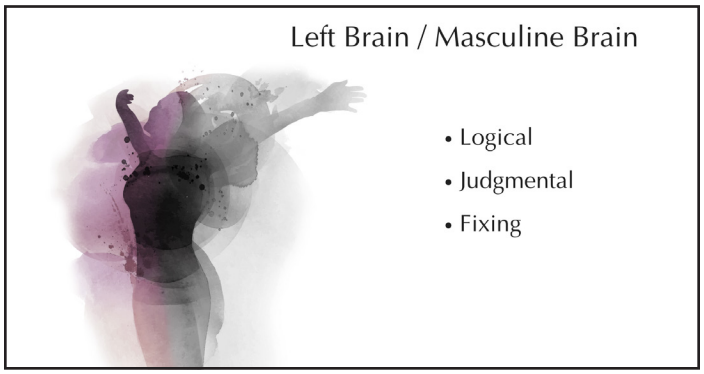
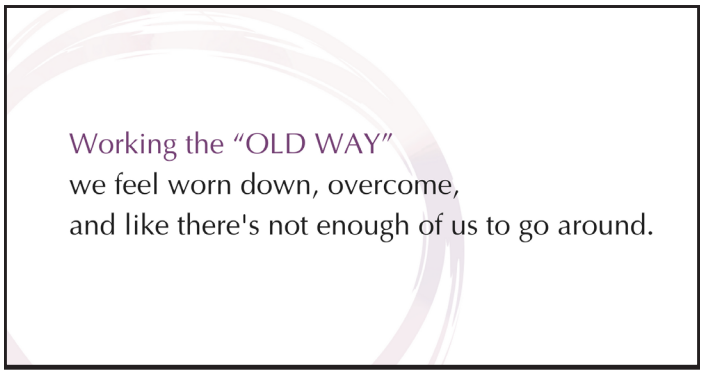
Video #2

Are you working with half a brain?

Welcome back to Video #2 in this training series, Feminine Genius At Work, where we're talking about an entirely new and different way of doing our work in the world — whether it's how we do our jobs or build our companies or raise our kids or waltz down the aisle at the grocery store. So that our work becomes more robust, deeper, richer, and has more meaning and impact and does not make us super stressed out, stretched too thin, and like we're not in our right minds.

So in this episode, Video #2, we're going to look at how most women are actually working with only half a brain. And I know that seems a little racy or even insulting, but stay with me and you can see what comes when we integrate this other part of our brains and ourselves into our work.





Because really, if we only work in the "old way" from our logical, judgmental, fixing half of our minds — our left brain or masculine brain — that's the reason we feel worn down or overcome. Or like there isn't enough of us to go around.

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So in this episode, I'd like to introduce you to two Key Feminine Genius Ideas that start to change everything about the way we work: Putting Appreciation Before Fixing and Putting Intuition Before Logic.

In Video #2:

In this episode, I'd like to introduce you to two key Feminine Genius ideas that start to change everything about the way we work ...

Feminine Genius Key Ideas:

Appreciation Before Fixing

Intuition Before Logic

We'll also get into:

A rather surprising way to break the trance of gloom, doom and overwhelm.

How to connect to your natural confidence and sense of your value.

Why your plans and goals can actually limit you.

How to use your brilliant mind in service of your body and soul.

And Feminine Genius and your sex life, love life, and even the resiliency of your kids.

Also in Video #2:

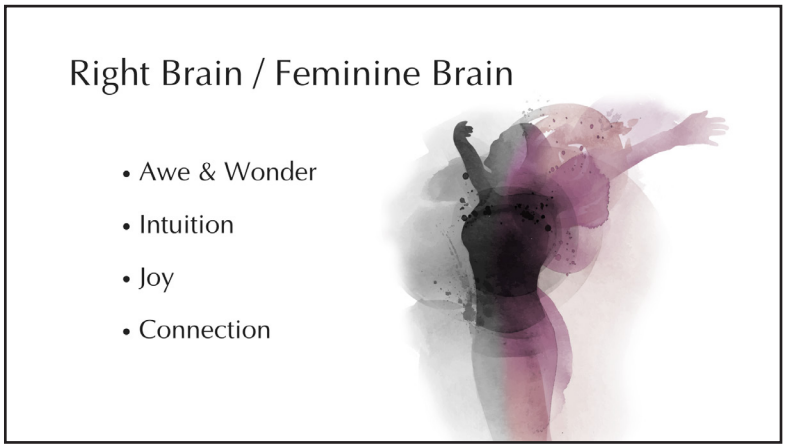
- A surprising way to break the trance of overwhelm.
- How to connect to your natural confidence and value.
- Why your plans and goals can actually limit you.
- Using your brilliant mind in service of your body and soul.
- Feminine Genius in your love life and family life.

