

7 You have all the resources you need to succeed within you

Wambui: Hi there, Yanet. It's so nice having you on my show. I'm so, so excited. Thank you so much for joining me.

Yanet: I'm so excited. I appreciate you so much, and I'm honoured to be on your amazing podcast. I am inspired by your mission. Thank you so much for having me.

Wambui: Thank you so much. Like we were talking before we began, you inspired me to do a podcast. I owe this to you. Please tell my listeners who you are, what your professional journey has been and what you do.

Yanet: I'm a clarity and mindset career coach. I help mainly women find their purpose, find that thing that is their gift, that they're passionate about, that lights them up, and I guide them to align their career to that so they can make money. They can be successful, but they can also be fulfilled.

What I've found in my journey is that sometimes, we have this idea that we cannot have both. We cannot have achievement and fulfillment, and that's a huge limiting belief. Through my coaching and my speaking, I guide others to overcome and build more empowering beliefs that will help them align their purpose with their career. That's why I'm here.

Wambui: That's good. Awesome. Now, do you work with women or do you work with both men and women?

Yanet: Honestly, I work with both of them, but I have mostly attracted female clients. They are my ideal client, at least for one-on-one coaching, that's natural through the evolution of my business. When I do speaking engagements and workshops, of course, I welcome everyone.

That's a cool thing about business. You may have an idea first, and then you see how everything evolves and you start embracing that evolution. So far, a hundred per cent of my one-on-one coaching clients have been females. So I'm going with that.

Wambui: Awesome. Yes. I've seen your workshops, on Facebook and Instagram and I have seen men and women in your workshops.

Yanet: My husband was in one of them.

Wambui: Awesome. You and I met through Amy Potterfield's course DCA, and we both call her our mentor. During the introductions, when I read what you do as a Clarity Mindset coach, that resonated with me and I was like, I have to get in touch with Yanet. Can you talk a little bit about why you chose the clarity path?

Yanet: Coaching was not my original profession, of course. I studied chemical engineering. I'm originally from Cuba. My mom and I immigrated to the United States. I'm an only child and she was by herself on this journey of life. My father was not around. When we immigrated to the United States from Cuba, one of my missions as a child was to be able to give back to my family, to support my family.

That was my biggest reason. I saw how my mum sacrificed every single thing she had for me to be where I was. I want to get to a place where I can give back to my family financially. I enjoyed chemistry in high school and I wanted to do something chemistry-related. When I learned about engineering and discovered that they made a lot of money, I opted to pursue it. Chemistry, engineering, financial stability, let's get money. That's it. I followed this path based on the big why that I had for my family. I finished chemical engineering.

I did about five internships in the oil and gas industry with companies such as Marathon Oil and ExxonMobil. Then I started working full-time with one of them. That was back in 2013. In my internships, I had a gut feeling that engineering wasn't it, even though I was great at it, and was earning a lot of money compared to anyone else in my family.

When I became a full-time employee, it became a reality because I had to show up daily at my corporate job. As I continued showing up, I realized that there was a huge misalignment within myself and I started asking, what is it? I followed the checklist of success.

I finished a highly regarded degree, like engineering. I did amazing. I had leadership opportunities, I had internships. I had a six-figure job at 23 years of age. I mean, what else? I can support my family. Why am I feeling unfulfilled? That was the biggest question, and that's why for me, clarity is so important.

I started gaining clarity on what that was. It wasn't an instant download, I didn't just ask a question and I achieved a hundred percent clarity. It was a journey of experimentation. I've done everything you can imagine. Including multi level marketing. Back then I think a lot of our personal development journey sometimes started in MLM.

I completely respected it. You know, at the end of the day, it wasn't for me, but I learned so much because there is a big focus on personal development, and I learned so much about myself too. For the first time in my life, I was asking the question, who am I? What are the things that make me feel fulfilled?

