

18:10:55 Hey one T three.

18:11:08 Hello. And welcome back to the six degree podcast with Emily Meryl.

18:11:11 This is the podcast where we grill our guests about the things that

18:11:13 make them tick,

18:11:14 and we find out how human connection plays a role in their life.

18:11:18 I am your host, Emily.

18:11:19 And today I am so super thrilled to have the human sunshine.

18:11:23 Alison Krauss. I'm not going to say your last name, right.

18:11:26 Katie. I'm going to say Alison Katie from populate as our guest.

18:11:29 Alison welcome to the show.

18:11:30 Thank you. I'm so glad to be here. Yes.

18:11:46 Alison Krave yet. So there is the pronunciation,

18:11:49 those Polish last names.

18:11:51 That's why I professionally am just Alison Katie.

18:11:53 It's a little easier to handle. I you're my AI pal.

18:11:56 You're Alison Katie, but like,

18:11:58 I don't think I've ever properly said your name out loud.

18:12:01 You can in my brain, it is not ever said correctly.

18:12:03 Let's say it one more time so he can maybe.

18:12:05 Krave yet Krave S Krave yets,

18:12:08 probably a year.

18:12:09 They're okay.

18:12:11 It's very, this spelling really I'm like grow.

18:12:12 I love it. I love it. Well,

18:12:13 I'm so excited to have you here and I am so, so happy.

18:12:16 I'm really a lucky girl because I get to see your face all the time.

18:12:20 Pretty much all the time.

18:12:21 Yeah.

18:12:22 We became quarantine best pals.

18:12:31 Seriously. I feel like it's funny. You know,

18:12:33 when you were in San Francisco, I feel like I, I kind of knew you,

18:12:36 but I feel like I really know you,

18:12:38 especially thanks to virtual connection. So first and foremost,

18:12:42 T for audience. I want to, I want to back it up.

18:12:44 You are the founder of poppy lead.

18:12:46 This incredible organization, but what is populated?

18:12:49 And I love the name. Where did that meaning come from?

18:12:51 Yeah. So the story is basically.

18:13:17 I I've always been a cheerleader.

18:13:19 I've always really enjoyed supporting other people. Um,

18:13:23 and I quickly discovered after undergrad that the corporate world was

18:13:27 not, not my bag, not for me. Um, I really wanted to be my own boss,

18:13:31 kind of get out there, do it on my own. So, um,

18:13:33 I started finding the world of coaching, um,
18:13:36 and ended up landing on really loving leadership coaching.
18:13:39 So I created this company.
18:13:41 Any popular lead that focuses on new entrepreneurs.
18:13:45 I'm folks who are really interested in developing their personal brand
18:13:48 of leadership. Um,
18:13:50 I love the personal development side of starting a business, um,
18:13:53 and just, you know, working with people on that.
18:13:55 Self-trust that self-confidence.
18:13:57 Uh, the awareness aspects that go into just knowing who you are and
18:14:01 overcoming the challenges of being your own boss and being your own
18:14:05 employee and all of that. Um,
18:14:07 so that's sort of the story of what poppy lead does.
18:14:10 Uh, the name copy lead is actually very near and dear to my heart.
18:14:14 I, because as a child, I, some people, you know,
18:14:18 some kids call their dad like pops or Papa or something like that.
18:14:21 I thought it was hilarious to call my dad poppy seed.
18:14:24 And I always called him poppy seed, and that was our thing.
18:14:27 He would sign.
18:14:28 You know, cards, love poppy seed and all of that.
18:14:30 And, um, we had just a really close relationship.
18:14:33 Uh, unfortunately he passed away in 2016.
18:14:36 But it was really.
18:14:38 Right around that same time of his passing that I found the world of
18:14:42 coaching for the first time.
18:14:44 And it was actually one month after he had passed away that I was in
18:14:47 my first.
18:14:49 Coaching like live in person workshop.
18:14:51 And the only reason I was able to dive into schooling and like follow
18:14:54 that passion so quickly.
18:15:05 Uh,
18:15:06 was because my father had actually left a little like life insurance
18:15:10 money that, you know, for the first time in my life,
18:15:12 I had enough cash that I could like pay for something and full and
18:15:15 just follow that dream. As soon as I had it.
18:15:17 Um, and so, you know, coaching came into my life kind of,
18:15:21 as he passed away.
18:15:22 Aye.
18:15:23 And so I really just, I never really got to share it with him.
18:15:27 Um, and so naming my company,
18:15:29 poppy lead gives kind of a nod to poppy seed as well as my leadership,
18:15:34 a desire to work with people in that way. So.
18:15:36 It's just kind of a fun little play. Um,

