

Podcast #13 Dr. Sheri Riley title- Live in your POWER. And why peace is the new success, with Dr. Sheri Riley

Wambui: Hi, Dr. Riley. It's so nice to have you on my show. Welcome.

Dr. Sheri Riley: Thank you. I'm excited. I've been looking forward to our conversation.

Wambui: Me too. Now, for those who don't know you, please tell my listeners who you are.

Dr. Sheri Riley: Well, I am Dr. Sherry Riley. I always say I'm a wife, a mother, a daughter, and an entrepreneur. And we all know that it's not easy, but I have figured out how to make it simple. Yeah, that's my thing. And I honestly, I've just, I've been called to save lives, families, careers, and financial legacies.

Wambui: That's beautiful. First I want to congratulate you. Yesterday was National Authors Day.

Dr. Sheri Riley: Yes.

Wambui: And you wrote a beautiful book. Exponentially, stop spending 100 percent of your time on 10 percent of who you are. Now this book, when I read it during the pandemic, it changed my life. When I started following you, you became my online mentor, and here we are. So dreams do come true.

Dr. Sheri Riley: Yes, thank you.

Wambui: You're welcome. So please tell us why you wrote this book.

Dr. Sheri Riley: Wrote it because I needed it. You know, I tell people all the time, I'm a product of the product. Like I Genuinely, needed to learn how to live in the power of peace, clarity, and courage. And that's the heart and essence of the book Exponential Living. It's the heart and essence of the work that I do. And how I got there, honestly, is I crashed and I burned. I had this amazing career working at LaFace Records. I love the artists I work with. I was honored to do the marketing for Usher. Tony Braxton, TLC, OutKast. I mean, these are like legendary artists. People say, why did you resign? The truth of the matter is I crashed and I burned. So in that crash and burn I realized that money would never buy happiness. That my titles and the purses, the cars, all of these external things weren't going to give me the one thing I desired, which was peace. I needed peace, and then I could enjoy all of those other external things. I went on this journey to discover how to stop spending. A hundred percent of your time on 10 percent of who you are. As I began to live these nine principles that are in my book, it was nine principles that came together as the core of that journey. As I began to live those principles, I started to realize, oh, wow, this isn't just something that's helping me. This is genuinely something that can impact others. And that's what encouraged me to put them all in a book.

Wambui: Beautiful, it's still hard to believe that someone can even pass up an offer to become Usher's marketing representative, but I hear you and you're going to talk more

about that because that must have taken a lot, just leaving that kind of work, which we think everybody would think, oh my goodness, she has it all. Yeah, Very good. So now tell me have you ever regretted leaving that job?

Dr. Sheri Riley: No, because I realized later that was only one of my dreams. I also wanted to be an entrepreneur and I've been blessed to do that for 25 years. And so a lot of times when people are, you know, they say they're frustrated or They feel like they're missing something. A lot of times it's because we stay in our dreams too long because we think that we only have one dream. And so that was a phenomenal moment in my life. I still have great relationships from that time. The success I achieved as you, the plaques, I still have the plaques. But no regrets. No regret. I think the only regret that I would have had is if I hadn't tried because it took me so long to get to that dream that the only regret would have been if I didn't stay committed to the sacrifice to realize the dream.

Wambui: Right. And it sounds to me like did you do visualizations when you were seven? Cause when you were seven, you used to sing and wanted to be a speaker. Now you're a speaker. When you were 15, you wanted to work in the music industry. And you did that. How did you do that at that age? Who influenced you to have that kind of mindset?

Dr. Sheri Riley: Yeah, I must say I'm a woman of faith. I don't put my faith in anyone. But no, I didn't have a vision. I didn't do a vision board at none of that. I genuinely know. That it was God speaking to me that he had a purpose for my life, but at the time I just knew it was this dream that was all I knew and I was just locked into that dream and it was such a burning inside of me and I didn't even have the details around it. Like I knew I wanted to work in the music industry. But at that time I'm a date myself but this was before the internet before cell phones and before we had access to the business around the entertainment. I just knew it was what I wanted and it was such a drive, such a push. And that's honestly how each transition has happened for me, where I always knew I wanted to be an entrepreneur. So when it was time to resign from La Face, it just made sense. For me to start this next journey being a speaker now scaling a personal professional leadership development company. Now, I understand that was a part of the visualization, but for me, it was always this internal drive that I had.

