

It's People, It's Community Season 2, Episode 5 – Brittney Pickett

Lindsay: (00:03)

Hello. My name is Lindsay Recknell and this is the Hope Motivates Action podcast. Super excited to bring you season two, conversations with inspiring people, reframing the way we've traditionally thought about hope and its connection to our lives. I met today's guest, Brittany Pickett, after she posted a super personal and authentic blog sharing how she experienced a personal mental crisis and how she thrived after coming through it. In today's episode, Brittany talks about leadership at home and at work and how hard she works to maintain her consistent leadership style in both areas of her life.

Lindsay: (00:37)

If you're interested in any of the books, resources, and tools I mentioned in this episode, all the links you need can be found in the show notes of your favorite podcast player or head to the blog and pod page of my www.expertinhope.com. You'll find them all there too. My message and my work is all about using the Science of Hope to motivate action in your life because without action, hope is just a wish.

Lindsay: (01:00)

Hello, welcome to the Hope Motivates Action podcast. I am your host, Lindsay Recknell and it is my absolute pleasure to introduce you to my friend and soon to be yours, Brittany. Hi, how's it going? Awesome. Thank you so much for being here with us today. I'm excited for people to learn all about you.

Brittney: (01:19)

I'm really excited to be here.

Lindsay: (01:20)

So just a little bit about Brittany so you guys can be familiar with her. She is the co owner and Director of Dream fulfillment at her organization, which is called the Glass Cliff Divas when she brings her sales and business development experience to the marketing world. which enabled to care for deep love for process and strategy with social media and community building. She is passionate about social impact and creating strong and generous communities for business owners. Through Glass Cliff Divas, she's able to work closely with their clients to explore ways to create social good in their industry.

Lindsay: (01:54)

Now that is a passion project.

Brittney: (01:58)

It is. It is a passion project.

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Lindsay: (02:00)

Oh man. Tell us more.

Brittney: (02:04)

I mean, Glass Cliff Divas kind of started between my best friend and I when we were both kind of struggling in a more corporate setting. She was at an agency and frankly it wasn't going well. She was doing a lot of work and was not being paid, which obviously put a lot of stress on her and her family and I basically sales pitched her the idea of starting an agency. When I presented the idea, I wasn't really clear on me fitting into it. Okay. That was more her idea, which I thought was really nice and I thought, yeah, you know, I could totally do this. This would be beneficial to me and my family too. I was burnt out and working way too much and hardly seeing my kids and I honestly thought that I'd be doing both for a couple years and you know, within within a few months we were both fully on board and not looking back.

Lindsay: (02:56)

So awesome. I just love like you see an opportunity and you walk the hell through the door like, Oh yeah,

Brittney: (03:02)

Oh yeah. Where does the, yeah, let's do this through all of these other guys.

Brittney: (03:08)

You made it into something successful. I mean, you've only been doing it a couple of years, but so successful already.

Brittney: (03:13)

But I think that really came down to, I mean with a name like Glass Cliff Divas, we knew that it was going to be something very meaningful, but we didn't know what yet and we didn't force it to mean anything straight away. We just knew that if we were going to be able to throw ourselves completely into this full heartedly, that it would have to be much deeper than a job. And so we kind of came out of the gate knowing that this was going to not just fill us financially and from a security standpoint, but this needed to fill us on a purpose standpoint as well.

Lindsay: (03:46)

How did you come around to what that purpose should be?

Brittney: (03:49)

Oh yeah. A lot of self discovery. I mean, and that was kind of a new thing for me when we started the business and I didn't really see the need to work on myself and overcome demons. I was kind of the person that was like,

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I've sucked it up and I've moved on and I don't need to know anything more. Like just look forward. And starting this business really forced me to challenge that and to look back and see, you know, where do these beliefs come from? Where am I holding myself back because of things I haven't actually worked through. I've just kind of thrown a rug on top of. And that really started to show up when we started hiring a team because my own limiting beliefs I could see showing up in work.

Brittney: (04:37)

And so yeah, that self-discovery really becomes an important piece. And the purpose honestly came along with that.

Lindsay: (04:44)

The hard work of limiting belief. Like that's not the thing you just, you know, pick up a book about and this coming from the least woo person you can ever imagine, you know, how did you learn how to do that work? How did you, how did you do that work?

