

FOR LEADERS, COACHES, AND CONSULTANTS

FIND YOUR

WHO ARE READY

TRUE

TO MAKE THEIR IMPACT

VOICE

10 INSIGHTS TO FINALLY GET YOUR MESSAGE HEARD

DR. FRED MOSS

FIND YOUR
TRUE VOICE!

For Leaders, Coaches And
Consultants Who Are Ready
To Make Their Real Impact

FIND YOUR TRUE VOICE!



10 Insights To Finally
Get Your Message Heard

DR. FRED MOSS

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Published By: Dr. Fred Moss

Contact phone: +1 916-671-0007

Website: www.WelcomeToHumanity.net

PRAISE FOR THE AUTHOR

“I am a professional songwriter. I have a talent for capturing the essence of a person’s life in a song so that others may know that person through my music.

Until I met Dr. Fred Moss and participated in his podcast training course, I had only a slim view of my market. Through podcasting, the message I have to deliver to the world can be delivered far beyond the normal outlets for reaching listeners and customers.

I highly recommend his work. He delivers the program powerfully and he has a talent for engaging with each participant at their level so that nobody is lost in the shuffle.”

Jim Fowler, Singer/Songwriter/Teacher

“Dr. Fred’s course gave me a new lease on life. I had a True Voice but I was very tentative about sharing it. With Dr. Fred I felt validated, and that gave me the courage to take my True Voice public. My podcast is a dream come true for me. Thank you, Dr. Fred.”

**Hilary Burns, “Get Real and Get Free”
Podcast**

“Fred Moss is a GENIUS. It’s not every day that you meet a man who knows how to host a space that allows others to feel open and safe enough to discover themselves and express anything!”

The magic with Fred is not just in his audacity, nor how powerfully charismatic he is, but that we can really feel how committed he is to helping others discover their authenticity. He stops at no end to to accomplish this mission to help others, HE’S RELENTLESS – talk about over delivery!

Fred, I can think of no better man to guide others to their true voice. You are the sailor in the storm, with an eye on the lighthouse at all times. Stay true my friend, love you buddy!”

**Shaun Offenbach, Founder, Motivator
Agency; also Fred's co-leader in "True
Voice Podcasting Mastermind"**

"I've attended a couple of other podcast classes and have had several opportunities to start a podcast through the years.

Results: Nothing changed.

'True Voice Podcasting' was the class that hit the mark. Why? Dr. Fred is so passionate that each participant finds their unique and true voice. This made all the difference for me. Of course, we still learned the tips, tricks, and technical part of creating a podcast. However, finding my true voice made all the difference!

Results: 'The Metaphysics of Life' – my podcast!"

Rev. Kelly S. Kaelin, MS, B.Msc, FCT

"In my 41 years of surrounding myself amongst influencers and leading the way in personal development, I can say that I haven't met anyone

besides Dr. Fred Moss who brings not just the heart of a difference maker but someone who has mastered the spoken word and his pull for the greatness of others is simply inspiring. For years I had been searching for my niche and not only have I discovered it, but Dr. Fred Moss has provided the vehicle of podcasting for me to express my True Voice. I am now finally positioned with my book and my podcast to unleash my brilliance and impact the world!!!”

**Michelle Jenkins, “Unleashing Your
Brilliance” Podcast, Author, Executive
Producer and Speaker**

“One of my favorite things is I’m being exposed to people who’ve done it before and know what they’re doing. Hearing people talk about their actual experiences has given me new access to what might be possible.”

Alexander Martin Jackl

“So one favorite aspect of the True Voice Podcasting Mastermind class is being able to work with people who are starting in the same place as I am, who don’t have all their ducks in a row and have never really tried this podcasting thing and they’re just kind of jumping in and seeing what works and how does it all go from here. I think my favorite thing really is knowing that I’m not alone.”

Kristin Tracy

“I truly love the community that’s being built, not just talking about being with others but really being with others through the interviewing and our buddy calls – that’s just a real delight. Also appreciate your authenticity and your real commitment to working on this and seeing the growth that’s happened in the five weeks – it’s just astonishing to me.”

Dr. Lynn F. Hellerstein

“Where I am in the whole podcasting process right now is way, way better than where I was before coming into True Voice. It’s not my first rodeo, I’ve been a radio show host. Finally getting to the place where my voice sounds like me 100% of the time. This is the most exciting moment.”

Jackie Simmons

“I love that we are going to end up with four episodes of our very own podcast with our own brand, knowing our tribe, and that we are working with experts in the field who know what they’re doing. They know how to distribute, they know how to produce, they know how to help us get our brand great. I have always wanted to have a show, I just didn’t know how to do it. So when I was offered the opportunity to be in Dr. Fred’s course, I couldn’t get in fast enough.”

Hilary Burns

“Fred Moss and his guests are continuously getting into the issue of what makes you happy. And I think if you’ll spend even a little time, although frankly, I hope it’s a lot, listening to his guests and listening to Fred, you’ll have the tools to have lived a happy, fulfilling, satisfying, probably exciting life. I’m all in.”

Mitzi Perdue

“I had the privilege of being a guest of Dr. Fred on the Welcome to Humanity podcast. It was fantastic! Dr. Fred is one of the most phenomenal interviewers I have ever experienced. He will ask you questions that you did not realize that you could get from another human being. So it was really powerful to get those questions and to sit with them, and to experience him and the questions and your own process as you’re coming to those questions. It was really amazing.”

Sanyika Street

“I’ve been a lot of places and I’ve seen a lot of things so I really know how to spot a gem when I come across one, and Dr. Fred really is one of those gems. He’s not afraid to take a little bit of risk, be a little bit bold. I guarantee that if you work with Dr. Fred it is going to be a rewarding relationship, where you develop something fresh and new. A win-win situation that you won’t regret.”

Eathan Janney

“Before this masterclass, I knew I had a voice. However, after attending the class is when I found the true impact of having a powerful, authentic, and effective voice. To Authenticity 🙏 Thank you, Dr. Fred!”

Julius Boria

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INTRODUCTION

You are probably reading this book because you have a high level of professional skill or life experience that you wish to share with others through podcasting. You know your subject, but you're still looking for complete clarity around your true message, in tandem with working to find your authentic voice, build your tribe, and create your legacy.

It is so easy for your message to remain unspoken and unexpressed. As you move through life, repeatedly being told to fall in line, to be seen and not heard, to only speak when spoken to, and to not answer back, you become muted. Once this happens, you can either become too afraid to say what you want to say, or you no longer have access to the platform on which to say it.

Modern life hasn't helped to reduce the old beliefs around "knowing your place." The continuation of the effects of this toxic position can be seen on social media sites, where talking about what really matters to you can mean running the risk of being cancelled or trolled. This makes it even harder to feel confident about finding your voice, particularly in the context of an unknown public.

However, in the world of podcasting there is a very real opportunity to express yourself openly in a safe

and supportive environment. You're able to have full conversations across the world, from Australia to Arkansas.

It is for this reason that, as a stand for open self-expression, podcasting ticks all the right boxes. And yet, even if you are confident your message will be well-received, there can still be a huge fear about "getting heard above the noise."

When it comes to "the noise," this may refer not only to the external noise of social or traditional media – "the noise" can also exist in your head. There may be big arguments raging in your mind, which mirror the lessons you have absorbed about your "right" to speak up and speak out. Stilling the negative mental chatter is fundamental to finding your voice and ensuring you are heard above the noise in the wider world.

Contributing To The Conversation

Most people have two or three things in their lives that really matter to them, such as helping others, fixing injustice, or caring for the environment. There is usually some sort of large topic that draws us forward. How this manifests itself can vary wildly – it could take the form of being a pet lover, a fashion designer, or a real estate salesperson. Ultimately, though, there is usually a force that compels people to contribute to the conversation.

It is this force that informs your voice. It is within this space that you're looking to speak.

Your Voice Matters

What you have to say absolutely matters. This is true for every single person – including those with whom you disagree. Being heard for who you are – and contributing in a way that helps move the conversation forward – is how we grow, as individuals and as societies. This is because when you step into that space and give yourself an authentic voice, you also give permission to other people to find their voice and speak their truth.

When people see that you're delivering an authentic message, it's contagious. When they sense that your voice is authentic, they begin to understand not only your message but also the fact that they have a space to have their own voices heard, and to make their own contribution to the conversation.

What's Holding You Back?

If you're not used to having a voice, it isn't always easy to find the confidence to speak authentically. This is born out of the fear of being ostracized or "kicked off the island." Speaking with your true voice can feel risky, as though it might jeopardise your position in the group, and so muting yourself can feel like the safer option.

However, even though you might be acting with safety in mind, your authenticity suffers. At the extreme, this can

push people into voicing views or agreeing with opinions that fly in the face of their true beliefs.

The insecurities underlying this duplicitousness may have deep roots, stemming from rejection or humiliation. Part of overcoming these fears understands that you have the capacity to deliver your message in a way that takes into consideration even those people who don't agree with you.

This matters, because the alternative is that you say things that are inconsistent with whom you know you really are, in order to please or appease others. When this happens, you experience suffering.

