



S2:E14 – Chet Morjaria | Work Worth Doing

Please note this is an automated transcription with minor editing & may contain errors.

Chet Morjaria

Beth Stallwood: [00:00:00] Welcome to the work joy John podcast. I'm Beth Stallwood, your host and founder of Create Work Joy. In this episode, I am joined by Chet Morjaria and Chet is a fantastic thinker, business coach author of the book Work Worth Doing. And I think I saw Chet online when his book was nominated for the Best Business Book awards.

[00:00:57] And I bought the book and I really loved it. So I got into contact with Chet and said, would you come on the podcast and talk to us, but more around the subject of work with doing, and we talk a lot through his manifesto, which is in his book. I think it's a really interesting conversation and I hope you find it interesting too.

[00:01:25] **Beth Stallwood:** [00:01:25] Hello, welcome to the Work Joy Jam. I'm really excited today to be joined by the fantastic Chet Morjaria, Chet is incredible. He's the author of a book Work Worth Doing. And when I saw this book and read it, I got in touch with Chet and I was like, I need to talk to you because there's so much in here that I think could really help us all with our own work joy.

[00:01:51] But rather than me introduce Chet, I would love to hand over to you Chet to tell us a bit about you, who you are and what you've done so far and how you got to where you are today.

[00:02:03] **Chet Morjaria:** [00:02:03] Sure. And first of all, Beth, thank you so much for having me on. I've been looking forward to this conversation since we scheduled it.

[00:02:11] So in, by way of introduction, my name's Chet Morjaria, as you said, Beth, and I'm a business and communications coach and founder of a company called Realign Global. So in terms of what I'm doing at the moment, and then we can backtrack the real and global work with entrepreneurs to realign their offerings and their communications, their marketing so they powerfully represent not just their value, but also their values. And I'm sure we'll end up talking about valid values a little bit. So where I work best, where I find work joy, where I



THE PODCAST

find work worth doing is at the intersection of meaningful work and powerful words. And that's what I've done for the last 15 years.

[00:02:54] A lot of it in the health and fitness industry in the coaching and consulting areas of business. And over five years, I ran a successful coaching business and that was focusing on teaching coaches, givers, helpers, coaches, how to communicate powerfully and meaningfully with their clients. And ended up doing loads of speaking around that too.

[00:03:16] So spoken on it, spoken on doing work with meaning and creating powerful communications at industry summits across the years. And then as you start to move that into what I'm doing now, that was through at least one of the things it was through amongst many was being ex managing editor of breaking muscle, or sorry, being a managing editor now ex managing editor.

[00:03:41] And that was a health and fitness website and it had 8 million monthly visitors, eight editors, 200 writers. So if we're talking about convergence, if we're talking about bringing everything to a, a point of work joy, a common purpose, a common goal, aligning, a business, aligning its people, aligning its communications.

[00:04:00] You might, you can tell, I like the word aligning then, then, then that's what that was about. That's what that helped me to, to bring together and to bring that. And so these days I work with purpose driven entrepreneurs through my company, Realigned Global through, through a business with meaning accelerator. So helping people to develop businesses with meaning exactly, as it says in a marketing with meaning mentorship and specifically a we're talking about types of people, then this is what leads into the work worth doing for me, my type of people, the people who are generally, and tell me, Beth, whether you, or whether you feel our listeners might, might resonate with this, that people who are distracted through all good intent, but spending energy all over the place, spending energy on some of the wrong things, some of the right things and feeling a little bit distracted as a consequence, potentially exhausted as well through, particularly through constantly trying to give to others and to keep others happy.

[00:05:04] And then through all of that stuff, doing work, that's really valuable doing work that they love, but feeling somewhat frustrated through struggling to express and communicate what that value is into the world. And therefore find themselves in a place of more joy, have more joyful work with more people who value it.

[00:05:24] So what we do is take them toward fulfillment and in terms of fulfillment, I would say that's three different things. Freedom through having that clear vision and having



THE PODCAST

aligned focused action towards that is fun through enjoyable aligned offering. So services that you actually enjoy delivering you actually want to get up and do these things you like.

[00:05:50] They are a pleasure for you to run and have in your business. Communications that are fun too. And also financial reward, because that's an important part of this stuff too. Right? So financial reward through getting paid in alignment with what they're worth to me, you put those three things together and we end up in a place of joy in a place of fulfillment, which I would also define as life on your terms.

[00:06:13] So what brings us to this point, this book, and probably this conversation then Beth, is this idea of work worth doing. And that's the book that is, has just been released just three months back. I think it is now. It's. I finalist for the short business book of the year, 2021. And it's an Amazon number one best seller.

[00:06:33] And I'm currently writing my next book called well working title is The Right Customers. And that's it about how to meaningfully niche your business. So if we're talking about taking this forward, my vision, what makes work worth doing for me is for when my people, my clients, when I can help people to feel aligned to their work, to their words and to their world.

[00:06:55] **Beth Stallwood:** [00:06:55] I love it. That's such a great introduction. I have literally written loads and loads of notes, and I want to pick up on things if I can. Thank you for that. It's such an amazing background that you have, and I'm fascinated by it all. And there's so much. You'll like this. Cause I'm going to say the word alignment now, between what your thinking about in work worth doing and how we think about and pick up on that thing around the joy of doing that kind of work.

[00:07:20] So you said here around, you know, do I, do our people listening, fit into kind of these things of being slightly distracted or feeling like they love their work, but they're not quite, doing it in the right way or not quite connecting or not quite, telling people what that work is. And I think for our listeners who are employed as well as our listeners who are, entrepreneurs and business owners and business leaders is I think that can apply in many different contexts of how you work.

[00:07:54] Sometimes you might be doing really great work and organization, but struggle to connect or to., sell that to other people around you, or to understand your value within that. I know a lot of people kind of devalue themselves rather than really understanding what that is.