Brittney: (05:00)

Oh my goodness. Okay. So when you say, no, I'm being woo, I'm with you. That's me. I'm very analytical. I'm very logical. You know, I want a game plan. I like process and my business partner is very woo and very spiritual. And so Pandora's box was actually a money mindset course that we had gotten ourselves into through a coach that Cait was working with. Her name is Steph and she does spiritual business coaching and helping people overcome these blocks and these limiting beliefs, particularly around money and what you're capable of in order to kind of reach your full potential.

Brittney: (05:43)

So I agreed to do this thing with Cait, not fully understanding what I was getting myself into, but it made me realize how much we put in our own way because we're scared of what we're actually capable of. And it honestly changed everything. I started asking myself really hard questions because you know, until I had the team to kind of say, now it matters to somebody else. I didn't see it mattering to me. And so it kind of took that mirror to say, okay, fuck, I need to deal with this because if I can't work through this, then I can't generate more income to add security to their lives. So yeah, like honestly, that was the Pandora's box moment for me and it just hasn't stopped ever since the personal development and, and the time spent questioning where these beliefs come from and overcoming it and it keeps affecting my business all the time. It's crazy

Lindsay: (06:48)

in a real positive way, I imagine.

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Brittney: (06:50)

Absolutely. And when I'm not working on it and I'm not putting it into the forefront and I'm not taking care of myself, the business suffers. And that's both incredibly powerful but also incredibly terrifying because you realize that, you know, I'm my own worst enemy or I'm my own hero. And that can be a lot

Lindsay: (07:13)

Leadership and being there for your team and also as a good support for Cait and, but also being a leader in your family and being a good role model for your kids is really important to you.

Brittney: (07:25)

Yeah, yeah. Incredibly important. And I, I see so much overlap in those two worlds now that I'm a business owner, whereas as an employee I found it really easy to separate work and home. I'm seeing where a lot of the same tools are very effective with my kids. And with my team. And it has nothing to do with your team being your children or anything too patronizing like that. It's more that we're all humans and we all are struggling with the same things regardless of our age. And we all need compassion and empathy and understanding and it's no different really. I've, I've seen a lot of overlap.

Lindsay: (08:04)

I'm totally aligned to that. I feel like you said it when you say that we're all human and it has nothing to do with their ages or our circumstances or our situation, it's all relative, right? It's all scope and scale. And what matters to us, all we want as humans is to have someone who understands us and that we can look up to or model our behavior against.

Brittney: (08:23)

Yeah, absolutely.

Lindsay: (08:25)

And I know that you and I sort of got connected in this random world because of that topic, because of that topic of leadership and taking care of yourself so that you can be better and be more present for your team and for your family. Do you want to share that journey at all?

Brittney: (08:44)

Yeah. So this year was like I said, you kind of get into that rabbit hole of, of self-development and then the to-do list takes over. And I learned that firsthand. This summer as the to-do list got really crazy and it was just one more, you know, self-inflicted expectation after another. And I wasn't showing up for myself. I was feeling totally lost and directionless and I had no energy. And when that starts to happen, that lack of connection because you're just trying to suck it up and trying to move from one task to the next. It really takes a toll on your mental health. It takes a toll on your physical health. It deeply impacts the relationships that you have because you're pulling away trying to protect everyone from your own shit storm. But really by pulling away your, you're

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magnifying it significantly. So I went through a really tough time, uh, living that every day.

Brittney: (09:46)

It's easy to look back and and say, Oh great, I've overcome it, but we're still so susceptible to it because we have to work on it every day. We have to take time for ourselves every single day. And literally check yourself before you wreck yourself because people are counting on you and I wasn't showing up. And it led to mistakes at home and at work led to over-schedule yourself as a way to feel productive even though I wasn't actually doing anything and I just isolated myself and I was too scared to ask for help. And that had a lot of shame attached to it because I wasn't showing up as a leader that I, I now knew. And I think that was the tricky part is that now I know better now that I've opened this Pandora's box of, you know, taking care of myself and in order to be the leader that I want to be, I knew better, but I was too ashamed of how off I felt to reach out, to help to fix it.

