

All the Hats We Wear Podcast Ep. 79, Transcript

“Demolishing Goals and Solving Problems with Holly Zink, Research Administrator”

Well, hello there and welcome to the all the hats we wear podcast. My name is Scott Snow. I'm your host. I'm a life coach, productivity expert, and speaker with this podcast. Our goal is to help you, the entrepreneur, the innovator, the visionary, learn the time management skills you need to be joyful, productive, and fulfilled in all areas of life. We have a very special guest today, you're really going to enjoy it. Holly Zink is with us today. Holly is a research administrator, and the founder of idogrants.org. She specializes in solving complex problems with simple answers. When doctors investigate how our bodies work, and why we get sick, it is called medical research. As a research administrator, she helps doctors develop and manage their research programs and to publish the results of that research to the public. Holly works for the University of Kansas Medical Center in Kansas City. Millions of people are leading healthier and longer lives because of the medical research happening there. She also serves as associate editor to the Journal of Research administration. Her educational background includes an anticipated PhD in strategy and innovation from Capella University in 2023. She has a master of research and research administration from Central Michigan University, and a Bachelor of Arts and English from the University of Central Missouri. She has training in graphic design in scientific illustration. And lastly, she is a Certified Professional by the Association of clinical research professionals. In other words, she's really smart, very talented. And you're going to get a lot out of this episode. Holly, welcome to the show.

Holly
Thank you - happy to be here.

Scott
Would you tell us about your company, I Do Grants?

Holly:

I started I do grants as a blog in 2013. It was a natural extension of my passion for research and innovation. I enjoy writing and sharing information that helps others and helps promote the joy of research. I like to stick to professional topics that are useful to researchers and research administrators. I look at career personal development, leadership and mentoring a lot of productivity, which is how you found me. And then just some general research administration topics and helpful resources. So do you actually write grants for other companies? I do. I've been writing grants for about 15 years, I also do a lot of research administration start to finish. I help people develop a research idea, proposal topic when a grant, complete the research and then write the results of that research up in a professional journal.

Scott:

So a lot of our listeners are entrepreneurs and small business owners. So how could they get involved with grants and grant writing?

Holly:

There are a lot of grants available, especially right now, because of the pandemic. The best way to find a grant would be to search and find a sponsor that shares your same mission and goals and a grant that you think your project will help the sponsor achieve their goals, right. The key to winning a grant is to remember that it's not about you and your project. you're you're making a sales pitch, and you want to convince the sponsor that your project is going to help them reach their goals. Right. So that's kind of a first-time grant writer, tip right there,

Scott:

Is it easier for a nonprofit to get a grant or can even for profit companies get grants?

Holly:

Yes, it's much easier for nonprofit there's lots of funders out there that are excited to fund nonprofits. But it's definitely possible for for profit small businesses, especially if you're women owned or minority owned. Especially right now during the pandemic. There's been a lot of money's made available grants made available to help small businesses right now.

Scott:

I wonder if I should turn into a nonprofit. Now, things easier. Nonprofit doesn't mean like that you can't get a salary. Like I'm always confused of the difference you know, with nonprofit in erect and irregular, correct so

Holly:

nonprofit, you are making enough to establish you know, your base zero of your company, your bottom line, but you're not making anything excess, anything excess goes back into your charity or your area of business, whatever your whatever you're into.

Scott:

So you would work mostly with nonprofits.

Holly:

I worked with Everybody honestly, we're both a little bit of everybody.

Scott

You have fascinating background, can you tell us a little bit about your education?

Holly

Sure, um, I am a multi potential light, which is just like a fancy word. That means I love learning new things. And I don't know what I want to be when I grow up. I have a bachelor's in English and cultural anthropology. I have a Master of Science in Business and research administration. And I'm 80% done with the doctoral coursework for a PhD in business strategy and innovation. I have training as a graphic designer and a scientific illustrator and I wear a lot of hats.

