

## **GYCP Ep. 131- When Life Gives You Lemons: Stacey Copas On The Power Of Resilience And Gratitude**

**BEN:** Welcome to the Grow Your Clinic Podcast. My name is Ben Lynch. Today we have the wonderful Stacey Copas joining us. Stacey helps leaders shift the way they perceive and respond to change and adversity, showing them how to be resilient in business and life. Stacey is a speaker, author, and consultant. She authored the book 'How to be Resilient: the Blueprint for Getting Results When Things Don't Go to Plan. Some simple strategies for turning adversity into an asset.

I had admired Stacey's work for a long time and we had some mutual connections. And I thought the perspective she was sharing about adversity was so powerful because at the age of 12, when she had the whole of her life ahead of her, when she had a blueprint, she was absolutely certain about how her life would pan out. One of those kids that just knew from the beginning, "this is what I want to do, this is who I want to be." At the age of 12, a simple accident left her disabled. And we shared the adversity story that she had been through of, an identity crisis, of all the challenges that came with the rehabilitation period, the change of her life and where it now went, a different path, and the things she had to come to terms with during those ups and downs. And some lessons in hindsight, some principles in hindsight, that she's been able to identify that helped her navigate the most challenging times. We talked about how she went to some dark dark places. And some of the things that have helped her move beyond that. Stacey now helps leaders understand some of those principles. So that they can navigate through the challenging times in business and life and help their team members do the same, if there going with some adversity or challenged by some adversity.

There's some real practicality here and we go deep into the real-world experience of Stacey and how she's navigated and become a truly inspirational character when perhaps, many years ago, it could have taken a very different route for her. Personally, I loved listening to some of the profound wisdom that she shared, some of the deep places of thought and reflection she's gone to to navigate to where she is. She's an inspiration. I absolutely loved hearing her message and I hope you do too. Enjoy.

[INTRO MUSIC]

*This is the Grow Your Clinic Podcast from Clinic Mastery. We help progressive health professionals to lead inspired teams, transform client experiences, and build clinics for good. Now, it's time to grow your clinic.*

**BEN:** Stacey, welcome to the show.

**STACEY:** Awesome to be here, Ben.

**BEN:** I know we've been seeing this up for a while now and I've been excited on a number of fronts to dive into your personal experience which has really become a wonderful story and evolution and also now your expertise in dealing with resilience in life and in business. But to give our listeners a bit of an idea as to who you are, I've got a couple of questions just to fire your way. The first is what are you reading right now? What book are you reading?

**STACEY:** Okay, I have a couple of books on the go. So, on the audio book I'm listening to Cal Newport, [So Good They Can't Ignore You](#). And I love his, like, his previous two books that I've already read, his [Deep Work](#) and [Digital Minimalism](#). Digital minimalism was just amazing. So, I'm into Cal Newport stuff. As far as the hard copy book, I'm actually just started reading Kyle Cease, [The Illusion of Money](#), which has been really really interesting and it's - I guess the subtitle is 'How Chasing Money is Stopping You from Receiving It.' So - (Wow) (Inaudible). Yeah, it's finally just been released. And then, on my Kindle, I just, yeah, I just - I'm good at starting things, but not great at finishing things. And on my Kindle, I am reading [Humor that Works](#) by Andrew Tarvin which is all about how we can actually use humor in the workplace, which is a really really good read as well. So - or non-fiction, I don't read fiction. I go for the movies for fiction.

**BEN:** Yeah, I've done much the same. But how interesting, I think perhaps, you're like a lot of business owners that I speak with. They've got multiple books on the go. Once, I actually remember someone's saying that's a good thing to do because you're hearing all these different stories or ideas and you actually start to pull them together as you're going through multiple books. So, I love it, I've got about four on the go as well. The other question is who inspires you?

**STACEY:** It's really fascinating because I can be asked about inspiration a lot, being, I guess, being perceived as an inspirational speaker. And it's been interesting because it's been hard to pinpoint sort of one or two people who, I would say, has probably had the biggest impact from an inspirational perspective in more recent times, is Layne Beachley. (Cool.) Layne, has been an amazing someone that I looked up to as a younger person. And then, later in life I had the opportunity to get a grant from her foundation, sport. So I got to actually meet Layne in person. I got to work with Layne. I got to be mentored by Layne. And then through just how amazing that experience was, I then started to donate money to the foundation. I then got to become an ambassador and a mentor for her foundation. So, she's somebody that if I was to put, you know, one person. But overall I'm inspired by people that have probably overcoming adversity is such a huge thing. I think anybody that's had you know been dealt a rough hand and they've been able to turn it around, then that inspires me. but I think the thing with inspiration is that people are often

always looking for it externally. And I found that if the primary source of your inspiration doesn't come from within, it's not sustainable. So the external stuff is good for top-ups.