Brittney: (10:51)

And I had so many communities to lean into, but instead I, I didn't do that. So, I mean that would be, I guess the biggest thing that I would want to say to women out there leading their home or leading their team is just because you're the leader doesn't mean that you can't also ask for help because that vulnerability and that connection to other people is really what makes a great leader. And now I see the benefits of that since I've, you know, come from this fog I guess. And, and now I am working to protect myself from every single day.

Lindsay: (11:29)

I interviewed someone as part of season two of the podcast as well, Megan, and she delivered a message very similar to that about asking for help, being a confidence booster. We kind of know what we need to do. It's simple. That part is simple, but doing it as just not easy.

Brittney: (11:48)

No, no. And you don't do it once. That's the thing is that, you know, I see so many trends happening and like whether it's mindfulness or authenticity or boundaries is a really big one that I see coming up a lot more and they're wonderful things. But I feel like it kind of gets this sense of, Oh, I did it and now I'm cured. It's not about that at all. It's, it's about doing it every single day and screwing it up and then coming back to it and doing it again and being able to work through that and accept that failure is inevitable and changing the way that we look at it helps us carry on.

Lindsay: (12:27)

We don't just go to the dentist once a year without also brushing and flossing our teeth every day.

Brittney: (12:32)

Oh yeah, exactly.

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Brittney: (12:35)

It's so important to be maintaining that personal health for yourself so that you can show up for others. And I hope every single day that my team and my family know how much they mean to me and that I'm doing right by them, just simply because they are the motivation that I needed in order to take care of myself so I can show up. So it really is just a giant circle for me to show up for them. I need to take care of me and I just hope that they know that without them I couldn't do it well.

Lindsay: (13:08)

Hopefully they're just listened to this podcast reinforced that you love them and that you're there for them.

Brittney: (13:13)

I tell them often, you know, especially in the workplace, I mean kids are inevitable. I think it's easier, especially as women. I mean we won't get into toxic masculinity today, but I think as women it's easy to tell your kids how much you love them and, and remind them and show them how special they are. But I think that again, it's no different with your work team. They need to know that they are valued. They need to know that they're contributing and you know, not being too proud to say, Hey, I need your help on this. I don't know what I'm doing. Even though I'm technically the leader.

Lindsay: (13:47)

Leader is just, it doesn't have to be a title. You lead from the front, you lead from the back, you lead from the side, you know, we are all, regardless of the title in our organization, we are all leaders.

Brittney: (13:57)

Absolutely. 100% yeah.

Lindsay: (13:59)

I think that's really, really cool. I also really like what you said about not being one and done. You know, it's, it's truly a journey. And people have heard the other episodes of this podcast that you will hear me talk often about net positive and you know how even if you take a step back, as long as you're taking two steps forward, eventually, you know, and, and maintaining that net positive sort of momentum, however, however big or small that momentum in the positive direction, I think that's the part that matters, right? That progress is the measurable piece that sort of keeps us going.

Brittney: (14:34)

Absolutely. And it is so important because when you're in the moment, Oh, it can feel really dark, it can feel really, you know, Oh, it's been this way forever and when will it get better? And, and it's so important to look and say, well, you know what? It was good here and it was good here. And I get there again. If I just stay focused on the problem and how we're going to move forward and not get stuck on the same patterns or the same mistakes over and over again.

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Lindsay: (15:02)

Do you do like a mindfulness or a gratefulness kind of practice?

Brittney: (15:06)

Yeah, yeah. We actually have several. So depending on the team or at home, I'll start with at home. So some of the things that we do with our kids, we are a blended family and my partner has two kids and I have two kids as well. And so it's a very busy household, but we kind of use dinner time as an opportunity to talk about courage and kindness and we talk about what we did that was courageous that day and how we showed kindness that day as well. And I feel like gratitude is really tied to that. Focusing on the wins that you've had for the day, no matter how big or how small, we want to make sure that we're giving space to celebrate that and being grateful for the opportunity to show up for ourselves and show up for others. So that's one of the things that we do at home. The other one that we do is we do five minutes of mindfulness body scans, particularly for my eight year old. It is really effective. She's at a time in her life where she is a social social being and she's always very distracted and very busy.

