stefania brunori 2

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[00:00:00] Hi everyone. And welcome to this new episode of ways to grow podcast where every two weeks I interview experts that help us understand and discern different disciplines that will help us grow, improve our wellbeing and be better leaders. With this same. We travel from east to west from the pure psychological studies to the ancient shamans.

[00:00:18] We look at every field and you take what interests you join me on this journey of learning and discovery. My name is Maria moka. I'm a personal and executive coach. And for this episode, I have invited Stefania Bruno to join us listener. If you want to know the importance of creating your business with purpose and how to successfully create your business businesses, step by step tune in because that's what we are going to talk about today.

[00:00:42] Stefania AB Bruno is a marketing specialist, wellbeing entrepreneur and business coach with over 20 years of international experience in managerial positions. Having worked in Europe and the middle east, her core areas of expertise are personal branding. Branda strategy, digital [00:01:00] social media, and integrated marketing practice, developing and implementing solid strategies and marketing campaigns to facilitate companies and individuals expand beyond their limits.

[00:01:11] Originally from Europe, she has been working in the UAE for 13 years, both for multinational companies, such as Teka and Nokia and middle east leaders and SMEs corporations with regional rich, her entrepreneurial career started in 2015. When she conceptualized and launched the middle east most complete website for yoga and meditation.

[00:01:32] Since then, she's been working with the startups, SMEs, and social impact entrepreneurs to enable their growth with the best practices of success. She provides personal branding and business coaching sessions and workshops too, where she brings together her expertise in brand strategy, coaching and growth mindset, picnics.

[00:01:51] Stefania is also a females entrepreneur mentor at the United nations, uh, before. So before we start, let me remind you of our [00:02:00] website ways to grow podcast.com, where you will find the details of all our guests and also the books and resources they recommend. And if you like this podcast, please, please, please follow and read us so that we can keep growing.

[00:02:10] Welcome to Stefania. And thank you very much for being my guest today. Thank you for inviting me. I'm super excited. I'm super excited too. Cuz also this is something that my clients, I, I, we talk a lot, my clients and me about like how to start something with purpose and, or like also, and actually this is the best question.

[00:02:29] The, the first question that I will do what or some well

[00:02:40] no NOK

[00:02:45] um,

[00:02:51] Yeah. Okay. What, what is your link with P how did, uh, P entrepreneurship came into[00:03:00]

[00:03:07] your life? Oh, um, yes. How are you feeling today? Yeah, exactly. welcome is Stephanie and thank you very much for being my guest today. Thank you so much. I'm super excited. Thank you for inviting me. Thank you. Thank you. How are you doing? How are you feeling today? Um, great. I was super excited to come here and it was really funny when I came to this office, I realized.

[00:03:34] This was the office of my last corporate job. So when I was working in Nokia, I was in the same tower. Yeah. The name was different of the tower. Alaria used to be exactly. It was Tuia too. Um, but I was really happy to see how my life has changed since then. Uhhuh and it's so connected with what we are going to talk today.

[00:03:56] Yeah, exactly. Creating something from purpose. Exactly. [00:04:00] Yeah. This is something that we talk a lot with my clients as well. I have to start something from purpose from, from the core. Yeah. Yes. I, I think it's something really relevant nowadays. Yeah. Um, what we've gone through during the pandemic, um, gave a lot of light to things that they didn't, we didn't want to see before, or we couldn't see before.

[00:04:21] Yeah. So a lot of people have realized, um, that they are unhappy yeah. In their jobs. Yeah. Or in their. Companies that they, they are business owners. Yeah. So I think the topic of, um, purpose is more relevant than ever. Yes, it is. It is. It is. They're calling this area actually the, the great resignation, right?

[00:04:40] Yes. People are, are resigning from their jobs and, and starting some plan, whether they start something new on their own or they, they change companies. Yes. Um, I think we also have to be a bit careful with the resignation, uh, because if it, if that is as a result of something that we want to escape from, yeah.

[00:04:59] It's not going [00:05:00] to work. Yeah. so. Yes. I agree. There are people who live, uh, the corporate world and they are going to become successful entrepreneurs and there will be people who live and they will realize that actually it was not so bad to work in a corporation. So I think we need to be careful if it is as a reaction.

[00:05:19] Yeah. I don't think it is a good thing. Yeah. If it comes as a result of our reflection. Exactly. I think it's fantastic. Yeah. Ah, completely agree. so, and, and I'm following this. So sometimes I hear experts saying that, uh, you know, you, we should follow our passion when we start our own company. And some others say like, no, no, no, no, don't follow your passion.

[00:05:39] Your passion should be your hobby. And so what's your opinion when it comes to this? Well, if you follow your passion, take your brain with you. as well. so not only the passion, um, Well, I think that obviously we can create, we can build companies, uh, based on our purpose mm-hmm and those [00:06:00] companies can be profitable.

[00:06:02] Um, but again, I mean, living in our purpose in a, in our profession can be implemented in many, in many different ways. Yeah. Um, is there something that I can do with my passion inside the company that I am? Yeah. So for example, or my times on Nokia, could I have brought the yoga meditation within the company?

[00:06:22] Mm-hmm for example, I mean, my, my path was different. Yeah. But this could be an option. Yeah. Or, um, can I do something on my weekends with my passion and monetize? Yeah. Or maybe then it is a full-time company that you want to launch. So I don't think it is a black and white thing. It's more important about it is the, the key thing is understanding what is really your purpose.

[00:06:49] And why you are doing this mm-hmm and then the, how you're going to do that is the second most important thing. But the first one is what is really your purpose [00:07:00] mm-hmm and how do we find that? We don't know it. okay. Now, now the, the, the question backfires me um, yeah, cuz I think that's one of the big, uh, questions, right?

[00:07:12] I mean, what is really my purpose? What am I here for? Uh, should I, is this my purpose? Maybe this is my passion, but does it everything? Yeah. Does it everything link or not? Um, I think passion and purpose are different. Passion can be, I mean, I'm passionate about arts. I'm passionate about music. I'm passionate about traveling, but it doesn't have to be necessarily my purpose.