**BEN:** Well, I since we're gonna dive deep into that as we explore resilience which is definitely a key theme here. The other thing, I got two more before we dive into things here is, what did you want to be when you were growing up?

**STACEY:** Well, when I was growing up, I was one of these probably rare children in that I knew what I was gonna be when I grew up, or I thought I was gonna be when I grew up when I was still in preschool. (Wow.) Though, all I wanted to do was be a vet. Say, yeah, that was my sole focus. So (inaudible).

**BEN:** And is that because a family or friends or do you remember what it was - ?

**STACEY:** Just love, I just loved animals. And have this massive curiosity like I had the bug catchers and the butterfly nets. And you know I was - I was the kid that was collecting lizards and spiders and doing all that sort of stuff which is fascinating. But animals now, pet, dogs, and cats, and turtles, and all that sort of stuff, birds. So yeah, all I wanted was to be a vet. And clearly, I'm not a vet right now. So, there's a detour.

**BEN:** Oh yes, right, no. It's always fascinating to see the path that you think you might take and then where you end up. and we'll talk about your story in just a moment. The funny one here is what's a motto that you live by? I'm sure there's a few, but is there one that stands out for you that you always recenter yourself to?

**STACEY:** The one that I use all the time is 'Be Your Best. And you probably notice, even on our coms, I sign off all of my communications with Be Your Best. And that - that message is twofold. That's a message to you I'm communicating with, and every single time I write, that's a message to myself. So that sort of become my - just be your best. And, I guess, the emphasis there is on 'your best.' So removing that comparison, and just constantly going, "well, you know, how can I be better than I was yesterday?"

**BEN:** Powerful. I love the fact that you see it as a message to yourself as well. That's awesome. We'll talk about how you've shaped your environment as well to help you grow and transform over your career. But I'm interested to go back to where it all began. As a youngster, I think you were 12 years old, when you faced some adversity and that was a real catalyst for perhaps where you are today. What happened when you're a younger and how has it resulted in where you are today?

**STACEY:** Yeah, so just like it touches, maybe leaping back to that really clear plan I had for my life as, you know, probably from three years old of wanting to be a vet. And so that was that was my plan and up until you know at 12 years old. Unfortunately I had an accident where I was I was diving in my inability to backyard swimming pool. And it was something I did all the time when I visited this relatives' place. And I was being yelled at to stop, but you know, being 12 and bulletproofing, invincible as we were, that I was like, "eh, not listening to that." And yeah, just this one particular time. I was standing on the edge of the pool when I thought, I was splashing too much as I was driving in. So I stood there for a moment and I thought, "how can I make a perfect dive without splashing?" So, I stood there for a moment and I thought, "what if I hold my feet together, and try and keep my legs straight?" In theory I thought that would make, you know, a splashless dive. So I took a deep breath and I did exactly that. And it felt like any other dive until I went to swim up to the surface and I realized I couldn't move. So I didn't feel any pain, I didn't feel like anything had gone wrong, I just could not move. So I was conscious and so holding my breath, panicking, obviously, trying desperately to get the attention of my brother, my younger brother who was 10, he was in the pool with me and a couple of other boys his age. And so I just really try anything, how could I get the attention but I couldn't move. And so I held my breath as long as I could, but then when I couldn't hold any longer, I had to give in, I mean, as I gave in, or breathed in, and as my lungs filled with water, I blacked out. Yeah, so it was eventually my brother realized I wasn't mocking around. He thought I was just joking, and anyway, he pulled me out and raised the alarm for help, and it was at the third hospital late that night in intensive care that I had a doctor come and tell me that I actually had broken my neck and drowned. I never walked again.

So, you know, I literally felt my life was over in that moment. So clearly, that dream of being vet was gone. Prior to that, I was an athlete. I played softball, I was pitcher in a softball team. I was one of the first girls to play soccer in my school. I represented every distance from the 100 meters through the cross country as a runner. So all of that was gone on in that moment. So you know, that - yeah, I said, literally felt my life was over in that moment.

**BEN:** I mean, how, I guess, wonderful that your brother was able to there to help you in that moment. So things didn't get any worse. But then, at 12 years of age, how do you process that diagnosis that people had told you, the doctors had told you you're not gonna walk again at 12?

**STACEY:** Yeah, like I said literally, it just felt like, you know, I felt like a death sentence to me in that moment. And so, at that time, I've been through a lot that day. I mean, sort of been, you know, from hospital to hospital, heavily sedate, heavily sedated. (Inaudible) was coming out of everywhere. And so in that moment it was just a sad felt like a death sentence in that moment but I think there's also a part of me that was like pretty wrong. I guess, I just, I've always has been so incredibly competitive. And you know, it's that kind of thing, told me I can't and all, really, it's a

red rag to a bull. So, I think there was a glimmer - was a glimmer at that at that time, but for the most part, it was just you know, it was probably more numb than anything.