The possibility exists that you can be self-expressive at a higher level, so that you're satisfied your message is not being lost inside of you, and so that you release yourself from suffering. The feeling that your message is lost creates a sense of being affected, afflicted, or defective. Speaking your truth creates a new level of vitality, lightness, reality, and consistency.

There is no duplicitousness when you speak your truth. You are in alignment with yourself. You can breathe easily between each word, without trying to remember what you said last time in order to "fit in," because you'll be saying the same thing every time.

Being Heard

Even if people disagree with you, as the speaker, you can still ensure that they can hear you. Achieving this is dependent on how you frame your message. You can speak your truth quietly and clearly, in a way that is not going to bounce off, because you can use your voice and your message to help other people to lower their defenses.

As the speaker, you have a responsibility with how you articulate your truth and give your voice to other people because, ultimately, your voice and your truth are gifts to others. They are your contribution to a conversation that belongs to everyone.

Communication doesn't mean altering your message, but it may mean altering the way you frame your message, so that it has the best chance of landing. Speaking your truth doesn't mean talking at people.

It means talking with people. You're talking with equity, and with an understanding that every other person in the conversation is bringing their own experiences, interpretation, and understanding with them.

A Life-Long Love Affair

I've always been enchanted with communication, and, over time, I began to really dig into what it means to interact, whether that interaction is founded on fear or love.

I quickly grew to recognise that the key to communication and interaction was a deep respect for listening.

After high school, I got a job as a childcare worker in a state hospital. This is where I really learned that communication mattered, and that by listening and interacting it was possible to really connect with people. From there, I developed my passion for psychiatry, and after several years of working in the field, I secured a child and adolescent fellowship.

Over the course of my 30+ years in the medical field, I have worked in prisons, homeless shelters, three-quarter houses, rehabilitation units, nursing homes, and orphanages. Through this broad spectrum of experience, I was able to develop a clear picture that revealed how the whole machine works. My conclusion was that authentic conversations are the key to healing for all conditions.

In this book, you'll discover...

- what authenticity really looks like
- where your voice fits in the conversation
- why you don't need to shout in order to be heard
- how understanding your message links to finding your tribe
- when your values and your voice are in alignment

INTRODUCTION

I am happy to say that, in finding my own voice, I have found my tribe and, as a direct result, the opportunity to build a real legacy. It has been a long road to get here, but having an aligned life is refreshing and beautiful, relieving and satisfying. I am committed to sharing what I have learned with those who are interested in finding their own messages that need to be delivered to their tribe and beyond.

Given the difficult and troubling areas of life as we experience it now, there is an urgent need to do so. It is time to find and align with your authentic voice, create a tribe for which it can be shared, and truly deliver your message to the world.

Your words have the power to create the world around you. The time is now. People are eagerly waiting to hear what you have to say.

If this book resonates with you and you feel that you have a deep and authentic message that needs to be shared with others in your community, then contact my office at +1 916-671-0007 or visit www.WelcomeToHumanity.net/Consult for a Complimentary “True Voice” Strategy Session, so that I can help you formulate, refine, and then deliver your true message to the world.

FIND YOUR TRUE VOICE!

To your success,



Dr. Fred Moss

CHAPTER 1

Are You Confusing Identity With Authenticity?

We get to be who we are as a function of how we dealt with our past challenges. We master those challenges, from a state of survival, and then incorporate our reactions to those challenges as if they are our personality.

Once those reactions are incorporated, they feel authentic to who we are. The belief becomes, “I’m the kind of guy who does XYZ.” And yet our reactions are not intrinsic, they are adopted. When we recognise that our responses to past challenges are not intrinsic, we can begin breaking the habit of being “ourselves.” We create the opportunity to understand that who we “know” ourselves to be is not rooted in any inherent truth but is founded on the confirmation we received that whatever we did allowed us to survive.

This confirmation of “success” spans every aspect of our identities – who we are in our relationships, our business ventures, as parents, children, siblings, colleagues, Americans, and so on. However, all these things are simply created from our apparent success stories when dealing with

whatever challenges we faced, which we then misrepresent as the authentic self.

In reality, authenticity comes from an entirely different space and is not created by our external environment forcing us to respond in a certain way. Authenticity does still represent a form of identity, but it's an undying identity – the kind of identity that stands for what's important to us, at all costs, whether we want it or not. Authenticity has nothing to do with what we want; it's who we are.

Once we understand this, we can allow the authentic self to show up in every single area of our lives, within every interaction, every internal thought, and every external expression.

Identity Isn't Wrong, Authenticity Isn't Right

If you're acting as your identity, this doesn't make you wrong or bad. You're just acting as your identity. It's completely okay. It's not even less valuable than your authentic self. Your identity is part of being human. The distinction between authenticity and identity isn't "right and wrong."

The distinction is simply that authenticity allows you to speak to your true self. This gives you the opportunity to plan, create, and act in a direction that is consistent with who you really are. When you are being authentic, you are

no longer having to remember anything or recall how you did something last time.

Because your authentic self is not adopted, but is intrinsic, it possesses a higher level of awareness. This means that your authentic self is aware of your identity and can check in on your actions to make sure it's not your identity that is driving you.

Tapping Into The Stronger Source

If you don't address the confusion between authenticity and identity, then your actions will be a function of an adopted reaction to a previous challenge. This means that you will be headed in a direction that is informed by your past and therefore only serves to support the adopted reaction. This will not be anywhere near as fulfilling to your true self as pursuing a pathway that represents the stronger source of what really matters to you.

Although there is no "right or wrong" about acting as your identity rather than as your authentic self, the difference between the two can potentially be quite damaging – not only to you but also to other people. This is because, even if you're coming from a place that was effective and helpful to you in the past, the same adopted reaction may not be the most effective and helpful approach in every instance.

Acting from identity prevents you from looking and seeing clearly. With identity, everything is seen through a

filter. That filter may be rose-tinted or you may be looking through a glass darkly. In either case, whether you are putting a positive or a negative spin on things, it is not the true picture.

What Really Matters To You?

Almost everybody will say that what really matters to them is being a source for the growth and development of others. Authenticity is linked to being of service and having a beneficial impact on others, so that there is a notable sense of positive change arising as a function of others having been in contact with you.

Understanding where the drivers are, so that you are acting from authenticity rather than identity, is crucial to being a source of positive change. If you overlay the desire to create change with your identity, then the methods that you employ in order to try and influence might result in pushing people rather than guiding them.

Example – Beneath The Identity

A young man had a challenge with getting along with his girlfriend. His solution to this challenge was to move from being in an exclusive, committed relationship to having several girlfriends at the same time.

He didn't want other people to have the same challenge with getting along with their girlfriends and decided he was going to become

an advocate for polyamory. However, for the young man becoming polyamorous was an adopted reaction to being hurt by the breakdown of his monogamous relationship, rather than an intrinsically held truth that having several partners at the same time was ultimately fulfilling to him.

If he had looked at the situation authentically, it's very possible that a healthy monogamous relationship would have been ultimately fulfilling to him. The failure of his relationship, and his adopted reaction of not getting close enough to one person to have his heart broken again, created the myth that polyamory was the solution. When he decided to become an advocate for polyamory, all he was doing was perpetuating the myth for himself and creating it as an adopted reaction in others.

Rather than addressing the reasons why his relationship had failed, he adopted the identity of being polyamorous.

The Artist's Dilemma

Identity is often created from a wound response. The artist's dilemma clearly illustrates how this happens. The notion of the starving artist, or the idea that one has to suffer for one's art, can create an adopted reaction. There's no truth to this notion of suffering. If you're an artist, you're absolutely an artist. You can't help yourself. It's where authenticity lies.

But if you experience early failure or resistance from people around you, and this pushes you to buy into the artist's dilemma so that you make the choice to go to university and study economics rather than becoming a

painter, even though you may be a brilliant economist, it's not going to make your heart sing.

Example – Personal Choices

Becoming a doctor was, in part, an adopted reaction founded in a need for admiration. I knew I would be at the top of the totem pole and that what I had to say would matter. I also knew that I would get paid a lot of money, receive accolades, and garner respect. I could see a shortcut to gaining people's admiration.

This wasn't the only truth. There was also the seed of authenticity in my choice. I was authentically interested in helping people and hoped that I could have both worlds – that being a doctor would allow me to authentically bring people their truth and I could also gain admiration.

However, I often found myself acting like a doctor, instead of being authentically me. I would ask myself, "What does the board want me to do here? What does the insurance company want me to do here? What do the nurses want me to do here? What does the social worker want me to do here? What does the family want me to do here? What does the spouse want me to do here? What does the legal system want me to do here?"

Then I would employ all those ideas – in many cases disregarding what I knew was going to be best for the client. I was acting from a place of identity, rather than a place of authenticity.

The Experience Of Authenticity

If acting as your identity is okay, and you can still influence others, then why is it so important to act from a place of authenticity?

It is true that when you act as your identity, other people will connect with you and you will still be able to influence them. However, you will connect with them only on the level of identity. They may be impressed by your status, your looks, your wealth, your experiences, and so on, and you may be able to influence them through these attributes, and yet that influence will almost certainly be tapping into their own adopted reactions to previous challenges. They won't be truly empowered by you – they will just be able to strengthen their own identity.