THE PODCAST

[00:08:09] **Chet Morjaria:** [00:08:09] Totally agree, Beth, you know, if we're talking about spending energy on, on things that maybe aren't moving the needle for you for the business, for your department, for your organization, if we're talking about constantly trying to keep, you know, your colleagues, happy yourself, happy your family, happy your boss happy. And if we're talking about Ben struggling to sometimes, and I definitely felt this when I was in employment, that sometimes you'll do the work, you know, that you'll have done a good job, but somehow it's not seen, or you don't feel seen, or you don't feel listened to or respected or heard. And you, you know, you think if only I could show people, if only people would understand this stuff, if only I could explain it better only I could show the work as well as do the work. So totally. Yeah.

[00:08:54] **Beth Stallwood:** [00:08:54] Yeah. So I think in many different contexts and backgrounds, there will be some amazing things that people can link into here and really, help us understand. And I wrote down some of the things from your list here, and I was thinking, oh yeah, I love all these words. Freedom, massive one for so many people, I work with having the right vision, having fun while you're doing it.

[00:09:14] There's something to me about it a lot of people I work with, we forgotten as we get older, the fun is really important. I think it's really easy to get in the mindset of, well, I'm doing work, therefore it has to be serious, but actually you can do serious work and have fun while you're doing it. And there's that sense of playfulness, which I think is really interesting and one where I see people either in their own businesses or in when they're employed, where they have fun, they suddenly are able to feel better about work.

[00:09:46] **Chet Morjaria:** [00:09:46] And that having fun in your work, I think then manifests in your work, right? It manifests in your work. It manifests in the way that you talk about your work.

[00:09:57] And so by you connecting with your work by you, having fun with your work, you then allow you then open up access. For other, other people to do that to your work too.

[00:10:10] **Beth Stallwood:** [00:10:10] Yeah. It's, it's really aligned to the idea that work joy, I always say that work joy is catching. So if you are in a state of being joyful about work and you're joyful with the other people that you work with, that connection helps them have more joy. So if you have fun, if you have joy, it will be catching equally. If you're not having fun. And you're a bit gloomy about stuff, that's catching tea, but if you want to serve people really well, if you want to serve your customers or save your colleagues really well, then considering how you bring joy will help them.



THE PODCAST

[00:10:44] **Chet Morjaria:** [00:10:44] Yeah. And I think there's, there's something really interesting there, Beth, because, you know, we often just, as you did, we often talk about it in terms of if you want to be of better service. And, and sometimes I think that we can be guilty of trying to do, trying to make our work more fun and trying, even when we're talking about rest.

[00:11:06] So if we're talking about. Taking rest, taking time off from work. And I'm totally guilty of what I'm about to say is, is that often I will, what I call optimize for work. So I will take rest, but I'll be taking rest in order to be better at work. Does that make sense? And so, and, and the same can apply to fun as far as I'm concerned.

[00:11:28] So, I think there's one thing taking rest or trying to move into work that is fun or more joyful for the sake of others, but it's another thing entirely and ironically where the power probably actually lies and really lies when we take rest for rest sake. And when we create joy for our sake and, and I don't mean that as in, if we're creating joy for us within our work, it has to be at the expense of our people. It's it's the opposite. But I think that there's a perspective shift, which is a small, but really powerful one. Let's create that let's create great joy for us. Let's understand that actually the work that we love should also love us back.

[00:12:13] And if we do that for us, then as you say it spreads it's catching.

[00:12:18] **Beth Stallwood:** [00:12:18] Yeah, and I too am guilty of the same thing. So we're not talking from a place of perfection here. I think that I, that idea of doing it for its own sake and there is something, and I don't know if you experienced this Chet that people think that doing things like rest for rest sake or doing something you love outside of work for its own sake.

[00:12:39] Is somehow being a little bit selfish. And I have been banging a drum for quite a long time about how we need a new word for selfish and we need a new word for, because you know, there's other ones out there, isn't it like self care and all that stuff, which is for some people just turns them off. Sounds a bit too cheesy and selfish is so associated with a negative perception, but what are we doing for ourselves that enriches us that makes us feel good that then can have a great impact on everyone else in our lives, because we're in a good place.

[00:13:15] **Chet Morjaria:** [00:13:15] Exactly. And have you ended up with a word that you are settled on at this point then, but no.

[00:13:21] **Beth Stallwood:** [00:13:21] I'm still searching for it.



THE PODCAST

[00:13:23] **Chet Morjaria:** [00:13:23] Have you got one? No, words, words is my thing, but, , but that um me a little bit. We can set

[00:13:31] **Beth Stallwood:** [00:13:31] We can set you a challenge to help create one.

[00:13:33] **Chet Morjaria:** [00:13:33] That's a great challenge, and yet, Beth I agree, and I think it comes back to, for me. This idea of feeling selfish comes back to the concept of, if you are doing something for you, it's taking away from what you can do for others.

[00:13:52] Fundamentally, I feel that's what it comes down to that. That myth.

[00:13:58] **Beth Stallwood:** [00:13:58] And it that's the formula that's in our heads. Isn't it? The formula is if we are not doing something on behalf of somebody else, we are being selfish. And what we forget is that if we do it for ourselves, we can help better enable and support other people.

[00:14:11] **Chet Morjaria:** [00:14:11] And you mentioned, I think the, the opposite, like another myth, which is the opposite side to this coin, and you alluded to it earlier, when you said about work, , needing to be difficult. And I had, so I've got a client who's working with me at the moment in the business with meaning accelerator.

[00:14:28] And in order for her to even, to, to open up her, perspective to begin this work together, we had to do some pre-work. And part of that pre-work was, so she has a military background. She has a relatively strict upbringing and, that led her to feel and think and believe that work should be a grind.

[00:14:55] Like in fact that work needs to be a grind. That's, that's how it should be. And that's how it needs to be in order for us to progress in, in work and in life.

[00:15:06] **Beth Stallwood:** [00:15:06] So interesting. Isn't it?

[00:15:13] **Beth Stallwood:** [00:15:13] Yeah. Fascinating. And I think actually there'll be a lot of people listening right now, though. Oh.

