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**Tami Enfield:** [00:00:00] Hi, Jamie. Hi. Welcome to my podcast.

**Jamie Taets:** Thanks for having me. I'm so excited.

**Tami Enfield:** Tell me a little bit. I mean, I know who you are. We've been working together for a little bit, but tell my listeners who you are, what you do and where you are currently located.

**Jamie Taets:** I'm currently in Minneapolis, Minnesota. Very, very cold Minneapolis, Minnesota.

**Jamie Taets:** I am a CEO of Keystone Group International. I'm a mom of four. I am a an owner of a 60 acre horse farm as of the last two weeks. So I'll update you on all of that. And I share that just because I'm a lot of things, especially beyond just being a CEO, but, you know, that's one of my jobs. And at Keystone, we really create, we help organizations create impact at the human level and we help them grow and scale in a healthy way.

**Jamie Taets:** Through strategy and leadership and culture work. Um, So that's what we do. That's what I do for my day job.

**Tami Enfield:** You also have a platform around surviving greatness.

**Jamie Taets:** I do. Yes. [00:01:00] My third book is, um, be about to be released and is focused on kind of that level of success that you get to where you're at the top of the mountain and you're looking around like, is this what I've been working 80 hours a week for?

**Jamie Taets:** And there's got to be something more. And that's where I'm at in life. I'm kind of creating a platform for a lot of other people that are feeling the same way in life about what's next. How do you live into your purpose? How do you kind of do create a bigger dent, I guess, in the world?

**Tami Enfield:** Yeah. I love how you started or you, um, introduced yourself with like, I'm CEO, but here's all the other aspects of me, which I think is.

**Tami Enfield:** One thing we're not used to doing, right? Like it's always like hard. Well, and you know, I own a, I own a, you know, brand consultancy. Oh, how big? How many employees do you have? Like it's, it's, I'm labeled as how many team members I have or how many clients. And

**Jamie Taets:** how important your business

**Tami Enfield:** is. Right. And I think there's, there's [00:02:00] definitely more to the conversation than that.

**Jamie Taets:** Well, it's funny you bring that up because and I mean, you're aware of this for me is that this has been a constant struggle for me. On social, I'll be honest, is I want to be out there because I do believe I have a platform and I believe I can be a light in the dark and maybe give people hope or a little bit of optimism or a different perspective.

**Jamie Taets:** But it's also very hard to figure out where that line is as a CEO. This new farm, and I don't mean to keep going back to this, is another piece of it. It's a huge piece of my life. This is a huge new adventure that I'm on. I am not a farm person, but I'm super excited about this. And I'm struggling with how much of that people care.

**Jamie Taets:** Right, that I should share and how much of it is too much where it really is my personal life. I think it's a constant struggle for leaders to decide how much they should put on social.

**Tami Enfield:** Yeah, I, well, and that's, you know, that's exactly what I want to talk to you about today because I've been working with you.

**Tami Enfield:** I was trying to figure out two years, three.

**Jamie Taets:** At least yeah,

**Tami Enfield:** there were [00:03:00] three and when I came on it was really about how do we launch a book right the culture climb and then it was let's build Jamie a platform and it was you were hiring a big team like there was a bunch of transition and as we've come out of this I've really moved into like helping you build your personal brand platform and your team is handling Keystone's platform really well but I've watched you kind of ebb and flow of like I really want to share pieces of myself and I don't want people to think I'm unprofessional, which is something that I work with a ton of people on.

**Tami Enfield:** It's like, how much can we share that won't think people are like, people won't look at LinkedIn and be like, Oh my God.

**Jamie Taets:** Why is she sharing? Why is she

**Tami Enfield:** sharing this? So

**Jamie Taets:** I still look at some people where I'm like, whoo, why are you sharing that? I'm like, right. I mean, so I think, right, we all, we all have judgments.

**Jamie Taets:** And this has been a journey for me. And I would say I'm in a very different place now than I was two years ago about what I can share. And the reason is. Is [00:04:00] that when I popped into those moments of real vulnerability, I have gotten so many messages on the side of like impact and like, you have no idea. I needed to hear that today.

**Jamie Taets:** And so every time you do it, you're like, Oh, somebody needs this from me. So it's, it's actually doesn't become about you anymore. It becomes about some others and it makes it a little easier to be more vulnerable, but I still struggle with where that line is. I don't think there's a, there's not a perfect answer to it.