Wambui: The internal drive. It's interesting how I was reading about when you're in college, you had, this goal of interviewing, 20 people and you would write these cover letters and you would just mail them and call them. I love that drive. And that speaks to why you are, where you are right now. In your book, I love all the principles and the principle number one lead in your power. I'd like for you to talk a little bit about power. The acronym power, perspective, ownership, perspective. Wisdom, engagement, and results. Can you speak a little bit about that? Because I love that

Dr. Sheri Riley: You know what's so interesting is when I first started working on the book, living your power was the third principle. Peace, pursuing peace, and a positive mind was the first principle because logically, if I'm writing about the power of peace, you would think that's where you start, right? But as I really Again, to work through these principles. work with my coaching clients. I realize that we can't get to a place of peace unless we are empowered to make decisions. Right, and living your power. The first principle is really about decision-making. It's about choices. And so that that acronym perspective ownership with

some engagement and reward. It is about the first step is, what is that? Perspective you have, what are the barriers that are really limiting your beliefs? What are the barriers that have been created due to past hurt or past trauma? What are the barriers that we've created just from an environmental or cultural reality or from fear? First is that perspective, and then it's you got to take ownership, right? You have to take ownership of what we actually are supposed to focus on. And when we get that perspective, we take that ownership, then we get the wisdom to really decide what to do. When opportunities are distractions, right? There's so many times there's so much we could do. But for us to live in our power, we have to get clear on what our steps are. And that comes from that wisdom. And then the engagement. Right. We have to stay committed to the sacrifice. We have to stay committed to excellence. We got to stay like we got to stay committed. And that comes from being engaged and being present. And the last is then the reward or the results. It's like, once we get our perspective, we take ownership of what we focus on. Once we get the wisdom to be intentional about our plan we can recognize when opportunities are distractions, when we get engaged and know how to stay present and focus. Then that's when we get the reward and it all starts with that before we can even move forward

Wambui: Before we can move forward. I like that. And that reward even just celebrating the small wins.

Dr. Sheri Riley: Very important to celebrate. Always. Yes.

Wambui: Another thing that I loved here in the book, it talks about the pain points that sometimes we have, and sometimes you might be in a position where like for myself, I have a nine to five that I like, but I wonder sometimes, is this all, is this, have I exploited all my talents? And so I feel like I would like to do more now. How do I find the balance? How would you advise someone to find the balance who loves what they do, but want something else?

Dr. Sheri Riley: Well, the first thing I would do is strike the word balance. I don't believe in balance. I believe in for-life integration. I believe in time allocation, and it does boil down to those things. Like, how do you allocate your time? And that starts with most people believe it begins with, okay, what do I need to be doing? Well, 1 of the 1st steps is what all do you need to stop doing like, what are you still doing that no longer serves you? Are there meetings that you're still taking that? You just don't have to do it anymore. Are there places you're going to? That's no longer serving you. And so it's in that. What do we need to remove? And then. What do we then focus on moving forward? And so in that time allocation and then in that full life integration, how you said, you've got this amazing career you love. Yes. And you have this, this new venture that's, you know, a burning desire to serve and, and help people. And there's all the extensions in that. Yes. So with that, it's then how do you in that place of fulfillment. It's like, I've got the career. I've got the family. You've got those amazing twins. Like you've got all these, but something is missing. And that's honestly why I started my Power Broker Academy to speak to that pain point of, okay, I know, like, everything is great. I don't want to change anything, but I still know something's missing. And so what is that, what is that, that thing that's missing and, and then being able through practical solutions to be able to then allocate the time so that you can still enjoy the things you have while adding this new dynamic to your life. So that's, that's full life integration balance says, Oh, I can just make all of this happen. And yeah, no, you can't.

Wambui: Not possible.

Dr. Sheri Riley: Not at the same time. I'd say we can do it all. We just can't do it all at the same time.

Wambui: Can't do it all at the same time. And that balance integration, maybe it's also even enlisting friends who sometimes can help you out with some of the most important things that you have while you look at, you know, what it is that you're doing.

Dr. Sheri Riley: Absolutely. I believe in collaboration, and partnerships. I believe it takes a village. I believe in barter relationships. You know, the name of my company is Glue. And it originated from developing partnerships that stick. I believe in that community.

Wambui: I believe in community too. Yes, and now 'Glue' the companies you had for 17 years were you doing consultancy then?

