

[00:00:02.160]

Welcome to the Value Driven Brand
podcast, where you'll learn insights

[00:00:06.600]

on how to communicate with authenticity,
deliver genuine value,

[00:00:10.920]

and create a memorable experience across
your entire customer journey,

[00:00:15.240]

helping your business become the sought
after leader in your industry.

[00:00:19.720]

I'm your host Aileen Day,
now onto the show.

[00:00:29.800]

Everyone, and welcome back to another

[00:00:32.600]

episode of the Value Driven Brand podcast,
I am your host Aileen Day, today

[00:00:39.120]

I am so grateful to be joined
with one of my wonderful mentors.

[00:00:44.360]

And it's been a privilege to be in her

[00:00:49.640]

in her circle.

[00:00:51.040]

And I want to have everybody learn about
this wonderful woman today, Yvette Tarrant.

[00:00:58.480]

Thank you so much for joining us today.

[00:01:01.080]

How are you?

[00:01:02.720]

I'm amazing.

[00:01:03.760]

Thank you so much for having me.

[00:01:06.200]

Oh, it is absolutely my privilege.

[00:01:09.080]

And everybody listening today will

[00:01:11.520]
absolutely come out
thinking the same thing.

[00:01:14.000]
Now, for those of you who don't
know who it is, Yvette is the

[00:01:21.600]
most amazing

[00:01:23.800]
human.

[00:01:25.280]
She is the Grief Support Coach

[00:01:27.680]
and

[00:01:29.480]
there's a little bit of a journey on how

[00:01:31.280]
she came to become
the Grief Support Coach.

[00:01:35.240]
Now, I could read her bio and it starts
off like, you know,

[00:01:40.200]
a lot of bios in the sense of,
you know, she's going to into sports

[00:01:45.240]
and nutrition and and sports science
and nutrition

[00:01:48.840]
began her career working in the health
and fitness industry like lots of us have

[00:01:53.960]
or do, not me, because I'm allergic
to health and fitness.

[00:01:59.640]
And that led her on to her personal

[00:02:02.240]
training business, which is a fantastic
start in to business leadership.

[00:02:08.640]

And then she became really aware
of the mindset and the importance

[00:02:12.400]
around mindset and psychology and how those
things really can impact on life.

[00:02:17.840]
And she went on to become a certified life
coach in 2012, long before it was cool,

[00:02:25.480]
might start doing some pretty heavy

[00:02:31.360]
shit happened and everything changed.
What happened?

[00:02:37.120]
You tell us the next part of that story.
What happened?

[00:02:41.920]
The end of October 2015,
my husband was diagnosed with cancer.

[00:02:47.440]
So that is completely upended our life

[00:02:52.880]
as it does for anyone to be
confronted with that kind of news.

[00:02:57.680]
And we had 19 months with him
with treatment and then he passed away.

[00:03:02.080]
And so at that point, we'd been together
twenty four years ago for 12 and 16.

[00:03:06.920]
So it was just life was where I could
never have imagined it would be.

[00:03:11.840]
And it certainly wasn't

[00:03:13.640]
the picture or the vision that I
had from my life moving forward.

[00:03:16.200]
And so that then became this is the whole
grief journey and healing for myself.

[00:03:23.600]

And right, and, yeah,
so you mentioned you have

[00:03:28.680]
two daughters and how old
was I when Luke passed away?

[00:03:33.480]
Yeah, they were 12 and 16.

[00:03:34.960]
Oh, OK.
Yeah.

[00:03:37.320]
And and how old are they now?

[00:03:40.080]
They are 15 and 19,

[00:03:43.960]
so he passed away three years ago,
just three years ago.

[00:03:46.880]
He passed away.

[00:03:47.640]
So yeah, it's been a tough
and a tough journey.

[00:03:51.280]
So what in that journey got
you to where you are today?

[00:03:57.840]
Because I was already in the coaching

[00:04:00.160]
space or in personal development
that I was very aware in that context

[00:04:05.440]
of how I was processing and going through
that journey of my own.

