

TRANSCRIPT

Ep 103: Suneera Madhani on Holding Yourself Accountable, Breaking Down Your Goals, and the Importance of Having a Support System

Suneera Madhani, Intro Clip: Having a group of people around you that understand you that have shared similar goals that are going through the same things, and just having that accountability circle to come to you and say, Hey, on Monday, like literally having a true accountability circle to say, Here are my goals, here's what I'm looking to accomplish and having a team that checks in with you, who doesn't want that? Who doesn't need that. And when you actually have a supportive tribe, I'm talking about a true supportive tribe, your likelihood of success is 10 times that of somebody doing it alone, not saying that you can't do it alone. Sure, do it alone. But why would you want to do it alone, and so finding that tribe is critical.

Shannan Monson: Welcome to CEO school. We're your hosts Suneera Madhani and Shannan Monson, and we believe that you deserve to have it all. Less than 2% of female founders ever break 1 million in revenue, and we're on a mission to change that. Each week, you'll learn from incredible mentors who have made it to the 2% Club, as well as women well on their way sharing how they defied the odds so that you can do it to your real business now, class is officially in session.

Suneera Madhani:

Hi, everyone, welcome to CEO school and this week's Wine Down Wednesday with your host Suneera Madhani I am an entrepreneur, a mother, a CEO of two companies. And I am going to be talking about accountability today and how we all need accountability in our lives, to get stuff done, and to actually accomplish our goals. And the reason why this is so important, why this topic keeps coming up for me is, you know, every single day I have women asked me about how are you getting so much done? You know, what are your systems like in place in your day to day life? How do you create work life balance? And how do you actually accomplish your vision. And so all of that, it always comes back to the same thing. It's having that systems in place, and having an actual plan.

And so that's also great, but you have to be able to execute that plan and hold yourself accountable and have people or tools around you that hold you accountable. We've all heard the saying that a goal without a plan is just a wish. And it's true, we can sit here and plan all day long. And it's so important to have a nice plan and plays a concrete place where we can write down our goals, write down our plans. And, you know, there's so many great systems in place that do that I'm sharing right now, my journal, my CEO, school journal that has all these amazing accountability systems that you can create for yourself. But even with this tool, you still need accountability partners. On today's episode, I'm going to be breaking down three ways that you can hold yourself accountable to actually achieving your dreams and not letting them just become a plan on paper. And the first way that we're going to get started is by creating your plan on paper. And so it's not just the big vision plan that I'm talking about. It's even breaking down that yearly plan into small subsets into quarterly planning, you guys have all heard me talk

about the importance of quarterly planning and how I quarterly plan, my big objectives and needle movers and only try to work on the things that are going to get me closer to my goal. And so I'm actually going to be hosting a vision workshop for SEO school club members, it's actually taking place this Thursday, tomorrow. So if you're listening to the episode today, on Wednesday, it's actually going to be tomorrow. And I'm actually going to drop the link. So if you do want to join us, feel free to join us for our podcast listeners. And you guys can get a taste of what it's like inside the club. But I host these workshops so that we can all kind of get into the right framework of planning our quarter. And I do this by utilizing the framework that we've laid out inside of the planner. And it's really simple. And it's not rocket science. It's literally writing down here is what my end goal by the end of the quarter. This is the outcome. This is the result that I hope to accomplish, whether that be and I do it in three buckets of my life.

So I do a business goal, I do a personal goal, and I do an impact goal. Because to me, that is what rounds me out as a human. It could be different for you. It could be all business goals. It could be all personal goals. It could be a mix of goals like I have. But I write down what does it look like to have that completed by the end of the quarter? So what does that look like for my business? What is that strategic piece that I'm going to be working on that I'd like to get completed? What is that piece for me on an impact driven lens that looks like and so I write those goals down and then I work backwards for the quarter. So I work backwards into breaking down these goals not only from a quarterly lens, but what do I have to get done every single month to ensure that I meet that deadline or a meet that goal. And something magical happens when you do that your goal actually feels achievable, or it feels like hey, you know what I don't need to, it's not about getting to this x milestone, I can actually break this milestone down. And I have to do these three things for this month instead. And it'll help you get closer. And so your goal feels a lot more achievable and a lot more manageable, and psychologically what that does to your brain, it's nice to have those big visions and big dreams. And you know, me, I this is something that I praise and preach and talk about that we should be dreaming bigger.