[00:07:36] I also think, and, and I am now giving a different view on what is purpose. I also think that. We may have more than one purpose mm-hmm and it doesn't have to be something really big. Cause now what is happening is that the people are getting really stressed. Oh my God. I don't know what is my life purpose.

[00:07:55] Yeah. But I would like to know. So I, I don't think that's the, the [00:08:00] healthiest way to address it as well. Mm-hmm so purpose can be from something really small that I do every day inside my company or with my family. Yeah. And what I wanted to come back to is the difference for me between passion and purpose mm-hmm um, purpose has a component of, um, wanting to contribute to others.

[00:08:26] Yes. While passion can be, I'm passionate about cinema. Yeah. Or I'm passionate about car racing. Yeah. And, and you are not. Really thinking on and how can this impact others? Mm-hmm okay. So I think that the concept of purpose connects with something that you probably like yeah. You're passionate about, but not necessarily.

[00:08:45] And how can you be of service to others? Mm-hmm with this thing that you know, how to do or that, you know, it is your gift yeah. In life mm-hmm . Um, so it could be, you may have amazing skills for public [00:09:00] speaking, and then you can use those skills to elevate some other people and to teach them about public speaking.

[00:09:05] Yeah. Yeah. So I don't think it is super complicated. We overcomplicated probably because it is become a business as well. Mm-hmm . Yeah. Um, but I think it can be already with what we have. We can start doing these tiny things. I didn't realize. Well, now I can say it because I, I don't think there is any conflict anymore.

[00:09:26] Nokia was seven years ago, but after my working hours in Nokia, I was already teaching yoga. Mm-hmm . Yep. But I haven't done this exercise of sitting and thinking, what is my life purpose? Yeah. Do I want to have an impact on the wellbeing? Do I want to inspire others? Yeah, no, it came more naturally. Yeah.

[00:09:45] Yeah. Um, but it's obvious that that was a purpose because it was after my working hours. That was an effort. And, um, and it was of service yeah. To others. Yes. Yes. I actually like you, you, [00:10:00] you brought me back to the times that I was working at dubbi as well. And after hours I used to go, um, I used to work to work at circuit factory, which is, um, um, uh, circuit training.

[00:10:11] Yeah. So for, for losing weight or forgetting fit. Right. So, and, and, and at what time, um, we went to Amsterdam from, from the BISO. And someone asked me, so what's your purpose? What do you like doing, uh, what do you feel when do you feel that is spark in you? And I was like, when do I feel that is spark? I was like, well, when actually when I go to circuit factory, I feel that spark and someone told me, so maybe you should be in circuit factory instead of to visa.

[00:10:39] I was like, oh, I don't wanna hear this but then, you know, years later, like I always bring that conversation to my mind. Like thinking like, wow, something switched on me. Yeah. At that moment. Yeah. When I realized like, wait, wait, I've been like product doing like product all these years. And I never thought about anything else, but at that [00:11:00] moment, like something sparked in me and I was like, oops.

[00:11:04] I think we also have to be careful when we think on, on purpose, believing that it's going to be a walk in the park. Yeah. Because it's not the same as I was doing. For example, teaching. Three yoga classes per week than having to make a living out of that. Exactly. Overworking being tired. So yes, it is going to happen and being alone.

[00:11:24] Yes. As entrepreneur. Yeah. Yes. And it's going to happen, even if we are living on our purpose and we have a profitable company and we are enjoying a lot and it's what we going, we wanted to do. Yeah. We are going to be tired. Sometimes we are going to be the motivated. There will be start, there will be parts in our work work that we don't like.

[00:11:45] We may like more doing the podcast than doing the admin or networking rather than doing the business development. I don't know. So I also want to demystify that part of, um, working, [00:12:00] what you like, and you will never have to work any other day. Excuse me. No, no, no. That doesn't work. The thing is that of course you are going to, to enjoy more.

[00:12:11] Yes. And you are going to create a life. Connected and, and, uh, how would I say connected? Yes. I align with what you want, but it doesn't mean that you are not going to work hard or you are going to wake up always with a smile. No, you will have bills that are unpaid. You will have clients also that don't pay or yes.

[00:12:35] Anyway, there are going to be struggles as in anything in life. Yes. I completely agree. Yeah. So this tifying, that is important. Yeah. Yes, yes, yes. So yeah, if we haven't yet found the business, we want to work in. Right. Uh, how do we find that the, that big idea, you know, that sometimes, uh, like we see a startups that they have like, oh, this is the big idea that I had.

[00:12:59] Yeah. [00:13:00] How is there any process that we can follow in order to, um, to find that. after having work with many, um, startups and SMEs and, and future entrepreneurs, and also launching my, my own business. Mm-hmm, the main thing when you launch a business is that you need to solve a problem. Uh, so you need to know which is the pain in the market.

[00:13:24] Mm-hmm otherwise yes, passion is fantastic. Purpose is amazing, but if you are not a good fit in the market yeah. Then it is going to be a hobby. It's not going to be a business. Yeah. So understanding which are the social economic trends. Mm-hmm is really important. Okay. You need to understand if there is an opportunity in education or if the opportunity is in fashion mm-hmm or if it is in sports, and then within those sectors, you also need to spot, which is the opportunity.

[00:13:56] For example, now in fashion, Probably anything that has [00:14:00] to do with digital fashion. Um, the metaverse inside that sector. Mm-hmm

[00:14:11] can be interesting or more, um, um, it's not the word integral, but eh, creating fashion for all sizes shapes. Mm-hmm inclusive. Yes. Inclusive. Thank you. that the word for the different types of people? Yes. And the boundaries between female and male clothes are changing. So yes is not only the sector mm-hmm , but the first step probably would be the sector, but then also the opportunity within that sector.

[00:14:40] Yeah. And it needs to be something that connects with probably your, your, well, not probably, but for sure, with your values and your skills as well. I mean, It would be really rare that I would go into fashion because that's not my background. Yeah. So also starting up in a, in a sector that we don't have knowledge or we don't have the skills.

