

Angela Kelly Smith

Goals and Mindset with Bridget Moroney

Brand + Design Scoop ep. 020

Podcast Transcript

[Kelly Smith]: Welcome to Brand + Design Scoop, where I share practical, relatable tips on branding, design, and building a business for freelancers and entrepreneurs who want to build the business of their dreams and live life on their own terms.

I'm Kelly, a brand and marketing strategist and Squarespace website designer.

Today I'm interviewing Bridget Moroney on goals and mindset and how physical health is an important part of achieving your goals.

Bridget is an integrative performance coach who helps her clients achieve their goals while optimizing their physical health and mindset. She has over a decade of professional experience in coaching, mentoring, and educating people on what it takes to physically and mentally perform at high levels to achieve their goals. An interest in athletic performance from an early age—and later in personal development—laid the foundation of what would amount to a lifetime of experience in studying and applying knowledge that would help her be the best version of herself so that she can empower others to do the same.

Welcome Bridget! It's great to have you here!

[Bridget Moroney]: Oh, thank you so much. It's great to be here.

[Kelly]: Can you tell me a little bit about your background, like how did you get into coaching? What did you do before you became a coach?

[Bridget]: Yeah, so for about a decade, my full time job, career vocation, was in education, and I was pretty much everything from an instructor all the way up to administration where I was an academic director at a program that worked with the University of Tampa in Florida. And also during this time period I was a CrossFit level 1 coach. So, Crossfit was, has always been, a sport, fitness style that, you know, at that time I was into for many years before I became a coach. And it really changed my life in terms of how I understood health, how I understood fitness—performance, basically all of that. It really had a big impact on me.

And so when the opportunity came up to to be an intern and then finally a coach, when I was living at Miami, I wholeheartedly jumped on that that path. And what's interesting, my wife will always point out, when it came to coming home after work and just relaxing, or just you know, kind of opening up a an article or Facebook page, whatever it was, podcast, I would always be looking at things that had to do with nutrition, with performance, with, you know, I wasn't looking at pedagogy or or linguistic theory. Because I was an English teacher. And so you could say that this, this desire, this interest and passion was always there.

So, fast-forward to 2020, the pandemic started, and when everything shut down, I lost those two jobs because, naturally, no one was going into schools, at least for you know, quite a while, and no one was going into gyms. And, so, like a lot of people during this pivotal time, I kind of took a step back and and looked at my life and thought about what I really wanted to do and what was important to me, especially in contrast to how I was living my life. Because, if I'm being honest, I always had this narrative of if I could do it all again, or you know, I would, or you know, maybe in a few years, I will, to you know, and the circumstances of 2020, you know, are still ongoing. The circumstances kind of made me reflect on that.

And, so, when the opportunity came to make a choice to to go back into those careers and roles, or go down this path of doing a little bit more with coaching besides helping people through workouts, you know, in a gym and being able to work with them in a bigger context of their life, I started to go down that path and got my certifications with the Human Potential Institute and Precision Nutrition. And there will probably be many more because I'm a lifetime learner. Yeah, that's kind of. it in a a brief nutshell.

[Kelly]: That is so cool! And it's awesome how something like a pandemic got you on a course that sounds really more aligned with your passions and even vision of yourself.

[Bridget]: Yeah, I mean it was, I don't know because it seems like it's so obvious in hindsight, like, of course this is what I should be doing. I don't know it, you know, I think it was just, it was just the realization, and I hate to be so dark, but it was kind of a very dark time, especially in the beginning of the pandemic, of just realizing how quickly life could change and how, you know, these certain opportunities and hopes and goals and dreams and things that, you know, really matter to us can go away.

And, yeah, I don't know. It just, it had that impact on me, and I think also it made me realize, you know, from a health perspective, just how greatly, our society, our world was in need of understanding and valuing health. Like, again, as someone who has always been into fitness and had a, you know, kind of a keen interest in health and nutrition and other things like that, that was something that's always been important to me and something I value.

And to kind of see how, and not just like from the physical, but, you know, now we're starting to see the repercussions of mental health and stress. I mean, now more than ever people are struggling mentally. It doesn't seem like it. Maybe because, maybe we're all just kind of coping

and, you know, life is going on. But, you know, I think I read something the other day that something like forty percent of adults or people are saying that, you know, they're more stressed than ever, and twenty percent are sleeping worse than ever because of everything. So, yeah, I mean again, I think globally it just kind of highlighted all these issues. And for someone like me that has always seen value and have always been very curious and interested in this, it just seemed like, it was just a very “yes” moment.