18:15:38 but for the longest time I thought like, I want to be.
18:15:53 The founder of something.
18:15:54 I want to have a company name that really vibes with me. Um,
18:15:57 and it was actually on father's day of 2020 that it just popped into
18:16:02 my head clear as day.
18:16:03 I was thinking about my dad a bit and all of a sudden it was just like
18:16:06 poppy lead. Obviously that's your company. That is your legacy.
18:16:08 That's what you're doing.
18:16:09 Um, and so I dove into that name, um,
18:16:13 really earlier in 2020. And it's just been phenomenal since then.
18:16:17 I love that story and I love the personal nod to your dad.
18:16:19 And I totally called my dad poppy too.
18:16:21 And now he has grandchildren from my sisters.
18:16:24 And they call him Papi instead of granddad.
18:16:26 Cute.
18:16:27 I love.
18:16:28 Just name it is so precious.
18:16:30 You just anticipate the person to be like a sweet old man,
18:16:33 even though that not the case for either.
18:16:35 Yeah.
18:16:36 I was kind of a rough, tough bearded, big glasses kind of guy.
18:16:40 No, I did not that like,
18:16:41 Smoking a pipe kind of person.
18:16:43 Yeah. Yeah, definitely.
18:16:47 But I love, I love the serendipity of the name. And I think, um,
18:16:50 is there an indigenous name that has a lot of meaning to you is,
18:16:52 is really important.
18:16:54 You know, we, this is a name that kind of.
18:16:56 Outfits here your brand and to be proud of it and to feel confident
18:16:59 behind it is super cool.
18:17:02 Um, you mentioned something about leadership and, you know,
18:17:05 wanting to always be a leader, an entrepreneur yourself.
18:17:11 So one of the things that I find so fascinating about what the work
18:17:14 that you do is as entrepreneurs. We so forget to be.
18:17:23 Our own managers, like, yeah, we're,
18:17:25 we're kind of like little kids who are left alone,
18:17:27 where our parents are out of town and we're throwing parties,
18:17:29 but like,
18:17:30 we don't know how to clean up for them or take responsibility for them
18:17:32 or kind of.
18:17:33 You know, check in on ourselves.
18:17:35 And like there's no formal mid-year check-in or end of you,
18:17:38 your review.

18:17:39 Uh, I always joke that it'd be so funny to like, give yourself, hold,
18:17:42 stand in front of a mirror and like give yourself a review.
18:17:44 Before you've done very well this year.
18:17:46 It's a great, like a Tik TOK or something or real.
18:17:48 Yeah.
18:17:49 Um, but I think as.
18:17:56 We forget that we are leaders. And so can you tell,
18:17:59 talk a little bit more about why inner leadership is so important and
18:18:02 have you found anything amongst.
18:18:04 Entrepreneurs like entrepreneurs even think of themselves as leaders
18:18:07 because that idea.
18:18:09 It feels so foreign, even to me.
18:18:10 Yes. Oh my gosh.
18:18:25 100%. Once I started telling people like, Oh, I'm a leadership coach.
18:18:28 And I would go to, you know,
18:18:29 six degrees events and I would be in matches with people.
18:18:31 And they'd say, what do you do? And I would say like, Oh,
18:18:33 I work with leaders. And so many people were like, Oh cool. Yeah.
18:18:37 That's not really me, but like good luck.
18:18:43 Um, and I quickly found, like we're not comfortable claiming that. Um,
18:18:47 and so that actually is one of the reasons that I do talk about inner
18:18:50 leadership so much is because it feels a little easier to claim.
18:18:54 Like I can be the leader of myself, you know, I can,
18:18:57 I can vibe with that idea. Um,
18:18:58 Because we have like these sort of conceptions of what leaders are.
18:19:02 Um, we often think as leaders.
18:19:05 Like have a certain degree or, you know, like I don't have an MBA.
18:19:09 So like obviously I can't be a successful entrepreneur, like, okay.
18:19:12 No, probably not the case. Um,
18:19:14 but we tend to believe those things about ourselves or like,
18:19:17 I'm not certified in this, or I don't have the right degrees.
18:19:21 I haven't been doing this long enough. You know,
18:19:23 we think leaders have just like years of experience, um,
18:19:27 And tell ourselves that we're not leaders for that reason.
18:19:31 Another one I see a lot is I'm not a leader because I'm a solo
18:19:35 preneur. I don't have any employees. I'm on my own.
18:19:38 Like I'm not leading anyone.
18:19:39 Um, but you know, to that, I like to say like,
18:19:42 think of yourself as an employee.
18:19:43 You know, you have to wear that boss hat.
18:19:45 And you have to wear that employee hat and you have to manage your
18:19:47 relationship between the two. So, um,
18:19:55 For me, that's really what that self-leadership is,

