

Cathy Mann: *Intro Music* Welcome to, It doesn't hurt to ask, a podcast where we talk about fundraising. This season. we'll be talking to shift disturbers in philanthropy, people who are shaking up traditional philanthropy practices. Today we're talking with Lisa Watson, have Openly about money mindset, toilet paper, and various other things.

Cathy Mann: Lisa, welcome to. It doesn't hurt to ask podcast.

Lisa Watson: Thank you. It's great to be here, Cathy.

Cathy Mann: Yeah, I'm really excited to have this conversation even though you don't work primarily in philanthropy and our podcast is about shift disturbers in philanthropy,

Lisa Watson: Right

Cathy Mann: I really think that the work that you do impacts any organization's philanthropic program and you have started this new consulting practice called Openly. Why don't you tell us about what Openly is and I think you're doing things to shift the sector and tell us about that.

Lisa Watson: Okay, sure. So Openly is a strategy and research company and we work with all different organizations who's missions touch on social good. So a lot of those are philanthropic organizations, but they're also, community based organizations, grassroots startups, you know, social entrepreneur, entrepreneurs who are looking to for help to how to frame their strategy, how to create clarity about the direction that they're heading in to achieve their impact. So we really say that our mission is your impact because we see ourselves working in this space of amplifying the great work that's already happening and helping to make that better and more strategic and clearer and be able to tell the story about that. And in order to help people, I think what we've realized is that where people are really asking for our help is in the area of, of learning and, and really creating spaces to ask themselves some difficult questions, you know, and to wade into this unknown space. It's like how do we, how do we start to do things differently because the things that we've been doing, they might be helping and they might be effective to some extent, but we're not actually seeing the needle shift on big, you know, big social issues, the things that we care about. So that's, that's where our work comes in and we start, we called ourselves Openly, really intentionally because we went through an exercise and kind of sat down one day and asked ourselves what is it that we love about our work? In sharing stories with each other, a word that kept coming up was open and meaning, like when we work with folks and we can see like when the sparkle starts to come back into someone's eyes, when they talk about their work. Or when or when the lights go on, when they, when they realized when they have this amazing insight that gives them something new to work with. There's an openness, there's an opening that happens in that moment and that is the moment that we love because that's the moment of such great creativity and opportunity and potential and, and love. Right? Yeah,

and, and so that's the thing that really turns us on. So we said it's all about learning openly, working openly, changing openly, exploring openly, and just being willing to kind of sit in that space of courage and vulnerability. And so I've thought a lot about what kind of leadership do we need in our sector. I asked myself what are the qualities that they possess that make it possible for spaces like that to happen and change like that to happen because I do think a common denominator across really meaningful change initiatives is often the leader. And so I've actually spent quite a bit of time exploring that and writing about that and, and looking at my own sort of approach to leadership. And this is where it really connects to Openly any openly matters to me. And I think it comes from a deep belief that we are all intimately intricately connected to one another. For me, that's what I call that soulful leadership. To me that is working from a place of really appreciating that we're all part of something here and we're connected to one another and that connection matters and for me creates a sense of shared responsibility but also a trust that we can, we have what we need. We can figure this out together. And so as a facilitator, sometimes in moments start to think, oh, shift, where's this gonna go? I have to talk, talk to myself and say like, I trust a trust. This group, I trust them. We will get to where we need to get to in this meeting. I don't need to control this, I just need to be a facilitator.

Cathy Mann: So one of the things that I think is interesting is that there oftentimes you'll hear people speak about, you know, soulfulness and kind of get all new agey and it's easy to perhaps discount it because it's airy fairy. One of the things, now hear me out. One of the things though that I will say about you is that while you come at your work with this, a approach and beliefs around the soulfulness that you talked about, it's also incredibly grounded and pragmatic. So it leads to, I think ,really cool change because you're bringing those two energies to, to play.

