

00:00:00,"Welcome to the Hair of the Dog podcast. I'm your host, Nicole Begley, and today I'm chatting with my friend Heather about crisis management. You know, when you feel like the sky is falling in around you and everything is completely out of your control, how do you react to those situations? Well, Heather is gonna be interviewing me about some pretty stressful recent experiences that I've had and my tricks for keeping a fairly steady head space throughout it."

00:00:27,"So if you've ever had some stress in your life or you're thinking you might again, which is probably everybody, you probably wanna listen to this episode. Stay tuned. Welcome to The Hair of the Dog podcast. If you are a pet photographer ready to make more money and start living a life by your design, you've come to the right place. And now your host pet photographer,"

00:00:50,"travel addict, chocolate martini connoisseur, Nicole Begley. Hey everybody, welcome to the Hair of the Dog podcast. I'm your host, Nicole Begley, and I am joined by the ever lovely Heather Lahtinen. Hey Heather, Thank you so much for having me. I would like to interview you today if that due to you. Ooh, tables are turned. Yeah,"

00:01:12,"I have questions because recently you had a situation on your spring break vacation that to me felt, oh, I don't know, scary complex, unnerving, stressful, anxiety ridden. Like you were explaining to me what was happening and you were explaining it in a very calm and collected manner. And I was so impressed by your ability to manage your mind during what I would label as a crisis."

00:01:44,"I guess maybe that's the first question. Well tell us about the situation, but I don't even know if you labeled it a crisis. Yeah, yeah, yeah. Nah, it was just an event. Event and it was an event for sure. So we had planned, we went onto Costa Rica spring break with two other families last year and their sons friends with our son and their,"

00:02:05,"the other family's daughters friends with our daughter and all the parents like each other and all the kids get along. So it is a great group. We love doing, you know, fun adventures with them. So anyway, this year we got back from Costa Rica last year and one of the other moms found a house in the southern part of Belize and we're like,"

00:02:24,"oh yes please. Yeah, booked it June 23rd. Actually, I know the date cause I was looking it up when all of this fell down. And so we had booked it in June for an April spring break, you know, cuz I planned my travel ahead and everything paid. I paid the deposit, we paid the like final payment like a month out."

00:02:45,"And then Wednesday we're leaving Saturday morning at like a seven, no it was maybe 9:30 AM flight. And Wednesday I start emailing the house with just a couple last minute questions and I get an email back like, oh did you pay your final deposit? I'm like, yeah, I paid via credit card. Like do you need me to look up the date?"

00:03:03,"She's like, oh no, we had some data loss, I'll find it."

I'm like, okay, great. Okay fine. And then I sent another question and then I get, well actually then she responds back just unprompted without any, didn't ask anything about this or answer any of my questions. Just like, how many of you are coming and what are the ages of the kids?"

00:03:23,"I'm like, that's odd. You should have that information. And then we get an email that says your reservation is canceled. Oh my Gosh. Yeah. She's like, I'm so sorry we double booked the house. This has never happened. Oh my gosh, I'm so sorry. I felt terrible here. We found this place for you to stay on the island."

00:03:41,"This is spring break everyone, 72 hours out we found this place for you to stay on the island for a little context. The island's 26 miles long, the town is at the tip of the island. And we had a house on the beach with the pool with a whole bunch of activities for the kids, like a little climbing wall, a sand volleyball net,"

00:03:58,"like all this stuff. So they could just play and we could just relax and we could walk into the village. This new house was 20 miles north, did not have a private pool, but we could use the hotel pool was not on the beach and was decorated like, I don't know, like a 1980s like mobster movie kind of. Oh my gosh."

00:04:18,"Okay. Not ideal, right? And so it was significantly less expensive. She's like, well I'll refund the difference. Meanwhile I'm like, well I didn't spend the amount of money we spent on plane tickets to all fly to Belize for spring break to stay in like a crappy house. No, no, no. So that's what happened. This is Wednesday evening."

00:04:39,"Like I had already shut my computer down. I just ran back into the computer to get something real quick and I saw that and I was like, well wait, what? What? It's canceled. And so yeah, we were leaving in less than 72 hours. Okay, stop right there. I need to ask my first question that happens in that moment."

00:04:58,"What are you thinking and feeling? Just gut. Are you effing kidding me? Yeah, What is happening? Yeah, Yeah, that's what I was thinking. I never went to any sort of panic. Now four contexts, this is the third time something similar to this has happened. The most recent time prior to this was Kaylee and I were planning Hound vision in Lake Tahoe in September, 2021."

