

Transcript

Podcast Guest- Julie Morris

Speaker 1

Hi I am your host Dorothy MAshburn and welcome to salary negotiations made simple. Here I show you how negotiating does not have to be overwhelming. I break the entire process of negotiating into easy to learn steps that you can use in any salary negotiation situation. Whether you're starting a new job or preparing to add 3 weeks, expect to receive practical, actionable strategies that are based on real life experiences. I'll be sharing tips that have been proven to work with professionals like you have made it anywhere from \$10,000 to \$75,000. More in compensation payment for the sales you already bring, so you need to know how to ask for payment for that value. Are you ready to learn how to boost your earnings?

We have the privilege. Of welcoming Julie Michelle Morris to our podcast today, Julie is at Falcon worship trainer and partners with women doctors who are the face of the appropriate personal brand. 20 years of communication and thought leadership experience happening in those from Amazon Web Services services, World Economic Forum, accidents to founders, authors, leaders across the cyber security and other fields, and trains in personal people across the country. She holds high profile conversations on her part, gains how to leadership.

Hi Julie How are you today?

I'm doing well and I'm sure you good to be here with you. Absolutely would love to be the international. Absolutely some driving less I have worked in this field of quote UN quote thought leadership now for about 13 years at the best job ever. And it's a fine, incredible women, men and women, the most women. Because they can. Get a little vulnerable with this stuff. It's not easy to sit down and figure out why you're afraid to put yourself. Out there, but I need to sit down with them and help drag the genius out of their head and help them figure out, well, how does it go out in the LinkedIn post? How does it? Go out to. Help me give a better place and so. It's funny, we're all. Figuring out what the social media. How am I supposed? To affect change and want to have an impact. I know I've done all this stuff, you know, between you got a great job. You have lived experience. Let's take all of that intersection. Of you of. You what you love, what you hate, what makes you angry, what fires you up. Everyone is ever mentored you. What you want to do when you have spare time, whatever that is, but all of that becomes you about leadership and you need to help people figure that out. And put it out there. And you know how to find something so brilliant. Everything about it. I want to know this person. So how did you get there? Can you? So I worked. I didn't go to. School for marketing or thought leadership or any of that. Right when I was in school, you know, they would there be? Cell phones and so. I'm in school for economics. I worked in corporate philanthropy, education and everywhere I went, all of those instances putting it out, there was the last thing on the list. It was like just do the work. Let's do the work and then come about, you know. So I think like 30 and we just need to do Texas. Where I live now. And I was driving an hour into Dallas, our local Metroplex. I work and. I remember thinking to myself as I was pulling into. A parking lot. Freaking out because it was late that day. I would never talking again. I was super pregnant. It was insanely hot and just thought what kind of stupid is this? We have to

show. Up and clock in as if we were 5 and so I decided to start doing the thing that I saw everybody do kind of badly, which was put themselves up into marketing. But then marketing when marketing doesn't often work. You know, we want marketing to produce. But nobody wants to be marketed to lesson you clicked on an ad for anything, and then once they did on a bathing suit cause I thought it was super cute. But like. Nobody does that. We do want to learn from each other. So if I can get some nonprofit CEO to sit down and actually get out of this, that everything is created. No, he's never gonna want for funding, right? It's like, just tell people what you know. Show them you care and like to call it through the scale. Just go surf. And so that is how I got here. That's so powerful because for you to realize that recently mentor or somebody who gave you that kind of confidence to say this is stupid. Like when I'm doing this like XYZ. I'm sure that there have. Been mentors that should be that I think. You had a number of. Strong women that I looked to that. Maybe just knew who they were, but I I was born with this. You know, my middle name should have been like someone should do something or, you know, system change idea of like, why are we doing this? So this makes no sense. There's even like a law that says, well, you should only walk on the side of the street or there's a sign like, why don't. Why and so? I could drive my. He's an intense rule follower. Absolutely bonkers, but yeah. Tell us a story about time when you started questioning why and when things are out there. Tell us how that confidence or self talk when doing ahead yourself. That's a great question. I do it so much now and it's becoming second nature, but. It never used. I hated public speaking for most of my life right before the pandemic I had hit. This point where? I knew that because of that absolute fear, anterior public speaking that I had to do. Something about it? And so you. Start looking around and thinking. OK toastmasters. Or, you know what are the ways? So you can get over this. It's, you know what? Would happen in my body