[00:14:58] Yeah. Yeah. I think it's a bit risky. [00:15:00] Yes. Yes. It must be. So as a first step, I, I would say having a look at the skills that we have mm-hmm and start exploring, which are the sectors of growth. Yeah. Eh, to start spotting opportunities and then is when the dots are going to start connecting mm-hmm I don't think, I dunno, who was, um, the painter that said, um, let the inspiration find me while I'm working.

[00:15:29] Mm-hmm I totally agree with that. It can happen. For example, my idea of a startup came after a trip, uh, to Homan Uhhuh and I was at the, at the airport. Um, at that time Musca airport was very small and there were not many things going on. Cafeterias. Mm-hmm . And, um, I brought a book with me that was about career and, and working ruling what you like, but I didn't want to read that during the weekend.

[00:15:55] It was like enough. I mean, I just want to have a break. And so the, what is, is [00:16:00] Inman. And then, um, in the airport, um, I said the world, there is no people to talk to cause it was almost empty and there is not much that I can do. Let's scrap the book. Yeah. And then at some point all those dots started to click together.

[00:16:16] Does it mean that it was a Yuka moment coming out of nothing? No, not really. I was already on that path and I was already connected with a yoga and meditation sector. Yeah. And it made sense at that moment probably because my mind was empty from the rational side and I got to inspiration. Mm-hmm mm-hmm beautiful.

[00:16:36] Yeah. Beautiful moment. That must have been for you in that airport. Yes. Yeah. Yeah. life changing moment. Yeah, absolutely. Yeah. Awesome. That's great. So why, why is it important to create a business with, with a purpose from our purpose? So why is important to create a business out of purpose? Um, there is a book that really impacted me [00:17:00] mm-hmm , which is, um, men in search of meaning by Victor Frankel.

[00:17:04] Yes. I dunno if you've read it. I haven't read the film. Yes. Well is one of the books that I, that I always recommend and that really sensed my life in the sense that I really understood how powerful it is to have a purpose. And if you have a purpose, it doesn't matter how hard it's what you are going through.

[00:17:22] Yeah. That is going to help you move forward. Yeah. And that applies to business as well. Especially when you become an entrepreneur. Mm-hmm, sorry. It's not this wine and rose picture that they are trying to, to sell. It's difficult sometimes. And if you are trying to become an entrepreneur, because you hate your boss, don't become an entrepreneur because you will have the worst boss ever, which is yourself.

[00:17:47] Yeah. or if you want to become an entrepreneur because, um, you want to have more holidays. Yes. Don't because probably you are going to work harder than ever. Yeah. So the, [00:18:00] the thing is that you really need to have a why yeah. Why you are doing this. Yeah. And something that is going to go beyond you beyond your ego.

[00:18:07] Mm-hmm that has an impact on society. This is what will help you move forward. Yeah. I remember when I launched my, my first startup. Um, so there was a lot to do the website, the contents? Yes. All the social media. Yeah. Connecting everything, the trade licensed the bank. So I was working super, super long hours and I remember one day driving towards my flat at 1:00 AM in the morning.

[00:18:29] And then I was like, Okay, Stephanie, you became an entrepreneur for this. Are you sure that you won this? Well, the first thing that I thought it was, well, this is going to be temporary because it's the launch. So no way that I'm going to be always working till that time. Yeah. And second was like, remember why you became an entrepreneur and it's because you wanted to have an impact on the wellbeing of the people.

[00:18:54] And that really kept me going. And I have many other very difficult moments during my life as an entrepreneur. [00:19:00] Yes. But when I connected again with a purpose, I stood up and I continued. It's really powerful. Yes. And, and to anyone that hasn't read that book. Yeah. Um, I would recommend the men in such very eye opening, I think.

[00:19:15] Yes, yes. Yeah, yeah. Yeah. And when you were talking about the, the purpose, it came to me like, like it's like an north star, right. Like, okay. So I'm doing this because of that. So then I will go through, and this will also pass to say if I, if, if you're struggling and then also. It's it's you see it clear, so you know where you want to go.

[00:19:34] So it's always there so that you can follow that that's that's for me. Yes, absolutely. Yeah. I think that's, uh, a very good point about purpose. Yes. You see where you are going, going, and, and it's a north start giving you the direction and it's always there and it's right. And you can see it clearly. Yeah, yeah.

[00:19:52] Yeah. Cool. so what are the steps in order to create a business from, from a [00:20:00] start and how do we start this entrepreneurial, uh, in the entrepreneurial world? Yeah. Well, the, the first thing is to have, um, at least some clarity on, on the idea. It doesn't mean that it needs to be a validated idea. Mm-hmm but the first step is finding this mix between your skills, your knowledge mm-hmm

[00:20:27] and what is needed in the market. So a skills, knowledge, yes. And the market and, and what is needed in the market, what is needed in the market. Yeah. Uh, and of course, all of these link to your passion or something that you, you like. Yeah. And you have the knowledge. Yeah. Right. And after that step, that can be a bit abstract mm-hmm

[00:20:49] So for example, my, my first step, it was clear that had to be with yoga and meditation and wellbeing. Yeah. Um, and I could see which was the need in the market at that time, [00:21:00] but it, it was not a very tangible idea. Sure. But just with one idea, this is all what you need yeah. To start moving forward. Yeah.

[00:21:08] Yeah. And, and then, so I, I work on a model that I have created, which are five steps mm-hmm , um, which I call it from idea to launch. Yeah. And, and then that's what we do in the, in the first step mm-hmm. Bringing the idea. Okay. Exploring it Uhhuh and coming into something that is more tangible. Okay. And then it comes the moment to put numbers on the idea.

[00:21:36] Mm-hmm really, um, so what it is the size of the business opportunity that you are talking about. Yeah. And I can tell you that sometimes the people, when they analyze what they thought that it could be a business, they realize that there is not, there's no business, no market enough. Yeah. Um, so I'm really realistic with that.

[00:21:55] Mm-hmm and if my model stops in the step two, because [00:22:00] they realize that there is no market, I am more than happy because then they saved a lot of money. Yeah. Instead of saying time, energy launch and create a marketing plan, I'll help you with the marketing plan. No, I'm not here. Yeah. For that I'm, I'm here to support and, and to give clarity.