Brittney: (16:17)

And so she struggles to remember to do things that are really important, whether it's everything from bathroom breaks to eating and everything in between. She will just forget. She's so full of energy and so full of joy that like she just cannot be tamed. And so the five minute mindfulness breaks for her, she, she spent some time doing a body scan and just remembering to check in with herself and being grateful for her body and all that it is capable of and making sure that she's paying attention to what it's asking her for. And the last thing we do at home for gratitude is general gratitude checks. You know, especially with so many kids, we often can't make all of them happy at one time. As you can imagine that an example would be a movie night and someone's real ticked that we don't get to watch the movie that they wanted to watch.

Brittney: (17:16)

And I'll just have to say gratitude check. And they close their eyes and they think about all the things that they are grateful for. Whether that's that we're spending time watching movie cause it's not something we do all the time, so let's not make it miserable or you know, something that they did that day or maybe it's their home or the warm blanket that they're snuggled under. But it's just an opportunity to say, I'd rather spend more time being grateful than grumbling about, you know, something that isn't, you know, a life altering event.

Lindsay: (17:46)

Well that's wonderful. I'd love to like the prompt of that. You know, the, the reality of it just to be present when it's kind of needed or when it could really help.

Brittney: (17:57)

Oh yeah. It's, it's super helpful. Like in scenarios, you know, you take your kids to the zoo or something and then you're walking by that stupid gift shop, but they put right at the door and they're all freaking out cause

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they want cups and they need \$50 little tiger statues and who knows what else.

Brittney: (18:13)

And I will just simply say gratitude check and it shuts the conversation down without too much arguing from that point on.

Lindsay: (18:22)

And I bet that they take that with them.

Brittney: (18:24)

I hope so. I hope so.

Lindsay: (18:26)

Well cause you're teaching them and then they're experiencing the changes in their mind and their body and recognizing the value of it from such a young age. It'll just probably become a habit. My sister does a, a breathing exercise with her, well she's nine now, but when she was eight, you know, and you could tell that she really, really valued it and really knew that it helped when you'd see her by herself breathing because you calm her down like you know, you're instilling these really important values in your kids and that's just so cool.

Brittney: (18:58)

Yeah. And you know, I want to instill my values and my core beliefs, but that's the other component to leadership.

Brittney: (19:05)

I think the one that I'm pretty great at holding people accountable. My issue that I have had to work on for myself is allowing people to also show up as themselves, particularly with kids I find is exceptionally challenging because you spend the first, you know, four years of their life essentially dictating to them what they like and what they don't like and where they're going to be and what they're going to do. And then all of a sudden you have these human beings that have their own interests and their own ideas about the world. And I think it's so important not to stifle that. So I have to set reminders for myself not to get carried away sharing my values and my core beliefs constantly to the point that I'm no longer listening to who they are as a human.

Lindsay: (19:53)

Again, so self aware of you and you say you have viewed and definitely got this personal development thing down, sister.

Brittney: (20:01)

Man, I've been taking it really seriously. Like, yeah, I don't mess around.

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Lindsay: (20:06)

It's so refreshing to hear. I know like the minute that you and I connected, I just felt like you were such a, I dunno, really smart, intelligent, open-minded, growing on your self awareness kind of path and it's, yeah, it's refreshing and truly inspiring to hear. I, I love to hear your messages.

Brittney: (20:25)

Thanks Lindsay.

Lindsay: (20:27)

I want to talk about hope a little bit, what's your definition of hope.

Brittney: (20:32)

Uh, you know, when I think about hope, the two big things that kind of come up to me are trust and dreams. Hope is kind of where those two things come together because dreaming is one thing and I feel like that's really different from hope, but when it's paired with trust that those dreams are possible or that you're capable of doing it, that is what hope is.

Brittney: (20:59)

It has purpose. It has a path. It is just rooted in, I don't know, like the belief in yourself and in the process and that even though it's going to be tricky, it's worth taking risks for. It takes those two components to make hope really work.

Lindsay: (21:19)

The word capability really stuck out for me because my definition of hope is very similar to yours where I really believe in the future expectation. So those that goal accomplishment, that dream recognition, but you have to action it. You have to have the capability whether you have it, you grow it, you learn it, whatever you do, it is about that action to get you where you want to be next. And I really love that alignment with trust. Like a lot of people will talk about hope and faith together. I think faith can be aligned with trust in some ways. And it's that kind of instinctive confidence that what you're doing and the actions you're taking will get you where you want to be.