**BEN:** Hmm, and I imagine that you're faced with that contemplation of the identity or the blueprint you had defined for your life. All of a sudden, it's thrown out the window and you go through exploring all the options that -. Was that something that you had good support around you when it happened to help? Or at 12, how's your emotional intelligence to be able to work through and comprehend that and come out the other side?

**STACEY:** Look, I think I probably I was very stubborn. I also, that's probably very mature, it was a very mature, 12 year old as well, but I didn't want to talk about it with anybody. Like obviously, I had social workers pushed at you and stuff like that, and ,but yeah, I pretty much just put them - everything is okay, get on with life, nothing to see here. But you know, spent seven months in hospital. So that was, that sort of was a tricky part of the process. And then not being able to go into the school, I was meant to go to, because I'd gotten into a selective agricultural high school as well which was - because this happened just before Christmas, that was the end of - I just finished primary school here in New South Wales. So you know, I said all my plans were lining up so beautifully. So that that didn't happen.

And then I had to go to a school where I didn't know anybody. I had to go start in the middle of the year which I think, you know, sucks at the (inaudible) times. But like I was three days out of hospital and you know, being sort of thrust into the middle of the year. This huge school I didn't know a single soul. And so I really really did struggle with it but again it was just the stony-faced. I think, it's teachers where I look back it - I look back at photos and I'm like, I didn't smile a lot then. But I also didn't let let anything else on. But like much like a lot of teenagers I ended up you know put some very unhealthy ways of dealing with all as feeling about life, and spend a great deal with my high school years drunken-stoned. And that was my, in, you know, in hindsight, I was trying to create these moments of artificial happiness. And you know, there were great in those moments but in-between, sort of lead you down deeper, you know, pits. But you know, thankfully I sort of got out of that headspace as I got towards the end of high school and you know started to turn around from them.

**BEN:** What was it at the end of high school there allowed you or you felt was helpful in getting out of that headspace?

**STACEY:** Oh look, I had a couple of rock-bottom moments that I found myself in situations that I never thought I would find myself in and where I was contemplating not being here at all. And I was very very close and at one point, it was the only thing that stopped me was the fear that I would be found before I was gone and I would end up worse than what I was. And had I had a guarantee in that moment that that would not have happened, I probably would have followed

through on it. And you know that scared me like it really scared me. Because you know, you never you hear about - you hear about people, you know, that about the - contemplating around taking their own life. And and you sort of think how could anything be that bad and you know, I guess, we always have these judgments about about people that find themselves in that places and then when I found myself in that place and so didn't tell anybody about that at all. You know, it wasn't until I wrote my book a few years ago that I even alluded to it. But that was that moment where I thought, "what the hell am I doing?" And that was - that was probably the most rock-bottom moment. And then I had another moment just prior to that where I was going to the point where I was stoned at school, and I was so stoned that I couldn't speak. And yeah, so I had a few moments where I had a few close calls there where I had friends cover for me and stuff like that, like I couldn't even read properly. I was left (inaudible) some days. So yeah, that was those moments from like, "what the hell are you doing with yourself?" And just getting foggier and foggier and thought, "look, this this is crazy." So, left a lot of that stuff behind. And it wasn't probably until I sort of got, you know, towards the end of high school, because I couldn't be a vet. So, with identity stuff was still there, but you know what, was once I said I've got out, I've got a job, you know, just a normal job like anyone else. I've just gotta (inaudible) doing like what my peers are doing. You know, I've got a job, full time job, got my license, got a car, you know. I ended up dating someone I worked with. You know just always all the normal stuff, and I think that's when I said I got to that point where I'm like are you. It's okay.

**BEN:** Started to get a bit of normality in your life. Reflect on that period and coming out of it. Now, you speak a lot about resilience and facing adversity, were there some lessons or principles that you're able to see in hindsight's that have been helpful moving forward?

**STACEY:** Yeah look, all of it has been in hindsight because, yeah, the resilience piece didn't come until well into my 30's and you know, it was actually a mentor that even put the label 'resilience' to I do. And so once that had happened, then I did I looked back and I was like, "okay, what did I actually do?" Because so much of it happened, I guess, without me even realizing how I did it or what I was doing or why I was doing it. And what I found, the - probably, the two biggest things were reframing a situation and gratitude.