But also, psychologically, it's important for us to break down our goals. So our brain understands that, hey, you can actually achieve this. So you don't stop yourself from getting in the way. And that's what I see, as women, sometimes what we do is we stop ourselves from even getting started because it feels so big and hairy and scary. And so that is a great tip to really just break down those goals into that monthly segment. And that's exactly what we do in the planner inside of the club. But you can do that today, you could do that on a plain piece of paper, you can write down, okay, here are the here's my big goal for the quarter, you can have three goals for the quarter, I really believe in the rule of threes, and then breaking down what that looks like tactically per month that you actually have to accomplish. So for example, if you're like, hey, by the end of the quarter, I'd really like to have passive income, let's talk about passive income. Maybe that's a goal of yours that you want to have a secondary stream of income that generates \$5,000 in passive income. And that could be for a month, let's say that could be the goal. And so for you to break down that goal, you know, working backwards could look like you need to launch your passive income product and month one, you're probably going to have it might be a six month goal, right? And then that's also a goal sometimes to help you realize is that, is it actually achievable, can you actually accomplish it and what timeframe.

So for this goal, if you don't have any passive income stream right now, today, maybe this quarter, it looks like you actually researching and getting a product in place, or getting a opportunity in place and testing out that opportunity to see if it's even viable for the next quarter that it can be revenue based goals for that particular goal to say, Okay, I'm going to achieve \$1,000 in sales for this month against that, I'm going to achieve \$2,000 in sales the next month against that, and work your way up to whatever that end goal is. So this is kind of the power of writing and creating these subsets of your goals. So that's the first way so I know we packed a lot into the first way of holding accountability is by actually creating realistic and tactical timeframes for that, for that goal and writing it down. So you have a piece of paper, you have a written down, you see it every single day, every single day, you're like, Okay, what are my needle movers that I have to get towards my goal. And those are the only things that you absolutely work on every day, every week for that quarter.

And then the second piece outside of having a system in place, I believe, is by having the right people around you. And so first I'm going to talk about accountability systems at home. Because I think that that's the next piece of this is the people it's many people in your lives actually need to help you towards your goals and help hold that accountability for you. And the second piece, which I think we could have a separate podcast episode on is having your family help you or your partner, or, you know, whoever is important in your life, for you to share these goals with those people. Having a goal and having a plan on paper is one thing that means you just have to hold yourself accountable, which you are in that people, right, you are one of those people I need to be in that people circle. But for you to actually realize, and materialize the goals that you've written down, it's important that the team around you that really close knit team around you cheer you on. And they're also helping you achieve your dreams because your day to day is not just you. And so making sure that your partner is on the same page about your goals, making sure that your family making sure that you're close friends, making sure that I don't know your boss is also on the same page with you is super critical and important. And I think that when we have transparency in our goals, and we have transparency in what we need to accomplish, and we ask for help, and we raise our hand to say hey, this is what I liked to accomplish this quarter, the team around you can rally around you in that support system.

And I think that is truly what makes or breaks. You breaking out of that just that self accountability and putting all the pressure on ourselves. I don't know why we feel so much pressure as women to hold these things true to our just in our hearts. We're so afraid of letting people down we're so afraid of failing. We're so afraid of just not accomplishing it. We don't share it. And I think the first thing that you need to do is start verbalizing your goals. Because when you do that people around you know that it's real, that you need that support that this is important to you. And you have to make sure that it's important to them. Because things other things around you may slip it may not be exactly the same as you shift your focus to work on these goals are these priorities. And so I think that the people around you getting that support is important. And I'm not saying for all the support might be there, but you vocalize That that's the first step for you in achieving that goal to say, Hey, this is important to me. And this is actually what I'm gonna be working on whether or not you have that support. And I really hope that you

do. And if you don't, this is where a partner, I guess partner theory comes into play, which is having that tribe around you. So your friends and family can only hold you accountable so much, they're going to be there to cheer you on. They may or may not they may verbally support you, but not show it in action. I see that happen all the time. Where a spouse, a partner, friend may say, Yeah, I absolutely support you. And then you don't feel like you actually got that support that you needed.