**Tami Enfield:** No, I agree. I do think what I try to talk my clients through and teach people about is that there, there's a few different ways. Like, let's make sure that all of your content can lead back to a personal value. Let's make sure that we incorporate some pivot stories like what made you think differently about something.

**Tami Enfield:** And then I tell people all the time we have to share from the scar and not the wound. Like if, if we are, if we are Online talking about something super triggering before we're healed from it, that [00:05:00] energy comes across and those are probably the cringy posts like

**Jamie Taets:** they are the cringy posts because I know the person and I'm like, Why are you yours?

**Jamie Taets:** I'm I need to write this down. It's the scar and not the wound, because that is where I share from and I'm gotten really good at knowing if it's still an open wound. And I need to not talk about it right now, right? I can journal about it. I have other outlets, but social does not need to be the case.

**Tami Enfield:** I have a couple, you know, I've worked with you for long enough. I have a couple posts in mind that I saw you really step out and they weren't ones I wrote for you. They were ones you wrote for yourself and there's. There's two I have in mind. One was you weren't feeling great at home and you, you made a post about exhaustion and burnout and like your body will do the thing for you.

**Tami Enfield:** And then you made a post on your Peloton. Do you remember that one? Where it was like a picture of, I think it was Allie Love. And it [00:06:00] was a comment or a quote that she had said that really hit you that day.

**Jamie Taets:** Mm hmm. My first book, even. Yeah, I talk about that story.

**Tami Enfield:** Yeah, like you were both of those posts were obviously not times that you thought, hey, I'm going to snap a picture of this and write a post on LinkedIn.

**Tami Enfield:** Right? Like, neither of them showed you, which I don't think is always necessary. Like you don't have to show your face all the time. But do you want to talk about like What posting both of those felt like for you and what feedback you got, maybe a little context,

**Jamie Taets:** I've gotten a lot more in tune with my team knows this.

**Jamie Taets:** So I'll show up and I'll be like, Oh, my gosh, I had this thought this morning. And my marketing manager, Sarah will be like, make a video on it right now. Like, right, because I'm passionate, there's something I read, there's something that just hit me. And that's what those posts typically are, is I'm in a moment.

**Jamie Taets:** And I just feel this like, Unbelievable. And I don't do those very often. I just [00:07:00] feel this unbelievable need to say something. And, you know, I don't just shoot it off. I think about, I usually take a picture in the moment, and then I give myself some time to really like, why do I want to share this, right?

**Jamie Taets:** What do I hope it does for others? And the one about being sick in bed, that was a, Two, three week run of a ton of travel, a ton of events like day and night and I got to, um, a Friday morning of like the third week and my body just shut down and this is what happens to me. Like, I know it enough now to know the signs early that I can usually help it, but I was like, couldn't get out of bed.

**Jamie Taets:** And so I took a picture from my bed of just my feet out the window and it blew up because yeah, I was essentially saying I was supposed to be somewhere really important today. I had this huge event and I wasn't speaking, but I was like supposed to be there. I felt like I should be there and I couldn't do it and I felt was full of guilt and I felt horrible and I, you know, put this post out there while I'm laying in bed and started getting [00:08:00] all these messages of people like I do the same thing because it was kind of a warning, a PSA, right?

**Jamie Taets:** A public service announcement. Like you got to take care of yourself or your body's gonna Take care. It will force you to take care of it. And that's what happened to me. And I just think it's so relatable that it normalizes something for all of us. When someone else says that you're like, Oh, I deal with that too.

**Jamie Taets:** I just don't post about it. Right. But I've had that same situation. So I think it brings people closer together when you can be vulnerable like that and share what's really going on.

**Tami Enfield:** Yeah. Is there, Was there any thoughts that I, this was a while ago, I don't know if you remember, like when you were going to share it, was there, I always tell people if you're a tiny bit scared to hit post, it's probably right.

**Tami Enfield:** Yes. Yes. You have a message to say and if it's, if it's pushing up on some.

**Jamie Taets:** Someone could possibly disagree with it or, you know, a client could see it and be like, she's crazy. I mean, like all these thoughts go through your head, right. But at the same time, I think [00:09:00] it's like a muscle. So the more you do it and the more you get a reaction that's positive and impactful, the more open you are to doing it and less worried you are.