[00:15:19] Yeah, I think like that. And I I'm sitting here thinking, I think there's a bit of that in me. I definitely think there is like, you have to, maybe not as, as far as it has to be a grind, but you have to work hard. You have to work hard. You have to put the, the time and the effort and the hours in to make it work.

[00:15:34] And I'm not afraid of bit of hard work, but I am thinking here about how there's different levels of that. And I think a lot of us have some level of that built into us.



THE PODCAST

[00:15:43] **Chet Morjaria:** [00:15:43] And, and I guess that's contextual as well in that, , so we can be working hard at something, but if it is, if we're working hard at joyful work, I think that, that you said it before that spreads, it has a ripple effect.

[00:16:02] It has disproportionate impact so that the hard work that we're putting into that joyful work is in itself rewarding and fulfilling as a process, but then comes back to us in so many ways. It just cascades, whereas, and so I call it disproportionate impact. So the work that we're putting in to the joyful work, the work worth doing has such an impact on our people has such an effect on us, has such an output to the world. Whereas if we take the opposite of that, then the work that we could put into to the stuff that feels gloomy and the stuff that we fight against the stuff that we put off and procrastinate often. Work that we put a lot of time and energy into, but then don't get much back.

[00:16:51] And even our clients don't get much from it yet, somehow because we put their service into our business a long time ago, because someone told us we should do it because you know, all sorts of, of different reasons, because we feel loyal to a particular client, a particular product, a particular project.

[00:17:08] We end up stuck with these, these albatrosses that, that we kind of, we need to share them. From before we can actually find work worth doing. Right.

[00:17:19] **Beth Stallwood:** [00:17:19] Yeah. And I love that and I, I'm just, I'm reflecting on it from my, my own perspective on it and thinking that I always think at the end of the week, there's two different types of exhausted, right.

[00:17:30] So I can get to the end of the week. I've had a really joyful week and I've worked hard and I've worked loads of hours, but I've been doing the stuff that, you know, you'd call it, work worth doing. I call it work, joy, whatever we call it. And I feel like this really serenely exhausted. My brain is happy with the exhaustion and it's like for a purpose and I feel good about it.

[00:17:52] And then there are other weeks I might get to the end of the week and I just feel meh exhausted. And that's, that's when I have been doing stuff that doesn't light a fire that doesn't really achieve the things I want it to that isn't, you know, in that joyful

[00:18:09] **Chet Morjaria:** [00:18:09] This is so funny. We are having the conversation.

[00:18:12] We together are having the conversation that's in my head about 99% of the time. This is so, so I, I do have a word for that one. So I would say that's the difference between exhausted and exhilarated? Yeah. Yeah, exactly. As you described, you know, it



THE PODCAST

doesn't mean that the work, that you haven't expended energy, it means you have, but serene, that is such a good word as well.

[00:18:40] Like, so when I hear my clients say they are content, and they feel serene at the end of a week or with a particular project, that is probably one of the best things that I could hear them say.

[00:18:54] **Beth Stallwood:** [00:18:54] Yeah. And it's interesting because you're saying it back to me as the word I'm like, oh, I do quite like that word.

[00:18:59] I'm not sure I've ever used it in this context before. It's what came out of my head. And I think most people who know me well would probably say I'm the least serene person they've ever met, but then the internal feeling of that is a really good thing to consider and yeah, that, that difference in the different types of work.

[00:19:17] Well, I'm going to ask you now I've got another question is, and partly because in your book I keep coming back to, and when people buy it and read it, they will look at this, it starts on page three and you have this work with doing manifesto and we don't have time in this podcast to go through all of them.

[00:19:36] But when I looked at them, there were some that I just thought, yeah, this is really interesting. And it also, there's a couple of things I want to pick out. So the first one I picked out here, if you're happy to talk about it and I love this, because again, we're very similar in some ways it's a few weeks ago, I think it was on LinkedIn or something.

[00:19:54] I started talking about love at work and people were like, oh, that's a bit weird. Why are we talking about love? We shouldn't talk about that. But one of your points in your manifesto is the work we love should love us back. Tell me more about that, because I love it as a statement. And I just want to know how you came to that and what you see that being.

[00:20:13] **Chet Morjaria:** [00:20:13] Sure. Cool. And isn't it funny because, I, you know, these, these 20 statements on the manifesto, a lot of my children, I think I love each one of people that I have 20 children. I have two, but that the work that we love should love us back. I think I even mentioned it a few minutes ago. That was coming into this conversation with you.

[00:20:34] That was the one that stood out to me. So how funny that you've picked that one out as well? ,So the work that we love should love us. My clients love the work that they do. That's, that's almost a prerequisite for us working together. They already love it. They maybe haven't created, their life's work out a bit, but they genuinely enjoy and find joy in the work that they do.



THE PODCAST

[00:21:02] But often what happens is they are leading people to a better life, a better level of fitness to a better business. And, and there's no shame in what I'm about to say either, but they are not necessarily feeling that back. They're not necessarily finding that back. And I mean, financially as well, I think that often, so it comes back to all the stuff that we talked about with work worth doing.

Is it fun for them. Is it freeing for them? Does that lead them to their vision? Just as much as it leads the clients to, to that client's vision and, and the money aspect of that I think is really important here, too, that actually does that work, love them back financially, just as much as the love that they put into that work.

[00:21:53] **Beth Stallwood:** [00:21:53] It's so funny because the other thing I had on my list after manifesto is let's talk about the financial thing, because it was really one of the things I found really interesting at the start is you actually talked about that being important as well. And I think so many people and you know, there's a lot of stuff isn't there out there on the internet about how you should follow your dreams and live your bliss and all of these things, which very often I have no...not no....I find it difficult to relate to them because there's also the real world of people need to have money to have a life. And wouldn't it be lovely if we could all live our bliss and it didn't matter, but it does. So how do we make that make sense to people and how do we help people to really feel their value, both in terms of the work they love and getting paid to do it..