[00:22:13] Yes. So I would say that the first one is to start with this, crafting this idea. Yeah. With the skills and the knowledge and the market opportunity. And then I start putting numbers, the numbers in it to realize mm-hmm , which is the size of, of this opportunity. Okay. Okay. So those are the fir the first two, the first two steps.

[00:22:34] Yes. At the same time, you may need someone who guides you. Yeah. Um, cause it's very difficult to start knowing about everything. In my case, I knew about marketing, but I didn't know about entrepreneurship. Sure. So I tried to learn, I applied to be in workshops. Um, I watch videos mm-hmm so I could learn about, more about the steps on, on how to create a business model mm-hmm um, [00:23:00] but again, it's a step by step.

[00:23:02] So, so after having the idea and you go to, to, to the next step, probably talking to people who've. Through the same path is going to help Uhhuh as well. Yes. So doing that a little bit of networking, talking to people, to people that have already been there. Yes. Either business owners, mm-hmm or a business code, someone who can guide you.

[00:23:22] Yeah. Yeah. At least to, to give you clarity. Mm-hmm what is needed. Perfect. So how does, uh, uh, a coaching program looks like with you? So if I, if I, or any of our listeners could like to hire you mm-hmm for, um, for helping them start this business or this idea that they have, how would that process look like?

[00:23:45] So the, the, the process of, um, of the business coaching with me, mm-hmm , um, to launch a company starts by the idea and really making sure that there is a purpose behind, um, not because I want to [00:24:00] force a purpose on, on anyone, but because I know that the purpose is what is going to give them the strength.

[00:24:04] Yeah. So we really, the. A bit deeper into that. Mm-hmm I can give you an example of an entrepreneur who, during the pandemic struggle, like many yes of us. Um, and, uh, one of the things that kept him really alive. Yeah. Um, it was to follow a skincare routine, really? Yes. Uhhuh, because he would be in touch with his own skin.

[00:24:32] Mm. And with his own body in the days that he had to be in front of the computers 10 hours per day. So we started exploring that part of, okay. So what does it bring you? What happens when you are in touch with your skin and how do you think this can help others? And we started pulling from there and then we, we, we got the clear idea of what he wanted to bring to the world and.[00:25:00]

[00:25:00] Which was the purpose of the business that he wanted to, to launch mm-hmm uh, so that's the first step. And then as I was explained before we went into, okay, now what, what it is that we are going to sell. Yeah. Is it going to be a product? Is it going to be a service? Is, is it going to be a range of products?

[00:25:18] Mm-hmm what is the size of the opportunity? Mm-hmm so how the, the business coaching program works with me. Mm-hmm there is this part that is digging more on the, on the purpose mm-hmm and it can be more of a brainstorming mm-hmm part. And then we go hands on into more specific actions. Mm-hmm setting goals.

[00:25:40] Yes. Having expected outcomes and deliverables. Yes. So, um, is really important to get a very clearly defined outcome yeah. Of all these sessions. So it's not, as I said, it's from idea. Yeah. To launch. So how I like working [00:26:00] is its session usually has an, an objective what we want to, to achieve. Yeah. Um, there are assignments, uh, that my clients do on their own or we do together.

[00:26:14] Yeah. So I am all about empowering others as well to learn yeah. What they are doing rather than giving the things. Yes. So there are things of course that I do because it's my, my expertise. Yeah. But there are things that like marketing, I guess exactly. Mm-hmm but there are things that we do the research together, so they really understand the process.

[00:26:32] Mm-hmm so I'm not the one saying yes, your market size is this. Yeah, no, I explain in the process and we do together. Okay. So this is how the, the coaching looks like with me. Mm-hmm every session has an objective mm-hmm and, um, and it's very clearly defined with assignments that have been tried, tested and improved over over the years.

[00:26:53] Mm. I see. I see. And again, there are people who are faster. Yeah. People who are slower. Yeah. That's what I going. I was going [00:27:00] to ask you. Yeah. So how long does a process like this? So from idea to launch, yes. What does it normally take? It is five steps. Okay. Uh, which takes approximately seven sessions.

[00:27:11] Mm-hmm um, of around one hour, one hour and a half. Again, it depends on the person and the background and the knowledge that they have. Yeah. Uh, with some people you need to explain it a bit longer. Mm-hmm some other people know what, what it is. Yeah. Um, and I do it both in person and, and online, online, but I would say seven sessions is the, a average of what I see.

[00:27:31] Okay. And again, some people push me to do two sessions per week, for example, because they want to finish early, faster. Some other people, they can't because they have a, a very heavy workload and like, they can't do it. And we do once per week mm-hmm . Um, but the overall process. What I always recommend is that at least we should cut up once per week.

[00:27:53] Otherwise you lose the momentum. Yeah. And it's very important. I know that things happen and that we are all busy. Yeah. But [00:28:00] having that accountability of knowing that you have an assignment and you want to progress and there is something else. Yes. It gives you the momentum to keep on going. Okay. That's great.

[00:28:09] And, uh, I guess that, uh, not everyone maybe comes from the scratch of an idea. Maybe someone comes to you with an idea or they have already tried to implement it, or they're maybe in another process in another step Uhhuh, do you also take this type of clients? Like let's say that they have already launched it, but is yes.

[00:28:26] Yeah. Okay. Yes. I have, for example, I'm working now with an entrepreneur in the wellbeing sector. Mm-hmm and she has already created the type of. Products and services that she wants to launch Uhhuh, but she hasn't worked on her personal brand. Yeah. So we are going through the process of knowing mm-hmm what is unique about her brand, how we are going to position creating the marketing plan nice and also studying the different competitors and how she's going to own really that, that part in the market Uhhuh.

[00:28:55] So, yes. I mean, I'm, I'm flexible. That's the structure that [00:29:00] I know that it works. Mm-hmm but of course, if they have done the step one and step two already, We work on, on the last steps. Yeah. Perfect. That's great. so what, what fascinates you the most about, uh, about working with clients or even about my phone is, uh,

[00:29:20] I forgot to put my phone on airplane mode. I'm so sorry for that. Welcome to the life of an entrepreneur where things happen unexpectedly. everywhere. There's so much connection here. I'm glad that I took my analog watch instead of the digital one, because otherwise we have had like PMP , it's funny because the other day I was meeting with another entrepreneur and, and we were talking about, do you write your meetings in the digital calendar or on your notebook?