All right, but hold up. I'm getting ahead of myself. I want to tell you the story of Dr. Jill Bolte Taylor, who is the author of My Stroke of Insight. She's a neuroscientist who had a stroke in her left brain and literally lost her entire left brain function. Which means she could not sit, stand, walk, eat, do math, nothing.

And as obviously frightening and alarming as this experience was to lose part of her brain, she was aware that she was losing her masculine brain or left brain function. She also was aware that she was then operating from her right brain, from her feminine brain. And it was euphoric! She felt all in wonder

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at the slightest thing, even just the droplets of water on her skin from the shower. She could sense the energy and intentions of the doctors and nurses caring for her. The ones who judged her, she could feel were impeding her healing and those who are patient and loving were helping her healing. She could feel oneness with everything and it was incredibly joyful. So incredibly joyful that as she started to heal and bring her left mind, as she calls it, more online, she had momentary second thoughts because she didn't want to lose living from such a joyful, pleasurable, inspiring, and spiritually fulfilling part of herself: her right mind, as she calls it.

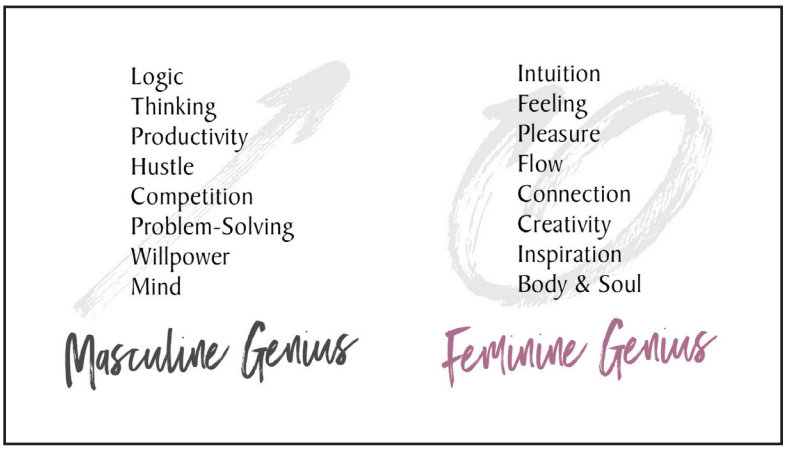


And she did not. She made a full recovery, which is incredibly rare in strokes like hers, and she did it by remaining strongly rooted in her feminine brain while getting her masculine brain strong and capable again.



So Dr. Bolte Taylor knew that her left mind was HOW she was going to be a body functioning in the world doing her work, but she also knew that her right mind — or Feminine Genius — was WHY she wanted to be in the world doing her work. And she needed to balance her masculine left brain and her feminine right brain so that she could be in, as she calls it, her right mind

So, quick review of Feminine Genius. Okay, in contrast to your fixing, thinking, critical Masculine Genius parts of you, Feminine Genius is the feeling intuitive, loving, inspired, creative parts of you.



Masculine Genius, or left brain, is like a 24-7 talk radio station and it's just broadcasting a list of problems for you to fix, the plan for you to use to fix them. and why you're bad and wrong for not fixing them sooner.

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Feminine Genius, or right mind, is like a radio station that's broadcasting incredible music that is just breathtaking. It makes your hair stand on end and you feel connected with humanity. You know, you groove a little to the song. Your focus for your next move becomes very clear and you feel good in your body as you do it.

