



S1: E5 Jodi Goldman Be More Dog

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[00:00:00] **Beth Stallwood:** Welcome to the Work Joy Jam podcast. In this episode, I had a great chat with Jodi Goldman, the impact specialist, and we talked about her four-step formula for facing forward for putting yourself out there and for having the impact that you want to have and how that can really bring joy into your life.

[00:00:50] I love the four steps. They're really simple. I love anything simple for my small brain. Never hiding, showing up, owning your space and the fourth one, probably my favorite one, which is about "Be More Dog". So I hope you enjoy the episode. It was a really fun conversation to have. And there's some really, really great advice within there, around how to build your confidence, how to consider what you need and how important it is to know that, to have great boundaries around that and to think about how humans, how we connect with each other and how we can understand that better and use it to help us in our lives and in our working lives. I hope you enjoy this episode.

[00:01:37] **Beth Stallwood:** Hi, and welcome to the Work Joy Jam. In this episode, we're going to be talking to the fabulous. Jodi Goldman. Jodi is amazing. She's a great friend and colleague, and I'm now going to hand over to her and let her introduce herself, Jodi, introduce yourself and tell us a bit about who you are and your backstory, wherever you come from.

[00:01:59] **Jodi Goldman:** Hi, thanks so much for having me on your amazing podcast. So I am Jodi. I'm a personal impact specialist. My background is communications science marketing. I come from South Africa, originally moved to the UK, had to start from scratch because none of my qualifications counted. None of my work experience counted.

So I had to start from scratch. I landed up training and delivering leadership programs for an award winning training company and using my communication science in psychometric profiling. And I did that for several years. I met an image consultant at some point during that time and started to incorporate a lot of the image work and the way that we show up to our lives within the leadership training.

[00:02:44] But ultimately I ended up becoming completely obsessed with why some people were able to show up and make an impact on other people, and we're able to magnetize people and opportunities to them, even if they] were an introvert, even if they had fear or imposter syndrome,

even if they weren't always sure about what they were doing, they were still able to really draw people in to make an impact, to show up as the best version of themselves.

I landed up interviewing and studying and researching and stalking hundreds of leaders of all different levels to figure out what it was that made them so impactful. And this was about 10 years ago. Now, when I then started my own business and started to teach and train and coach around how we can be the most impactful version of ourselves.

[00:03:38] **Beth Stallwood:** Amazing. And I think it's really interesting one of the things you said there about this idea that even if people have imposter syndrome, which I think most people do including myself, and I think you'd probably say including yourself, not to put words in your mouth as well, but even if you are scared, even if you don't know, really feel what you're doing, even if you're not sure there are still people who can present themselves in a way that you just want to spend time with them, you want to be with them.

[00:04:03] You want to listen to them. Right. Yeah,

[00:04:06] **Jodi Goldman:** Exactly. And what I found in my research and exactly, as you said for yourself and for myself and my own personal experience from the hundreds of people that I've coached from all the people that I studied, everyone has imposter syndrome. And I think that's one of the key things to remember is that we often feel like we're alone in our thoughts because we see our own.

[00:04:26] You know, we feel our feelings and we see our own blooper reels, you know, and we just see this kind of punished version of everyone else, but everyone is feeling it. It is how you show up. It's how you, it's what you do to decipher those feelings that enables you to still be able to make a massive impact on the people, around you and on creating the life that you desire.

[00:04:48] **Beth Stallwood:** [00:04:48] And in your research, Jodi what did you find were the things that people always did or were there like specific things that came up as themes for those people who are really out there showing up, [00:05:00] being that magnetic type of character that people want to listen to and want to be led by? What were the things that really stood out for you?

[00:05:09] **Jodi Goldman:** Well, there were actually four main themes. So I call it face forward my face forward formula. So there were four strong themes that came out. So the first one is our call to never hide. And that speaks to what we were just chatting about, where this is about the mindset. It's about feeling the fear doing it anyway.

[00:05:29] It's about putting yourself in situations that are outside of your comfort zone. It's all of the inner work that these people do to enable them to just show up. To spark what's going on inside and not hiding or hiding from who they are not hiding from their desires, not hiding from opportunities, not hiding from situations, not hiding within their comfort zones.

[00:05:50] So I call all of that type of stuff. I just kind of grouped it under the heading, like never hide and was one of the main things that you can do in order to make an impact. The second [00:06:00] thing was around showing up and actually showing up to everything that you do. Like you are supposed to be there, like you're invited I remember so often people, you know, in companies, which this doesn't happen now because we all work from home or wherever you were going in.

[00:06:17] And I had so many times people say something like, you know, when we have these meetings, sometimes there's not enough seats and I have to stand at the back. And, and I would just say, why are you standing at the back of the room? You'd go early and you get a seat at the table. You show up and you show up.

[00:06:31] Like you're supposed to be there. You show up like the person who you want to be, you show up how you want to feel, not how you actually are feeling this includes what you wear, how you present yourself, you know, your energy. So it really showing up as the second thing, that theme that came up and the second step in the phase four formula, the third thing was around owning your space and around communicating with confidence, holding your body with confidence speaking like of leader. So it's owning your space, not shrinking, not giving away space, not making yourself weaker, not using words that aren't assertive, not using words that aren't, uh, confidence and speak. So speaking and holding yourself that can be the so owning yet space. Only every inch. That's yours.

[00:07:19] And the fourth step, which is probably really speaks to Work Joy actually I call it "Be More Dog" and this was all around how we connect to other people around us and our emotional intelligence and how we manage our emotions and how we relate. To other people in order to have that massive impact. And the people that are studied are able to what I call "Be More Dog".

