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**Tami Enfield:** [00:00:00] Hey friends, welcome to the conversation today with myself, solo episode coming at ya. I want to talk today about overcoming the fear of sharing personal stories. So this is something that I work with a lot of people on when it comes time to step out from behind your brand, or if you don't have a brand, just step up or out online to help people overcome something, right?

**Tami Enfield:** To share your story or to. you know, build a community or just to share some authentic pieces of yourself with the connections you have online. There is a fear that comes along with that. There is a fear of judgment. There is a fear of, oh my gosh, what will people think of me now? And for women leaders, specifically, um, I'm sure there are some men who feel this way too, but in my experience with women leaders, they think if they share a [00:01:00] personal story that they won't be seen as professional or as Much of a leader, and I think stepping into vulnerability as a leader is one of the most powerful things that we can do for our companies, for our communities, for the mental health of everyone who follows us, right?

**Tami Enfield:** Like people want to see people, people want to connect with humans online. So what makes us human is our experiences, right? Like what we think of them, what we. What we've learned from them, how we feel about things, lessons we've learned, right? As entrepreneurs on social media, we have a lot to say. As leaders on social media, we have a lot to say.

**Tami Enfield:** As moms, uh, on social media, we have a lot to say. As authors, as readers, as athletes, as doctors, like whatever our experiences as a human [00:02:00] needs to be shared online so that people can feel less alone. I've read statistics, and I'm sure everybody's seen that, like, we are the loneliest we've ever been as a human species.

**Tami Enfield:** And how can we be this lonely when we are this connected? It is because we are not seeing ourselves in what we're consuming. We are not seeing lived experiences that we have lived. We are seeing instead highlight reels and what people want us to see. We are seeing filtered versions of life on social media.

**Tami Enfield:** We are seeing. The toast at the beginning of an evening with all of our friends sharing pictures of our drinks and we are not seeing maybe the fights that went on at home, or we're not seeing the struggles of friendship, we're not seeing the next day's like, frankly, after a night of drinking, but anyway, I'm saying we have to share stories of hangovers, but.

**Tami Enfield:** I'm sure we're not seeing all that there are right, [00:03:00] but overcoming the fear of sharing those stories is something that I try to walk clients through as we're putting together what I call a personal brand message map. And there are a few ways that we can get to stories that don't feel scary to share, right?

**Tami Enfield:** Like, Goal number one is to come up with a few stories that are shared from a place of discernment and not fear, right? Like I'm choosing what stories about myself that I want to share that align with me as a, as an authentic human and align with my personal values and align with, you know, in some of these cases with my brand.

**Tami Enfield:** One way we do this is a personal values exercise, right? Like let's really determine the values that you come from in order to be authentic. And this is one of the biggest challenges I've had to, You know, I've come up against in my career is how do [00:04:00] you teach authenticity? Because it's so subjective, most people say, Yep, I'm being authentic.

**Tami Enfield:** This is me. This is 100 percent me. I'm being authentic online, and only 52 percent of their followers actually believe them. That's because that maybe my values as an authentic human don't mirror yours. Like what I value isn't necessarily what you value. Therefore, you think I might be hiding something or just don't believe all of what I'm saying.

**Tami Enfield:** And it's because it's so subjective. So how can we share authentic stories and be as authentic as we can online is by tying stories together. And experiences to our personal values. Obviously a personal value of mine is authenticity. Like I try to be as authentic as I can, and I have gotten quite a few comments out and about where people will say you are exactly how you are in [00:05:00] person as you are online.

**Tami Enfield:** Like you, you are the same person. When I've met you online, I, I've experienced the same Tammy as I do at a networking event in person. And that's been my goal. I don't want to show up as someone else. I don't want to try to be someone else. Um, hiding parts of yourself is, is truly exhausting. But the personal values, and I have done a lot of personal values work.

**Tami Enfield:** I've done it from a young age when I became, you know, a manager. I. I had to do some personal values work just to make sure that I wasn't getting in the way of other people based on my own values and assumptions. But when I asked around, when I polled my friends, I was a little shocked to find out that not everybody does personal values work.