Now, most of us have the volume cranked way up on our Masculine Genius, but when we do, as Dr Bolte Taylor did making her full recovery, and turn up the volume on our right brain, Feminine Genius, and listen to it first, we connect to the magnificence of life and in us. We get intuitive guidance and fresh perspective on the problem in need of fixing, leading with our right brain, Feminine Genius.

When we TURN UP THE VOLUME
on Right Brain / Feminine Genius

we connect to the magnificence of life
and get intuitive guidance and fresh perspective
on the problem in need of fixing.

We're no longer working with only half our brain, but we break the trance of the radio station of gloom and doom, we feel less crazed by life, and we are more able to be in our right mind.

Leading with Right Brain / Feminine Genius:

- No longer working with half our brain, but with ALL OF US.
- Break the trance of gloom and doom.
- Feel less crazed by life.

So, whether you are a mama or a corporate attorney or both, I invite you to stop working exclusively from Masculine Genius and instead expand into working with your Feminine Genius as well. One way you can do this is by using a Key Idea of Feminine Genius that I call Putting Appreciation Before Fixing.

Feminine Genius Key Idea #1:

Appreciation Before Fixing

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You'll hear from a few women who are working in arenas like most of us, where there are real problems to fix — and they're helping to fix them — and it's when they put Appreciation Before Fixing that amazing thing started to happen.

Dr. Allison Bondanza
Clinical Psychologist for US Military, Washington, D.C.



"In a lot of ways — due to culture and and my job and being in a room with a bunch of old white generals — I wanted to be masculine because then I would fit in, right? So, in some way it was repressing my own feminine energy. So thinking about it as being the answer was kind of counterintuitive, not something I ever would have thought would have really been what's true for me.

Practicing this has picked up so much momentum and it's just made me so much more free. The scary part is I didn't even know I was in prison for many years. The fog has lifted and the criticism is no longer there and it allows me to be so much more present, so much less anxious, and allows me to free-flow ideas. I have more clarity and so much more confidence for just putting things on the table.

And, you know, not surprising, but also at the same time, very surprising, I've been getting a lot more recognition at work in the last few months and been asked to be part of initiatives and I got a raise and I got a bonus and an award out of absolutely nowhere — well, not nowhere!

It's just is happening in a lot of ways. And I think it's because that criticism is .. not gone, it's there, but I'm not engaging in it. I'm not listening to it at all day long. I'm not believing it all day long. I'm challenging it. I'm pushing back, instead of just sort of accepting it as matter of fact and truth. And I think as a result, it's just making me like flourish in so many ways."

Shadi Mogadime
Business Growth & Sales Consultant for entrepreneurs, Toronto, Canada



"To find a solution — I'm very solution oriented, right? That's part of being a fixer, but it does tend to suck the joy. It can be a great trait, don't get me wrong, as a consultant to go into a business and say, 'Here's how you can improve.' But I've

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also learned, going into a company and saying, 'Here's what you're doing well. How do we make more of that?' as opposed to going in a company and looking at what's wrong. Really interesting. Really interesting difference. So, way more fun looking at what makes things work and perpetuating that, perpetuating the good, perpetuating the pleasure and the joy and the connection, as opposed to fixing what's wrong. And social connection is the number one thing that drives activity.

So, do you see what I'm saying? Completely changes the way that people relate to each other from a place of enjoyment: Appreciation. So yeah, amazing, an amazing change in orientation. I think it changes everything. I really do. I'm not saying that as a hyperbole. I really think it changes everything because it gives you a completely different set of glasses to wear, a completely different lens.

And my role in my family was "the fixer," so applying this to myself as well and having it be the thing that drove me to my spiritual path. I was really looking for a spiritual path that would help me "fix" myself. Well, there's no fixing being a human, you know! So, I think that if there's any result, it's coming to that place of saying, 'There's no fixing being human. I can give up on Shadi-Project, you know, and just live my life and deal with things as they come! I can be in love and joy and peace to whatever degree I can, and deal with the sorrows and the upsets and the anger, each as it arises as well. And say yes, really, just say yes to being a human being."