Scott

Well, that's why you're on the show. Now, I discovered your blog and your website. From a search, I was doing a Google search about roles and managing roles. And you came right up. And this is pretty rare for me, because the only other person I saw talk a lot about roles is Anthony Robbins. And then he got me started way back with his program, his audio program time of your life. And that was the first time I saw someone really delve into, you know, identifying all these roles and the hats that you wear in a self development way. So what got you started in managing your roles and identifying these roles.

Holly

I was probably three or four years ago, when I first began to divide my goal setting routine by the role. So the hats that we wear. I'm a human being I'm a wife, I'm a mother, I'm a lifelong student. I'm a researcher, I'm a teacher, I'm a proud American citizen. I'm a daughter, a sister and artist, a writer, I'm a dog owner, hats that I wear on a weekly and annual basis.

Scott

A lot of times in social media you see in people's profiles, that they're also proud of all these different roles they play. But there doesn't seem to be a lot of focus on and taking this as an approach for self development. I wonder why like it's happening, but there's not a lot of people doing this kind of focus.

Holly

I think it's just the way that you look at goal setting. I think right now there's a push towards those SMART goals. And we lose sight of the roles and that personal meaning connection back to us.

Scott

You know, and a lot of the new productivity books that are popular like atomic habits. There was another one I read that was really good called in distractible, and they say that, you know, one great way to to change your habits is to connected with your identity. So if you're a nonsmoker, you identify as a nonsmoker, you're not going to be tempted to smoke a cigarette. And same as you know, if you consider yourself to be an athlete. So have you found this to be the case also that once you focus on that role that it helps you to ingrain your mission?

Holly

I do. I think goals are more meaningful and more likely to be achieved when they're tied back to something more meaningful, something that has value for us, and but also has value for the rest of the world.

Scott

So what does it do for you as a human being to know that you wear all those different hats,

Holly

so every couple of years, I do a life on it. And I set goals that are attached to all of those life rolls or the hats that I wear, you know, I have a 50 year goal fantasies

that are fairly fuzzy around the edges. And then I build I call them stepping stone goals, you know, a 135 years that are going to help set the stage for achieving those larger 20 year 50 year fantasies.

Scott

Let's talk about personal productivity. In your blog. You mentioned the concept of re engineering. So how do you see re engineering be a part of personal productivity

Holly

In strategic theory, we talk about sorting through the clutter to find the best route. And I think the key to personal productivity is really a blend of picking out the best strategies that are out there that are going to work for you personally. You have to really get to know yourself and know your own processes. And really take a hard look at what tools are helping and where you're spending your time. In the end, I really feel like most of us are kind of searching for an elegant, simple way to explain really complex things. And the concept of reengineering in personal productivity is about having that key to that elegantly simple concept and forming those connections that will ultimately build that tangible goal success.

Scott

So it's something that we all need, but we don't really know that we need it.

Holly

That's probably fair.

Scott

In your blog, you also write about problem solving. And I know that that was one of the top 10 things in the World Economic Forum's top 10 List of You know, most in demand skills? So in terms of problem solving, you know, and of course, your research administrator. So that's one of your superpowers. How can we improve our own problem solving skills?

Holly

Change, watch cute TV crime solving shows. I think good problem solvers are people who love ideas. They look at the world differently. They love finding those random connections and can see patterns where others may see complexity. We always joke and research administration that no matter what question you asked

me, the answer is always going to be it depends. Because there's so many rules and regulations and legislation that govern research, especially medical research, which is where I spend most of my time, it's hard to answer a simple question with a simple answer. Without including all of that background jargon. I think the best way to improve problem solving skills is just to become a lifelong learner, and just constantly be fascinated about new ideas, and trying to turn things around and look at things from a different angle.

Scott

So you're very creative. When do you feel like you're at your most creative? Like when you're aware that you're really being creative? And in the zone?

