

TRANSCRIPT

Ep 81: Shannan Monson on What to Do When Others Don't Support You, How to Handle Criticism from People You Love, and Why You Don't Need External Validation

Shannan Monson: I want you to know that you don't need validation from anybody but yourself. And the more we look to outside sources for validation, the more we're going to be failed. It is not other people's jobs, to validate that you are worthy of existed. To validate that you are worthy of chasing your dreams. You are worthy because you exist, period, end of story.

Suneera Madhani: From CEO School, it's Wine Down Wednesday, pour yourself a drink and join us for CEO happy hour, as we share the messy behind the scenes straight talk and real world advice to help you level up and leadership and life. Cheers.

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We have all had the conversation, when someone says something and it just stops you dead in your tracks. Maybe it is a conversation with a friend, parent, a sibling, a loved one. But someone says something this is really gut wrenching to you. And I want to talk about it. And I want to talk about it in the context of entrepreneurship. One of the most common things that we go through as entrepreneurs as leaders, as people that are going against the norm, you know, we're taking non traditional paths in life is what feels like rejection from people that we love, or maybe even worse than passive aggression, they are actively trying to get you to change your mind do something different, get a real job, just be quiet just fit in. And as someone who has spent a large portion of her life being told to be quiet or smaller, fit in better stop making waves. I want to talk to you about how to really approach this so that you can feel confident in decisions when other people might not understand or get them. So to illustrate, I want to tell you a story. When I was signing my very first lease on an office space. I was in a small town I had two little babies, I think my daughter was maybe two years old at the time. And I remember my dad came into town to help me look at office spaces I've been looking for about six months, eight months, I was ready to stop working around naptime in my living room and really get a real office, you don't get a real job. And I remember we just finished looking at the third or fourth place and it was perfect.

This last one we looked at it was the right budget, it was a really easy barrier to entry. You know, I didn't, I could pay cash upfront Get Started next month with money that the business was already generating, it was a really safe bet I could get out of the lease. You know, in so many ways. This was a really easy, safe decision. And I remember my dad who I loved dearly, he's given me all of he was an entrepreneur has taught me so much I you know, I miss him terribly. But I remember in this moment, he turned to me and he says, okay, but Shannon, what about when Evans done with medical school? Are you still gonna want to do this? Remember, like, it was like a sucker punch to the gut. Excuse me. First of all, I like this. I'm good at this. I'm not just

doing this to get a paycheck. So my husband can go to medical school, I actually really like this. I'm good at it. My first reaction was to be so angry. How dare you. This is my livelihood. And this is just the beginning. I'm going to build a multiple six figure business, I'm going to build a seven figure business watch me like my immediate reaction was attack. How dare you? And I'm sure you had those moments where someone looked at you like, You're crazy. Who do you think you are? What you think you can just start a business? Why do you think that you can be successful, you know, most businesses fail, and you're a woman and a mom, and what makes you think that you can do this. And if you've had those moments, I want to talk through how to work through this because this was something that I faced a lot, especially in the early years of entrepreneurship.

And I'll be honest, once you're successful people Shut up. Once you have the money in your bank account, you have the proof. You've done it, nobody cares anymore. But those first couple years, when you're trying to prove yourself, you're trying so desperately to tell yourself that you can do this. And when all you have from the outside is voices saying no, you can't here's why. Here's why you shouldn't, it can be really hard to silence them, put your head down and do the work you were born to do. Which is why I want to give you some tactics and strategies that helped me and again, I'm not a licensed therapist. This is not you know, this is just advice from one girlfriend to another. Here's what helped me in these moments. And there were a lot of moments like these, you know moments where someone said to my husband, no, Doesn't it bother you that she worked so much instead of taking care of you in the kid Or that someone said, Oh, Who does she think she is? She's just gonna start a business, but what education With what money, right.

And these are comments that I had to get past from people that I love and still love so dearly, that really hurt. So here's what I want you to do. Here's the Shannon Monson three, three step process, first released the need for this person's approval, which is much easier said than done when it's coming from your mother, your father, your father, in law, your siblings, people that we love your best friend, we want them to approve us and have validation. And I want you to know that you don't need validation from anybody but yourself. And the more we looked outside sources for validation, the more we're going to be failed, it is not other people's jobs, to validate that you are worthy of existed. To validate that you are worthy of chasing your dreams, you are worthy because you exist, period, end of story. And it's not anyone else's job.

And we're actually asking so much of them, to have them put aside their own biases, their own weaknesses, and only see you for what you are and for what for what you want in life. When I when I trying to say here is, my parents loved me very much. They always wanted what was best for me, I'm sure, I hope that yours do too. And if they're the ones making these hurtful comments, it's coming from a place of love, but it's also coming from their own biases, their own weaknesses, their own imperfect outlook on the world. And it's not fair for you to expect perfection of them, for you to expect them to be all knowing, all loving. It's not fair to the other person, and so released that need to have validation from anybody other than yourself. And we'll talk in a minute about ways that you can do that. But the first thing that I would just really ask you to do is say, Hey, I don't need this person's approval, to be able to chase my dreams. I

don't need this person's approval, whether I don't care. And a lot of times people will say, oh, but I need that I need their money they're paying for my life or whatever it is. It's no, you don't need it. Absolutely, I promise you there's a path but you don't need this person's validation. So number one, release the need for their approval.