**Tami Enfield:** Like what? Not everybody is as a nerdy into self development as me. Who knew?

**Tami Enfield:** There are a lot of personal brands [00:06:00] that I work with that don't feel comfortable sharing personal values. Too many pictures of their family life or of their kids and that's okay. You don't have to. You can maybe share stories But you don't have to share pictures or videos of them I'm of the belief that I won't share something unless I have permission to so Addison my daughter and I talk a lot about What maybe I have permission to share and what I don't Coming through and overcoming that fear of sharing personal stories The one way is making sure you know, just understand what your values are and then tying those values to a story so How I walk people through that is with authenticity, for instance, I'll just try to use myself and as an example with authenticity, when, when was a pivot point for me, what was a pivot story to where I truly understood this to be a value of mine?

**Tami Enfield:** Is there a story of me being really authentic that changed the way I think about something? Or that changed the way [00:07:00] I did work? Did it change the way I approach social media? 100 percent I've got pivot stories. All over in terms of like things I've shared online that helped me understand the power of being authentic and showing up as myself.

**Tami Enfield:** I think this podcast is a really great example of that. When I listened to the first few episodes, I was proud and confident. And the first, first time, probably in all of 2024, to be honest, 2024 was a. A little bit of a rough one for me in business. I am steering the ship in a different direction and I'm putting together, or I have put together some of the packages and work and services that I enjoy doing and let go of some of the things I don't and steering that ship has been a little tough and I was who the heck am I to think I can do any of this.

**Tami Enfield:** I don't know what I'm doing. I can't believe people paid me for this, but I listened to my, [00:08:00] and of course those are my inner gremlins screaming at me. I have decades of experience in branding. Of course I know what I'm doing. It just is, you know, those moments of imposter syndrome or those moments of, Oh my God, what am I doing with my life?

**Tami Enfield:** But listening to the podcast back, I was like, Hey Ben, Ben's my producer. Hi Ben. I am actually really. Proud of myself. Like, you made me sound so smart. And, you know, his answer back is, well, you made you sound smart, but I edited it into a way that maybe wasn't as rambling, right? Like I tend, I tend to ramble.

**Tami Enfield:** I'm sure this one he'll have to do some work with too, but that's a good pivot story for me, right? Like I have talked about starting a podcast for, I don't know how long, and maybe the book comes this year too. I've been talked about writing a fricking book for, I When my dad was alive, him and I talked about a book.

**Tami Enfield:** [00:09:00] My dad, you know, passed eight years, eight years ago now, but it, well, well, before I had kids, I talked about writing a book. Maybe that comes next, but showing up in people's ears with thoughts of my own and confidence to share is a big one for me. I'm excited about 2025.

**Tami Enfield:** Okay, back to how to come up with some personal stories or how to get over the fear of sharing them. So personal values was number one and pivot stories is number two. So if you can think back to a memorable moment in your career or life, you know, this all doesn't have to revolve around work. I just seem to think of a lens through marketing or think.

**Tami Enfield:** Think of everything through a lens of marketing, but what are some pivot moments for a lot of women? It's it's motherhood, right? Like those frickin babies make us see ourselves in a [00:10:00] way. We never knew possible I'm still humbled daily with my two lovelies marriage For those who choose to get married, married, marriaged, for those who choose to get married, that can be a big one, right?

**Tami Enfield:** Like, some stories on how do you, how do you take two lives and smush them into one? For me, I have some stories about what it's like growing up in a small town and, you know, people, people know me from different parts of life. Some of them high school, which I don't think I was the best. Human in high school, but some people still hold me there.

**Tami Enfield:** Some people still hold me in my first couple of sales jobs. Some people, you know, I drove in another lifetime. I drove a school bus and some people still see me as a bus driver. Bless bus drivers. Let me tell you, that was probably one of the hardest things I've ever done was drive a school bus. It did help me [00:11:00] realize that.

