



## S3E7 Transcript/Quotes

Michelle McKinney:

... but when we understand that we are all connected, when I live out my purpose, when I unleash all of my dreams and the things they are, they also help give other people permission and the ability to see, "Well damn, if it's possible for her, it's got to be possible for me too."

Heather Adams:

Hey friends, my name is Heather Adams and my passion is developing the women coming behind me. I want to help you navigate and build a life you love. I'm a busy wife, mom of two teenage boys and a 25 year publicity veteran who's launched more than a hundred New York Times bestsellers and placed marquee thought leaders, celebrities, and change agents in the headlines and on all your favorite TV shows and media outlets. I run a seven figure business where we solve all your communication needs from PR to social media events to branding and strategy. I'm giving you behind the scenes access to the best of the best in all the areas of life that we are juggling as busy working women.

You'll hear from the people who are saving me in my very own business, as well as all my tried and true strategies and lessons to make you and your business known. I want to be the most generous female CEO who is linking arms with you and passing along all my best learnings so you can lead a life that you deeply love. This, sweet friend, is the Make Me Known podcast. Michelle McKinney defines herself as a dream architect. She helps women design, construct, and bring their God-given dreams to life. She believes that every woman can fulfill her God-given purpose, and she's on a mission to help them get there. Michelle has more than 20 years of experience working alongside senior executives at companies, including Starbucks, American Express and Fannie Mae. Michelle and I, today, are jumping into vision.

We're in this season of Make Me Known where we're talking through Business 101 topics and categories, and vision is the foundation for everything, and y'all, we are not taking enough time to dream. We're not being intentional with where we're going and Michelle is walking us through how to develop a Vision Board PlayBook for ourselves. For our entire holistic life. Not just work, not just home. I'm so excited to introduce you to Michelle McKinney on today's episode of the Make Me Known podcast. Hey sister, how are you?

Michelle McKinney:

I am fantastic. I'm feeling amazing.

Heather Adams:

Listen, thanks for doing this. I'm so happy to introduce you to the Make Me Known community.

Michelle McKinney:

Look anything for you. You have to know this. There's a few people in my life that I'm like, "There's nothing that you can't ask me to do that I'm like, 'I got you.'"

Heather Adams:

Stop. Listen, I am here for all of that.

Michelle McKinney:

Awesome. I'm ready.

Heather Adams:

All right, so you know our woman. You recently attended our Choice Summit, you know you and I are like... These are our people, right?

Michelle McKinney:

Yeah.

Heather Adams:

They're just like me and you. They're busy working women, they're running businesses, they're leading teams, they're growing families and nurturing their homes, wearing all the hats, and what we're doing this season is we're really doing a business 101, if you will theme, and every single episode is dedicated to a specific topic, and you, my friend, are the queen of our topic today.

Michelle McKinney:

Let's hear about it. I think I know, but let's talk about what that is that I'm the queen of.

Heather Adams:

If you're listening on audio, you need to go check out the video on YouTube because you can see all of Michelle's and my facial expressions and interactions. Our body language is key in this episode.

Michelle McKinney:

There you go.

Heather Adams:

Okay. Michelle, you are really a self-proclaimed dream pusher and dream architect.

Michelle McKinney:

There you go.

Heather Adams:

Look, let me just tell you, I am here for that language. I love that moniker for you. Will you explain that a little bit further to us?

Michelle McKinney:

I would love to. Thanks for asking that question. The deal is this. I think about when you are building a house, or let's say you are renovating. I know you know all about that, right?

Heather Adams:

Yes.

Michelle McKinney:

You are renovating a house, but let's say you're doing major work in that you could decide that, you know what? I want this house and this is the way I want it to be. Well, you could just go build it, but the problem is, if you really don't have an understanding of where you're going, you're going to end up with something that may not serve you well. In that same space with a home in that I would advise that it's probably important for you to take the approach of getting an architect in because you can talk to the architect and you would say, "Listen, this is what my vision is for how I want to use this home. This is the parties I want to have. This is how I want to feel. This is how I want the flow to be." That person, they're skilled in such a way that they'll think through some things and blind spots that you hadn't even considered.

And a lot of times, they'll take the vision of what you say you want, and because they're not emotionally attached the way that you are... You can feel like, "Well, no, it has to be an open floor plan." They're listening to what you're saying and they're like, "Yeah, you said you want an open floor plan, but you also said you wanted some space where you can go where you can't hear the kids playing, so let's reconsider what it is that you thought you wanted, and let me present to you what that's going to be."

In that same space in a home, I'm saying, as a dream architect, let's have a conversation about what do you feel in the belly of your soul and the belly and the recesses of your heart that it is that you want? Let's talk through those things and also join them with what your gifts and your passions are, and let's start to ideate together to be able to create a clear, cohesive vision and a

dream, and then let's walk through the process of creating an executable plan to really live that out. That's the difference. That's what we talk about a dream architect and what it looks like.