[00:04:09.480]
And it was an assumption, I think,

[00:04:11.120]
by the people that I would
make a go into grief coaching.

[00:04:14.160]
But I didn't want anything to do with
that, as I do not want to go to that.

[00:04:18.880]

And I got to the point where
17 years after I left there and

[00:04:26.000]

somebody asked me, it was it was this.
Yes.

[00:04:27.960]

And it was a time to go into that space.

[00:04:29.440]

And what I found in my journey was
that there as a culture,

[00:04:33.160]

we do not tend to do grief and loss
and death and dying very well.

[00:04:36.480]

And there are many misconceptions
and misinformation that actually make

[00:04:40.320]

people's journey through that more
more difficult and more challenging.

[00:04:46.400]

And so I felt that when I learned I could
then use to help other people so that they

[00:04:52.960]

experience doesn't limit us in our life,
we can actually use the platform

[00:04:56.680]

to actually expand our lives in incredible
ways and leave a bigger, bolder, a better,

[00:05:02.000]

happier, more joyful life because
of what we've been through.

[00:05:05.440]

Yeah, absolutely.

[00:05:07.120]

And for those of you who might not really
comprehend what grief coaching

[00:05:13.280]

even looks like now, what what does it
what does it look and feel like

[00:05:18.680]

for someone going through the grief
to be coached through it?

[00:05:22.600]
Yeah, I think the first
thing to understand

[00:05:26.520]
in that journey is understanding grief

[00:05:28.200]
itself and understanding
that it is normal.

[00:05:30.560]
The feelings that we're feeling are

[00:05:32.120]
perfectly normal and there's
nothing wrong with us.

[00:05:34.200]
And one of the very first things that I do
with client is actually teaching them how

[00:05:39.240]
to feel, because, again, as a culture,
we are taught to distract and to move away

[00:05:44.640]
from pain and discomfort
rather than sitting in it.

[00:05:47.440]
And so learning how to feel emotion first,

[00:05:50.760]
you know, we can't feel better unless you
have the feeling that first the feeling

[00:05:54.000]
through those feelings
and then just navigating

[00:05:57.120]
the mindset and psychology around all

[00:05:59.000]
of those things that comes to grief
and loss and then

[00:06:02.520]
working through that and then creating
a vision of what life looks like

[00:06:05.240]
on the other side, because we really tend
to have a big identity shift when we have

[00:06:08.480]

a life has been this way for so long now,
all of a sudden it's not there anymore.

[00:06:13.080]

And who am I moving forward?

[00:06:14.640]

What is my life was like moving forward?

[00:06:16.760]

So it's creating that vision
and what life looks like.

[00:06:19.680]

And I'm living through grace and and I
guess the journey on the other side.

[00:06:25.800]

And I find it fascinating, especially
where we're in the thick of 2020.

[00:06:33.200]

And, you know, if someone ordered 2020 in a restaurant, but probably
send it back, let's be honest.

[00:06:42.040]

Well, we all ordered it.

[00:06:43.120]

We ordered it before 2020

[00:06:45.400]

grand visions of, what, 2020 was going to be like that.

[00:06:48.240]

Exactly.

[00:06:49.280]

But, you know, for a lot of us,
it's actually been one of those dishes

[00:06:56.120]

where once you actually tasted it,

[00:06:58.720]

you're like, well, actually,
I could do something with this.

[00:07:02.040]

This isn't so bad.

[00:07:03.000]

But for a lot of us,
it actually has become

[00:07:07.880]

it really has become like
something has died inside of us.

[00:07:11.760]

And I think people's comprehension of what

[00:07:14.320]

grief has meant to them
in the past has shifted.

[00:07:18.480]

And and how do you see
that that shift this year?

[00:07:24.120]

Yeah, it's such an important point,
because so often we think grief is just

[00:07:28.880]

about death, but not that,
I guess when we think about grief,

[00:07:34.120]

that probably the most difficult
experience that we can have,

[00:07:38.680]

that grief is with any kind of loss,
a change in our life.