**Tami Enfield:** You know, I love my kids, and I love my friends kids, and family's kids, but I don't love everyone's kids. I don't love all children. Um, some people still see me there. Some people, you know, I married my high school sweetheart. Hi, Jason. Uh, a lot of people go, aww. But we are, we are, you know, different people than we were when we were, you know, when we were 21 and 22 getting married or even dating at 17.

**Tami Enfield:** Like, Addison laughed the other day because Jason has a tattoo on his arm and it's Tupac's tattoo, really. Because he was big into rap music and we used to drive around in a little Dodge Neon listening to, you know, Bone Thugs N Harmony, Tupac, all the things. And if you get into his pickup truck right now, you're gonna hear country.

**Tami Enfield:** Like, we are different people than we were when we were that age and growing up together side by side, coming into our, you know, personal values and [00:12:00] living into what we want out of life together. It's not been easy, but we've, we've stuck it out. I just think that thinking, you know, looking back on your life and looking at some of those pivot stories.

**Tami Enfield:** Are stories that, you know, you could share that, you know, other people are going through, especially, you know, in the community that you're building. I have a friend and client who's building a community around, you know, working moms and how to live life confidently and happy and calm as a working mom.

**Tami Enfield:** She has plenty of stories. You know, as being a working mom herself, and she's bringing people together to talk about those moments and, and how we can feel better as a working mom. So she's bringing people together. Together in community around that, I am hoping to build a community around showing up authentically and, you know, I'm a huge mental health advocate.

**Tami Enfield:** So [00:13:00] what does showing up authentically do to our mental health and pivot stories around that because a authenticity and mental health advocacy are some of the values that I live into. And stories around that, like I just said, was my podcast. So talking about my podcast, helping me be and show up more authentic, and how it makes me feel better about myself is a really great example of how I can share personal stories online in a way that does not make me seem unprofessional and actually serves.

**Tami Enfield:** You know, my purpose as a human and as an entrepreneur,

**Tami Enfield:** one of the newer tools that I came to. So if you've, you know, if you've done your personal values exercise, you've looked through and you still, you know, you can't find any pivot stories that you want to share. A lot of these pivot stories for my clients come through during the discovery session. I just ask a bunch of questions, um, and learn about them and [00:14:00] we pull out pivot stories.

**Tami Enfield:** But if you're home going, Oh, I still, Tammy, I still don't know what I could share online. I found a tool, um, and it's the. Stems from Simon Sinek's Start With Why, and I'm a geek for All of the, you know, personality tests and everything, I am an Enneagram 6, um, you know, Myers Briggs, all those discs, all those things, I'm a, I'm a huge human design, like that's something, astrology, numerology, like I'm, I'm just, I really love getting to know myself more, as geeky as that sounds.

**Tami Enfield:** I am a nerd for it, but I did find, um, a tool called YOS. And it asks you a few questions, and it comes up with some things about yourself. And it's like a mirror. Like you can, you can read through this PDF and it tells you, like, this is what you care about. Here's what [00:15:00] drives you. Here's some words that describe you.

**Tami Enfield:** Here's some careers that you might think about. Like, it's been really helpful for me and my clients to Give words that they maybe haven't been able to come up with themselves, but words that mirror what they're feeling about themselves in my OS. If you're interested in that, shoot me a DM or message.

**Tami Enfield:** What I'm also interested in doing in 2025 in terms of, you know, mental health advocacy and helping people stand up more authentically is I'd really love to have conversations with people who have shared something personal online and it brought back to them something unexpected. Maybe it was confidence, maybe it was some career opportunities, maybe it's a community that they didn't expect, maybe it's, you know, I want to have conversations with people who have shared something authentic online.

**Tami Enfield:** Whether that be through work or personal life for this podcast. So if that's you or someone, you [00:16:00] know, please reach out. I'd love to interview you on the podcast. I think they make for really great stories and we can build a community together around people who feel seen, heard, and held. That's it for today.

**Tami Enfield:** That's it for the conversation with myself. I'm looking forward to some more interviews. Looking forward to sharing my thoughts on authenticity and candid content. In 2025, and I hope you are having a beautiful day. Till next time. Cheers.