

## Ep #168: Run Your Home like a Million-Dollar Business



### Full Episode Transcript

With Your Host

**Becca Pike**

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Hello, my friends. Let's talk today about the standards that I have in running my home life, running my home like a business. Honestly, I run my home like a million dollar company, and I'm going to give you a little insight into my brain on that subject. This is episode number 168. I am your host, Becca Pike, and it is time for your weekly dose of Hell Yes Coaching. Let's go.

Hey, guys. I'm Becca Pike and welcome to *The Hell Yes Entrepreneur* podcast, the number one show for entrepreneurs looking to create their first six-figure year. If you've got the drive and you know how to hustle but you're not sure where to channel your energy, we've got the answers. Let's dive into today's show.

I run my home like a million dollar business. Now, before we get started, I just want you to know this episode isn't about hiring a home team of nannies and chefs. I am going to be talking about that, but what I want you to see is the standard of operation that I use to run my life.

When people look at our life and they say, wow, the Pikes are so put together or whatever it is that they say. We have heard this numerous times. It is because yes, we do have amazing help from people that are it's like we couldn't do it without the people. But even more than that is because we run everything we do like it matters.

The people, the chores, the schedule, the discipline of our kids, the standards, the regimented schedules, like it all comes from a mindset of running it like a professional business. This bleeds into so many other places in my life. Like I don't allow just anyone to be in my friendship circles. I don't allow just anyone to be in my home. I don't allow just anyone to be in my comment section on Instagram.

Like you can't take up real estate in my mind without permission because I don't allow people in my mind without permission. I don't want a team in any of my businesses to be a revolving door of mediocre staff. I want the best staff, right?

## Ep #168: Run Your Home like a Million-Dollar Business

So I just take so much pride in what I do and my husband does as well. We talk about it. This is part of our conversation as a married couple is we talk about what we want and what needs to happen in order to get to that place. This truly is the key to why I sleep so damn good at night because my standards for anything are my standards for everything. Your standards for anything are your standards for everything.

So let me paint this picture real quick. So Mark and I run three companies right now. I say right now cause it's going to grow. As of right now, we have roughly 80-ish staff members to oversee. We have four kids who we want to spend an excessive amount of time with and four very needy as fuck pets, including one puppy.

We do our best every day to exercise and to eat home cooked meals at least six nights a week. We make breakfast for six people seven days a week as well as high protein lunches each day. We walk our dogs and ourselves, and we still have to have time for work trips and vacations and school events and actually enjoy ourselves. To say that we have a lot of moving parts would be a massive understatement. But most of you guys are busy ass moms. So you already know the struggle. I'm preaching to the choir right now.

One of the best things I ever did was create a mindset shift in the way that I think about my home. So yes, my home is a hundred percent like a relaxed, nurturing sanctuary where my kids get to grow up and I get to be braless and dirty and happy and silly. I don't want you to hear this episode and think that I'm saying that you need to be regimented and anal about everything in your home. Your home needs to be your safe place. It needs to be the place that you get to just relax and be you.

However, the way that I get to this is by running it like a business, and the more standards and discipline that I have in place, the more freedom that I have. Here's what I mean by that.

Number one, I do have a home staff. I do have a home staff. So I stopped this whole like hey, if you know someone who knows someone, let me

## Ep #168: Run Your Home like a Million-Dollar Business

know. Or hey, I'm looking for someone to help watch the kids sometimes let me know. Or hey, if you know someone that might be able to help me clean one day out of the month, I would love your input. Right?

I started looking for home help through a service of qualified, background checked candidates who consider this their trade. It's not just my uncle's sister's neighbor who's trying to make extra cash this summer. This type of standard of looking for people through the qualified background checked services, this type of standard is what brings me the highest quality candidates.

Just hint, hint. This is how you should hire in your business too. Okay. Okay. Let's stop the whole, if you know someone who knows someone they're hired, that's a no. That's a no for me, and that's a no for you.

So just straight out the gate, I take hiring for my home team really seriously. Because again, not everyone's just allowed to come into my home. They're not allowed to come into my private space. They're not allowed to come into the place that I hold so sacred for me and my children. So first thing's first, standard of operation. You can't come in unless I have taken the initiative to really understand and get to know who you are. I think just this mindset trick alone, just this up level has been a really, really important to the growth of our companies as well as to the growth of our home.

Number two, when I do bring someone into my home and hint, hint, this should be for your business as well. I really set the stage for what their role will be when I'm interviewing them. So I don't want anyone ever in my home or my businesses scoffing at a task and saying I'm not going to do that. That's not my role. Right?

So when I hire someone for help in my home, I help them understand before they take the position that no role is set in stone. So my nanny doesn't just nanny. Sometimes she drops off Amazon returns for me. Sometimes she grocery shops, or she cleans up dog puke, or like all

## Ep #168: Run Your Home like a Million-Dollar Business

the things that I'm doing too. We're doing this together. She is my actual nanny, but she's really a home helper.