[00:07:42] And you know, I can, I can speak more to that, but that was the fourth. The fourth category is being able to really engage with connect to people around you, by managing your own emotions and by understanding the foundation of connection and what people actually want in terms of connection.

[00:07:58] **Beth Stallwood:** Great. And I love anything that comes in four steps because my brain, my little brain can remember four things in one go, I'm going to go back and have a think about this.

[00:08:06] Never hide, it's obviously great advice, you know, to, to not feel a fear to do it anyway. I wonder how do you advise people on how to resist. The temptation to hide, because especially now when lots of people are working from home, when it's kind of zoom meetings or Microsoft teams meetings, or whichever version of technology or Blue Jeans you use, there is always an option to hide because you can go on mute.

[00:08:33] You can put your video off. You can, you can, you can hide. And I wonder if physically hiding digitally hiding is actually the same sort of thing. And what would you advise people to do who feel that temptation?

[00:08:48] **Jodi Goldman:** So a great question. I think that the first thing is to. First of all decide what you actually want.

[00:08:55] You know what I think something that a lot of people do and what Face Forward really is about, if I were to summarize what really makes people who make an impact stand out in one sentence, the four steps is how you do it. But if you really were to look at okay, what makes these people who are able to make this massive impact and magnetize people and opportunities to them is that they are very conscious.

[00:09:18] About what they are doing and how they are being and how they're showing up. So there's a conscious element to the way that they are living. Right? So a lot of people I find are on

autopilot and we are just kind of operating like robots based on our primal fears and our habits. And our old stories and you know, and all of this kind of thing.

[00:09:39] And so in order to never hide your first of all, have to become very conscious about what do you actually want your life to look like? What are you actually trying to achieve? What do you want to be known for? What do you want people to say about you? And then having that as that reminder, that just. That if this is what you want, if this is what success looks like to you, you can't hide.

[00:09:58] So first of all, I think it's getting really clear about what it is that you want. And then number two is getting super conscious about how you hide, where you hide, uh, you know, and all of that kind of thing. Yeah. And so you actually are conscious about it that you kind of go wait a minute. I don't speak up as much.

[00:10:15] There's very many times I put myself on mute and I roll my eyes and I don't actually contribute. Or, you know, there are many opportunities that I could have put on my camera and I, you know, some people had the cameras on and some people I had them open. I always have mine off and actually just get really honest about how you're hiding.

[00:10:31] And then it's about making that decision that you're not going to, and then the fear will come up and you'll go, all right, I'm going to put my camera on. I always have it off and then you'll go, Oh, nah, I'll do it tomorrow. You know, I don't really feel like it today and you have to override that and do it anyway.

[00:10:46] This is when you know, Mel Robbins, you know, the five second rule, five, four, three, two, one camera, you know, and you have to just push through and do it no matter what but it started making that decision. I am going to show up on this call today. I am going [00:11:00] to contribute at least one time. I am going to use my camera. I am going to make sure I ask you these questions. I am going to say if I don't agree, uh, you know, make that decision. And then when you have that urge, because you're always, well, when you've made a decision about how you want to show up or what, you know, you need to do what you want to achieve, your brain will find opportunities for you to do that.

[00:11:21] It's wants to help you. It's just, we override those little nudges. And so I think the key thing is to. Listen to the nudges. As soon as you have that tiny, tiny little voice that goes, I should say something right now. That's when you have to speak, no matter how scared you are and listen to those little measures and it started becoming really conscious about what it is that you want, noticing how you do it, and then noticing those nudges and acting on them.

[00:11:45] No matter how you feel about them.

[00:11:48] **Beth Stallwood:** And I suppose with all of those things, you know, all those little bits of advice, like turn the camera on, just do it. Just say something. If you feel it, you don't have to do it all at once. Do you? So you could start one week with just having your camera on and then the next week you could start by having a comment or answering a question or, you know, giving a question in a meeting or so there are little things that you can do to build up.

[00:12:09] And I think it's probably and, tell me if I'm wrong here. One of those things that the fear may never go away, but the more you do it, the easier it becomes. Exactly.

[00:12:17] **Jodi Goldman:** Yeah, exactly. It's one of those things where so many times people think, Oh, when I feel more confident, then I'll say it I'll bet I'll do it.

[00:12:25] But the thing is, that's not how confidence works. Right? Confidence works through. Too true doing, you know, you always, you have to get in the water to learn to swim. You can't stand on the sideline and go when a whole continent, then I'm going to swim. No, you're only going to swim when you get in the water and you will feel nervous and it will look messy and it will feel uncomfortable.

[00:12:46] And all of those things, any eventually. Certain things will become easy. So, so eventually you'll be able to get into the pool and you'll be able to swim. And you won't even think about it at all. There'll be some things that you'll get a little bit of a tinge of excitement on nerves before you do every single time

but you, but you will get that. You'll become confidence through the consistency. Really it's actually like when you do something consistently, you start to get confident and it's not even just confident in the fact that you can speak up and that you can ask the question and that you can have your camera on or that you can be seen.

[00:13:18] It's also confidence in yourself that you will do what you say. You're going to do that. You told yourself you'd speak up and you did. And that's how we build our confidence as well.

[00:13:28] **Beth Stallwood:** Definitely. I always say the confidence, the choice we make and it's every choice we make, we can choose to do the confident thing or not.

