but this all exists within the mind itself. It conceptualizes this all in the mind. They all don’t actually exist because everything always is in the present moment. And I know that sounds like very out there and maybe you might even think that’s kind of woo-woo, which is fine. But I have found that starting to conceptualize time this way is so helpful for me. And it even helps me get the mind more on board as well, just starting to notice the mind’s narratives about this concept we call time.

I love how Gay Hendricks puts it in *The Big Leap*. And he says, “You are where time comes from.” “You are where time comes from.” It’s true because time doesn’t actually exist in a bigger reality. It only exists in this current reality, in this physical form and we’ve all agreed on this thing called time. We forget though, that time is just a mental construct. Humans agreed on this arbitrary measurement for their days so that everything would be in sync. They also thought it would be a good idea if trains stopped crashing into one another, at least that’s how it was happening in the United States and that’s why we got on a synchronized time schedule was because trains were crashing into each other, accidents were happening. Yes, the sun does pass in a particular pattern, but we experience this differently depending on our location, and depending on the season, during different times of year. Our day seemed to shrink or expand even regardless of Daylight Savings or Standard Time observances. Other times in the year, our days seem to lengthen and grow.

If clocks didn’t exist we would think that the number of hours in a day was continually, constantly fluctuating. Sometimes dropping below 24 hours, sometimes stretching to accommodate an even greater number. We wouldn’t even be thinking about our days in the terms of 24 hours even if we didn’t have these clocks and calendars and things like that. So the first step in mastering time is realizing that things don’t take time. Things don’t take time. So when you’re figuring out “how long things take,” you have to understand that things don’t take time. Time is very malleable and bendable and flexible and really depends on our perceptions. It really does. And I really want to teach you this on an even higher level. So I am going to be diving deeper into this in some modules and things that will be available for you in about a month. So teaser alert, if you want to learn more about this and dive deeper, things are coming.

But you can start to consider what would it be like to fully embody no time scarcity. I really want you to consider that, go to a place in your mind and your body where there’s no time scarcity. Where you truly believed there was absolutely plenty of time for everything that you were meant for. You would believe that you were never meant for things that to the mind there wasn’t enough time. That just wouldn’t be, that wouldn’t be a thing you would be very specific about what is meant for you, what is not meant for you and you would just know you always have plenty of time. And a lot of this also comes around time ownership. So a lot of times when I’m coaching folks around time, there’s this lack of time ownership. They think time happens to them rather than they are where the time comes from like Gay Hendricks says.

So if you believe that time is calling the shots, then regardless of what you do, what tactics you try around time management, you will inevitably find yourself practicing time scarcity behaviors. Lauren, what are time scarcity behaviors? Well, here are some that I’ve identified that I want to start offering you to think about.

One is if you're using a time blocking system like we teach in Monday Hour One or you use some other time blocking system. You will extend your time blocks. You won't stick to them the way that you plan them out. You'll just keep extending them. You'll keep going over time like this might happen in your sessions. If you're a coach, you'll just go over time constantly. You'll run late. You'll have to extend deadlines. This is coming from like the time scarcity place, not the inner knowing telling you it's not meant to be right now place. You'll add more to your calendar than humanly possible. I see this a lot of times with the perfectionistic type clients that are trying to sort of prove their worth. They add more in than is actually humanly possible to do. There's lots of ways to bend time and to get a lot done in a business in a short period of time, with support, with technology, with all of that. But they're just expecting themselves to get it all done. And there's a lot of ways to still get way more done than what you previously think you could but I see this being done in like a way that's not helpful for you.

Those are some of the behaviors, saying yes to things that maybe you haven't checked in with your inner voice on, your authority on, not running it through that first just saying yes to everything. When you don't own your time, you'll have probably more of a lack of boundaries. You probably also will have some worthiness issues maybe, some self-worth stuff will come up. You'll tend to go to a lot of overwhelm, self-doubt, a lot of indulgent emotions will take up a lot of your time. And it'll feel like things are taking up your time, not you're creating that, that ends up displacing this time. You don't think creatively. That's another thing that I see a lot is when you really believe that you don't have time ownership and that there's not enough time, then you don't come up with creative solutions. You only see, "It's this or this," rather than the five other options available to you.

So time is a mental construct, which means I find that we need a lot of tools around mindset coaching and helping get the mind on board with this belief that there's plenty of time. A lot of those tools I like are things like the things we talk about in Monday Hour One and also a lot of concepts I talk about in Cultivate Margin, which is coming in a certain form for you soon, so stay tuned, make sure you're on our list, following me on Instagram. But what I've found is it's hard for us to see a lot of our time scarcity blind spots.

So one of the ways that I have found the most useful is to have a coach, not just any coach, but a coach who is trained by The Life Coach School, who knows the self-coaching model that I've been alluding to in a lot of these episodes that will really help you see what your mind is doing and how it is creating this time scarcity for you and how that's holding you back from embodying and being in the life that you want to be in with full-time abundance, with full money abundance, with full impact that you want to have. A lot of times I see folks that are working on their time stuff, they think they have to sacrifice money. Like if they're going to have lots of time, then they're not going to be able to make as much money, or they're not going to be able to have as much time with their friends, or they're not going to be able to have as big of an impact as they want to have. But when we coach you, we'll show you how you can create all of the abundance you want in all of the areas of your life, not just in time.

So if that's something that's interesting to you, I have a mentee that is a Vivere Co coach that is coaching a select number of private clients for a three-month package. I want to invite you, if you are interested in that, to come snag yours. You can go to vivere.com/private-coaching, or just head to our website. You'll also see it in the show notes. And if you still have questions, you can email hello@vivere.co, but I really want to help you with this time stuff. I'm an expert at time. It's a key thing for you to master in order to grow your business and to create the business and life you really want. Not just the one that's okay, but this is the one. A lot of people end up being super successful monetarily, but then they feel like they don't have the time or aren't living the life, the ideal schedule they want to have.

So we'll be talking more about your ideal schedule and starting to think about designing not next week. But if you're interested in working one-on-one with someone who can really see where you're blocking yourself from the abundance available to you, I invite you to consider working with us and getting coached. It's the best investment I've ever made, starting to invest in a one-on-one coach. I'm so glad I did it. I've created way more amazing things than I ever thought possible because I have. Time is just a mental construct, you need mental tools to coach your brain around it while getting in touch with your inner knowing. And we're here to help you with that.

Until next week, have an amazing one. Bye.



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