When you authentically bring your purpose, you give permission to other people to act from their authentic self. This allows you to connect on a much deeper level and creates the opportunity for the effects of your truth to begin rippling outward, so that your sphere of influence grows and encompasses an increasing number of people, all of whom are genuinely empowered by who you are and what you have to give. And that's very, very cool.

Key Takeaways

- Identity is created as an adopted reaction to previous challenges and is often mistaken for authenticity.
- Authenticity is unrelated to identity and does not alter in the face of external circumstances.
- When you are authentic, you don't have to remember anything. You bring your true self, rather than bringing what you think you should do or who you think you should be.

CHAPTER 2

If You're Not Really Listening To The Conversation, How Can You Participate?

The word “identity” is steeped in meaning in multiple different psychological contexts. It would be possible to understand identity as exactly what you get when you're authentic. However, for the purposes of this book, and for the sake of simplicity, we're going to use the word “identity” to describe the inauthentic, created, reactionary, survival-based, self-protective modality.

With this in mind, if you're acting from your identity, rather than from a place of authenticity, you have an agenda. When you have an agenda, you're not focused on listening to the conversation, you're just waiting for the opportunity to speak.

If you're coming from a space of identity, you cannot listen authentically because you have an agenda that's based on being your self – it's based on adopted reactions to previous life challenges. This means that you're listening specifically for certain topics within the conversation that support your agenda. Therefore, you are not listening with an open mind.

FIND YOUR TRUE VOICE!

When you are listening from an authentic perspective, you can be curious about everything that is being said, open to people saying anything from A to Z, from left to right, from good to bad, from true to false, from agree to disagree, from white to black. Every part of the conversation can be heard when you are listening with authenticity, because you are not threatened by external circumstances.

Once you are listening as your authentic self, there are no external circumstances that can really alter that. So without that threat, you can listen to anything and everything that anybody is bringing forth, regardless of whether you agree or disagree.

If you are acting from your identity, you will be taken downstream – so although you can still participate in the conversation, any influence you have is going to be guided in a peripheral direction and won't resonate with what's really being called for.

Without the courage to listen and understand authentically, the contribution that you make to the conversation cannot be as profound because you may not recognize, for example, the decision to become polyamorous is your response to having your heart broken, or the decision to go to university and get a “real job” is your response to your parents telling you that artists can't make money.

Exercise – Psychological Safety

Do you ever find yourself saying things differently based on who you're speaking to? Do you even find yourself shifting allegiances, or pretending to be neutral when in reality you have a definite stand, or pretending to have a stand when you're neutral, in order to fit in with who you're with?

If that's the case, you're operating from a place of identity.

In order to build the confidence to be authentic you need to feel psychologically safe. If you ask yourself what you would say about a topic that was really important to you, if everyone you were speaking to would promise not to react negatively and you had complete freedom to speak your mind without any criticism at all, then you are asking yourself what it would feel like to have psychological safety.

When thinking about speaking with your true voice, from a place of authenticity, you don't have to pick a huge, contentious topic such as racism or sex trafficking or COVID. You don't have to do that. You simply need to pick a topic that matters to you, that you care about, so that you can think about what it would feel like to stand on a particular side without needing to seek approval from anyone, or to fear that someone may not agree with you.

“What would you like to say if you could be sure that the people around you would not respond negatively, or if you could be sure that you already had their agreement? What would you then say differently in this situation? By doing this, you can start to understand the blocks around finding your true voice and speaking from a place of authenticity.

FIND YOUR TRUE VOICE!

You might have grown such blocks out of a fear of being in some way physically or emotionally threatened or assailed. Once you understand that this fear exists, you can have some compassion for identity. Even though identity isn't the highest quality, one can be compassionate for those who say what they don't really mean in certain circumstances, or don't say what they do mean.

The desire to protect themselves or their loved ones from physical or emotional pain is at the heart of speaking from a place of identity or failing to speak from a place of authenticity. It is born of feeling psychologically unsafe.

When you're coming from a place of authenticity, you are able to do more than simply participate. Because you are taking in pure, unfiltered information, you can actually help to move the conversation forward.

Although authenticity is rooted in paying attention, it's not a matter of effort. Being authentic is not a matter of trying to be authentic. That's still identity. Asking yourself what an authentic person would do in any given situation is not going to help you to hear or speak with your true voice.

Tuning into yourself in this way might include some uncomfortable awareness of the wounds that caused the identity in the first place. So you may need to explore the time when you had your heart broken, or the time when your parents told you that your art wasn't going to be worthwhile.

Given how uncomfortable the awareness and the exploration might be, becoming your authentic self might

not be simple. The familiarity of an identity approach may feel more attractive than finding the courage it takes to truly be vulnerably authentic.

Example – Playing The Part

As a doctor, for many years, I adopted the identity of what an authentic person in that role would be. I'd tell myself that I should pretend to listen now, and then I should get my nod going, and then I should say, "Aha" at the right time. I look like I'm paying attention. But I wasn't really listening because I had my own agenda. I wasn't listening at the same level that I would have been if I was taking an authentic approach. But I was getting away with it, by acting like I was listening.

Now, as the years have gone on, I've become more aware of the power of authentic communication to drive conversations forward. There's a new level of respect, which provides a feedback loop. When I'm really listening, I get to change people's lives, I get to change the course of events, and I get to be a source for optimization.

Nobody is exempt from playing a part and taking on an identity. It is hardwired, through our upbringing and education. For instance, to be asked in an education setting, "Who would like to share?" prompts the thought that it's time for you to talk, when in reality, sharing requires both the act of listening and the act of speaking. By authentically listening to you, I am sharing with you.

But we've been taught that we're not worth very much until we speak. As a result, we tune out what's being said by others – it's just noise, until the point comes when we get to say whatever it is that's been percolating through our mind.

The same applies in personal relationships. Blaming the other person for not being able to hear what it is that we have to say is very common. However, the only way to enable others to hear what we have to say is to listen to what they have to say from an authentic self, without feeling the need to run away if what is said is different than what you wanted to hear, or without waiting until the other person has finished speaking so that you can start talking. This aspect of being authentic requires taking yourself out of the picture.

Again, there's no effort in this. You can't just decide that you're going to be authentic. You're not trying to be the Buddha. You're not trying to be anything. You're simply creating space in which you are available, to listen, to hear, and then to respond.

Key Takeaways

- Being authentic allows for being present, and being present allows for really listening. Really listening allows for getting what's happening in any circumstance and taking action that actually moves the conversation forward.

- Being lost in identity is accompanied by having an agenda, so that while you may still be able to participate in conversation – and potentially even move it – the direction you take things will be down a blind alley.

CHAPTER 3

There Are So Many People Speaking, How Am I Ever Going To Get Heard Above The Noise?

As it turns out, there generally aren't very many people speaking in your world. It looks and feels as though there are many, and yet if you stop and listen, there's probably nobody speaking to you as you're reading this. So all these noises you're hearing, they're not noises that are preventing you from speaking your words; they're noises that are residing in your head and in your memory.

Our minds play tricks on us, so that we think there's no space for us to be heard. The truth is, that is not what's happening. What's happening is that you're overwhelmed with how to get your message out, and your mind has interpreted this as too much external noise when, in fact, the noise is internal.

If you really look at this, you can see that there is an opportunity to clear your head and quiet yourself, without requiring anyone else to change their voice. Other people can speak as much as they want, to whomever they want, about whatever they want, and it's no problem at all.

Other people being quiet is not where the relief is going to come from – the relief is going to come from you quieting the noise in your head. So before anything else, you have to come to grips with this.

Understanding The Noise

If you turn on your TV or your radio or focus on the hum of the refrigerator or the tick of the clock, it will appear that your space is filled with noise. But the TV, the refrigerator and the clock aren't preventing you from saying what you truly want to say. The truth is, there is space to speak. But in order to do so, you have to have some courage. Part of that courage requires you to quiet your mind.

Our minds tend to become very addicted to not being quiet. We really love all the noise and all the stimuli – the chaos makes us feel alive and as though we're doing something. It makes us feel that we're relevant and important. Turning up the internal noise makes us feel as though we're a hub of action.

Adding To The Noise

You can stay in the chaos, shouting to be heard above the internal and external noise, and you might be able to create a connection, but it's never going to be authentic. As a result, you're extremely unlikely to provide people with

something that is actually going to help them. When you shout to be heard, if your message does get through, then the content of that message is going to be based on how to build armor.

Often, what you're attracted to, what you see as your message, will be masking your true message. This is because whatever you've been using to create your identity is often the very thing you've been using to deflect from revealing your authentic self.

It may have worked for you, in the sense that it prevented you from feeling exposed. It may even have generated excitement in others. But if you stop and listen to yourself, if you do the quieting, the self-observation, the reconfiguration, and the recontextualization of identity versus authenticity, then what naturally arises in that setting may be far removed from what you initially believed to be your message.