[00:13:34] And in that case, it's the same. Isn't it? You choose to put your camera on, that's your choice to be confident to do it. And eventually the confidence you feel will match up to the act of being confident in some way. Yeah, exactly. Tell me more about showing up. Cause I'm really interested. I know, obviously we've worked on this kind of the image stuff together.

[00:13:53] Like what do you wear? How does it make you feel? And a lot of people will say to me, things like, Oh, and it's not about what you wear. It's kind of all the stuff on the inside. And I think I had a bit of a transformation working with you, but actually sometimes how I feel on the inside is dictated by what I feel about.

[00:14:08] What I see in the mirror or what I see how I feel by what I'm wearing and things like that. So tell me a bit more about showing up and, um, the image side of things and how you present yourself.

[00:14:20] **Jodi Goldman:** So this is so important and it's so common. A lot of people they've kind of gut reaction is like, it doesn't matter.

[00:14:27] What do you wear shouldn't matter we have this kind of, and I think it's the cheapest, cause we don't want it to matter. That's actually more accurate. Like I don't want it to matter what our, where, but it does. And it matters for. It's for two reasons. One is the, the, if we look at impact

and making an impact on the people around us and being seen, and from a personal branding point of view, and from a, standing out point of view, it's a very useful tool.

[00:14:53] Whether we like it or not, it's the way that our brain works. We look at people, we look at anything and we very, very quickly have to filter the world around us. There's so much information and meeting someone is exactly the same. In fact, even more because we are primal. Like pack animals inside of us.

[00:15:10] There's still this little cave man looking out for our survival all the time. And so when we meet someone within seconds, your primal instinct takes over and it's always going to be, do I trust this person? That's the most important thing is, is this post, do I trust this person? And so we're very quickly looking for the information around us to work out how much we trust someone, how much we lack someone because our survival depends on it.

[00:15:32] So when people say it shouldn't matter, it doesn't matter. It does, because if you can figure out how to get rid of the problem instincts inside of our brain. Awesome. But it's never going to happen. So we it's, it's, it's going to, it's always going to matter, like things will change the, what they mean will change.

[00:15:50] So for example, you know, it used to be, you know, men being smoothly, shaven faces was like appropriate in a workplace. And if someone wasn't smoothly shaven. It would be like, Oh, [00:16:00] they're trustworthy. You know, now that doesn't, no, that's not the case now beards are actually really fashionable and you know, so, so, so the, the information that we're getting changes, but are we noticing it.

[00:16:10] Yes we are. Is it going to have an impact on us? Yes, it is. Whether we like it or not. So I would say, you know, play the game. Well, don't play the game, but if you've got to play the game, then got to wear, the stripes rod, you've got to just like, you know, you've got to think about what do I want to be known for what I want people to think and feel when they meet me.

[00:16:24] So the clothing element does matter, but the second part of it, which is what you were touching on, which is so important, is it absolutely a hundred percent matters to how we feel about ourselves? And research has proven there are countless studies how the studies that prove not just what we wear makes an impact and an impression on the people around us.

[00:16:45] But what we wear is changing our own. In fact, there's studies that show, it changes our intelligence. It changes our confidence. It changes the, our, Ability to perform and be effective. So there's so many different [00:17:00] studies that have proven this again. And again, and again, we have such a unique relationship to the way that we dress.

[00:17:06] Like people. There's a very, it's a very interesting relationship. I think people have to the way that they dress, right? Like you can put something on and feel like this is so not me. And it's got such a visceral, like reaction. Right? You can put something on. And suddenly feel like, Oh my God, I'm Beyonce.

[00:17:24] You know, like where's my wind machine like you, you, the way what you wear, like has a visceral change in the way that we hold ourselves. Everyone has had something that they've put on. And then just being like, you know, whether it be someone, you know, maybe a guy's had his very

first, um, tailored suit, you know, made, made to measure and he just puts it on and he's like, I literally am James Bond, you know, or maybe you've had your hair done at the hairdresser.

[00:17:49] And it's like, Bouncy and you see your reflection in some blocks and you just have this little like stiff, you know, little, like a bounce in your step. Like it does. It's hard to change those how we dress. I mean, how we feel. [00:18:00] So it's important to kind of feel into that relationship and realize it's a two, it's a two-pronged thing.

[00:18:05] It's like it is having an impact on them and it's having an impact on you.

[00:18:10] **Beth Stallwood:** And therefore, you know, if you work on it and you do some things about it and you feel good in what you're wearing, that I feel like if you feel good at what you're wearing or who you are, and you're standing up there and you're being brave, you're having that conversation.

[00:18:21] You're turning your camera on all of those different things that fit into your 0.1 and 0.2 of your face forward formula is people are going to feel that you feel good.

[00:18:30] **Jodi Goldman:** Yes, exactly. It's all about our, energy and that's really what is makes the impact. It's the energy that we have. And so everything is going to be feeding into that energy that you're bringing to that table, virtual table, real table, whatever table, right?

[00:18:48] Like it's about that energy that we're bringing to everything that we do, that people really respond to. So as much as we can do to like build our energy up and to give us mojo, which is, you know, I call it know, [00:19:00] always go, you know, find your mojo and then protect it because that's everything.

[00:19:08] **Beth Stallwood:** Yeah. And like when we see it and other people, when we see mojo and other people, when we see that energy, when we kind of feel that people feel good about themselves and are able to talk and communicate really well, that is what becomes attractive and magnetic. Isn't it.

[00:19:23] **Jodi Goldman:** [00:19:23] Exactly. And exactly. And yeah, it's exactly right.