Heather Adams:

It makes so much sense. When Matt and I were talking to the architect when we built this house, he was like, "Well, tell me how you live, because then that's how I'm going to formulate the plan based on..." He just wanted us to walk him through an average day in the life of the Adams' household. What does it look like when you get up? How do you use everything until you go to bed? Then he made suggestions based on that. That's exactly what you're talking about.

Michelle McKinney:

That's exactly right.

Heather Adams:

Doing it for our lives as opposed to a home, right?

Michelle McKinney:

That's exactly what it is, because one other thing I wanted to say that made so much sense in how you shared it is that he wanted to hear how you're living your life and what's happening. In that same space, especially as busy women, there's a lot of things, especially I know the women that you serve in being at the Choice Summit and just how they are no nonsense, they go after it type of women, is that we can desire so much and the vision can be so big, and that's beautiful and that's important. The thing that I also like to talk about, because again, I'm not emotionally attached to the dream and the vision the way that you are, is that I also like to talk through, "Well, what's your season of life right now?"

Because that's important as we walk through what it is that you want to understand and honor the season of life that you're in, so that, for example, just a small example, if you are in a space and you have very small children, it doesn't mean that you can't live out the dream and all of what it is, but if you're in a space that your family right, right now requires a lot of nurturing, it doesn't mean you don't work with the vision. It just might mean that you don't have 45 hours to give to it in addition to working 40 hours in addition to taking care of your family.

Heather Adams:

Right, as opposed to if your kids are older, but still at home, but they can care for themselves.

Michelle McKinney:

You got it, Heather. That's exactly right.

Heather Adams:

Yes. I also like what you said a minute ago, Michelle, about blind spots. That's what I love about having you walk us through this, is your only goal is to help us be the most successful versions of ourselves. You're looking at it from an outside perspective as opposed to us, we can't see the forest for the trees sometimes in our own lives. I think that blind spot component too is really key because there's a lot of those that we're not going to be self aware of when it comes to this.

But I specifically wanted to have you on the show to talk about vision because to me, vision is so foundational to our overall lives, yet, I feel like many of us aren't taking the time to dream and develop it for ourselves. Why do you think that is, Michelle? You and I were talking right before we started hitting record, and I was like, we'll make a mood board for our wedding or for this house that we're renovating or for a child's birthday party, but we won't do that for our own lives. Why do you think that's the case?

Michelle McKinney:

Let's get to the physical side of vision. Of course, we talk about Vision PlayBooks and vision boards and all the things, but let's talk about the physical side of the body, like our body. When we think about our vision, most of us, when we go have our annual exam, and many of us, we have to be pulled and dragged to the doctor for us to even get to that annual exam. Quite honestly, when you're a child, they always make sure they do your eye exam. If you think about it now, I think anyway, when I get some of my annual exams, sometimes they remember to do the eye exam and sometimes they don't.

Heather Adams:

No, they don't.

Michelle McKinney:

But guess who is not reminding them like, "Hey, you didn't have me look at the vision chart today." It becomes one of those things that unless something is wrong like my vision becomes extremely blurry, I don't pay attention to it. What's interesting when I've gone to really great optometrist, and I think there's another terminology for people who are really skilled and really studying this space of the eye, one of the things with the best ones that I've gone to, they asked me, "Listen, we'll do the basic vision exam, but there's another exam that we can do to be able to look into your pupils and to see what's happening, because the thing that we know is that there are things that we can see in the eye in your vision that if we can see it in the eye right now, we can tell you down the road are there issues with perhaps terminal illnesses and things like that," and I had no idea.

Heather Adams:

Oh my gosh.

Michelle McKinney:

I had no idea that that was a possibility, that because of your vision and your eyes, you get to see more than what's there. My point being is that when it comes to our physical health and vision, because we are so accustomed to just... We wake up and you have your beautiful eyes and you can see. Because we don't have to do anything really to make ourselves see other than open our eyes and we're on autopilot, we take advantage of it and just assume that life is going to happen still, regardless of me doing really no major effort. In that same way when it comes to vision and what we're talking about in this space, a lot of us, we wake up and we just live on autopilot, and we are just, a lot of times, existing. Until something in us says, "You know what? I want something different, but I just don't know what," we continue in that same way. The same way that we treat our eyes when it comes to vision, we treat our lives that until something is deeply wrong, we don't choose to course correct.

Heather Adams:

Oh my gosh, Michelle. It's so true. It's so true. It's like you don't go to therapy until something's wrong in your marriage or until there's a problem, you don't pay attention to it.

Michelle McKinney:

You don't.

Heather Adams:

Oh my gosh. It's so true. I know you believe this, but tell me why you believe this. Why do you feel like vision is so critical for us to be proactive about rather than reactive?