When you quiet the mind, not only do you give yourself the opportunity to access your authentic self, but you also create a space in front of you for your true message to land. This enables others to hear your voice and receive your words. The combination of speaking your truth and creating the space to be heard is a very different experience than shouting as loudly as you can to broadcast a message based primarily on survival.

Giving Yourself Permission To Be Heard

Through quieting the internal noise, the possibility exists to naturally get in touch with what it is you truly want to say. You don't have to go searching for your true message – it's already there. It's already within you. All you need to do is give yourself the opportunity, and the permission, to reveal it.

Your true message may be something very large. Maybe you're all about free speech, or women's rights, or ending poverty, or animal welfare. How you give expression to this may be by directly speaking to these overarching themes, or it may be through something seemingly small. Perhaps you're passionate about alpacas, and you want to share what you've learned about creating a healthy, stress-free environment for them.

As long as your message is coming from your authentic self, there will be others who find it completely attractive. It is the authenticity that is attractive. We sometimes think that in order for something to be attractive, it needs to be of overwhelming importance.

However, if your passion is alpacas, this sits under the roof of animal welfare. It's important to have people sharing their message at a foundation level. After all, if you've only got the roof, then there's nothing holding it up. It's essential to have people creating the rest of the structure, which often

comes through demonstrating the detail of what things look like in a way that others can easily relate to.

Speaking about the way you care for Tom the Alpaca can encapsulate everything about animal welfare in a way that may resonate with people much more profoundly than speaking about the plight of all the endangered animals on the planet. Both are important – one supports the other, and the other provides context and a defined space within which the one can reside.

Example – Authentically Epicurean

Imagine yourself to be someone who loves food and drink. You might be interested in Italian cuisine, artisan cheeses, Russian caviar or Champagne. You might also be interested in potato chips, chocolate, or soda.

In each case, you have a passion, and you can speak to that passion authentically and clearly. No matter where your passion lies, whether it's Champagne or soda, if you are an epicurean then your passion sits under the roof of loving food and drink. Your personal connection and expression is simply one deep subset of what it means to be a food lover.

But if your identity is that you are someone who sees food only as fuel, then you are denying your passion, and you are never going to be able to speak to it.

If you get lost in the internal noise, so that you are unable to hone in on what is authentic to you, this can prevent you from taking action. If you're going to speak to what's pure and true, you first have to quiet your mind.

So How Do I Quiet The Noise?

You're the one who's making the noise – and because you're the one who's making the noise, there is a way to decrease or even eliminate that noise, simply by sitting with it.

Maybe you think you don't have noise. You may be prepared to acknowledge that other people have noise. But you don't have noise. Of course, if you are thinking that you don't have noise, then you have noise. Your noise is that you are telling yourself you don't have noise.

Exercise – Sitting With Your Thoughts

Starting from the point of acknowledging that you have noise, close your eyes and sit with your thoughts. You may find yourself thinking about the laundry you forgot to do or the person you need to call or the fact that you need to get gasoline, or you may find yourself worrying about a promise you made and then broke, or something unkind that someone said to you 10 years ago.

All of this translates into noise. Just being with your own thoughts is a spectacular experience because you get to see that you're the author of the phenomena.

Part of quieting the noise is becoming aware of the things that trigger you into turning up the internal volume. By embracing the noise, honoring it, and observing yourself being affected by the noise, a freedom arises naturally. This freedom allows you to take the first steps toward replacing the noise with something much more intentional.

Once you start to recognize that your thoughts are self-created, you can begin to direct your thinking by asking yourself questions. In this way, you can begin to decrease the internal noise that is taking up the highly valuable real estate in your mind and make space for something new.

By sitting with yourself, asking what it is that you really represent, and then simply allowing the thoughts to arise, you can begin to uncover your true message. This means that you can then place your focus on what really matters to you. It is through this that you free yourself.

Embracing Freedom

The idea of freedom can be scary. If you've lived all your life in a cage and then suddenly someone tells you that the door was never actually locked, that you can open it whenever you want, go anywhere you want to go and do anything you want, it is likely to feel quite terrifying.

It is akin to a caterpillar metamorphosing. It is nothing less than traumatic to turn into a butterfly. Going through that transformation is not simple. Leaving familiarity aside and going into something new can be flat out terrifying because we are addicted to familiarity.

We have the idea that familiarity equals safety when, in fact, familiarity can be restricting and damaging. Living all your life in a cage or a chrysalis is never going to provide you with the fulfillment that comes from spreading your wings and exploring your entire world.

Staying in your cage makes newness less and less available. You're spending all your time just finding a way to drag yourself through the world. It feels as though there's a lot of weight, and that the challenges are overwhelming. In fact, all that's really happening is that your mind is refusing to let go of the illusion of safety.

Key Takeaways

- The good news is that the noise is not external – it's in your mind.
- Your internal noise needs to be reduced or eliminated in order to create the space for something new.
- Internal noise can prevent you from taking action.

CHAPTER 4

What Do You Really Want To Say?

Believing that anybody is going to care is essential to giving yourself permission to say what you want to say. Whether your passion is potato chips or alpacas, feeling that there's going to be any level of interest from others about you sharing your message is the first step to acknowledging and accepting what you really want to say.

When thinking about what needs to be broadcast, it is easy to be very serious-minded – placing the focus on social causes and standing against injustice, for instance – and then looking at what your specific gifts are that will help you to raise up your voice and fight the good fight.

Making Space To Play

Taking the opposite approach, which is letting yourself be silly and playful in a space that has genuine meaning to you, can allow you to be far more creative and also help you to keep your message real and relevant. The incredible popularity of videos and podcasts on platforms like TikTok, YouTube, Spotify, and iTunes is definitely due to the successful blending of creativity and play.

Let's pretend for a minute that you have decided to create a podcast. Coming up with a frivolous title for your podcast can be a terrific way to break through the barrier of saying what you want to say, rather than what you think you should say.

"My Cat's Better Than Your Cat"

"The Voiceless Ringmaster"

"Cosmic Exile"

"Blowing The Hollow Tuba"

"A Hop, A Skip, And A Chump"

Creating a title that engages and intrigues your listeners can get people interested in coming into your room. Even if you decide not to go with a frivolous title, just allowing yourself the space to explore and play with what the possibilities are opens up a new way of thinking about how you can frame your thoughts and ideas.

Let's go a step further and say that you create a podcast that talks about women's rights and frame it in the context of being a single mom in Texas with an alpaca farm. Your message will be delivered because there are 7.8 billion people out there – which means you can be confident that there will be a good handful of those people who are going to think that what you bring forth with your message is completely fascinating and worth listening to.

Exercise – Breakfast With Doughnuts

Think about the podcasts that you would likely attend – *Dr. Smith Talks About Kidney Disease* or *Don't Eat Yellow Snow*? Which one would you choose to listen to? The theme of each podcast could still cut hard through all the same topics.

With this in mind, pick the silliest, most unlikely title that you can think of for a podcast that you're creating. Let's say that you're all about climate change. And you name your podcast *Breakfast With Doughnuts*. You still can incorporate climate change into that podcast. However, *Breakfast With Doughnuts* might be more interesting as a title than *Dr. Jones Speaks On Climate Change*.

Breakfast With Doughnuts is likely to have an instant listenership. And if you, inside of that, choose to have people on your podcast who speak about climate change and other social issues, because that is the heart of your message, then you can do so. The point of choosing a silly title is to show that the authenticity and context are much more important than the title.

The only prerequisite is that your message comes from the essence of who you are, rather than from your identity. But if it's authentic, there's no question that there will be a lot of people who are truly interested and genuinely eager to hear what you have to say. The listener will also see an opportunity to embrace their own authenticity through being present to yours.

The other part of the reality about those 7.8 billion people is that every single one of them is unique. Each of us has had our own experiences. Even if you're an identical

twin, there will always be a difference in perspective from your point of view and from where your twin stands. This means that when you are speaking from your authentic self, you're always going to be bringing something that no one else can bring. When you are truly authentic, you can't do anything else. Because, after all, nobody else is you!

The power of novelty is strong. Podcasting, for example, is still in its infancy. It's a medium within which the extent of the possible brushstrokes has not yet been defined. So not only is it possible to create something entirely new and to say something entirely new through speaking with your authentic voice, but it is also possible to create something entirely new by using a brushstroke that's never been explored before.

In order for anybody to express their ideas in the medium of podcasting, they need to have the courage to stand up and speak out because there may be no previous template that supports the message or the medium, and so there is likely to be a natural question mark over whether the ideas are going to be accepted. To put it another way, there is always likely to be some inherent risk in being authentic.

Testing The Waters

One of the brilliant aspects of podcasting is that you can explore exactly what your message is, and where your audience is, by guesting on other people's podcasts before

you take the plunge and create your own. Being a guest on someone else's podcast is a tremendous exercise in making your own self-expression available to an audience, without needing to be a host.

With many podcasts, being the guest is an extremely desirable position to adopt. The guest is going to be the focus, far more so than the host. So, when you are featured as a guest on another person's show, you get to exercise and practice free self-expression on their time – a fabulous playground for authenticity.