[00:19:29] So it's about, yeah, we see it and we're like, you kind of have this feeling of, I want some of that. I want what she's having on what he's having. Uh, well, who is he like, who is that? Or who is she? You know, like we have that feeling when someone has an energy about them. And here's the thing it's not about being loud, that this isn't loud energy, this isn't about being like the loudest person in the room.

[00:19:50] Cause I think a lot of times people who are more introverted feel like, Oh, this isn't them. But in fact, in my research, some of the most impactful people are introverts. [00:20:00] Yeah.

[00:20:01] **Beth Stallwood:** And it's, it's not about you're right. It's not about that. Just who's the loudest voice. It's about, what's the energy behind their voice.

[00:20:07] What are they bringing to us? Talk to me a little bit more about your 0.3 and owning your space. And it's one thing that when I'm seeing people in group sessions or I'm working with people

individually, it becomes a really big question for people as to how do they own their space. And how do they really communicate in the right way?

[00:20:27] What's some of your tips around this particular element,

[00:20:31] **Jodi Goldman:** so own your space is around. And of course I called it own your space because what I find is, so, so often people give away space through things like literally making themselves very small by folding their arms and shrinking down, like physically giving away space, giving away space by not protecting their boundaries and saying.

[00:20:52] Saying yes to things they don't want to do. Right. You know, so owning your space is around realizing that you are [00:21:00] just as worthy and just as deserving and just as enough as anyone else in the world to do and be, and have whatever it is that you desire and own. Every little inch of space that's been given to you in this world to take up.

[00:21:16] And so physically from a physical point of view, it's obviously, you know, sitting up straight opening your arms, um, you know, not folding, I was not shrinking, not, not bringing your elbows in so that you make yourself as small as physically possible. Not crossing your legs when you stand to present because all of these things are actually flat body language.

[00:21:37] And so they're going to communicate to the people around you that you are not you're compensating, that you're not feeling as confident and why that's dangerous is, as I said at the beginning, the most important thing for us as humans is that we feel trust that we trust the people that we are worth, right.

[00:21:54] We will. And what that actually means on a primal level is I trust that I'm safe when I'm with you. And so if you just think about that again, it comes to consciousness. What are you consciously trying to communicate with on your space? I'm trying to communicate. That I, you are safe with me that I have everything under control that I believe in myself, that I'm able to take care of myself, because if I couldn't take care of myself and I'm a liability to my tribe and my community, right, as a primal pavement, like if I am the person who's going to be falling down, then you're going to have to pick up.

[00:22:25] Then I'm making it unsafe everyone. So we want to communicate that you are a safe pair of hands and that is. Owning your space. So holding yourself, like, you know, what's going on, like you're feeling fine, like everything's under control and this isn't about lying. And this is about acting as if so that you can start to.

[00:22:44] Feel it because exactly the same as showing up where, what you wear, changes, how people see you, but it also changes how you feel owning your space is exactly the same. So it not only communicates to people or outside of you, that you are confident that you have everything under [00:23:00] control, therefore they can trust you, but it actually communicates to yourself the same thing.

[00:23:04] So when you shrink, you actually send signals to your own brain, that you are not a hundred percent comfortable, so your brain will be on high alert for danger. And so you can actually make yourself feel more confident by making your body language more confident by holding yourself in a way that's more confident.

[00:23:24] And that goes the same with the words that we use. The words that we use can, can communicate to the people around us that we have everything under control, but it will also communicate to yourself. So for example, saying, you know, Oh, I'll try and do that. That's not going to communicate to that person that you have everything under control that doesn't say to me, you will that to me, he says you won't, you know, if someone says, I'm going to try to come to your party the weekend, we all know.

[00:23:49] Yeah. So, so when we hear try, we don't hear like confidence. We just yet, no. They don't, they're not going to do it. They're not going to be able to do it. So you're not going to give anyone confidence with that language. But when you use the word try, you're also saying it to yourself. You're saying, I'm going to try and do this.

[00:24:05] So for example, I'm going to try and go to the gym more next weekend. You're not going to do it because you've already told yourself that you won't. And so we have to be careful about how we hold ourselves. The body likes to use the words that we use because it's communicating to others and it's communicating to ourselves.

[00:24:21] **Beth Stallwood:** Yeah, so interesting. Isn't it. We often think about how do I communicate with others, but not the impact of what we say or how we hold ourselves on ourselves. And I wonder if we need to maybe think about how do we consider ourselves as one of the audiences that we're. Well, one of the people that we're actually communicating wares and what are the messages were saying?

[00:24:39] I mean, I always think that try is like the ultimate get-out clause. Isn't it. If I say I try, if I don't succeed, it doesn't matter because I only said I try doing it. I never actually said I would . It was fine. Yeah,

[00:24:51] **Jodi Goldman:** exactly. And we did to ourselves all the time. So it's like, if you set it the minute someone says, they're going to try to do something.

[00:24:58] It's just, they don't, it's not going to happen. You know, so that's where we have to be careful how we speak to ourselves.

[00:25:05] **Beth Stallwood:** Yeah. And the messages that we give ourselves by our body language and our physicality and our voice. And I hear it a lot. And you probably hear it a lot too, where people say, Oh, I just did this.

[00:25:15] I only, I was only, I was part of the team and not really owning our own success as well as things like, you know, trying to not trying.

[00:25:23] **Jodi Goldman:** Yeah, absolutely. So in own your space, own your successes, own your desires, own your needs, own your ones. You know, I talk a lot about in all your space, like understanding actually what it means to be a assertive and what it means to it's really about being assertive, you know, and, and what that actually means is being.