Lisa Watson: I think. I think we need rigor and discipline. I think we need great practice and we absolutely need to be pragmatic and we need to care deeply about each other as we're doing the work. When we see teams that work well and do great things, it's because they care about each other. It's because they feel value. It's because they feel a sense of shared purpose. And where I see brokenness in organizations that are struggling to make a difference or there they're making a difference at a great cost to the people working in the organizations. Folks are saying that's what's missing for them. They, their people aren't first. Relationships aren't first. The value of humanity is not first. And I believe that we can do both. I, and I believe that when I see great leaders in the sector doing great things, like many of the ones that you're interviewing on the podcast, that's what I see that stands out for them, is that they love people. There's a love that, that they emit that draws people into them. You can see they are brilliant. They are talented, they are experienced. There's lots of people like that in the world. What draws people in and what connects people, people and makes people willing to and longing to be a part of something is, is that sense of welcoming and safety and, and love.

Cathy Mann: Yeah. Well that was lovely. And I say that because it was one of the reasons that I reached out to you when I was beginning to identify an issue in my world of

philanthropy that I didn't know how to address. So I work a lot in the world of social change philanthropy. And I was meeting many leaders in the sector, both staff and volunteer, who ultimately I came to realize that one of the barriers to success around fundraising for them was, a certain mindset about money and yeah, that I, I could go in and set up the infrastructure of how to raise money. I could set up programs and you know, all the database and that sort of thing, but without people in the organization who believed that it was possible to succeed at fundraising. We reached a ceiling very, very quickly. And after, you know, 20 at the time, 20 odd years working in the sector and I was beginning to put this together, it was when I met you that I thought, "okay, I'm going to go have a conversation with her", about this because you do work, you know, in lots of organizations with philanthropy and you work with all these leaders. And I think that conversation when we first had it was kind of an interesting one and you seem to like, I could see the light bulb go off for you too.

Lisa Watson: Right away, right away. I remember you came to me and said you've been starting to have these conversations about money and asking people to talk about their values around money. And, and it was interesting because I had also been thinking about this a lot and been seeing in the organizations that I work in. It's kind of a pervasive thing across the nonprofit sector. We've grown up in this sector with this sense of how like having to have our hands out and ask, you know, please, may I have some more. And, and there's always a sense that there's not enough. I also see that tension in my work. Yup. Right. With executive directors and boards of directors and their ability to think big about money and to really think about how to engage donors in a meaningful way. Donors, funders and others because there's always the sense that, you know, there are different than us. And um, I worked as a funder for 15 years, so I got to learn that a lot of the funders were, were really not different. We were people who work in different organizations, many of whom care deeply about the same things, but come at it from a different lens and may need to learn different things. And so I, I was really excited when you reached out to me because I thought, yeah, this is one of those things in our sector that we're not talking about is money. And why is it so difficult for us to talk about money?

Cathy Mann: I would say that's not unique to the sector that I would say across the board, people aren't spending a lot of time examining their, their values and beliefs around money.

Lisa Watson: And why do you think that is?

Cathy Mann: I think because it's scary. I think because we have lots of emotional stuff that comes along with the messages we've learned around money and you know, unearthing that can be difficult and uncomfortable. Uh, you know, I think about my childhood and the lessons I learned around money, you know, the lessons I learned were don't ever be dependent on somebody financially because you need to be able to be nimble and get out of situations if you need to. And spending time examining that led me to this path. And in fact one of the reasons my clients find me so accessible is because I think I share a lot of values that

they do around money. I grew up in this working class environment. I probably had a bit of a scarcity mindset and myself. And so we, we fed off each other and I got to a place where I began to question whether or not I was enabling my clients when they weren't willing or able to kind of take the step that they needed to, to potentially raise more money.

Lisa Watson: Interesting.

Cathy Mann: So yeah, I mean, to your question, why is that difficult? Because yeah, thinking about money really unearths a lot of things we'd rather not dig around in.

Lisa Watson: Right. Yeah. And I don't. I think just personally I had never thought about it until a couple of years ago really know?

Cathy Mann: And I think I've always thought about money,

Lisa Watson: but I, I suppose I thought about it, but I had never thought about what do I really believe about my, what is my relationship with money?

Cathy Mann: Interesting.

Lisa Watson: I assumed that's what everybody thought about money. All right. And I, I guess I didn't examine it. And um, and funny because as I said, I worked in funding organizations for 15 years, you know, we're, we're, there was always talk of money but it's really different than I think, you know, when I started my own company and had had to start talking with clients about my fee.

Cathy Mann: Yeah. And I hear you sister.