like when I would start to speak up and use my voice and whether it was some small group thing or an actual presentation. Time after time, after time I had shown myself that it was not safe to do that, to put myself out there, to stand up and do public speaking. I knew that I would hit a wall. I was trying to teach clients how to do public speaking and I said, you know, it was just enough that I was afraid I was. Going to point them. In the wrong direction so. During one, there was a thing called Clubhouse. You know, social audio, but social audio was an amazing chance for me to stand here. In my office. Pacing around, holding this phone, trying to figure out how to not choke on my words, how to get them out of my brain, how to form thoughts. In the moment. And I realized it wasn't. That I was. Bad at public. Speaking it just did not have any practice. It was just figuring out. But like you'd have to put in. Reps I think it.

Speaker

What is his? Name he's his top swimmer, has all these gold medals and he would say.

Speaker

Well, how are you?

Speaker 1

How are you so? Successful at swimming and he said I would stay in the pool longer than everybody and that's, you know, put in the hops, putting your apps in a fumble and have it fail all 10 * 20 times. But then it starts to get. Easier and you can pick up some tips, tricks and techniques and all this stuff because so many other people out there are putting their genius out there online and with a couple of searches you can find the videos and teaching you how to do the thing you want to do. It's a very exciting time to be alive for reasons like. Yeah, I love it. Podcasts and new start sentences with so right. And you already got over

them to that broadcasting today. I didn't. I didn't hear so at all. It's trying to be there. I put in a lot of filler words and I'm thinking so like I just need to stop talking. But it's hard. It's always me. It's hard. Yeah, I like your thought process because you didn't bring, like, public speaking. And I'm just. Not gonna do. It you just started questioning and being curious as to. I well, I mean I did. Avoid it for a. Long time I did try to. Say, well, you know it's. Like people say, work on. Your strengths. That reason says like just hire out for those, so some. Things you can't hire. Out for and I think the moment when you need to be there for yourself, like kind of like this and you need the station where you know. The real person you can. Advocate for you is you. And you have to show. Up for you. You really miss that like. There's only so much you. Can outsource. Absolutely and thanks for signing into that. I have a. Question for you regarding one of the things that I constantly see with my friends. That I've helped. Developing negotiation strategy either for their next promotion or the salary that they have, or new job offer those in law of fear. I call you feeling leaving the matrix because you've been programmed to stay in the matrix, but a lot of it is when they think of me. What should you say? OK, now I give you this can happen so you can take on your position is that self talk is a true what you see in your planning days or your community. And what do you do to help them is really hard. Every single person that I work with or talk to you about any of this stuff, they have a story and that story usually includes incidences where something within corporate, the world of work has told you either just by passing the living for promotion that you fully. Or by, you know, two points in motion or to taking responsibilities away from you, or in the middle of the room, like had happened to me. And I'm sure to anyone listening at some point just sit down. You have nothing to say right now. Nothing to contribute right now. Just stop. Just. Stop like an interruption, something like that. To show you to tell you that you don't. Have anything to? Contribute, and

that sucks it just. It just is where we are. We have allowed workplaces to have culture that is very destructive. We have allowed poor behavior for a long time in the name of Prophet and the name of production in the name of you know where we just need to get the work done and we've. Put people last. Or second to last, or at least. Enough down the list. The bad behavior was allowed, and so today we're now. We're supposed to be unafraid to advocate for ourselves. One of the best things about power leadership is that it is in the room before you get there. You don't have to be doing really the level of pushing for what you want and what you're worth, because it's already patently obvious and looks that you have what it takes. And we want that. We don't want you to have to try in the moment to prove that. You know what you're doing? A track record isn't enough. It only is if people know about it and need to control the narrative through your platform, which a lot of it easily did. So we want to be having you do. That all the. Time putting yourself out there on LinkedIn. Like all the time. So. It becomes just an easy thing to do because like for me. Good morning every. Day I try to get out my phone and I'm so bundled up in blankets, typing out my posts. Anything I want to teach that. OK. And then I I do it and I. Drop it and move on. And it's it's easy now and I'm used to. Showing up that way. If I know what my thought leadership framework is, and I know I have enough elements of personal. Brain figured out. That I can put it on like a. Jacket. It's so filling me. And I can go and be exactly who it. Is I want to be. Then I don't have to do all. That work alone. What do you do when you wear detractors? To the prison of Reading and reading as as professional as well. As them on. People who trash talking, people who try to bring you down. What would you say to yourself? So intend to me is this place where I wanted to feel like it's safe. So if you were to come over to my meeting post for today and you see some. And this is a little bit weird, but to me that makes you the person who actually want to hear from. Unlikely to stick