[00:22:40] **Chet Morjaria:** [00:22:40] Yeah, really good point. So, this, this to me is the product of different myths. And I find that understanding, we've said this already in this, in this podcast, understanding the myths and misconceptions that that form these thoughts are helpful. I think in terms of shifting perspective on them.

[00:23:02] So if we start there, then we might look at the myth of the starving artist just to help with, right. That if you do work, that is creative. If you do work that, comes from the heart. If you do work. That is, that is, yeah, just simply the, the work that is in your heart, let's say, if you do that, you have to put it out there into the world and it's all about love and it's all about joy and it's all about the heart and it's all about, expressing your creativity freely, but that is at the expense in all senses of the word expense of getting paid for it.

[00:23:44] Right? So, so that's one myth that the starving artist myth that actually, if you do this really meaningful work, it's a choice between that and earning money. But the flip can also apply that actually, earning, earning money is by some degree like a negative, a negative metric, it's a negative, goal.



THE PODCAST

[00:24:12] It's something that you shouldn't pursue. And so you almost, I think the myth here is almost that you can't make money. You can't be profitable and increasingly grow your business. And do that in a way that is meaningful, do that in a way that is done really beautifully through your values. That's done through your vocation through work joy, through work worth doing that leads you and your people and the world.

[00:24:39] If that's not too bold to the vision that you have in your head. And again, that those two things are mutually exclusive. But they are not. So to me, it's the exact opposite. It's where the money meets the meaning and the meaning meets the money that accepting and embracing that these things all can and should come together.

[00:24:59] That leads to an ability to say, okay, how do we do this? And then if we're talking about how we do this, I'll, I'll just say a sentence or here to, to Beth and pass, pass back to you. See what you think. If we're talking about how we do it. For me the first, the first three big components of this are number one.

[00:25:16] Let's actually get into the meaning stuff. Let's truly understand what our values, what our vocation, what our vision is. Not to a point where they're words on a page, but to a point where they truly represent us and we're ready to consider how we might integrate them into our business and our communications or our work.

[00:25:36] And then the second and third pieces, and this works, whether you're an employment or whether you're an entrepreneur or whether you're somewhere in between. Second piece of that is who do I, I help best who do I work with best who needs me the most. So understanding that, and then delivering that work through your values and moving towards your vision.

[00:25:57] Okay. We're getting there. Last piece at this point would be, how do I do that? How do I do my best work? How do I do my most, most joyful work? What not? What do I do, but how do I do that? What components need to be in play? What do I need to bring to the table that we can get very, very specific about this?

[00:26:16] What sequence of events needs to happen? How do I shift people's perspectives? How do I get people to embrace the path? And you'll find. That when you were doing your best work, when you're in your sweet spot, that you will do that, whether it's with your kids, whether it's with your boss, whether it's with your colleagues, your clients, when you, when you are crushing it, then, then you will do that in a very consistent way.



THE PODCAST

[00:26:37] And it's about understanding how you do that as a human being and then saying, okay, cool. How can I apply this to people who really need it? And how can I then shift my work either in employment or in entrepreneurship to do as much of this as possible.

[00:26:51] **Beth Stallwood:** [00:26:51] Yeah, and I love those three steps and I know of anything that comes in nice easy packages, because some stuff is, it's just easier for me to like, I'm like, yeah, yeah.

[00:27:00] Yeah. So all I'm thinking about now is, love them. I think a lot of people get stuck at step one. And almost once you've done step one, if you can really dig into it and understand yourself, I think, whereas people think step three will be the hardest, like the sequence of events, et cetera. That's just planning, right?

[00:27:22] If you understand step one, the rest of it will come. If you put the effort in is what I think. And I might be wrong there, but that's my feeling is if you can really work that out. The rest of it becomes more obvious.

[00:27:36] **Chet Morjaria:** [00:27:36] Oh, I agree. I think that's actually true Beth at each step that once you work out step one.

[00:27:43] So if you're looking at step two, step two, then being, you know what we said about understanding who you work best with, or from an entrepreneurial perspective who your market is, then we know that that's grounded in people who share your vision. We know that that is grounded. People in humans, in people who connect with your values, you know, we know that's in, that's grounded in people who value you and what you do.

[00:28:11] And so absolutely. If we can, if we can truly understand who we are as human beings then, well, there's, so there's a cheat code that I often use for, for who we work best with. Tell me what you think about this Beth in a sentence it's almost certainly from a service delivery. Is service business, a coaching or consulting perspective, a helping perspective.

[00:28:37] That's almost certainly going to be a previous version of you.

[00:28:43] Yeah. Which can be, can be a mic drop sometimes, in, in terms of like, okay. Yeah, actually, where I help people the most is that is a previous version of me. And then that gets really interesting because it's, if, if it is a previous version of you, then it probably means that a few things, it probably means that you have those types of people around you anyway, but it's just a case of figuring out who they are, because they've been attracted through who you are.



THE PODCAST

It probably probably means that you feel some level of imposter syndrome because. You are figuring this stuff out. You are trying to figure out like how so I'm always trying to figure out how, what meaningful work is, how to move more into meaningful work. You know, how to shape my world of work to do as much as much meaningful work as possible.

[00:29:39] And, I'm always trying to figure out powerful words. And so actually who I can help is people who are a couple of levels behind me and what I need help. Is exactly the same thing as I help other people, for people a couple of levels ahead of me.

[00:29:57] **Beth Stallwood:** [00:29:57] It's so true. And I, you know, you see the mic drop moment. I am definitely in one of those zones all day at my husband, who is an AB person will tell me, never drop a microphone.

[00:30:06] It's really disrespectful, but the mic drop moment. And the other thing that's just really connecting in my brain about that. Cause I really agree with it is the idea that actually how much this is about the community that you have around you.

