

## Ep #198: Ditch the Drama to Lead Like a Mature CEO



### Full Episode Transcript

With Your Host

**Becca Pike**

[The Hell Yes Entrepreneur](#) with Becca Pike

## Ep #198: Ditch the Drama to Lead Like a Mature CEO

Hey guys, welcome to episode number 198. I am your host Becca Pike and it is time for your weekly dose of Hell Yes Coaching. Let's go.

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My team and I are doing something so big. We are making such a big leap. We are completely changing everything and flipping everything we know on its head. And we have just announced the biggest announcement probably Hell Yes Coaching has ever announced.

For the first time ever, you guys, we are bringing Hell Yes Live to Lexington, Kentucky, at the Manchester Hotel, on Manchester Street, in the distillery district, the same district that made me a business owner for the first time. I could literally cry thinking about this full circle moment.

Five years ago, I had the shakiest hands as I signed a lease at the distillery district for my very first business that I could barely afford and didn't know if it was going to work and just, you're such a beginner. And now I'm signing a contract to host the biggest business conference in Lexington in the same area. God bless America.

And we want this event to be drastically more accessible to the public than it has been for all of the years of Hell Yes Live. And we want to fill this room with literally hundreds of business owners. Hundreds. This is going to be the place to be in July. We want to fill it with hundreds of business owners, even if that means that we profit way less.

So we are slashing the prices all the way down from what used to be \$3,500 per ticket all the way down to we are starting the pricing at \$397. What? Crazy, right? Less profit for us, but more potential for our community, more potential for more business owners getting their butts in these seats and growing the hell out of their business. Let's fucking go.

Hell Yes Live is an event that I have put on around the country for years. It's not your grandpa's business conference, okay? It is not just like a sit down and take notes event. Hell Yes Live is a complete identity

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transformation. It's an interactive, intimate experience, and the sold out seats and the constant outpouring of testimonials speak for themselves.

In three days, I take you through more intense business coaching, gap maps, profit creations, infrastructure, marketing strategies than you can get in most year-long coaching containers. Millionaires have been made on repeat in this Hell Yes Live room. You will leave this event absolutely unfuckwithable, ready to walk through fire in your company and with the exact strategy to grow and propel your business to see a 100% increase immediately.

A lot of my students are reporting 456%, 700% increases annually as they come to these events over and over each year. And it's all coming to Kentucky, my little bluegrass babies. So you're going to be surrounded by droves of business owners, wealth, potential at Hell Yes Live.

Not only will you have direct coaching with me, but I have teams of multi-seven-figure business coaches who are ready to not only take my strategies, but help you strategize your own business and speak to your exact problems and make your company bulletproof. This is what we do all day every day at Hell Yes Live. You don't just get me, you get my team too. The success is literally inevitable. It is baked in. So here's what you need to know.

Hell Yes Live will be in Lexington, Kentucky on July 15th through the 17th. There is a VIP day on the 18th as an upgrade. The price for Hell Yes Live tickets are going to go up every single month. So the very first price raise is mid-February, then again in March, then again in April, May, June, all the way to July. So this is the lowest price it will ever be. The longer you wait, the more you pay. So by the time we get to the event, the ticket price is gonna be somewhere around \$1,000 each.

For now, this is all the information that you need to know, okay? It is still early in the year, but we are getting these seats sold out. We are building out the best event that you could ever imagine. There is going to be hundreds of the top business owners in one space. This is the absolute

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opportunity of networking, of creating social circles and of exploding your business with me.

My team and I are so proud to be bringing this event to Kentucky for the first time. And we are excited to watch all of our Hell Yes students who are non-Kentucky folks fly in and experience my beautiful home state in the summertime. I hope to be toasting champagne with you on the rooftop of the Lost Palm of the Manchester Hotel the evening of our welcome reception on July 15. Email us at [contact@hellyescoachingonline.com](mailto:contact@hellyescoachingonline.com) to secure your ticket.

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Welcome to *The Hell Yes Entrepreneur* podcast. I am your favorite business coach, Becca Pike. If you're looking for high level CEO leadership skills, modern day marketing strategies that actually convert the hell out of your leads, and you want to create a big ass wallet and big ass impact in your community, then this podcast is for you.

Welcome to my world. In here, we do two things. We scale, and we play. Because what's the point of being rich if you can't have fun? If you want to make multi six and multi seven figures without sacrificing your gym time, your music festivals, your wine nights with your friends, then I'm your girl. Enjoy.

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Friends, this is going to be short and sweet but powerful as hell. Listen, your business problems, everything that you're dealing with, everything that's going on and everything that's coming to you in the future, those problems aren't actually the problem. Your reaction and your reaction time are going to be what the problem is in the future going forward. It's what's been the problem in the past is what is the problem right now in the present. Your reaction is the problem.

Things are going to happen in your company that suck. That is just the truth. The real problem here, though, is that you have to become the CEO

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that does not waste her time on the reaction of it. Like, thinking about it for days, telling your side of the story in order to feel better, coiling back from the public because you're licking your wounds or you're embarrassed or you don't know exactly how you're supposed to show up at this point because someone's talking trash, or you're wondering what to do and spending weeks or days or months or hours being knocked off of your track. That's the real problem. It's not the outside circumstance. It's the inner game of what you do and the lack of self-leadership when the inevitable does actually come up.