I know, I know. We think that if we don't focus on fixing, the problems are going to get worse! But really, it is our focus on the fixing that makes things worse — and more complex and more demoralizing.

So, as you put Appreciation Before Fixing, it's not that you don't acknowledge the problems are there. They exist. You don't sugar coat anything. But by focusing on Appreciation FIRST you shift out of using your logical, masculine mind FIRST, to engage in your feminine brain FIRST, so that:

You have access to the awe inspiring big picture.

So that you feel naturally confident and valuable.

You bring your whole self to whatever problem you're working on.

You connect the dots, come up with creative solutions that work better for everyone, and enjoy yourself along the way as you work.

But by focusing on appreciation FIRST
you stop using your logical Masculine Brain FIRST
and start engaging your Feminine Brain FIRST
so that ...

- You have access to the awe-inspiring big picture.
- You feel naturally confident and valuable.
- You bring your whole self to whatever "problem" you are working on.
- You connect the dots, come up with creative solutions that work better for everyone, and enjoy yourself along the way.

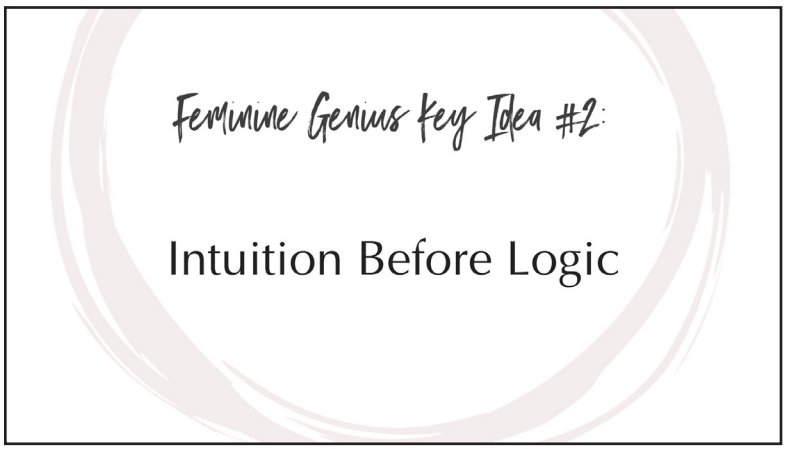
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You are in your right mind!



Okay, let's welcome the second Key Idea of Feminine Genius, Putting Intuition Before Logic.

When we lead with Feminine Genius, it can look to the world like we have lost our marbles, because we live in a world that really values rationality, productivity, or looking at the bottom line as a way to make decisions. And there's really nothing wrong with any of that. But especially for women, working ONLY in that way drains us of the beauty of life and the work that we're actually here to do.



You already know about your intuition, but how CONSISTENTLY do you use it? And how much do you use it for the big decisions in your life?

So, I love Suzy, Suzy Batiz, whom you will meet in a moment. I met Suzy at a conference where we were both giving talks. She is the founder of a company called Poo Pourri. It's a bathroom toilet spray. I have it on the back of my toilet. Maybe you do too? And the thing that blows me away about Suzy is that she built and runs this company on her INTUITION. And this company is now worth between five and six hundred thousand dollars. That's a half a billion dollar company, running and growing by leaps and bounds, on the Key Idea of Putting Intuition Before Logic.

Suzy Batiz
Evolutionary Entrepreneur & Founder of Poo-Pourri, Dallas, TX



"Intuition is a few things. It is our body intelligence. Our bodies are actually what are telling us. You know, that thump in your belly, that's intuition. But intuition is also what I call 'resonance,' or things that bring me alive. I get chills up my arm.

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Sometimes it'd be the front of my legs, but I literally have a physical body sensation. I have increased energy, like I'm just super excited, like, 'Oh my God!' It's like being on the phone with you now. I had this really horrible morning — well, not horrible, but you know, but it was a little dramatic there! But now being here with you, now I feel energy and I'm feeling aliveness. So, that to me is 'resonance.'