[00:25:41] Is being clear and honest and confident in your needs, desires and wants and understanding that other people will have their own needs, desires and wants. And then it's how

you negotiate that, how you communicate about that, how you resolve that, how you communicate like intelligently and [00:26:00] with good emotional intelligence.

[00:26:01] And, you have to, you have to own your stuff first. You know, it's like lead yourself and then you can lead us.

[00:26:09] **Beth Stallwood:** And it's not like a magic wand, and someone going to come and do it for you. It is. You have to do it yourself. Yeah. Yeah. Okay. Number four, "Be More Dog". Obviously I love this. I'm a massive dog fan, as you know, and I know you are too, and I have just come back from a dog walk.

[00:26:25] So I'm feeling, spending quite dog at the moment. And I also think dogs are the best things that were ever invented. So tell me a little bit more about the, "Be More Dog" section. Cause it makes me all excited. Okay.

[00:26:36] **Jodi Goldman:** So this is often a favorite. So. Be more to that reason festival. Why I called it be more dog?

[00:26:42] Cause when I was doing all the research and I was looking at, okay, why are some people say impactful and you know, And I was doing the interviews and I was asking people, okay. And I was when I did interviews and research and spoken to hundreds and hundreds of people. Now I was asking people on both sides of the table.

[00:26:58] So I was asking people who were [00:27:00] identified as being very impactful that people said, Oh, this person has so much impact that they're magnetic. I would always listen to them and I would say, okay, why, what are they doing? What are you responding to? And then I would speak to people who were impactful on and say, okay, what are you doing?

[00:27:12] What are your thought process? What are you conscious about? So this is how Face Forward came to be. And in those interviews, you know, certain things were like super peer. So for example, then you have a hot, you know, it was a lot about getting out of their comfort zone and doing brave things and so on and so forth and showing up and the relationship that they had with their clothes and what we were noticing about signature styles and so on and owning their space about the confidence.

[00:27:35] And, you know, the word confident came up in every single interview, basically. Whereas with. With "Be More Dog", there was this something else that people kept referring to, but it was the same thing. I didn't want a million steps. Cause it was, they're all kind of, sort of talking about the same thing, but in a kind of different ways.

[00:27:51] And I was thinking like, how do I describe this? Because it's more than just being warm. So this word war more approachable would come up and there was a bit more to it than [00:28:00] that. And, um, anyway, so I had all of this in my head and I actually took my dog for a walk and I was in the park and I was watching the dogs play and I just sat and he had this moment and I was like, That's it it's just like, that's it.

[00:28:11] This is what they are doing. And this is what we are responding to is "Be More Dog". And so essentially it's like a philosophy. So. "Be More Dog" means a few things. Right? So first of all, it's

like remembering that number one as human beings, we're still pack animals. We're absolutely a hundred percent pack animals.

[00:28:29] I'd have to say we're pack animals who are very self-conscious, you know, dogs are like zero. They're not self-conscious at all right. We're pack animals, but we're so self-conscious about it. About what we need and what we feel and ourselves and all of those things. Right but if you take all of that away, fundamentally humans want to connect.

[00:28:48] We, we really want to connect. We need to connect. We need to be a part of a community. We need to be part of a tribe. We need to be, you know, for our own safety, we want relationships. We want to be loved. We want to be, not that everyone does. That's a [00:29:00] basic human need for every single person. So, so, so with that in mind, when you take, when you look at dogs, he has the philosophy.

[00:29:07] So number one, You know, when you leave the house for five minutes or five hours, you know, you come home and the dog is so excited to see you. And so it's this idea of making people feel important. Like letting people know that you are happy to see them, that you're excited to see them. This isn't about jumping all over them and looking at faces.

[00:29:29] No one likes that, but it's about, you know, sometimes you notice people are so don't want, so kind of. Worried about letting others know that they matter. If that makes sense. You know what I mean? People kind of hold back, like, you know, so it's about, I, for example, when you go into the office and when we would go, when we were working in an office, right, how many times did you walk in?

[00:29:51] And you'd be like moaning, moaning, kind of waving at people without actually looking at them in the eyes, but actually stopping, looking [00:30:00] at this human being, standing in front of you and going good morning. How are you? Like an actually meaning it. And so we want to just so, so, so "Be More Dog" is about actually looking at this person and letting them know how are you?

[00:30:13] Oh my God, it's so good to see you. It's so good to see you

[00:30:21] **Beth Stallwood:** [00:30:21] and sideline. But I used to work in an organization was open plan offices and one team, um, who were amazing at doing that. "Be More Dog" thing every time. When someone came in to work, they kept them in. So they clapped them into their desk.

[00:30:38] And it's like, what a great way to start the day you get around to applause on your way into work.

[00:30:42] **Jodi Goldman:** I love that. I love things that people can do like that, that can bring joy. It's just, when we turn into robots, we stopped doing stuff like that. You know, we stopped. Yeah. Really thinking about the impact that we're having on people around us.

[00:30:54] And we become moved to this, you know, it's like "Be More Dog", you know, dogs. Aren't it's another day, you know, jobs, you know, and I'd like to reiterate because a lot of people are not like extroverted or not. Like, you know, this isn't about bouncing off the walls. It's just about bringing that genuine warmth.

[00:31:14] When you just look at someone in the eyes like real eye contact, like really looking at them and remembering this is an actual person. Right. So people don't show people that you're really interested, make people feel important, make people feel important and seen. The second thing was, and this is really huge.