Michelle McKinney:

Because this is the thing. I can live this life for 80 years, and the only thing I'm responsible for really is paying my bills so I can have a home, or what have you, to live in and feeding myself. That's one track of living. If we are not proactive in this space and understand that when we were created, you were created with purpose, that you were not created just to take up air and live and recreate and die... Something I had heard this guy... He's a pastor in Texas, Ed Young, say a long time ago, "To recreate, procreate, something and die." He said, "We're not here for that." He said, "There's so much more to life," and I believe that... Is in that space... Is we are not here just to exist. There is something that I'm supposed to do. There's something clearly that you're supposed to do, something that you're doing.

If you don't do this work that you're doing, Heather, in this space of being able to amplify the voices of your clients, then they won't be able to really live out their dreams. All of us are connected. When I don't show up and I don't live out my purpose and I don't unleash my dreams, whatever they are in the professional or personal space, believe it or not, a lot of times we think it only impacts us, and so, that's why we don't have the urgency, but when we understand that we are all connected, when I live out my purpose, when I unleash all of my dreams and the things they are, they also help give other people permission and the ability to

see, "Well, damn, if it's possible for her, it's got to be possible for me too," and so, that's part of the importance of it.

Heather Adams:

Also, I really feel like God's given us these gifts for a reason. These desires, these passions, this gifting, and when we're not sharing it, we're robbing the world of what God has created us for.

Michelle McKinney:

Oh my gosh. All day long. All day long. All day long. All day long.

Heather Adams:

Yes. All right, so can we get really practical for a minute?

Michelle McKinney:

Please.

Heather Adams:

Where do we start? If I want to sit down and I want to create a vision which I know you can help me do, and you're going to do, by the way, you just-

Michelle McKinney:

You got it.

Heather Adams:

I'm here to tell you, you're going to help me do this.

Michelle McKinney:

You got it.

Heather Adams:

If we want to sit down, listeners, myself, whoever, and we want to create a vision, where do we start? How do we get started?

Michelle McKinney:

Yes. The way that you start... Let's say even the PlayBook. What I share... And this is why I say the Vision PlayBook is literally coaching in a box. Instead of paying the premium for me to come and do one-on-one coaching and things like that, you're basically getting me in a box for like

\$75 or whatever the retail price is. This, what I'm getting ready to share, is literally in that PlayBook kit and-

Heather Adams:

Oh, and we're going to link to all of this on the show notes too. When y'all hear this and Michelle walks us through it... She walked me through it at the summit and I was like, "Sister, sign me up. I want that all day long," so when y'all hear this and you want it, we're going to have everything linked so you can connect to Michelle and get this for yourself. Go ahead, Michelle.

Michelle McKinney:

Fantastic. No, no, this is perfect. The very first question that I'm asking is, what do you really want? There are two words in there that are really important that I emphasize. One is the first word is "you," and the second word is "really." Those are very important in that question when they stand alone by themselves. Let me unpack why. That very first question, "you," I'm actually asking in a duality space. I'm asking from the space of what do you want? Everybody gets that. What do you want? Heather, what do you want? I'm also asking that because when we were all in elementary school, our English teachers taught us in grammar that the word "you" can be singular and plural. The first time I asked you about what do you want, I was asking you in the singular, what do you want? Now in the plural of that, I'm asking you all, meaning it's a combined person, you and somebody else. Who is this somebody else?

When I say it in this space of Dreams Unleashed and Vision PlayBook, and I know that people sit in different spaces of faith, for me, when I'm talking about it personally, I'm saying, "What is it that God and me want for my life?" It's those God-given dreams, and some of it, let me just be clear, that even when we walk through the Vision PlayBook later, some of it really has to do with me. Some of my self-care things that I want for my life, but it's also looking to ensure that the things that I want, they're not in contradiction to my values, for example, or my faith or whatever that is for each person. That's the first word that we want to pay attention to. What do you... And then I said the second word is "really" want.

Heather Adams:

Really.

Michelle McKinney:

That word "really-"

Heather Adams:

Like honestly.

Michelle McKinney:



Honestly, give me your heart. When I say, "What do you really want?" I'm asking you not what is it that other people want for your life? What is it that people expect from you because of this already life that you've curated because of your educational background or because of your expectations, because of the economic class, because of the community that you live in? We're putting all that to the side. So what about all that? I'm asking you what do you really want? I'm not asking you what, looking at your girlfriend's vision and what she said she's going to be doing, and the fact... Because maybe all your girlfriends-

Heather Adams:

What's popular or-

Michelle McKinney:

Exactly. Maybe your whole crew really does... They are business owners, but maybe you don't want that, so I'm asking you what do you really want? That's the very first question, and I ask you from that space of... I want you to genuinely think from your heart, "What is it that I really want?" That's the very first thing that we're looking at.

Heather Adams:

When we're thinking through this vision for our life, what aspects do we integrate and consider? If we're looking at our ourselves holistically, it's not just my professional life, it's not just my home life, it's not just what my body or self-care. Is it every single aspect holistically?

Michelle McKinney:

Absolutely. I feel like you have teed this up so well, Heather, and that actually takes us to the next part of it that we work through in the Vision PlayBook, and so, I'm just going to advance us a little bit more. I don't know how far you in the Vision PlayBook you want to go.