00:05:32,"Yes, September, 2021. And this was after we had canceled two Barques because of Covid. This was the first in-person event. We had, you know, spent tens and tens of thousands of dollars on a house. These are not inexpensive homes to rent. And then about two weeks out South Lake Tahoe is under a mandatory fire evacuation. And even prior to that,"

00:05:57,"that actually made it really easy cuz at least then we didn't have to like worry about will the house let us move it? You know, like worrying about the investment already made in the house because we obviously couldn't go. So they, they had to move it or refund us. But yeah, that was a little stressful leading up

to that cause we're like the air quality,"
00:06:15,"the air quality index I think, don't quote me on this goes to like 500 for bad and South Lake Tahoe at that time before they evacuated it was like 750. Oh my gosh. You can't even breathe. You literally couldn't breathe, you couldn't be outside. It was unbelievably unhealthy and let alone not making good photos unless you wanted to like photograph and like an pac,"
00:06:37,"the apo, the elliptic scene. So anyway, so that was two weeks before we're like when I was talking to her and I'm like, I'm not canceling another workshop. Like I just know it's like I have been, I've done a workshop in Breck in Breckenridge, Colorado. We became good friends with the person that owns the, the house company there."
00:06:59,"Like I can find a chef. I have all those models that we found we can reach out to all of them again. Like I know that I can basically pivot and build a workshop from scratch within two weeks in Colorado. So we did that. I think about 90% of the people that were coming to Tahoe just switched their airline tickets to go to Colorado."
00:07:20,"And then the last couple spots we ended up filling was some people that were a little bit more local were some other people that wanted to join. So it worked out great. It's fine. No problem. And then the other time that it happened was when we were doing barky four years ago now, it was spring 2019. Kaylee was going down early about 10 days early to go travel before she taught I was coming to teach and then travel after."
00:07:47,"And yeah, she got to the airport, she flew from Boston to LA and then American wouldn't let her board her plane because News Zealand and had called and said she can't go, she doesn't have the right visa. I can't even wrap my brain around what that looks like as if she's some sort of international criminal. Right, Right. A dog photography criminal."
00:08:10,"They wouldn't let her Board like she was at the gate and the Yeah. What after flying from Boston to to la? Yeah, so that one was the other two. I never got into any sort of panic. That one when I heard that news and I read that text like I got in the middle of the night to go to the bathroom and so she's in LA so it's three hours behind me and then the plane was supposed to leave at like 11:00 PM LA time."
00:08:38,"So it was like 2:00 AM that she found this out. And so anyway, so it was like 3:00 AM or something and I just like felt physically sick. Yeah. Because I was like, this is not good. Like we have 25 people flying from all over the world to come to this event. And it was, it it for a minute there and then also helpless cuz it's the middle of the night."
00:08:59,"Like I can't do anything. You know me. Correct. I'm gonna jump into action. Yes. First line of response action. Yeah, I can do something about this. But yeah, no I couldn't. So that one was a little thing. And then of course you're dealing with governments and visas. So after dealing with that and we got it situated,"
00:09:19,"we both showed up. We were both there. I got whatever

visa we needed to have. It was fine. So after that one, I feel like my threshold for stress as far as like travel disruption was significantly higher. Yes. Like you could handle anything. I remember talking with you extensively throughout the New Zealand situation challenge. And I just kept thinking,"

00:09:42,"what is That One was a crisis. That Was a crisis. Yeah. What in the world is she going to do about this? Like you're trying to contact the New Zealand government to figure out and And they say things like, oh you just have to fill out this application and we'll get it back to you within six to eight weeks. No, she's at the airport."

00:10:03,"We need an emergency consulate on this. I don't even know. Well Here's the best part. When I actually called the DC consulate, cause they were gonna be the first ones open, the guy that I talked to was just like, you're fine. Just, just go as a tourist. She must have said something. I'm like, Nope, nope."

00:10:18,"She didn't Like she was flagged for some reason where I had the actual New Zealand consulate just telling me like, dude, you're fine. Just, just go. And I'm like, but for some reason she can't get in. So now what? Right. What do we do next? Which is scary cause there's a lot of confusion around the unknown. You don't know what to do."

00:10:35,"Like rebooking the house for the workshop or even the vacation is like, oh I just need to find another house. Right. But this is like, I can't sneak into New Zealand. I can't get her like a new identity. Get her on the plane. She's been flagged. Oh my gosh. Okay. You, you, you tell these stories. So a little too flippantly for me."