Dr. Sheri Riley: So when I resigned from the La Face records I started Glue, which was a strategic consulting firm. And, our core competencies were partnership, brokering, talent, procurement, marketing communications. Our clients were Converse, Nike, Coca-Cola, TNT, and the NBA. I loved, I loved that company. I love the work we did. It was the perfect marriage of sports, entertainment, and business. Which is the three things that I love. And what was interesting, like I said, as a woman of faith, when I started my company Glue when I resigned from La Face, I always knew that strategic consulting was a bridge.

Wambui: Okay.

Dr. Sheri Riley: Like I knew it wasn't the end. I knew it was the bridge. So it was the bridge to Exponential Living, which is my personal professional leadership development company. With Exponential Living, we empower high performers, specifically professional athletes, corporate executives, and entrepreneurs, on how to grow personally and dominate professionally. And so in 17 years of having my company on the strategic consulting side, it really empowered me with the business knowledge to serve as a high-performance life coach. That's the reason I always say personal development fuels professional growth because wherever you're looking to grow professionally, 100 percent of the time, there's a personal development area that you've got to focus on. So having Glue for 17 years empowered me to be even more effective with the company Exponential Living.

Wambui: Yes, personal development is the foundation of professional development, I would say.

Dr. Sheri Riley: Yes.

Wambui: Yeah. Now you're a woman of faith. I look at when you're posting on social media, it seems like you're very grounded on your faith and how has that as a professional helped you just being very grounded?

Dr. Sheri Riley: Oh, it's my North Star. It's my compass. It's my North Star. It, as I shared. You know, when I transitioned out of La Face you know, God spoke to me on every step of the way, even before I knew when I was a high school kid and, and he was, you know, my

spirit. I knew I wanted to work in the music industry. But it's, the core and the compass of everything that I do.

Wambui: That's good. I just want to talk about also in your book you talk about, and I'm going to read here, it's principle number five. It says stop working, stop, start maximizing. Now what's the difference between working and maximizing? How do we maximize?

Dr. Sheri Riley: So I'll tell a quick story. I've always been that person that was like, you know, I got all this stuff I need to do, I gotta go. And I prided myself on being a hard worker. And so there was a moment when I was at La Face Records and L. A. Reid, who's one of the co-founders, and co-presidents of the company, he was standing in my door, the door of my office. And he'd probably been standing there a minute, you know, I was, you know, I'm doing like this head down working. And when I finally realized he was there, he was like, you know, Sherry, you are a marketing genius. Like you are responsible for the success of, you know, millions of record sales for my artists. He was like but your career is going to be limited because your head is always down working. And honestly, I had no, I had, I was so lost because I'm like, why is my boss telling me not to work? Like it just, it didn't register. And I was just like, okay, you know, and put my head back down because I had work to do. Right.

Wambui: Yeah.

Dr. Sheri Riley: And about 10 years later I was flying back at this point, I'm married. I've got a, my daughter was about three years old and there was this big sports event a week-long event that I used to go in. It was a lot of work. It was a lot of fun. It was just the creme de la creme. It was a celebrity NBA basketball game, a comedy show. But it was for a nonprofit. I'm on the plane and I'm flying back. I've pretty much been up for seven straight days and I'm exhausted. I've now got to come home, I've got to be a wife to my husband, I've got to be a mother to this three-year-old who's going to just want all of my love and attention.

Wambui: Mommy's home.

Dr. Sheri Riley: I'm on that plane, and it was as exhausted as I was, I was so fulfilled with the work that I'd done. I was so excited about going home to my husband, spending this time with my daughter, and that's when it really registered what LA was talking about. I realized in that moment that when you are maximizing opportunities, you are allowing yourself to show up at your highest level of excellence. Understanding what needs to be done of you, but more importantly, the mindset you have around it. When you're working, you're just constantly getting your head down, trying to check off boxes. You don't enjoy it. There's something missing. It weighs you down and you're not at your full brilliance. And so that's when I say I resigned from working. And I really committed to maximizing opportunities, just always being present mentally, emotionally, physically, spiritually, psychologically, and really showing up, at my highest level of excellence and all of those areas so that I could truly maximize every opportunity.

Wambui: Maximize every opportunity in all areas of your life.

Dr. Sheri Riley: Yes.

Wambui: Very good. Now, most of my audience and the clients that I work with professionals who are feel they want more, but they are stuck in limiting beliefs of self-doubt imposter syndrome, and maybe sometimes even perfectionism. What strategies would you give them to overcome these limiting beliefs?