[00:29:48] And I was like, you know what, if I don't write it on my notebook, I, it doesn't work for me. Mm-hmm and, and she was saying that it happens exactly the same. So I am a kid of, uh, [00:30:00] The pen and paper. Yes. I can see all the notebooks that you have. Yeah. But, uh, when I'm actually, uh, coaching, I do, I do little notes of the, of the, of that coaching session on the computer.

[00:30:14] Yeah. So that I have it so that I don't have to go, you know? Oh, what happened in the last session? Yes. So then I do those so that I have it clear. Yeah. , it's a mix. I think I, everything, yeah. Say it works as well. I'm sorry. I, I can't remember. Yeah. What fascinates you the most about, uh, working with this type of, uh, entrepreneurs?

[00:30:33] Yeah. Or even with like the job that you do? What, what motivates me the most fascinates? Yeah. Fascinates me is first amount of people with big talent out there and fantastic ideas. Mm-hmm and how the key is on finding, um, the uniqueness mm-hmm . Because that is what is going to set [00:31:00] you apart. Yeah. So when I see the transformation from the beginning, when I start working with a client that they have an idea that has already not been cooked mm-hmm and they live with a very clear plan on how to implement and how to stand out and be unique in the market.

[00:31:21] I really feel satisfied, not yet 100%, because what I want them of course is to, to really succeed, uh, succeed and continue. So it really fascinates me as well. When I see, because I work with many people, the difference between people who will really implement and be persistent mm-hmm and, and succeed. Yeah.

[00:31:47] And those who don't because at the end of the day, as we were talking about passion yeah. Without execution is nothing. so it really fascinates me when I see someone that is really busy and they are going [00:32:00] through very difficult times yet. Yeah. They still have the mindset to be consistent and to launch their business because it takes an effort.

[00:32:07] Mm. Yes. And also, I would say the variety of sectors that I work with. I mean, of course 50% of my focus is on social impact and wellbeing. Yeah. But I also get to see many entrepreneurs in some other fields, which is really exciting. And especially in a place like Dubai, that entrepreneurship really is, uh, is blooming.

[00:32:27] It's a thing, right? Yes. Here in Dubai. Has it always been like this? You, you have been here for 13 years. Yes. Yeah. Um, Well, I don't know at the beginning, because when I, when I came, I came with a corporate mindset. Yeah. Yeah. Um, but I don't think obviously that, um, it was so advanced as, as it is now. Yeah. Uh, but even if I look back to six years ago, when I started, if you wanted to launch your company, you didn't have so many options, for example, in terms of trade license.

[00:32:57] Yes. And the last thing that I saw [00:33:00] yesterday is that there is going to be a new free zone. Mm-hmm and if I am not wrong, the headquarters are going to be in the queen of it, um, ship. Yes. So, wow. So there are, there are so many options nowadays, and I think this is how it has evolved. I can talk about, as I was saying, the evolution in the last seven years, that is the, my entrepreneurial path.

[00:33:24] Yeah. So in terms of business licenses, in terms of entrepreneurial associations is grown a lot. Yeah. In terms of female, Business groups. Yes. Is grown a lot as well. Yeah. Coworkers, coworker spaces as well. Absolutely. Coworking spaces, business acceleration. Yes. Incubators campuses, um, events on entrepreneurship.

[00:33:48] So definitely is growing even, uh, visas. Yeah. Uh, for people who can come from abroad and, and be in Dubai. Yeah. So definitely this is where [00:34:00] one of the focuses of the, of the UAE are not only Dubai because also Abu Dhabi ands, I mean yeah. Are doing, uh, an excellent job in terms of providing solutions and facilities spaces.

[00:34:14] Two entrepreneurs, there is the SAR entrepreneurial festival, which is amazing. Mm-hmm then you have in Dubai, the step conference. Yes. Yeah. Um, hello, Abu Dhabi. When are we going to have one, um, startups or entrepreneurs event there? cool. Cool. No,[00:35:00]

[00:35:12] mm-hmm

[00:35:24] in this book, we don't much about body wisdom.[00:36:00]

[00:36:11] Okay. Why cafe?[00:37:00]

[00:37:11] To podcast, we warm, welcoming. Okay.

[00:37:25] Mm-hmm

[00:37:36] Yes. Um, Stefania first of all, I love you. I love, if you could tell us a little bit about how you, you decided to start in this entrepreneurial world and how you linked everything with the yoga and the wellness. If you can tell us a little bit about all this, how, how it [00:38:00] happened. Yes, it, it was, um, I would say that I am an accidental entrepreneur somehow.

[00:38:08] Although the people who know me well, they were telling me, you should launch your own company for many years. Sometimes the others can see more than what we than what we do. So the stories that I was working in, in Nokia after my, that was my last corporate job, then I started looking for a new job in Dubai and and I used to go to interviews and I wouldn't like anything of what I, what I would see.

[00:38:30] It was like, am I going to like really working in this company? Yeah. Am I going to be enthusiastic about selling this product? Um, but of course, I mean, at the same time, time was running. Yeah. Dubai is not a, um, a tip city. No. So I started consulting on the side, on, on marketing. I kept on going, I started practicing more yoga and meditation.

[00:38:54] Mm-hmm. . And at some point I realized that despite all the challenges that I was [00:39:00] going through, so living abroad, not having my family here, being worried about the money mm-hmm I could see that I was still happier. And, um, I would say more stable somehow mm-hmm or emotionally stable. Yeah. Than some other people that could be either here or in countries like Spain, where you have an unemployment payment.

[00:39:23] If you lose your job, you have your family, you have the stability of your support group. Yes. Yeah. And I could see that I was more content than them. Mm-hmm so then there was like, there's something here that I'm doing different. Yeah. That definitely is, is having an impact on me. Yeah. Because I am in a tough situation.