Lisa Watson: Yeah. Right. And it felt so uncomfortable and I've thought I would do anything to avoid having that conversation even like I would, I thought I'd rather, I'd rather work for free than have to have that conversation and then realize, well actually to pay bills so I have to have it, you know, and, and, and, you know, some helpful coaching from, from colleagues who had been working, you know, as consultants for some time help me to learn how to have that conversation, but it didn't stop it from being uncomfortable.

Lisa Watson: So it was, that's a difficult, that's always been a difficult kind of conversation I think. And so then I started sort of asking myself like, why does that make me feel so uncomfortable. If I want to be successful and I want to give what I have to give, I need to be able to have conversations about what that's going to cost because people are just asking me very frankly. Yeah, what is, what is it going to cost?

Cathy Mann: Yep. So that's so interesting, right? That, you know, you'd almost rather work for free, then you can ask for what your services are worth.

Lisa Watson: Right. Which I think isn't that different from many of the organizations that we work with. It's very hard to ask for what you need. Right? So people ask for the tiniest amount that they think is they could possibly eek by with rather than saying, you know, what, if we really wanted to make a big difference, if we wanted to rock this, change this idea that we have, this is what it would take. And then to have the courage and the skills and the, and the openness to go and have that conversation. I know not to say that any funder is going to say, oh yeah, here's a million bucks, but to say, okay, well where do we start that conversation? Rather than just saying, let's just not ever go there. Yeah, let's just think of the tiniest amount we could possibly ask for.

Cathy Mann: I will say that as a sector we have learned, that's all we can ask for. So, so while I think this exploring money mindsets is going to be an important additional tool kit. One of the things that you know, having worked in the sector for 25 years in fundraising is that we kind of have learned to not ask for a lot of money because we haven't really gotten it in the past. We've had this, we've had this relationship with donors and funders that I think is starting to shift now and this notion of exploring your values around money and being prepared to, to think big and to recognize that if we are going to make real shifts in society, we need to be creating movements and to be thinking about it bigger is a, it's a new time and I'm not sure that we would have been able that everybody would have been able to do that even a decade ago.

Lisa Watson: Yeah, I agree with you and I want to be clear that I, there's no blame that it's nobody's fault that we, that we are this way in the sector. I think it is a dynamic and a way of being that it's been really ingrained in the sector because we've had to scrape, you know, bits together to make, make good things happen and that's happened because people care enough to do something courageous and to cobble together whatever it's gonna take to make that happen. And that's why I love working in the sector because I think because there is that fundamental value around social justice and around dignity and fairness, there's no blame.

Cathy Mann: And the thing is that there is a paradigm within which we work and have worked for many decades and I think that there are new insights about many things in our society right now and the time is ripe to be examining and to, you know, engage the people we can engage to begin to shift that paradigm. And that includes the more traditional kind of linear relationship between philanthropic investments and outcomes. Right? So in traditional philanthropy, it's kind of you give us x amount of dollars and we're gonna deliver y amount of impact and right now the paradigm is that donors expect us to be able to say, to predict what we're going to be able to do with the money that they give us. And in the world is social change, social change is messy and unpredictable and process heavy and labor intensive and we're never exactly sure where it's gonna end up and so to engage donors and funders on this incredibly unpredictable journey of social change requires an entirely different kind of conversation and requires courage both from the people who are doing the asking and the people who are investing in it.

Lisa Watson: I agree. I think it goes back to the conversation we were having earlier about openness and about connection. And so if we really believe that we have a shared responsibility to create a just world, there are, there are people who have different roles to play in that. And so how do we create opportunities for people who have those different roles to have a meaningful connection to the change process. That's not something that we've necessarily always done really well. Um, I think we've, we've traditionally had pretty siloed ways of working, you know, and we're starting to get better at working across sectors and engaging funders and donors in the change making process and learning how to make sure those processes are very grounded and centered and driven by the people who will be affected by them. And you know, I think having the courage to kind of go back to some of those first principles about what really fundamentally matters to me? What is driving me? What is my greater purpose in this conversation? Why am I feeling so uncomfortable about some of these things? And I'm, I'm really excited about creating spaces where we can have those kinds of conversations.

Cathy Mann: So we've been talking about how you and I are working together and developing some things. Why don't we, why don't you share what that looks like right now?