Brittney: (22:06)

Yeah. Like you can almost feel it in your gut, you know, it's, it's uneasy yet it's also deeply, deeply rooted. Like you feel secure in it. It feels risky. Like you're kind of teetering on the edge of something but, but there's something just holding you saying no. Like I got this, I got this, maybe not, but I'm pretty sure I got this.

Lindsay: (22:32)

Yeah. And the maybe not part is where you question and go, okay, well what can I do differently or what do I need to learn next? Or who do I need to talk to her or whatever to either cement that view.

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Brittney: (22:42)

Exactly. I think that's kind of the piece that we need to spend more time leaning into community and asking more questions and, and learning new skills to help solidify that and then once it's kind of acquired, that's when hope expands to the next level. Right now you're hoping for new things. That's why I think dreams is such a big component of it too. It's, it's not as whimsical as just having a dream because it has no action. It still has this really magical component to it because once you kind of get that reassurance and you were, you actually have the physical proof that it can be done. That's when you grow your hope into bigger things.

Lindsay: (23:27)

The foundation of hope build on you can sort of count on it to, to reach to the next level of hope.

Brittney: (23:33)

It's like building blocks or compound interest, you know? It just, it, it just begets more hope.

Lindsay: (23:38)

Yeah. You used the word whimsical and I like that a lot. That non tactile sort of bubbly, anticipatory kind of feeling that that I associate with with hope and it is, it's a very whimsical feeling. It's a joyful, happy, bubbly kind of feeling. I like that a lot.

Brittney: (23:57)

It is. And I think we need more of it because, I don't know, you know when you tell someone kind of one of your crazy ideas that you're hoping to bring into fruition and they kinda start poking holes in it and they don't see it and they don't get it and it almost like grounds you more that you're like, I totally can do this because your holes don't intimidate me at all. Nothing. You're poking into this, I mean obviously not shutting down to great questions and looking for more answers and making sure you have a well rounded concept, but you know, it can really be something that grounds you more in it. And I think it really does require that sense of whimsy and like can it be done?

Lindsay: (24:39)

Curiosity, around it.

Brittney: (24:41)

Yeah.

Lindsay: (24:42)

Do you think that that's how you use hope to motivate action? That you sort of like keep that picture in your mind what the future dream accomplishment looks like and use that as motivation.

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Brittney: (24:53)

Oh yeah, absolutely. Yeah. Like I can see it so clearly I can taste it. I wake up with it ingrained in my mind from the moment you kind of reached that consciousness before I even opened my eyes. It's there and I know what I'm working towards. It's not defined yet because I don't want to close too many doors for myself or, or shut out ideas or get so narrow-minded that I miss opportunities, but I can feel it. You know?

Lindsay: (25:26)

That is behavior I suspect you model in front of your team, do you see hope in them as well?

Brittney: (25:32)

I do. I think that we see it in them in just the way that they believe in us, if that makes sense. You know, like they are trusting in us as a small business. Like there's not a lot of security, you know, there's not a lot of pay. I mean, I wish I could pay them tenfold. But you know, we're still a young little baby when it comes to the business world and they literally put all of their eggs into our basket and it is so terrifying that amount of trust in your vision. But it's also incredibly motivating because when I see that hope in them, that is such an incredible powerful driver for me.

Lindsay: (26:19)

Again, back to trust, right. They are seeing that they are putting their trust in you but obviously you are doing things and acting in a way that they know they can trust you.

Brittney: (26:31)

Absolutely.

Lindsay: (26:32)

That's a two way street for sure.

Brittney: (26:34)

And we came out of the gate like that when we said wellness and your mental health and your wellbeing and your happiness is by far the most important thing to us because we left workplaces that we were incredibly unhappy with and that we felt really under undervalued and we never want our team to come into work feeling like we aren't there for them. Like we don't have their back. Like they can't ask for something like they can't screw up. Especially being in digital marketing. You know, if we created a space where they felt insecure and that they can't believe in us, then we are stifling their innovation and their creativity and their ability to problem solve. And it doesn't benefit the business. It doesn't benefit them as human beings. It doesn't benefit the business at all. And Cait and I have been absolutely hell bent on making sure that the people in our team feel absolutely supported no matter the cost. Absolutely. Hands down.

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Lindsay: (27:39)
So when are you hiring me?