Because it's not their job, full time job. Like they're not that excited about it as you are. And so it's important that we keep verbalizing it, because it takes I don't know how many times for for people around us or just even to get a message across. So I wouldn't give up on it. But you need to vocalize it. But part three, which I think is so important. And I think that entrepreneurship and just leadership is so lonely. And so finding a tribe around you of like minded individuals is absolutely game changer. Absolutely game changer. And this was a game changer. For me personally, around year three of my business that I wish I had in Year Zero, or you're one, or even when I was working in corporate America and on path for a leadership path. And literally such a game changer by having a group of people around you that understand you that have shared similar goals that are going through the same things. And just having that accountability circle to come to and say, Hey, on Monday, like literally having a true accountability circle to say, Here are my goals, here's what I'm looking to accomplish, and having a team that checks in with you. Who doesn't want that, who doesn't need that. And when you actually have a supportive tribe, I'm talking about a true supportive tribe, your likelihood of success is 10 times that of somebody doing it alone. Not saying that you can't do it alone. Sure, do it alone. But why would you want to do it alone. And so finding that tribe is critical.

And that was one of the things that I found that was missing for women, the tribes that are out there, or were out there were really business focused, and mainly for men who really didn't understand all that it takes to be a woman and to rise as a leader to become a to create a company, to launch your product, to be a mom to be a friend to be a wife to show up on all of the things that you have to do. It's just a different, they're just different. I'm different, we're different. And so we need that level of accountability from a tribe that actually understands us and gets us. And so that is number three. And I think a true game changer for women who actually put time to invest into a community and build that tribe around them. And that is exactly why we've created SEO school. So you are part of our tribe, you are here. And we're so thankful for you guys listening every single week. We're so thankful for you guys that show up online, and follow our content online. We are your tribe help Let us help you reach your goals and help hold you accountable. That's exactly the reason why the club was created.

You know, there's other great clubs out there too. So it doesn't have to be ours. I'm not here to promote just ours. Find a accountability system that works for you and have a tribe that truly actually supports you every single day that you can slack. And that you can send a message to that you can say, Hey, I'm having a really crappy day has anybody dealt with this before? Here's a challenge that I have. I'm seeking this I'm looking for this next partner, I'm have a blocker here today or this week was just, you know, incredibly amazing. And I had all these massive wins and having a tribe that celebrates you and understands how amazing you are and how hard that

actually was. And so it's important, and it really helps you actually achieve the goals that you've set on paper. So get it down on paper. Step number one, step number two is vocalize it and share it out loud. And step number three is to find your tribe so that you can find your vibe and you can groove and you can just accomplish and get all the things done. Because you are worthy. You are absolutely worthy of accomplishing every single thing on your list.

You deserve to have it all there's no reason why you can achieve every single thing that you have on your list, whether that be business, whether that be financial, whether that be health, whether that be wealth, whether that be happiness, whether that be love, whether that be your family, whether that be yourself, you deserve to find your happiness amongst every single each of those different areas. And we're here for it. We're here to support you through this journey. And I hope that this episode today leaves you inspired to write down your goals to vocalize them and to find your tribe. I hope to see you guys at the vision boarding workshop. We have one tomorrow if you want to join absolutely for free, no strings attached. I just want to open it up to our amazing podcast listeners. And then all host one again probably next month for the second half of the year. So that we Get some of our goals down. So come join me. Come grab your planners come join me inside of the clubs so you guys can get a feel for what it's like. I'm just so excited that you're here and that you're working on your goals. We're in it together. And I'll see you next week on wine down Wednesday for another great episode of CEO school. We can't do this without you. And I just love you guys. Thanks so much for listening in today.

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