Lisa Watson: Well, I think it's emerging and it's coming from these conversations that we're having. There's this emerging hypothesis and, and that's really that we believe that there's a value in helping organizational leaders to examine their money values in order to become more aware of what's driving them. Right. Of what, what there, where there might be some unconscious biases that are potentially affecting them or potentially limiting their effectiveness or their ability to achieve their mission. And so we're trying to connect the dots between our relationship with money and the changes that we're trying to make in the world. So I think by creating opportunities for people to explore that in a way as not not through deep therapy but through, you know, through some, through some conversations and through some exercises we believe that people can develop a more empowered relationship with money that will help them to be more effective and more impactful.

Cathy Mann: Yeah, and you know, I initially came to you, you with my lens, which was around the money values and beliefs impacts organizations in their philanthropic program. But as we have been talking more in developing this idea out more, it's, it's beyond philanthropy. It's like the, it's about how do we make a bigger impact more broadly.

Lisa Watson: Yeah, and I think that what we've identified, what I had been thinking about before you came to me was that this a big block. That I see a lot in my work in terms of people's ability to achieve their impact and so working that block and unpacking it a little bit, just even even surfacing some of those assumptions I think can really help to open up a different kind of conversation and I think it kinda goes back to where we started around those moments where you were, you when you have that insight and how that feels like, "oh, now some things clearer for me", that gives me something new to work with and that's why

there's value in this. Because if there's parts of ourselves that we haven't explored that are playing out in how we're leading and working every day, that can, that can, that can seriously be limiting our ability to achieve our impact. So it's really just about making it visible and working with it effectively.

Cathy Mann: So I'm really excited about some of the ideas that we've come up with and how we're looking at implementing some of the stuff that we've been talking about. I'll let, I'll leave it to you.

Lisa Watson: Well, I think so just to make it really practical. We're planning to offer some workshops. And a bit of a learning journey for folks who'd like to, who'd like to spend some time thinking about this. Um, I think what's really cool about that is that people will have an opportunity to learn from you about what this means from a fundraising perspective, To think through what that means, you know, through the work that I do in terms of leadership and governance and strategy. Um, and bringing those, bringing those things together in a, in a format where people can, can play with those ideas using some really creative exercises I think is going to be fun and we'll give them an opportunity to, to think about things they might not otherwise have time to really reflect on.

Cathy Mann: I'm really excited about the fact that we're, we're going to be bringing together the strategy piece and the fundraising piece because so often as a fundraiser, what I see is, oh, totally disconnected and we operate in silos and um,

Lisa Watson: and we see our work as other somehow, right? Uh, we see that, you know, you're responsible for the money and I'm responsible for the community stuff and that somehow there's different values on that. Right? And like, and, and I think that that creates tremendous divides and organizations in our sector. Uh, I see that all the time in my work. I've lived that in the organizations that I've, I've worked in. I think if we don't start to knit that piece together and we're going to be in trouble. Yeah. Um, so I'm, I too, I'm excited about bringing that together for me, it's been great learning. Even just, you know, spending more time with you, Cathy and learning more about how you see the world, right? It's a different lens on social change and what mine's always been and it's pushed me and it's helped me to have different kinds of conversations with the organizations I work with.

Cathy Mann: Interesting.

Lisa Watson: You know, I think it's, it's a learning journey for us to, as going through this and I'm really excited to work with some courageous leaders who want to be part of testing this hypothesis and looking at what are the best ways to tackle these questions and tensions in our or in our sector, in our organizations and then how can we scale this so that we can make it available more broadly and really start to make some, some broader shifts across the system.

Cathy Mann: I'm looking forward to, you know, the initial testing and to being able to identify the impact of the this kind of work.

Lisa Watson: I think taking a research approach, like asking questions, asking people to be part of exploring this together and finding out what works. I think that will be really helpful.

Cathy Mann: Yeah. I mean I think what's really going to be cool about this is that it is going to be a cocreation process. We're not coming in with all the answers, right. We are coming in with questions, right.