18:19:58 is it is managing that relationship. So it's, you know,
18:20:01 looking at yourself and saying like,
18:20:13 Do I honestly need a mental health, like day off,
18:20:16 or am I just procrastinating or like, you know,
18:20:20 should I move this deadline or am I just like, you know,
18:20:23 ignoring something deeper?
18:20:25 So we have to do a lot of that work with ourselves and I really love.
18:20:27 Calling that arena self-leadership and using that as kind of the
18:20:31 container for the work that I do with people, um,
18:20:33 because that relationship with ourselves, like.
18:20:35 You gotta have your own back.
18:20:37 If you want to be able to show up for other people in any way that
18:20:39 that works sustainably.
18:20:41 I love that.
18:20:42 And I think that is such a great reminder for entrepreneurs or
18:20:44 solopreneurs alike.
18:20:45 Are there any.
18:20:47 Any leaders out there that you are really inspired or impressed by at
18:20:50 the moment.
18:20:51 Okay. So I have a weird answer for this.
18:20:53 Um, but I.
18:20:56 And it's, it's a, it's a previous, a leader who, you know,
18:20:59 lived years ago, he's passed away.
18:21:00 Um, but his name is Ernest Shackleton.
18:21:10 And I actually learned about him in this great book called leaders in
18:21:13 crisis.
18:21:14 I by Nancy Koehn and it's just like all about how to lead into
18:21:18 multiparous times.
18:21:19 And the story of Ernest Shackleton is basically that he was doing.
18:21:25 Like the first he was taking like the first expedition of explorers on
18:21:29 this like Antarctica,
18:21:30 Antarctic mission and like every bad thing that could happen happened.
18:21:35 Their boat sank.
18:21:36 And they were like stranded on the ice and it was like the 18
18:21:40 hundreds. So they couldn't contact anyone quickly and like,
18:21:53 Just the there's all of these, you know,
18:21:55 like his journals and things that have come out of this and just
18:21:57 seeing the work that he was doing to like maintain morale for his
18:22:02 people and like the work that he was doing internally to be capable of
18:22:06 doing that. Like.
18:22:09 Just super inspiring.
18:22:10 Like he had an amazing writing practice and just an amazing kind of
18:22:14 like meditation self check practice. And so I've been,

18:22:17 I've just always been in awe. Um, ever since I read kind of his tail,
18:22:20 because I'm also very communal, like.
18:22:22 Nature or nurture the pack kind of person.
18:22:24 And so I've always really resonated with Ernest Shackleton,
18:22:27 even if people are like, who is that? Go look him up.
18:22:30 He's pretty fascinating.
18:22:31 I want to read that back. I think that sounds, yeah, I have it.
18:22:34 It's nearby. I always have it within reach.
18:22:35 Yeah, that's a great example of one.
18:22:37 And I liked that you mentioned that he had like a ritual or he had a
18:22:39 writing ritual because right now,
18:22:45 You see, at least on Instagram or, I mean,
18:22:47 I'm someone who always promotes like journaling or self-reflection.
18:22:51 Do you notice that there are certain qualities that exceptional
18:22:53 leaders possess?
18:22:54 Earth, like differentiate from the path or the pen.
18:22:57 A bit. Yeah. So.
18:23:08 I tend to think of leadership and awareness as being pretty like
18:23:13 connected. Um,
18:23:14 like I think really strong leaders have a lot of awareness, um,
18:23:18 and that's awareness of themselves awareness of their team.
18:23:21 Awareness of their goals, um, awareness of, you know, the direction.
18:23:25 And so I think like having that kind of bird's-eye view for you to
18:23:29 look at.
18:23:30 Is really beneficial for leaders.
18:23:32 And so for myself that has looked like, you know,
18:23:35 some organization of my business within Google drive and like having
18:23:38 the different.
18:23:40 Trackers that I check in with, or, um, you know,
18:23:43 just like the kind of organization that I have for myself to maintain
18:23:46 awareness of what's happening. And then.
18:23:50 Like for me personally, and I think it, it works for others as well.
18:23:53 A lot of leaders I know really, um,
18:23:55 enjoy meditation and like having that.
18:23:58 Process of saying like,
18:24:10 How am I doing with this? You know, how do I feel about this? Um,
18:24:14 because like you mentioned earlier, you know, entrepreneurship,
18:24:16 it does feel a little bit like I'm at home alone and I'm going to have
18:24:19 pizza for breakfast. And like, there is that lesson of realizing like,
18:24:22 okay, but if I have pizza for breakfast every day,
18:24:25 I get a stomach ache. My skin breaks out. I don't feel good.
18:24:28 And so we have to kind of step in as our own parents.
18:24:31 And so I think like having that innate, like check yourself.