[00:31:33] Is when you go to a dog park and I'm talking about to just the care for like, I'm talking about a healthy, balanced dog, like healthy, balanced dogs that are the way they're supposed to be. Not ones that I'm messed up by people cause people miss on stuff. So without insecurities, so a normal, healthy, balanced dog, when you take them to the dog park, they will run up to other dogs.

[00:31:55] And be so excited and they will run in expecting the best, right? Like dogs don't go to a dog. Oh, I wonder if that dog's going to like me. If I'm going to run up to them and smell them, maybe they won't smell my butt. It'll be so embarrassing. No, like they just assume I'm going to run up. I'm going to sniff your but, everything's gonna be great. Like, why wouldn't you because that's normal dog behavior. And so we somehow lost that without insecurities and our self-consciousness where we, now you see a lot of people stand at the back kind of guy. Hmm, let me just suss this out. Like, will they like me?

[00:32:34] You know, you see it a lot at like networking events and parties. Like, will they like me? Or, you know, oh, I don't know. It's human nature to connect. And if you go in and you just assume the best that dogs you're a dog will run up to a person who doesn't know, drop a ball at his feet and go like that. You know, they don't, they just assume that they assume you're going to pick up the bowl.

[00:32:57] You're going to throw it for me. Like, why wouldn't you? [00:33:00] And then the second part of this, which is why I love this analogy so much is if the person is like, Oh, I don't want to throw that ball to the dog. Isn't like, Oh, I'm a bad dog. No one loves me. Everyone hates me. Like this thing wrong with me. It just is like, Oh, okay.

[00:33:13] And they'll take the ball to someone else. You know, it's not a, it's not a thing. It's just assume someone's going to throw the ball. And if it's not this person and you know, I mean, what kind of person doesn't like dogs. So, so, um, You know, so it's like not taking those things personally, which was, which is, which is the next part of being more dog as well, because sometimes the dog will run up to another dog and the dog will blank.

[00:33:37] It will be Molly. Sometimes my dog will sometimes completely blank other dogs. If she is obsessed with, if she has a squirrel in her eyeline, She will not even blink. And so the dog will be like bouncing all around her and she's literally just staring at the tree. Right. Which is not actually normal dog behavior.

[00:33:55] It's obsessive behavior. So it's, so this dog who's sniffing Molly. Doesn't walk away going "there's something wrong with me". They just all like, Oh, that's a weirdo. Squirrel obsessed dog. Like that's got nothing to do with me. So the other part of "Be More Dog" is not taking things personally. You know, sometimes the dog will run up to another dog and that's all we'll attack them.

[00:34:14] It'll growl. It'll bark, you know, it'll just snap at them for no reason. And a really healthy dog, a really balanced, healthy dog will not shrink. Well, not just roll over on its back. It will actually

puff up and own its space. It'll say don't speak to me like that. And then it will turn and walk away really quickly.

[00:34:33] It doesn't engage in the fight. It just kind of, it kind of puffs itself up. It's like, no. And then it turns, it just leaves. The situation and then it runs to the next job just as happy as it was before, because it doesn't take that personally because it knows that that's not a good dog. That's not a healthy dog.

[00:34:49] That is a dog. That's had something happens to it. Right. It's like a rescue dog. It's, wasn't socialized it's owners make it feel very insecure. And like, you know, it's just, it's not, it doesn't have a healthy environment where it feels safe. Like it's been abused, like whatever it might be like, that's why a dog acts like that.

[00:35:07] So. A good normal, healthy dog. We'll just kind of take that behavior and just leave the situation. And once I get fascinated

[00:35:14] **Beth Stallwood:** yeah. And they don't take the baggage with them. So they don't assume that everyone else. Yeah.

[00:35:19] **Jodi Goldman:** They didn't, they just stay there, just drop it. And they run to the next situation, just as happy as they were way before that and run in like, Oh, someone was just really like walked at me and it was like really nice.

[00:35:27] So rude. And I'm going to just like, be pissed off for the rest of the day and really upset for the rest of the day, because why do they speak to me like that? I copied you this back to me like that. And they're so rude why they're so rude because they're not a good dog and they've got their own baggage, you know, and this is what I always say.

[00:35:40] So one of the key things with being more dog is remembering, and I think that this is really helpful, particularly for, you know, for, for work joy, right? Is that happy, healthy, confident people are not rude to other people. It's as simple as that, a happy, [00:36:00] healthy, confident person are not rude, aggressive or mean to other people.

[00:36:07] So if someone is being rude, aggressive, or are not happy, they're not healthy, or they're not confident. All of those things. So why not all? And that's and if you see it in yourself too, that's when we aren't the, our best version of ourselves. If you're not happy, you snap, you, you, you you're cranky.

[00:36:25] You're like grumpy, you know, you are not healthy. You don't feel well. That's when we kind of also get a bit sappy or a bit rude or like impatience and you don't feel good if you're not confident in this situation. You can lash out. You can feel insecure. You can feel a bit, you can come across as a leader.

[00:36:41] If you can come across as like rude, when you don't mean to, you know, you can feel like people are trying to get one over on you. You can be defensive. So this is when we behave that way. And so "Be More Dog" is remembering that it's make people feel important. It's connected to people around you. It's bringing the energy that you want to] feel like, bring the energy, you know, bring the energy that you want to feel.

[00:37:03] Don't rely on the external circumstances too. Get energy and then don't take things personally.

[00:37:13] **Beth Stallwood:** And that's hard, right? Because we do take things personally. Don't we feel rejection very badly as humans, I think. Yeah.

