

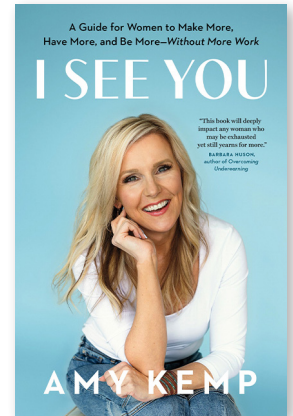


Executive Book Summaries®

I See You

A Guide for Women to Make More, Have More, and Be More – Without More Work

by **Amy Kemp**



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THE SUMMARY IN BRIEF

The greatest myth we all believe in? Professional growth comes from putting in more work. If this mantra truly worked, most women today wouldn't feel drained of time and energy despite putting their all into whatever they do.

The book *I See You: A Guide for Women to Make More, Have More, and Be More – Without More Work* unlocks the road to boost your impact, influence, and income without having to exhaust yourself. It offers a clear roadmap to create your boundaries unapologetically, harness your innate talents, delegate unpaid work at home, and ultimately enhance your income in the smartest possible way.

By bringing insights from her journey of building a successful business and coaching hundreds of women, Author Amy Kemp shows us how implementing small, consistent steps is all it takes to regain your time and energy and become a fulfilled and successful version of yourself.

IN THIS EXECUTIVE BOOK SUMMARY:

- Tap into your natural genius for professional growth.
- Discover how to set clear boundaries and create a robust structure to succeed.
- Learn how to boost success while working for fewer hours.

Introduction

This is not a book full of quick tips and strategies. I am not here in a position of authority, swooping in to impart my sage wisdom upon you. You are all experts in your own right, even if you don't know it yet. Women like you don't need a complete system overhaul. You may need some updates to the way you think, which we will work through together, but more than anything, you need to know that someone sees you... someone sees all of you.

As you read, I hope you feel like you're sitting in an intimate one-on-one coaching session with me. I am your personal guide, humbled and honored to be along for the journey. There's no secret you need to rush to find in the pages ahead. Most of what you need is already inside you; you just need to uncover it and the exercises at the end of each chapter will be your tools to do the important excavation work.

More than anything, I know that your families, your places of work and businesses, your communities, and our entire world need you at your best. When women are healthy and confident, everyone wins.

Chapter 1: A Moment of Truth

After reviewing everything there was about our money, our trusted financial advisor, Tess remarked, "I'm so impressed with how organized you are with your budget. However, there's only one problem if you want to achieve your goals." She paused for what seemed like a long time and then said, "You're not making enough money." At that moment, I felt so ashamed and frustrated. For fifteen years, I worked on building a successful business in direct sales. How could I not have been making enough money? At that moment, I knew something had to change. I didn't know what I was going to do, but I was going to create the income we needed. But if I was already exhausted by my work and life outside of work, where would I find the energy to create something new?"

Following this epiphany, what has transpired over the last five years has exceeded my wildest expectations. Today, I work with clients in one-on-one engagements I call Empower, where we dive deeply into their habits of thinking in one-hour sessions every other week. I lead small groups of women who live all around the United States through a four-month experience called Encounter, in which we identify and start to replace limiting habits of thinking together in biweekly lunch meetings.

If you're facing a similar roadblock in life, know that

Awareness is the first step to overcoming it. Pull out your journal or meet with a trusted mentor or coach and spend some time answering these questions:

- What is it that you want or need to create most right now—more income, influence, and impact?
- What resistance comes up if you are told that creating what you want most doesn't have to require more work?
- What will happen if you don't change anything and keep living and working as you are for the next five or more years?

Chapter 2: Leverage the Value of Your Natural Genius

Most women undervalue or can't easily identify their natural genius. Maybe because the places where we shine feel so easy to us that we assume those skills are easy for everyone else too. Most of us learn at a young age to downplay our strengths for fear of rejection.

But we all have our own natural genius and it's time to tap into it. Spend some time pondering your areas of unique genius. Seeing it in black and white can bring a lot of clarity. Decode these questions: What are the things I do daily that feel so easy to me but that astonish everyone else? What am I doing when hours pass but I barely notice because I'm so engrossed in the experience? Am I currently receiving any form of financial compensation for the use of these unique gifts? Am I undervaluing myself in these areas or not being adequately compensated because using my gifts feels so easy to me? What would be the tiniest step I could take toward being paid to use these gifts or being compensated more than I currently am?