18:24:35 Spirits, um, as well as like having the awareness, um,
18:24:39 I really see those as being strong indicators that, you know,
18:24:42 you're feeling you're doing pretty solid as a leader. You've got this.
18:24:45 Um, I feel like I've taken like every personality quiz under the sun,
18:24:49 you know, I've taken, um, the Myers-Brigg I've done Gallup.
18:24:53 I've done.
18:24:54 Human design. Like,
18:24:55 I feel like I'm speaking to a whole new language to people now,
18:24:57 which is really cool.
18:24:58 Um, I'm a projector. If anyone's wondering.
18:25:00 You mean design style, but.
18:25:16 Is there a way to kind of assess how you are as a leader,
18:25:19 because you know,
18:25:20 there is meditation and there's still self-reflection, but can't,
18:25:24 so this is a multi-part question one.
18:25:26 Is there like an assessment that you can learn more about your
18:25:27 leadership style and kind of like hone in on the areas of weakness?
18:25:32 Two.
18:25:33 Is it possible for someone to not be like a natural leader and then
18:25:37 learn to lead? Or is it something that you have to innately be born?
18:25:40 This way, and like, your destiny is kind of predetermined for you.
18:25:48 Good questions. Good questions. Yeah. So you're right. There are,
18:25:51 you know, tons of different assessments.
18:25:53 I recently discovered that I'm an Enneagram seven, um,
18:25:56 which once I like tell people that they're like, Oh,
18:25:59 obviously like you're such a seven.
18:26:00 That's the sunshine level.
18:26:02 Like that is me, but, um, my favorite and the one that I use,
18:26:05 um, mostly with my clients is the energy leadership index.
18:26:09 Um, and the thing I like about this is all of those other assessments.
18:26:13 I tend to be like personality assessments that are based on like who
18:26:17 you are like, this is, you know, you are this type of thing.
18:26:28 Um, whereas the energy leadership index,
18:26:30 which is what I used is considered an ad attitudinal assessment.
18:26:34 And so it gives you more of a picture of where you are currently. Um,
18:26:38 so to speak a little bit to your second question.
18:26:43 This I believe is something that you can develop over time.
18:26:46 So the energy leadership index, um,
18:26:49 basically is an assessment that was created by AIPAC,
18:26:51 which is the coach training program. I went through.
18:27:13 Uh,
18:27:14 and it's based on this idea that everything in life is either
18:27:18 uplifting or like deconstructive like, it's,

18:27:22 it's a constructive or destructive basically.
18:27:25 And so all of our interactions either kind of make us feel better or
18:27:28 make us feel worse. And along this range,
18:27:31 there are seven.
18:27:32 I like to think of them as self-leadership mindsets that we can like
18:27:36 try on, um,
18:27:37 But we do all have ones that kind of resonate with us more than
18:27:41 others. Um,
18:27:42 So, for example, the marvelous Emily Merrill.
18:27:45 Has a lot of the level six, we're better together energy, um,
18:27:49 as a leadership style. And so that means.
18:27:51 You know,
18:27:52 you are uniquely suited for seeing connections between groups of
18:27:56 people and being able to connect seemingly unrelated things to each
18:28:00 other. Um, whereas another person may have.
18:28:02 More of the caretaking natural leadership style,
18:28:06 where they're really concerned with like,
18:28:07 how can I nurture this group of people around me? How can I.
18:28:22 You know, best support my clients. How can I make sure that my,
18:28:25 you know, VA feels really loved and supported? Um,
18:28:28 so that's another style.
18:28:29 And then I'm just like one more that we often see in business,
18:28:33 especially in kind of big enterprise business is the,
18:28:36 we must win leadership style,
18:28:38 which is that really like hyper competitive. Like I win you lose.
18:28:42 We have to be first to market you. I need to get all the clients.
18:28:44 Um,
18:28:46 so all this to say that they're kind of different choices that we have
18:28:49 a, and this assessment really shows you,
18:28:51 which ones show up most frequently in your life.
18:28:53 So you can decide like, you know,
18:28:55 do I want to have that like hyper competitive?
18:28:57 Attitude or do I want to be more opportunistic?
18:29:00 Do I want to lean into my caretaker?
18:29:01 Um,
18:29:03 All of that. So, um, but yes, all that to say, like you,
18:29:05 Dan can develop over time. Um,
18:29:08 and I think leadership skills are 100% things that can be finessed
18:29:12 and.
18:29:13 Added upon and just kind of developed throughout life.
18:29:16 I love that. Uh, gosh, you know,
18:29:17 it's so funny thinking of like the corporate version of myself,
18:29:20 where I was definitely like more someone who was following the leader

18:29:24 and never.