Lisa Watson: And some tools and resources to help people to have thoughtful conversations. But yeah, I think we want to learn together like how, what are the best ways that we can help people to engage in conversations like this, to think this through, to take this back to their teams to enable their boards. I think boards are a huge part of this conversation. I'd love, I'd love for boards to be a part of our work too, you know, they have an important role to play in stewarding the resources. So, um, so I see it really as a research project that we're undertaking that will hopefully at the same time bring real practical value to the people that participate in the journey with us.

Cathy Mann: Yeah. Yeah. I'm so excited to get started.

Lisa Watson: Me To. Yeah, let's do it.

Cathy Mann: Alright. So can we pick up on something you said earlier where scarcity mindset sometimes manifests itself as this, you know, we ask for just enough to eat.

Lisa Watson: So it's a great question and I remember when you first came to me and you wanted to have this conversation about money values, it was really present for me because we had just facilitated a two day retreat with a group of organizations in this really beautiful space and uh, the funder had encouraged them to use some of the resources they had given them for the year to have this retreat and to go somewhere beautiful so that they could get away so they could think so they could reflect,

Cathy Mann: Be inspired

Lisa Watson: To be inspired. Yeah, because they do really challenging work on a day to day basis and, and good work. And so we were sitting around a table having a meal together and commenting on how beautiful it was and what a, what a treat it was to be in such a lovely place. And, and folks agreed. But one person said, I don't know, I feel kind of uncomfortable being here and you know, we said, you know, why is that? And she said, because all I can think about is how many dodge balls we could have bought with this money.

Cathy Mann: Isn't that interesting?

Lisa Watson: Right. And I, I mean, I can totally get where that comes from, right? Because these are folks that every penny matters and every penny that they get, they want to give back to the community in real tangible services, products, experiences, support. Um, so the idea of taking time for themselves to care for themselves, to be in a place that nurtures them just felt completely foreign and uncomfortable.

Cathy Mann: So that's so interesting because as you were telling that story when you started talking about dodge balls, I think about my evolution. And so before I got into fundraising, I was an executive director of a couple of small child serving agencies and in fact one of them was a residential summer camp for kids who either had behavior challenge or were from low income families. And I remember, you know, we would be asking for things like empty margarine in containers or empty yogurt containers for our craft and write stuff. Right? And we were delighted. Absolutely. People would drop this stuff off. And so back then, so 30 years ago, I was totally with that woman. I would have been wanting to buy more dodge balls then indulge myself in a nice space to, you know, to think bigger. So we know it's interesting because I think, but where I am now and how long it's taken me to get there and the fact that I'm a fundraiser, so I'm working with money all the time and it's still taken me this long to get to a place where I want to explore a money mindset a little bit more deeply. Um, and so of course the sectors where the sector is, we are where we're at and, and change takes a long time.

Lisa Watson: Well, I think the sector is also a reflection of broader, broader societal values and structures. I think there's these multilayered complexities around money. I think gender is one, you know, I think I, you know, socioeconomic class class, um, race, you know, I'm reading this book on decolonizing wealth by Edgar Villa Nueva and you know, he talks about how in the philanthropic sector we're reinforcing and recreating colonization patterns. Yeah. And it's very disruptive. And, and in reading it, I just feel this deep. I have been feeling this deep sense of discomfort in the pit of my stomach because I think, what role am I playing in this write it how, how am I unintentionally perpetuating inequities through the way that I work? What parts of that have I not examined yet? I, I think there's so many layers of it that we don't know. We don't think about on a day to day that really can be creating some real inequity.

Cathy Mann: That is really a big wicked question that I think we need to be exploring in our sector and all the more reason for us to be exploring our money mindsets so that we can investigate whether or not that's something we're carrying.

Lisa Watson: Absolutely. I think it's something that we probably have more questions about than we do answers. Right. And, you know, it's not a topic I feel equipped to, uh, to be any type of an expert on it's. I'm really feeling like I'm at the beginning of my learning about that. But it really ties back to, you know, starting to look at our money values and, and how they play out in our work in the sector.