Holly

Perhaps one good example is, whenever I'm approaching a problem, or something that I'm not quite sure how the what the, what the answer is, I try to think of all the possible options, even if they're just totally crazy, I never would have considered that before I try to put it out there. So perhaps a good example is recently we were trying to figure out what's the best way to get information to our medical residents. So I sent out a survey and I said, you know, how do you guys want to learn new information, and I included a big long list of all the possible ways to communicate, I just pulled it off the internet. And it turns out by overwhelming response, our medical residents love to hear information through podcasts, they want audio, and the faculty who were on the committee with me were like, I never would have considered that, ever. That's crazy. And but it was overwhelming. You know, no one in that room, would have even thought to have made that an option on the survey if I hadn't just thought of Okay, you know what, let's think outside the wall, let's look what are all the possible methods of communication and find the one, put them all on there and just get some feedback and see what hits. And I think that's a good example of throwing the spaghetti at the wall, and really seeing what stuck. And now I have to learn how to make podcasts. So what's your approach to goal setting, my approach to goal setting is to really to define the end game where your life is going and what you want your life to look like at the end if you achieve that goal. And you start with those 50 year frozen goals, but keep them fuzzy, because your life changes, something's gonna happen, something's gonna change along the way.

Scott

I love that. What is your approach to project management. And also, if you'd like to discuss the element of progressive elaboration in project management,

Holly

I love, love, love that concept of progressive elaboration. It's this concept where the project begins with a really simple idea. And then it's gradually updated and refined into a more detailed plan of execution. And that concept of progressive elaboration really allows you to start small with the information that you know, and then build the project as more information becomes available. So in a lot of ways, progressive elaboration ties back to assessing and realigning those stepping stone goals to achieve your 50 year fuzzy goals.

Scott

So you know the outcome, but you don't really know the path. So maybe that other progressive elaboration is that way of brightening the path.

Holly

one really important thing about goal setting is this alignment and reassessment. Every few years, you really have to take a step back and look at where you are now and where you're headed. And sometimes you just have to realign those stepping stone goals, those milestone goals, so that we end up where we want to be in 10 years or 15 years. And when you organize your life, by the rules, or the hats that you wear, it just becomes easier to create more meaningful and lasting goals. Because I'm always gonna be a mom, right? I'm always gonna wear that hat. I'm a lifelong learner, so I'm always gonna wear that hat. So when I decided to go back to school to get my PhD, that ties back to my hat of being a lifelong learner. And suddenly that goal isn't necessarily about the outcome of getting an academic degree. It's more about the content and the journey and the process of learning. And so that when school It's tough, and it gets tough a lot. My goal is tied back to a key part of who I am. And that makes it easier to persevere through the hard times. And I think when you align your goals with the hats that you wear, if you do it, right, you're baking in a level of personal resiliency that otherwise isn't there.

Scott

That's great. Let's talk about role transitions and how you transition between all these different roles. You know, each role requires different attributes that make you good at that role. So do you find that you have to consciously shift gears between these roles? Or is it just naturally because you already have that overall sense of your life?

Holly

I think shifting between roles is really about kind of that work life balance, because I've got professional hats, and I've got personal hats. And I think getting back to your question, there's 15 minutes, there's a lot you can get done in just 15 minutes. And I tell this to a lot of my students, you can walk a mile, you can do the dishes, you can read a book to your toddler, you can answer an email, if you're me, I can take two good pages and 15 minutes. So for me work life balance and finding the balance between all the roles that I wear. It's about defining what you really want. I work from home now, like a lot of your listeners, I'm sure. And everyday, I take 15 minutes in the morning to take my house back to what I call beauty base zero, which means toys are in the toy box, dirty dishes are in the dishwasher and all the clutter is cleaned up. The dishes aren't clean, and the floors aren't Swift, but visually, my house is tidy. And that's the environments that I choose to live in. And work life balance is really about making those choices and what matters most and finding a way to touch all of those points throughout your day. So even if I wear a hat for just 15 minutes a day, I can still make that incremental progress, that progressive elaboration that helps me achieve work life balance, achieve all my goals and wear all my hats throughout the day. I love

Scott

how you have all these different terms that you've created on your own. You should have your own talk show. English major. My words, that's great. Now censure, you know, so heavily have a such a strong background in research. As a life coach, I focus on self development. But a lot of times it's easy for life coaches to just rely on their own experience and kind of call them laws and facts and all that. So how could a life coach, you know, support some of what they say with with research.