Basically, I have physical, visceral information coming into my body. I always tell people I can trust my body a hundred percent. What I can't trust is my mind because my mind tries to compromise. The mind is a creative organ. And it's amazing that way. But it can be very creative. Like, 'Well, if you just do that, it'll be okay.' But you know, basically it's just selling out again. So, what I do is I one hundred percent just feel into my body.

And it's taken me awhile to get here! We have projects that we try to push through because 'the market needs it,' or 'market research says we need this new whatever,' and it causes struggle, struggle, struggle. We have literally, like a zen painting, wiped away a year and a half of work just going, 'Nope, we are not pushing forward anymore. We're done.' Somebody will raise their hand and be like, 'Are we in struggle?' If we all vote yes, it's done. It's done. Because what we know is the amount of time, energy, and effort that it's going to take to pull that off ... It doesn't mean it's not going to work, but what could we be doing with something that actually turns us on, that we have intuitive hits?

The world doesn't say what's needed, you know? Any great idea, nobody even knew it existed before, right? Nobody had the before-you-go stuff. II mean, had I only looked at what existed in the world rather than just following my intuition, we wouldn't be talking today.

I love what you're bringing to the world and that you're teaching women (and people) that there is this radar inside of yourself that is magical. In my experience, as I keep following my intuition more and showing up authentically as me — I can only do that when I'm removing what's not me, okay? So, as I'm showing up more, my life is beyond anything I could have imagined. I would have never imagined I'm sitting here. I just didn't dream that big. When I grew up, I wanted to work at the factory. Like, that was my goal because you were rich if you worked at the factory. You know you made money, and a lot of money.

And people, as they know me over time, say, 'Holy crap! (No pun on poo words!) But it's really is happening!' And I'm like, 'I know! I wake up every day in this amazing world. Like, wow, okay, who knew THAT could happen?' That's what happens when you are living a turned on life, when you're following your intuition, when you're expressing your Feminine Genius to the world. The world just wants more of it. It's like a moth to a light and that energy attracts other energies. And it's no longer 'Suzy's world,' it can be your world too.

I just so appreciate what you're doing in the world. I knew when you were up on stage and I was seeing your talk. The whole time I was going, 'Yes, yes, yes!' I felt so excited because there aren't a lot of people talking about intuition, especially intuition in business. So, I love that you're opening the conversation and I'm opening the conversation too, but it's like, 'Yeah, you can trust it, people, come on. Because what we've been doing hasn't worked. So what do you have to lose?'"
Sister. You are smart. I know you already know what your intuition is and you use it. That is, you know,

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yesterday's news.

But the question is, can you surrender even more to using it fully, to engage your own sense of self trust? And really trusting what your body is telling you to do. Don't ignore me on this one. Don't pretend that this is just what happens in 'Suzy's world' or in my world, or that your head will explode or your life will burst into flames if you follow this Key Idea of Feminine Genius.

Let's hear from a former client of mine, Kiva Leatherman, who runs a marketing agency called, I love this, The Heartful Business.

Kiva Leatherman
Founder of The Heartful Business: Marketing for work that matters, Boston, MA



"It has been an epic battle of my soul and my mind, of how things were 'supposed' to be and who I was 'supposed' to be, of how to get this highly capable mind to lay down its sword. I think that learning to surrender to intuition or to your Feminine isn't easy, when you've been conditioned, as so many of us have been from being very little girls, and told, 'Don't trust this voice! You don't know. I know!' We learn that the external stimulus and the external feedback is more valuable or more right than our own.

But I wouldn't have it any other way. Because now that I say I'm on the other side of the 'spiritual spin cycle,' right? (And you get spit out at some point. I promise you do)! Then you get spit out and then you're like, 'I'm here, and it's MY skin and it's MY life and it's MY business.' I literally can't do work for people that I'm not in alignment with. I'm a copywriter, at heart, and my fingers won't type.

So it's become the most amazing thing because I don't have to think anymore. My body tells me, my creativity tells me, life tells me. And so now it just feels like, I say to people, 'I'm taking a step into the unknown and life comes. And then I take a step into the unknown and life comes. I am humble to life.'