00:11:00,"Okay. Because they're much more involved and extensive than Nicole is making it sound. Because I personally was in panic for you, like on your behalf. I was feeling panicked. The New Zealand thing was just unbelievable. Yeah. But yeah, you figured that out. And then, you know the Breckenridge and Tahoe and all of that happened. Or where did you end up?"

00:11:24,"We ended up at Breckenridge. It was supposed to be Tahoe. We ended up Breckenridge and then we had a big house that we had to use. So we ended up doing a Tahoe in the spring of 2022. Last spring. Last March. Which was amazing. And I said to Kayleigh, I'm like, I'm really glad that was last year because the amount of snow they had this year,"

00:11:42,"I don't know that we could have done it. Cause they've had like 60 feet of snow or something. Insane. A lot. Yeah. We have some friends out there. So. Okay. I want to, what I'd like to do is having all that information is take a look at this most recent one, the vacation of Belize in more detail because I have turned into an investigative reporter,"

00:12:02,"journalist. I dunno, I'm just trying to figure out how you manage your emotions and your thoughts, your mind in these situations. Because I honestly feel like I may have fallen over dead. Not, I was gonna say the first thing is that it's not life or death unless you fall over dead, then. Well, I guess that would be, that would be bad."

00:12:24,"Okay. So if, so how? Number one is I think I, I like just, you know, this isn't, it's a vacation. Yeah. I wanna go to Belize, but Oh, you know, like I'll figure it out. So I think I start from that place of like, there's nothing that is going to be so drastically terrible come of this that is going to affect me for the rest of my life."

00:12:48,"Mm. Okay. So, Or anyone that I love for the rest of their life. Okay. So the first step is perspective. Wait. Yes. I'm not kidding you. I am literally taking notes perspective, asking myself like, will I die? Will I get mauled by a bear? Will anyone I love die? And if the answer is no,"

00:13:07,"Right? Then step two is what? Tell me step two. Step two for me was action. So it was, all right, what are my options? And just, and starting to figure out what those options are. So do I have like first it was what's available on the island and there was literally nothing. So we were party of 11,"

00:13:28,"so we needed a five bedroom house. Wow. And there weren't even like smaller places. There were even some like decent hotels. We looked at that they were full, they didn't have enough room for all of us spring break. And then I started looking at, okay, well maybe we go to other places. So there were a ton of houses for rent in Costa Rica,"

00:13:45,"but airline tickets and by now have become prohibitively expensive. It's spring break week. And this whole entire county was on spring break that week. And so I was like, all right, that's not gonna work. And then I started looking for really just other places in, well, we had a couple options. We were going to try to see if they would put us up."

00:14:04,"There was one house that we would fit in. It was twice the price, plus a little of the house that we had rented. Oh. It was really nice. And we're like, whatever. And I, as soon as that happened, and as soon as I had the perspective, I actually then went to, it's fine. It's all gonna work out."

00:14:23,"It's always worked out. It's gonna be, and I just decided, I made the decision, it's going to be this house. We're gonna end up in this house, they're gonna kick these other people out. We're gonna get this house or better. Oh, like That's it. Whatever it, whatever it ends up being. It's gonna be this or better This or better."

00:14:42,"I love, I'm writing that down this or better. That's a really great concept that goes along with something you said to me off air, which was either way I win. Yeah. Yeah, a hundred percent. Once I started doing, like, I went to basically a brainstorm of like, here are all the options. So I talked about this on my elevate call the other day,"

00:15:01,"like divergent thinking, which is like, we are taking all of the free flow ideas. We are not judging them. We are not looking at is it applicable, is it doable? What's the cost? It's just like, what are all the ideas? What are all the different outcomes we can look at? And then we can go to the convergent thinking where we're like,"