I have this other woman who is also a home helper who will cook and walk the dogs and watch the kids, and she will water my plants, and she will grocery shop. Sometimes I think that half of her job is literally just helping me get my necklaces on and off. Thank you so much, Suzy.

But it is imperative to me that if someone is working on my team, that they are a team player in every way, and they are willing to do whatever is needed for the betterment of the business. It is my job to be sure that that is stated. When I say business, I mean the business of the home.

So number one, just way better standards on who is in my home to begin with. I also allow new hires in my home to be trained by shadowing the person that is leaving the position, which, again, hint, hint, is something that I do in my business.

So we basically have no turnover in my home. Once someone becomes a part of this house team, they're lifers. Okay. We've had people for years. However, we have had a couple people that have moved away or have left the position for various reasons. We had that person train the next person.

So if my nanny were to give her two weeks' notice, I would have a new one ready to follow her and her every move on her final week. This allows me to not have to stop what I'm doing for a week of training. It ensures that there's the smooth quality transition so that the home doesn't seem hectic or chaotic or intense. It's just a smooth transition from one person to the next because I want my home to be a smooth transition from day to day to day with my children.

The next thing about my home staff is that to me, retention is important.

So I would rather pay someone really well and treat them well and give them bonuses and extra love any day of the week than pay mediocre and be a mediocre boss to them. They become unfulfilled and leave, right? Like this is not, it's not the way we want to do this. It's the same thing in your

## Ep #168: Run Your Home like a Million-Dollar Business

business as well. Now this is where a lot of my heart lies when it comes to why my home functions as good as it does and is as healthy and happy as I know that it is.

Number five, there is no one on my home team that doesn't contribute. So just like in business, my standards are high when it comes to being a team player. My husband and I, we pull the brunt of it ourselves, but I am not afraid to have my kids working and from a young age. Honestly, in a society that seems to be over entertaining and over cushioning their children, I cannot state this enough.

Daily age appropriate chores and house work are so insanely important for their mental health as well as your own. So don't be afraid to lovingly demand help. Okay. Side note, a study was done on depression in children. I was reading it the other day. I wish I could cite it for you. I cannot, but the number one cause of the depression was non-contribution.

So the study found that children who had no role in the home, no important task every day, no like specific need or desire from them that helped the family or the society. They were just like kids that were just living and breathing and being and often probably being entertained along the way. They were experiencing significant levels of stress and depression, right? Humans want to contribute, whether they can verbalize that or not.

So, again, in this little quick overview of the way that I'm running my home, part of the reason that I want you to hear this because I want you to have the high standards of running your home like this and running your business like this in the sense that you are taking your time with hiring people and taking your time with training people and really trusting that you do not want to have low retention. You want happy employees. You want people that feel really good working for you.

But also this is just a discussion on standards for everything. Your standards for anything are your standards for everything. Your standards for the way that you treat your body, the way that you eat, the way that you hydrate, the way that you sleep, the way that you run your companies, the

## Ep #168: Run Your Home like a Million-Dollar Business

way that you lead, the way that you are a boss, the way you treat your kids, the way you discipline your children, the way that you hold your standards, you hold yourself, you hold your self-esteem. This is all encompassing.

So as I'm helping so many of you become much wealthier, growing your businesses, what I don't want to happen is that it is a lopsided pie chart. That your pie chart is extremely wealthy, but you are not healthy and you are not free because your standards aren't where they need to be in order to be healthy and wealthy and free.

Now I see so many of you guys in my community that are doing all of these things, and I'm watching you up level on all of the different playing fields. I'm seeing how you're becoming healthier, which is also making you wealthier. I'm seeing how you're becoming wealthier, which is also making you happier. I love seeing those full size pie charts.

So we're just going to keep that momentum going inside of The Circle. I'm so happy to see it in there. However, I want you to just be continually reminding yourself how important it is that you are leading your home and you are leading your life from the place of the powerful version of you. Because you got this mama. You are doing it. You are killing it, and you have already made it. Everything after this is just extra. So go have fun.

Hey guys, this podcast is the blood sweat and tears of a lot of different people. The planning and the preparation of each episode is extensive. My team and I are really proud to bring you this free and abundant content each week, and we hope that you're loving it. If you are, the very best thank you that we can receive from you is a review and a share.

When you share this episode with a friend or leave us a five star review, it is like pouring a little bit of magic into our podcasting bucket. It is what gets our work recognized. It's what gives us energy and keeps us going, truly. Not one share nor review goes without recognition from our team. As always, we fucking love you here at Hell Yes Coaching. Have a beautiful day.

## **Ep #168: Run Your Home like a Million-Dollar Business**

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