**Jamie Taets:** I'm sure people see, saw that post and said, Oh my God, I can't believe the CEO posted her feet in a LinkedIn post, right? I'm sure there were people. I just don't care.

**Tami Enfield:** Tell me more about that. What does that mean?

**Jamie Taets:** I think the impact outweighs. The risk at that point for me, and so anytime the impact outweighs the risk, it's a much easier decision doesn't mean I have a don't have a little angst when I hit the post button, but it's a much easier decision for me because I know there's people on the other side that need to hear that message.

**Jamie Taets:** And usually that's what I say. I'm posting this because I feel like someone else probably needs to hear this today, just like I needed to hear it. Have you gotten any haters? I always tell people like,

**Tami Enfield:** Oh yeah, you're a first hater.

**Jamie Taets:** Not to my face, at least outwardly. Um, I make comments, but you were like, well, sometimes it is weird, but nobody like coming at me.

**Jamie Taets:** But I also [00:10:00] really try hard to not take a polarized approach and it doesn't mean I'm avoiding things. I just think when you have a brand, you have a platform. That can impact people. If I'm going to put something out there, I want it to be a positive impact a light in the dark. I don't want to add to the darkness because Lord knows our world is dark enough as it is.

**Jamie Taets:** I don't need to add to it. And so for me, I try to stay away from my beliefs. And I try to just stay to my feelings or what is happening with me instead of trying to push my beliefs on people. And I think that's where that line gets a little fuzzy for some, for some people on social.

**Tami Enfield:** Yeah. Um, I like that you said, I'm not avoiding it.

**Tami Enfield:** Like the, the polarizing beliefs. Like when you, when, when you're trying to sway somebody to believe the same thing you do versus just. Your lived experience in some way, shape or form of an [00:11:00] event or lesson or right thought

**Jamie Taets:** talk more social media can be a form of manipulation, and I think 100 percent and I'm not even talking about big famous people I'm talking about day to day business leaders don't even realize that they're trying to manipulate when they're using social media, whether it's to sell by their products right or to believe something that they believe and I just I try to stay away from that as much as I possibly can.

**Tami Enfield:** What advice would you give to another CEO? And they don't have to be, it doesn't have to be necessarily a founder led company. I do feel that founder led companies, it is easier for the founder to step out than a CEO of an organization that they didn't birth. So what would you, what advice would you have for someone who felt.

**Tami Enfield:** That moment of, like you were saying, like Sarah will sometime point out, like that energy right there, go do a video, [00:12:00] like that, whatever you, whatever that idea is you're really passionate about, go talk about it. If someone else has that one day, like, Oh, I just wish I could share this with people. What would, do you have advice for them?

**Jamie Taets:** I would say put the right people around you and you don't have to have, right? Sarah is that, you are that, like, it's more of like, should I? Should I post this and sometimes I'll record it and I'll send it to her and she'll be like, Oh, it's a little aggressive, right? Like she'll be very honest with me or it feels a little angry instead of like, let's, let's ignite people right in this.

**Jamie Taets:** So, because there's certain things that are happening, you know, in corporate America and things like that. And I get very passionate about things. Like that. Yeah. And I have to figure out where my tone, what I want it to be, because I want people to, again, come to my content to feel lifted up, not to feel right.

**Jamie Taets:** Depleted. And, and so having people around you that can say, should is, is this tone deaf? Is this the right time? Right. All of those things because. You don't want to put it out [00:13:00] there and it's not about whether people like me or not. It's about, it's either not going to have the impact right now because people are too distracted or it's going to have a negative impact because of what's happening out there.

**Jamie Taets:** So I, I have my team around me to be kind of my gut check.

**Tami Enfield:** Yeah, I love that. The other thing that I'm hearing is that authenticity and vulnerable content, if you will, candid content can be intentional. It does not have to, I think a lot of people assume or think when you say it's time to be vulnerable or authentic online, it's the, I'm crying in my car after a meeting or the, you know what I mean?

**Tami Enfield:** Like the tear stain, like I, if I'm showing a tear stained photo of myself, like, There is like, there's, there's something really wrong because that's just not who I can

**Jamie Taets:** still have those feelings. I can still go through that. And there's other platforms. Maybe Instagram is the place you do that. Maybe not.

**Jamie Taets:** Right? But like, LinkedIn for sure not. I [00:14:00] think it's about what do you, what, how do you want people to feel and believe and do with the content you're putting out there? And if you want them to feel like their own mental health issues from your content, then that's not good, right? Like, I think you've got to really think about it before you put it out there and decide where that line is.