00:15:18,"okay, now we can start to converge on one. We can look

at one, we can start to look at these, how-tos will this work? What are the details of this? And so once I started to do that, convergent thinking on them, and I started to like narrow down, all right, we basically had three options. It was option one," 00:15:36,"we end up in that house, option two, they put us up in this really big fancy house, like super luxe. And number three, we found a great house on a different island in the northern part of Belize, which looked lovely and whatever. Great, fine. So I decided once those were the three items that my divergent thinking converged onto and my conversion thinking," 00:16:01,"I realized no matter what happens here, I win. Like they're all awesome. I'm still going to please in three days, like I just don't know where I'm staying yet. You sound so hyper intelligent right now. I'm really impressed not only by your ability to navigate this situation, but the vocabulary you have around it is pretty impressive. I wrote divergent thinking," 00:16:23,"which is no judging, just brainstorming all the ideas, which then helped you narrow down to convergent thinking of like, okay, what are, what actually can work? And what does that look like? And in full belief, so this was a combination of action and belief. A hundred percent. I had the belief, I had the belief first, Oh wait," 00:16:47,"I have these out of order, I gotta reorder these. Yeah. Because I wrote, so, so far I have, number one was perspective number two, action three belief. But I have those backwards. Yeah. Well, I may maybe belief it was back and forth. So the initial belief, like there was an initial belief, like a belief," 00:17:03,"try a ladder if you will, like an initial belief. Like this will all work out. Mm. And then I started to see the different things. Well, and then it, okay, find the thing, take the perspective. No one's gonna die Here we're, we're like, is this is the first world problem? Number two, the belief that this is all gonna work out," 00:17:20,"it's gonna be fine. And then also then stepping into my intention, setting an intention of this or something better. Yeah. I love that. Like it was, you know, I, it's not, no one's gonna die. Everything's gonna work out and I intend to make it this or something better. And then I start to find all the things," 00:17:42,"I start to narrow it down. I end up on three and I'm like, oh, either way I win. I've completely, completely detached to what the answer was. If we got into that house, if we got into that other house, or if we booked that house in Northern Belize, What is the time I, I know it happened that happened on a Wednesday," 00:17:59,"you were leaving Saturday, but what was the timeframe that you got to the point of those three options? Hmm. The next morning. Oh, Pretty quickly. Yeah. We had the new house booked in 24 hours. My gosh. I had to, we were leaving at 72. There was no, no option. We have to get this reserved." 00:18:21,"Okay. How did you maintain like such incredible focus and a clear mind Really? Well, this is, if you guys just listen

to our Ninja Productivity podcast that we just did released last week about how we schedule our time. This was my week two of doing that where everything went off the rails. And literally by the end of the week, I was just like,"

00:18:45,"I, this is done. I'm just, now, I did flip to what needs to happen before I leave on vacation. And I went back to to-do list for those last couple days because the schedule it, it just, I was outta my control. It was either I follow my schedule and I don't go to Belize or I go to Belize and I just get that done and get done what I need to get done."

00:19:05,"And so again, that was me taking control of like, what's more important here? And at that time, I was going on vacation still, like, yeah, yeah, I'm not staying here next week. So you just really laser locked in. Incredible focus on Belize needs to happen. I need to figure it out. I'm the one to do it."

00:19:23,"The work can wait. I trust that I'll Yep. Figure that component out. So you were able to really quickly get that off your plate just by thinking about it in a certain way, which is, yeah, I'll put out reschedule or whatever, get all of those things done because this is the priority and you're going to Belize period. Yeah. I was like,"

00:19:41,"I have plane tickets to Belize on Saturday and I'm going to Belize, like whether I have a place to stay or not. Yeah. I mean that's, it's, it's warm. I can sleep outside. No, I mean like, I knew there would be some place to stay in the entire country, you know, even if we ended up switching from the beach to jungle vacation,"

00:20:00,"whatever, like I was going to Belize and it was going to be that or better That or better. Okay. Well, but listen to this. I have an even better question. Okay. My first question was how did you maintain focus in a clear mind, but you're very good at managing your mind in crisis mode or in very fast action mode."

00:20:22,"You didn't label this as a crisis. I know I did, but you called it an event. I'm thinking it's a crisis because I have tickets to a different country and nowhere to sleep. And you're like, oh, I'll figure it out. Totally different mindset, but okay. But listen, okay, that's great. But how did you manage the minds of all of the people around you?"

00:20:41,"Because they could not all be as clearheaded as you, there's no way. Well, my husband's been around me enough that he was just like, whatever, you've got this, let me know where we're going. So he trusts you. Yeah. And if he, if I needed him to do anything, he certainly would have. But yeah, I was like,"

00:20:57,"don't worry, I got this. I'll let you know. Then our other friends were my one, my one friend is very much, he and I are both just like, all right, this is something better. And you know, one person from each couple kind of had a minute of like, oh, too much change, too much. Like a little stress about like,"

00:21:18,"what, what is happening? Do we still wanna do this? Maybe we just cancel it. And you know, it was just then feeling like, oh wait, is this person trying to like, was this a scam?"