Cathy Mann: And I think you said something really important. There are a lot of this is we're not experts at this. We're really interested in having these conversations and cocreating this new body of knowledge through the conversations that we're going to have with leaders in the sector

Lisa Watson: And I think where we have some expertise to bear is tying the conversation around fundraising to strategy to impact and bringing some great facilitation processes that, you know, create safe spaces for people to explore these topics together. And so I'm really excited about putting our heads together. To facilitate some of these conversations in the sector and to bring some resources to help people think through the connection between strategy and fundraising and, and impact measurement. Right. And and like what does that whole, how does that, how did that whole cycle work and, and what is the role of how I think about money, how is that playing out through the work that I'm doing through the, through the way I'm leading this organization through the way I'm participating in this board

Cathy Mann: And what I'm hoping is that if we can help people explore some of those points that you just talked about, that it won't take somebody 30 years, like it's taken me, to get to this point to start to think about it because I think that the world is screaming out for change right now and we need to figure out how to help facilitate that more quickly maybe than we have in the past.

Lisa Watson: I think. Yeah. And I think we also have to be willing to be open to how difficult that's going to be.

Cathy Mann: Yeah.

Lisa Watson: Because on a personal level, talking about money is, is not an easy thing to do. You know? Bringing that to an organizational level and facilitating those conversations in our organizations and with our boards. I think that's, that's not an easy thing to do either and I think people will need some support to be able to do that, but I do think that it has the potential to create some really meaningful change in how we lead and how we, how we work in the sector and how we enable social change.

Cathy Mann: Yeah, and I mean, I think we've talked about this. We're not that we're not setting out to become therapists and we don't want to ask people to necessarily plumb the depths of their soul, but to, to be aware of it and to, and to be mindful of how their values do impact the work that they're doing on a day to day basis.

Lisa Watson: And so I think a really practical way that people can start to think about this is just by asking themselves, what is my money story? How, how, what is my relationship with money? How do I think about money just in my own life? Do I, you know, do I see it as a good thing or bad thing? What values do I attach to

money and, and to people who have money? And I think that that can be a pretty insightful kind of reflection

Cathy Mann: Or to people who don't have money

Lisa Watson: To people who don't have money. Right. When I started exploring this, this for myself, you know, a good friend of mindset asked me the question, you know, what, what, what is, what is your money story? And I said, what do you, what do you even mean by that? Right? And she said, well, tell me, tell me like, how, how did, how did your family think about money and did, did you have conversations about money and started realizing, you know, what, we talked about money, but it was also really clear that that was kind of Gauche, right? Like, you don't, you don't talk about money outside of your home, right? And, and even so you can touch, do you talk about it in hush tones? And um, I needed to be really careful with your money because it could all be taken away. You know, my parents came from, my parents were born at the, at the end of the great recession. The Great Depression and uh, which was not hilarious, I seems to be in this moment, but that came because I think that came from a place of my parents being born and raised, you know, during the time of great scarcity, right? They were born at the end of the Great Depression and that, you know, left them and you know, with a real sense that money is very tenuous and it could be taken away from you at any moment. So that really affected me and how I think about money. Um, but I had never spent any time thinking about that when I started actually, you know, writing this out a little bit, asking myself some questions. Where does, where am I? What are my money values today? What do I think? Do I think it's good or bad? How would I feel if I was really wealthy? And do I think it'd be a good thing to be really wealthy? Do I think a big. Is there something I do to avoid that happening in my life, right? Um, or how, how have I constructed my life around money? And uh, and it was just a very interesting process and then my friend said to me, okay, now that you've, now that you've thought about that, what do you want your money story to be?

Cathy Mann: Oh, interesting. Yeah, we can create our money story was saying like,

Lisa Watson: it's just a story. Yeah. Oh yeah. And stories. Stories can, you can have different stories. Right? So the idea of money being kind of neutral energy that we attach all kinds of values and emotions to uh wasn't something I had thought about until then. And uh, so, so constructing your new money story could be a more empowered way. It could sound like a more empowered way of thinking about money, of having really a healthy and an open and empowered relationship with money.

Cathy Mann: So it's so interesting because even as you're saying that, I can feel my childhood and what, you know, what came to mind was, yeah, sure, it's easy to say you can have a different story about money if you've got money right here, if you're struggling, if you're living in poverty.

Lisa Watson: But I'm even talking about your internal story, right? What, what is the story you tell yourself about money, not, and then how that manifests in the world might might be a different thing, but I think when we believe something internally about money, about ourselves, about our values in the world, about, you know, what we have to contribute to the world, what we offer to the world comes from that place. And so how I have operated in the world has come from a place of my story about money. But if I, if I were to, to challenge myself about that, I wonder what might manifest that might look different.

