

## TRANSCRIPT

Ep 101: Shannan Monson on Top Lessons Learned from Starting Over, Confidently Taking Leaps of Faith, Giving Yourself Permission to Change

**Shannan Monson, Intro Clip:** You never know unless you fail. You never know unless you try again differently and you're never going to know unless you're willing to start over as many times as it takes to get it right. Do not be afraid to start over some of the most beautiful seasons of my life have come from a position of starting fresh and starting new and walking away from something that is no longer serving you remember, you're not going to laugh, you're just going to transition. What you're walking away from now, I promise you there's such a beautiful new chapter available for you and give yourself permission to take the risk.

**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 in leadership and in life. Cheers.

This episode is sponsored by The Club, a Quarterly box and digital monthly community to help you level up and leadership and life. Learn more today at [join.theceoschool.co/theclub](https://join.theceoschool.co/theclub)

If you are at the crossroads of a big decision, or maybe you want something different for your life, you're coming out of the fog of the past year and a half that has been the global pandemic, and you're ready for something new. This episode is for you. I think that a lot of us are considering a post pandemic pivot, and really make have taken the time to evaluate our lives and make some decisions about what's the best steps for moving forward. So if that is you, I'm really excited to introduce you to this episode, we're gonna talk about the seven lessons that I learned about starting over. So something that I'm most proud of is I have started over a lot of times in my life, both in my personal life and entrepreneurial life, taking the opportunity to really reevaluate, realign and start from scratch. And I wanted to share with you the top lessons I've learned in starting multiple businesses making big decisions and moves in my family, and really getting clear on what is the next best step. So without further ado, the seven lessons I learned about starting over the first, and maybe the most important is if you did it once you can do it again. But better, there is no I genuinely believe there's no losings just learnings.

And if you were able to do something successfully the first time, then you're going to do it again, in another city in another business and another job position even better, because you're taking with you all of that experience, you're not starting from scratch, you're starting from experience and everything that you've learned in this last chapter. So if you did it once you can do it again better, which is actually a month and family value, and something I share with my kids a lot, you know, if you mess something up, it doesn't work out the way that you want it to. If you did it once you can do it again, better. Lesson number two is everything you're afraid to lose is going to be replaced with something better. You never laugh, you just transition. And this is something I'm constantly reminding myself of our brains do not have the capacity to see a reality we haven't lived. So the future is often a lot scarier than the past. So in our brains, we're constantly being

reminded of all the pain and the hurt and the things that didn't work out. But we're not able to really truly wrap our hands around, or we're not able to really truly wrap our heads around the best case scenario that we've never even seen before. So if you're in a position, you're in a crossroads, you're making a big decision, I want you to remember, everything that you're afraid to lose right now is going to be replaced with something that you can't even possibly fathom and imagine how beautiful and incredible it is, and give yourself permission to let go and transition. Lesson number three is, and this is some advice that a friend gave to me a few weeks ago as beautiful advice she said, sometimes you have to burn down the barn to see the moon. And this comes from a 17th century poet. It's a haiku, but the barns burned out now I can see the moon. And so I love this analogy that sometimes you have to burn everything around you in order to open up the potential and the opportunity to really see your full potential.

So if you're in a place where you feel like everything is burning, and the world is on fire, and it's a dumpster fire and nothing's working out in your place, maybe you need to burn down the barn to see the moon. Lesson number four. It's okay that some doors close. It's okay. It's okay, if some doors close. I'm not even going to talk to you about how windows open. No, some doors don't lead anywhere anymore. What you thought was going to be behind them or what's no longer behind them is not there anymore. And it's okay to close the door that doesn't lead anywhere. And I think that that's one of the greatest reminders we can give ourselves. You're not walking away from opportunity. You're not walking away from this great reality that could have happened when in truth. That door didn't lead you to where you thought it did. And it's okay to close it and to walk away and to go find a new door. The next lesson, one of my personal favorites, and something that I've really clung to during this season and the pandemic has been sometimes bad chapters can have beautiful endings. I'll say that again. Sometimes bad chapters can have beautiful endings. Some of the seasons of my life that have been the most difficult the times I've closed down a brick and mortar business or been through grief and loss. Those are the chapters that so often have ended with the most people Beautiful growth. And if you're in that season right now, where things just aren't good, remember that sometimes bad chapters can have beautiful endings.

The next lesson is, it is your story, you are free to throw in a plot twist at any moment. So just because it's what you've always done doesn't mean it's what you always have to do. Give yourself permission to surprise everyone. Give yourself permission to do the thing you're not supposed to do. Your Path does not need to be linear, it is okay to have zigzags and turns and detours. And it's okay to say, Hey, I know that's what you expected of me, but it's not what I'm going to do. So remember that you were in charge of your story, you are allowed to recreate yourself to reinvent yourself, you're allowed to walk away from something that used to serve you and doesn't anymore and start fresh and start now. So it's your story, feel free to hit him with a plot twist. This is one of my favorite tweets of all time, attributed to Biggs Burke in 1996. Biggs on Twitter, he said, don't be afraid to start over this time, you're not starting from scratch, you're starting from experience. And I know I referenced this earlier in the article. I referenced this earlier in the podcast, but you're truly bringing everything with you to the next chapter. I know it can feel like lack. And it can feel like loss and like you're leaving something behind that you love deeply.

But remember, as you're transitioning, everything that got you here is going to continue to take you to the next level, it's going to serve you in the next business, it's going to serve you in the next relationship, it's going to serve you in the next season of your life where things look different, because you have been growing so much that's so beautiful. And everything you've learned comes with you.

So I'm going to leave you with these seven beautiful lessons and really just remind you that if you're in a position where you're starting a new chapter, and maybe you're feeling like things didn't work out, maybe you're feeling like a failure, maybe you're feeling like it was beautiful, and you're ready for the next chapter, maybe you're feeling kind of sad about how things worked out and want you to know that some of the best advice that I think is really underutilized is you'll never know unless you try I mean want you to take credit for taking the leap for trying this past chapter for putting in the time and energy and effort to see where it would lead. And I would also add, you know, you never know unless you fail, you never know unless you try again differently. And you're never gonna know unless you're willing to start over as many times as it takes to get it right.

Do not be afraid to start over some of the most beautiful seasons of my life have come from a position of starting fresh and starting new and walking away from something that is no longer serving you remember, you're not going to laugh, you're just going to transition, what you're walking away from now, I promise you there's such a beautiful new chapter available for you and you give yourself permission to take the risk to try to see what happens to open a new door, you're genuinely never going to know unless you take that leap of faith. So I'm gonna leave that with you as you are making decisions about what your life looks like post this season and I hope that it gives you some inspiration that it is okay. It is safe to recreate yourself and start brash and thank you so much for listening and I just leave you with this, this wisdom that you're not starting from scratch you're starting from experience and I wish you all the best in the next chapter.

**Suneera Madhani:** Thank you so much for listening. We hope you enjoy the show. Follow us @ceoschool on Instagram for show notes, inspiration and exclusive behind the scenes that you won't find anywhere else. We also have an absolutely incredible resource for you. It's the seven lessons we learned building million dollar businesses. These are complete game changers and we want to give it to you absolutely free. All you have to do is leave a review of the podcast, why you love the show, screenshot the review and email it to Hello@ceoschoolpodcast.com and we'll send it your way