18:29:25 I would try to lead, but I then kind of got put back in.

18:29:28 In place are checked.

18:29:29 And I so love leading and I,

18:29:31 it was something that terrified me now and like,

18:29:33 I love staying calm under pressure,

18:29:34 even though my insights are burning.

18:29:36 Look at how good I am at this by now. Everything I'm good.

18:29:39 I'm the dog drinking coffee.

18:29:40 Exactly.

18:29:41 The authors are inside, but I'm outside here.

18:29:44 I have to stay calm.

18:29:45 That's incredible. And I highly recommend.

18:29:47 I loved my experience that, uh, during the ELA assessment with you.

18:30:00 And I definitely recommend it to anyone who is curious,

18:30:03 like what their assessment,

18:30:04 or to get a better understanding of their style and also get a better

18:30:08 understanding of like your team's style of being managed.

18:30:11 That, you know,

18:30:12 if you do have a virtual assistant and maybe they're really good at.

18:30:15 Managing up or maybe they suck at managing up, but I,

18:30:18 I remember just getting the results from you and talking them through

18:30:20 and being like, Oh, wow.

18:30:21 This is the kind of responsibility that I need. Um,

18:30:28 I want to ask you first and foremost, you are a human Ray of sunshine,

18:30:32 like switch switching gears a little bit. You really are.

18:30:34 And I love the fact that you're kind of like, uh,

18:30:36 You're very calm.

18:30:37 Oh, that's just my computer reminding me that there's another meeting

18:30:40 happening in 30 minutes.

18:30:41 Thanks Google for always interrupting the perfect time.

18:30:43 Um, but you do such a great job.

18:30:49 Of just being consistent and like showing up for everyone. Like,

18:30:52 I couldn't imagine you having an enemy because.

18:30:55 Like some other than with happiness and kindness and love.

18:30:57 That's who I am. Yeah.

18:31:07 And that's, that's an incredible trait to have. And, um,

18:31:10 and I so appreciate it too,

18:31:12 because there is so much darkness and heaviness in life,

18:31:15 both right now. And in.

18:31:17 I want to say an entrepreneurship, like, well, it feels like the.

18:31:20 That it's like a brighter.

18:31:21 Happier pasture.

18:31:22 On some levels and there's an independence. There is a lot of.
18:31:33 Inner conflict and, you know, moments of ups,
18:31:36 like super highs and super lows.
18:31:38 So have you always been this human Ray of sunshine or like, are you,
18:31:41 do you two have moments where you're you have.
18:31:54 Yeah. So, um,
18:31:57 like from childhood, like, okay.
18:31:59 So the story basically goes that I was the baby,
18:32:02 that the doctor had to like spank to get to cry immediately after I
18:32:05 was born because I was born just smiling. And I was like,
18:32:08 you can ask my mom. I was like, looking around the room,
18:32:10 just smiling and everybody.
18:32:11 As like a freshly born baby.
18:32:14 Um, but like I've always,
18:32:16 I've always been really cheerful and always had that vibrancy.
18:32:19 But I realize I've realized through my own growth.
18:32:23 Um, that a lot of that was actually.
18:32:25 Developed as a coping mechanism because I was afraid of.
18:32:31 I was afraid of bad feelings.
18:32:33 Like I mentioned earlier that I'm an Enneagram seven and like the,
18:32:36 what do you know?
18:32:37 That's a characteristic of sevens is that we like run from things that
18:32:40 hurt and be run from pain. Um,
18:32:52 But I sort of learned the lesson that you can't do that forever.
18:32:56 Um,
18:32:57 because my story basically goes like we moved to San Francisco, um,
18:33:00 my spouse and I,
18:33:01 and I decided when we were moving that I wouldn't get a full, like,
18:33:05 I wouldn't get a new job in San Francisco.
18:33:07 I would go full on entrepreneurship.
18:33:09 Um, and so I started doing that.
18:33:11 And for whatever reason,
18:33:13 I believed that I really needed to do it on my own.
18:33:16 I was in San Francisco with this like hyper competitive.
18:33:19 Like don't let anybody steal your idea.
18:33:21 Like always have somebody sign an NDA, like.
18:33:23 That like super competitive, like corporate like world,
18:33:26 like that tech scene.
18:33:27 And so I really like held to myself and have this, like,
18:33:30 everything has to be perfect.
18:33:31 I have to have like the full blown thing for people.
18:33:33 Um, and I just worked way too hard and I never left my apartment and I
18:33:37 felt just, it was not great.