[00:07:41.360]

And we are going through massive amounts

[00:07:43.360]

of grief globally right now because of
so many losses that we're feeling like

[00:07:47.840]

we're experiencing loss of income,
loss in employment, loss of freedom,

[00:07:51.920]

loss of certainty, loss of communication
and connection with people in person.

[00:07:55.920]

And it's not just local, it's global.

[00:07:58.800]

And and so

[00:08:01.200]

but I think

[00:08:03.160]

because we don't acknowledge it as being

[00:08:04.760]

grief, we don't even give ourselves permission to feel it as that.

[00:08:08.360]

And that's why it's so important to actually name it and call it what it is.

[00:08:10.960]

And it is grief, it is absolutely grief.

[00:08:13.640]

And we need to be able to give ourselves permission to sit in those

[00:08:17.960]

feelings and and feel them and be OK with them without the judgment

[00:08:21.920]

or the comparison, which can sometimes come with grief as well.

[00:08:25.480]

You've mentioned a couple of times when you say sit in the grief.

[00:08:31.040]

Mm hmm.

What does that mean?

[00:08:33.880]

What what does that look like when I sit in the grief?

[00:08:38.640]

Yeah, it could be anything.

[00:08:40.400]

It could be messy, ugly, all of those things.

[00:08:42.800]

But what it means is, whatever the feelings are that I'm having

[00:08:46.480]

in that moment, that I don't run from them, I don't distract from them.

[00:08:50.160]

I literally sit myself in that space

[00:08:53.160]

and just allow myself to feel whatever that is.

[00:08:55.720]

Because your feeling then the feelings
that come with grief are energy.

[00:09:00.160]

I mean, all of our emotions, that energy.

[00:09:01.600]

And when we don't allow ourselves to feel

[00:09:03.440]

that that is a trapped and then
we start stacking and you get

[00:09:08.320]

unresolved grief and which can
lead to a whole host of issues.

[00:09:11.520]

So it's sitting in it means feeling it,
feeling the pain, feeling the discomfort.

[00:09:15.760]

And it's hard like it is hard,

[00:09:19.720]

but that that is the path to actually

[00:09:22.360]

being able to move through
that pain and discomfort.

[00:09:26.920]

If you can't, we can't navigate grief
and move through grief and learn

[00:09:30.880]

from grief and less of a decision
and allow yourself to feel the feeling.

[00:09:35.760]

One of my first experiences with
being told to sit in it was

[00:09:42.520]

at a at a research business accelerator
program of which we are members of K2.

[00:09:50.120]

And I had a little bit
of an emotional meltdown.

[00:09:53.680]

And there was the rule that whilst you sat
in it, you were also not allowed to be

[00:10:01.560]

comforted or comfort the person
feeling those emotions.

[00:10:06.840]
What happens when you.

[00:10:10.040]
When you go to comfort somebody who needs
to sit in what's happening

[00:10:14.120]
with themselves,
yeah, so often when we go to comfort

[00:10:17.640]
somebody affectionate about the other
person, we make it about ourselves.

[00:10:20.960]
Because where I'm comfortable with,

[00:10:25.200]
I want you to feel better because I'm

[00:10:26.960]
really not comfortable with what
you're going through right now.

[00:10:30.400]
And that's why it's important that,

[00:10:32.080]
you know, sometimes we can
minimize people's experience.

[00:10:34.800]
It's like saying
if you're sitting in it and I come

[00:10:38.680]
and have you open my hand on you,
it's like saying it's okay.

[00:10:41.800]
You don't have to feel that way.

[00:10:43.960]
But the point is that you do need
to feel what you're feeling.

[00:10:47.200]
And we don't want to distract from that.

[00:10:48.760]
We don't want to tell you to stop feeling

[00:10:50.360]

like that right now because
I'm uncomfortable with it.

[00:10:52.640]
And we need to just sit and be not

[00:10:55.760]
comforted, just marinate ourselves in it,
because the thing is, it will pass it.

[00:11:01.560]
Once we allow ourselves to feel it,
that energy will pass.

[00:11:04.520]
And and the more we sit in it

[00:11:07.520]
and experience that,
the more we the more we get we get

[00:11:10.520]
to know that that that's
how that process works.