Like this house that we rented, you know what I mean? Like all of those feelings come up because we ended up being that they were gonna refund the,"

00:21:36,"the stay plus a few thousand dollars, which was a nice bonus for our vacation. And so then it was like waiting for the wire. And of course it's on a, it's on Good Friday, so it's a holiday bank weekend. Like the banks already be closed on Monday and there's a time change their mountain time. But then the bank was like out New York."

00:21:55,"So then the wire didn't start to go till like five. So I didn't get anything. So we then had to have faith that like, dude, it's gonna come through on Tuesday while we're in Belize or not. Like, and if it doesn't, I paid with my credit card and I can fight the charge with that. Like there were still options and it was just,"

00:22:14,"I could either sit for the next like four days, my first three days of vacation, stressing about is this wire gonna come through? Or I can just say, you know what, if it doesn't, I'm still protected. I paid with my credit card. It has travel and Torrance, it has all these things. Like I'm just gonna enjoy my time and it should,"

00:22:29,"it should come through. And it did. Okay. You know what, you are, you are a master. You're, this is like mind mastery here. This is, this is ninja level mind. So we talked about ninja productivity, but this is you at the mind mastery level because I didn't even realize that part about the banks and the refund."

00:22:52,"Oh Yeah. I could see myself really going sideways there. Well, Here gets even better. So once we decided, so one of it worked out really well. One of the people that was going on the trip is very much into a law filled trademark ip, but knows laws space. And, and when this is happening, he's like, you need to call her and say this,"

00:23:20,"this, this. I'm like, I, I just, I just can't Can do you wanna call? He's like, yeah. I'm like, okay, great. So anyway, that all happened and it was like, all right, fine, we'll refund the house. Like she basically was like, the only thing I could do is you can take this crappy house up here and I'll refund you the difference or I'll refund the house."

00:23:36,"You cancel. We were saying we're gonna have to cancel our vacation and here's, you know, a couple thousand dollars for plane tickets. And so I'm like, fine, we'll take that one. Didn't tell her we booked the other house in Northern Release. Right. No, she doesn't need to know that. Yeah. And then when I responded to that email,"

00:23:52,"there was also this little random glitch in Gmail that I sent probably three emails over like 12 hours of like, cuz I sent that one for my perspective. I sent that one saying, yeah, we want the refund in the couple thousand dollars. And I heard nothing. And then I responded with, you know, here's my wire info, here's all these things like please confirm you got this."

00:24:14,"Please confirm when you send it. Nothing. Then I get

another one, I send another one, nothing. And so then we call the next day, we're like, what the, she's like, oh, I sent it. I responded to all those emails and she sent me the WhatsApp, like the picture of her response. And then I sent her my Gmail."

00:24:31,"Like, dude, I don't have anything. And I went to sleep that night. It was Friday night, Saturday morning I woke up, they all came through at 4 0 2 4, oh my gosh. 4 0 6. Like it was stuck up in this random like Gmail place. So meanwhile all this is going on and we're like booking this other expensive house and this one,"

00:24:48,"you know, cause it's 11 people, it's a six bedroom house could like cost a little bit of money and to not know that that one's coming back yet. Even though I knew we could fight it with the credit card. So it wasn't like, it wasn't like we were actually gonna lose any of that money, but it was just depending when it would get back."

00:25:03,"Well still. Yeah, yeah, yeah, yeah. But it was, it could question, question your faith. If you don't have as much like, I don't know, unwavering faith that like it's all gonna work out this, there's something better. Any, no matter what happens here, I win that. Okay, listen, I would love to believe that I'm at that level Nicole and I,"

00:25:22,"and in some areas I am. But when it comes to many thousands of dollars, no, I would've lost my mind. I would've been, but If you, even if you knew that you paid with your credit card so you could, yeah, you could fight the charge the credit card and I would just refund you Y like I hear you say that and logically I'm like,"

00:25:39,"yes. But until it would actually happen. It's like, It's like your S-corp. Yeah, exactly. It's exactly like my S-corp. Everything. Everything is more complicated than I think. I don't understand anything. I don't know if this is gonna work. And I get all kinds of confused and crazy. Like I feel like I'm out of my realm."

00:25:58,"This is hysterical right now just because you and I had a coaching call this morning in which we broke down my love for complexity and how I overcomplicate so many things because A, I like it. B I just feel like it's just like, can be better that way. All these things. And here is the exact opposite where I'm like, this is simple."

