



April 2022 | Vol 4 No 4

## First Friday for Entrepreneurs

Monthly e-Newsletter for Business and Leadership Development | 2022 Focuses on YOU

### ***In this month's issue:***

- Make Way for Joy in YOUR Work and Life
- Why YOU Need Playfulness to Thrive and Succeed as an Entrepreneur

April 21: *Entrepreneur Community Roundtable*, 7:00 – 8:30 pm, Zoom

- Keeping YOUR Dream Alive!

April 22: *Lunch & Launch*, 12 noon – 1:00 pm, Zoom

- Guiding Inspiration for 2022

### **Make Way for Joy in YOUR Work and Life**

What better time than Spring to remember the joy of dreaming about, playing around with, and launching your own business?! Yes, you have found that you need to keep your eye on sales numbers, client contacts, social media posts... that “hard data.” When was the last time, then, that you paused to remember the joy, the playfulness, of having your own business? What role does joy serve as a significant component of, and influence on, your work, life, and balance?

When David Idestrom interviewed entrepreneurs to find out what they appreciated most about being an entrepreneur, their number one answer was **the joy of creating something out of nothing**, that all the hard work led to a tangible sense of accomplishment and pride.

According to research, **joylessness** makes you less empathetic as a person and **less effective** as a leader. Joylessness makes you a miserable colleague, friend, and family member - it is counterproductive to success. In her book *Joy*, Ingrid Fetell Lee challenged thinkers to consider the contradiction of this reasoning: if “joy is what makes life worth living,” then “why do we see joy as superfluous – the icing on the cake, rather than an integral part of the cake itself?”

Erik Severinghaus encourages entrepreneurs to “give yourself permission to feel joy again today, even as you continue to wrestle with the challenges” of work, life, and balance. He offers four ways to re-gain and support joy: separate yourself from your business; stop fearing failure; commit to stillness; and join a peer mentoring group.

Additional ways to sustain your joy may be through these two avenues:

- TED Talk by Ingrid Fetell Lee: *Where Joy Hides and How to Find It*. Fireworks, rainbows, bubbles, googly eyes: why do some things seem to create such universal joy? Why does joy, not happiness, make you jump up and down? Why are curves more joyful than angles? Learn about the surprisingly tangible roots of joy and how we can find and create more of it in the world around us.

- *How Full Is Your Bucket* (Rath and Clifton): an analogy about filling the bucket that each of us has with positive deeds, accomplishments, and interactions. A full bucket results in a positive outlook, renewed energy, additional strength, more optimism, and – dare it be added – more joy!

As you ponder these questions and ideas, how will you move forward with your own celebration of joy as an entrepreneur? Perhaps a daily gratitude – a journal entry at night – a Snoopy dance each Friday at 5:00. *Joy!*

### Resources

Fetell Lee, Ingrid (2018). *Joyful: The surprising power of ordinary things to create extraordinary happiness*. NYC: Little Brown Spark, Hachette Book Group.

Fetell Lee, Ingrid (June 11, 2018). *Where joy hides and how to find it*.

TED Talks: [https://www.youtube.com/watch?v=A\\_u2WFTfbcg](https://www.youtube.com/watch?v=A_u2WFTfbcg).

Idestrom, David (December 28, 2017). “Finding joy and excitement in entrepreneurship”. Entrepreneurship: Means and Opportunities: <https://medium.com/entrepreneurship-theory-to-practice/where-is-the-joy-and-excitement-in-entrepreneurship-d0911e10aa3b>

Rath, Tom, and Clifton, Don (2004). *How full is your bucket?* Amazon and [www.bucketbook.com](http://www.bucketbook.com)

Severinghaus, Erik (March 11, 2020). “4 Tips to rediscover the joy of entrepreneurship”.

INC: <https://www.inc.com/erik-severinghaus/4-tips-to-rediscover-joy-of-entrepreneurship.html>

Suggestions from Erik Severinghaus to recapture joy:

- Separate yourself from your business: hold yourself accountable - use journal entries to rank how you are doing as a person and as an entrepreneur, learn healthy boundaries between the two
- Stop fearing failure: talk to others about what happened when they “failed” – and how the second time around was more successful
- Commit to stillness: find the balance between action and stillness {Tao says the only way to achieve clarity in water is when it's still}. Meditate (app *Headspace*). Rest. Turn off your phone's notifications. Ignore email for minutes and then hours. Indulge for a moment in the uncomfortable luxury of quiet.
- Join a peer mentoring group: “Peer mentoring with other founders is absolutely critical. Find a group of other founders to help you contextualize what you're going through on a confidential basis and commit to meeting regularly so you can assist each other in the journey.”