[00:11:12.800]
Yeah, I love that.

[00:11:14.080]
I must say, the first time I experienced
it, I felt truly uncomfortable.

[00:11:20.840]
I hated sitting there watching grown men
cry and grown women cry and not being able

[00:11:28.240]
to do anything about it and not
being able to subdue them or help them.

[00:11:32.920]
And then when it happened to me and I

[00:11:34.800]
started crying and I was like,
why is the one hugging me?

[00:11:41.440]
I need love! Love me God damn it.

[00:11:44.360]
And then I realized that they were so right
that in time that emotion does pass.

[00:11:51.640]
And rather than pushing it back down

[00:11:53.480]
inside you,
you actually let it out and it goes, yes.

[00:11:59.200]
Oh, well, I actually think I needed that.

[00:12:02.280]
You don't realize until it's done.
No.

[00:12:05.240]
And when someone
goes to hug your distract you,

[00:12:08.400]
you're halfway through feeling
that emotion and then you get distracted

[00:12:12.080]
from it so the emotion doesn't get
to be expressed or experienced.

[00:12:15.240]
And so it goes back down again.
Yeah.

[00:12:17.720]
So you need to be left alone.

[00:12:20.720]
Such an interesting,
interesting concept and one that I can

[00:12:24.760]
absolutely attest to,
works a treat for me personally.

[00:12:29.360]
I am a good bottle -an- upper-a.
Yeah.

[00:12:33.560]
So sitting in it, not anymore,
I'm not anymore though,

[00:12:36.960]
I let it out.

[00:12:39.200]
you have a different story.

[00:12:40.560]
That's absolutely.
Absolutely.

[00:12:42.760]

And I do the same for others now,
including including my own son.

[00:12:46.880]
I used to be the first to jump on him
and hug and I go it's ok baby, it's ok.

[00:12:51.840]
And now when he, when he has those moments

[00:12:54.920]
I actually sit away from him
and just let him have that moment.

[00:12:59.600]
And

[00:13:01.280]
and I find that it has worked for him
in the sense of we used to have to go back

[00:13:08.000]
and revisit those feelings
quite consistently.

[00:13:11.160]
And now these days
I let him have his moment.

[00:13:14.000]
And it's just like right now I can shake

[00:13:16.320]
it off back to resilient nine year old,
you know, but yeah, I love it.

[00:13:22.200]
Love it.

[00:13:23.000]
And and the beauty of that as well is
that we because when stuff is really hard,

[00:13:28.600]
it can feel like we actually
can't we can't cope with it.

[00:13:31.640]
We can't deal with it.

[00:13:32.440]
It feels too hard but the more we allow
ourselves to be in it and feel it and let

[00:13:36.440]
the feelings just follow through to the
end, the more we build that confidence.

[00:13:41.000]

Okay, this feels really bad right now.

[00:13:42.400]

But I know because of what happened, last time, that I was able to feel this and get through it.

[00:13:45.840]

So I know I can get through it,
but build their own confidence without

[00:13:49.400]

being able to manage and feel
those emotions as well.

[00:13:52.760]

Because it can feel really scary.

[00:13:54.720]

When they're big hard emotions,
it can feel like you are suffocating.

[00:13:59.200]

It can feel like you can move.
Yeah, exactly.

[00:14:02.120]

So that's great.
I love that, especially at the moment.

[00:14:06.080]

Yeah,

[00:14:08.400]

deep breaths, deep breaths
now I totally get it.

[00:14:12.920]

This is the Value Driven Brand podcast
and in the Value Driven Brand podcast,

[00:14:19.040]

I love talking to my guests about how they
go about or recommend

[00:14:25.000]

that we as mere mortals, as human beings,
as business owners, as as leaders in our lives

[00:14:32.480]

can go and create our own
value driven brand.

[00:14:36.720]

And sometimes that brand
might be your business.

[00:14:39.760]

And sometimes that brand like today might be your human self,

[00:14:45.520]

because sometimes great business is only great when you are great.