Chapter 3: Stop Giving So Much

Most women give and give without even considering their own well-being. We overwork our way to the top of the corporate food chain, sacrifice our physical well-being to earn the next promotion, and we don't even consider our own emotional health when we say yes to one more family obligation or volunteer role.

The truth is, that you can increase your influence, impact, and income without destroying yourself in the process. But first, you have to unearth some deeply rooted harmful stories about what healthy giving looks like, and you've got to learn to say no. Pull out your journal and answer the questions in each of the following categories.

Your role as a leader is not to be a vending machine.

Living and Working Conditions

- What is my emotional response to my living conditions? Do they make me feel peaceful, calm, and safe?
- Is there any area of my living space that needs to be decluttered?
- What physical items are draining my financial resources?
- How do I feel when I walk into my workspace? Is that space—whether it be inside or outside the home conducive to me doing my best work?

Physical Health

- Am I fueling my body with food and drink that provide my body with the best energy and allowing it to reach peak?
- If I keep eating and drinking the way I am right now, what will happen to my body in five or more years?
- If I don't like the results of my choices in twenty years, what accountability or help do I need to seek out in this area in order to be able to write down a different answer?
- What doctor, specialist, dentist, or naturalist do I need to contact to take care of myself or things I've been ignoring?
- Am I getting enough rest to perform at my best and to be fully present in my life?

Mental Health

- If I have felt anxious, sad, or depressed, how long have these feelings persisted?
- Would my spouse or children or those closest to me say my mental health is affecting my relationship with them?
- Is there trauma in my past that I've never dealt with that continues to affect my life every day?

Chapter 4: You Don't Have to Work More

When I was a brand-new leader, with only a small number of people on my team, I often felt consumed by a deep re-

sponsibility to make sure every person I led was happy and that they all were successful. However, this self-imposed expectation created a very fragile dynamic in my organization that looked like a bicycle tire with long thin spokes. I was at the center of the wheel and all the spokes led to me.

Your role as a leader is not to be a vending machine. A vending machine? Yes, that contraption to which people come, insert a currency, and get rewarded with a snack or drink in return. The followers of vending machine leaders come to their leaders with their currency: a question. The leader then provides the instant reward of an answer. The follower learns that the leader is the source of all answers. Everyone depends on the leader to solve problems, answer questions, and to move forward in their own growth and journeys. That's not healthy or realistic for a leader of a larger organization.

So, how to turn off the vending machine? First, start connecting the people you lead with other people on your team or in your network who are great at answering those questions, the experts on any particular subject. When you connect them with more people who can help them find answers, they start developing their own network of resources and start tapping into that network before coming to you. Your role as a leader is to ask questions, to listen, to occasionally provide tools, to believe in people, and to empower people. Your job is not to solve their problems and answer every question they have. It's to teach them how to solve and answer them on their own.

Delay your responses. Don't answer the email, text, or call immediately. In my experience, the person asking the "urgent" question will go find the answer if you aren't always at their beck and call. Finally, pull out your calendar and look at the next ninety days. How much scheduled guilt-free play is in there? I triple-dog (yep, I said it) dare you to increase what is there by just one step. You'll be amazed at how your productivity increases as the amount of guilt-free play in your schedule does!

Chapter 5: Can I Get a Little Woo-Woo?

This matter-of-fact interaction with my physical therapist inspired the idea for a brand-new webinar and even the name

for that course and this chapter – “Can I Get a Little Woo-Woo?” It can be said in the tone of an exuberant cheerleader, encouraging people to give you a little shout. Woo-woo! Or it can be spoken with more of a teasing spiritual connotation, like we are stepping outside the boundaries of practical, rational thought to explore something a bit more... woo-woo.

Let’s start unpacking this woo-woo idea by building a foundation of core beliefs upon which we can agree. There is a source of unlimited abundance and energy. We are all created by this source. We are all connected to this source. If we open ourselves to it, the energy from this source flows through our unique gifts and into the world. We feel most alive when we live in this flow.

Most of us go through our lives swirling in our conscious thoughts, and we forget how astonishingly powerful the subconscious mind is. This subconscious mind is where our thought habits live. Here are a few subconscious habits that keep the flow of this powerful energy from moving through you: unhealed emotional pain, mistreatment of any kind or unhealthy relationships, lackluster or missing boundaries, exhaustion, cheap “highs” —any addictive escape, fear, shame, secrets, comparison, isolation, and mental or physical illness. Many times, consciously recognizing the limiting thought habits that are creating blockage in our lives is all it takes to move us back into the flow of creation.