[Kelly]: Yeah, that's very cool. And with the mental health, you know, I've even seen business-news outlets talking about entrepreneurs dealing with mental health issues over the past two years, which you know, of course, makes small business owners obviously, who've been hit so hard by the pandemic. So I'm glad the people are talking about it.

[Bridget]: Absolutely

[Kelly]: Because it is so important. So, you mentioned that you trained at the Human Potential Institute. I just am so fascinated about potential, human potential. So, like, the whole phrase, “living up to your potential,” I mean, there are two things about it.

So, first, it's something to aspire to, or certainly that I've always aspired to, like, living up to my potential. But then there's also this thing, like, I always felt like I was going to disappoint my dad if I didn't live up to my potential. So, it's kind of like this double-edged sword. But on the whole, I mean, I think you see me lighting up a little bit, because I really do like the idea of living up to one's potential. Not as if it is this goal, you know, because from my perspective, it's evolving, You know.

[Bridget]: Yeah.

[Kelly]: Like, we reached this one goal or vision of ourselves and we're not done. We may as well be dead. you know. We get to that point and now we have another vision, and then we get there and another and another. Does that jive with you?

[Bridget]: Yeah.

[Kelly]: What is your vision of potential? And, like, what do you teach, coach around it?

[Bridget]: Yeah, I mean, that one hundred percent jives with me, I appreciate you using the words aspire to because that's my coaching name..

[Kelly]: Right!

[Bridget]: It's “aspire to” because, I mean, it's like when I was coming up, and, you know, you're the brand professional here, but I was just thinking of like things that, you know, when I do think of coaching and things that like, you know, what I want to represent or help people with,

that word, that phrase came to mind, “aspire to..” Because we aspire to do things. You aspire to be successful. We aspire to be helpful.

So, it really is, it's the, as someone wrote, there's no finish line. There's always something to be working towards. And I think people who are truly growth-minded understand that. Like, they put the pin in the map, or they put the date on the calendar because it gives them a target. But they know that once they they get to that point they're already going to be on to the next thing. And that's what I think, for me, and I think you know it, I'm maybe also reflecting what you believe as well and many others, is that that's what potential is. That's what trying to achieve your potential is.

And it's interesting that you bring up your father because there, I think a lot of people also have that, that narrative from childhood. “You're not working to your potential.” And so there can sometimes, you know, some of those beliefs and, you know, kind of hidden stories and beliefs behind that sort of like, you know, “So, what is your potential?” You know? “What do you think your potential is?”

I know when, I'm just thinking back to, you know, over a decade ago when I was pretty serious about athletic competition, and I went to my coach and I was like, “Okay. So, what is the peak age for female athletes, and how much time do I have?”

And it's just like, obviously not growth mindset at all because that was, like, very fear-driven and just, like, anxiety-ridden and not what I, you know, it's not where my coaching is at all anymore, even like, you know, the way I live my life. But it's just, you know, I think you know we can kind of get trapped in that limited mindset of like, “Okay, Well, you know I'm this age and I have these this many more good years.”

Is it okay if I swear, a little?

[Kelly]: Oh, yes, go for it!

[Bridget]: Oh, okay, I was going to say that's bullshit.

[Kelly]: Yeah.

[Bridget]: Oh, I mean again, just kind of reflecting quickly on on athletic potential. I think what humans are capable of physically, athletically is constantly growing. But again, going back to, you know, human potential and living up to your potential, I think it's much deeper than that. And it comes down to self actualization, you know, and this human desire to to live a life of purpose to to, to you know, have these aspirations in our life, and work towards them to, you know, live our values and be authentic.

You know, I think a lot of people, when they talk about these things, they think of, was it Masla-

[Kelly]: Yes. Yeah, the hierarchy of...

[Bridget]: The hierarchy of needs. Yeah, that's okay. Yeah, you have the pyramid, and at the very bottom. It's like the physical needs, like food, shelter, safety. And then you have some of the emotional needs, family, and then you have, you know, the the job. And then you get more into the growth. you know, the psychological, the cognitive, the growth, the potential, where people basically are looking to become the best version of themselves.

[Kelly]: Yeah.

[Bridget]: And so, you know, how does that kind of fit into coaching? At least the, you know, I mentioned how I used to think and how I see the world and myself. now. Well, if you think about, I think one would argue that clients that I work with, you know, they basically have those basic needs met. There's food, shelter. They have, many of them have jobs and resources. And so when I look at coaching, I kind of think of it as more, instead of a hierarchy., it's more of, maybe they're all interconnected. So you have the physical, the mental, the emotional and spiritual, and whatever spiritual is for you. If it's a higher power or if it's just simply living your purpose and having meaning. You know. whatever, however you want to define it.