**BEN:** Mm-hmm, tell me more about the reframing.

**STACEY:** Yes! So, so rather than, like I go to the proverbial fork in the road where, you know, you had to decide whether you get on with it or you give up and we see a choice to get on with it. But it just came down to taking responsibility for my look in life. And that whole thing about recognizing that there's I can't change anything that's happened but I have complete control about what comes next. So in any moment, don't matter how crap it feels, then I just turn around and go (look for what) I'm grateful for. Thank you. You know, even if I (inaudible) feel like there's something to be really thankful for, that gratitude has been the the biggest part. And so, I got to

the point where I actually look back at what happened and you know, say with complete, you know, complete sincerity that I'm grateful that happened. Because, it changed my life in ways that I could never or I could never have had the experience I've had, had my life taken the path that I chosen. And I would never have met the people that I've met, I would never have been to the places I've been, had my life taken that path. So it just came back to, you know, just being grateful for it. And once I was grateful for it rather than resenting that or being hung up on what I was missing out on, and you know, you came to reframe was coming back to going rather than beating yourself up about what I didn't have, it was like okay focusing on what I do have. And now it's just been such a key part of what I do now. It's taking their responsibilities. I stopped blaming everyone else. Stop blaming the world. And stop waiting for someone to save you because no one's gonna save you, like we've better actually take that ownership ourselves and to reframe it, (inaudible) the language. So being very conscious not to overly dramatize stuff with the overly dramatic language, you know. Just be more positive, we've got really good at - we're really good at catastrophising, and awfulising, and doing all that sort of stuff, probably not that great and actually putting a positive spin on things. So, it's just - it just being - just checking in with the language, can be just so so simple. Even just simple stuff like, you know, sometimes we find ourselves getting frustrated, "no, you're, you know, I hate that I have to do this." But you know, if we just reframe and go, "I get to do this." Notice all these little tiny words (inaudible), you know, they're just words. But they make a huge difference on the experience we have. So you know, gratitude, reframing, and taking ownership is the biggest part. So certain people think the world owes us a favor but I think that, you know, we owe - we owe it. You know, really, I think that there's so much more that we can give and and that was a, you know, another aspect of what is when you find yourself in a hole. It's like how can you actually go and help someone else. I'm just - I think if we can get out of our own head and externalize and, you know, do something or help somebody else - . And so many things that I realized and you know, I ended up, I, you know, did volunteer like, you know, volunteered in youth groups when I was a teenager. I ended up on committees and boards and things like that, even in my early 20s and got involved in politics. There's just so many things I did because it was all about, "okay, how can I make a difference externally?" rather than focusing on my own shit.

**BEN:** Powerful. Was that someone that pointed out? Because those three things, take from at least what I've seen, a fair bit of emotional intelligence or self-reflection to be able to understand those things and and change how you're going about them. You mention a mentor a couple of times. Was that someone who picked up and said, "look, gotta understand this about your language." Or was it something you just noticed? How did you come to knowing, "alright, actually the way I'm positioning these things could be a whole lot better."

**STACEY:** Yeah, I think it was to stuff that I just I found that I just had a habit of doing. And then, what was really fascinating is that when I actually put my framework of resilience together, I deliberately did not go and read anything else on resilience or anything like that. I wanted to

just go how did I do it and then afterwards I kept coming across stuff like, “oh, it just really supported what I did. But as far as mentors, they came quite late in the piece. Like I didn't even go down the line of personal development really until I was in my late 20s. And it's quite funny because I fell into that interestingly, and I think how a lot of people do through, you know, a double indirect selling. You know, which I think was really interesting and I think that, you know, that that there was a personal development that started with that. And then I really dug deep into personal development in my early 30s. And it was through the mentors that I found through that. And one it one in particular that just hammered me, because, about speaking and sharing my story. And I'm like, I don't want to share my story cuz I'm a girl from - I'm a girl for the western suburbs of Sydney and everyone will think I'm a total wanker for talking about myself. And (inaudible), “hey Stacey, you've got to get over yourself. It's not about you, it's about your audience. And with what you've experienced and your story and what you've learned, if you don't share your story being selfish.”

**BEN:** Wow. Wow, that's huge.

**STACEY:** The conversation led me to where I am now. Yeah.

**BEN:** That's quite incredible to have that sort of guidance. And I'm interested in your perspective on you work a lot, consult a lot with teams and leadership in business and varying other industries. When someone on the team might be facing adversity or they might be going through something, can you, as the leader, have a sense of it, perhaps, you're aware of it? Some of the leaders I speak to, they're like, “I don't know how to approach this person. I'm not sure I'm even capable of helping them.” What do you go through and maybe having experienced both sides of that having the help of a mentor and going, “okay, actually I've had someone really call me out quite sharply and tell me to step up my game, they weren't too precious about it.” And then also, then coaching and working with leaders, some of the things you go through to actually help leaders deal with team members who might be facing some form of adversity or challenge. What are some of the principles you use to guide them?