Brittney: (27:42)
I'll let you know when we have a position opening up.

Brittney: (27:47)
Do you know what, and that is probably the most rewarding things you could have said to me because that's the dream. Like when I talk about that unconscious, like what does it taste like? What does it feel like? What am I hoping for? That's exactly it. That people say, I want to come to work today. I want to show up for you. I want to take risks and not be afraid to fail because this is my home. These are my people. This is where I can do that. I can grow. I can make a mess of things and then we will put it back together as a team and it's again, no different than in family life. Your home should be like that too. And it takes creating and fostering a space that has hope at the center, the ability to dream, the absolute deeply ingrained sense of trust that you can be who you want to be.

Brittney: (28:42)
Be held accountable to core sets of values and beliefs and still take risks screw it up and know exactly where you, where you belong.

Lindsay: (28:52)
Yeah, that acceptance and arms wide open kind of, non-judgmental, compassionate place to land.

Brittney: (29:00)
Yeah. There's not enough of that in the world.

Lindsay: (29:02)
Brittany, your passion is palpable. It's just the joy that I hear in your voice is just, yeah, it's awesome to hear. I love it. I love it, love it, love it.

Brittney: (29:12)
I'm really, really lucky that I get to love what I do. I mean, I spend most of my day figuring out how I can make other people's lives a little bit better and I don't see much wrong with that.

Lindsay: (29:26)
Well, I so appreciate that. While you are showing up for your team and for your business partner and for your business and for your family and for your partner and for your kids, that you've also made yourself a priority. And recognizing that self care is important.

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Brittney: (29:42)

And when you show up for other people, the beauty is that they also show up for you. So I work far too much and my partner is wildly understanding of it. And my kids think I'm pretty cool running a business and instead of feeling bad that I'm often working or I have to go back to work after putting them to bed. And I really do hope that I can live up to the version of me that they see. And you know, part of that is self care.

Lindsay: (30:11)

Well authenticity, right? To say, to let them know and share that it's not always awesome that you're trying to be your best, but that it's, it's not, it's not perfect that you are, you're, you're living in a glass house, so to speak. You know?

Brittney: (30:24)

Oh totally. I will admit to my kids when I'm having a shitty day and you know, I'm doing my best not to make it everyone else's problem, but mommy's human too and I need them and you know.

Lindsay: (30:38)

Yeah. That's awesome. I always ask my guests one last question. Um, and I feel like you've answered this question in many ways throughout our conversation, but maybe if you could just summarize for us what gives you hope?

Brittney: (30:51)

All of them, you know, it's, it's people, it's community. That is the purpose it's built into us. I feel like hope is something that is built into us and we just have to tap into it. And where we find it is in connecting with people and believing that you can overcome absolutely anything. You know, especially, you know, with my bubbly personality, as you were saying, I often get dubbed the girl, you know, the cute little blonde that has never had anything go wrong in her life. And that's not the truth. You know, it's, it's not, it's not real and it's not real for anyone. And the fact of the matter is, is that I refuse to let this world make me cold and make me hard and make me be anything but me. And I really, really do believe that that ability comes from hope.

Lindsay: (31:51)

That is very, very powerful. Very powerful. Brittany, it has been such a pleasure to speak with you today and I'm so happy. You totally rocked this.

Brittney: (32:00)

Thanks Lindsay. I do love chatting with you, so, so much

Lindsay: (32:05)

So awesome. Thank you very much. We'll talk to you soon. Bye now.

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LINDSAY: (32:11)

Thanks so much for listening to another episode of the [Hope Motivates Action](#) podcast. These conversations have been so inspiring and motivating to so many people, and it's my absolute pleasure to produce them for you.

This show thrives on your feedback, so if you find value in this podcast, it goes a really long way. If you'll give me a [five star rating on Apple podcasts](#), the next step in your journey to action your hope is to check out my virtual mastermind program, the flagship series, which is called **Hope for Caregivers**. These are 12-week group accountability programs designed to support those of us who are caregiving for others, likely at the expense of ourselves and our own personal goals.

As with all the tools and resources we discussed on the show, you can find links to this program in the show notes on your favorite podcast player or on my [Expert in Hope](#). Also, when you're visiting the website, check out the [Shop page](#) where you can take Hope home. This show is all about making hope tangible and practical because without action, hope is just a wish.