But, again, I wouldn't put them, personally I wouldn't put them in in a hierarchy. I would put them more as an interconnected, I guess, quadrant. And really, how skillfully are you living in, you know, from those areas? So, again, in the the hierarchy of needs, food and water and shelter, you know, those are basic. and if that's already covered, yes, a client may have food and water, but you know, how are they taking care of themselves beyond that? And, you know, is the food that they're eating, is it exactly what is, you know, going to be best for them in this moment, in the pursuit of their goals. Because that can all change.

You know we talked about mental health. emotional health, you know, you can have friends and a spouse and colleagues. But what are those relationship? Are those relationships you taking away, or are they enhancing you? So, there's there's a lot there, and that's I, I think is kind of like, that's why I like the integrative approach because there's so much to it.

[Kelly]: True. Yeah, so what you're describing, you know, it sounds like a person could have a life coach and they could have a personal trainer and they can have their therapists. And, you know, we need therapists, too, and coaches and therapists are two different things...

[Bridget]: Absolutely.

[Kelly]: ...even though there is definite overlap. But: you're working on coaching, and integrating physical health in there is really getting at these two things at once, and showing people that they really are tied together

[Bridget]: Absolutely.

[Kelly]: and trying to separate the two is doing themselves a disservice because, I mean, most people just aren't aware of how physical health, and you know, emotional health and achieving goals are all so tightly connected.

[Bridget]: Absolutely.

[Kelly]: Can you say more about in particular? So, what do you actually do with your clients in helping them pull all this together?

[Bridget]: Yeah, I mean, so you know, bottom line is if you aren't physically showing up as your as your best self, you know, being able to achieve those goals, whether they're, you know, professional, personal. whatever they are, is going to be very difficult if not pretty pretty impossible. Or, you know, at the very least it's not going to be as efficient as you can.

So, I certainly have that experience and background in the athletic world, and things like that. But, you know, again, not everyone is searching for that type of performance. But, as you noted, a lot of people also neglect how that can impact. So, you know, one thing, beyond the nutrition. you know, other things that I look at with clients is sleep and stress management, which, again, a lot of people, when we think of stress we think of mental stress, emotional stress. Because in our modern world, that's usually where the stress comes from.

We're no longer living in caves where we have to outrun a sabertooth tiger. That's the physical stress. But you know we're commuting and we're in traffic and that's frustrating. We have a boss who's maybe very tough on us. We have, you know, again, real relationships, as you know, fulfilling as they are, can also cause us certain stresses in our life. And so it all seems like it's mental, which it is mental. It is emotional, but it still has a physical consequence on our bodies.

Just very simply put, you have a couple of stressors, all adrenal and all of these things, which you know is helpful when you're outrunning a sabertooth tiger. But when you have nowhere to release that physical energy that, physical stress, and it's constant throughout your life from day to day, that can have a negative impact. So, you know, looking at the physical, when I talk about stress management, it's also from a physical side.

You know, sleep is, I saw a quote the other day that I thought was so cool: Sleep is one of the most powerful nootropics out there, which you know, for people, nootropic is basically like the brain drugs. If you've ever seen, what was that show, "Limitless," or something, right, he takes like the smart drug. And so there's all this hype around it. But, from a physical standpoint, you know, just sleeping, and not just sleeping enough, but sleeping well, will help you.

[Kelly]: Regular time. Enough sleep for what you need.

[Bridget]: Yeah, so getting all of that in line, I mentioned earlier, you know, nutrition. I think a good majority of people understand that you shouldn't eat fast food every single day of your life for every meal. But again, looking at, you know, certain things that can help you from an energy perspective, feel even better like intermittent fasting is kind of getting all this hype, which a lot of people swear by it. They're like, "Oh, I feel great." There's other people that they try to do that, and they just, energy-wise, just get destroyed or they do it too much. So, kind of, you know, playing with those dials, and, you know, the reason why I emphasize it so much is because, like I said, you're not going to get very far cognitively if you're struggling physically. So our brains are are wired for survival. And if you're underslept. Underslept?

[Kelly]: I think underslept is a good word. so let's use that!