[00:37:20] **Jodi Goldman:** Well, exactly, because it goes back to that primal fear of like, feeling, Oh my God, if you're rejected, then your safety, it's almost like you will die, you know?

[00:37:28] And not consciously, you never consciously think that, but a unconscious level, the little caveman inside of us, if you get kicked out of the community, you're on your own. And you could die, you know, you could be attacked by an animal. You could, you have to fend for yourself. And so we have this very deep need to belong, and that's why people are so afraid of rejection because it almost feels like your life is in danger kind of thing.

[00:37:52] So a on a very unconscious, like deep within us level. But if you go into it with being more [00:38:00] dog energy and you go in with. You can only be responsible for how you show up. And that is that everyone wants to connect and that you get to bring the energy that you want to feel. You know, like a dog it's just as another dimension.

[00:38:14] You and there's a dog in the room and everyone can feel it. Even if it's quiet and sleeping on, you know, like people are really aware, like a dog, like walks at quiet conduct and walk into a room and there's just, you just feel it. You're like, Oh my God, there's a dog. You know, like they just have, so it's not, it's like bring the energy.

[00:38:30] **Beth Stallwood:** Love it. And I totally feel that there'd "Be More Dog" and really, really, for me, it does relate to the idea of Work Joy and how you have to own it and be the person you can't just wait for somebody to come and fix it all for you. You might be in a situation where your boss, isn't that happy, healthy, confident person and who is being rude or mean, or just not really connecting with you.

[00:38:52] You might have some teammates that are like that, but it's not necessarily your fault. There might be many other reasons why people are in that. They're not feeling good. They're not feeling happy. They're not feeling confident, but you can choose to not respond to that by being an unhappy, unhealthy un-confident person.

[00:39:11] **Jodi Goldman** Exactly. Yeah, exactly. It's about how you respond. You can only be responsible for your, for the choices that you make. As you said earlier, the choices that we make, we make choices all the time. So in every situation I can choose to say yes, I can choose to say no, I can choose to have a conversation about this.

[00:39:28] I can choose to let this go. I can choose to be annoyed. I can choose to forgive I can choose to, you know, it's like we have to just be aware and also I can choose to remember that this isn't about me and that as long as I am cleaning up my side of the street, other people are responsible for the side of the street.

[00:39:44] So, you know, you want to just be careful about what you're taking on and what you're bringing to the table.

[00:39:51] **Beth Stallwood:** Yeah. And also there's something here about, we're all going to have days where we don't feel very happy and we're all going to have days where we don't feel, um, particularly healthy or we don't feel particularly confident and to maybe just be a little bit kind to ourselves that we can accept those days.

[00:40:05] As long as the proportion of them were managing to find some happiness and some healthiness and some, and some confidence from within, and kind of taking the actions that we need to take to do that stuff where we convince our brain that this is actually. Okay. And this is actually who we are and it is okay to stand up and take that space.

[00:40:23] And it is okay to show up and turn my video on. And it is okay for me to ask a question or to be interested. It's okay for me to go and approach somebody. And if they don't engage, that's up to them. That's not up to me. I can just do the best. Yeah.

[00:40:38] **Jodi Goldman:** Yeah. No matter what happens, I'll be okay. Right. Exactly.

[00:40:42] Yeah.

[00:40:43] **Beth Stallwood:** Yeah, love that. So I have got some quick fire questions for you. Are

[00:40:48] **Jodi Goldman:** you ready? I am ready.

[00:40:52] **Beth Stallwood:** First one, what is always guaranteed to bring you some work joy,

[00:41:00] [00:40:59] **Jodi Goldman:** working with people who get it, like working with people who wants to. Be the best version of themselves who want to do the work, who do the work, who are showing up and making an impact.

[00:41:19] It is guaranteed to bring me joy. When I hear from someone that they have got the job that they really wanted, that they've got the raise that they've got, the promotion that they've got new clients that they've, you know, that they're just doing it, that they're not hiding from their own desires and that they are.

[00:41:35] Um, you know, making those choices as we spoke about to actually create the life that they really truly desire and stepping into their own power and being really impactful. Uh, that brings me joy every time.

[00:41:50] **Beth Stallwood:** Yeah, really great example. Then one thing I just picked out and I like made a big highlight on my notepad where there is they do the work because this isn't something that's just going to [00:42:00] be magically handed to you.

[00:42:02] You have to do the work. Exactly. And that works. Sometimes it can be fun cause it's sometimes like the exploration side and it's interesting and you're learning and you're growing, but also learning and growing can feel really awkward at times. That's right.

[00:42:13] **Jodi Goldman:** Exactly. It can feel like so messy. That's the thing.

[00:42:16] When you're in the middle of a transformation, it's very uncomfortable and messy. It's always just like. Yeah. Just, you know, when you like tidy your house and you take everything out of

the cupboards and then you just look around and you're like, Oh, you should, what have I done? And it's so messy. And you're like, why did I do this?

[00:42:35] Like, why did I even think? And you're just surrounded by like mess. And the only thing that you can do is just slowly start putting it away a thing at a time then when it's done, it's like, Oh my God. And you have this like amazing house and it feels awesome. It is like that.

[00:42:53] So, so doing the work on ourselves and it's an always an ongoing process, right. It's always like every, every level there's a new devil. So it's always like, okay, now I need to. Okay. where am I hiding from my insecurities? What stories? And you have to do it again, like where you can up level. What's what I need to change.

[00:43:10] Why am I feeding this way? And it's just kind of like a constant process, and it's always just like messy during the middle, but it's always worth it in the end.