[00:39:42] Now this is really challenging. I dunno what I'm going to do. Uh, I don't have clarity yet. I have all the challenges. Yes. So what it is that I'm doing different, of course, one is mindset. But then the second I realized that it was human meditation 100%. So that was keeping you sensation. So [00:40:00] it's funny because through a painful moment of my life, I realized that that that was really powerful.

[00:40:06] And then was the moment when I decided I want to spread this more. Yeah. And I want to make meditation more available to the people, more known. And, um, so that's how I knew that, that I wanted to start doing something on that field. I mean, as I told you, I was already teaching when I was in NOIA. I never pretended to be a full time yoga teacher.

[00:40:27] That that was not my, my aim. But then what I did is to start connecting with, okay. So what has been my career 20 years of marketing? What do I know what to do? Create brands. Yeah. And launch brands. What is the opportunity in the market? and what is the impact that I want to create, which is to have at that time, it was an impact, um, yes, with yoga meditation, uh, towards the wellbeing of, of the people.

[00:40:56] So this is how, how I started as an entrepreneur. So it was one [00:41:00] thing took to the other. Awesome. Um, then at some point I said, look, I'm not going to look more for a job and I'm going to give myself three months and it was a deadline of three months. Okay. And then I had planned a, B, C, D E, living summer, um, and stay in Europe for three months.

[00:41:16] Yeah. Go to India. Mm-hmm I mean, it was really a deadline that terrified me a bit. That is like, okay, I'm going to give my best for the last three months. And then let's see what happens. And suddenly what happened is that all the doors have started opening. I applied for, um, workshop workshop on business modeling that they had a huge selection.

[00:41:33] Mm-hmm. They accepted me. Wow. Then I was for one week in Jordan, in a business acceleration program, refining the business model of what I had in mind. Nice. So that's how, how I started. Yeah. It was not, um, an, an easy path in the sense that I was incorporated and everything was calculated. So that's why, when I talk about entrepreneurship yeah.

[00:41:56] With my clients or with people who want to become an entrepreneur, [00:42:00] I always tell them if you can, and you can plan in advance. So you will avoid half half of the pain that I went through. Yeah, sure. Because of course it was accidental because I, I didn't somehow have the option, but bless that, that hardship, because it really allowed me to go through that part of, of realizing what I really like.

[00:42:23] Yeah. Yeah. Amazing. What did yoga teach you? Wow. Lots of things, right? Yeah. That's. That's really been the biggest change in my life. Mm. I started yoga as a tool to reduce my, my stress mm-hmm and what yoga is giving me is, um, higher connection with my body. Yeah. So I'm more sensitive to, to food. Mm-hmm, , uh, not sensitive in the terms of allergies, [00:43:00] but sensitive in terms of knowledge mm-hmm so I know better.

[00:43:04] What is good for my body. Yeah. And what is not good for my body? Yeah. Yeah. Uhhuh. Um, that knowledge on the body has also increased my intuition, which I think is a super powerful tool as well for business. Um, Through yoga, at least the path that I took on yoga, which is Hata yoga. Mm-hmm um, meditation is something that goes along with, with you guys not separated.

[00:43:30] Yeah. And me meditation is what, what has helped me not to unplug of course, because sometimes meditation is understood as keeping your mind in, in wide. And that's not, but really to observe my thoughts without getting messed with my thoughts, but really observing them from, from afar. So it's helped me, um, to be.

[00:43:58] Far from [00:44:00] reaction. I mean, not always, not 365 days per year, otherwise I would be lying and people who know me. Yes. It is funny how they say, you know, yoga really suits you because you are so calm and it's like, no, it's the other way I around I am so calm because I do yoga. Yeah. Otherwise by nature. Yeah. I wouldn't say that I'm a super relaxed person.

[00:44:22] Yeah, yeah. Yeah. So coming back to, to your question of what has given me is also that ability to stop and reflect and see the things from, from afar. Mm-hmm um, to observe when my mind is getting busy, messy, which happens to all of us. Yes. So we can't pretend really to switch off. Yeah. And, um, as you get this knowledge about your, your body mm-hmm

[00:44:55] You know, even more when you are in tune with your values. Yeah. [00:45:00] So if you are doing things that are not connected with your values, your body is going to tell you yes. Maybe if you don't listen to your body, you won't realize until you get sick. Exactly. But if you are really connected, you are going to realize that when you work with this company, you are not feeling okay.

[00:45:19] Yeah. Um, so I would say that the yoga also along with, um, mm-hmm, with coaching, which allowed me to learn about the values. Yes. Um, is given me that, that perspective. Yes. And that connection. Yes. Yeah, yeah, absolutely. Exactly. I, in this program we love, well, actually I'm a passionate, I'm passionate about the, the body wisdom, Uhhuh the body.

[00:45:41] Tell us what, what is the knowledge that we keep there? Right. So my question will be, how do you use your own body and your, what you're saying a little bit, right? The intuition in, in your practice. The coaching, coaching business. Yes. Um,[00:46:00]

[00:46:00] I like observing the, the client's reactions mm-hmm and help them also to realize which are the different energy levels Uhhuh. And I can see, especially with people who are still in a situation that they don't like, and they are dis satisfisatisfied. Yeah. And they start talking about the type of work that they would like to do.

[00:46:19] Mm-hmm well, the type of company that they would like to, to launch. Yeah. The idea that they have mm-hmm um, this client that I told you about the skincare at the beginning had 1 million limit in beliefs. Of course. Or I cannot do this because a, B, C, D, and his body language was really yeah. Um, stressed and depressed and inwards.

[00:46:43] Yeah. And we started working on, but what if. What would happen if you could this, this and this. Yeah. And what if we don't do this, but we do that mm-hmm and you could see suddenly how his body language was speaking, how he would feel [00:47:00] uplifted and his energy would be bigger. Yes. And one of the things that I, that I did in the sessions with him as well is to do meditation.

[00:47:06] Mm-hmm I still remember one session that this came to my mind. It's like, I'm going to ask you something. If you agree to do this, this coaching session, can we do a 15 minutes breathing and meditation practice? And he said, yeah, sure. Of course let's try. And that was one of the best, uh, coaching sessions that we have, because then we stepped out of fear.