00:26:19,"You're like, that's really complex. I'm like, I need to create a funnel. You're like, that's really simple. I'm like, no, it has to be complex. So what, you know, you actually, that's probably the best point we've made today, which is what you're saying is that it doesn't matter what the situation is or the circumstance."

00:26:37,"What matters are your thoughts about it? Because you and I could be presented with the same exact circumstance, right? And in this case, you handled it beautifully and you just managed everything. You managed the, the Belize lady, you managed your friends and all the whole situation. And to me it's like the most complex thing ever to you it's simple and then yeah,"

00:26:59,"vice versa with the funnel. I'm like, that's so simple. And you're like, no needs to be complex isn't, this is just so interesting that you can feel however you want about any circumstance by just shifting your thinking about it. You, And maybe you can't. Yeah. And maybe you can't shift the whole thinking. But again, can you shift it to,"

00:27:20,"I can figure this out, like, which is what you did for your S-corp. You're like, I can do this. Yes, Yes. And now that you've done it, you're like, oh, that was really pretty easy. Well, let me tell you something about, now that I've done it, not only was it easy, easier than I thought,"

00:27:35,"and it's taken care of. And I, I'm like a big girl over here. I've got payroll and everything. What? But I started my estimates for this year and they've shifted because there's payroll and the taxes are different, you know, and I'm like living in heaven, I'm like, this is so much better. I'm so glad I did this."

00:27:51,"Nice. I love it. So it, you know, with that belief, if if you could focus on the end state, which is not only will I figure this out, but whatever happens, I actually win Because It's this or better. Yeah. And I wanna bring this around to how this might look in a photography business. Great. Especially with maybe,"

00:28:11,"I don't know, a angry client. Like when something like that happens, do you feel like the world is falling? Yes. And your whole entire business is going to crumble down and no one will ever hire you again and you're gonna like end up broke on the street. Absolutely. Homeless and Better. Yeah. So instead what if you could look at 'em,"

00:28:32,"be like, this is outable. Hmm. I will do what needs to happen here. And maybe either way I win because now I can learn a lesson to have a different policy in place if there was a miscommunication or you know, maybe there's a different way you need to educate about something. Or maybe there's a red flag that you didn't listen to about that potential client,"

00:28:55,"but you took them on anyway because you're like, oh, I know this isn't the right fit for me, but oh God, I really need a client. And so maybe that's the lesson and that sort of thing. So can you look at it from a place of, instead of like fearing it, can you say this is the situation no matter how they're perceiving it,"

00:29:14,"whether they're right, whether they're wrong. Just the perception of the situation is, this person has said they're angry with me, or they're not happy with something they, they would like something to be different. How am I gonna react to that? What can I do to salvage this relationship? Or if it's salvageable or is it time to cut that relationship off and refund?"

00:29:35,"Or like, what is it, like how, what do I do here for this relationship? And then look at it as like, what lesson do I have to learn here? What can I implement in my business so this doesn't happen again? That's great advice. And also, how does

this make me stronger going forward? Like how does this build character for me?"

00:29:51, "Because everybody fears an angry client and the first time it happens, yeah, it's challenging and you figure it out, but then guess what? You don't fear it as much anymore. So it actually strengthens you. Yeah. I don't fear calling embassies as much anymore. I don't fear calling embassies in other countries to speak the consulate because it's just what I do."

00:30:16, "I prefer not to have to do that again. But yeah, that's Great. But no, it's true. Like if something, if your worst fear happens, the first thing I would say is good. Okay. After, I'm sorry that's happening to you Of course. But like this is exactly what you need because you won't fear it anymore and you'll be stronger just like the New Zealand thing happened to you."

00:30:37, "And I just cannot possibly come up with a more challenging situation than that. And because in terms of travel and Because you, yeah, that might have been the most challenging of my life. One actually that might have been one of the most challenging situations. Travel or not of just there. I mean there's a lot in the line. We had 25 people that paid a lot of money to fly across the world."

00:30:59, "Like we couldn't not be there. And you figured it out. Which means a girl who could do that, could do anything. So that's why when this little thing in Belize comes up, you're like, oh, it's nothing. All The consulate. One of the things that our mentor James Wedmore always says, and this is a great indication of this too,"

00:31:23, "is our business will only grow to the level of problems that we are willing to deal with. Woo. Good one. That's So if you will not deal, like you just don't wanna look at it and you're like fear and resist any sort of challenge that comes up, like your business is gonna be stuck in this plateau level because you're not gonna be able to handle anything more than that."