[00:30:22] **Chet Morjaria:** [00:30:22] Yes. Yes. I love that you picked that

[00:30:24] **Beth Stallwood:** [00:30:24] And the, where the places that you play well in will be the places where you've been and the places where you're heading

[00:30:31] **Chet Morjaria:** [00:30:31] I love that. What really nice way of putting it? Yeah. The places that you, you can play well in the future or the places that you've been that's good.

[00:30:39] **Beth Stallwood:** [00:30:39] Yeah. And, and that's where you'll find your customers, right? That's where you'll find your tribe or whatever it is you want to call it. That's where those people are.

[00:30:46] Are, are the places you've been and the places you're going to,

[00:30:49] **Chet Morjaria:** [00:30:49] Perhaps the biggest myth Beth around people is that I'm giving away. My second book here really? Is that no, totally. Is that, well, the point is to give it away. Right? So, so is that you don't, you don't cheat. You don't choose your people, your people choose you.

[00:31:06] Yeah, you don't choose your niche. You don't choose your market, that niche. And that market is your niche for a reason who, and by niche, I simply just to, just to keep this really clear and to have it relatable to entrepreneurship, unemployment, or your niche, I simply mean who needs you the most, who you can help best those people.



THE PODCAST

[00:31:26] Like they already exist in your network and who they are already exists. We don't have to invent that. We don't have to go and find them. We have to uncover.

[00:31:37] **Beth Stallwood:** [00:31:37] I love the idea. And I've just written down, uncover your, your clients, your people versus go find them. It's almost just bringing them to life and making sure that you're in the places that there are.

[00:31:49] Yeah. Yeah. I love it. I think I could talk about this for another few hours, but I've got a couple more that I highlighted that I really want to pick out if you're okay. If I can jump into them while I still all say, consider this whole thing. And I'm like, okay, stop your brain on that one. Let's go to the next one.

[00:32:06] And this one I totally love. And I waxed lyrical about this all the time, so I am totally on board with it, but I'd love you to explain it in your way. So it says living a life without boundaries comes from setting clear boundaries, and I'm like, I want to do like a little cheerleader dance with some politics about this one, but it tells us more about your feelings.

[00:32:30] **Chet Morjaria:** [00:32:30] I will do before, before that, another weird moment, because, I was just looking at the manifesto. Literally just before you said it thought, or perhaps knew that you were going to choose that one for some reason, that's too apt to.

[00:32:45] **Beth Stallwood:** [00:32:45] By the way, lovely audience. We did not set this up.

[00:32:47] **Chet Morjaria:** [00:32:47] We literally didn't, so you're living a life without boundaries comes from setting clear boundaries.

[00:32:53] Okay. First of all living a life without boundaries is this idea of life on, on your terms so that you know that your life can feel fun. It can feel through your business can feel fun. It can feel free, but actually that comes from setting the boundaries because often as people who, as the type of person that we described.

[00:33:19] So potentially someone who is distracted, somewhat exhausted a little bit frustrated that the reason that we're in that place is because we don't like to set down, visit feels hard. It feels harsh. We don't like to say no to people. We don't like to say no to projects. And so we take on a lot. We take on too much.

[00:33:37] And actually that if we can, if we can begin the process of setting really clear boundaries and I mean, boundaries in terms of time, I mean, boundaries in terms of space, I



THE PODCAST

mean, boundaries in terms of types of work, I mean boundaries in terms of clients and the types of people that you bring in and bring onto the business, all of those things, if we can just start that process of setting clear boundaries for ourselves, then we can, we, can, we have reference points. We have points true that are truly meaningful, that we can set boundaries to other people with. For example, if you have space in your diary that is, is blocked out for you because you're taking rest for rest sake, because you need time to think, because you are thinking about how you can do your best work or whatever that might be.

[00:34:29] Then you can truly with the best of intents and with absolute honesty. Say to someone who is asking you to, to step into a new commitment, that that time is blocked out. This is one of my favorite phrases blocked out because you'd have to say what is blocked out for it's just blocked out. So, so that might be one example.

[00:34:51] Another example might be the type of person that we spoke about. It's difficult to say, well, I'm not sure whether I connect with this type of person. I'm not sure whether this type of person for me it's for me or I'm for them. If we haven't done the groundwork, if we don't understand what our values are, because then we can reference ourselves and that type of person against them.

[00:35:11] If we don't understand who they are, ideally, who is our tier one person who is our niche, who is our market? Because when we understand that we can say, is this client who have got a gut instinct I'm not right for them. They're not right for me. Is, is that client, or is that person, or is that team member, are they a tier one?

[00:35:31] Are they that, that sweet spot of person? Or are they miles away from that? Or are they somewhere in the middle? We have reference points and then we can set boundaries and we can explain first of all, to ourselves. And second of all to other people, should we need to why we are making decisions. And I find that a lot of the time we don't set those boundaries because it feels inauthentic.

[00:35:53] It doesn't feel aligned. Whereas if we can align it in our values, our vision, our mission, our type of people, our best work, we have those we've turned, those soft, soft elements into, into hard data points that we can reference and use them to make decisions and set boundaries.

[00:36:11] **Beth Stallwood:** [00:36:11] Totally on board with all of those things.

[00:36:12] I love the idea of calling them reference points versus, you know, the rules.

[00:36:17] **Chet Morjaria:** [00:36:17] Yeah. Yeah,



THE PODCAST

[00:36:21] **Beth Stallwood:** [00:36:21] Yeah. And I always say, think, and I know I'm sitting here giggling at myself, because we are, this is what I'm still working on. And so many people I know are working on this is saying no, without apologizing for it. Yeah. And, I'm working on it and the last few weeks I've been really good at it. I feel like I'm getting there.

It's an onward journey for me. It's that idea that time is blocked out and that's precious and important. And if I value what I want to do with it. Then I need to value it because someone else isn't gonna value my territory for me. They're going to say, can you come and do this? And actually say, no, because you don't have the time or you, it's not the right thing to do with your time is probably better because we can always find time to do stuff, right.