I have become so insanely non-reactionary. It's actually pretty crazy. You can see it in the convos that I have with my team. Like, oh, someone's talking shit online. Cool, good, good press, move on. Three people quit today. Okay, fill their roles by Friday, move on. Our lease just got doubled. Okay, let's compare other options, move on.

We're buying another company. Okay, let's put these priorities on the back burner and move these priorities to the front burner and move on. We got denied access to a loan we need? Okay, contact the bank. Move on. Let's get another loan. Move on. That person wants a full refund and is leaving a bad review, okay, take care of it, please, move on. Moving on, moving on, moving on and staying neutral while we do it.

I want you to imagine how fast my companies actually move, not because we are doing anything different than what your company is doing, besides the fact that we spend zero time being reactionary. We stay cool as a cucumber, baby.

And this is what has built my staff of 100 people in less than six years, because we're moving on. We're plowing forward. We are not taking time at all to lick our wounds to say, hey, we got to stop what we're doing. We got to figure this out. We got to overthink it. We got to tell everyone about it to get their opinion so that we can be validated in the choice that we made.

Right, this is how we have a staff of 100. This is how we have three large companies and four kids and a solid marriage and I sleep like a baby at

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night. Never missing a wink over the drama. And this is what I want for you too. Never to miss a wink, never to skip a beat over drama that is happening outside of you. The circumstances that are happening outside of you are not the problem, right? The problem is the capacity at which you can handle big things. And right now, my capacity is huge at this point, right? My capacity is huge because I've been through the ringer.

All of a sudden, these problems that used to seem big aren't big anymore because I'm just so used to them. I'm moving forward, I'm walking through the fear, and I'm going on to bigger problems. But if you stay small and you stay safe, your problems are always gonna seem really big. It's not till you replace them with much bigger problems that the problems that used to seem big now seem really small.

When you learn how to move like a mature CEO, when you learn how to really fucking go for it, regardless of what's going on around you, regardless of how you feel like the world is burning down, regardless of what he said or she said, regardless of if this person quit or that person quit, that's when you start building a company very fast.

Your monthly income is directly related to how you react when things don't go your way. When sales are dipping, do you shrink and get frustrated and knocked off your momentum? Or do you stay unwavering and literally delusionally convicted? The second is what makes you six-figure months.

When one unhappy client speaks up amidst your hundreds of happy clients, do you let it wreck your self-esteem? Or do you simply reply with great customer service and you just move on unfazed? The second is what protects your momentum. When you can hold your standards and hold your conviction despite the fear and the pressure and the frustration and the haters, you will pull apart from everyone. Your \$20,000 months will turn into \$100,000 months, literally overnight. \$100,000 months will turn into \$500,000 months, literally overnight.

But stutter stepping every time something goes wrong is what keeps 99% of business owners seeing mundane results. The 1% have learned how to



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simply soar above all the bullshit. When you start leading yourself through things like this, your clients are going to be magnetized by your energy. They won't know why. They won't know why because confidence puts off an energy and people-pleasing puts off an energy.

Being unfuckwithable puts off an energy and being torn down with low self-esteem puts off an energy. You will become the one that they wanna work with. Sales all day, DMs all day. Again, most of them won't know why. It'll be a feeling of authority that they see when they look at you. And this is when the magic really starts to happen.

You have to stop operating at the same level of self-leadership that got you to your income now. It's not going to be the same level of leadership that gets you to the next level of income. And you already know this, right? If you did already have the skills, the specific skills to do this, you would already be moving this way. But you don't yet, and that's okay, and that's where Mama B comes in.

Listen, if you're not a part of the circle, what are you even doing? The circle is the number one place for you to come in and become a mature CEO, to start leading yourself like a multimillionaire. This is why we see such insane results when people come in. It's not because I'm only giving strategy. This is what you should say on the internet in order to get a new client. It's so much deeper than that. When people come into The Circle, they learn how to actually move like a millionaire. They learn how to think like a millionaire.

They learn how to stop obsessing over the little things. They learn how to let go. They learn how to bring on more people. They learn how to hold more responsibility and they learn how to become savage.

If anything, y'all just remember who the fuck you are when you come into The Circle. And then obviously there's just nonstop workshops and classes and business mentoring and me just rolling up my sleeves with you and building your company with you.

If you're not in The Circle yet, what are you doing? It's only \$1,100 a month. Get in here. This is going to skyrocket your company. All right guys, that is it

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for today. I cannot wait to see you inside of The Circle. And if you haven't bought your tickets to Hell Yes Live yet, now is the time to do it because prices are going up all of the time.

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.

Hey, thanks for taking the time to listen to today's episode. If you're looking to get more clarity and momentum for your business, visit [hellyescoachingonline.com](http://hellyescoachingonline.com). See you next week here on *The Hell Yes Entrepreneur* podcast.