around. It's like everybody this is cringey is weird and so I do not hesitate at all to delete any weird comment when I get one. It is not. A place to like what I want from my LinkedIn is for someone to come. There and feel like it's safe to learn. That's what it is. All about for me. And so I will. Like if you would have someone come on to your porch at home and you write them over and. Maybe trash everywhere. It's like sweep that trash. Off and make it a safe place and. Welcoming place that. You don't have to wonder if someones begging to be. Freaked out and leave. So yeah, I would you say that you push that bad, bad attracting more journey 100%. Really careful about what? I think about. Really careful that I don't spend time freaking out over what could go wrong and want to be thoughtful around where other things that may not be ideal and how do I build towards something better but. An hour of freaking out will cost you a couple of weeks sometimes, and trying to get that thought framework out of your brain and so one time I tried it literally one time I tried it and starting my business. My husband was really concerned like, Oh my gosh, if we go that direction. Work like this could go wrong and this. Could go wrong. And normally I just brush it off and I just keep moving because. I'm so certain. About what I'm doing. And that's just the only way I've found to be, and I thought well. What if? What if it did go wrong it? Ain't me alive. And it is all the confidence that I had about even how I saw both clients. It pulled through how I painted that night. It kept me awake in the middle of the night. It was so destructive and it was so fast. How it just really took a weird and to uproot all that mess. I am so certain about what I bring to the table, not because I feel so certain that because it is, it is a decision I have decided this is how I am going to be. I am going to get this done. I'm going to serve and I'm going to make a difference and the story, it helps a lot. I mean that because I was just thinking about how I use. So how are you able to brush it up and? I think we. Are scratching the surface about you and sending some

next sense. So what is your why? I get to get out of bed every day and sit down in front of people who have been afraid to say what they think they're most of career, and it's usually comes from a place of pain. We hit pain very. Often we stop growing.

Speaker

In that area.

Speaker 1

So I know for me I was probably 12 years old and I would go and I would study lunch times at school, hiding in the bathroom because I had no friend. And that reinforced everything else that was hard. And so if I can help somebody else move past and defeating me through place of pain, they get healed in a whole lot of different ways. It's amazing. It's not just having it to go put a post on LinkedIn. It's all of a sudden, you see. Who you really are and you. Even move past a lot of what's happened. That's definitely helpful reason we went for it. And we can see. Why we need arms. We will find that because there has so much meaning. Thank you. Thank you. Thank you. Well, so for ideas. One thing that has been really hard for me, but I would say that like pain has happened is initiation. I don't think that I've ever felt confident like I can advocate for almost anything else. I have found that when it was time, for example, to like increase my pricing. And the service that I provide. And it was difficult. And finally now. I get to the point where we're so busy, it's like. I'll put it. Out there. It's increased pricing and here it is. If you want it, great. If you don't, no problem. The one time I did try to really advocate for an increase the title increase in salary increase, they let me go. And that was ended up being a very good thing and totally outgoing the position you needed it, you know, like get the heck out of where I was comfortable. For years and move on. But she should suck. I have no idea when. When it comes. To that and. I that's an area that I would love