Heather Adams:

Why don't we jump into the Vision PlayBook?

Michelle McKinney:

Perfect.

Heather Adams:

Because this is what... When you held this up, you were with me at our Choice Summit and you were in the workshop day and you held it up and you were explaining it to the group and I was like, "Oh my gosh. I've never seen anything like this." You know that I'm dying for you to do this with me.

Michelle McKinney:

I can't wait.

Heather Adams:

Will you walk us through what a playbook shows us and how it comes to life through this process?

Michelle McKinney:

Absolutely. I'll make sure that I am being sensitive to the fact that we have a dual audience. We have people on audio, and then people on video. I'll do my best to be able to explain visually what I'm sharing on the video, but as Heather said, definitely plug into the video if you actually want to see it, because seeing is believing, but I'll do my best to explain it. When we're walking through the first parts of the worksheet, before we even get to any pictures, any of that, that's not the secret sauce of the Vision PlayBook. It really is the planning sheets and the strategy sheets that we work through. When we talk about what is it that you really want, what I walk you through first is let's identify the roles in your life, and so, I ask you, what are all the roles?

Dump them all down, and over the years of doing this with women specifically... I don't know what it is necessarily for men. It's not that I don't serve men. I do. We just don't talk about it as much because my burden, passion, this business is really built for women, and in that space, over the years of working with women, on average, we are juggling about 17 different roles in an average calendar year. About 17.

Heather Adams:

Oh my gosh. 17, I was thinking like three or four.

Michelle McKinney:

Most of us think that.

Heather Adams:

17?

Michelle McKinney:

The reason we think that is because we're not breaking it down. For example, you can lump everything as a family member, but each one of those roles require something different from you. Being a daughter versus being an auntie, being a God parent, being a community activist, being a philanthropist, being a mom, self-care, being a wife, being a boo, being a business owner, being a corporate whatever it is that you do, each one of those has a gear. Each one of those is a separate hat that you put on a different approach in how you show up in those relationships.

I'm asking you first, let's unpack all of that stuff. All the things that you know do within a given year, let's unpack and put it all on the page in the clarity sheet of the roles. Once we do that, what I ask you to do is, now, from all of those roles... Some people still may only come up with 10, and that's totally fine, or they may come up with six, but of all the roles that you have, I ask you to think about in the next calendar year, the next 12 to 15 months or so, what are the up-to-six roles that you want to focus on with great intention? If you get stuck, the question that I also ask, and this might feel a bit morbid to some people, but it's a real question because there is mortality with each one of us.

If it is that you found out you only had a year to live, which roles in your life would you want to be very intentional about? I ask them to write those up-to-six down. You don't have to have six. You could choose four. Once you write down those roles, and even in that, we can decide that we can group family and friends together so that you don't have to have all those separated out. That's personally what I did. My family and friends is grouped into one role, but once we do that, the next question I ask you is that, is there anything of what you wrote in those up-to-six roles that includes self-care? That's important. If most women... Typically... The conference I just spoke at, that was a, "Oh," moment. "Oh my gosh. I did not put anything for self-care in my roles."

If you don't have anything for self-care, I asked you to put self-care on there first because all of us know the ageless timeless thing about put the mask on yourself. We know it, but the question is, do we do it? The reason why, while we know it, I want to explain it again, why that's so critical and why I say you have to have this role on there, and I'm asking you to put it on there now, is because if self-care is not on there, these big visions and dreams and things that you have, if you're not taking care of your mind, body, and spirit, then you won't have the fuel that you need to do this big stuff.

It is like saying that I'm going to take my Maserati and I'm going to put the lowest level of gas in it. That sucker is not going to run. It's not going to run at the level that it really needs to, and so, let's put great gas in there by making sure we're intentional about your self-care. That's one. The next one, and the last one that I say that if you don't have this on there, I need you to add, is are you doing anything in the space of your God-given purpose? Anything that might include the business work that you do, a company that you work for, substantial volunteer work, a side hustle. Are you doing anything in that space that's lending itself to your God-given purpose? Again, that one's important because of what we talked about at the top of the hour, is that why we are here.

You are here with great purpose that you are... There's this book by the Nordstrom Brothers that I keep downstairs that I love the title of it. They give it to their employees, at least they used to, it's called Leave It Better Than You Found It. The idea is that we should be leaving wherever we are better than we found it. Are you doing work in your God-given purpose? That's the next piece that we look at, is we look at what are the roles and which are the ones that we're going to be very intentional about in the next 12 to 15 months. Is that part clear?

Heather Adams:

So we start out defining all of our roles and then we really narrow and filter them down to the most important prioritized ones over the next year.

Michelle McKinney:

You got it. Listen, I feel like you're teaching this, Heather.

Heather Adams:

Listen, I'm following you, sis. I'm taking all that you're sharing and I'm just putting the publicity hat on and giving you the bullet point.

Michelle McKinney:

I love what you said. I'm taking those bullet points and they will be on a website near you soon, so thank you.