Provide your subconscious mind with a clearer image of what we want, and it will in turn provide better instructions we can follow to create those results. Again, the subconscious mind cannot magically provide the results we desire, but it can give us inspired ideas and we can choose to act on them. Remember, the fuel that keeps the subconscious mind working is faith that what we are imagining and desiring will come to pass.

Chapter 6: Boundaries Protect You and Allow You to Grow

How do you know whether you are living behind thick impenetrable walls, lacking boundaries altogether, or if you have healthy boundaries? The answer is quite simple. You ask this really important question: What is motivating you to create the protection you feel you need? If your protection is motivated by fear, extreme self-protection, defensiveness, shame, or secrets you don’t want anyone to know, then it is most likely a wall.

The creation of boundaries, on the other hand, is motivated by healthy, healed self-esteem. Basically, you love your-

self enough to demand that you are treated with respect by all people. Boundaries are not mean. Our deeply ingrained cultural conditioning wants to tell us they are.

Here’s what people with no boundaries feel:

- **Isolation:** Even when surrounded by people, few people actually see you or know you.
- **Fear:** You live in paralyzing fear that if people really knew you or your life circumstances, their opinions of you would change drastically.
- **Overwhelm:** In both situations, you don’t have anyone but yourself to depend on to get things done and the weight of all your obligations is nearly unbearable.
- **Resentment or Anger:** In every setting, your needs are the last priority. No one notices or cares that you are sacrificing yourself completely, and over time, you grow angry and bitter.

You see, our intuition is an internal boundaries radar system. It’s just that you can’t stifle your intuition in one area of life, then have access to it in every other. When our boundaries are repeatedly violated by people in our lives, and we stifle our intuition in order to survive the inappropriate breach, we learn to ignore that intuitive feeling, our body’s internal boundaries radar system, in every area of our lives. Our intuition is what tells us when we are worn out and need a break or when we need to be done working for the day. When we continuously push through these quiet feelings and keep working, we eventually pay the price.

Chapter 7: This Is Where I End and You Begin

As I’ve better understood where I end and others begin, I have had to redefine my expectations of myself as I lead people. I have also had to learn that as a coach, I am not responsible for the experiences or outcomes of those with whom I work. I can journey alongside them, and the action they take as a result of my coaching can have a significant impact on their progress, but I cannot carry the weight of their burdens or feel like their failures and struggles are my fault.

Many women sabotage their growth, even turn down potentially life-changing leadership opportunities, because they don’t have adequate boundaries here. People are not problems that need solving. They are spiritual and emotional beings that need connection. If you’re going to make up a story, you might as well make up a good one. In

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other words, when something unexpected or disappointing happens in your life or work, you always get to decide how you interpret what just happened.

Remember, protecting your own priorities is bound to upset those who benefitted most from your constant availability. Be your own safe space. Set goals that acknowledge them. Goals without boundaries tend to lead to short periods of frenzied activity followed by exhaustion, burnout, sickness, and relational strife.

Write down the parts of your life that need to be considered when setting goals. What caregiving responsibilities have you taken on in your life? Does your partner have a demanding career that requires you to be more flexible? Do you have any limitations on your energy, maybe because of health issues or commitments to volunteer roles? Then write down one or two goals that include boundaries, ensuring you are considering all parts of your life in your pursuit of what you want.

Chapter 8: Money Is a Mirror

Your relationship with money is a powerful mirror of your relationship with yourself. Pause for a moment and think about your money. How much money do you have? With whom do you share your money? What do you do to earn money? Does money move freely around you, or does it feel stuck and stagnant? And where is all of your money?

Everything that just came to the surface in this brief scan of your finances has something important to tell you if you will simply pay attention. Money is a powerful mirror. For years, I believed that if I just had enough money, then I would finally feel fully safe and secure. The problem was that no matter how much money I made, the same fears of running out or not having enough still haunted me. The truth is that money has nothing to do with our feelings of security unless we let it. You are safe. You are secure. Separate those feelings from your bank account, and you'll see the flow of money start to head in your direction.

It's our attachment to the ebb and flow of money in our lives that steals our best energy, and it takes the precious

energy we need to be able to create more income.