[Bridget]: If you're underslept, underfed, if you're emotionally distressed, then your prefrontal cortex, a part of our brain that makes us human, that's responsible for the creativity, the ideas, the analyzing, that's not going to work very well because it needs to conserve the energy for just staying awake.

[Kelly]: That makes sense.

[Bridget]: Yeah, right and so, one thing that I heard from my mentor, one of my mentors, Doctor Mark Atkinson, which I really liked and I believe, is he says you, once you upgrade your biology, your psychology gets an automatic upgrade, which makes full sense. Like you know, for anyone who's ever not slept well, or you're a little bit hungry, "hangry," whatever, you know, you're not your best self, psychologically. You can't concentrate, you're short tempered.

So, again, in service of trying to achieve goals, how are you going, because, you know, especially when we talk about the aspirations of life, like, you know, that requires quite a bit.

[Kelly]: Yes, it does. So, two things real quick. First, just a notice, asterisk, caveat to listeners. We are not talking about, or we are not being ableist here. We're talking about being healthy in order to achieve goals. You can have a disability. You can have something going on with your health or a, you know, a disease or something, and be as healthy, become as healthy as you can and achieve your goals.

So I have chronic migraine and they, I have not, I mean, I've had him since I was like twelve years old. And I'm fifty two. Oh god, forty years. Jeez. And I have done so much to either get rid of them completely, or at least mitigate and manage them. And that's where I am now I have gone from fifteen, sixteen migraine days a month. That's the definition of chronic. To now I get four to six a month. But instead of knocking me out for up to five days, they last a few hours and they're not as bad, and I get rid of them easily. So this is totally manageable, and I am very careful with my sleep and my diet. And, you know, I do all of these lifestyle things and take medication to manage them.

So, I totally hear you and agree about making the nutritional and physical change and sleep. Oh my God, especially sleep changes to get healthy or as healthy as possible. And it absolutely affects your ability to achieve goals. When I was in bed, essentially half of every month, I had to get up and take care of my kids when they were younger. But you can't achieve goals. I couldn't achieve goals, the goals that I had for myself, being in bed half the month. There are some goals you can achieve. You know, I could have written a book, or you know, done things like that. But even then, not if I am in that kind of pain. You know what I mean,

So, we could go on and on finding all these exceptions, but, anecdote of one. Yes, living more healthfully has made just all the difference. The kinds of goals that I have. I need to be here. I need to be present. I need to be pain free. And I still, one of the mitigations that I do is I work when I can so that if I do get hit and need to take hours or a day off, then I can, then I'm ready for it,

So, yep, just wanted to throw that out there in case anyone is listening and thinking. "Well, y'all don't have any chronic issues then." Well, I do.

[Bridget]: Yeah, no, I thank you for for sharing that and being, you know, open and vulnerable with me and your audience. And yeah, I mean, I wholeheartedly, you know, agree with that. I mean, you know, certainly when I speak about these topics, not being ablest either.

I'll also just briefly share that I also have my own chronic disease as well. So, back to when I was teaching, and here's where I'm getting a little emotional because for anyone who does have these chronic ailments or they just have something that is, they know is wrong, like, I see you and I feel for you because it took me a very long time to figure out what was going on with me.

But, you know, I guess, just very briefly, I also have a chronic ailment and it's it's called Hashimoto's, hypothyroiditis, which, hypothyroidism is a very common disease especially in women. But Hashimoto's is, it's an autoimmune disease which, basically is your body's own immune system turning on itself. And there's so many different autoimmune diseases out there. And as anyone who has one can tell you, it absolutely wrecks havoc.

So, you know, again, going back to having energy and and being clear-headed, I was in, I don't know if this is when it when the onset was. It could have been happening prior to this, but I was in my early thirties when when I started to notice just severe fatigue. I mean, I would come home from teaching, and I would go to sleep. And I'm not just talking like a quick cat nap, like knocked out. Like my wife, having to, like, shake me awake. For three hours. and no doubt you know, getting up early teaching all day. You definitely need a nap at the end of the day, but that was excessive, especially for someone, you know who is still, who's in a younger part of their life.

And I remember going to my doctor and being like, “Well, you know, I'm having this and this and I don't know. Maybe I'm just getting old.” And she's like, “You're not old. What are you talking about?” And yeah, so I guess that's why I do speak so passionately, you know, and I am so adamant about certain things like sleep. I think, but I think, you know, people like you and I who have gone through these things don't value, a person doesn't understand what health is until it's taken away. And just kind of like how valuable certain things are, that can help you, you know, restore you.