Heather Adams:

How many of you are constantly looking for ways to continue to develop as a business leader and owner? How many of you are looking for a community of women to gather together and surround yourselves with who are in the same situation? They're running a business, they're leading a team, they're managing a home, they're doing all the same things that you're doing and you need to link arms with those women?

Well, friends, let me invite you to the 2023 Choice Summit. Y'all, this is my favorite, favorite, favorite thing. We created the Choice Summit for women just like me who were running businesses and leading teams and managing homes and wearing all the hats. What I was finding out of conferences is that either, one, they were so expensive that I either couldn't afford to attend, or maybe one person from my team could go, or two, I could afford to attend them, but the content was not rich. It was not strong and compelling, and I felt like I've just wasted my time and money and energy.

The Choice Summit is a value rich experience right here in Nashville, Tennessee, just outside of Nashville in a little community called Franklin that we love. It is an idyllic and charming town, and we're hosting it on April the 13th of 2023 at the beautiful Graystone Quarry. We already have marquee speakers lined up for you, and I cannot wait for you to hear who they are, but listen, if you want to be allies and not competitors with women who are in the same season of life, who are facing the same challenges and who also want to grow and learn just like you, then come to our summit. I am promising you that it is a value rich experience unlike any other for female entrepreneurs, leaders, and influencers. Go to [choicemediacommunications.com](https://choicemediacommunications.com), click on our summit tab at the very top to get more information and to buy your ticket now. We can't wait to be with you next April.

Michelle McKinney:

After we do the roles, then, this is where the visionary comes into place. Now, we take the roles that you chose, including self-care and anything that you did select around your God-given purpose in that kind of space, now, I'm asking you that question, what do you really want? What's the vision? In that space, in the Vision PlayBooks that I'm actually helping you to write out a vision statement. For the purpose of those who are on the video, but then also those who are on audio, I just want to share what we're talking about. The Vision PlayBook. This is the playbook. For those who don't see right now-

Heather Adams:

It's physical. It is a physical book-

Michelle McKinney:

Physical book.

Heather Adams:

... that you create and walk through, which, that is a huge element that I've never seen. When I've made a vision board or something before, you cut pictures out of a magazine and lay them out or whatever, but I really loved how you brought this to life in a beautiful, beautiful piece.

Michelle McKinney:

Thank you. The reason why that's important, and thanks for highlighting, Heather, is for that same reason, is that most of us, when we do a vision board... Over the years, I've done vision boards before... Is that my thing is that it's not that vision boards are not good. They are. I just shared that this weekend. Vision boards are good, but they're not great, and the reason why they're not great is because they stop short, and where they stop short is that you have these beautiful pictures that you put together, and quite honestly, there's no strategy behind it.

It's like you kind of pulled out of a hat, you saw some pictures and the ones that attracted to you, you put those together. There may be some forethought that went into it prior to the session, but you just pulled these pictures and then you might be at a party with a girlfriend and she has something, and it's like, "Oh, I want that too," but then I'm questioning, is that vision really yours or are you borrowing and now, yet again, living out somebody else's life?

What we're taking you through is very personal to you. The book itself, the reason why it's like this, and for those who can't see right now, it's this beautiful ebony, black book that is an accordion sort of style. If you think about a children's book that is accordion, it's an accordion style, and the reason why that is, because remember, we just talked about roles... On a regular vision board, a 18 by 30 or whatever the size is, white poster board that you would typically have, you're putting all of those pictures on this one dimensional piece of paper all together by themselves. You don't know what role they are, you don't know how they fit. They're just all there together.

Heather Adams:

It's like, "Here's what I want my house to look like and here's a vacation place I want to go and I'd like to have this outfit in my closet, and hey, this word really speaks to me when I see it in a magazine." There's no strategy to it. It's just all things that you like or aspire to, but there's no... I am following exactly what you're saying.

Michelle McKinney:

It's all in at one place, but what I'm saying and what I'm offering to us is as women, we are not one dimensional. We are multidimensional and we have multiple roles. When you open up the accordion book, on the first side of it, that is where all of the beautiful photos go and that you would be accustomed to, and so, every single page that's here, every single panel, is representative of the roles, for example, for myself that I've chosen, but we don't even get to this picture work until after we finish the strategy. Let me show you why.

Heather Adams:

I love that. I love that you wait to look for that until after you've developed the strategy.

Michelle McKinney:

Exactly, because the question again is what do you really want? We got to define what do we really want. This is where the strategy page is itself. At the top of the page, imagine an 8.5 by 11-ish size for those who are just listening to this, is that on this, what I'm walking you through first is on this planning sheet at the very top, you're going to write the role that we're talking about. In this role right here, the one that I have open, it's my mom role. Right below that, I said, "Write the vision." I'm asking, "What is it that you really want?" Now, I talk about vision statements being good and vision statements being not so great.

Heather Adams:

This is a vision statement specifically for your mom role.

Michelle McKinney:

Exactly.