to be stronger in and so anything I can learn from. You on this but like. Why do women get so threatened with negotiation? A lot of negotiation has been publicized by leading media and a lot of media. High stakes, you know, higher time and it's really not. It's about having a conversation and it's about seeing what is it that you're looking for and. How can I? Help and this is what I'm looking for and this is what you can help me and a lot of it is back to self worth and self esteem. So if you feel good. Now, do you do you? Do you think that about this is the value you're providing? You can e-mail through working with me. You can find ways. If you value that, you will not hesitate to say, and I think you got there, you wouldn't say you have this, this cost \$5000 or \$20,000, whatever it is you. Believe in it. And it's not because you're saying your cost, it's the value of providing so. This mindset and which is why I moved, talking to people like yourself or others, people who are conscious, because that's what they're working on, and it's all about people. So I know the intersection of. Doing something. Thank you. For saying that, I think that. The perspective in the framing we have is just really about it. I mean, it's everything. And it's we. Sometimes the thing the work of scholarship when I'm sitting down and I'm trying to help someone change. It's not easy to say. Little change. OK, OK. But when we can paint a picture of what could be, say, well, we sit down and you're trying to get the thoughts out of your head and put something. Powerful out there. It's not like who do you watch and look at? Who can do that really well, so little bit ahead of you if you're even organization, who's maybe like someone in charge. That's a woman that does walk in the room really confidently or present herself really confidently in a way that doesn't overwhelm others or something like that. Can you imagine who? That who that is? And what would she be like? Would she have sound? To do thought leadership. And it can help to have a. Model for what it does look like. And then it's the maps the maps like you said. And once you

figure that one out, then you just. Need the maps? This is everything, everything. It's just me muscle memory for so much of this, it's like we want to make it so mysterious and I tell you, even just very frankly, like, sometimes even in therapy, it feels like people will get. All of these. Tools, but they don't have to practice to walk out all the new things. That they are. Learning and so whether it is public speaking, whether it is, how to be more confident. I ended up using. It until you get your reps in. It's like my kids right now they're 10:00 and 12:00 when they were like age 6, even 5. I wanted them to learn how to use their voice and just practice so we would go to Starbucks and they would watch me order whatever the thing was. And you know, it's it's loud. It's busy. It's hard to hear even for a grown up. Sometimes you're shouting across a special machines ask for water. And so my little ones would walk in with. Me and I. Would say that you know they'd ask for my. Order and then turn my daughter. And I would say, OK, what would you like? And they would have to learn how to send their voice. Like they were across the cash register. And you better. Believe it took like 25 times or something for. Them to. Be heard. And so we would try again and then, you know, they have me there to rescue them. Before they get embarrassed, seem freaked out completely, but now they can walk in by themselves. Walk straight up. And say, can I get a venting water please? And like eye contact, send the voice. It just makes me so pleased. Because it took. Me many years. I still don't like ordering at Starbucks. I'd rather mobile order. He wants. I'm sitting there because I don't like asking for what I want. But I'm practicing. Yeah, getting more confident. Just doing anything, whatever. Everything is stopping you. In practice, it gets easier every time. It's so true. Even in there people I've spoken to, you just have to get ready. You share that fear. You have to define it for yourself. And once you define it, you can do something about it. That's kind of different. Yeah, teaching years a little band. We talked about our personal brand.

Could you give us some answers as to what the personal brand story can look like? Yeah, absolutely. So a personal brand is simply the vehicle for your thought leadership, like your thought leadership needs to get delivered. In such a way? But it's how it looks how it sounds. What's the tone? What's the style? For me, my. A lot of. My tone a lot of the way that I want to come across is warm and friendly and lighthearted and totally like a coach. It's just that's how it always comes out. That's true to me. If it's not you, then you're gonna quit. Whatever The thing is you're trying to. Have a person brain for it. You'll stop as soon as it's not fun because there's so much pressing. At all of us. That we will cut out the things that we don't have the energy for, but it also it's just because you want to represent who you would be if someone were. Meeting you on the street. If it's super weird and disconnected like that, doesn't sound like you at all. Like you don't even talk like that. Why would you create content that sounded like that, but it's it. How it's how it makes people feel too. I want you to feel empowered. I want. You to feel like, OK, I could. Do that, yeah. I could do that. That's that's my goal. So a personal brand is. Just the dressing around it or just how it all comes together. If you're wondering about. What it is though, what I can tell you is this. I didn't really have a personal brand to find until a couple of years ago. I was already those things, but you don't need one. You know you can still go be. About either and have your stuff go out there in such a way that it does when you plan to get you the job keeping the job. It just gives you a little bit more of a framework to go from anything that stops you from going to share your ideas, your insights widely. You need to address because you realize you wanted to. Hold you back. When you do personal branding, does it mean when you talk, talk to somebody or the words and come into your mind every time? Or is it that? Does it have to be that obvious or does it have to be more? It's maybe a little bit of both. It does help if you have some personal like some things that are like