Number two, get comfortable having uncomfortable conversations. And I will say this is the thing I wish I'd done sooner earlier and faster. Because I sat for months years letting these kind of passive aggressive comments, weigh me down, and they do they eat, they dig and they dig out at your your inner worth, and your your ambition and your goals. Speak up early and often get comfortable saying things like, I know you said that out of love. But I want you to know that was really hurtful to me get comfortable saying things like, I know you might not understand it. And that's okay. But I'm asking you to respect my decision. You're comfortable saying things like, hey, this isn't a decision I've taken lightly. And I'd appreciate if you kept your opinions to yourself. We don't have to see things the same way. But I want you to know, I thought this out I'm doing what's best for me. And I'm asking you to love me anyway. Those are not fun conversations to have, it's hard to look someone in the eye that you love and say, shut up. But sometimes it's an appropriate thing.

And what it only takes in my experience shutting it down two to three times for a board to really stop. You know, people are I do think the people that love us genuinely want what's best for us. And if you say hey, this conversation is closed and set that boundary, it's not open for you to comment on. It's not open for you to have an opinion on. Part of what's so powerful here is you personally stop looking to everyone else for validation if you're constantly opening the door, right? You know, there's someone who isn't in full support of your business or you know, running for office, this thing that you want to do, and you're constantly saying, Hey, what do you think about this, or, oh, this was really hard. And I'm just afraid that I'm not going to make the money that I want. Listen, if your spouse, your partner does not believe that you can make a certain amount of money in your business. And then you constantly keep telling them that you're afraid you're not going to make a certain amount of money in your business. You are doing this to yourself, right? So close that conversation. Not everything has to be an open conversation with everyone. Find people in your circle, create a new circle that are going to cheer and fight for you so hard that you can have those vulnerable conversations with but respect the fact that hey, those people might not be available to you for those kinds of conversations. Here's another example early on in our business. In my business, we were really poor.

My I was a sole provider for our family and every single paycheck that I paid myself in the business paid for rent food, you know, my kids to go to Mother's Day out for three hours in the morning and signing this office space was a big deal because I remember my husband saying well that your business expenses are going up, which that's money you're not going to be paying the family and I realized what now actually that's not true. right because if I invest more in the business, more cash and means more cash out, and but I realized that he couldn't Understand or comprehend that because it's just not the way his brain worked. And it also wasn't his job to be my financial advisor. So I released the need for business decision approval from my husband, because he is my life partner. And my, my husband, he's not my business

partner, and I released the need for him to approve all my business decisions, and also to have to include him in all of them. And let me tell you, the minute I stopped telling him how much money was in the business account how much cash was coming in how much was going out, and just started paying myself a consistent paycheck and kept him out of it, I cannot express to you the level of anxiety that was released from him.

And so if there are people in your life that are not built entrepreneurs, they're not risk takers, and you're trying to get them to be your advisors, your confidence in business, maybe that's not a fair position to put on them. And you need to find other people in your life that can be that and allow those people to be in your life, you know, your siblings, your friends, your loved ones to be in your life in different ways. And then lastly, find that internal validation. So a lot of times, if you're starting as new entrepreneur, you don't have this great circle of entrepreneurs and friends who get you. And that can be really hard. And I would absolutely recommend that you get that circle. And if you're looking for one, our club this year, school club is a phenomenal place over 500 incredible female entrepreneurs at all different levels from just starting to running multiple, seven figure businesses, there are people that want to share you on that are gonna sit across from you and have conversations about cash, and not be worried if you're going to be able to pay yourself this month. So those people exist, look for them, seek them out.

But the best thing that you can do is find internal validation. The way that I've done this, my team has done this, my partner does this is through affirmations. So in our CEO school planner, every single morning, we wake up and we write three affirmations and this really powerful to tell yourself, you're a certain way. So for example, you're rewriting the story in your mind. So maybe the story is around, you're not going to make enough cash in your business, right. So maybe your affirmations are money flows to me with ease, I make smart financial decisions, right? The same these things over and over again, you start to embody that person. And so whatever it is, whatever competency you feel insecure in, whatever insecurities that your loved ones are bringing out in you that's making you feel more insecure, you know, mine was that I was selfish, for working. That was a story that was being told over and over again, my head and my affirmations for I'm a great mother. I am a powerful leader, my children wake up everyday to an incredible example of leadership, right? And taking back that power is one of the most incredible things you can do, I promise you, we're never going to need external validation from someone else I do think we're built in created to look for external validation.

But people are always gonna let you down. And I say that out of love. And when you can release that need for other people to be something for you that they can't be it allows you to be that for yourself, you know, be the validation you need for yourself, find that internal worth, that you're looking for other people to give you. It is never going to come as strong as powerfully as valuably, as when it comes from within and from yourself. And so if you don't have that validation in your life, you're struggling to find it internally. Let me just finish this episode by telling you, you are worthy. Everything that you want, and more is available to you. There's an abundance of opportunity in the world. You have everything that you need to be successful. And you don't need anyone else's validation. You don't need anyone else's permission. Everything that you want is available to you, you just have to work for it.

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