[00:37:06] It's not the right thing to do with my time right now, or because the clients or the meeting that someone's invited you to, or I'm just trying to think of some in work, in employment example that someone says, do you want to come and be part of this? If it doesn't fit with who you are, where you want to go, what you want to do.

[00:37:25] And it's something that you have a choice on and we all have choices, right? Being able to say no, and I have found myself in the past, so, you know, and apologizing and go, I'm really sorry if I can't do this, actually now I'm more saying is, oh no, that doesn't fit right now. That's not what I'm looking for.

[00:37:40] It's not, it shouldn't have to be an apology for us to say no to stuff.

[00:37:44] **Chet Morjaria:** [00:37:44] Totally. And there's maybe a few little things that might help you Beth, and might help the listeners here. So some, some quick tips here might be you keep, respect and dignity at the center of that, that how you say no. So respecting the teacher yourself.

[00:38:01] Yeah. And respect and dignity to the people or the person who you're speaking to. That's always going to serve that conversation. Well, and actually respect is one of my values. So you could say for me, my, my three personal values are honesty, respect, and responsibility, so I can take them and use, literally use those words in how to say no.

[00:38:23] So for example, I could say with, with what I've got going on at the moment, I can't give the respect to your, the project, this project, which it totally deserves. So, you know, you're saying to them, look, actually, your project is awesome. You're awesome, I can't commit to that as you want me to commit to it at this point, or I might use the word responsibility.

[00:38:48] So I might talk about response to that or responsibility that I've got, to my existing clients, my existing projects for example, and you could even do the same thing as you did



THE PODCAST

with respect. So the responsibility that you know, well thank you for asking me that. So that's a huge honor and a huge responsibility, sadly, not one that I'm able to take on right now because of X, Y, Z.

[00:39:13] **Beth Stallwood:** [00:39:13] Yeah. Yeah. That's really great. And just linking back to your values again, means that you can feel, content in how you do that. Yeah, love that. I got one more. For you, I picked up from your manifesto. I mean, now I'm going to wonder if you're going to guess it, because I think this is a big thing, especially for people who are stepping maybe into the more entrepreneurial world, or I had a new town, I was an intreprenuer where you're doing that entrepreneurial thing, but in an organization.

[00:39:41] And if this one, and I think it's really hard for us and it's certainty is not a precursor to being progressive missionary.

[00:39:51] **Beth Stallwood:** [00:39:51] Yeah. And how much we all crave the idea that something will be certain, versus the reality of it.

[00:39:59] **Chet Morjaria:** [00:39:59] Yeah, exactly. So that, you know, we feel that in order to take steps forward, and this is particularly true I think Beth, when you are, and I think this is a big part of my journey as well, moving from employment to entrepreneurship or moving from one aspect of entrepreneurship to another aspect or starting your own thing or doing a side hustle or whatever it might be. You know, we, we feel that actually we need to have this base of certainty in order to be progressive and be visionary, but often it's through the process of creation, right?

[00:40:37] It's through the process of shipping our work. It's through the process of simply taking those steps forward that we get clear. We create to get clear, not get clear to create. We create to get certain, not get certain to create.

[00:40:55] **Beth Stallwood:** [00:40:55] I've just written that down. Cause I'm like, that is a quote that needs to go somewhere.

[00:40:59] Is that the, the process of being creative or creating something helps you to get certainty? You don't get certainty before the creation of it?

[00:41:07] **Chet Morjaria:** [00:41:07] No. During often. So when I'm working, when, even when we're doing value. So the first piece that I would do with, with clients on the business with meaning accelerator is to work on their values, to work on their vocation and to work on their vision.



THE PODCAST

We talk about the creative process a lot and we get it to, we say, look, let's get this, this work on the day to a place where it's an eight out of 10 in terms of resonance. And, just to, just to qualify that scale a little bit, zero or one would be, I wish you never turned up to this day. I wish I'd never paid you any money. What am I doing? And 10 would be, I'm going to get this tattoo today. So we get it to an eight out of 10, and I use that eight out of 10 marker a lot because eight out of 10 means that this aligns with me. It resonates with me. It's not perfect, but I'm going to get it out there anyway. And then we undergo this process of, so they post it in the group, the accelerator group.

[00:42:05] And then we begin this process of personal ownership and it's through this process of creation and reiteration and ownership and regeneration. And it's the same with content. It's the same with marketing. It's the same with building your business, all this stuff that it's through this process that, that we get clear and I'm on the go.

[00:42:26] So right now on the Realigned Global website is in its last stages of, of being created. And it's, you'll you'll have had experiences like this Beth, it's only when you see the words on the page that you've written down to the best of intents, where you're like, yeah, That's kind of right. But actually I need to tweak this and I need to change that, but that's through the process of simply taking the leap and getting it out there in the first place.

[00:42:49] **Beth Stallwood:** [00:42:49] Yeah. And I think that's a big thing for a lot of people is trying not to aim for perfection all the time. And I know I have it and I'll look at my website and I'll get like, oh, I might change that. And it doesn't matter how. How much work I would have put into it before it got out there as, until you see it in its real world, it's so hard to actually understand how that's going. And also, so my new thing, yeah, probably the last few years is if I can get to a 9/10. I'm okay with it. I'm actually okay with nine out of 10 now, because that one, but I'm still working on is the process that things change.

[00:43:29] And I develop and I get new thinking and I get inspiration from other people. I'm allowed it to not be perfect because it's a, it's a living, breathing thing, whatever, whether it's a, a new program or a website or a way of thinking or writing something, whatever it is, it's that I'm leaving some space for more creativity.

[00:43:49] **Chet Morjaria:** [00:43:49] I love that Beth and I love so I've got, you know, I talk about content, creating conversations and conversations, creating content. And I love what you say there, how purposeful that is in terms of you leaving that space, knowing that like your purpose, you've like almost left that one out of 10.

[00:44:07] So it's not even, I'm okay with nine out of 10, but actually nine out of 10 is the best place to be because that leaves an opportunity for me to speak to others about it, for



THE PODCAST

me to shape and sharpen these ideas in the market and for me to come back and regenerate and do like serve my people even better find even more joy in my work.