talking points that are just you. So if you do have that chance for an elevator pitch in the room, you want to be ready. To know what to say. About you, but you also. Want to be you it. Helps me be a little bit. More comfortable just when? I you know, back to Starbucks if I. Walk in and. Sweats that day. I'm still me and like. If Beyoncé walks in and sweats in. Starbucks she's still her, but she's. Just dressed down.

Speaker

A little bit.

Speaker 1

You just know how you're going about doing this work. Of telling people who you are. So it's it's. A little bit. Outward, it's a little bit inward, but the biggest benefits. Aren't the outward ones. So the inward ones it's because. A lot of our leaders will not put themselves out there because of something like, for example, where my profile photo is so old. My profile photo is so old I don't have colors. What do I do about that? And it's like, well, who cares? Let's go anyway. Your podcast reads someone was talking about how are you when you're feeling safe? Think that's your personal brand? That's like when you feel safe. Meaning like I feel like, OK, this room that I'm in, it is for me it is not trying to beat me and tear me down not believing me. And so it's like when you go out with close girlfriends and maybe dolled. Up a little. Bit it's you looking your best feeling your best. It it could be as simple as that I. Hadn't posted a new game forever because it was just so down gamer. So once I started doing it, I don't even think about it twice. You know, just post and. Things that I believe other people can benefit from, and for me, maybe that's my personal branding service. I love that. So if you just aim to serve, I call it. Like serve at scale. Right. It's like you don't need to do anything else but go help you know, five years ago, 10 years ago. That's it. That's all you can worry about. UM, the rest figure it gets figured out. As you go,

you know you. Right. Like you know what, it was like to be you less network, less resource, more pressure. What can you do to shorten the? Journey for her. Mentorship is looked upon really happily by everyone around you. If I go and try to do something really simple, I mean, hey, you know the personal brand. Is it's just this, that's all it. Is that establishes a ton of. Trials to people, even who already know. So in your area, if you can break down something complex about negotiation, it's almost like you're just showing people you care. We want to work with partner with, hire the people that. Care right up. Maybe talk two or three things you would suggest people do after we do this podcast. Go do two or three things. I would say if you could, if you are brand. New without leadership. If you have never felt comfortable putting yourself out there on LinkedIn, that's a bummer. We want you to feel really comfortable. You're on LinkedIn. It's like I'm not even sure there's so many things you can do speaking while you being doing all this. Other stuff but. You don't want to go without a pretty decent plan for LinkedIn. I spend about 10% of my time on my personal thought leadership. It is the thing that has brought me clients brought purpose, brought fun, but a a wonderful time to do life with. The impact is massive. If you could find a couple people in LinkedIn that write content that makes you go oh, that was good. That was really interesting I. Like I really like how they did that and use it as a model for you, sharing your insights so #1 figure out a simple simple. Training plan for your own LinkedIn activity. It opens up so many doors I can't even begin to describe. And then the next one will be don't overthink it. Oh my gosh. The number of phones that I know are deleted before they even shared backspace. Yeah, I'll just do it later. It kills me. And it's not necessary. Truly, you get so. Much better at it as you start. But your feet. Have to be moving, but then for the love of. All things don't overthink it. Just go for it. We think everybody hears us instantly, but there's like over 4 billion people on the Internet and even if

