

- Kendra: [00:07](#) You are listening to the Level Up podcast, a podcast for high performing business women, and I am your host Kendra James-Anderson. I am CEO of the Finance Femme LLC and a virtual CFO to several successful women entrepreneurs. Here I'll be sharing business tips and the occasional life hack to help you get higher profits and business and more time to live your best life. Whether you want to scale your business to six or seven figures and beyond, have already hit millionaire status, or if you're just getting your business started, this is the podcast for you.
- Kendra: [00:49](#) Hey guys, Kendra here with another episode and this is going to be a good one. So let's dive right in with a question.
- Kendra: [00:57](#) So have you ever thought to yourself, I'll wait until my life is less chaotic to do this one thing, or when I get more time, I'll start to do that one thing. I think that we're all guilty of it at some point. I know for sure I am, but on this episode, I want to focus on this concept that chaos doesn't stop for structure. Structure disrupts chaos. So its this concept that you're waiting for your business to get less hectic in order to start implementing the things that will make your business less hectic.
- Kendra: [01:31](#) So I'll say that again. You're waiting on your business to get less hectic in order to start implementing the things that will make your business less hectic. It sounds crazy when you put it that way, right? You have to disrupt the chaos. So how do you do that?
- Kendra: [01:47](#) Well, the first thing you do is you determine what's chaotic, right? Is it that you don't have enough time? Is it that you feel a little overextended, you're feeling stressed out? Are you feeling stuck in business?
- Kendra: [01:59](#) So let's start with time - feeling like there's never enough time like you're overextended. And a lot of times I find that it's not that we don't have enough time. The root cause is often lack of clarity. Because when you aren't clear with what your end goal is, you'll come up with all of these different things, all of these different ideas you'll start implementing. You might not finish, you'll implement something else. It's not that you don't have enough time, your time is just filled with a lot of stuff. Sometimes most of which does it need to be there in some might say prioritize. So yeah, of course you want to prioritize, but don't prioritize the junk. Don't even include the junk.
- Kendra: [02:39](#) The junk shouldn't even be there. And I say junk in a loving way because I've started things just to start it and later realize it's totally unnecessary and it was just filler. So I had to realize it

was junk. So I put the junk away even sometimes just to the side because maybe that junk will become a gem later. But for now it's just junk and it's taking away from the end goal that I have in the moment. It's not adding to it.

Kendra: [03:07](#) So when it comes to time, you want to make sure, are you clear? Are you clear on what your end goal is? So as an example, in the earlier part of my business, I was doing all the things as it pertains to marketing. I was trying to build an email list, trying to put out newsletters, blogging, video, social media, YouTube. I was doing all the things and my intention was good, but my execution was chaotic.

Kendra: [03:36](#) It was chaotic because I didn't have clarity. I knew that the end goal was to, you know, spread brand awareness, help people so that they could see value and get value and potentially want to work with me, but did I have to market in a hundred different ways in order to do that? Because remember, as a high performer, it's about efficiency, effectiveness, strategy, doing a hundred things at 20% capacity isn't nearly as impactful as doing five things at a hundred percent capacity.

Kendra: [04:05](#) So I'll say that again, doing a hundred things at 20% capacity isn't nearly as impactful as doing five things at a hundred percent capacity. So I stopped doing the a hundred things. I've found my "five things". I found my focus and naturally that freed up my time, but I had to disrupt the chaos. I had to disrupt doing a hundred things at 20% capacity knowing it wasn't working, knowing it was chaotic, knowing that if I continued doing these a hundred things, my calendar isn't going to just miraculously open up for me to build structure in. But instead I had to make a decision to disrupt it and to make a change and to decide that these five things I'm going to go harder on.

Kendra: [04:52](#) And another place where people tend to feel chaos is their money, their finances, you know.

Kendra: [04:58](#) Oh, I have money coming in, but I don't know where it's going.

Kendra: [05:02](#) Or, Oh, I'm running a business. It evolves bills and sometimes I just forget things fall through the crack. I have payroll vendors I have to collect from my clients and customers. And that's true. When you're running a business, money is flowing in and out constantly. Hopefully more in than out. But there are a lot of transactions and bills and invoices to keep track of, but don't let the excuse creep in.

- Kendra: [05:29](#) You know, when things slow down in my business, then I'll focus on my finances because for one, typically things don't slow down, right? We're entrepreneurs. There's always new ideas. There's always new opportunities coming your way, but also you just have to have a grasp on your business finances. It's non negotiable or at some point your business will slow down for good and definitely is going to close because cashflow and capital is the bloodline of your business and if it's not flowing and flowing at the right pace, your business simply will not last.
- Kendra: [06:06](#) So now that that excuse is shut down about waiting for the right time, let's move on to the disruption. How do we disrupt the financial chaos in our business? Well, of course, being a CFO, I have a lot to say about this, much of which you will hear over the episodes on this very podcast with a degree in corporate finance with over 10 years in corporate finance and now being a CFO for several successful, amazing women entrepreneurs.
- Kendra: [06:35](#) I have a unique and very experienced perspective, but for this particular episode, I'll keep it brief and I'll simply say this, get support. No one is born being an expert in all things business. There's so many different aspects from marketing and sales, finance, accounting, tech, leadership, and while sometimes you have to wear several hats, you can not wear all hats and scale successfully and in a sustainable fashion.
- Kendra: [07:05](#) So I'll say that again. You cannot wear all hats and scale successfully and in a sustainable fashion you need and you deserve support. So of course on this podcast I'm going to share all sorts of business finance tips and tricks and hacks and strategies - all of the above. So be sure to subscribe so you can hear all of those episodes.
- Kendra: [07:31](#) But for now, I'll end with this. In the meanwhile, let's make sure that we're getting our minds right and prepared to just disrupt the chaos. Let's recognize where in our businesses and maybe even in our lives that we have chaos and let's figure out how we're going to disrupt it. Because remember, chaos doesn't stop for structure. Structure disrupts chaos.
- Kendra: [07:59](#) That's a wrap for this episode. Be sure to go to the thefinancefemme.com/podcast to get the show notes and links mentioned in this episode, and if you heard any gems, be sure to share it with a friend and subscribe. Reach out to me on Instagram at [thefinancefemme](https://www.instagram.com/thefinancefemme). That's F E M M E and leave a comment. Thanks for listening.