We all have our unique money stories. For example, "It's selfish to want more. I'm earning enough to pay our bills. I should be satisfied with survival." "To earn more, I will need to work more hours. I'm already maxed out! How can I possibly do more?"

Identify these subconscious stories and called into question their validity so you can write new ones that would serve me better moving forward. Remember, we earn what we believe we are worth. Expecting to be compensated, and understanding the value of your contribution. It's not about working harder or longer. It's about standing unwaveringly in your intrinsic value.

Chapter 9: Do a Thorough Check of Your Environment

Women are currently living and working within many invisible but powerful systems that were not created with their best interests in mind. Our traditional economic system was not created with working women in mind, and it was created for a world that no longer exists.

Fortunately, we are in the midst of a cultural transformation of how we define the concepts of work and business. New definitions of these two concepts are breaking the mold of our traditional views and becoming the new normal, especially as our workforce becomes more diverse.

In her book *The Moment of Lift*, Melinda Gates defines unpaid labor as "work performed in the home, like childcare or other forms of caregiving, cooking, cleaning, shopping, and errands, done by a family member who's not getting paid." Most women don't even quantify the amount of time and energy this work takes on a daily, weekly, and monthly basis. We just do it without thinking. Based on these statistics, we know that most American women are not solely responsible for taking care of children and the home. Clearly, the majority of women are actively engaged in the workplace. However, as women have left the home to work, they have also continued to carry the bulk of the weight of

caregiving and homemaking, the unpaid labor in our world.

Assess how many hours per month you spend on doing this unpaid work. Are you astonished by the final number? Do you now know why you are so tired all the time? How do we shift the balance of unpaid labor in our world and lighten our loads so we can increase our influence, impact, and income? I've got six suggestions for you.

- Hire someone to do one thing off your unpaid labor survey.
- Be very aware of self-sabotage.
- Watch for naysayers. They will most definitely show up.
- Don't depend on husbands, wives, partners, or kids.
- Recognize the value of unpaid labor
- Categorize this as a stewardship

Chapter 10: Surrender to Structure

Sure, structure has firm boundaries, but living with structure does not have to be restrictive. If this feeling of constant shame or hopelessness around structure resonates with you, or if your entire being recoils at even the thought of implementing a new structure because you know you won't stick with it, I'm here to help.

The five areas of our lives where structure or a lack of it causes the most frustration and pain are health, money, time, business, or work relationships.

- I've identified seven beliefs I have about structure that allow me to wholeheartedly embrace it. If you just try to change your behaviors without addressing these deeper mindsets, the changes you make in any area will continue to be fleeting.
- Structure is not a restrictive cage; it is the path to freedom. Structure doesn't limit our creativity; it gives us the freedom to create.
- Structure protects us from the inefficiency of multitasking. An important scientific fact: our brains cannot multitask
- The most powerful enemy of structure is the expectation of perfection.
- Embracing structure requires rest from it.
- At one edge of structure is mastery; at the other is loss of freedom.

- Surrendering to structure feels awkward and uncomfortable.
- You will never fully embrace structure until you recognize that your value is separate from your performance

Beneath residence to structure, you'll find unhealed pain. You will have to deal with this pain. No short cuts, no magic wands, no quick fixes. You have to heal. In the area where you struggle to embrace structure the most, can you backtrack to any experiences where you may still have unhealed pain? Instead of fighting through your resistance, can you surrender to some deeper healing work in this area?

Conclusion: Respect the Mile

No matter what your "marathon" is, and no matter where you are in the training process, you absolutely must respect the mile you are running right now. The mile you are in right now might be a glorious, easy mile with lots of people cheering for you, promotions, financial abundance, and progress. Respect it. Or it might be a grueling, painful mile where you have lost your passion for your work, your best employee just left for another job, and you aren't sure you can cover payroll. Respect it.

Your mile, the one you are running right now, has something important to say to you. Are you listening? It will keep repeating the message until you get it. Respect it. Be in it fully. You will need what this mile has to teach you down the road, even if it's the worst mile of your life. The finish line is ahead, and it is important, but so is the journey, so is the mile you are running right now. So, respect the mile.



Amy Kemp is a successful entrepreneur and certified business coach with over twenty years of experience investing in people. As the owner and CEO of Amy Kemp, Inc., she coaches her clients in both one-on-one and small group engagements, and teaches in a variety of online webinars and in-person events each year. She lives in the Chicagoland area with her husband, Ryan, and their three children. You can learn more about her work at amykemp.com.

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