**Jamie Taets:** There's, I can judge too, just like everyone else probably judges me on maybe I'm putting too much out there, but there are people who put more than I think they need to. on social. And I think for each CEO, each executive, it's just deciding where you're at in your life. Who's watching, like my kids are important to me

**Tami Enfield:** and

**Jamie Taets:** they're on social, right?

**Jamie Taets:** They're all college age. And I am very cognizant of what I put out there, even about them, right? Or about our family or pictures I share. I always ask them, can I share this? So I think there's. You have other people that are impacted by what you're doing, so it's just being aware of that.

**Tami Enfield:** [00:15:00] Yeah, I do, I love the idea of being intentional about the authentic content, and not just posting because you're feeling passionate about something, because that passion could, like you said, Be tone deaf in the moment,

**Jamie Taets:** right?

**Jamie Taets:** Or not accomplish. Have a negative impact on what you want to accomplish. And it doesn't mean you don't write it. So this is no different than any other communication mechanism, right? If you're fired up about something, that is not the time to fire the email off to the team. We all know that. It's the exact same thing with social media.

**Jamie Taets:** There, like, maybe capture it in a video. You can even write it up in a document. Like, what would I want to say about this? And then if it's really powerful, you might want to let it simmer and come back to it. And decide when is the right time to post something like that.

**Tami Enfield:** Yeah, I love it. Uh, one of the things that you've been, that I've been hearing you say a lot is being the dealer of hope, right, for our organizations.

**Tami Enfield:** But I think that that bleeds out to our platforms too. Like, are we creating good corners of the [00:16:00] internet or are we? Out there for the likes and the engagement, no matter the tone, right? Negative, we all know negative stories and negative content get a more engagement, right? And good, like bad news reaches more people than good news.

**Jamie Taets:** Yeah, and you just I guess for me, it's all about the ripple effect is everything I do everything that comes out of my mouth verbal or written has a ripple effect, especially as a CEO and my ripple effect is probably greater than most others, right? It can impact more people that I'm not even aware of.

**Jamie Taets:** And so that is a responsibility.

**Tami Enfield:** So the one of the things that I talked to people about a lot too, is the like, what's the point of sharing vulnerable content? Other than the rip, like the ripple effect that now you know of, and sometimes it's people that never comment, but you see at the coffee shop and they're like, like, I had that the other day.

**Tami Enfield:** I was sitting at lunch with Addison and someone came up to us, both of [00:17:00] us knew, uh, she was a mom of a teammate, but she's like, thank you so much for your posts. On Facebook, and I was just like,

**Jamie Taets:** It wasn't even about a specific post. It's just like, thank you. Like, I enjoy reading them. And I will, I feel that same way about other people.

**Jamie Taets:** And I'll pick them, and I'm like, I just love following you. Like, I look for your posts because it helps me. That's what I think. Vulnerable or not, that, right, however vulnerable you want to be, as long as it's having that type of impact on people, then I think you're in the light corners of social media, right?

**Jamie Taets:** You're contributing to it instead of detracting.

**Tami Enfield:** Yeah, a lot of people building a platform are anxious or curious about what ROI to expect? Are they building their business? Are they getting the book deal? Are they getting speaking gigs? Have you seen any of that happen because of social? Have you seen, I mean, like, has it impacted Keystone?

**Tami Enfield:** Has it impacted? It absolutely has.

**Jamie Taets:** I cannot give you data to tell you that we [00:18:00] have this conversation a lot inside our organization, but it absolutely has. And here's how I know is every time and I can say almost every time I go to an event or I walk in a room right where I'm going to know people who know me.

**Jamie Taets:** The first thing out of their mouth is pan. You guys are doing some amazing work. Or you're killing it. Or like, I love that. That is the first thing out of someone's mouth every time they see me and it's not a, wow, you're internet famous. You know, it's not from that lens. It's more of a lens of like, kind of keep doing what you're doing.

**Jamie Taets:** Like, I love reading your stuff and it's overwhelming. But it's the last two years. It's just become every event I go to. So to me, that's a metric. Right. Whether or not we can, you know, measure it exactly. I absolutely know our brand and our difference and who we are. I would say the soul of our company is out there more than a lot of companies.