18:33:47 Um,
18:33:48 and I started dealing with a lot of my own inner demons that were
18:33:52 coming up and like holding myself accountable and finishing things
18:33:56 because I also tend to be a like, Oh, that didn't work.
18:33:59 I'll try something different.
18:34:12 Oh, that didn't work.
18:34:13 I'll try something different and like fly through things without
18:34:16 giving them any real efforts. Um,
18:34:19 and so I basically,
18:34:21 like I started having just tons of anxiety about what the day would
18:34:24 hold. Um, and anxiety is something I've always dealt with. I had had,
18:34:28 you know,
18:34:29 I was a huge worrier as a child and always was just kinda nervous
18:34:33 about possibilities. Um,
18:34:35 But it kind of took a depression flair for the first time where like,
18:34:39 you know, I had been laying in bed in the morning,
18:34:41 nervous about like what I would do all day alone in the apartment
18:34:44 after Mitchell went to work.
18:34:45 Um, but it started getting more depressing of like,
18:34:48 Okay.
18:34:49 Turns out you were wrong and you're actually a failure.
18:34:51 And like you thought entrepreneurship was it and you didn't get a job.
18:34:54 And.
18:34:55 Just heaviness. And I remember watching parks and rec to try to,
18:34:59 you know, cheer myself up and to make myself feel better.
18:35:05 Uh, and I was watching Leslie Knope and I was like, Oh my gosh,
18:35:08 like she knows what she wants to do. She has a plan.
18:35:11 Like she has people around her and I just felt so lost.
18:35:15 And like, you don't have a plan, you have no idea.
18:35:17 Like nobody cares what you're doing.
18:35:19 Um, and at that point I started getting kind of worried about my own
18:35:23 brain. Um,
18:35:24 and I ended up actually calling my spouse and asking him to come home
18:35:27 from work.
18:35:30 And we started the process of myself checking into a mental health
18:35:34 facility for a little bit of time. Cause I just like,
18:35:36 I pushed myself way too hard.
18:35:39 And so the human sun beam like momentarily.
18:35:42 You know, was behind a cloud. Um,
18:35:44 but it was in that moment that.
18:35:56 I had that realization of like, okay,
18:35:59 you need to go get help and like heal from this because there's
18:36:01 literally so much more on the other side of this healing that like get

18:36:06 through this, like, learn about yourself, take from this experience,
18:36:09 what you will. Um, and so I really had.
18:36:12 An intense transformation that is kind of made me sunnier because,
18:36:16 you know, you need the shadow to see the sunshine kind of thing.
18:36:18 Um,
18:36:19 And so I really like,
18:36:21 I just acknowledged that like mental health is such a thing in
18:36:25 entrepreneurship and like, we don't often talk about.
18:36:29 Like we talked about imposter syndrome and we talk about like,
18:36:32 you know, surface level things, but we don't talk about like,
18:36:34 you know, some of those, like,
18:36:35 I am a complete failure and I'm wasting everyone's time. Like.
18:36:38 So, you know, sometimes it's,
18:36:40 it's hopefully listeners feel a little comforted knowing like those
18:36:43 thoughts.
18:36:44 Happen to people, um, and we can overcome them. Um,
18:36:48 so yeah.
18:36:51 Well, that story is incredible.
18:36:54 And there's so many little nuggets that I want to dissect the first
18:36:57 being the fear.
18:36:59 That you had with entrepreneurship about holding everything so close.
18:37:06 Yeah. And,
18:37:07 and I noticed this so much with beginning entrepreneurs that there's
18:37:11 like three things that, that people have.
18:37:12 One is this fear that someone's going to take their idea.
18:37:14 Like if they.
18:37:15 They say it to anyone it's going to be stolen from them.
18:37:18 And I want to remind people that there's like a good Jillian
18:37:20 networking organizations out there.
18:37:23 You know, there's a good Jillian like coffee companies out there.
18:37:26 Like everyone is doing it. Maybe a little differently.
18:37:28 You're has their own little spin on it.
18:37:30 And there can be multiples of your idea,
18:37:31 but you are the special sauce that makes it different.
18:37:34 Um, the second thing too, was the fear of asking for help.
18:37:43 And then you like placed this responsibility on your,
18:37:46 on yourself that you had to like, figure it out when really.
18:37:52 As entrepreneurs in particular.
18:37:54 And I was talking about this earlier today, too,
18:37:56 even in the corporate world,
18:37:57 like one of my biggest regrets about young Emily is I never.
18:38:00 I thought I could figure it all out on my own that I had all the
18:38:03 answers.