Heather Adams:

So you might have a vision statement for a wife role or a CEO role or a sister role or a mentor role or a self-care role, but you have a different vision statement for each of those roles that you've narrowed it down to. Is that what you're saying?

Michelle McKinney:

That's exactly right, because in that space, what I want for my role as mom is going to be very different than my role as a business owner or as a lover or as self-care. They're all different. In this space, what I'm asking you to do, I'm asking you to write a very clear vision statement. What I don't want you to do is I don't want you to write, "I want to be a great mom." What does that mean? Or, "I want to love my kids well." What does that mean? Because if you say that, it's so broad, and now, we don't even have any specificity of where we're going. Let me give you an example of what I consider to be a great vision statement.

This is just the one that I'm using for myself. It's not perfect, but it's great. What I have here for my vision statement as mom, "Be intentional every month in finding a way to speak Caleb, Mackay and Sala's love language." Those are my three children. And, "In small ways during the week, prepare them financially for the future where they are saving, understanding credit and money management. Take them on a vacation by the end of 2022, and I am more involved in Sala's education, checking grades and getting a tutor." Do you see how specific that is?

Heather Adams:

It's very specific.

Michelle McKinney:

Very.

Heather Adams:

And you're encouraging us to do this vision board every year. It's not a three to five year... This is not when I'm retired, what I want my life to look like. This is every year, I am intentionally directing my life based on the vision that I have and aspire for by the end of the calendar.

Michelle McKinney:

Absolutely. For clarity on that-

Heather Adams:

I love this.

Michelle McKinney:

Thank you. For clarity on that, is that it can be 12 months, but for some vision, for some books, it might take 15, and for me, for example, my last book, it took longer because I was going through a major life change at that time, and so, that took me a longer time, and the other thing is you don't have to wait till January to start. This one, for example-

Heather Adams:

I was going to say that. You don't have to do it with the calendar yeah. It could be a year or 18 months or whatever your rolling months are.

Michelle McKinney:

Whatever [inaudible 00:34:45]. For this one, I started this in October, which happened to be my birthday month, and so, I started right then, but you could start in June, you can start in July. Whatever it is, but the other thing that I want to highlight in that vision statement along with being specific so that you can measure it and actually get some executable directives during the course of the week, is one thing that you'll notice that I did not say is, "I want." I never said, "I want to be-"

Heather Adams:

Oh, I didn't hear that.

Michelle McKinney:

... "a great mom." I said, "I am," or, "This is happening." The reason why that's-

Heather Adams:

You're speaking it into existence.

Michelle McKinney:

Heather, say it again for me, Heather. Say it again.

Heather Adams:

Sister, you are speaking it into existence. I shared with you, over the weekend, Ashley Graham talking about that. How she had created a vision board and on her vision board, she had the cover of Vogue Magazine and the cover of Sports Illustrated Swimsuit Edition, and she had those on her vision board and the guy was like, "Oh, you do a vision board?" She was like, "Yes, that's my whole message. Speak it into existence." I sent it to you and I was like, "Oh my gosh. This is amazing."

Michelle McKinney:

Listen.

Heather Adams:

But that's exactly it. It's manifesting it for ourselves.

Michelle McKinney:



Manifesting it.

Heather Adams:

Obviously, we feel like God is involved in all of that. I don't want to get too woo-woo on everyone, but-

Michelle McKinney:

But that's important because what I'm saying to you and what I'm challenging people is because if you say, "I want," that's just a dream. If you notice the name of the business, it's called Dreams Unleashed. We're not just out here dreaming. What I do as a dream architect and a dream champion is we are unleashing what it is that you want. We're not just talking about, "I want." As an example, we're going to be good girlfriends and we're going to tell the business of what it is in terms of what we just shared.

In that space of lover, for example, lover and partnership. Part of the very first statement that I have, it says... Because I'm looking at that one because it's on the other side of mom... It says, "I am in a healthy, mutual loving and passionate monogamous relationship," da, da, da, da, da. I made that statement before there was ever anybody in that place, but Heather, guess what? There's somebody in that place now.

Heather Adams:

There is. Yes, there is.

Michelle McKinney:

The things that I put in that vision statement, literally every single thing that is in here for that vision statement, that is what my partner is.

Heather Adams:

Here's what I'm taking away from this. It's like when I strategically plan once a year for Choice and we put the goals. "Here's what we want our revenue to look like. Here's how many team members. Here are clients we want to go after." We strategically plan for the year and determine our priorities, and then, when we strategically plan, "Here's what we want to accomplish in the year," then we back up from that in order to determine how to go after that. It's exactly like when I'm pitching a client. If the client wants to be on the Today Show, and that's a win for them, is being on the Today Show, then we back up from the Today Show.