What is fulfillment? All these basic questions that when I hear them, I'm like, you know, that's pretty basic. But when we are children, we are at times asked, who do you want to be when you grow up? But when we are adults, it's like our growth just stops because no one ever asks us that question anymore. Like, hey, who do you want to be when you continue growing up?

Wambui: Because we already got there. We grew up.

Yanet: We grew up. You achieved success. That's it. There is nothing else to live for. For me, that was such a big area of uncertainty that I needed to figure it out. It's interesting because I saw the people around me and a lot of people felt similarly, but let me be honest, not many were doing something about it. I needed to surround myself with people that believed in dreams, that believed in growth, that believed in possibilities. I ended up going to an event; a Tony Robbins event at the bar within.

He's coming to Dallas, I think later this year. You know, Dallas was my first event too. I went to Tony Robby's. I just loved it. I just felt so connected and when I look back at my childhood, I was always writing poetry and connecting with emotions and the mental side of things. I just didn't know that was a career. You know, you can always find your purpose when you reflect on your childhood. I truly believe that. I don't know if you feel the same way.

Wambui: Yes, I feel the same way too. Cause I was going to say whenever I read books that ask about clarity and purpose, they always say, what did you want to be when you were growing up?

Yanet: Yeah. It is a powerful question. I love it. So I continued gaining clarity. Then in 2015, I was certified as a coach under John Maxwell. The John Maxwell Team is all about leadership. They train you to be a speaker and trainer. Their online library is full of information that is just amazing.

I went to an event and for the first time, I learned what a coach was. The definition that I heard about a coach was, someone that recognizes that you have all the resources you need to succeed within yourself, and that person guides you, through questioning, through techniques; guides you to access those results, those resources,

As Tony Robbins says, "It's not a lack of resources, it's a lack of resourcefulness." We can do everything and anything. It's a matter of managing the mindset. It's a matter of thinking creatively and accessing those resources. When I heard that definition, I was like what that means is, I don't need to rely on anything external to make me feel fulfilled or successful. That everything is just an internal projection and I can help people; guide them to rely on themselves. That's amazing. I mean, that's something I would love to do, just a guide to remind them, Hey, you forgot that you had all the resources, but you do, let's find them.

Wambui: Guiding them to that self-discovery but not giving them solutions. As you said, it's within them. You're just guiding them to that self-discovery.

Yanet: I mean, a coach guides you. A coach can't tell you what to do. It kind of teaches you or guides you on how to think, which is the beauty. I'm sure you have also identified with that

Wambui: I identify with that, yeah.

Yanet: I fell in love with the profession, I got certified in 2015 and since then I knew that one day, I was going to transition to be a full-time coach and speaker and just devote my life to helping others find their light within themselves.

That was back in 2015, and then I started getting certified in Neuro Linguistic programming, which is understanding how our mind works. Mainly the subconscious mind. 95% of who we are by the age of 35 is a memorized set of beliefs, thoughts, and behaviour. That's per Dr Joe Dispenza.

That subconscious programming plays a huge role in our achievement and our fulfilment. It was important to me as a coach to understand that so I can also help others. I trained in NLP. I've gotten so many certifications in N L P, John Maxwell, and a lot of healing arts too.

My coaching is very holistic. I believe in spiritual, mental, emotional, and physical. Same as you. That's why I think we just have a strong connection between us. I started building my side coaching business on the side while working in the corporate world. Back in 2021, almost two years ago. Someone very dear to me, who taught me about poetry, meditation, NLP and about Tony Robbins passed away from cancer. He was my uncle but was like a father figure. It was so hard on me.

Wambui: Yes. I've heard you talk about your uncle. You are very fond of him.

Yanet: Yes. I talk about him in almost every podcast there has been. He was that person for me and he passed away. He had so many dreams, so many things he wanted to achieve. For me, that was a reminder of what the only life we have is like right now. The moment is right here, what am I waiting for? Of course, transitioning into entrepreneurship is a leap of faith. It is a risk in many ways, but the fulfillment and the

reward are just like unlimited in many ways too. He passed away and a few weeks later I resigned.