[Kelly]: Totally. You're right. And since I've been getting migraines since twelve, and they were just escalating over the years, I had actually sort of forgotten what it felt like to be able to wake up in the morning and not worry about having a migraine. And four to six a month to me is not worrying. So, you know, it sounds crazy to most people, but to me it's like, “Wow, I can just get up and go.” So, yeah, and it takes the medication, but the other lifestyle things particularly so, yeah. Well, thank you for sharing your stories. Well, I think it is really important for people to hear all of that because it's easy for people to just look from the outside and think, “Well, it's easy when you don't have anything going on. It's easy when you've been an athlete your whole life. You don't know.”

You know those memes about you never know what someone is going through? And, no, you don't.

[Bridget]: And I think too, I don't know, maybe this is just my perspective, but I do see this, especially on social media media, and I call it kind of, was it toxic hustle cult, or toxic grind culture?

[Kelly]: Oh yeah.

[Bridget]: Just, you know, these people that are, like, “No excuse. You have this. Too bad.” Just and, again, like as two people that have, it's not just take yourself up. Like, you physically can't. And, yeah, and maybe it's not, and I think everybody has some sort of, you know there's something to overcome there. But I don't know. I don't agree. I like what you said about working when you can. You know, not constantly pushing yourself. And even if you can't, even if you're perfectly happy, like do you really want to push yourself to burn out, because you know you may regret that later.

[Kelly]: Right, right. And sometimes you have to, you know, early days of business.

[Bridget]: Sure, sure.

[Kelly]: You have to, you know, people talk about not working every day of the week. And, like okay, that's a good goal to have. But sometimes, early days, you've got to put it in.

[Bridget]: Yeah, sometimes things just have to get done.

[Kelly]: Exactly. But, yes, you still have to sleep. Some things we cannot sacrifice.

Oh lord, so something else you talk about on your website, write about on your website, is helping people find their Why in achieving their goals. You know, when they're setting their goals. So, can you tell me more about that? Like, why is knowing your Why so important?

[Bridget]: Yeah, well, there's two main reasons, So, the first thing is, you know, we're talking about goal achievement, especially some higher more aspirational goals. Eventually, there comes a time during the process, the journey, what have you, where it becomes really really really difficult. And again, like going back to that survival part of our brain. These may be goals that we don't need, like your brain, you know, primarily, it's like, "Wait, why are we doing this?" This is out of the comfort your life.

[Kelly]: Running a marathon or when people do those 50- or 100-mile running things?

[Bridget]: Exactly, exactly. Yeah, or even starting a business.

[Kelly]: Yes, yes, like, "Why?! You had a job! You had a job!"

[Bridget]: Exactly.

[Kelly]: "You never bring your work home! Go back! Do that!"

[Bridget]: Exactly, exactly, exactly. So, you know, there's all of these stories and thoughts that come up, and especially after, you know, in the beginning you're excited and we're like, "I'm going to do this." And then, as time goes on, it becomes more and more difficult. So finding that why and what, I like to call the deeper Why. Not just like, "Oh, why do I want to start a business? Oh, well, I want to have flexibility and freedom." Well, that might be deep enough for somebody. But for others, it may not be deep enough.

So, let me just kind of finish what I was gonna say and I'll talk about what a deeper Why actually means. So, having a deeper Why will anchor you and help you kind of push past those moments where it's difficult. So, using that example of why did you want to start business: "Oh, I want to have time and location freedom." Well, why is that important?

"Oh, well, you know, my children are currently homeschooled, and my spouse works from home. So, it would be really great to be able to also have that ability to support them." Okay? Well, why is that? "Well, my family's really..." You know, and you just keep going deeper and deeper

And, so, there's a activity, a coaching move called the five Ws, where it's, you know, and you could do it with.... But it's basically just, keep asking why, So, "Why is this important, and why is this important?" And then you get really down to a very deep Why. And what people find, you

know, when my clients, the people I work with, they come to find out, “Oh, this is connected to to a really deep value that I have.

I'll give you another example of someone that I was working with. She she wanted to buy a house. And, again, intellectually, you know, especially this was like a year ago, intellectually the Why, it makes sense. Like, you know, most people will probably agree that buying a house, it's a good investment. It's this, and, you know, it makes sense. Oh, the market's getting, kind of you know. Want to do it now? But there was, you know, even that Why was still not enough for her. She was having difficulty trying to wrap her head around it because, as much as you could argue it was a good idea, you could also argue like it's crazy right now. “What are you doing?”