As a guest, you have so much room to express novelty and create things that would otherwise never be said or done. Guesting on other people's podcasts also gives you the ability to understand what it is that you really want to say, by providing you with the opportunity to try on lots of different outfits, so that you can see which one feels most comfortable to you.

You are then able to be a slightly different version of yourself on each show, and with each host. Which means that your message is going to have a slightly different spotlight on it. This then enables you to really align with your true self because you would naturally let go of any things that were identity-based and embrace what's been there the whole time. You'll be your authentic self.

Example – Autonomous Sensory Meridian Response (ASMR)

When Jennifer Allen began searching for an explanation that would make sense of the tingling feelings that she got when she heard particular sounds, she had no luck at first. But as she delved deeper into online forums, she became aware of two things – first, that other people shared this experience, and second, that there wasn't a term that adequately described the delightful sensations. And so she coined the term ASMR.

In the 10 years that followed Allen defining ASMR as a phenomenon in 2010, over 15 million videos designed to stimulate the sensations produced by ASMR were published on YouTube alone.

If Allen had been discouraged by her inability to find anyone else who felt the same as her, or anything that explained what she experienced when she was exposed to particular stimuli, then this wide-reaching, life-enhancing, and extremely lucrative genre of videos would never have been born.

Key Takeaways

- Your true voice doesn't need to be discovered – because it's already there. Moving things that are in the way of you recognizing your authentic self is the challenge and the path to the desired outcome.
- You will resonate more purely with your true voice than with your identity-based voice.

WHAT DO YOU REALLY WANT TO SAY?

- Frequent practice of exploring your true voice leads to refinement of your message.

CHAPTER 5

How Do I Find My Tribe And Influence Them To Join Me?

When one is authentic, it creates the space for all to be authentic. This is because your authenticity helps to develop the psychological safety needed for others to speak their own truth, regardless of whether or not they agree with what you are saying or are fully aligned with your message.

The attraction that others have to your message may have very little to do your area of expertise, and far more to do with how authentic you are. Speaking about petunias can make your audience extremely curious about your message, even if they don't know what a petunia is.

People will be drawn to the nature of your delivery and your presence within your authenticity. This means that the greatest way to generate exponential influence is to find your true voice and then to deliver it in a way that expands the possibility of each and every person being included in the conversation, helping them to take steps toward finding their own authenticity in the world.

Exercise – Creating Influence

Think of three times you listened to someone talking about something that you had no interest in beforehand, and yet you became very interested in what they had to say when you heard them speak. They may have spoken on a subject you had no prior interest in, or they may have spoken about something that flies in the face of everything you believe to be correct, but you still found that you were curious about what they had to say.

Even if someone's truth is something you find disgusting or unacceptable, by aligning with their authenticity rather than their ideas, you can still be eager to hear what else they have to say.

It is through drawing people back to hear what it is you have to say that influence is created.

Conscious Listening

In order to deliver your authentic message in such a way that it lands, you need to be very conscious of what the listener is hearing. In the context of podcasting, you're speaking to an audience that you can't see or hear, so you're not getting the visual or audio cues that help you to guide and steer so you can ensure your message is landing.

When you are speaking to an audience in the same room, although you don't need to see every face in the crowd to know whether or not you're communicating, you are still getting feedback. When you're the only person in the room,

and you're not getting direct feedback from any listeners, you can take a different position.

I find that by becoming your own listener, you can check in with yourself and correct your own path. This is a skill that comes with time, after you've done a fair amount of work in the world of authenticity.

When you can hear yourself feeling angry, dejected, militant, shy, hesitant, or any other emotion that occupies a negative space, you can assume that it makes it harder for people to receive your message. Equally, when you can forgive yourself – upon noticing that you have been speaking in an inauthentic way, where you may have said something that didn't land – then you can correct the direction and move closer to what you intended to say the first time.

This requires a huge level of accountability and ownership, particularly in the early stages. Holding yourself to account and taking ownership is a big thing. But it's actually the only thing. The entire world revolves on communication. So the need to pay attention to what and how you're communicating is essential.

Creating Influence

Coming back to the idea of finding your tribe and then influencing your tribe, with all of this in mind, the understanding is that your tribe isn't a small group of people

that you have a common understanding with. Your tribe can be anyone and everyone.

If you are taking ownership and being authentic, then you can speak about those petunias to a bricklayer or an engineer or a jeweler or whoever. It does not have to be only petunia lovers whom you inspire and move by hearing you speak about petunias.

Even with accountability and ownership, there may still be a sense or an understanding that you are not entirely perfect operating alone and you'd rather have someone who is providing you with feedback. There are ways you can achieve this. By having a sense of interaction, either through creating a feeling of a person you value being in the room with you or through mirror work – learning how to speak by looking at your reflection – you can create, and then practice with, your own audience.

And if delivering your message to somebody who's not you doesn't entirely measure up, it's a pretty good effort to get your message out to another person who's very attentive to you speaking. This feeds back into going through those layers, moving from reaction to doubt to love and acceptance, so that there's an openness there, with no defensiveness. You're not trying to convince anyone of anything – you're just speaking your truth.

This is where influence truly resides. You're not trying to convince anyone of anything you are or are not. You create influence by speaking your truth. Speaking your truth has

a totally different vibrational quality from anything that isn't your truth. This is because, when you are not speaking from your authentic self, you're trying to create something internally consistent from something that isn't even true, which is demanding and distracting for both you and the listener.

If you were to line up a row of messages, then the truth is going to stand out in Technicolor while all the rest of the messages are black and white. Nothing else you can say will ever match up to the truth. You can avoid a lot of work if you just lean into your authenticity – even if the message you deliver today is not your truth tomorrow.

It's okay to change and to incorporate new ways of thinking, being, and understanding as you learn, change and grow. Speaking your truth doesn't mean that you can't be flexible. You can have your truth, and it can be meaningful and resonate with people. But having the flexibility to understand that it's okay for your truth to be different tomorrow is part of speaking authentically, because it means that you are also listening intently.

Welcome To Humanity

It's also okay if somebody has a diametrically opposed view on the same exact truth that you have. That's where magic comes in. That's when you truly are welcomed to humanity. We hide our truth because we think if someone

is going to oppose our truth, it's going to hurt more deeply than if we present something that has less meaning to us. The reality is, it's no harder to present the truth than it is to present some imposter of the truth.

Growing the confidence to speak your truth without fear of how other people will receive it is key to living authentically. For this reason, surrounding yourself with people who are interested in you sharing your truth is great practice for creating authentic relationships and having authentic conversations.

Key Takeaways

- It takes practice to live authentically and to deliver your authentic truth.
- Speaking your truth is easier than delivering a message that isn't authentic to you because you don't have to weave anything into the narrative. It will just flow naturally from the same source every single time.
- Having the flexibility to allow your truth to be different tomorrow is part of speaking authentically, because it means that you are also listening intently.

HOW DO I FIND MY TRIBE AND INFLUENCE THEM TO JOIN ME?

- Surrounding yourself with people who are interested in you sharing your truth helps you to have even more authentic conversations, even more often.

CHAPTER 6

Do I Need To Be A Leader In Order To Speak My Truth?

If you're creating a podcast, putting yourself out there and speaking your truth, it can feel as though you are positioning yourself as a leader.

So, what does this mean to you? You may see yourself as a natural leader, or you may simply have a passionate desire to share your message, while still finding it difficult to see yourself as the leader of a tribe. In both instances, understanding what leadership means in the context of giving your message to the world is important if you're going to connect with your audience.

Where Leadership Stems From

Leadership does indeed stem from owning your space and influencing others. This means that people who want guidance, or are looking to be encouraged or inspired, may turn to you in your role as a podcaster. For this reason, it's really important that the views of others are taken into consideration and incorporated into your reality.

There are those who adopt positions of strong leadership who have utterly lost sight of anything other than their own position that their ability to create enormous damage is huge. You need to hold onto the understanding that an intrinsic part of authentic leadership lies in not diminishing anybody else simply based on their views, their position in the community, or who they inherently are.

Holding onto that knowledge means keeping in mind that, even if you are alone in your studio when you are creating your podcast, you're talking with people and contributing to a bigger conversation that involves everybody. This understanding is where the leadership lies. The conversation is inclusive.

Accepting Your Humanity

When you're owning that the conversation is inclusive, so that you can adjust your view and create space for other people's truths, then even when you're feeling vulnerable or weak you can take strength from knowing that the power of learning is also leadership. Some leaders mistakenly believe that they should know all the answers, and this is not the case.

Leadership doesn't equate to infallibility. As a leader, you still need to effectively live in your humanity. This means that you need to be willing to own your truths responsibly, as a way of being, and as a way of sharing.

It's unfamiliar to a lot of people to be in their humanity to that extent – to allow themselves to be vulnerable, to be weak, to not know, to get things wrong, and to not have all the answers. Particularly when they're in a position of leadership.

Equally, when it comes to those who are looking for guidance, a leader who does not claim to be all-powerful can feel quite threatening. This is because people can draw a false security from those in leadership positions. It creates a boundary. However, it's a false boundary because it's not rooted in reality.