**STACEY:** I think, the most important thing is making sure that you've actually got a good relationship first. Because, I think sometimes that they - they find themselves in a situation where they go, “I don't know, I'll handle this.” And it's because they don't have that rapport and that trust in the beginning. So one of the things that I share with all leaders is to make sure they're having very very regular informal conversations with their teams rather than it just being all your official line. And a lot of the time that they don't really even have conversations with them, you know, unless it's the mandatory appraisal times and stuff like that. Whereas, you know, the recommendation I have for all leaders is at least once a week to take 30 seconds to disable stand-up chat with, you know, a one-on-one with their team, whether it's - then also probably in a huddle type thing, is to go, “Hey, what are you working on? How you're feeling about it?” You

know, “What challenges you're finding and how can I best support you?” And just for having those conversations all the time, then it probably won't come to a point where there's that, you know, perhaps, that real tension or there's the feeling that something's really amiss. Because if you having those conversations all the time, and there is that genuine trust and rapport, and you get to actually have, you know, you don't - you don't want, you don't want to be the therapist, but you know, there's - there's a line but having enough there to be able to go to have them have that confidence to go, “Hi, I just get the feeling that something's not quite right. Are you okay?” And just let just to open that dialogue. But I think that if there isn't that relationship and that trust there in the beginning, then that makes it really difficult to have that conversation at all.

**BEN:** It's a wonderful framework of having those regular informal conversations with your team. I think, that's a very practical thing that you could take away to instill in your rhythm during the week.

**STACEY:** Yeah.

**BEN:** What about you've spoken about the framework that you use for resilience? Can you touch on what's part of that framework? If someone is listening in at the moment in they're going through some challenges or adversities in their business that might have had team members leave and all of a sudden there's a whole lot of work throwing back onto them. They might be facing financial pressures of early breaking even and wondering whether they can keep their doors open. They might be facing their own health challenges and wondering about their capacity to work or many many other things. What are some of the things that you recommend as part of that framework for resilience that can help people navigate this period in their life?

**STACEY:** Yeah, I find that coming back to gratitude, and I know it just sounds so counterintuitive, but when we do find ourselves in those places where we are feeling a bit overwhelmed and feel like everything is getting on top of us and it is actually just to stop, and use gratitude. And the way that I do that is you typically get told, you know, every day, write down three things you're grateful for. And that's worked really well for me, because you don't know what you find - you find you write the same stuff every day, or you find you've rolling your eyes, or you find you think, “Oh, I just yeah, this again.”

So, I've I think that the angles I come at it from is there's - there's two things. So, there's the what was the best thing that happened today, and just starting with that reflection. The other one is just using, I guess, it's a version of an affirmation and mantra. I've got like a four, like a four-line version of it, but the first line and I use it all the time. I use it, when I close my eyes at the night, when I open my eyes in the morning, I use it. And if I find myself stuck in that everything is on top of me, then I stop take a deep breath and go, “Thank you for the opportunity to be who I am, where I am, with what I have at this moment in time.” And it just grounds you in that moment

and it just goes, “well, look.” You know, again, you're in a situation where sometimes where actually it's a - it's a privilege to have these challenges.

**BEN:** Wow. That's a great (inaudible), yeah.

**STACEY:** Yeah! Like, to have a lot of these challenges while they feel overwhelming in the moment, when you look at it, it means that: You know what? You've stood up for something. You've started something. You've created something, you've created an environment for other people to thrive, particularly, you know, for people that have got a practice where they're helping other people. Like, they've created a space to help other people be their best. And how awesome is that? So, you know, like, I think sometimes we get so stuck in trying to find the tactical or the 'how.' And I find if we get more focused on the 'what' and the 'why' and the 'just how awesome is it to just be,' then the 'how' takes care of itself. So often, the 'how' is often the easiest part but the 'how' is the thing we get so stressed about.

**BEN:** And I understand, especially with the wonderful community we have here of scientists, health professionals. Really, they're analytical.

**STACEY:** Very tactical.

**BEN:** Very tactical. Very much about the 'how.' I love you touching on that, going, you know, if you get really certain on what it is you want and why, the 'how' you will be able to find. Its starting with that and the gratitude in particular. So you have a mantra that you do every day in the morning and the evening. It's four lines, like a script, that you go through and you just work each time. And then you also have a gratitude sentence that you use in that moment. And then with there's some other gratitude things that you do, journaling. Or - yep.

**STACEY:** Yeah. Journaling has been a massive part. I was a bit like the party on it, I - in this journaling, I have not missed a night in just over four years.

**BEN:** Oh, wow.

**STACEY:** I have not broken - I don't break the chain and every night. Some nights, it might be one sentence, some nights it's been two and a half thousand words.