So now, how do I expand my ability to bring money in while lowering the energetic outcome it takes to serve that? While also, now I have three single moms that work for me. That makes me want to cry. It's soooooo good. And so as that all feels really good, then I can expand to more. I've had my biggest year in revenue in my business ever. And I'm not working a lot! I mean I work a lot, I guess, but it doesn't feel like it. It feels really fun and I have lots of time for other fun things too.

I started to keep a list of things that I'm currently experiencing in my life that I didn't think were possible. I'm 44 years old and I'm having the best sex ever! And I want to have it all the time. And I don't know if you remember this, but when I was like 32 and I'd had the babies and marriage and I said to myself,

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'That part of my life is over. I'm a mom now. I was very promiscuous as a young girl. I am complete. I no longer need to have sex in my life.' Thank God that has been disproven!

How the kids have navigated the divorce. You know, I think that there's a lot of story in the world about kids being traumatized. And that's not to negate challenges. We've certainly had challenges, but I think that those challenges have enriched them as humans not detracted from them. They've learned some really important lessons.

I didn't think that I would ever have a seven figure business. And I don't yet. I don't have a seven figure business, but I'm pretty sure I will pretty soon and it doesn't even feel hard. It just feels like it's just opening to be able to hold more, which means more people and more single moms putting food on the table. But that feels really like, 'Yeah, I got it. No problem.'

I would describe Feminine Genius as whatever we wanna call it — our higher self, source, God, whatever that is for you — has a grander greater plan for you than you could ever imagine. And if you learn to just trust Her and lay down your ego and what you 'think' you know and how you think it's 'supposed' to look like and what you 'think' it's supposed to be, life really does become magical! Magical things happen that you wouldn't even in a million years dream to be possible."

The "old way" of working from a very strong Masculine Genius has us convinced at times that setting goals and following "the plan" is just "the way that things work." And Feminine Genius kind of turns that whole idea on its head, so to speak.

The Key Idea of Putting Intuition Before Logic helps you:

Get comfortable in your own skin.

Pay attention to your body's signals, nudges, and instincts.

Tap into a greater intelligence that is rooting for you, in your work and your growth and your whole life journey.

Helps you spend more time in "the zone" or "flow states."

Develop a greater conviction about following your inner voice, even when others may shake their heads at you.

Watch as things work out better and truer than you could have planned for.

Intuition before Logic helps you:

- Get comfortable in your own skin, paying attention to your body's signals, nudges, and instincts.
- Tap into a greater intelligence that is rooting for your work, growth, and life journey.
- Spend more time in the "zone" or in "flow states."
- Develop greater conviction to follow your inner voice.
- Watch as things work out better and truer than you could have planned for.

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Before we get to the end of Video #2, let me say a little more about Feminine Genius. So, when most of us think about the word, "genius," we think about Einstein, who was a German born theoretical physicist, famous for "$E=MC^2$" and crazy white hair. We think, "genius" equals "intellectual, logical, critical mind" — Masculine Genius. But actually Einstein used his "intuitive genius" just as much — his Feminine Genius, his "right mind."

As Bob Samples writes in his book, *The Metaphoric Mind,* "Albert Einstein called the intuitive mind a sacred gift. He added that the rational mind was a faithful servant. It is paradoxical that in the context of modern life, we have begun to worship the servant and defile the divine."

> "Albert Einstein called the intuitive mind a sacred gift.
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> we have begun to worship the servant
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>
> Bob Samples, "The Metaphoric Mind"

Your intuitive genius, or your intuitive mind, is tapped into what is best for you and what work is asking to get through you into the world. Most of us discount this information as "hooey" or a hunch and rely solely on the information we get from our logical minds.

But your "work is love made visible," as Kahlil Gibran said, and the irony is that when we start working solely from Masculine Genius, it can almost obscure the work that you're working so hard to get into the world. You get busy powering through and disconnected from WHY you're doing your work.

Masculine Genius is HOW we get our work into the world, and Feminine Genius is WHY we are called to bring our work through us into the world.

Next time on Feminine Genius At Work, we're going to look at three more Key Ideas of Feminine Genius:

Pleasure Before Productivity
Ebbing-and-Flowing, not just Go-Go-Going
Receiving Before Giving

What happens when a smart woman puts her pleasure before productivity?