So, you know, we really got down to, you know, by digging deeper and deeper, what ended up happening is she realized that for her house meant stability. It meant safety, like again, going back to that basic need. It wasn't just any shelter. It was. you know, *her* shelter, and it meant immense family. It was connected to. you know, these memories of her grandparents who have now passed on, and the family coming and having you know.

And now she wants that, and especially when you think about the housing market and how frustrating it can be. That was something that she could anchor to in the process and the hunt for a house, So that's one reason why it's for for me, I think it's so important for people to really dig deep into that Why.

And then the second reason is on the opposite end of that, so let's say you get to your, you achieve your goal, you have success, you have victory. You're grounded. Now it's not just about yourself, like, “Ooh, look at me. I bought a house.” It was about something more. It's like, “This is my house for my family. This is my forever home. Hopefully, maybe it's going to be something where I raise children, and my brother can come with his children, and some day we will be the grandparents, and what a legacy.”

And now, especially, I think it will keep you away from that disappointment of destination happiness, because it wasn't about the destination at all.

[Kelly]: I love that, “destination happiness.” I'm all about being satisfied. Not as, “Okay. I'm done. Not that kind of satisfied, but satisfied as in, it's very different from happy, because to me happiness is fleeting. But satisfied, it's just feeling right with yourself. You know, like, it's grounding.

[Bridget]: Yeah, yeah, exactly.

[Kelly]: You know, it's like, “Job well done.” You could be down mood-wise and still feel satisfied. But again, not satisfied in a sense of, “Okay. I'm just going to stay here and not, you know, ever do anything else.

So okay. Wait, how did I get there? Oh, what you say? Oh, destination fatigue.

[Bridget]: Destination happiness, But the fatigue part seems interesting too.

[Kelly]: Oh, wow. Yeah. Where did that come from? "Destination fatigue"? Oh, interesting. Destination happiness. Ooh, we're going to have to make something up to make destination fatigue fit. Yeah, I'll let you play with that. I don't know what I would do with it.

[Bridget]: I like it. I know, I'm going to write that down. Yeah, that's something that has to be something. Anyway, destination happiness.

[Kelly]: Yeah, because we have to keep growing, and now, I mean, you don't have to, like, you know, with businesses, this is going to get on a big tangent because now I'm just, yeah, all over the place.

[Bridget]: No, go for it.

[Kelly]: But, you know, like businesses, we don't actually have to keep growing. You know that whole push, like you said, or about the hustle that we can get to a point where it's like, you know, "I love my business right where it is. It does not have to keep getting bigger." You know, it's kind of like cancer. You know, that keeps getting bigger, So we can say, "No. This is perfect. I'm staying right here."

What I mean about keep growing is, like, with, just, we are always evolving. Our minds are gaining new information and we're improving our thinking. Hopefully we're becoming more peaceful, more compassionate, more accepting. You know, that's growth. So, okay. I love tangents.

[Bridget]: Same.

[Kelly]: I was trying not to get on one today, though. But I've failed!

[Bridget]: No, no, I like it. Another quick one, completely the most tangent of all tangents. I just I had a professor in college one year that, like, he made it, he was an odd bird. He was great, but he was odd in so many ways. He made it a tongue-in-cheek requirement of his class to, like, for the students to hijack the conversation.

[Kelly]: Oh, that's great.

[Bridget]: So, I support tangents

[Kelly]: Oh, my gosh. That's cool. The the best ones, you know, come back.

[Bridget]: Exactly. There you go.

[Kelly]: Yeah, I don't veer off permanently.

Okay, looking at my notes here. As you've said so much good stuff, this has been awesome. Other than figuring out the why... Oh no, you know what? Let me go back real quick.

[Bridget]: Sure.

[Kelly]: Because earlier you mentioned growth mindset. So, are you referring to Carol Dweck? Fixed versus growth mindset?

[Bridget]: Yes.

[Kelly]: I love that topic.

[Bridget]: Yeah.

[Kelly]: Because it is so hard to get out of a fixed mindset, isn't it? Just the whole idea that people have, "If I'm not already good at something, then I just I just can't even try it. I'm not even going to pursue it anymore." You know, "I'm not good. So, it's not worth doing.

In contrast to people with a growth mindset, like, "Okay, I'm not good at it right now, but I keep trying and I can get better." You know, they may not care about it. I'm putting you on the spot here because we didn't talk about this ahead of time.

[Bridget]: Sure that's okay.

[Kelly]: Do you have any tips for anyone with a fixed mindset of how to maybe start to get into a growth mindset? I'm stuck on that because I have a son who has a fixed mindset and it's tough. It's really tough.