**BEN:** Wow. Wow.

**STACEY:** Because stuff has just flown, flowed from me, and through me. It's one of those things, sometimes people say that whole thing about sometimes things coming through us rather than from us. And sometimes through the process of journaling, then that can really happen

where you just feel, like I typed my evening journal. And at least, it started with again what was the best thing that happened today. Often, it can be just a quick recap of the day. A recap of the day can lead to some questions, a recap of the day can lead to pulling apart how I did something in a particular scenario. What would I do differently, what did I take from it? And then also a future pacing exercise as well. So, as part of that, I write, I pick a date, and this is only been in the last sort of three to six months I've been doing this. So I have my (inaudible) of the day and then I pick a day in the future and I write a sentence as if I'm writing the journal on that day.

**BEN:** Oh, cool. So, it's like, "I am."

**STACEY:** Yeah, or "I have." One of the things that was really cool I did, because I just come back from my first trip to the U.S. and Canada. And it was an 18-day, seven-flight grueling schedule. I've never flown that far before. What I started doing, about a six weeks before I left, was I was picking the date that I'd gotten back and I was writing about, you know, "well, look I'm tired and everything went really well." And the best part of it was is that in all of those flights, I only had a 40-minute delay. And - (Wow!) I came back and the longest delay I had into seven flights was 40 minutes, Toronto to Vegas. And it was just one of those things that, you know, we're writing the future before it happens. And then once you start -. Anyway, so, the crazy manifesting. But again, it's just something particularly if you've got something big that's coming up in the future that you that, you know, you might be consuming a lot of headspace on, it can be just writing a couple of sentences about your ideal version of how that played out as if you were reflecting back on the gap. And I find that's been super powerful as well.

**BEN:** Yeah, absolutely. I love that perhaps you've opened up the rule book, so to speak, on what journaling should look like in a way of some sort of structure we should follow, but go on, "You know what? Maybe, it's a sentence, maybe it's longer. I'm just gonna get there. I'm going to show up and see what happens in that session."

**STACEY:** Yeah, I'm committing to it, is that - I think in the first, I am for 90 days in the first in, and I even got out of bed a couple of times in that 90 days. Because you know, it was like, "no, it's no exceptions." And you know, for me, getting back out of bed isn't easy, but I did. I literally have that go to bed at midnight and would - I would write even if it was one sentence. Sometimes, I do it on my phone, you know, just before I go to bed or whatever, but I have not have not broken the chain in four years. And it just really helps me with clarity and processing and yeah manifesting stuff for the future.

**BEN:** That's wonderful. I know, I've struggled to have that discipline to do it and never found a method that's been right until I realize actually doing video and audio works really well for me. So I just phone audio or video, usually video, because it gets to display things. So I love the fact that you know, what you're saying is try a few different things and also don't have any

expectations necessarily of how it should be done in any particular way, but that you're showing up and just committing to the discipline to do it. That is wonderful.

I imagine as well, when people, and I speak maybe just from my own perspective here, of whenever there are challenges, end up being so much in your own head having these discussions that to actually get it out onto a piece of paper or verbalize it, you know, recording, actually helps you work through some of that how or that clarity you need to move through that period. Is that what you found with journaling? Or is it just been a good like take the baggage off in a way?

**STACEY:** No, a hundred percent. Like, I've said many times that I think journaling is probably saved me tens of thousands of dollars in therapy. Because, it is! It's getting it out of your head. And again, it's just some people might want to talk to somebody, like I don't like, that's - you know, I don't. I like to process, I love to process things and then figure it out. But sometimes, it is, it's just doing that massive dump. And you know some of those nights where it's been a thousand, two thousand words, has been exactly that. I've been in a really really challenging stressful situation. And what I've done is just freefloat. It's like with no structure. Just wrote and wrote and wrote and wrote, it may not have made a lot of sense, but I just did that until it was out. It was like, it's kind of like venting to yourself. And then, sometimes, it's through that process you do find answers. But again, it's having no, I just have touched it before, it's no expectation. It's just doing it and seeing where it goes.

**BEN:** Wonderful. Another brilliant practical thing to take away from how to be the best version of yourself. I love that. And - and the evolution of your story over time, you know, getting jobs, normal jobs, as you said, and then progressing into the author, speaker, trainer, consultant that you are, one thing that I've admired from afar is the the brand that you bring. I know that you've got a very clear message that you offer the community and some very practical frameworks for how they can deal with adversity, challenges, resilience, and plenty more, leadership, team, culture. I'm interested in tapping into some of those elements of the brand that you've established as well because we're dealing with clinic owners, health professionals who help their community in various aspects of their health and have a wonderful opportunity to develop the brand that they have. Just one thing off the top is you've got a very red presence. I imagine that's pretty deliberate. Can you share with us how did that come about? What does that mean and signify for you?