you mess up, it's not that big video. Absolutely. I mean that LinkedIn. Post may not be seen by that many people, but I looked back at it and found this spreadsheet the other day from like in 2021, just started sharing on LinkedIn, ten impressions 205080. And like it just goes up from there, but I wouldn't have gotten to a couple thousand for post today. If I hadn't started there, so don't read through it and through it. Just going sloppy against you that you started the fight out. Other than the LinkedIn. What advice do you have for somebody who's in? That in your share zone. I think you have to. Go back to this place of just deciding that you're going. To stop listening to fear. You're going to stop wondering and worrying about what people think. There is a bell curve of everybody who could possibly be out there. On the you know if it's an upside. Down U on this. Bottom side is this 30 people that will never support you anyway. They don't want to hear from you. They don't like you. They're not. Gonna support you. So. OK. And then you've got like the 70% or really down the link in this rabid fans kind of thing. They are all excited to hear from you. We should be focused on them, not on this group that doesn't care anyway. Doesn't like you? Carefully let them. And put your focus where it needs to. There is this long lineage of people. That come before us. I had a. Great, great, great grandmother. I think that died of gangrenous appendicitis. I mean, I can't even. Imagine what that would have been like, right? And she was. Like 28 and passed away. All these women that have come before me to put me in here in this moment where I can and have a podcast with someone and get. To know you and send my. Insights out there across the world. It has never been more amazing time to be alive, and you can. Do everything you. Want sometimes the people closest to you are in the most opinions about why you. Shouldn't do it. But that doesn't mean you shouldn't do it. To take the reins of your own life, you have to now go and be the CEO of, you know, Dorothy Inc of Julie Inc. There's an employer that's here to take

your review. Yes, you may have a job, but like, really, they could drop you. It wasn't easy. You have to look out for you and if you go and do thought leadership, if you learn. How to use your voice and advocate? Your for yourself, you being a good CEO. Get your eggs. In more than one basket. Errands take advantage of your voice platform and the chance to. Build something amazing. That's definitely a great place to stop. By do you? Have any questions? Going this is so inspiring you. I really love it when I hear you. I feel like while everything stopping from speaking up, from advocating for themselves, you just need to put. You on repeat. One of the things that you said in your podcast or your in your newsletter, it's risky to make different. And that was really powerful for me. But I want you to expand on it a little bit if you especially because a lot of people, when they contemplate thought leadership, I don't have anything special to say. Everything's already been said. Connect the two and kind of give us a message. What would? You say to that. Think it's risky to hide? Imagine this meeting is a crowd of 100 people who do the same. Thing as you. And all of a sudden you step away, you step out of the crowd and say something just moderately interesting. While everyone else behind you. Is quiet. It is risky to be in that group. That's scary. That takes away all the power you have to tell people how great you are. And so we we want you to not have that fear and not have that apprehension about sharing. And if you can take what you know and put it out there, what you also get to keep in mind and what they mean during massive recent shifts and LinkedIn. Everything you are looking for is you to speak from this wonderful, absolutely beautiful unique intersection that is you and your voice, so nobody else. The world can. Had come from where you've come from. When they look out. The window right now they're not seeing. What you're seeing? They didn't have your expertise. All have a windy Rd. that got us. To where we are today. And with that one you rode and all your. Passions and all your

interests and everything that makes. You you your same stuff. The same thoughts, even if it was the same as five other people, those people. Are not you and you are not them and your audience is not their audience. You don't show about maintain for anybody except who you're there to serve and who is watching you. They're not going to learn from other people the. Same way they will from you. Everyone has a unique voice in this story. Growing up in this podcast is to do the tiny plan on how we show on LinkedIn and then everything get authentic voice. When would you say that? That's wonderful. Well, Jimmy, thank you so much for giving us a lot of information today. We need to have you back as we progress in this podcast to get more thoughts on how we can do even better showing than we do about this has been wonderful. Thank you so much for your work. You do it is crucial work around negotiation. I can't wait to. Continue learning from you as well. Thank you. There you have it, my friends. Some practical, actionable insights on how to build your brand and build your network on LinkedIn. This becomes very important in salary negotiations because when you create a brand of voice and thought leadership presence on a powerful platform like Linda. Then you become an irresistible force for people who need to hear your message and also, interestingly, your back now best alternative to a negotiated agreement. If you find my podcast, you know a better is very important to gain leverage and power. Basically, it's an option that you. Can follow back to. If your negotiations fail, if you have a strong presence on LinkedIn, powerful voice leadership and following your banner is pretty much unlimited. Follow the tips that Julie provides today. Create your authentic voice and your following and you will not look back. Good luck. Thanks for listening. Bye for now.