[00:44:28] **Beth Stallwood:** [00:44:28] Yeah. And I think the change for me is. Not thinking that I'm, I'm, I'm settling for nine out of 10. I'm deliberately going for nine out of 10. And that gives me a completely different perspective on what I'm doing. And I found that personally really helpful.

[00:44:44] **Chet Morjaria:** [00:44:44] Yeah.

[00:44:47] **Beth Stallwood:** [00:44:47] Right. I am, now I could talk to you for hours. I've got about another 300 things highlighted,

[00:44:52] **Chet Morjaria:** [00:44:52] Likewise,

[00:44:54] **Beth Stallwood:** [00:44:54] Which is why I say, you know, go by the book but I have got some quick fire questions if you're okay to end in that way. Okay. My first question for you is I'd love to get a bit personal with you here for you personally. What is always guaranteed to bring you a little bit of work joy?

[00:45:12] **Chet Morjaria:** [00:45:12] Oh, okay. So the first thing that comes to mind is simply working with the right people. I find that when you work with the right people, then everything feels good. Everything feels easy, everything feels joyful. It's exactly like this conversation, honestly, Beth, that, that, you know, when we are having a conversation with people who are aligned and connect to them, I don't necessarily mean on subject matter, but I simply mean, like we said, in terms of values, in terms of mission, in terms of vision, in terms of the mutual win that is contained within the conversation or the relationship that is guaranteed to be a joyful thing, hopefully for all.

[00:45:57] **Beth Stallwood:** [00:45:57] Brilliant love that, the second question is, I'm not going to give you a caveat here is that you're not allowed to say your own one.

[00:46:06] Anyway, what book are you currently reading?

[00:46:10] **Chet Morjaria:** [00:46:10] So I'm currently reading a book called it's by Adam Grant, and I think it's called. Think Again. I'm literally going to...

[00:46:18] **Beth Stallwood:** [00:46:18] It is called Thing Again. I've ordered it. I'm waiting for it to arrive. And the,



THE PODCAST

[00:46:22] **Chet Morjaria:** [00:46:22] The thing I would say about for anyone looking. So it's basically about rethinking and rethinking your own assumptions, then rethinking, helping others, , to, to rethink their own assumptions and perspectives.

[00:46:33] And, and, and to do that within your communities too. Honestly, like I saw this book on Amazon and wherever else for a little while now, and I love books like that, so it kind of resonated, but when it was, when I looked at the contents page that it really resonated. So, you know, if you were in the business of within your work off shifting perspectives, or you're interested in how that occurred.

[00:47:04] Go into the look inside on Amazon, or just some find a way to look at the contents page, because if you, if you're interested in that, I guarantee you, once you look at that contents page, you're going to order the book and start reading it.

[00:47:16] **Beth Stallwood:** [00:47:16] I agree, and I've read some other stuff by him and I really like the way he thinks and how it's based in real, you know, science and research, but also putting a practical. Actually, I understand this way. So I think he's a really interesting writer and I'm really looking forward to reading, but there is a massive stack of books on my list as well. I'm going to get again, back in, and it's a personal question now and that's it. What's the best or most useful, better advice that in your life, someone gave you that you always find yourself coming back to?

[00:47:51] **Chet Morjaria:** [00:47:51] Mm, so many things here. Sometimes I go back to what my dad said to me, the one that really stands out just from thinking about it at this present moment in time. The very thing that has got you here is the thing that's going to stop you from going any further. Yeah. I keep finding myself in that, in that limited leap as I'd call it and realizing that actually what really helps me to do is shift shift perspective. It really helps me to understand that. Okay. So maybe I've built my business up to this point by hustle and hard work and like, yeah. I think all those in a very one-to-one and bespoke capacity, well, that's not going to be that that's going to be the thing that actually stops me in my tracks moving forward. I need to find out a different way to. Then maybe I continue to evolve my business by, by productizing it and, and then creating team around that and creating assets around it. Well, maybe the thing that I need to go back to is the thing that I started with. So it just continues to evolve and continue. It's the gift that keeps on giving as far as I'm concerned.

[00:49:02] **Beth Stallwood:** [00:49:02] Yeah. I love that. And I think as well, that applies so much across whatever you do. In an organization as an entrepreneur or as a business owner, whatever it is, it's that when you get to a certain point in time and you get a bit stuck with something, it's usually because you need to change.



THE PODCAST

[00:49:17] And the trouble is the, all that stuff is the stuff that you've become great at because you've got the experience of it. And you're awesome at it. And you're like, oh, I have to shift again. I have to change again. I have to learn again. I have to do something differently and we're so like conditioned don't we to want something to be nice and easy.

[00:49:31] And we learn here now. So we're done. It's like, you never done. You have to keep changing. I think that's a great bit of advice. And then, finally I would love you to give our audience something that is super practical, that they could take away today after listening to this and go and do something that might help them bring a little bit of work joy into their life.

[00:49:52] **Chet Morjaria:** [00:49:52] Okay. Couple of ideas here. Okay, cool. Let's, what do you think to this Beth? Shall we do, or shall I go through a simple, like in three minutes, try to give the listeners a way to figure out what their values are. Yes. Tall order, but let's try it.

[00:50:13] **Beth Stallwood:** [00:50:13] Let's see what you can do.

[00:50:13] **Chet Morjaria:** [00:50:13] Okay. Three minutes. So, the way that I've found to do this, and if anyone wants to follow this exercise, it is in page 67 of the book work with doing.

[00:50:25] And it's an exercise around anti values. So what I've found is that if you're trying to figure out what your values are, and this is through years and years of doing this with individuals, with organizations and, and so on. Asking people, what they stand for. What's really important to them you know, where are they most fulfilled and content and creative is, can be really difficult, especially in three minutes.