18:38:04 And I was a failure if I asked for help because isn't everyone else
18:38:07 figuring it out.
18:38:13 And so that, that permission to, to seek out guidance,
18:38:17 whether it's in the corporate world, if it's a mentor,
18:38:20 if it's hiring a coach, if it's hiring a therapist or a psychiatrist,
18:38:23 That having another human holding your hand,
18:38:26 doesn't make you a failure.
18:38:27 Right.
18:38:28 The third thing that you said that really resonated was, um,
18:38:31 Knowing yourself so well that you were able to.
18:38:34 Actualize and realize that.
18:38:36 Oh, no, this isn't just like a passing thought. Like I need help.
18:38:39 And I liked me.
18:38:40 Like legit help.
18:38:41 And self advocating for yourself because mm.
18:38:44 I think that is one of the biggest.
18:38:56 That is the hardest and biggest like, challenge that individuals.
18:38:59 But I'm, again,
18:39:00 I'm going to just say entrepreneurs really struggle with,
18:39:02 because there's a lot of this. I made this bed now. I must lie in it.
18:39:06 Where else.
18:39:07 Like, yeah.
18:39:08 To myself. It's like self flagellation. Err, err.
18:39:10 Yeah.
18:39:11 Yeah.
18:39:15 I always say that that was like the birth of myself leader.
18:39:18 And that was like, like I talked a lot in my work about, you know,
18:39:20 my inner treaty Duncan and she's like my innate fighter's spirit who
18:39:24 like.
18:39:26 Kicks down the door when I'm not living up to my potential. And like,
18:39:30 she came to me at that time and like, it wasn't, you know,
18:39:33 she didn't take down the door like she does.
18:39:37 If I'm being lazy, it was much more of a, like, there's more for you.
18:39:41 And I had this realization, um,
18:39:42 because I've always believed that the purpose of life is to use.
18:39:47 Your skills, like figure it out,
18:39:49 what you're really good at and then use that. Like,
18:39:52 if that's as an entrepreneur, if that's in corporate, if that's,
18:39:54 you know,
18:39:55 Being a professional dog Walker, if that's, you know,
18:39:58 whatever it is for you.
18:39:59 Like just use those skills. And so for me, it suddenly became,
18:40:01 so crystal clear Lake.

18:40:12 I often see this through the lens of like, God,
18:40:14 and I basically saw this, like, this is what you're good at now.
18:40:17 Go do it. And like, realizing like, I do want to go do that.
18:40:20 I don't want this to be the end. Like there is so much more, um, so.
18:40:23 Yeah, the birth of myself leader for sure.
18:40:26 I love it yet.
18:40:40 You had to struggle a little, but you can have on the other side.
18:40:43 So you also mentioned something about doing it alone and like
18:40:46 loneliness says as an entrepreneur.
18:40:48 And now I know you're a very active member in six degrees and you
18:40:51 belong to a lot of communities.
18:40:52 So what does community mean to you and how have you found it either
18:40:56 impacted or hindered the creation of your business?
18:40:58 Ooh. Yeah. So community,
18:41:00 like once I opened myself to being in community,
18:41:03 everything changed, like when I was in my depths.
18:41:07 So basically like.
18:41:08 After I got out of the hospital from checking myself in,
18:41:11 I realized like you need other people in your life. Like,
18:41:14 I am far too social of a person to just like,
18:41:17 sit alone. Um, and so,
18:41:19 and I was probably driving my spouse nuts with like,
18:41:21 I need to talk to people. I just need to get it all out.
18:41:38 Um, and so I,
18:41:39 I started working with a team and I started like plugging myself into
18:41:44 building community. Um,
18:41:46 and through that kind of journey in my life,
18:41:48 that's when I found six degrees, um,
18:41:50 originally by seeing Emily speak at general assembly and just like
18:41:54 sent, like seeing, Oh my gosh, you know,
18:41:56 she's built this amazing community. This is magic.
18:41:58 I want to be a part of this. Um,
18:42:00 And I will admit,
18:42:01 like I did not use my six degrees membership to its fullest extent
18:42:05 when I actually lived in San Francisco with in-person events. Um,
18:42:09 but since the beginning of quarantine, like.
18:42:11 I've probably you say that you've hosted like 200 events or whatever.
18:42:14 I've probably been to like 189 of them. Like.
18:42:18 I should have been the math. Yeah. Like Holy cow, I've been to a lot.
18:42:21 Um, I mean, I have like,
18:42:23 It's changed everything like that is the single most.
18:42:27 Critical like piece of success to, you know,
18:42:30 my first round of entrepreneurship.