**Jamie Taets:** And I'm really proud of that because people know what you're going to get. And we might, we are not for everyone [00:19:00] in working with us, but they know who we are. We don't have to. shy away from it. We don't hide it and we don't say stuff that isn't true.

**Tami Enfield:** Yeah, I think one of the biggest compliments I've ever received is that while you you show up online exactly how you are in person.

**Tami Enfield:** And I would say that about what I know of you. My experience of you is is very much when I come to the office and your team like Everybody that I interact with at events or in the privacy of your guys's office, it's exactly the same humans that show up right online. And I think that's authenticity

**Jamie Taets:** and we're all, you know, we are, we're all weird in our own ways, everybody on the team, right?

**Jamie Taets:** We all have, I think that I've been playing with that word weird because I grew up and I'll date myself, you know, weird out like weird was a word that you didn't want to be. Yeah. And in a world where it just feels like everybody's trying to be the same, right, or polarized, I'm on this side or that side, I'm kind of [00:20:00] channeling my weird, because I'm different.

**Jamie Taets:** And I think that difference is what makes social media interesting when we all are kind of step into our weirdness, whatever that is.

**Tami Enfield:** Yeah. And that's what people remember us for. You know,

**Jamie Taets:** it's uniquely who we are. And I think so many of us CEOs especially feel like we have to turn off parts of that. And to your point, I think the greatest compliment you can get is, you know, at the party on the weekend or the gala and at the in a business meeting, you're the same person.

**Jamie Taets:** That, that is a, that is a compliment to me.

**Tami Enfield:** Yeah, well, and that's where I think, like, leaders of organizations, founder, let or not, should strive to have that same mirror. Like, show up as you are at the office, as you, because I think that that's what builds a lot of trust, too, right? Like, I've worked for people who were completely different humans inside the office versus that happy hour.

**Tami Enfield:** And it caused a lot of distrust. [00:21:00] Like, who's showing up at the office today?

**Jamie Taets:** Correct. People don't know who they're interacting with.

**Tami Enfield:** One of the questions I wanted to ask you is how these posts made you feel. I know, like, we're proud of the ripple effect. You love hearing comments about it. But for your confidence and mental health awareness, how has being able to show up like this? Oh, it's

**Jamie Taets:** freeing. It's it's freeing. And when I first started doing more of this, and I first started getting people saying, Oh my gosh, you're everywhere.

**Jamie Taets:** And I love seeing it made me very uncomfortable because it felt a little like I was putting myself. I know we've had this conversation, right? I was putting myself out there too much. But then when you start feeling the impact, getting the real stories and the impacts from it, it kind of changes that. But the freedom for me and what I really feel in the shift is the two examples that you brought up, you had to bring them up.

**Jamie Taets:** I hadn't even [00:22:00] thought of those in a really long time, right? They were a point in time and they shared and they had an impact and I moved on. So there's no ego tied to them. That's how I know I'm showing up differently is I'm not actually thinking about those posts that. We had huge engagement and I'm just like, what am I going to post this week?

**Jamie Taets:** They can continue that impact. And so it's this freedom that I'm not tied to how many impressions or how, you know, like which posts went viral and which posts didn't like, I just don't care, did they have an impact or not? Um, and what's the next impact I need to have. So I'm usually always looking forward and I kind of forget.

**Jamie Taets:** about maybe what I talked about two weeks ago.

**Tami Enfield:** Hmm. How do you get there? How can creators get there? That's, I mean, this is a question less of like leadership more of, is it emotional intelligence? Is it mission driven? Is it?

**Jamie Taets:** I think it's less focus on what everyone else is posting and more focus on what lights you on fire.

**Tami Enfield:** Because I think, I honestly [00:23:00] believe that our, Like it is a digital reflection of our energy. And if we're, if we're posting something that we are bored with

**Jamie Taets:** and that make us bored, like, why are we posting it? And when it's same thing, when I see people that just repost someone else's post with no words, no context, it's the stupidest thing you could do.

**Jamie Taets:** And actually, I think it's even disrespectful to the person you're reposting. I'm like, I want to know what it made you think. Share something of yourself. So for leaders that are listening, please stop doing that. It does nothing for anyone because everyone wants to your network wants to hear not what I said.

**Jamie Taets:** They want to hear what you think about what I said or what it made you reflect on and I think that's even just starting there and even with my own team who, you know, they're further behind me in that journey, you know, kind of wanting to post and I'm like, just start take something I say or somebody else that you read it and you're like, [00:24:00] yeah, take it and write two sentences.