All of this means that allowing yourself not to be the guru, and to actually be a human being in a way that isn't threatening to people, can be a tricky balancing act. You want to be in your humanity, and yet you also want to ensure that you're not destabilizing people and not taking away your ability to have a voice and create an influence.

The Intense Freedom Of Ownership

Once again, this circles back to the natural power of authenticity. The refreshing freedom that stems from coming to grips with errors in judgment or action that may have spanned years or decades, based on misconceptions or identity-based illusions, is where you find the key to creating the balance that allows you to have your humanity without it being seen as threatening to others.

The misinterpretation of reality can lead you down some unfortunate pathways. Reaching the level of refreshing freedom is not trivial. It's a soulful level of refreshment that occurs upon acknowledging the nonsensical, occasionally ludicrous, duplicity that you've been living. There's a soulful healing that takes place at that level.

When you reach a place where you recognize the deep truth that a negative pattern in your life that has impacted you and the people around you is *100% about you*, then suddenly all the ones become zeros and all the zeros become ones. When you're willing to own that truth, then there is intense freedom waiting for you.

When you're in a position of responsibility – responsibility within a relationship, in a family, at work, in your neighborhood, or wherever it may be – then recognizing where something stems from gives you the power to take ownership and create change, honesty, and truth. When you're doing all those things... well, that's true leadership.

Exercise – Authentic Leadership

Think of someone who sees themselves as always being right and gives themselves heat whenever it is revealed that they're not. Now think of someone who knows themselves to be vulnerable and frequently wrong and is constantly correcting their statements and directions.

Which one of those two do you trust?

If you look throughout history, people who position themselves as strong leaders are so often the people who are absolutely convinced of their rightness. And they give people a sense of security, but that security is counterfeit.

Creating Healthy Boundaries

Moving through the duplicity so that you're not misusing your power provides a freedom that isn't just about releasing yourself from your inauthentic reality – it has implications in every interaction in your life. It creates the ability to know your worth without devaluing anybody else.

Ultimately, if you're talking about leadership, then you're talking about boundaries. When you move through duplicity, so that you're allowing people to see who you are in a much more real way – and giving them permission to reveal themselves with the same level of authenticity – then what you're doing is creating much clearer and healthier boundaries than is possible with a traditional approach to leadership.

When your message and your podcast create clarity around everything that you're saying, then you are naturally going to be a leader. It doesn't mean you have to know all the answers. It doesn't mean you have to get everything right.

When you're being authentic, you don't have to win – you've already won! You don't have to try to convince anyone of anything. By standing in your own truth, others

have the opportunity to see it and feel it. You can lead by walking the path. Others will follow if they choose.

Key Takeaways

- Leadership comes naturally with authenticity. No extra effort will make you a better leader. In fact, the opposite is true.
- Understanding your own self-worth, without diminishing anybody else, is true leadership.

CHAPTER 7

If Authenticity Just Exists, How Is It Connected To Creativity?

Your true voice is unique to you. When you find your true voice and gift it to the world, you're doing something new. And when you're doing something that's never been done before – there is no template – you need to show up as a creative source.

If you're feeling stuck about how to get your voice out to the world, then you can't move. And if you can't move, then you can't create. When you become unstuck, creativity flows.

Translating Freedom

What does freedom translate to if it isn't the opportunity to be creative? Whatever you were before you were creative, it was because you weren't free. The lack of freedom only means the contraction or constriction of one's creativity.

As long as you can be creative, you're free, and as long as you're free, you can be creative. The Bible says that we're created in God's image – and God is the ultimate creator. So if we're created in God's image, we ourselves are creators.

So what are we to do? We're supposed to create, and yet who do we get to be when we're free, as godlike creatures of boundless creativity? Nothing brings pleasure to humans more than creativity and being heard, and the two are inextricably intertwined. *Creativity is how you are heard.*

Misdirected Energy

Whatever your medium is, you're heard through your creativity. So, what is it that's chaining you?

The obvious answer is that you get caught up in identity and not authenticity, and then it becomes about survival. You're hiding and shucking and jiving and lying and making shit up, and in the process of doing that, you're using all your creative energy. You're engaging creatively – it's just that the energy is misdirected.

What you need to do is change how you're channeling that creative energy. If all you're doing is working your tail off to stay out of trouble, then you're going to be stuck. You could be using that same creative energy to work your tail off in order to actually move a conversation forward authentically.

Shifting The Balance

Removing the things that are needlessly sucking up time and energy is how you release your creative energy so that you can use it as a force for good.

If your creative energy has been misused, then there are some simple things you can do to begin shifting the balance. You can start small by spending a few minutes a day in the space of one of the “creative eight” of art, music, dancing, singing, drama, cooking, writing, and gardening. No matter how stuck you are, you have a capacity to do one of those things.

Entering this space can be simple. Sing or dance alone in your bedroom, pick up a pencil to doodle or write, or bang on a coffee can with some sticks. When you allow yourself to enter that space, you tap into the eternal energy of creativity and begin to bring creativity into your life in a way that can be a force for the good.

As my book *Creative Eight* states, if none of that works, there is a failsafe way to get “unstuck.” Hint – think service!

The initial aim with getting unstuck is to make an irrigation channel in the misdirected flow that is draining your creative energy, so that you can start pulling it into a direction that enables you to release your true voice and be heard. By enjoying the resonance, the aliveness, and the reinforcement of creative action, even for a minute, you can provide yourself with a massive release. And the more time you spend in a truly pure creative space, the more you have to give to it and the more you get from it, so that it then begins to gather a productive force and grow naturally.

Responding To Authenticity

When you free yourself creatively, you are responding to authenticity, rather than identity. Creativity is not attached to identity. So you don't need to try to be anything.

You can never be Picasso, even if you reproduce an exact copy of *Guernica*. You can't be the Rolling Stones, even if you play a note-perfect version of *Satisfaction*. When you free yourself creatively, you don't feel the need to try to be Picasso or Keith Richards.

When you are authentic, speaking with your own voice, it is always going to be creative in and of itself, and it is always going to be original. This is because, just as you can never be Picasso or Keith Richards, no one else can ever be you.

Releasing Yourself From Resistance

When you are looking to give your message to the world, creativity is an easy hack to accessing your true voice. Creativity allows you to give yourself the opportunity to release your voice, until you begin to see your authentic self in everything, expressed through creativity.

Again, this doesn't have to be a giant art installation in the Guggenheim. It will flow through everything you do, from the way you dress to the way you move and talk to the conversations you have.

By picking up whichever brush is going to serve you, in order to pay attention to whatever spot needs to be altered, you are in your creative energy – the life force just to live the next few seconds. And the more you're in that space, the more freedom you have to be your own form of expression. You are able to play.

Work can be defined as fighting against resistance to get something done. So when you're using your creative energy to build or maintain identity, then that is work.

Play can be defined as engaging in activity for enjoyment. Creativity is play. It's joyful. So when you are using your creative energy in a space of authenticity, it's joyful. It's play. It's freedom.

When you are being truly creative, the universe responds in your favor. Things may not unfold in the way that you expected them to, but when you stop resisting and start allowing, the way that things unfold is almost reliably magical.

This may be because when you're thinking creatively, you are able to see the magic and beauty in everything, even if it's not something that you had anticipated or expected. This means that it has a different resonance, and you're able to recognize it as something that has intrinsic worth and value.

So once you're being creative in a space of authenticity, how can you make your most profound impact? How can you reach the right people with the right thing? You don't

necessarily need to reach millions; however, you do need to reach the ears of the people who are eager to hear what it is that you have to say.

Developing Flexibility

Making a profound impact is where flexibility comes in. Flexibility is a willingness to do things differently. We tend to think that familiarity – the way we have always done things – is probably the best way. For this reason, familiarity is the enemy of flexibility.

But if you think about that for a second, it's possible that the way you have always done something is only based on the fact that it's the way you've always done it, and you've got results that have led you to think it's a good idea to do it again. But flexibility offers the possibility of doing things differently.

So through flexibility, you develop the willingness to come out of the box, to explore new horizons, and to consider other points of view besides your own default. And, of course, the surging influence for flexibility is creativity.

Example – Roast Lamb

A young woman cooked her roast lamb exactly the way her mother had taught her. She bought the lamb, cut it in half, put it into two roasting tins, and placed the tins in the oven.

One day she said to her mom, “Why do we cut the lamb in half and put it into two roasting tins?” Her mom shrugged and replied, “That’s the way your grandmother taught me to do it.”

So the young woman asked her grandmother, “Why do we cut the lamb in half and put it into two roasting tins?” Her grandmother replied, “Oh, because my oven was too small for the whole leg, so I had to cut the lamb in half and cook it in two small tins.”

This had been passed down through the generations, without anyone questioning why.

Key Takeaways

- The distinction between creativity and identity is that creativity is coming from a true place in a pure space, and identity requires you to make stuff up. Both are creative, but identity is creative in the wrong direction.
- Creativity is not attached to identity. You don’t need to try to be anything.
- Creativity hacks into authenticity.

FIND YOUR TRUE VOICE!

- When you're learning to redirect your energy, from creation of identity to creativity in an authentic space, you don't have to dive in headfirst and change your life overnight. You can make small spaces that will grow naturally, with repetition.

