

HEATHER
CHASTAIN



Heather Chastain Talks with Andrea Goeglein, PhD and Tia Graham About Prioritizing Self-Care and Happiness.

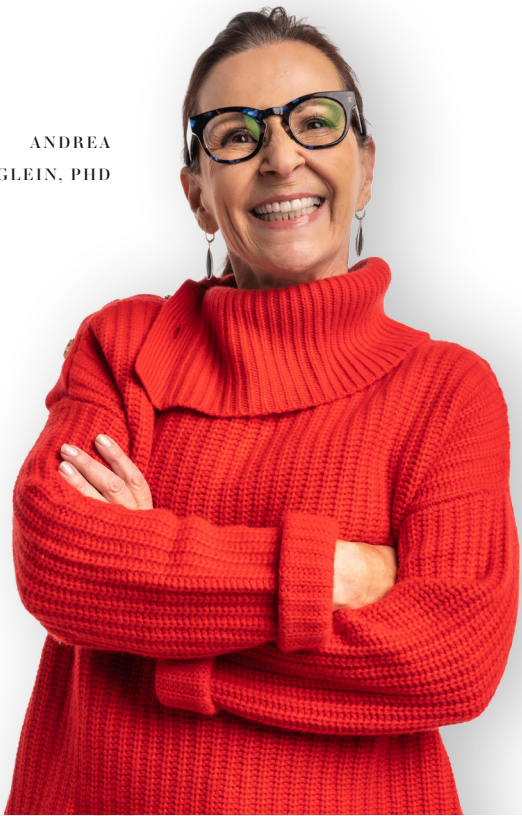
BY PAULA FELPS



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ANDREA
GOEGLEIN, PHD



TIA
GRAHAM



IN RECENT YEARS, happiness both at home and at work have emerged as main themes. That's led to a change in the way people view how they earn money and what they do with that valuable workday. In the February and March episodes of Iconic Insights, Heather Chastain interviewed two business thought leaders to discover how putting one's self first and prioritizing self-care and happiness can change not just the individual, but the culture of a company.

ANDREA GOEGLEIN, PHD, is a Success Catalyst and author of the *Don't Die* self-development book series. In the February episode, she explained how entrepreneurs can adopt the practice of putting themselves first to find success.

HEATHER CHASTAIN: This is the beginning of a new year—everybody has their new focus: “This year I’m going to do this ...” But you talk about some things that should be on everybody’s to-do list, that every day you should do a couple of things. What do you think those things are as an entrepreneur trying to maintain focus on goals and objectives?

ANDREA GOEGLEIN: I learned this the very, very hard way. And the science behind it is so strong it’s crazy: reading, writing, reflection. Every day, five minutes, start there. It’s the door opener to your brain saying, “I am important.”

“Listen to the message of why you wanted to join the team and then see where you may be blocking yourself from achieving.”

—ANDREA GOEGLEIN, PHD



There's no one thing you should do. There's no one way it may look like. There are people who like to walk and meditate for five minutes. My brain has never shut down for five minutes.

But the discipline of putting myself first, the discipline you and your listeners will achieve by just putting themselves first, they can then go out and in clear conscience attract team members to help them build really great teams. And if the first thing you give me as a leader bringing me into your team is that I have to take care of myself, I think I'm going to hang around with you more.

HEATHER: In Good to Great they say your stop-doing list is just as important as your start-doing list. Do you have anything that you would suggest that people put on that stop-doing list?

ANDREA: Okay, so the first thing is to look at your day for time sucks. The video games, the TV shows, the noise in the background, that's the first place. They sneak into our day very, very unconsciously, but they take up a lot of our day. So, I know that for me, that's the first place I go to look. When I am not achieving, I start looking at what's changed in my day.

We have got to step back and just be our own housekeepers. That's where the direct marketing approach becomes very important. Market to yourself first. Listen to the message of why you wanted to join the team and then see where you may be blocking yourself from achieving. Something attracted you to the concept of network marketing. Look at that and then see if you're doing things that are counterproductive—and then get rid of it.

HEATHER: When you're dealing with clients and you're talking to people, how should we be thinking about our mindset and our consistent actions in good times and then in bad times, because it feels like it should be different?

ANDREA: One word: resilience. Setting the belief and knowledge by using all of the challenges that you have overcome before as your bank of proof, that no matter what is happening at this moment, the one thing that has been consistent is that you have overcome it and moved on. Resilience is the one attribute, that knowing and trusting and having faith in the human ability to overcome, actually helps you achieve everything you will become.

TIA GRAHAM founded the company Arrive at Happy to teach companies how to drive productivity and business growth through a culture of happiness. On the March episode of Iconic Insights, the author of Be a Happy Leader talked about what happiness at work looks like.

HEATHER: One thing I talk about in our channel of direct selling and entrepreneurship is that you should get to use both sides of your brain—or all of your brain—every day. There are a lot of data-driven elements to what we do, but then there's also motivation and inspiration. I feel like happiness is the same thing. First, how do you even define happiness?

TIA GRAHAM: There are different definitions. Of course, happiness in a lot of ways is personal. But according to positive psychologists, neuroscience supports this as well. I will say a happy life, consists of three main pillars. The first is, you have more positivity in your life than painful emotions or suffering.

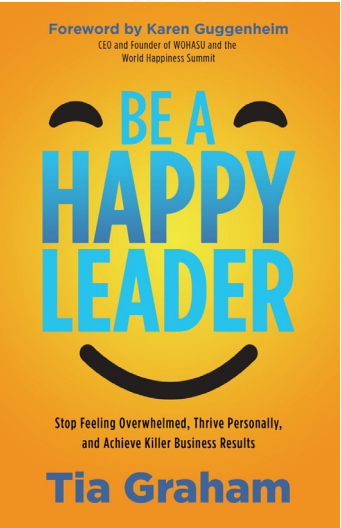


One big misconception is happy people are happy all the time. No, there's no such thing as happy all the time. But if you think about the end of the year and you look back, you had more positive than pain. So that's number one. You could think about this emotional and psychological level.

The second pillar is that you feel that your life has meaning and purpose. You could get this from your work; you could get it from volunteering; you could get it from parenting. What gives you meaning and purpose is personal.

And then the third, is really exciting. There's a whole new body of research that says a happy life has a variety of different experiences that make you psychologically rich. So, an example would be, if you are in university and you go study abroad, in Japan for a semester, that's going to be an experience that makes you psychologically rich. This is the area where humans become wise through different experiences. Think about a happy life as those three pillars.

HEATHER: What I like about that definition is it does fit. You could have a lot of different kinds of lives that can meet those criteria. I joke that, most of my life I've been the cautionary tale of the Hallmark movie, because they tend to just demonize this idea of working, and having a schedule, and caring about income and being



Be A Happy Leader
by Tia Graham

busy. But some people like that. Can you talk a little bit about that? Because in our channel we do a lot of talking against this idea of an unhappy life, which is usually about not having good work/life balance and crazy schedules and all that stuff.

TIA: I'm so glad you touched on this because everyone asks me about this idea of work-life balance. It's about what matters to you. I think about Brené Brown's research on our personal values. For people who get a lot of satisfaction and meaning from the work that they do, then yes, absolutely.

And for others, they have meaning and purpose solely being a parent, and that's okay. It's a different journey. There are these societal views or societal expectations of what things should look like, but I really want to motivate people to, in a way, shut out everything and just go in and go, "Okay, what matters to me? And what fits with my life?" So, focus on what matters to you. *DSN*