[00:47:30] Yes. And we came into possibilities. Yeah. So then that day we got the business model really clear. We came with the name of the company. Very good. And it was, uh, it was really eye opening. Um, so I work in these two ways. Yeah. Observing really? What is clicking with the other person in terms of body language?

[00:47:51] Yeah. And, and for me, the body of course gives me clue as well of how to, to move forward. Unfortunately, [00:48:00] when we work a lot online in front of the computer, sometimes we, we can have this risk of unplugging yeah. Without, uh, from our own body. Yeah. So I like really doing embodiment practices, like going for a walk on the beach where I can feel with my feet, the sand and, and the water.

[00:48:19] And I think it's really important to come back yes. To our bodies and the five senses, something that I realize. After the pandemic is when I was again, in an environment where I could smell the perfumes. So suddenly it was like, oh wow, wow, humans, humans, male, look at this. Exactly. So, but, but it's really, I mean, we don't realize that during the day there are some senses that we don't use at all.

[00:48:46] Yeah. And, and it's really important. I do agree with you that yeah, but is really, yeah. It's telling us a lot of things if we want to pay attention. Exactly. Exactly. Sometimes we don't or we, I think we haven't been taught to listen [00:49:00] to our bodies. I think there is, uh, there is quite a, we're a little bit illiterate, I would say when it comes to getting to understand our own bodies and the signs that is giving us and, and the knowledge that it has, that, that, I don't know, we are not connected with that.

[00:49:14] I would say yes. I think, I mean, there, there's something real interesting that is happening now. So we have a lot of ancient knowledge of that and can meditation. Yes. Two of the clear examples and what we are having now is science backing up those things. Yes. And yeah, we have brain scans before and after meditation and we can see how it changes.

[00:49:37] Yes. We have experiments with the levels of cortisol before and after meditation and how it changes. So it is starting to, to prove yeah. By science, the impact on our body of all these practices. Yes. And I think this is really positive, uh, for people who are really facts oriented and they need to see those numbers in the percentages [00:50:00] and, and really see it visually yeah.

[00:50:02] On, on how those practices really are impacting our body. One of the books that I, that I read this year, Which is called nature fix. It talks about the impact on, of nature in our bodies. You would love that one. Yes, I would love it. so, yeah, they, they did an experiment with two different groups of people, Uhhuh keeping them close to nature.

[00:50:23] Yeah. And doing our work. I can't remember now if it was a half an hour walk in nature every day, I can't remember the specific detail. Yes. And they were following up their different levels with the heart rate Uhhuh . And what happened after a period of time with the two different groups and the results were incredible, so they proved it.

[00:50:40] Yeah. So it was not only during the, the work of course, that if you are walking in nature yeah. You're going to feel more relaxed, but how that is sustained exactly in your, in your body. Ah, so good. And of course not only in the, in the body, but. That has an impact on the mind clarity. Yeah, it sounds as well.

[00:50:56] And also I hope that in the next years also, [00:51:00] we bring that to the business. You know, that business starts understanding how important it is that, that our employees are actually in that, in that mindset, that they're more calm that they do yoga meditation or whatever it is that works for them to calm themselves so that they can have more clarity and they can be more efficient and more productive.

[00:51:19] Yes. I think that comes from the leaders themselves. Meaning if the solution is just to provide to the employees, yoga and meditation. Yeah. Which is fantastic, but the leaders are not yet with the, the type of mindset that really wants to have an impact on the wellbeing of the employees. What we are going to do is, is kind of, we are giving them a healthy pill.

[00:51:45] Yeah. Okay. Yeah. So it is from the leadership where the change really needs to, to happen. Yes. Like always, um, and then it will naturally have an impact yeah. On, [00:52:00] on the others. We'll cascade. I mean, as we say, uh, lead by example. Right, exactly. Cool. So another, we are talking about our business. So I have this imaginary friend called Mike he's 38 year olds.

[00:52:12] And, uh, he's suffering from burnout of work now, uh, he realized that he wants, he has this idea in his, in his mind, you know, about, uh, maybe starting a company or maybe not, how would you help him? So the first thing that he's in burnout yeah. He's in burnout. Okay. So the, the first thing, um, I mean, I would analyze why he's reached the burnout mm-hmm and if this is something that can be.

[00:52:46] Reversed. Okay. Because maybe, um, is related to the, to the company environment mm-hmm or to the boss or the type of job. Yeah. So I am a big support and a big fan of [00:53:00] trying first to find all the solutions in the situation that you are now. Yeah. so this is the first thing that I, that I would do. Mm-hmm really to understand if this is something that can be implemented inside.

[00:53:14] Yeah. The second thing is that if they can still stay in that corporation, cause it's something that can be, uh, solved. Yeah. Yet they have this passion and they want to do something with that. Mm-hmm I would explore if this is something that they can do within the company. Mm-hmm . As you said before the sample with, if they can integrate it without, within the company or even the company may support them in that.

[00:53:44] And it can become one of the activities of the CSR department. Mm-hmm for example. Yeah. And if none of those are possible, then the next step is to really go into the five steps process that I was explained before [00:54:00] and start exploring, which is the type of company that can be created. Perfect. And, uh, I know that and this Mike call me Mike.

[00:54:10] Well, Stefania here. he's imaginary. Yes. you, you already talk about, uh, Victor Frankel's, uh, book. And, uh, you mentioned the other one about, uh, being in nature, but what, which other books or resources would you recommend, uh, to first to someone that wants to start, uh, a company of their own, but also books that you really like, or, or, uh, books that change your life?

[00:54:37] The first that I always recommend is the one that I, that I told you, Victor Franco. Yeah. Another one that I find really effective is the, uh, the seven habits of the highly effective people. Yeah. Uh, the title of the book really put me a bit off. Yeah. It sounded like this typical super pet seller that is going to be super superficial, but I must admit that it was really good.

[00:54:58] I liked it. Yeah. Basically [00:55:00] it comes back to the idea that you have the power on your hands. Yeah. And it is you yourself that you need to manage mm-hmm I mean, just make summarize it, but that, that was a really good, but actually that inbo is quite good as well. Yes. It's like, if people don't want to read it yeah.

