

Abbie Broad – Mindset Coach for women in business

“helping you create harmony without compromise”

There are a million ways to describe struggle. Our behaviours, values, and beliefs make us who we are. Mindset is all about energy. Internal struggle is exhausting, both physically and mentally, and the Big 7 that I focus on in my group and 1-1 coaching are, I believe, the most common for women in business from the start and throughout their journey. The distractions and behaviours they cause, such as procrastination, avoidance, self-sabotage, and addiction, are what truly hold us back. Developing a growth mindset and maintaining mental resilience offers us a constant source of energy, vital for life and for running a business.



No one says, *I think I will start a business because I need more stress in my life.* They do it because they believe it will offer joy and freedom and flexibility. There is no flexibility in struggle; we are by definition restrained and if we allow the struggle to continue, we will eventually become exhausted and broken.

How mindset helped me

Mindset tools offer us a way to own our process. To place our internal drivers, values, and beliefs onto a platform where we can step back and gain perspective. From that perspective, we can begin to sort what is helpful from what is not. The process of change is not about deleting parts of who we are; it is simply a process of choosing to learn something new. If something isn't working, we find a way to move past it. To overcome it. To reduce its negative effect by applying an antidote. Bad habits develop over time as a coping mechanism for pain. We simply choose to create new habits that offer a more resourceful cure for the pain. We need the pain to feel alive; we don't, however, need to let it consume us. We make choices.

Even those who grew up with a fixed mindset have the ability to learn new skills; we simply need to make the choice to do so. Just by making that choice, we are signifying a commitment towards a growth mindset.

Struggle, to a point, is necessary and inevitable, but it does not need to be constant or consuming. All that separates those who succeed in business from those who struggle is mindset. Yes, you need a good idea. You must have a good idea and something to sell for sure, and the ability to take action and execute the plans necessary to promote and sell that idea. But those who succeed in delivering on their idea, their dreams, and their goals are those who work purposefully to adopt an entrepreneurial growth mindset: the ability to believe and trust in your dreams even when the going gets tough.



You must believe success is possible to be a success; those who struggle have yet to embrace this simple, yet life changing, concept: self-belief. The struggles are part of the journey, but once we decide that what we want is at least possible, that the script from our past no longer defines or dictates our future, that is the difference.

We are all born with self-belief, although many of us will inevitably lose some of it over time. It's reduced by experiences, situations, setbacks, and other people's agendas. Messages absorbed subconsciously are all stored away in our minds just waiting for someone or something to trigger them. Thankfully, our past does not define our future.

We all have a choice to do better and to feel better. If you have chosen to work for yourself, if you have chosen a path of entrepreneurship, a path of risk and reward, of unpredictability and fulfilment, then choosing to invest time and money in yourself too, should not be difficult. Your business will not save you. Your business, however amazing it is, will not give you the joy and satisfaction you seek, nor will it offer the life altering changes you hoped it would. That is on you. You are the business; therefore, you will need to become the source of joy and fulfilment. Your business is simply the vehicle for the journey.

If you are the business you had better learn to understand, love, appreciate, and prioritise every part of who you are. Do this and you have the recipe for success.

Creating harmony without compromise

So we all want to hit the work life balance jackpot right? But what does that even mean? For me balancing my work, my family, and myself is a process that requires behavioural flexibility and acceptance. Its about prioritising me and my time not compromising. No two days are the same. Life demands our attention in ways that we cannot predict, and for someone like me, who thrives on organisation and consistency, this in itself is challenging.



Mental resilience is how I find balance. Focusing my attention inwardly to build confidence in my process, shaping behaviours that enable me to show up every day without always knowing what that day will bring. If you have chosen to use your skills your talents and your passion to earn income, then you are the business. You must, therefore, look after YOU.

We are who we are, and our struggles will forever be a part of our journey; they do not need to define us. Switching our mindset to be able to use **time** effectively to become our own boss so we call the shots, so time no longer enslaves or drains us. Controlling our **fear** of success and making money – a simple tool that leads to the things we desire like more time with our family, enjoyment, fulfilment, and peace. Finding **connections** in our business world that energise and inspire us. Giving ourselves permission to let go of the **guilt** and cease self-sabotage. Noticing when our minds and bodies are crying out for rest and introducing daily routines that navigate us away from **overwhelm**. Making peace with our past, forgiving others for the part they played, and taking responsibility for our own journey. Overcoming **self-doubt** and **confusion** by committing to a journey of curiosity and growth.

I named my business Now Watch Me Fly because I truly believe that when we can release ourselves from struggle we can absolutely fly.

Discovering I had choices was the start of an incredible journey for me, one that I hope, never ends. I thrive on the energy of self-actualisation and I am incredibly grateful that I now have the pleasure of supporting and coaching other women in business to discover who they are too. To embrace their uniqueness and thrive beyond the struggle.



I did not walk this path alone. Although at times I felt disconnected, isolated, and alone, I did not spend a single day alone. I had me. There were times when I ignored this amazing person. Took for granted her wisdom and friendship. Treated her with contempt and ignored her cries for help. But she never left my side. Finally I realised that the voice inside of my head spurring me on Is me. And you have the same voice too. You just need to quiet down the noise and listen.

Work With Me

I am Abbie Broad – I help women in business create harmony without compromise. To have the business they deserve and the life they desire.

I am a mum wife and business owner. I love my life and I love my work. I believe anything is possible when we are able to prioritise our time and energy with confidence. So I am on a mission to show you just how much easier life and business can be when you free yourself from the struggle. I am an accredited coach, NLP practitioner and published author. In my book *Does it really need to be this hard?* I share my story of how I made the mindset journey from struggle to success to create a business that is both joyful fulfilling and profitable.

If you are holding back from having the business you deserve. If you are feeling exhausted trying to be in two places at once. If you are limiting your potential because you are afraid that a successful business means sacrifice and compromise, then I can help.

For more details about my coaching packages resources and free Facebook group – hop over to [Work With Me](#) and lets start turning your passion into profit.

<https://nowwatchmefly.co.uk/services/>