[Bridget]: I had written a post a while ago about growth mindset, and now all of those like tips are, like, erased from my brain. But that's okay.

[Kelly]: Is some of it fear?

[Bridget]: Yeah, I mean, I think, especially, so from what I'm hearing is, kind of talking about fixed mindset as in, not even wanting to attempt something, I would absolutely agree that there is this fear of failure, and I know there is kind of a more eloquent way to say this or challenge. And maybe you can find the other right verbiage. But, if you're not doing something, it isn't going to keep you from failing. If that makes sense, you know that's what I'm trying to say.

I'll use an example for my for my own life. Going back to that fixed mindset that I had in competition, I would always, not always, but I would often look at certain competitions. I'm like, I don't want to go to that because I'm not ready or I'm not going to come. You know, I'm not going to place on the podium. And my wife, she's like, "You don't go to a competition to to win." And I was like, "Well, I do. I go to a competition to win." But that, you know, she's like, "You go to see how you compare to others." And she was absolutely right, like again.

So, if you think about fear or failure, I didn't want to go to a certain competition or I didn't want to try something because I wasn't going to get first place, or I might have been last place. That was like, yeah, and what was that doing for me? What was that? You know, Maybe maybe I would have placed. Maybe I wouldn't have placed last place, but I was missing out on the experience of knowing what it's like to compete, you know, like there's so many lessons you could take away. like, "Oh, you know, I was nervous here and I could have done that better." Like, as a coach, now, looking back and and seeing that avoidance there.

[Kelly]: Yeah, yeah.

[Bridget]: And, you know, I guess you could say so many things, right. You could there are, there's, what is it, there's no failures, only learning opportunities, and things like that. It's tricky because I'm not only just thinking about when I was younger, but one one of the roles I had in my teaching career, I taught at a golf and tennis academy. And these are high schoolers that are literally, like, quite literally, because, like, two are in Stanford now, and they're phenomenal, but they're literally becoming, like, looking to become the next Tiger Woods. This is like the high level they're at.

And yet they're teenagers. So, they would talk in class about this and that and, you know, it was a very, I guess, holistic approach because the teachers were in in touch with the coaches, and, you know, we would talk and be like, "Oh, you know, he's kind of reacting this way on the golf course, so maybe you could talk to him."

It was an interesting environment, but, yeah, I mean it's, you know, for for young people, it's, I don't know, there may be someone out there who has a better answer. I would just say it's just life experience and having the right mentors and having the right types of discussions can maybe help get that, you know, help kind of produce that in an earlier, a younger age. Maybe, you know, the conversations are around, like, I remember, going back to like what we said at the beginning, potential and kind of having that parental narrative of...

I remember when I was in school, you know, the bar of expectation was very high, which is great, but that's all I knew, was this high. So, like, when I got to college, I would have classmates who would be sitting there like, oh, failing this class, and I can, me two. And I had a C, which like, but they were like legit failing, and that was so beyond my experience.

It's important. I think you know, and I'm not a parent at the moment. So I don't want to sound pedantic, being, like, "Parents should talk about this." But I guess, you know, having these conversations about like, "Okay, so, you know, you didn't do well on this test. You know what happened" versus, "Oh, my God, I can't believe you got an F." You know.

[Kelly]: Yeah, well and something you just said, too, about mentors. People need coaches, and especially young people. It's hard to take this stuff from your parents.

[Bridget]: That's so true.

[Kelly]: Mentors and coaches really do help.

[Bridget]: Yeah, and I think even, you know, just kind of really quick, specifically talking about younger people, I think having mentors that are maybe closer in age, like, I know a lot of schools do that, like buddies, because, again, it can be hard to hear from parents. It can always be hard to hear from, like, your coach, your teacher. Like, there's always that typical, "When I was your age." It's like, "Oh, whatever." You know.

[Kelly]: Yeah, true.

[Bridget]: Then you become that adult and you're like, "Oh, wait."

[Kelly]: Yeah, that's true. Yeah, well, and then I'm also thinking, in the case of entrepreneurs, small-business, owners, it's what you were saying earlier about trying something. and quitting, giving up. It's so easy. I mean, I've seen people do that.

When considering starting their own business, you know, like the idea of having their own business is really appealing to them. But then, when they really look into it and figure out, "Oh my God, I have to do this, this, this, and this." You know, they actually write everything down or they start talking to people, "So, what am I going to really have to do?" And they realize all of the details and they're like, "Oh, well, I wouldn't even know how to begin to figure that out." And then they'll give up on the whole thing because they're like, "I can't do this."