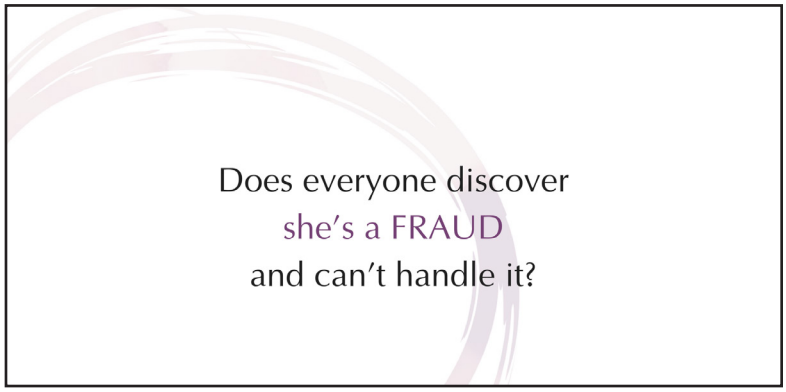
What happens when a savvy woman puts a pause on giving to everyone and anyone and actually allows other people in the world to care for her and contribute to her?

> *In the next Video Training #3*
>
> You'll meet three more Key Ideas of Feminine Genius:
>
> Pleasure Before Productivity
> Ebb-and-Flow not just Go-Go-Go
> Receiving Before Giving

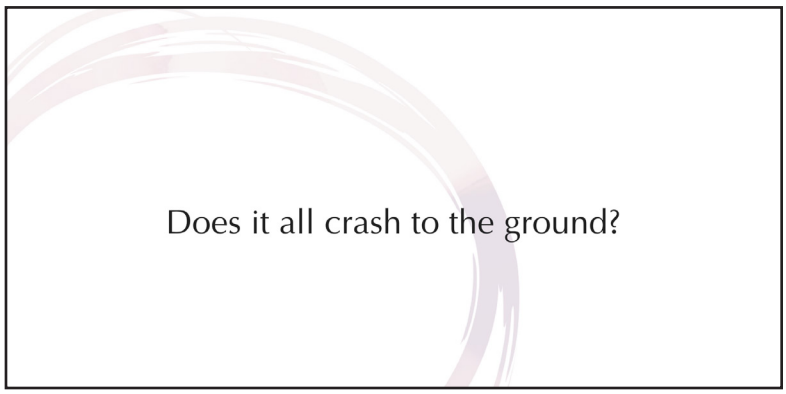
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What happens when a strong woman stops with the Go-Go-Go, stops pushing harder and running faster and just … is?

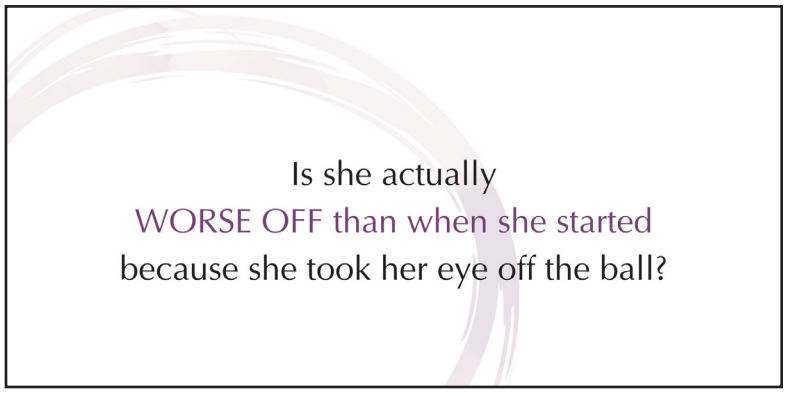
Does everyone discover she's a fraud, selfish and can't handle it?



Does it all crash to the ground? Is she actually worse off than when she started because she took her eye off the ball?



Or, is something entirely different afoot that allows her to shine her light and course-correct into an even deeper, richer, more rewarding adventure of life and work and love?



Okay! See you in Video #3, "Do it right" or "shine your light?" Great to be with you. Thank you for watching.



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