CHAPTER 8

How Do The Three Positions In Podcasting Relate To One Another?

The three positions of the guest, the host, and the listener all have influence on – and are therefore influenced by – the other two. So the listener tunes into podcasts because they want to be influenced by either the guest or the host or a combination of the two.

The host is the person responsible for guiding the conversation with their guests in such a way that the guest shines. It's natural as a host to welcome podcast guests with all sorts of love and faith. So inside the airwaves of a host, the guest can let their wings unfold and soar, while the host graciously and honestly allows them to use the space occupied by their listenership.

If you're a guest, you have an opportunity to explore, speak, inquire, teach or collaborate with people who are interested in what it is that you're bringing forward. Within that, there's an obligation, or at least a responsibility, to use your host's time to bring out your very best, so that you honor the host for honoring you by giving you their airspace.

So the relationship between the host and the guest is an extension of the way you build a relationship with

your audience, in the context of reaching people and creating influence.

Understanding How To Use The Dynamics

The magic of podcasting becomes remarkable, as a guest or as a host, when you can generate conversations with creative edges that perpetuate concentric waves, in the same way as when you throw a stone in the river. As the guest or the host, you guide the conversation, using creativity to point at the space that is going to reach the listenership you're looking for.

As each podcast, host, and audience will differ slightly, you can choose which facet of the diamond you're turning to the front. It's the same diamond, but when you are the guest, you can be guided to an extent by what you know about your host, their podcast, and their audience to ensure that your message lands.

There can be confusion around the idea of presenting yourself in a slightly different way for each host and audience. However, shining the spotlight on different areas of the same authentic truth does not mean that you're sliding into identity. It's simply that you're making sure you're connecting with people in a way that is going to resonate and be relevant in their lives and worlds.

There are so many ways to be authentic. You can even be authentic and say something entirely opposite to what

you said yesterday. This doesn't need to mean that you're inauthentic. If you eat Mexican food on Monday, and you then eat Chinese food on Tuesday, the fact that you ate Chinese food on the Tuesday says nothing about whether or not you like Mexican food.

Equally, you could like really spicy Mexican food, and in that context you could authentically state that you like spicy food. But then when it comes to Chinese food, maybe you like really bland Chinese food. And you could authentically say that you like bland food. Different contexts call for a different authenticity. It's just a matter of being honest in relation to where you are at a particular time.

On top of this, there's nothing wrong with changing your mind. Your mind isn't the be all and end all. You can evolve, explore, adopt different positions, and deliver from where you are now, at each moment, so that whoever is with you can respond to where you are now, rather than where you think you should be.

The Art Of Conversation

Responding from where you are, rather than from where you think you should be, is at the core of understanding our human relationships. Conversation, creativity, and human connection are the source of all healing.

The art of communication feeds back into authenticity. You're giving and receiving, it's just happening in a slightly

more universal way, where you're reaching multiple people on different wavelengths, shining a light on the facet that is going to be most attractive in that moment, but it's always the same diamond.

The same is true in reverse. When you're the host, and you're providing space for somebody else, there needs to be an understanding that you're asking something of them. You're inviting them into your world – inviting them to connect with your audience.

What you're asking for in exchange is that they bring gifts. So you're offering them the gifts of your space and your audience, but you are also requiring them to bring gifts, which come in the form of their knowledge, their insight, their wisdom, their humor, and their ability to create a connection.

This expectation requires you to treat your guests with great respect. There needs to be an appreciation and a welcoming from you that is different from what is experienced by the guest or the listener. To do this, you need to have a clear understanding of your audience, your intention, and your theme – ultimately, what is the purpose and mission of your podcast?

For instance, I might have two different podcasts. On one of them, I could be totally off the charts, mischievous, irreverent, ranting, and taking the position of a renegade.

In the other podcast, I may be far more staid and traditional, basing the structure around a safe interview

which is not designed to trip anybody up, whether that is the guest or the audience. Those themes and intentions come through in each of the two podcasts.

So as the host, I set the tone and meet the guest in that space, guiding them to be able to present the gifts that they are bringing in a way that is going to meet the needs of the podcast and the audience. A well-prepared guest will understand that if the message they are delivering is going to land, it is most likely to happen if they take into consideration the coordinates of the particular approach of that podcast.

Create The Space For Authenticity

In order to effectively invite someone into your space, you need to ensure that you are an active participant. In most settings, you can't simply sit back with your arms folded and expect someone to get undressed in front of you. There's a requirement to sense when to take things in a particular direction or to see when things are going in a different direction, then to either recognize the value in this and roll with it or make the decision to subtly redirect the conversation back to the planned path.

To a large extent, this requires a recognition of who your guest is. As the host, you need to ensure you don't have an expectation of them being something that you want them

to be. You need to create the playground for them to be authentic.

If you ask your guests to be someone that they're not, then you're pushing them into adopting identity, so they're going to be forced to either be inauthentic or fly against what it is that you're asking them. Neither of these is going to make for a comfortable experience for the host, the guest, or the listener.

Setting up the playground doesn't mean that you're setting the parameters. You're inviting the guest into your world, but you have to give them the opportunity to explore it and decide what it is they're going to do within that space.

You can have podcasts that are really successful with people who have massively opposing views. The success lies in the respect for one another's authenticity, and the honoring of each other within the roles of guest and host. It's also checking in and feeding back to someone.

This doesn't mean you have to agree with them. But when you are feeding back to someone, so that you're making sure the understanding is there, then you are participating in the conversation in a way that allows it to naturally unfold and move forward authentically.

If this sounds difficult, and you feel that you don't know how to do that, that's okay. It's a "Welcome to Humanity" moment because none of us really know how to do it. But with each and every sentence that you're rejoining the conversation, and then correcting either your line of thinking

or which direction you want the conversation to go in, you can create the connections between all three positions.

Key Takeaways

- The relationship between the host and the guest is an extension of the way you build a relationship with the audience. It might also be the way you manage relationships all through your life.
- There are so many ways to be authentic. Shining the spotlight on different areas of the same authentic truth does not mean that you're sliding into identity.
- Successful podcasting lies in the guest and the host holding ultimate respect for one another's authenticity and honoring each other within their roles.

CHAPTER 9

I've Got My Message – Do I Have To Take It Into The World?

So you found your voice, now what? Do you keep it to yourself? Really, it's similar to a tree falling in the forest. If no one is there to hear it, does it make a sound? Do you have your own authentic voice if no one's hearing it?

You could argue that if you talk and listen to yourself, then you're using yourself as two people. In my experience, when “me” and “me” are the only ones talking to each other, it's kind of bad company. Dangerous, bad company. I know where all my buttons are, I know how to shut myself down and prevent myself from being useful, intelligent, creative, or innovative.

This is because with “me” and “me,” we've been with each other the whole time, and we know how to keep each other in check. So it does take some courage to deliver your message into the universe. It comes back to the understanding that you can be yourself – because everybody else is taken.

And who you are is called for in the universe. So, although not speaking your voice isn't necessarily good or bad, the choice not to deliver your message to the universe

means that you don't circulate your authenticity. This means that your true voice will not be heard.

Test Driving The Relevance

There are many ways to deliver your message. It can be done through voice, through art, through writing. It doesn't have to be spoken, and you may make the decision that finding a medium other than spoken word through which to give your truth to the universe is going to be the right way for you. That's fine.

But the bottleneck that happens when your message is not delivered means that the message can get distorted or misaligned. For this reason, my view is that the only way to test drive the relevance, possibility, or impact that your message might have on the world around you is to deliver it. This doesn't mean that you have to act – it's simply my view.

Think of it like this: You have a Maserati parked in the garage that has never been taken out on the road. So you get to say you have a Maserati, but if you never take it for a spin, then you're never really going to understand the beauty and gorgeousness of what driving a Maserati can be.

In the same way, your voice is the best vehicle through which you can share and contribute to the world who you are as an authentic being – your thoughts, your emotions, your feelings, your creativity or maybe simply your questions, your frustrations, your fears, your anxieties, your sense of

belonging or not. So if you don't deliver your authentic message, is it even a message at all?

The question then becomes, are you responsible for delivering your message to the world? Will it get log-jammed if it doesn't circulate? It's fine if you don't deliver it – the world will be as the world is. But the one thing you can know for sure is this: You can have no idea what the impact of who you are will be on the world until you deliver your message.

Don't Let Fear Rule You

The decision not to deliver your message can often be fear-based. The reason for this is that if you receive any reviews, criticism, or feedback that is aimed at something that is really you, rather than your identity, it feels as though it's going to be really painful. If someone throws a shot at your identity, it doesn't hurt as much because it isn't you in the first place.

But if you show your authentic soft underbelly, you risk having that rejected or creating controversy – or even creating adversaries or enemies. It's going to have an effect on your life in one way or another. That effect could be really positive. Or it could be really negative. And the idea that it could be really negative is at the root of the fear.

At which point, you need to ask what kind of life you are living when you're not yourself. Pretending not to be

who you are is chronically more painful than being who you are. Not only is it chronically more painful, but it will also almost certainly create criticism and enemies in the same way that being yourself will create criticism and enemies, for the simple reason that you can't please all people all of the time. Criticism can't be avoided, no matter what you deliver.