Holly

So there's a lot of different research out there. The internet is full of all kinds of wonderful tidbits, some of them true, some of them not. So, when, in my work, I help doctors investigate how bodies work. And when they get sick. We manage their research programs, and publish the results of that research to the public. And when we publish those results we do we include references to all the research that was done before us to prove that our methods and assumptions are good. And the best way to ensure that you have legitimate source is to check if it's from a peer reviewed journal, or at least a very high level reporting to source. I recommend using Google Scholar to search for topics if you don't have access to a university library. There. There's legitimate research on every topic under the sun.

I mean, I was just reading the other day a bunch of geneticists got together and decided to study the Loch Ness Monster, and they grew 250 water samples from, you know, Scottish lakes and examined bits of DNA and they found traces of 3000 different species, but no evidence of giant reptiles or aquatic dinosaurs. And that was, you know, it's legitimate research there geneticists are taking DNA. It's legitimate research on the Loch Ness Monster. So there's all manner of legitimate information out there. So I recommend information from peer reviewed journals or Google Scholar if you don't have a university library available.

Scott

That's great. Now, I've found that when I do research on Google Scholar that a lot of times you get to a place you know, a journal where you have to pay you have to have membership if you're not with a college. So it always finds every time I really pull up my sleeve and say, I'm going to really get into the real research. I just get stuck, because you have to have the membership to have the whole thing. So how do you Do you get connected with a college to see the whole article.

Holly

So if the article you want is behind a paywall, I highly recommend emailing the author directly, somewhere around that article, there should be a email address for the author, the corresponding author, go ahead and shoot them an email, they are more than happy to send you a copy trusting trust me, especially if you include a little bit of compliments there, you know, hey, I loved your article, I'd love to, you know, I don't have access to university, I'd love to read the whole thing. If it's an older article, or that person has maybe moved institutions, that email is not always valid. So another method I recommend is researchgate. It's all one word. So website, researchgate, if you're not a member, I recommend signing up is free. A lot of authors list their work on that site, and you can actually send them a direct message within the website to ask for a copy of their work 9.9 times out of 10, the author's more than happy to sending you their work.

Scott

I never thought about that. It seems like in my case, with this, focusing on the roles, you know, that's not based on on facts or research initially, that was just of my own experience of what helped me. So I wonder how you, you it's almost like you have to backtrack and say, Well, how can I find research that backs, identifying all these different roles that you play? Have you seen any research related to roles, or this kind of self development focus,

Holly

there's been some work on performance based identities. But it usually comes from a fairly negative place. There's also been some research on the contribution of social identity and like self categorization, but it relates to organizational productivity, it doesn't quite touch on what you're doing here, most of what I think is out there has to do more with the organization, and how individual category, you know how your self identity and your role affects the organization, and not you personally.

Scott

So it's, and now you're making me think when I'm reading, you know, nonfiction books, now, self development, you know, like atomic habits, like they'll have research, but it's a little bit, you know, to the side, and they sort of just connected with this idea that they're

Holly

tangentially related, and you're trying to pull in some concepts, from other theories that might be relevant to the conversation. But there's there does seem to be a gap here about roles and how defining your goals based on your role, or the hat you wear, affects future productivity.