**STACEY:** It's actually, probably, accidental that it appears. Just don't tell anyone. It's really interesting that I never wore red. Until my first job, I was at a front desk role in a very busy engineering firm, and I had to wear a red blazer. And everyone commented about how great red looked. So I started wearing more red. And this was, less as I showed my age now, 1997. And then, when I started speaking, which was like the first time I ever jumped onstage and shared any version of my story was 2011, so this is a go big jump, I wore red. Because I just thought that red

just stood out and it was just - it was quite bold. Most people are wearing your typical blue navy, char - like blue charcoal. Yeah, that's sort of stuff - black. Yeah, I'm particularly on stages and in media and everything like that, and I thought, "look, if I look good in red and it stands out," and I find now, particularly on a stage, like it's very rare you're gonna get a red backdrop either, so you're not gonna blend in or clash of the backdrop, but it's just a solid color. And it's been so that then evolved into my brand color. And then what's really fabulous is that, because I build a lot one of my business using LinkedIn and I know that's something that you talk about with you all with your members as well, is that I will go and meet somebody, you know in a cafe or something, they go, "oh, I'm so glad you wore your red top, you were easy to find in the cafe." So, it also now becomes that it's such an easy thing for me. I go shopping, I stand at the door of a shop and I just do the scan: Red? Not? Keep moving. And even, like you know, it's sort of a red tunic and it's my winter uniform. Like, "okay." You know. It's - if women, that interesting, because I don't see women have a uniform as much as men do, because there's a lot of judgment and stuff like that about what women wear. But for me I found, I've got, you know, I've got five of the same top, you know. Bought four or five different versions of it. But anytime you'll see me on stage or an event or anything like that, it'll be a red top and a black, red top, black pants, or if I'd said a black tie - it'll be a red dress. Like - And it just makes it easy. And I said it, it's good that now people associate it. And sometimes, I'll do an insta-story and I'll get a comment, "oh my god, you're not wearing red."

**BEN:** I reckon, I saw one of yours and I was like, "Is that Stacy? Not in the red." So associated with you and your brand.

**STACEY:** Yeah. And I said, look, red - red is bold, you know. It's - it's passionate. Some people might find that it could be, you know, too dominant, but I just gotta find it's - it is, it's just, it's - it's actually standing out. And for me, it's not being afraid to do it. Like, the red lipstick has come lighter. I wasn't - that was the scariest part. But I just can't say. I think it really represents that the best and whatever it is with anyone that's looking at their brand, it's coming out and it's going, "well, okay, what represent - what represents them?" Because, there's no point having some branding agency coming around and saying, "You know, because you're in the health space that you should be using these particular colors." And all this sort of stuff. It's like, "okay, there might be some psychology behind that."

**BEN:** (Inaudible) more green typically -

**STACEY:** Yeah, but even - even with speakers. It's like, you know, "you know, blue is trust, and all these green is health and growth," and sort of things. Right? But it's like, if it doesn't doesn't represent them, because obviously your brand needs to represent you in every single touch point that someone has. And I guess that's the question that people need to ask is - is: Is every interaction that someone has with me, are they getting the same experience? And what can

they do to then make sure that they they nail that? And even - I have people actually leave me messages and say, “oh my god, your voicemail, even down to your voicemail.” People stop and go, “I love your voicemail because it represents you, and it's different.” So, it's all those little touch points.

**BEN:** Yeah. I love that. Little shout-out to Shane Davis there about the importance of voice mails. I love it. I love it, the consistency what you alluded to there, the consistency of the brand. Obviously, we're talking here about a couple of more facade, things of colors, and how you might wear that and present brand. I love that you pointed out being that consistency of experience. Actually, what you're delivering, who you are as the product, at the moment, that's very true for clinics, who they are and their practitioners and admin are, as a consistent display of the experience from what they wear, what they say, how they act, and they care for people. That is wonderful. I'm interested in when you started to evolve into the speaking-coaching-authoring space. There are plenty of people who speak about resilience. There are plenty of people who talk about you know leadership, and leading through challenging times. When you came to thinking about your brand, I'm sure it's a constant evolution, what were some of the things that you went about constructing to make yourself unique? And for you to do, like you said, you didn't look at any other books when you wrote your own. What were some of the things that you did though to think about how you might position yourself as a brand and get inquiries for speaking engagements and get clients to come to you? What were some of the things you did?