What's the right segment? Who's the right producer? What's the right pitch? Who do we go to? You back it up from there in order to target it toward that end goal. What I'm taking away, Michelle, is, for those of y'all listening, my mind is blown. I'm sitting here messing with my head because I'm like, "Oh my gosh, my mind is blown." We lay that vision out and we say in 12

months from now or whenever it is, here's what I'm going to be or here's what I'm going to have or here's what I'm going to do, and then we map out how we're going to get to that place.

Michelle McKinney:

That's exactly right.

Heather Adams:

That's exactly what [inaudible 00:38:23] you-

Michelle McKinney:

That's exactly right, and I'm glad you mentioned that because part of where a lot of this training for me comes from is I've worked as an executive assistant for 25 plus years and I've had the most amazing companies... I'm working with these senior executives, and what my role has been, it's not just, "Hey, what kind of coffee do you want?" "Hey, what can I schedule?" I can do that with my eyes closed and my hands tied behind my back and I am great at it, but where I'm really magical-

Heather Adams:

I believe it.

Michelle McKinney:

... for the executives that I work with and why I can be sought after at some times, let's just say what it is, let's not temper ourselves down, is because I walk alongside executives and I say, "Tell me where it is you want to go," and in that space of business, exactly what you laid out, Heather, that's what I've seen in the companies that I work for. That's why they're high performing companies. When we look at a Starbucks, we look at American Express, they've performed not good, but they've performed great over time because they have a clear vision, and then, from that clear vision, there's the executable plan to be able to get to where it is that they want to go.

The revenue, that growth in terms of the labor force, the workforce, it doesn't just happen because they show up in the morning, and that's what I'm challenging us as as everyday people. The same way that we are challenging one another about what is your personal brand and branding and things like that, I'm saying, "Let's borrow from these companies and let's also cultivate a vision statement for our lives and be able to create our own personal business plans or vision plans," and then in this case, a playbook of how we're going to get from here to there. That's it.

Heather Adams:

Okay. Tell us how do we do this? If I'm listening to this show right now, I've drunk the Kool-Aid, I want to do the Vision Board PlayBook, I want this for myself, how do I take the first steps? What do I do?

Michelle McKinney:

Great question. First thing you do is you go online to [visionboardplaybook.com](http://visionboardplaybook.com) and you order the playbook, or you can go to my website, [dreams-unleashed.com](http://dreams-unleashed.com) and you'll see the playbook there. That's the first thing. You can determine that you're going to do this by yourself. Some people actually order multiple copies and they do this in their home with girlfriends or family members, their husbands as well, because this can be a family book as well. Depends upon how you want to do it. That's the first step. You could do it on your own. There are some people that I serve, however, some women that are like, "Listen. Michelle, I know I can do this on my own, but I need that accountability," and so, what they desire to do instead is they purchase the playbook and then they also sign up for coaching, which basically, it's accountability coaching for you to get it done and for me to talk through some of the ideas with you in terms of if you need clarity around certain areas.

That's the thing that a lot of us... Why we don't have what it is that we really need, because we don't have the right level and the right people of accountability in our lives. Simply again, go to the website [visionboardplaybook.com](http://visionboardplaybook.com) or [dreams-unleashed.com](http://dreams-unleashed.com), order the playbook, and then if you decide you're interested in coaching with it as well, you just sign up for coaching, send out the information and then I'll get back to you on coaching.

Heather Adams:

All right. We're going to link all of this, y'all, in the show notes as well, so you can easily go to it and you can follow Michelle on socials, you can go to her website, you can engage with her. I told her when she showed it to me at the summit, I was like, "Listen. We've got to do this, because I do this so well for my business. I do not do this well for my life."

Michelle McKinney:

Oh, Heather.

Heather Adams:

I do not want life happening to me. I want to intentionally curate and design that life that I desire to live. This is going to be the roadmap to do that.

Michelle McKinney:

I love it. To that point, I'll just say this. Listen, because you and I all about visioning and you are all about always, let's talk about what the wins are. Some of the wins, honestly, might even be, whether it's Nashville or Chicago or Charlotte or LA or whatever, if you have a group of friends and you're like, "You know what? I would love to make this a party," reach out to me. Fly

me out to where you are, and let's do a two day in-session where you bring your people together and you guys do this as a community. There's something incredible about, "Yes, we could do it by ourselves," and that's perfectly fine. Many people do, but in the context of community, there's just a fire that happens that we can do that too.

Heather Adams:

Well, I can see doing this with your team, like your leadership team in your company. I could also see doing it with women who you are in the same kind of season of life with. For example, I have several girlfriends who are in the same season of life I am. They also own a business, they also have kids that are teenagers. We're in different industries or whatever, but we are like biz sisters. Then, I could see doing something like this as a collective small group too. Anyway, I think it's tremendous, and what I love about this is you're giving us the tools. Even if we can't afford to do it with you, Michelle, you're giving us the tools to go and do it for ourselves, the encouragement and the necessary steps to take in order to do it and map it out on our own.