[00:43:19] **Beth Stallwood:** Yeah, and I totally get their tidying metaphor because when I do tidy to the house, like everything comes out and then it's an absolute nightmare and I wish I hadn't started, but once you finish it, you feel amazing.

[00:43:30] So it's definitely worth it. But I will say that point about. Actually this isn't like you do it once and you're done because you're always growing and resetting and there'll be new goals and new things that are challenging and different people and a different version of you. Cause I think we just reinvent ourselves constantly.

[00:43:45] Don't we? So we're always going to have to work. Yeah,

[00:43:48] **Jodi Goldman:** [00:43:48] exactly. I think that kind of thing question. Yeah. Ahead. No. I was just going to say no. That's exactly right. I think people often where that imposter syndrome comes up or where people said anything or is because they said any having, like, they kind of overcome something and then suddenly they feel insecure about something or they have doubt again, and then they, then it's kind of, then they've got doubt about the fact that they've got doubt, if that makes sense.

[00:44:09] So you start to compound these feelings, whereas no, no, no. Just know that it will always come up. There's what we always are doing. The work. It's an ongoing process. Yeah.

[00:44:21] **Beth Stallwood:** Great, question two. What book are you currently reading?

[00:44:25] **Jodi Goldman:** I'm currently reading untamed by the end of oil. I love it. Have you read it?

[00:44:31] I've read it like three times. Have you? Oh my gosh. Yeah. So, um, yeah, it's just, I can tell I'm going to read it a million times. I actually have it on audio. I listened to the audio. I love audio books because I listen to it sometimes when I go on a wall and I'm just. Loving it, it is just the most beautiful book.

[00:44:50] Yeah.

[00:44:50] **Beth Stallwood:** [00:44:50] I love it. I've I think I've read it three times and listened to it twice and it's just, and I've sent it. I've literally bought the book and sent it to a load of friends as

well, because I think [00:45:00] you need to read this so brilliant one definitely recommend it to all of our listeners. Question three.

[00:45:07] what is the best or most useful piece of advice that you've had that you always come back to?

[00:45:18] **Jodi Goldman:** Yeah so many things like in my head right now, I suppose the kind of basic field of fear and dirt anyway, is the one that I come back to again and again and again and again, and again is feel the fear and you're in anyway, and yeah,

[00:45:35] **Beth Stallwood:** and at the end of fair is always the thing that you actually really want.

[00:45:37] Isn't it. You have to go through and fail to get what you want. Yeah,

[00:45:40] **Jodi Goldman:** exactly.

[00:45:42] **Beth Stallwood:** Um, Final question from me, uh, what is one really super practical bit of advice that you could give to our listeners? That there's something that they could go and do today. Tomorrow the next day, that's really simple and will help them to get more work joy.

[00:46:00] [00:46:00] **Jodi Goldman:** Face forward, follow the face forward formula, the four steps. Um, but if I were to just give us an actionable practical thing, I would actually say show up, like get dressed, like just get dressed up, especially right now when we working from home so much more, which I don't think will change that much.

[00:46:19] Ever now I think a lot of people will be working from home a lot more than what they did before. So just show up, get dressed, put makeup on, you know, shave, like just, just really show up to that day because it will change how you feel and it will change how you. Act and hold yourself and, and, and all of the things.

[00:46:37] And so it's so practical, it's such a, such a thing that we can do to give ourselves that mojo and that boost and that kind of change of mindset and, you know, turning ourselves on and all of that kind of stuff. So I would say, just get dressed.

[00:46:51] **Beth Stallwood:** Get dressed. Okay. Thank you for coming on to the Work Joy podcast today.

[00:47:01] It's been great to chat to you as always. And where can our listeners find out more about you about FaceForward about what you do and your work?

[00:47:11] **Jodi Goldman:** [00:47:11] So my website is Jodi Goldman, J O D I goldman.co.uk. You can also connect with me on LinkedIn. You can find me Jodi Goldman, uh, And I have a free Facebook group as well called she steps up, which anyone is welcome to come and join where I do some live videos and share posts and inspiration and things like that.

[00:47:36] So those would be the three places I would say would be best websites, LinkedIn. And she steps up on that.

[00:47:43] **Beth Stallwood:** Brilliant. And we will share those. And the information about the podcast as well. So you can hopefully click on a nice, easy link. Jodi huge, thank you for coming along today

for sharing your amazing face forward before steps to hopefully having some more Work Joy and feeling good about yourself and being able to do all the things that you really want to do.

[00:48:03] It's been fantastic having you. Thank you very much.

[00:48:06] **Jodi Goldman:** [00:48:06] Thanks so much.

[00:48:09] **Beth Stallwood:** Thanks for listening to this episode where Jodi Goldman. I think the one thing that I'm really taking away is this statement around happy, healthy, or confident people are not rude, aggressive, or mean meantime. Other people. And for us to all remember that if someone is being rude, aggressive, or mean, they're either not happy, you're not healthy or not confident, or all three or combination of those all.

[00:48:35] And perhaps we should learn to not take those things personally. And do that "Be More Dog" about and step away, move on and not take that as baggage or a sign of rejection. Thanks very much for listening. Today. I really hope you enjoyed it. You can follow us on Instagram @createworkjoy. Our website is createworkjoy.com.

[00:48:57] We'd love to hear from you you wanna send us an email at hello@createworkjoy.com. Or tag yourself in the Instagram, show us what you're doing with the actions that you're taking from listening to the advice from our range of experts. Thanks for listening and enjoy your day.