What entrepreneurs appreciate most about being an entrepreneur (Idestrom):

1. **Joy of creating something out of nothing** - all the hard work led to a tangible sense of accomplishment and pride.
2. **Freedom** to go *to their* office – wherever that may be – leading to a feeling of autonomy and influence.
3. **Dynamism and change** and the excitement that goes along with the changing nature of there always being something new; changes in routines; new learning; handling risks; and constant sense of opportunity and possibility.

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“Each moment of joy is small, but over time they add up to more than the sum of their parts. Instead of chasing after happiness, we should be embracing joy and putting ourselves into the path of it more often.” – Ingrid Fetell Lee

## April 21: Why YOU Need Playfulness to Thrive and Succeed as an Entrepreneur

According to Catherine Price (*The Power of Fun: How to Feel Alive Again*), there is “fake fun” (like watching TV) and “true fun,” which is the combination of playfulness, connection, and flow. Achieving *true fun* leads to a stronger community, more energy, and a sense of purpose. Turns out, there are many cognitive, physical, and emotional benefits of true fun, so how does a busy entrepreneur and leader achieve this?

Join us for April's *Roundtable* as executive and transition coach Patty Maples shares ideas for infusing *playfulness* in your work and life, beginning with an insightful analysis through the Wheel of Life.

### *Entrepreneur Community Roundtable*

Thursday, April 21, 2022

Zoom: 7:00 - 8:30 pm

Fee: No charge; guests welcome

Zoom Link:

<https://us02web.zoom.us/j/83622050362?pwd=bTUrWjVMQk5oclV0TmgxZFVhVEZ5QT09>

Meeting ID: 836 2205 0362

Passcode: 495096



### **Patty Maples, PCC**

Transition Coaching for Career and Life

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[www.pattymaples.com](http://www.pattymaples.com)

703.966.7215

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**Patty Maples** enjoyed a 25-year career in human capital and executive coaching, working with leaders at all levels and in varied professional and agencies. Patty, a Professional Certified Coach with ICF, coaches leaders who are going through organizational changes, works with employees to navigate career transitions, and led a successful monthly Mastermind Group for Women Entrepreneurs. She is a member of the Dulles Regional Chamber of Commerce and recently served as President of Berryville Main Street.

## April 22: Keeping YOUR Dream Alive!

What **is** your dream? Where did it originate? How can you nourish it? How does it energize you and others? This session encourages all attendees to consider the critical role that your aspirations play in fueling your accomplishments and success.

Join us during April's *Lunch & Launch* as Presenter Jan Whiteley leads an interactive session to examine and

individualize each word of the phrase “Keeping YOUR Dream Alive.” Wherever you are in the process of creative manifestation, Jan invites you to take this opportunity to fearlessly examine your thoughts and feelings – and help others by sharing your insights.

### *Lunch & Launch*

Friday, March 25, 2022

Zoom: 12 Noon to 1:00 pm

No fee; guests welcome

Zoom Link:

<https://us02web.zoom.us/j/88479518406?pwd=aFEwdEJscnBxayswMVYxcGVzQ1hscz09>

Meeting ID: 884 7951 8406

Passcode: 804500



#### **Jan Whiteley**

Wordsmith and Servant-preneur

[transformr@aol.com](mailto:transformr@aol.com)

Servant-preneur **Jan Whiteley** is an educator, mentor, writer, and spiritual student who has found her greatest happiness as a community volunteer. As a mentor, she shares insights with future leaders about the power of a values-based and purpose-driven life. As a minister, she celebrates the gift of life, and the ability of all human beings to discover what Camus learned: “In the midst of winter, I found there was, within me, in invincible summer.”

### **Dream – Aspiration – Positive Change – Transformation – Legacy**

**Gathering of Great Minds** supports entrepreneurs and leaders in all stages of development through the **Entrepreneur Community Roundtable** *Third Thursday series*, **Lunch & Launch** *4th Friday series*, and **Mentoring and Coaching** sessions provided by Associates. Sponsored by **CC Robinson & Associates, LLC**. For more information, contact Carol C. Robinson at [carol@ccrobinsonassociates.com](mailto:carol@ccrobinsonassociates.com) or 571-318-3733.