**Jamie Taets:** it to your network because your network may never see it if you don't. And if it impacted you, it might impact someone else. And so it's this idea. I just think I've gotten to that point where I know when a post. Lights me on fire or there's something I want to say and I'll say it and I also know on the flip side There's a lot of people that I haven't unfriended or disconnected from but I've muted We do It's a respectful way to just say just like you if you saw him in person You'd have a quick conversation and you'd move across the room.

**Jamie Taets:** You they don't give me energy And what they have to say, I think, is negative and I just don't want it in my life. And so, I don't want to be that for anybody. Everyone might not want to read every one of my posts, but I don't ever want to be one where they're like, Newt, she's more, you know, so negative. So, I don't know.

**Tami Enfield:** Yeah. No, I, that's good advice. [00:25:00] I also think that when people share their brand's page posts without context, I never see you do, ah, you've done it a couple times when you're proud, like, there was a Steph recently got a, like you'll share, you'll share something and be like, Oh my God, I am so proud of her.

**Tami Enfield:** Like you always add that context when you're sharing Keystone's posts, um, you aren't just sharing it to get your network to raise the statistics of that post, right? Like there's, you can tell when people are doing it for vanity metrics versus,

**Jamie Taets:** correct.

**Tami Enfield:** Versus

**Jamie Taets:** why they, and even if you are, there's nothing wrong with sharing your company's posts, right?

**Jamie Taets:** You should. But why? With context. Why do you care? Yeah. Why do you like this post? Why is it the post you want to share?

**Tami Enfield:** One last thing I want to touch on is, we touched on it briefly before [00:26:00] in terms of when I don't talk about something polarizing. It doesn't mean that I'm avoiding it. We talked a little bit earlier about like making sure that as leaders, we, we, not everybody that we are in community, you know, in community with have to agree with us.

**Tami Enfield:** They don't have to believe the same things we do, but we have to all be able to respect the space and hold space for each other. I do see content that does not accomplish that goal. People are really trying to suade opinions or this is my belief. And other than them trying to make sure everyone around them knows what their belief is.

**Tami Enfield:** There isn't real impact to those posts.

**Jamie Taets:** I saw an Instagram meme and I'm not going to get it exactly right. I think I shared it on my story right, right before the election. It must have been right. Hugely polarizing time. I totally understand. And it was like a cartoon that just said. [00:27:00] Something about essentially no one is changing their fundamental beliefs and their vote based on your Instagram post.

**Jamie Taets:** I just, I think we've, I don't know, I just think we've got it all wrong. I want to create an environment and I think this is a responsibility of a CEO. I would never wanna post something that made any member of my team feel like they weren't safe at work. Right. Or their opinions or beliefs or political weren't safe.

**Jamie Taets:** So when I take a side that creates an, to me it and people can disagree with me, it creates an unsafe environment. I am a steward of the culture. I'm not the culture, but I am a steward of it just like everyone else is. And the moment I post about some belief of something, it alienates. Half of the population.

**Jamie Taets:** Not that you can't have those beliefs. It's just what are you trying to get across?

**Tami Enfield:** Is there a place, like there are some hills I'll die on. There's some causes and hills I'll die on. Is there ever a place [00:28:00] for you standing up for a belief?

**Jamie Taets:** Absolutely, yes. And thank you for, this isn't me saying you don't stand up for your beliefs, but I think you stand up for them in a way that is Transparent and educational and not preachy and where you're looking down or polarizing people who don't believe what you believe.

**Jamie Taets:** You know, I think there's a lot of places where this is happening today. Even organized religion is a place that this is happening. And I'll just go there. I think there are a lot of people who put their beliefs out more to make. You can tell from the posts more to make themselves feel. Like they are good Christians or good, whatever, you know, then they are to actually change anyone's beliefs, right?

**Jamie Taets:** Or shift anyone's perspectives. I don't think we share enough of the backstories. I don't think we share enough of the data or why we feel the way we feel. We just share how we feel. It's harder to impact [00:29:00] people that way to see your point of view when it sounds preachy.

**Tami Enfield:** That's, I think that's the gold right there, is making sure that you share why you feel that way.

**Tami Enfield:** If there was, I call them pivot stories, people call them different things, but is there something that happened to you or you witnessed or you heard that helped you to think differently or really support these beliefs or like what really helped you double down on this? Like, what is, why do you feel that way?