Michelle McKinney:

Absolutely. You are spot on. Last thing I'll say around that is that, have I lived my life without having a vision playbook before? Yeah. Have I been successful? Yeah, I have. But when I started using a vision playbook and when I was intentional about doing it, anybody that's in my life, they can tell you how much more exponential success I've had in my life because I go back to these vision playbooks-

Heather Adams:

I believe you.

Michelle McKinney:

... and I look at what's there, and it's priceless to see, like in that last book, probably about 90%, I think that's about the number ish, of what I put in there, it happened because I have clarity, and then there's this thing about... Whether it's law of attraction, whether it's manifestation, whatever wording that you want to use, I'm putting out to God, for me... At least that's who it is for me. "God, this is what my heart's desires are, and I'm trying to align my heart up with yours." These are the desires of my heart, and to see that happen and then things just begin to come my way, the vision is clear and it makes way to be a conduit, so that's the deal.

Heather Adams:

It's so good.

Michelle McKinney:

Thank you.

Heather Adams:

Michelle, I am so thrilled that you spent time with us. Before we go though, will you answer two quick questions that I ask every guest?

Michelle McKinney:

I would love to.

Heather Adams:

Okay, good. Tell me what you are currently obsessed with. This can be anything. It can be a new lipstick you just discovered. It could be a Netflix show that you're binging. It can be a book that you're reading over and over and over. Anything that you are currently obsessed with that you want other people to know about.

Michelle McKinney:

Oh my gosh, so obsessed with... I just finished it. It's a hard look, but there's a movie on Netflix... A series called Maid. M-A-I-D, Maid.

Heather Adams:

Oh, yes, I've seen it. I haven't watched it, but I've seen it.

Michelle McKinney:

Oh my gosh. When you talk about being inspiring to start at the bottom, so to speak, and to have roadblock after roadblock after roadblock hit you, and then just to persevere anyway. Absolutely obsessed with Maid. Absolutely obsessed.

Heather Adams:

Oh, okay. We'll link that in the show notes too, so you can go watch it if you're interested. Now, you know that I firmly believe in developing the women who are coming behind us, and I love passing things back so it makes it easier for them as they're coming forward. Tell me what's one tool, one resource, or one piece of advice that you want to pass backward that has been a game changer for you that you think other women need to know.

Michelle McKinney:

Yes, so honor your Sabbath, whatever that is for you, and honoring your Sabbath, for me, it's Sundays. Whenever I'm online, I tell people Sunday is my absolute favorite day of the week. For many years, I also worked in a church, which is such a great opportunity to serve people, but I more recently knew that it was time for me to transition out of that space, and so I transitioned out of it on May 7th, and so, I actually am now getting my Sundays back, and so I call Sundays "Sundays with Miche." M-I-C-H-E, short for Michelle, and in that space, I share some of what I

do on Sundays and offer wisdom and things like that, but it is my slow day to be able to reset, refocus, and refresh.

That's when I focus on my vision playbook, up to four roles I'm going to focus on for that week, and I work through that to be able to set myself up well, but it is the most beautiful thing to be able to honor your Sabbath so that you can get replenished. For the visions and the things that you want ahead, you have to be poured back into and just be able to reset.

Heather Adams:

Oh my gosh, what good wisdom. We just did a devotion at church recently that was about different spiritual practices, and there was one dedicated completely to honoring Sabbath and what Sabbath looked like and why God created it for us, and all of that. I love that reminder.

Michelle McKinney:

Game changer. Game changer.

Heather Adams:

Yep. Totally. Listen, friend, I am so happy to have you here. Thank you for being with our women.

Michelle McKinney:

Thank you.

Heather Adams:

Thank you for sharing all about vision, giving us a clear roadmap. I am thrilled, thrilled, thrilled that you spent your sweet time with us.

Michelle McKinney:

I love you, Heather.

Heather Adams:

Love you too.

Michelle McKinney:

When I say I love you, I really, really love you.

Heather Adams:

Oh my gosh, y'all. Wasn't that so good? Oh, I just loved that conversation and I sincerely appreciate you listening. If you loved it too, will you do me a huge favor? Go wherever you listen

to your podcast and give us a rating and a review. It helps more people like you find the Make Me Known podcast and it boosts us in the ratings, and we would be so grateful for your encouragement and kind words. Thanks y'all so much for listening today. We'll see you next week.

Quotes:

- “As a dream architect, let's have a conversation about what do you feel in the belly of your soul and the belly and the recesses of your heart that it is that you want? Let's talk through those things and also join them with what your gifts and your passions are, and let's start to ideate together to be able to create a clear, cohesive vision and a dream.”
- “We are not here just to exist. There is something that I'm supposed to do. There's something clearly that you're supposed to do, something that you're doing.”
- “That's why they're high performing companies...They have a clear vision, and then, from that clear vision, there's the executable plan to be able to get to where it is that they want to go. The revenue, that growth in terms of the labor force, the workforce, it doesn't just happen because they show up in the morning, and that's what I'm challenging us as as everyday people.”
- “I do not want life happening to me. I want to intentionally curate and design that life that I desire to live. This is going to be the roadmap to do that.”