Scott

I remember finding most of the stuff I found about roles was with career counseling, and helping someone with that. So I guess that could be a start. Now, let's switch gears a little bit to leadership. You have an idea here, where it connected leadership communication style with personality traits, would you tell us more about that connection,

Holly

I work mainly advising and mentoring students. And that's what works best for me and my personality. I'm a teacher. I'm someone who looks at the individual person, their unique qualities, their backstory, and their specific goals. And I think you probably fall into that category as well. These days, if you put productivity and time management aside, effective leadership is really just been about finding a balance between all your roles and the hats you wear work from home, you know, has really disrupted most of our routines. I feel like that's going to be the motto for 2020 2021. Yeah, and traditionally, humans are alive, it's important to find a balance and managing those hats and transitioning those roles. And when it

comes to leadership, communication style, it really depends on your personality and your natural strengths. I like to recommend the Gallup Clifton Strengths Finder test. The top five assessment is just like \$20. And it was really helpful to me to pinpoint my natural strengths did give me some clarity about who I am as a leader and what my strengths are professionally. I think my top five were learner, individualization achiever, ideation, and strategic which I think even from our short conversation today, you can tell they hit the nail on the head. So my leadership communication styles really tied to all those personality strengths. And knowing that helps me become a better leader and a better communicator to my students.

Scott

That's great. You're, you're a proponent of the commonplace bullet journal. How do you use it for self care and creativity?

Holly

So my journal is in a couple of different ways So studies have shown and this one, you know, tangentially related studies have shown that when you write down a goal, you're 42% more likely to achieve that goal. So, if you are 42% more likely to get a million dollars on your tax refund, if you saying Happy birthday, before you turn it in, you do it right, just 42% you want a million dollars. So it's just silly not to write down your goals. So if you're going to write them down, find a way that's meaningful to you. And I've kind of adopted that bullet journal style that's really kind of fashionable the last couple of years, it doesn't have to be super fancy, just find a method that works for you and make it a habit. So I kind of have to I have a life journal that contains You know, my mission, my vision for my life, my core values, and really further defines the roles that I wear and those fuzzy 50 year fantasies. But then I also have a work journal that contains my daily to do lists, and the more weekly, daily to accomplish items. And those two things work together to help me manage my goals, keep track of everything that I'm doing in my life, and really make that incremental progress, that progressive elaboration to move forward with all of my goals.

Scott

Personally, that's awesome. Did you say you have plans to create your own podcast?

Holly

No, I don't have I didn't but all of my students say that's their best learning style they want something to listen to. So if I'm listening to my students, maybe we need to start cereal into audio format, we'll have to see that might be a new venture to do list, so

Scott

Wow. Well, you should consider it. I think that would be awesome. I would subscribe, that's for sure.

Holly

Thank you, I do grants is I get grants that org is enough work for me right now as it is I'm going to add on one more thing to my schedule.

Scott

Well, you know, one reason why I really liked doing the podcast is that it I find it saves a lot of time for me because I can cover a lot of ideas in a shorter amount of time. And what I do, you know, I've got it here, I have all these three ring binders, that this is what I call my scrapbooking, this is number 30. So and all of them are just I subscribed to three newspapers. And I just cut cut out articles that I like, you know what I kind of underlying the stuff that I so this is my resources for all my ideas for my for my podcast. So then I'll get these index cards, I'm nerding out now with, you know, with all the info, and then I'll just start to go through this binder and then get some ideas and up and then I'll just look maybe, you know, five to seven little stories that I can gather about kind of like productivity in the news. And then I'll just have like one main theme, you know, at the at the front end of the podcast, and then I just gab about these and then I'm just, I just let it run. And then you know, 1520 minutes, I'm done with all these ideas. So now I'm just trying to figure out how to make videos of those little clips for all the other social, but I'm making it everything is focused on the podcast. And then everything stems out from those. And that helps me more. I just found for me with the blog post that it was taking a lot of time. And I wasn't getting a lot of energy and engagement. back from it. It was more like for me, I liked writing. But well, I've got a couple more questions for you, Holly, this has been a great pleasure. And I know the audience's getting a lot out of all this information, there's so much to unpack the difference between a mission statement and a vision statement.