**Jamie Taets:** And I mean, I don't share this a lot. I mean, people know, but like, I even think about, you know, some of my beliefs about teenage pregnancy and, you know, Planned Parenthood and all of these, I don't share those beliefs, but I do tell my story of being, my mom got pregnant with me at 16, right? It had me at 17.

**Jamie Taets:** We used all the services. Any service in the United Way or any, I've got closed at Salvation Army and we went to the food shelf. Like, I'm a proponent of all of [00:30:00] that, but I'm not a proponent of all of that because I feel like we should give handouts. I'm a proponent and they tell the story because someone gave us a handout.

**Jamie Taets:** And my mom's in a different place and I'm in a different place because someone gave us a hand up, not a handout. So that is a, right, that is a stance on something, but I don't share my stance, I share why. Because when we share our stories, I mean, this is what social media should be about, is when we share our stories and what we've grown up with and how we were raised and what that, how that impacted us, we tend to have more grace for each other in how we feel and what we believe in, if that makes sense.

**Jamie Taets:** Yeah. Yeah. Telling the story as a leader, if you're going to be on social, but then you've got to be willing to be vulnerable for me to tell the world that my, I would, you know, my mom was a teen mom and was a statistic. I'm thankfully I broke the statistic because like 85 percent of teen moms have a child who is also a teen mom.

**Jamie Taets:** But as a CEO, that's something for [00:31:00] many years. I didn't want anybody to know. Right. I wanted everyone to just assume I just had a normal brain. No, it's part of my story.

**Tami Enfield:** Mm hmm.

**Jamie Taets:** And so I think it's just getting comfortable with those edges as we talk about it, those, the edges that are maybe defining parts of our story but aren't the pretty parts.

**Tami Enfield:** Right.

**Jamie Taets:** They usually aren't. I mean, it's a lot of years of therapy, right, to get comfortable with those. It's a very expensive process, but I can. And so now I don't really have boundaries. You know, I go on podcasts like this. I'm like, ask, ask me whatever you want. Be prepared. I'm going to answer.

**Tami Enfield:** Yeah, I love it.

**Jamie Taets:** I'm not worried about it anymore, right? Because I know who I am and I don't know.

**Tami Enfield:** Oh, Jamie, I love your platform. I love helping you be a dealer of hope when I can. I appreciate your authenticity and your candidness and your realness. You are, like I said, you are in a room as you are. I don't, I've not been to your home, but I'm assuming I've seen, I've met your children.[00:32:00]

**Tami Enfield:** Like, I'm assuming that you show up at home much like you show up at your office. And I appreciate that about you.

**Jamie Taets:** Thank you for

**Tami Enfield:** that. Yeah. Where can people find you?

**Jamie Taets:** Oh, well, I'm everywhere. Um, LinkedIn is probably the best place, Instagram, Jamie underscore Tate's. Um, we've got Keystone's website. I also have my own website, jamietates.

**Jamie Taets:** com. Um, that's got all my books and retreats and all that kind of fun stuff. So you can learn a lot more about surviving greatness there.

**Tami Enfield:** Uh, do you want to leave any final thoughts? Like what, what does the word candid mean to you?

**Jamie Taets:** Candid is, I think, respectfully sharing your energy. I like that.

**Jamie Taets:** Respectfully being the, the key part

**Tami Enfield:** is thinking

**Jamie Taets:** about others when you're sharing it, but just sharing who you are with the world. I think there's a there's a great quote by, um, I can't even remember it. I'm not gonna get it right. But it's essentially find what [00:33:00] lights you on fire and then do that because the world needs more people who are lit on fire.

**Jamie Taets:** And that's really what I feel like right now. And my job is to just light other people's fires, right? To just go underneath and light them all. Because our world needs that light right now. We need people who are in their passion areas. And candidness is part of that.

**Tami Enfield:** Mm hmm.

**Jamie Taets:** And we need people talking about it.

**Jamie Taets:** We need leaders at the top talking more about this stuff. Because it's going to create the space and open the door for other people.

**Tami Enfield:** Yeah. Thanks for coming on, sharing your story.

**Jamie Taets:** Thanks for having this conversation. I love it.

**Tami Enfield:** I appreciate you.

**Jamie Taets:** Have a good week. Thank you. You too.

**Tami Enfield:** Bye