Cathy Mann: Well, what's interesting to me though, the reason I said that is because even though I have spent time exploring my values and beliefs around money and yes, when you said that changing your space,

Lisa Watson: I 'm watching ready to pound me. So that's why it's hard to.

Cathy Mann: Exactly. Yeah.

Lisa Watson: You're going to have this conversation at a board table. I really, you know, so how do you have these conversations? I think maybe we need some help with that. Um, and maybe it starts by doing some personal reflection or you know, with likeminded folks about what this means to them and what comes up for them when they, when they think about money and talk about money.

Cathy Mann: I just think this is so, such a great illustration of why this is a difficult conversation because like, we're working on this together, we're trying to develop some hard for us. Yeah, that's right. Yeah.

Lisa Watson: Yeah. I think, you know, it's, it's all about having the courage to be open, to be vulnerable with not knowing where this conversation's going to go, to say, my stomach hurts when we talk about this. And uh, and I don't know why that is, but let me step into that a little bit and I think I think that that could lead to some interesting opportunities.

Cathy Mann: So on a, on a lighter note, you have told me this one great story about a scarcity manifesting itself in your personal life.

Lisa Watson: Yeah. I have, I have a few like kind of hilarious stories of scarcity because my husband and I laugh about this all the time because he comes from a background where he, he needed to really save every penny that he had and so, you know, when we started living together I was really surprised to see this accumulation of paper products in my house like, and, and like,

Cathy Mann: like office, like lined paper that you write on the

Lisa Watson: paper toilet paper, toilet paper and paper towel and a and like hordes of it. Right. And um, I said, you know, I think we probably haven't had enough toilet paper and he'd say, but it's on sale and we might need it. Yeah. You know, I

think we have hundreds and hundreds of rolls of toilet paper in our house and enrolls a foil and so nobody would actually believe if I, until I showed you my kitchen drawer that there are at any given time, there's nine roles of foil, like packages of aluminum foil in my kitchen drawer. And we teach them about it, right. Because it sounds like where did that come from? Yeah and he said, well, because you know, don't you remember that time when our son was little, we ran out of foil and I said to myself, when that happened, never again. That's never going to happen as well. We have foil shortage or toilet paper shortage and so you know, that's how scarcity can play out. Just didn't like funny ways. Yeah. But that comes from like a sense of like, what if we lost everything? What if we didn't have enough? Yeah, and I appreciate that. He wants to protect us, make sure we have what we need, but. But I think that's just a funny example of how of how those values play out your real life.

Cathy Mann: I think that's a great place to end this conversation with the notion of entering into these conversations openly being willing to be vulnerable if we are looking to make the shifts that we're talking about, I think this is going to be an important and courageous conversation that we need to have with leaders in the sector. Yeah, and I look forward to working on it with you and I want to thank you so much for coming in having this conversation with us

Lisa Watson: Anytime. I'm always happy to talk about shift with you.

Cathy Mann: *Outtro music starts* That was an incredibly interesting and to a certain degree, really profound conversation that we had. I think we touched on some incredibly needy issues. Have lots more questions then when we started the conversation, but what really struck me was it really comes back to the ability to have courageous conversations with others but also with ourselves to have the openness to explore and to be vulnerable and to make sure that we can do that within a safe space. And one of the reasons that I approached Lisa in the first place is because I know that she is really good at creating those kinds of safe spaces to have those kinds of challenging and courageous conversations. So I look forward to exploring money mindsets with lots of people and to further look at my own values and beliefs around money and how it's impacting my ability to serve my clients.

Cathy Mann: If anyone listening is interested in being part of this learning journey with us, I hope you'll reach out at hello@cathymann.ca. We really are looking for folks to cocreate this with. If you liked this podcast, I hope you'll go to itunes or wherever it is you catch your podcasts and subscribe, rate us. You can give us any number of songs. It's five and make sure that you shared this with your friends and remember, like my Mama said, it doesn't hurt to ask.

Cathy Mann: Podcast is produced by poodle party productions. *dog barks* Good girl, brandy and Cathy Mann and associates. The great music that you hear on this podcast is dog days by Isaac. Joel.