**STACEY:** I think one of the biggest lessons I took that really helped me with that is: I think a lot of us are particularly, you know, in the space that that you and your members are in as well, is that there's lots of the same thing out there. And what I realized is that it's okay, because you know, there's not one hairdresser, there's not one tire shop, there's not one real estate. But it comes down to you've got - your individual, an individual voice. So it comes down to we can all share a similar message but it's like recognizing that clients, patients, whoever we're working with, I gotta resonate with us. And so - and and not being -. Okay, the other thing is (inaudible) make you start out, we have this scarcity mentality that we're worried that, you know, that we're either going to turn people off ,we're gonna miss out an opportunity if we're not, if we don't stay, like if we if we do stay in our lane. And I go, you know, I've got that happened into me, you know, the inch-wide-mile-deep, all that sort of stuff. I'm like, “why cant I? I don't know.” We (inaudible) opportunity. But then once you've realized that your unique value is just in who you are, and so I share even in every keynote, I share in the beginning of my keynotes, is that you know the (inaudible) on what I'm sharing is that it sounds simple because it is. And probably simplicity is you're going to go, “yeah, I know that, we're gonna switch off.” But it's recognizing that often we need to hear the same thing over and over again, either at different times in our lives or from different messengers. And this is the thing is, it's the messenger that's the important thing. It's not always a message, it's the messenger and it's the timing of the message. So that's that's the biggie. So it's great people are showing up and people are connecting with their their

personality, their style, and just being really authentic, you know. They're not trying to be somebody else. That's the biggest mistake anyone can make is going, "Oh, you know what? I saw this guy do something really good, so I should just try and be an, you know, a clone of that person." That's the biggest mistake anyone can make. So the - the best feedback I get all the time when I get off stage is people go, "oh my god, you just like you are on our stage, and you just like I saw on your Instagram, or you're just like I read on your blog. I'm like, that's what we want to be doing, is always showing up, knowing who we are, what we stand for, what value we bring, focusing on how we're helping other people. And if we can stand in that space all the time, then it just becomes effortless to be able to connect on that level with our clients and our patients.

**BEN:** I love that. I think Stacy you started the session today talking about inspiration coming from within. And I think even to brand and client experience and how you show up in the marketplace, you're saying really it's got to be authentic, it's got to come from within. And even the transformation out of adversity was got to come from within first of all, and then go and help other people as well. So there's there's almost a theme there about the importance of journaling, documenting, getting that connection back to yourself. That's certainly what I've connected with. And I love the message that you have so profound and also really practical as well.

If you were to leave now listens today with just a golden nugget or a parting piece of advice that they could take from today, what would that be?

**STACEY:** Look, I think gratitude is the one. It's the thing that changes everything for me even in the most challenging of times. It's always - stopping and being grateful for, you say, who you are, where you are, and what you have at that moment in time, not getting hung up in what's happened in the past, what's happening in the future. Anything! It's just coming back to being grounded at the moment. I know there's no more powerful way to do that in gratitude. So if they can take that personally as a leader, they can then ingrain that in their teams, and they can then ingrain that into their client base, their patient base. It's like, how can they actually become gratitude-centric in everything they do? And it could be even when they're having that, yeah, that stand-up chat 30 seconds. You know, turning around to that personally. Can we - so, what was the best thing that's happened in your world this week? What are you most excited about? Or you know, what are you most grateful for? Like - like that kind of stuff. Just to start to do that. And again, it's simple. Like it's super super simple. You know, it's not some huge marketing tactic or anything like that, it's just you know it's just coming back to that really really simple. And also that personal responsibility, you know. I think, (inaudible) that old saying, "if it is to be, it is up to me." All those two little words, you know, simple and powerful, but it is. It's just, try not to, sort of, blaming anybody else. It's just taking your ownership, and going, "yep, can't change the past, but I can change what happens from this point forward." And yeah, just be focusing on gratitude for the present and being excited about what's coming up. And just knowing that in any moment that the - whether as it experiences positive or negative is completely their choice.

**BEN:** Powerful. Powerful stuff. I love that and I love the simplicity like you said. You know, one of the reasons, you know, in our name ‘Mastery’ is that's the repetition of the simple things. It's about really mastering it like you've said all along. And I love the gratitude note. Even if you are faced with adversity, I think that can be one of the most challenging things to go, “I’m not grateful for anything, you know, this is bloody hard work,” or “I’m up against it.” What you're saying is come back to that place. Start from that place. And you know, find a new level of the best version of you which I love.

Stacey, it's been profound. For those listeners that really want to connect with you further, follow up on your work, what's the best way that I could do that?

**STACEY:** Yeah, probably - probably two ways. LinkedIn is the most the place I'm the most active. So, just [Stacey Copas](#) on LinkedIn. Or also, just going back to my [website](#), there's all my contact details and links to, you know, blogs and interviews, and the book, and all that sort of stuff. So yeah, and I look after all my stuff myself. So even though my LinkedIn has gotten into a pretty huge feast, every single interaction, every connection requests, I handle personally, I respond with a personal note. And I love that connection. So yeah, definitely, if anyone wants to reach out, they'll get me. And yeah, I really welcome those interactions.

**BEN:** Awesome. I love - I love that connection as well. Going deep and connecting with the real you, I'm sure there's plenty that people will gain from being part of your community and learning from the lessons as you scribe them down moving forward. So thank you so much for sharing your insights.

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