[00:50:48] And, and, and this, but talking to someone about what winds you up, what annoys you, what frustrates you is somehow easier for us as humans to just connect with those things. So here's, here's what I'd suggest think about, so this is, just a few steps forward. Step one. Think about the things, situations that really annoy you, you're not thinking in terms of values, you thinking in terms of it might be stuff that's happened that day stuff that comes up again and again, things that you see on social. Yeah. Things that bring the red mist for me, I just have to watch episode a Love Island and I remember them all, but just think about those things and then just write them down. Don't even think about the fancy words or whatever, just write them. Then take each of those negative behaviors and create a single word or short phrase.

[00:51:38] For example, for me, one of them would be entitlement. So I take all those situations, all those negative behaviors that I don't really like, that I see in other people clue.



THE PODCAST

It's often the behaviors that you see in yourself too, and a previous version of yourself, and, and try to find the word or the short phrase.

[00:51:55] So let's say entitlement is one of them. That's step two, step three is taking each of those antibodies like entitlement and finding your opposite, not the dictionary definition opposite, but your opposite. So for example, not restriction or disadvantage, which is the opposite of entitlement in the dictionary, but responsibility or humility, which would be my definition of the opposite.

[00:52:18] And then you could probably going to have a whole bunch of words, maybe 5, 10, 15, Take each of those words and put them in bubbles, put them in circles. However you want to do this creatively. Find the common denominators, the human common denominators within those ones. You should then have a list of your values.

[00:52:39] And honestly, this is an exercise that I've used in many situations, time and time again, it works. I strongly encourage listeners to give it a go. If they are looking to understand what their values are as human beings.

[00:52:52] **Beth Stallwood:** [00:52:52] It's a great way of thinking about it. I also do a lot of work with values, both with organizations and individuals, and sometimes your values are much easier to define in what they aren't.

[00:53:02] And by using that then as a catalyst to think about. So what are they? And yeah, I love that. Great exercise. Go try it out. And it's something that actually take a couple of hours. You'd probably be pretty much again, eight out of 10 wouldn't you.

[00:53:15] **Chet Morjaria:** [00:53:15] Exactly.

[00:53:17] **Beth Stallwood:** [00:53:17] Love it. Thank you so much Chet for coming on today.

[00:53:20] I've had such a great conversation. I could talk for hours and hours and hours more and get all of your thinking as well. But what I would love you to do now is tell our listeners where they can find out more about you and your work.

[00:53:32] **Chet Morjaria:** [00:53:32] Sure. Thanks. And thank you. First of all, Beth, for having me on literally could continue this conversation for hours too.

[00:53:39] And, hope we reconnect again at some point, I'm sure we will. In terms of where listeners can find out more about what we've been talking about and about. I would suggest that they pick up the book Work Worth Doing so it's where a lot of it's where the manifesto came from. It's where the anti-values exercise came from and a lot of the stuff.



THE PODCAST

[00:54:00] So even the fulfillment, when we were talking about work, that is fun and free and financially rewarding, all of those pieces are in there and more so you can pick it up from Amazon, of course, or anywhere else where you get your books. But my offer to the listeners, Beth, is that if you would be so kind as to, I'll send you a link and if you can put it in the show notes. I'll personally send and sign a copy for them. If they would do that. I won't be the same price. I'll cover the PNP, same price as Amazon.

[00:54:34] **Beth Stallwood:** [00:54:34] That's a lovely offer. Thank you, Chet. And I think people would love that to have a book signed by you and having book, it's definitely, it's such a good book and what I would say about it as you've written it so beautifully, and it's really easy to read.

[00:54:48] It's a definite one where you can kind of pick it up at a time. And going to different exercises and things. So I would certainly put it on my list of recommendations. So Chet, it's been amazing talking to you about work, worth doing. I think that's a lot of alignment again, use your favorite word, that alignment between your work and mine and the work joy way we're thinking.

[00:55:09] And I don't believe this will be our last conversation ever. I think we'll be having a lot more chats in the future. So thank you very much.

[00:55:17] **Chet Morjaria:** [00:55:17] Thank you, Beth.

[00:55:20] **Beth Stallwood:** [00:55:20] Thank you for listening to this episode with Chet Morjaria and thank you to Chet for joining me. I had such a good time in that conversation and there are so many things that I could take away from it, but the little notes I wrote around this point around the starving artist myth and how it is a myth. And we need to, if you want to be in that world of doing what both doing of doing the thing that really brings you joy of doing the thing that delights your customers and doing it in line with your values and where you want to get to and what your vision is.

[00:55:53] Maybe your vocation. Is to really get over this idea that just because you're doing work with doing it, can't be also as well as rewarding financially viable. It can't be a really decent business because it can be. And I love the idea that we can really consider those things, whether we are employed in work or whether we're in the entrepreneurial space and working on our own business. I love Chet's manifesto and all about how you live life on your own terms. And obviously we talked a bit through the work that we should, should we do should us back and that manifesto is great. Certainty is not precast to being progressive and visionary.



THE PODCAST

[00:56:34] The idea that we need to step out of the perfection bubble. And we need to think about just because it's not certain doesn't mean it won't happen just because we can't predict the future, which really nobody can. It doesn't mean we can't do amazing work. So a huge thank you to Chet for being on the podcast with me.

[00:56:52] If you'd like to find more about Chet you can look in the show notes and we have all the links in that and his book work worth doing is available now in all good bookstores. If you'd like to find out more about Create Work Joy. Do head over to our website where you'll find more details of things like my signature 16 week coaching program, the Work Joy Way which is for people who are really ready and raring to go on creating more joy in their working life.

[00:57:19] Wherever they work, whatever they do, wherever they come from can be a great thing to help you in your work and in your life. We also have coming soon, the Club Work Joy. And if you'd like to find out more about that, do you head over to the website and you can also. On the social media. So we are on linked in Twitter, Instagram on Facebook, almost forgot what Instagram was called right then. Thank you all very much for listening. There are another few episodes to go and listen to. So do you have a listen to them and let us know what you think.