00:31:43, "And it's not gonna give you any more than that. Oh my God. But if you can, That's so good. Yeah. If you can look at these challenges as, all right, this is an opportunity to grow to perfect my systems to get moving. Like for instance, if when I launched the hair of the dog academy, we had like 5,000 members."

00:32:01, "I couldn't have handled that. That would've been a disaster. Yeah. Like I didn't have the infrastructure of the team to handle that. I don't think we could even handle that now. Like we need to get that, we need to build it as things come up and be ready for the things that you want in your business, in your life. So that when they start to come in,"

00:32:18, "you can handle them. And when inevitable bumps in the road happen because it's gonna happen no matter what, then you can just take a minute, pause, feel the emotion for a second. Like when I read that first email, I was pissed. Yes. I was like, I'm sorry you what? You canceled our reservation. But I was only there for a minute and I'm like,"

00:32:37, "me being pissed isn't gonna do anything about it. Hmm. Me being pissed certainly isn't going to like cause her to be

like, oh nevermind. You know what I mean? Like I changed my mind. Yeah, yeah. Like you seem really nice to deal with. So like what? Yeah. You have to ask yourself too, like how is this serving me right now?"

00:32:53, "Yeah. And if you're feeling like no one's saying that you can't feel the emotions and you can't be angry and you can't be stressed or you can't be, you know, sad about something, but you can't stay there if you want to grow or learn from it. That's, You choose how long Yeah. It is okay to have that emotional response. You're right."

00:33:13, "Because you're going to be mad when somebody screws up your vacation. But you have a, that's automatic for everybody. Yeah. Yeah. But you, you have a choice as to how long you stay there and your ability to move through that so quickly is just masterful. Oh cuz I like to go to action. I know you do. I'm gonna fix this,"

00:33:35, "I'm gonna do all of the things. It doesn't matter. Yep. I think for me, part of doing the things is allow what allows my brain to start to like understand like, oh, I am in control here. Yes. So it allows for me to kind of reset instead of sitting there and doing. So I'm sitting there and not trying to like look into what's next or what,"

00:33:52, "what, how can we deal with this Then I I I'm just sitting in that whatever emotion I'm in. Right. Which just, that Helps me get outta it. Yeah. It's just not helpful to stay there. So if you have a photography client that's upset, it's okay for you to have a moment of reactivity where you don't like it. Or,"

00:34:11, "or even try to, you know, say things like, well I could have never pleased that client anyway. They were so Yeah. Going straight defensive. Yeah. Straight. I heard somewhere, this is just very recent. The person said a defensive posture is the first act of war. Yeah. And, and then they went on to explain, but it was really interesting."

00:34:33, "I thought when you get defensive, you, that's like saying, okay, it's time to spar like you Oh, a Hundred Percent. Yeah. Where if you just let it be and didn't defend, have your moment. Have your moment for sure. You have 2.3 seconds and then you say, okay, what can I do here? Or like you said,"

00:34:53, "how can I make this right or what can I do for this relationship? Or what does this look like moving forward? Or do I need to just kind of loose, you know, does this, does this require a response or no? And then you write the response and then wait a day and then Like give it a minute. Yeah. Have somebody else read it maybe."

00:35:09, "Yes. Especially if you're writing it from a place of a little bit of emotion. Yeah. You're trying to explain yourself. Yeah. You just, you know, you've, you take care of it. But the key here is what if in these moments during any crisis you could say to yourself, and I've done this, I've said, oh my gosh,"

00:35:26, "this is so good that this is happening. I'm, I'm getting to practice my skills and this is really gonna serve me. Or in our case, I think this is gonna make a really good podcast

episode. Yeah. Like this is a good lesson here. Yep. Well and also it's great too when it's done and you look back on it and like you said,"

00:35:46,"you're like, oh, I manage that. It, it ends up giving you so much more confidence for Yes. Like I can manage other things that come my way too. It boosts you. You got a confidence boost from the Belize debacle. I did. And a tan. And a and a tan. You got the best of both. And some of the best shrimps of viche I've ever eaten Ever."