18:42:39 And how that ended and then kind of this like rebirth, okay.
18:42:42 I'm doing it. And I'm talking to people, um,
18:42:44 that was such a game changer for me. And so now,
18:42:46 like I have tons of friends in New York city and like want to go visit
18:42:51 them all. And like so many people that I've met.
18:42:53 Over, you know,
18:42:54 the last eight months that I may never have met and like the clients
18:42:57 that I've gotten from that and the collaboration's and the friends,
18:43:00 and just like.
18:43:02 All of the relationships I've made. It's just,
18:43:04 it truly has changed my life.
18:43:06 I don't know. I don't quite know what.
18:43:08 You know,
18:43:09 November, 2020 Alison would look like if I hadn't plugged into
18:43:12 community in the way that I did.
18:43:14 Um, during this time.
18:43:19 Yeah, I may thank you for saying that.
18:43:21 And I think it is a good reminder to, like,
18:43:23 I think we sometimes deprioritize the power of community and like the
18:43:26 need, the need to be held as what I'm going to say.
18:43:32 Sometimes it's like, even though everything's virtual,
18:43:35 the virtual trust fall and being caught by other individuals to a know
18:43:39 what you're going through,
18:43:41 but also can like push back on you and be like, no,
18:43:43 No.
18:43:44 You're not going to be like, this is not,
18:43:46 they're kind of like your good cops, bad cops, all of them.
18:43:48 All the individuals surrounding you.
18:43:50 And rooting for you.
18:43:52 There I'll add if you want that experience.
18:43:55 Not to drop an ad, but I'm going to drop an ad.
18:43:57 Drop the master. Join the mastermind, everybody.
18:44:05 I am a member of Emily's mastermind right now.
18:44:08 And that experience of being held like Holy cow.
18:44:11 That is so.
18:44:13 Real in that community. Like the people that I've met,
18:44:15 the just relationships, the support that I feel is.
18:44:19 That is like transformational. Um, and so yes,
18:44:22 go get that support for the mastermind, everyone.
18:44:24 I can't agree more.
18:44:26 I've not cried as hard as I pride.
18:44:28 No.
18:44:29 Meeting everyone and hearing stories and sharing.

18:44:31 And expressing ourselves. It's it's really, truly magic.
18:44:43 Um, speaking of magic.
18:44:44 So how can people find out more about Alison Katie poppy lead?
18:44:49 I know you host an amazing, um, talk show, which I love my ms.
18:44:52 My Ricki Lake over there.
18:45:05 Yes. Yes, that is me. Um, yeah, I, I,
18:45:09 all of my stuff is@popularly.com.
18:45:11 There's so many wonderful things there,
18:45:13 including a quiz about your self leadership style. Um,
18:45:16 but it also links you to the confidently in charge virtual talk show
18:45:20 and podcast, which.
18:45:22 Was kind of my quarantine creation, um,
18:45:25 cause I just,
18:45:26 I wanted to connect to people and so I channeled my inner Ricki Lake.
18:45:34 Um, because as a child,
18:45:35 I remember seeing Ricky Lake at my friend's parents,
18:45:38 like my friend's house, because my parents didn't watch Ricky Lake,
18:45:41 but I would sneak over to my friend's house and watch Ricky Lake. Um,
18:45:44 and I just don't remember, you know, like thinking like, I want to,
18:45:46 I want to start a talk show. I want to do that. And so.
18:45:48 Quarantine came around. And what do you know.
18:45:50 Like I did it. So, um, I love interviewing entrepreneurs.
18:45:54 Talking about how to be confidently in charge. Um,
18:45:57 shining a light on some of those shadowy corners of entrepreneurship.
18:46:04 Uh, but the talk show is available on YouTube and then, uh,
18:46:08 the poppy lead YouTube channel.
18:46:10 And then the podcast is available on anchor Spotify, Google,
18:46:13 Apple, and wherever you listen to your podcasts.
18:46:16 So.
18:46:17 Well, Alison, thank you so much for both.
18:46:19 Erin you're sunshiny self and the darker, cloudy versions of yourself.
18:46:40 And really, really shedding light on leadership and in our leadership.
18:46:43 And I so hope those listening,