Given that, you might as well deliver your true self, because you don't really protect yourself from criticism and enemies by telling a non-truth or by endorsing your identity as your self, even if the belief is that it won't be as hurtful if you're not revealing your authentic self.

Exercise – Compassion And Acceptance

Have you ever been surprised when someone holds back their viewpoint, and then finally blurts it out? Did you experience relief when you finally heard their true voice? Even if it wasn't what you expected or a point of view you agreed with?

Can you recall the warmth within their authenticity, and the compassion and acceptance that is inherent in receiving that level of authenticity?

The other side of wanting people to be accepting of listening to you is that you need to be accepting of listening to other people. Overcoming the fear of speaking your truth because it feels too exposing requires creating safety for others to speak their truth, without just hitting the "reject" button because it's a position you don't agree with.

Example – Deeper Wounds

A soldier who had been injured in combat created a podcast based around heroism and bravery. He struggled to connect with his guests and found it difficult to build an audience. The reason for this was that although he had genuinely been injured in combat, he had also spent his entire military career being bullied by his peers.

His identity was the brave, heroic soldier. But his authentic self was someone who had suffered deeply at the hands of those who were meant to have his back.

The “heroic soldier” image that he presented was two-dimensional, and so it was difficult for him to move below the surface with his podcast in a way that created genuine meaning and connection with the audience. Once he’d told the story of being injured in combat there was nowhere else for him to go, because moving away from that story would have revealed his authentic self and he wasn’t prepared to do that.

As a result, he was once again sitting in his own pain, seeing his identity and his authenticity face off with each other every day. He knew that the image he was presenting wasn’t consistent with who he was.

If he’d had the courage to step forth into his delicate sensitivity and speak about the bullying he’d experienced, he could have made a much larger impact on the world by outlining the steps he’d taken to move into his competence and into his expressive self – his journey into learning that his whole world became thoroughly enhanced by creating relationships from a real, true and authentic space.

So although the fear is appreciated, and he doesn't have to do it, what awaits him if he's willing to dive into the deep end is a life of much greater dimensions, much greater reward and much greater purpose.

The reality is that bullying is a tragic experience, and yet it's one that many of us can relate to. It's not just something that happened to him. And even without being the victim of bullying, we can all relate to the trepidation he would have had about jumping into the deep end – the fear of losing his job and his friends, of possibly having to face off against his bullies one more time.

In addition, he would now get to be a sensitive, soft underbelly, raw human in ways that he had prevented himself from being under the guise of protection. The reality was his soul was still suffering.

If you don't want to take the plunge, it really is okay. We all understand. You don't have to dive from that diving board. But if you do, you'll get a grander experience of what it means to be alive, what it means to be human, what it means to contribute, and what it means to be real, true and authentic.

I saw you dreaming there.

Key Takeaways

- Is a message even a message if it's not delivered?
- Having your voice is only 75% of the whole. Now you have to make a choice about whether or not to share it. It's okay if you don't, but if keeping it to

yourself is the choice then your personal experience and the impact you could make will be missed.

- You may not be able to predict the growth that will occur from delivering your message until you have given it to the world. However, you can be assured that growth will occur. You also can be assured that if you don't deliver your true voice, it will have no impact.

CHAPTER 10

You Can Do It Alone, But It's Going To Be Harder

It may be clear to you that delivering your voice to the world is an attractive and valuable direction to move in, and you want to try it. It's wonderful to come in touch with your authentic message, and it's wonderful to hope that someday you're going to deliver that message to the world – when the world is ready for you or you're ready for the world.

More than likely, however, the same things that have prevented you from getting your voice heard in the past are still going to be there now. Life patterns get set when you're alone with yourself. We tend to believe that things are as good as they are ever going to be, because that's all we've ever known.

But being with yourself alone only enables you to access things that you alone know how to do. Whereas communication, connection, creativity and conversation are functions that require two or more people. Essentially, the world is not going to be ready for you – and you are not going to be ready for the world – until you take an active part in the conversation.

“We’re here for a reason. I believe a bit of the reason is to throw little torches out to lead people through the dark.”

– Whoopi Goldberg

You have a rightful place in the world as a contributor, making the impact that you’re here to make while living in this transient, temporary, impermanent life of ours. But given the urgency that it is transient, temporary and impermanent, reaching that rightful place can involve making a long and arduous journey with no guarantee of reaching your destination – especially without the help of others to assist with growth and development, whether those others are teachers, facilitators, professors, therapists, psychiatrist, coaches, healers or any other form of authority or guide.

“If you cannot see where you are going, ask someone who has been there before.”

– J Loren Norris

If you’ve gotten this far in the book, it’s because you haven’t yet found how to deliver your honest to goodness, real, true, authentic message to the world in a way that you’re satisfied with. You may not be delivering any kind

of message, or you may be delivering a message that is completely inconsistent with who you are. If the latter is the case, and you've gotten accolades, awards and attention for that tangential identity, it is likely that you're stuck in that morass.

In both cases, freeing yourself from being completely mute or speaking from identity rather than authenticity requires delicate listening, coaching and guidance to discover, define, refine and deliver your true message.

“A mentor is someone who allows you to see the hope inside yourself.”

– Oprah Winfrey

It is my firm understanding that the only way to substantially advance any topic, any work, any project or any vision is through authentic conversation with another human being, where ideas can be exchanged, where plans, intentions and visions can be made, and where actions can be implemented to create an outcome that otherwise wouldn't have existed. Only when more than one person is involved in that process can you create something new.

The world could use some improvement. It's perfect as it is, but it could use some improvement. And it's looking for you to be a part of that improvement, part of that transformation and part of that transition. Only through

delivering your authentic message into the world will that occur.

When you're very close to something, it can be really hard to focus on it. And so having somebody there looking from the outside with a different perspective can help you to see what it is that you have, right there in front of you, that you can't clearly focus on because it's so close to you.

“Learning is finding out that you already know. Doing is demonstrating that you know it. Teaching is reminding others that they know just as well as you. You are all learners, doers, and teachers.”

– Richard Bach

Working with someone who has an outside perspective, and the skills and knowledge to enhance your performance, is a tried and trusted method that is used by the finest athletes, actors, musicians, and artists. All these people have mentors and coaches, because how you see yourself from the inside is quite different from the impact you might be making from the outside.

But you don't know that because you're always with yourself. So a trained coach can provide perspective and enable you to create an impact that is otherwise unimaginable.

Recognizing that this relationship has incredible value, in terms of helping you to reach the heights you want to reach, is critical to your success. The truth is that the only way to up your game from great to excellent, or from excellent to extraordinary, or from extraordinary to one of a kind, is to develop that relationship.

“You cannot teach a man anything. You can only help him discover it within himself.”

– Galileo Galilei

Authenticity is rooted in granting yourself the permission to be yourself. And part of giving yourself that permission is to work with somebody else who is going to encourage you to do that. Humility has relevance here.

Letting go of the belief that you need to do everything yourself and the idea that if you're not doing it yourself it's not going to be truly authentic, or that there's some kind of deficiency within you if you're not taking 100% responsibility for every aspect of who you are. It's okay to ask for help.

“A mentor is someone who sees more talent and ability within you than you see in yourself, and then helps bring it out of you.”

– Bob Proctor

Speaking for myself, I’m a bumbling fool. I’m a pizza dude. I’m a college dropout. I really am. When I built an identity for myself as a big, smart, strong, charismatic, cute doctor, that’s where my life ended – I was impenetrable and unavailable to other people’s coaching and mentoring. I had no idea of my flaws and all the places where I might have been able to grow and develop.

“If I have seen further, it is by standing on the shoulders of giants.”

– Isaac Newton

When I began to open up to the coaches, therapists, authority figures, and healers, my life went through so many changes that I am unrecognizable from who I was when I was a teenager. I attribute all of that to having had coaches who were completely committed to my progress and my well-being.

So, the question is, are you open to it?

“The delicate balance of mentoring someone is not creating them in your own image but giving them the opportunity to create themselves.”

– Steven Spielberg

You may not know your message or how to deliver it, you may find your message and not want to deliver it. Both of those things are okay; you can get through life. But if you want to uncover your message, you're going to need to know where to look for it.

And if you want your message to make an impact, you're going to have to deliver it. In order to do these things you're going to have to be in strong conversation. And strong conversations with a mentor are the easiest, best and most efficient way to get your authentic message out to the world.

Key Takeaways

- In order to uncover your message and deliver it, you're going to have to be in strong conversations.

FIND YOUR TRUE VOICE!

- Having somebody looking from the outside can help you see what it is you have that you can't clearly focus on because it's so close to you.
- It's okay to ask for help. You are not alone.

If this book has resonated with you and you feel that you have a deep and authentic message that needs to be shared with others in your community, then contact my office at +1 916-671-0007 or visit www.WelcomeToHumanity.net/Consult for a Complimentary “True Voice” Strategy Session, so that I can help you formulate, refine and then deliver your true message to the world.

NOTES