And I think that's an example of a fixed mindset. And they could start to change that around. I don't have the magic bullet of how, but we need to start looking at things from a perspective of, "I can learn how to do that," or "I can figure out a way to solve that problem. If I can't do it myself, there is someone out there who can, who can either show me how or who can do it for me, whether it's trading services or I pay them or whatever." You know. Too many people give up on the entrepreneur idea. And it's not for everyone, of course. And, if someone does give up that easily, then it's not for them. But other people get overwhelmed and just have to have, like, a road map and then, "Oh, yep, it's doable."

[Bridget]: Well, and I think that's, you know, you mentioned everyone needs, or that's why coaching is so important, because that is a big part of coaching, or at least the way I do coaching. It sound like a broken record, but it is challenging some of those beliefs or, you know, those thoughts like you brought up.

Entrepreneurs, whatever, for sure, they see this whole list of things that they have to do And it's like, "Oh, I don't know how to do that." Well, maybe a question that I would ask as a coach could be, "Okay. So, do you know what you need to know? What would help you be able to do that? What tools or resources?"

As you point out, like, "Who do you know or where could you find that?" Another question is, you know, maybe on a broader perspective, looking at, "Oh, my gosh, I have this business I want to build. I don't know if I can do it." "Well, tell me about a time when you did do something that was. really, you know, tell me about the actions there and what happened. You know, what got you through it?"

[Kelly]: That's great.

[Bridget]: Yeah, kind of asking questions and just challenging those beliefs can get people out of fixed mindsets of like, it's like, "Well, actually you know what? You do know this."

[Kelly]: Yeah. Or you can figure it out.

[Bridget]: Exactly.

[Kelly]: You can find a solution. Yeah, most of the time.

[Bridget]: Yes.

[Kelly]: That's awesome. I'm a huge advocate for having a coach. I used to be one, so yes, everyone needs one.

So, do you have any like last minute tips you want to share? Maybe about setting goals?

[Bridget]: Sure. Absolutely.

I think as far as setting goals, you know, obviously you know, we talked about getting your physical health in check, because that is going to help with just the physical energy, but also the mental energy of the creativity. I think the other piece is actually writing down the goal. So, you know, there's tons of research that talks about how you write down goals, and, you know, I don't think there's necessarily a best way. Like some people are big visual processors. So, maybe vision-boarding. Some people like smart goals.

As far as setting the goal, that's one thing, but I think you and I have talked about this. You can write all the affirmations and clip out all the pictures from a magazine as you want, but eventually you have to act. So, you know, don't let coming up with the perfect business plan or the perfect vision board keep you from actually pursuing your goal because you'll just stay there. And then the last thing, this is where coaching, this is why so many people hire a coach, accountability, right.

[Kelly]: Good point.

[Bridget]: And for many, well, for a lot of people, the ultimate is becoming self-accountable. So, again that deeper Why. Right? If something is, if you want something that is so deeply rooted in yourself and your soul and your heart, whatever you want to call it, that accountability will be, you know that self-accountability will become much easier. But, even if you can't reach that, you know, get a coach. Get your friends, get your spouse, get your family on board because, you know, again, research has shown that people who know someone else is watching them, looking out for them, they're going to have a better success rate of achieving those goals versus someone who just wrote it down—and definitely better than anyone who just kind of just sits there and like, “I think I want to do this.”

Those would be my three three pieces, I guess for goal setting.

[Kelly]: Awesome. Excellent tips. Thank you.

[Bridget]: Yeah, you're welcome.

[Kelly]: Well, it's fabulous having you here today. I really appreciate it, and you just shared some great stuff. So, I hope people will take notes, listen again, or download the transcript, and really dive into this.

You'll can find Bridget at Aspire to Coaching dot com. The link is in the show notes, and on the website.

So again, thank you so much.

[Bridget]: Yeah, this was a lot of fun. Thank you. I thoroughly enjoyed it.

[Kelly]: So that's it for today. I'll be back next week with more branding, design, and business tips. You can check out my website at Angela Kelly Smith dot com for more podcast and blog posts about marketing, branding, design and building a business. You can leave comments on this episode's page on the website. Link the show notes. And feel free you to email me at Kelly at Angela Kelly Smith dot com. See your next time on Brand + Design Scoop!

Links mentioned in the episode:

Bridget Moroney at [Aspire to Coaching](#)

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