Dr. Sheri Riley: Oh, my goodness. That is such a big one. I mean, and I go back to my Power Broker Academy because that is, you know, one of the hearts of why we do the work we do. Power Broker Academy is an eight-week mastermind with like-minded individuals and what really draws a lot of those high performers that you serve and I serve is that there's this high level of drive, but not necessarily the equal amount of confidence. We sometimes we struggle with knowing our own value. One of the reasons we work so hard is because instead of us, knowing and owning our value, we're always seeking validation. The real key to that is, you know, how do you really work on bridging that gap between the confidence and the drive? How do you become very intentional about elevating your value versus this need for validation? That is the core of a lot of the work that we do because you can't outrun your own confidence. No matter how much success you have, you still show up. And at some point, the external accolade is not going to be enough.

Wambui: Right. And I do love what you say. I believe you said clarity. I think you teach on clarity and then living courageously. Tell, tell us, yeah, what are the three? There's something else I know I'm missing. Using clarity and living courageously. Right now, does that go in that order?

Dr. Sheri Riley: We pursue the peace. And whenever we pursue peace, it's going to give us clarity. And when we bring peace and clarity together, we're always going to get the courage. It's always a peace, clarity, and courage. Those three together it's the power of exponential living.

Wambui: I love that. Now, one more thing. What is the difference between success and significance?

Dr. Sheri Riley: So success is the external accolades significance is that internal impact that your brilliance, your greatness brings to external factors with or without accolades. With or without financial benefit. It's you know that thing they say find the thing you love to do if you know if money wasn't an issue. And it's like, how do you genuinely make that impact, whether money is a part of it or not. A lot of times you know there's this level of, you know, you work hard you get to success, and then when you're a billionaire or multimillionaire. Then you want to focus on significance. Well, I believe we can focus on significance at any level how many stories have you heard of the janitor who worked hard and was the most impactful person in the entire school, beyond the principal, beyond the teachers, because they were focused on the significance, the impact they could have with everyone they touch. I think that's such a critical component of our overall joy.

Wambui: Beautiful, so service. Just to always have that service in mind, not just success and nothing wrong with success, then the financial part of it, but it's again, being well rounded in all areas and having and focusing on who can I serve.

Dr. Sheri Riley: Yes.

Wambui: Awesome. And now that's what I know we can learn a lot from you and from you to tell us, how can my listeners find you?

Dr. Sheri Riley: Yes. So I would love to connect on Instagram and or YouTube, as well as LinkedIn, and all the LinkedIn, is Sheririleydotcom, Instagram, my website, and YouTube is sheririley, so S-H-E-R-I-R-I-L-E-Y. And then also you can definitely, sign up for a discovery call regarding our power broker academy at powerbrokeracademy.com.

Wambui: Beautiful. Now, one thing I love about you is when I listen to you, even when you're doing your interviews, you have this laughter that comes from your soul.

Dr. Sheri Riley: Yeah.

Wambui: It's just big. And it's just, it feels me. I just feel like, oh my God, I want to listen again to her laughter. I think that's. Part of exponential living.

Dr. Sheri Riley: Yes. Laughter. I just, believe it's one of the most innocent, purest, most powerful point points of our joy. And just laughter and you know, there has been, proven scientifically proven data out there that says, you know if you're. Struggling with an illness or terminal illness, laughter can definitely impact your health and your wellness. I think it's just one of the greatest gifts we can give ourselves. I always say is laugh and not be laughing at it. Not just the Kevin Hart movie, right? Just for the purity of just laughing. Funny story. When I was first starting in the industry I was, brand new in the entertainment industry, and there were these senior level executives, and one of them was the senior VP at the time, and I came in for a meeting, and I started laughing, and he immediately came over and started talking to me, and like, this was big like I'm literally just, I'm working part-time at a company, and you know, the senior executive comes and starts talking to me, and he said, it's like, I, I just, I'm, you're last. He's like, you know, be on calls and I'd hear you laugh. And he's like, it's just something about your lab. And I remember that to this day. The power of just laughter.

Wambui: You do. You have this genuine laughter. That you can tell that it's coming from inside and that's beautiful. So that's very beautiful. I love that. Dr. Riley, I could talk to you all day. Thank you for your time. I know this conversation is going to be very helpful to my listeners and I can't wait for you for them to find out more about you. And I really thank you for being here.

Dr. Sheri Riley: Thank you. It was my purpose and my pleasure and I'm so grateful that you invited me. I appreciate it.

Wambui: Thank you. You're welcome