Holly

I like this question. A lot of people ask me this question I do a lot of when I have companies that are looking to find grants, I find that most of them haven't really put together a solid business plan for their business. And that's also the first step that I usually take with these agencies. You know, I, my clients, I want to put a good business plan in place, you know, who are you? What are you doing, where you're going? What's your strategy, there's no one's going to give you money if you don't even know that. So the difference between a mission and a vision statement, a mission statement describes what you do. So the example I like to use the Avengers possess abilities beyond those of ordinary people and they use those powers to fight evil. Right so their mission statement describes what they do. They have supernatural abilities and they fight evil. The vision statement describes what the world's gonna look like. After you've done your thing, so the vision statement is, you know, the Galactic universe is now freed from the fantasy that is evil flunkies. So the mission statement is, what you got and what you're going to do. And the vision statement is kind of your future projection. This is what I want the world to look like when I'm done doing my thing.

Scott

Perfect. Do you have any resources for making a business plan?

Holly

There are so many resources out there, it's insane. So if you just go to Google and say business plan template, you will find 100 different examples out there. I think the key concepts are really to understand who you are as a company, your values, your mission, what your goal is to achieve, why you started the business and what what you're in the game to do. And then also, when it comes to your business model, most of my clients, I really tried to work with something scalable, something that's okay, you're starting out small today. But eventually you you want to be successful, and you want to get out there. So you need to have a plan for how you're going to build what are your steps? What are your milestones? How are you getting out there, there are so many different platforms out there today, if you're trying to, you know, sell a product, you can do everything from starting a podcast starting a blog with some resources behind a paywall or subscriber list, you can have different graduated levels, everyone's online now. And I think that virtual meeting has opened up a lot of business opportunities as well. So as far as business plans, I recommend, you know, really outlining who you are as a company and where you want to go. And really try to define those steps and milestones to get you there.

Scott

The research required for a business plan reminds me of the the challenge I have with with straight research with the Google Scholar. How do you find out like, as a life coach? Where do I go to get like information on the industry of life coaching? Or, you know, the for the competition? You know, besides like, I know, I've seen certain people on social that seemed to have it going on, you know, how do you really know who's the competition and trends and all that good information? You can't just make it up? Where do you go for that kind of information?

Holly

Sure, when I'm doing background information on a client or a company, I am googling, you really have to define your Google Search Google's searches and are the same as library searches. So I do a lot of library literature, literature reviews, searching for you know, that peer review, research that's going to back up whatever topic we're talking about, you really need to hone in that search, learn your Boolean terms, you know, within each parentheses, you're not just searching life coach, you're searching life coach, or, and then all the related terms that might be attached to that. Learn how to build a meaningful search. And then you can look through and find you know, who's really successful at this? And what are they doing? Compare five or six different companies that are similar to your own in your area and outside of your area? and really look to see what are they doing what is their business model look like they are doing in person, they're doing virtual coaching sessions, maybe they're doing group sessions, maybe they're on that insight timer meditation. Now you can have talks on that meditation app, and get people that way, their social media, there's so many different ways to approach your market segment, we need the people that you're trying to reach. I just recommend doing your research, find companies that are similar to you in your market segment, and find things that they're doing that you could easily do awesome. Copy examples to emulate. That's one of my favorite things. We're not copying or emulating the examples of others successful before us.

Scott

So it's, it's okay to have a mix of different income streams and you know, whether it be coaching or you know, presentation speaking,

Holly

Oh, absolutely. I have a full time job and I freelance on the side. I have 800 other things that I do,

Scott

like my company, was selected locally with a Business College to be part of their MBA class. So there's six students that are in a team and my business is their project for the semester. So this has been a great opportunity. So they're also going to give me a business plan and a marketing plan and that sort of thing. So, but I think sometimes I get them nervous with, you know, saying, Well, you know, now I want to talk about speaking and professional speaking. And now I'm talking about life coaching. And now, you know, but they're all kind of similar, you know, in that same vein,