[00:55:15] In and Audi is quite okay. Yeah. So yeah, that, that's another one that I, that I liked a lot. Mm-hmm um, the power of now mm-hmm is really important as well as, as entrepreneurs or when, when we are going through changes. We can get really anxious on what is the next step and what am I going to do? And you really need to make this effort on coming back.

[00:55:38] What is good from this situation? What I can do in, in the now. Yeah. So as you see, there are not so many business books. Yeah. But are more spiritual books that are going to keep our mindset. Yeah. In, in the present. Yeah. Um, books that people read line a startup. Yes. For people who want to, to launch a startup.

[00:55:59] But I would [00:56:00] say more on the inspiration side, how to manage your, your mindset. Yeah. With these books that I was pointing towards and our own expectations, I guess as well, because I don't know. But, uh, I have the feeling, well, I don't know if you, yeah. When, when, when someone starts a new company, let's say, right, like first you may have like these expectations of like, wow, I'm gonna make this, this, this amount of money in the first year and the second.

[00:56:24] And, and then you realize like, oh wait a little bit, this is not happening. My numbers are not matching my expectations. Right. So I don't know, like maybe these books can, can help us in, in managing those expectations as well. Yes. Um, something that you said really important is the time mm-hmm and, um, it's going to take data of what you think to monetize, to open your bank account, to get your trade license, maybe to get your first client.

[00:56:53] I mean, Maybe if, I mean, if you can achieve in the time that you have in your mind. Fantastic. Yeah. I can tell you that I am an optimistic [00:57:00] by nature mm-hmm and when I presented my business model in this, um, acceleration workshop that I had in Jordan and I, we were doing kind of a pitch simulation. They told me Shan, your business model is very clear.

[00:57:12] The idea, we like it. We only think that you are a bit optimistic because you are saying that you will monetize after three months. Yeah. Or six months. Yeah. And that is not going to happen. Yeah. I have to say that it did happen it did happen. And, and I sent an email to the person who told me it wouldn't happen just to say, ah, you see, I made it.

[00:57:31] But to be honest, I mean, there were also more expenses that we had predicted, so yeah. And it took longer. So it was not really after six months, if I think on the moment that I had the workshop. Yeah. I thought that at the time that I was going to launch after six months. Yeah. And I launched after one year.

[00:57:47] Yeah. So they, they were right. That it was not going to happen in. Uh, October, 2015. Yeah. And it happened in March, 2016? No, because the things really got delayed. Yeah. And what [00:58:00] things got delayed, it means that you have resign. If, if you were working a corporation, you and you're not having the incomes, you are paying a rent, cetera.

[00:58:09] Yeah. And yes, through all these books you can learn. But to be honest, there are so many workshops in most of the cities in the world. Yeah. That you can join. I personally prefer to learn in person. Yeah. And in books than in books because the, the books can change as well. And the law is changing constantly.

[00:58:30] Yeah. The opportunities for entrepreneurs are changing. Yeah. And the type of business models that we're working three years ago, they have changed. Yeah. Yeah. It's yeah. It's very, very dynamic. Right. This, this word. Yeah. So I think, uh, books on mindset are fantastic. Yeah. Business books, of course as well.

[00:58:50] There are many, my recommendation is really to go more hands on and learning workshops. Mm-hmm because you are going to be interacting with some other people yeah. That have some knowledge yeah. And [00:59:00] something that you want to do as a, as a future entrepreneur is to start connecting with some other people with the same mindset mm-hmm as you have, because you are going to have a lot of known Sayers people, you are crazy.

[00:59:12] Don't become an entrepreneur. Don't do it. . So you also need to balance that with people who are going to tell you yeah. Do it. Yeah. I've done it. Yeah. It works. Yeah. Be mindful of this. Mm-hmm very, yeah. That's like very good advice. Yeah. Stefania anything else that you would like to say that you would like our listeners to know?

[00:59:31] I D know now you got me by, by, by surprise. Um, I would say that obviously it's possible to become an entrepreneur. Mm-hmm . You really need to revisit your why. Yeah. What is your purpose? Yeah, it doesn't mean that by knowing your purpose, everything is done and it's not going to be difficult. it is challenging.

[00:59:54] Mm-hmm but having a purpose is really powerful and it's [01:00:00] what is going to make you stand out the days that you don't have any energy. Yeah. Or you are not, uh, motivated. Yeah. I do really believe that each of us have a gift or more, that makes us very, very unique mm-hmm and pulling from that gift and that uniqueness, just the simple act of doing more of that uniqueness that you have yeah.

[01:00:25] Is going to connect you with many other good things. Mm-hmm maybe you don't know where this is going to take you. Yeah. But for sure, when you are doing those things that you are 100% aligned. Yeah. You're. Energy is totally different. The type of people that you are going to attract are totally different.

[01:00:43] The type of conversations that you are going to have are totally different and that is going to inspire you. Yeah. So becoming an entrepreneur is not a straight line. No, and you just need to keep on going. This is like going in bicycle. So you start going in the moment that you stop [01:01:00] pedaling, basically it's going to, to fall.

[01:01:02] So keep on going, keep on doing things that energize you and inspire you mm-hmm and the way will start becoming clear and clear. Mm. Beautiful. You really inspired me right now. yeah. You see? And, and it came, it's funny because it came out of oh, wow. I dunno. What else did I want to say? Yeah, I dunno. You, you put it beautifully.

[01:01:24] I think, uh, it really touched me. Yeah. I'm glad. Awesome. It's funny. So thank you so much for, for all this knowledge that you passed on us. Uh, really refreshing and, and, and. Really inspiring. Yeah. Thank you for the opportunity mere. And this is what we are for to share what we know our path and to help some other people to get some clarity.

[01:01:49] Thank you and listeners, uh, remember that you have the website ways to grow podcast.com, where you will find everything you need to know about Stefania you have little bio, the books that she recommended and [01:02:00] also her contact details. If you want to call her. Cool. So thank you again and listeners. We, we see you in two weeks.

[01:02:07] Thank you. Bye.