They knew I had my side coaching business, and was very passionate about it. I think it's so important to be authentic. It doesn't matter where you are, or in what context of your life. Even in my company, I would talk about meditation and give speeches about self-love and self-worth.

I continued developing myself even within the realms of the corporate world. I told them I am leaving, and my manager was like, "No, we don't want to lose you." I'm grateful that I worked for a corporation, which values people as assets and recognizes that people have dreams.

Even though they didn't want me to go, they were like, we respect your aspirations and if you believe in it we support you. I left the corporation and that's when I started my full-time entrepreneurship journey, and it has been a journey.

Wambui: Yes, I'm sure it's been a journey, but a beautiful journey. I see what you post on Instagram, your website and your podcast. It just seems like you are enjoying it. One can tell you are in a zone like that's where you belong. You followed your passion. After your uncle died, you decided. Life is too short. I have to follow my dream. Now I want to talk about something that you're very passionate about; meditation. You took a silent meditation in February for 10 days. You can tell I've been following you.

Yanet: You're so sweet. I appreciate it.

Wambui: I have also embraced meditation. Can we talk a little bit about the transformation practice of meditation?

Yanet: I love meditation so much because it's an opportunity to tune into your own input. To deprogram yourself from everything you have been taught. It helps you start to question those beliefs and tune into that inner guidance, that inner wisdom that we have within ourselves. I know a lot of people love guided meditation.

I love silent meditation because I like to turn it into my own input. Guided meditation can be someone else's input but it's equally effective. I love silence because it allows me to focus on what's going on within myself, instead of focusing on someone else's voice, someone else's visualization and story.

I think meditation is a must to continue growing. To continue deprogramming ourselves and to continue building that confidence and intuition. Recognizing that we already know what the right path is. We just question it and overanalyze it and convince ourselves that that's not it. The 10 days I'm not gonna lie, were challenging.

Wambui: I can imagine you didn't have a phone, right?

Yanet: No phone.

Wambui: No one called you unless it was an emergency, and I'm sure there wasn't.

Yanet: Yeah. Exactly. No writing, no reading. It was pure silence. 10 hours of meditation every day for 10 days.

Wambui: 10 hours every day?

Yanet: Yeah, we would wake up at 4:30 AM. We were staying in dorms on one side and men on another side of the property. At 4:00 AM you would hear the gong and I'm like, okay, it's time to wake up. At 4:15 am they would do it again. Okay, let's go and finally at 4:30, you would start meditating in silence. A lot of times we were sitting on the floor, which was physically challenging because you were supposed to straighten your back for many hours every day. But what you learn in meditation is to stay in the present without reacting to what's happening. Without reacting to the back pain, without reacting to your thoughts, without reacting to anything that is going on in your mind.

It is the beauty of being mindful and being in the present because the past is long gone and the future is not here yet. Usually, when we go to the past it's for something negative and when we go to the future, it's to get anxious. I think staying in the present allows you to be empowered and just trust whatever may come. That's a beautiful process.

Wambui: Wow. So 10 hours. What results have you seen both professionally and personally with meditation with your students or the people that you coach, or even with yourself?

Yanet: I think, sometimes we have situations that trigger us and we are quick to react to them. What I'm observing in myself, my clients and my students is less reactive behaviour. I'm responding to situations but not reacting like I'm being triggered or blowing things out of proportion but rather thinking clearly about what's going on. I'm responding from an emotional state of flatness, and not in a negative sense, but I'm at peace with whatever's happening.

Being in the present also improves your relationships with others. Many times we are having dinner or talking to a friend or our moms and we are on the phone. We are not paying attention. It also improves the quality of the relationships you are building and of course, getting to know yourself. That's the biggest project of all. You don't need to worry about anything else. Just invest your time, energy, and resources in getting to know yourself. That's what meditation also helps us with. Gaining more clarity and just trusting the answers you get.

Wambui: That's amazing. So for those who can't afford 10 days away, what would you recommend that they do daily?