00:36:08,"Oh, I'm a little Dumb. Every day I would. Oh so good. Yeah, I would love that. And red snapper, right? You ate a lot of red snack. Oh my God. Red snapper was in season. So just about every meal and it was delicious. Oh my gosh. Okay. Great. Thank you so much for indulging me in my awe of your ability because I,"

00:36:25,"so here's what's gonna happen. I'll tell you straight to your face. This is what's going to happen when I enter my next crisis. I'm calling you and I just need you to talk me down. That's it. Sounds good. We'll get perspective. Yeah. Actually another crazy thing happened to me right on the hills of the Belize thing. Well, didn't happen to me per se,"

00:36:46,"but during our commercial pep photography academy launch that I run with my friend Jay Nicole Smith, she lives over in the uk. She was over in Minnesota speaking at the AIM conference and like her first or second night there ended up in the hospital needing emergency surgery for an appendectomy. Yikes. And so you can go to a lot of places with that. You're like,"

00:37:07,"man, I just flew halfway across the world. I'm supposed to give two conference talks over the next couple days. I'm in the US like without insurance. All of these things. Like what, you know, cuz like just my credit card covering insurance, well my UK health insurance pay for like, like just thinking about like the stress of like, oh my God I need surgery."

00:37:26,"And even if you have coverage, like how am I gonna navigate that? And then like talking about the power of perspective is a quick way to shift that was like, oh wait, I'm in like Minnesota at a great hospital, like in the US big city, great place, good care. Like you're not in the bush of Africa. Yes. Or on an Antarctic cruise or in the Galapagos or even on that island,"

00:37:50,"we were in a Belize that didn't even have a hospital. Just a urgent care that was rarely ever open. So, right. Yeah. So like that perspective, I wanna recap these top four. That perspective is like a huge shift. So whenever something starts to happen and no matter what in your life, if you're starting to feel like just stressed or bad,"

00:38:10,"like you just feel heavy or you have like more negative emotions, can you look at your perspective? What are you thinking? And can you shift that with some gratitude or just trying to change the perspective of it? Because no matter where you are, there's always something to be thankful for and there's

always something that could be worse, you know, quite frankly."
00:38:31,"So can we look at it and like just get that in perspective, especially when it's something like, oh I just have an angry client, or Oh, I just, you know, have to figure out a new vacation. Okay, fine. So yes, get that perspective and then drop into whatever belief that you can truly believe, whatever thought you can truly believe of."
00:38:50,"Like, hey, this is all gonna work out. Or maybe the thought that you believe is just like, oh, thank goodness I'm not, whatever. Maybe your thought is just whatever perspective it is and you can't find something else to hold onto of a grounding belief, but you can ladder your way up there. Hmm. So perspective, belief that it's all gonna be fine."
00:39:09,"Send intention of what you want to happen. Like okay, this is, I'm going to figure this out. I will satisfy this client. You know, like this, this will be great. Like Belize, I was like that house or something better. Yeah. And just be open to it. Yeah. And then you start to do the action first from like maybe brainstorming and then start to dial in on like what actually happens and start to take some action."
00:39:33,"I love this. I took notes during your talk, but I love the perspective, belief, intention, action. Yeah. Yeah. That's really helpful and will hopefully ground me the next time I enter a crisis. But please know I'm calling you so, oh, Especially if it's a vacation booking. I, I book vacations under pressure. Really. Well yeah."
00:39:58,"Like just the perspective of like, I'm not going, we tend to catastrophize like the upset client about the photos is not going to ruin your business. It's really not. It's unpleasant and that's okay to acknowledge that you're gonna have some negative emotion, but you know how long you stay there is up to you. Yeah, for sure. Oh my gosh,"
00:40:16,"this has been super fun. Thanks for turning the tables for an interview there, miss Heather. Oh, I Appreciate, I appreciate getting your, speaking of perspective, getting your perspective because I'm just, I'm just in awe of your mastery and I just wanna, I just really wanna be like you when I grow up. That's all. That's okay. Remember we talked about there's things that I find simple and there's things that you find simple."
00:40:40,"Yes. So we all help each other out. So anyway, thanks everybody for being here with us and we will see you next week. Thanks for listening to the Hair of the Dog podcast. This was episode number 191. If you wanna check out the show notes for access to any of the resources that we mentioned, simply go to www.hairofthedogacademy.com/191. Thanks for listening to this episode of Hair of the Dog Podcast."
00:41:06,"If you enjoyed this show, please take a minute to leave a review and while you're there, don't forget to subscribe so you don't miss our upcoming episodes. One last thing. If you are ready to dive into more resources, head over to our [website@www.hairofthedogacademy.com](http://www.hairofthedogacademy.com). Thanks for being a part of this pet photography community."