Holly

you know, what you're saying? reminds me, it kind of ties back to those SMART goals. A lot of people when they first set out to define a goal, they think, of the most obvious answer. So when I decided to go back to school to get my PhD, I didn't set a goal to graduate because just applying for the program is it's inherent that my goal is to graduate. I said, two goals. When I went back to school, I wanted to get a 4.0 GPA. And I wanted to apply for a dissertation enhancement grant. Now, those two goals were very intentional, I thought very long and hard before I set those two goals. So the first one, now, the professional world, nobody cares about your GPA, right? It's completely meaningless. So the reason why I've set that goal for me is I've never had a 4.0 in my life, I schoolwork has never been easy for me. But I promised myself that I was going to go back to school to get this degree, I wanted to pay attention, I wanted to be present, and truly learn in every class. And the only way I could really think to measure that was to have a 4.0. And then the second goal was to apply for a dissertation enhancement grant. And that's kind of a big deal. In our world, typically doctoral programs, it's not the best topic, it's whatever your advisor decides to throw at you, and you just do whatever you need to do to graduate. But I wanted to do something different. I wanted because I have a background in research, I wanted my dissertation to be something a little more meaningful than the average project, I wanted to have something really, you know, fabulous, super sexy research project that really, you know, it was fantastic. And the only way that I could really define that and to make sure that I kept to that goal was to say, Okay, I'm going to apply for a dissertation grant. Because if you're applying for a grant, you have to have a really super sexy project, right. And so though, that was my two ways of kind of keeping myself accountable during school, all throughout every class, no matter what I'm doing. remember why I decided to go back to school, I'm a lifelong learner, I love learning. This is why I'm in school and to make the most of every moment. And so when you go sending or gold demolishing as I like to say it, it's important to define

your goals carefully and understand what you want to get out of the experience. And what you want your life to look like when you're done is don't just set the goal and want to graduate. Well, you're going back, it's not that black and white, there's a whole range of fuzzy that you need to address with your goals as you complete whatever experience it is that you're trying to get to.

Scott

Well, I feel like I could talk to you all day, Hallie. You've given us a lot of ideas to think about and just a whole range of great information. So our final question, what's one action our listeners can take to live a more purposeful life?

Holly

I really think the key to meaning a meaningful life. And a more purposeful life is that self reflection, you have to really understand your life roles define those fuzzy 50 year fantasies. But you also have to understand that life changes, roles change, and our goals need to be flexible. Maybe you got laid off during a global pandemic, maybe you got a chance to travel the world, maybe you got an opportunity to go in a direction that you didn't expect. Your Goals need to be flexible enough to allow for these opportunities. And I think, you know, throughout our conversation, when we talk about that more purposeful life, people try to make things more black and white. This is my goal. This is my time limit, end of conversation. But I really think there's value in that fuzzy gray area there's value in leaving room for growth and change and reassessment. So one action that your listeners can take to live a more purposeful life is just to leave some fuzzy room for growth. reassess, realign where you're at every couple of years. Living a purposeful life is an ongoing conversation that you'll have with yourself for the rest of your life.

Scott

Awesome. Holly, it's been a real pleasure. Thank you so much for being on the show. Thanks so much for having me. I enjoyed it. For more information about Holly Zink and her company Visit I do grants.org you're meant to do great things with your life. If you want to be an innovator and visionary in your field, you have to manage your busy life like one. If you're like most, you're juggling 15 to 20 different roles at any given time. I'd like to give you full access to a transformational video training series called The five secrets entrepreneurs know about effective time management. It'll help you regain control of your busy life, and guide you on a deep dive into goal setting, project management, creativity, roles, and mission statements. After completing the training, you'll have a system

for managing your life so you can live your purpose. See how different life can be when you're joyful, productive and fulfilled. For complete access to this one hour training, divided into five modules, visit our website, [all the hats we wear.com](https://allthehatswewear.com)

Transcribed by <https://otter.ai>