Yanet: Honestly, it depends on the level of experience that the person has with meditation. Some clients are comfortable meditating for five minutes daily. Some are comfortable meditating for 10 minutes, and some are not experienced with meditation at all. So I recommend one minute every day.

Wambui: Just one minute.

Yanet: Yeah. One minute. Just focus for a minute. That's it. Easy, simple. Why? Because I want people to focus on consistency versus perfection. I tell my clients if they are in the 10 minutes and they don't have 10 minutes, at least do one minute. You have one minute every day wherever you are. Consistency over perfection, because a lot of us tend to be perfectionists. "Oh, I didn't have 30 minutes, so I didn't go to the gym." Just

do 20 jumping jacks and that's it. But do something. That's why I recommend that people that are not experienced, start small, be consistent and build up from there. I think that's highly effective.

Wambui: That's good. As soon as I wake up, I do 10 minutes and before I go to bed, I do my meditation. I use the app, Form. I just put that on until I go to bed. I love it. It's now become something I can't live without. I agree with what you're saying.

Yanet: That's a great point. Many people use apps. My husband uses head space and he loves guided meditation. Whatever it is for you, there is no one size fits. I think you have to experiment. See what you connect with, enjoy and just go for it. I love that you meditate for 10 minutes in the morning and 10 minutes at night. That's genius.

Wambui: Yes, and my birthday is April 29th, so I'm entertaining going to Sedona on a meditation retreat.

Yanet: Oh my God. You should do it, I can not wait to hear about it.

Wambui: You do goal-setting workshops, right? As we enter into the second quarter of 2023 some people are excited, but what they had planned in January, may have fizzled. Maybe they didn't achieve their quarter-one goals. As someone who teaches goal setting, what would you say to my listeners to gain momentum and not give up? Are there any strategies you can share with them to stay the course?

Yanet: When I teach my goal-setting workshops, I always say setting goals is the easy part. Following through with your goals is the challenging part. That's why most people just fall off track. What I can say is, if you had quarter-one goals and you took action but didn't achieve them, you still took action. You just didn't achieve the number or something. It happens. To be honest with you, many times we do not have control over the numbers. What we have control over is doing our best, showing up and releasing attachment to the outcome.

But, if you haven't gotten the results you wanted, look back at quarter one, and I have this quote that I always use; there is no failure, only feedback. Look back at quarter one with curiosity. Not with the eyes of failure. If you took action, that's making it and

there are lessons to be learned on why you didn't make it. Look back with curiosity, with the eyes to getting feedback from yourself, summarize those lessons and ideate a plan where you can incorporate those lessons as you move forward. That's for the people that took action.

Now, for the people that maybe gave up half quarter one, I would recommend starting again, but start small. What I've realized is that sometimes people want to go from a zero to a hundred, and get discouraged because they're expecting themselves to be perfect and we're not.

We're human beings. So if it's a habit like meditation for example or going to a gym, start small. That's why I say one minute every day. That's gonna build the muscle of resilience. That's gonna build the muscle of consistency. So start small and then build up from there.

When you gain confidence and are following through, that's important. One of the reasons why people don't follow through with their goals is because they write their goals in a journal or computer, and leave them there. They don't see them again. Out of sight, out of mind, make sure that that paper or that document in the computer gets printed and you put those goals in front of you where you see them every single day.

If you enter my office, you see that I have what I call the planning and prioritization wall. I have my one-year goals, my monthly goals and my weekly goals. Sometimes I fall off track because I'm a human being. I would never say I'm perfect because that's not true at all.

The important part is that when you fall off track, you get back on. Resilience is what matters. Course correcting is what matters. We are here for the journey, not the destination. There is no destination. We'll meet those goals and there is another goal that will come up. But the muscle of resilience is what we need to exercise as we continue moving forward.

Wambui: Wow. Yes. It's who you become. It's not about the goal so much.