### **Notes of Appreciation**



#### **What a Mastermind Group Can Do for YOU**

Thank you, Carol, for demonstrating how a mastermind group can help entrepreneurs!

**Carol C. Robinson**, EdD, PCC  
CC Robinson & Associates, LLC  
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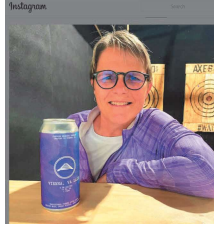


#### **De-stressing and Re-setting – YOU Can't Afford Not To**

Thank you, JoAnn, for providing a platform for entrepreneurs to have a serious discussion about the importance of taking care of themselves.

**JoAnn Sheffield**  
Transition and Mindset Coach  
Empowerment Coaching with JoAnn Sheffield  
[Jsheffieldmsw@gmail.com](mailto:Jsheffieldmsw@gmail.com)  
301-988-0461

### **Upcoming All-Star Events**



### Entrepreneur Community Roundtable

May 19, 2022 | 7:00 - 8:30 pm | Zoom

“360 Entrepreneur Review: How Do YOU Measure Up with Clients?”

**Natalie Critchley**

Hop Skip Drive | Travel Is Brewtiful



### Lunch & Launch

May 27, 2022 | 12:00 - 1:00 pm | Zoom

“SurveyMonkey: Promotion and Feedback for YOU”

**Carol C. Robinson**

CC Robinson & Associates, LLC

## Community Groups

- **Women Entrepreneurs Mastermind Group**

Monthly meetings held on fourth Wednesdays, 1:00 - 2:30 pm

Community of like-minded women committed to using proven structures and strategies to be successful in their businesses and lives. Transitioning to new leadership - email **Patty Maples**, or call 703.966.7215, to learn more and to take the helm.

- **Reston Coaches**

Monthly meetings held on third Wednesdays, 8 – 9:30 am.

For more information and to register, contact Cindy Atlee, [cindy.atlee@storybranding.com](mailto:cindy.atlee@storybranding.com)

- **Loudoun Coaches**

Monthly meetings held on second Tuesdays, 8 – 9:30 am.

For more information and Zoom link, email **Dirk van der Vaart**, [dvandervart@intelligentleadership.com](mailto:dvandervart@intelligentleadership.com).

### Resource Development Credits

Members of the International Coaching Federation who need Resource Development continuing education credit hours may receive up to 2 hours of resource development credits per session of "Gathering of Great Minds." A certificate of attendance will be provided upon request by CC Robinson & Associates, LLC. For more information, email **Carol C. Robinson**, PCC.

### March was such an inspirational month!

Great sessions - great gatherings - just a super month for entrepreneurs!

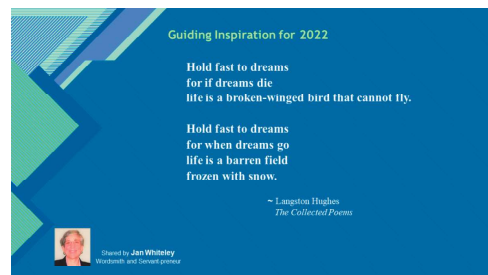
Zoom attendees engaged in a lively mastermind group focus on newsletters and started with a butterfly hug to learn how to de-stress and re-set.

CC Robinson & Associates was recognized on March 31 at the annual meeting of the Dulles Regional Chamber of Commerce. I was a guest at the Sandy Spring Bank table (that's branch VP Donna Smith with me) and see people from all around the region. So wonderful to meet in person, too, and be part of the joy and playfulness (they had giant sparklers go off on stage every time a winner was announced!) among colleagues and friends!



Your Partner in Entrepreneurial Synergy -

*Carol C. Robinson*



*Is 2022 the year to focus on your business endeavors?*

Looking for support, clarity, and a "board of advisers" to further you and your business?

Ready to be challenged? To be a thought leader with community involvement?

Tired of trying to do it all on your own?

[Click here](#) to learn more about CC Robinson & Associates, LLC, and to see if it is your new tribe!

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**Connect with us**