Yanet: Exactly. I don't start with setting goals, I start with asking my clients to build an ideal avatar for themselves. Who do they wanna be? Ideally, spiritually, mentally, emotionally, and physically. From there I ask them, what do you want to do?

Be in that ideal self and from there, I ask them in the next year, what are the things you need to accomplish to get closer to that North Star vision of yourself? Why did I do that? Because society is all focused on having the next promotion, having the next relationship, and sometimes you get the thing and you don't feel happy. You don't feel fulfilled. Then you realize it wasn't a thing that I was looking for. It was how I thought that thing was going to make me feel. Happy, fulfilled, and abundant, and that being energy is so important that we define it first and then we make sure that those goals align with that vision.

Wambui: Right. it's a more strategic approach rather than tactical like we usually do. That's amazing. Just watching you talk about what you do, I can just see the passion.

Yanet: I can see it in you too. I just love that. I'm sure this podcast is impacting so many people. I just love that you're out there creating impact because people need more of this content, so proud of you.

Wambui: Yes I also have a nine-to-five. I love what I do, but I also have this passion for helping others to become the best they can be. This is why I do this. I'm really happy about this. I'm so excited. We are personal development junkies.

So why is it important for one, to invest in their personal development as much as they invest in their professional development?

Yanet: I think personal and professional, go hand in hand because the main goal is to get to know yourself. As we mentioned, I got to a place where I had everything a successful person would be considered to have in terms of what you see externally.

But inside there has to be a balance between success and the fulfillment part of things. If money could give you fulfillment we wouldn't have many people depressed and yet they have all the money and resources.

We see it all the time. Money is not the key to happiness. I think the key to happiness is investing time, resources, and energy in getting to know ourselves, getting to know what makes us happy. I think that's why personal development is so important. Personal development is the foundation for professional development because how do you know what you want to develop professionally if you don't know yourself personally, how you want to show up and how authentic you want to be? In what environment? What people do you want to be surrounded by? All of these things, I think, are very key.

Wambui: So true. Personal development is the foundation of professional development. As you said, if you don't know who you are, then you wouldn't know what you want to do, professionally in your career

Yanet: Yeah, and I think part of the journey of life is questioning who we think we are. Not in a philosophical way, but questioning our path. What decisions are we making and why are we making them? If we learn from someone else, is it something that makes sense to us?

That can be scary at times because that's when we enter into the uncertainty of the world. However, it is only in uncertainty that we can create. John Maxwell says most people accept their lives instead of leading their lives. Most people are like, okay, this is what I got, I accept it. Do you want to be that person or do you want to be someone that leads your life? It doesn't matter how uncomfortable it is at times because it will be, it's part of the process.

Wambui: Say that again. That's a tweetable moment right there.

Yanet: I wish it was my quote, but it was John Maxwell's. He probably got it from someone else. I was listening to Deepak Chopra in an interview, and the interviewer was like, well, Deepak, I've taught a lot of your content. I hope you don't mind. Deepak was like, you know, at this stage of my life I've realized that no one owns anything. Like all of this content, we are repeating.

We have read books. What makes a difference in the story is our unique approach and our unique perspective. What John Maxwell said is most people accept their lives. They don't lead their lives, they don't create their lives. They just accept what they have gotten and they continue moving forward like that, without questioning, without leading, and without creating.

Wambui: Wow. I love that. Most people just accept their lives. They don't lead them. That's a good quote to end this podcast with, cause I want our listeners to just hang on to that so that they can really, try and find clarity on exactly what they want to do.

Please tell my listeners where they can find you.

Yanet: They can find me on my website, ybcoaching.com; Instagram YanetBCoaching, LinkedIn under Yanet Borrego, and my podcast With Clarity and Purpose. Thank you so much for having me here.

Wambui: Thank you so much, my friend. I have been looking forward to this conversation. You're always so giving. I appreciate you.

Yanet: It has been a pleasure and you're an amazing interviewer. I celebrate you and this community you have created. Kudos to everyone.

Wambui: Thank you Yanet.