[00:14:51.920]

So before the show, Yvette and I had a bit

[00:14:55.200]

of a chat about what are some of the tactics that she would recommend.

[00:14:59.360]

And one of the ones that I really, really loved there was a bunch.

[00:15:03.360]

But we picked a few.

[00:15:06.120]

Was to add value and educate about teaching people about grief and loss.

[00:15:13.520]

So from a day to day basis and for those

[00:15:17.480]

listening in, and especially in the current climate that we're in,

[00:15:23.640]

what does that look like?

[00:15:24.800]

How do we tactically teach and educate people about grief and loss?

[00:15:30.440]

Yeah, I think going back to the point that grief is not just about death,

[00:15:34.840]

it's any kind of loss or change in people's lives, and all of us every day

[00:15:40.440]

at any point in time can be experiencing any kind of loss or change.

[00:15:44.280]

And it's I think it's very important when you in a business perspective,

[00:15:47.280]
when you have pain,
you being able to understand just because

[00:15:50.640]
somebody hasn't lost somebody doesn't mean
they're not going through really deep,

[00:15:53.800]
profound emotional experiences because
of other loss and change in their life.

[00:15:57.720]
And so when we understand that we can do
that, not to minimize our experience,

[00:16:03.520]
because that can be the other side,
we minimize people's experiences and our culture

[00:16:07.680]
tends to be just get on with it,
you'll be right.

[00:16:08.880]
Keep busy, all of that.

[00:16:10.560]
But being able to meet people where

[00:16:12.280]
they're at, being able to offer them
compassion and understanding and a space,

[00:16:16.160]
a safe place where they can come and talk
about how they feel, that in itself

[00:16:22.000]
will have a flow on effect
either way in a positive or negative way.

[00:16:26.360]
If we allow the space, they can
create a very positive experience.

[00:16:30.280]
And if we don't allow that compassion,

[00:16:31.800]
that space and that understanding, I mean,
we can then get on with our grief

[00:16:36.040]
and those issues will show up in stress
and anger and all other parts of our

[00:16:39.080]
lives, which then impact,
you know, within the workplace as well.

[00:16:42.880]
Yeah, absolutely.
And I think, you know,

[00:16:45.640]
from a leadership point of view and let's
be quite lateral about leadership

[00:16:51.400]
leadership in my mind,
you could be a parent.

[00:16:53.880]
You should be the head of the family.

[00:16:55.680]
You could you could be the oldest child of

[00:17:01.000]
of six.

[00:17:03.400]
You know, second oldest, fine, we won't get into semantics.

[00:17:07.720]
You know, there's opportunities to be

[00:17:09.680]
a leader in so many different applications
in life that people look up to you.

[00:17:16.320]
And if you're in a position to understand
yourself what grief looks like

[00:17:22.480]
and how to cope with it, then
the benefit to the people around you.

[00:17:28.720]
And I would

[00:17:30.920]
definitely say if
you are a business owner,

[00:17:35.480]
that you employ these tactics for your
team because to understand implicitly what

[00:17:41.160]
your team are experiencing
from a grief point of view.

[00:17:48.960]
I can't even put into words.

[00:17:50.160]
Yeah, it's humanity,
it's a full spectrum of what we experience

[00:17:53.800]
as human beings, and it is it is life
and it's an inherent part of life.

[00:17:59.200]
And again, back to what I said
before about our culture.

[00:18:03.200]
Now we fall into the trap of

[00:18:05.720]
misconceptions, which means that we don't
fully understand grief and loss and what

[00:18:11.080]
that even looks like or
how to then deal with it.

[00:18:13.280]
And and so to educate ourselves on what
that is and what it looks like and how

[00:18:18.880]
to best support people,
that's a huge difference in

[00:18:24.000]
understanding how to breathe,
because that's how that's how,

[00:18:28.400]
you know, common and how much kind of life grief and loss is how fundamental.

[00:18:34.520]
The other thing that you talk to me about

[00:18:36.320]
was the intention to serve
and make a difference.

[00:18:39.720]
What does that look like when we're

[00:18:41.400]
talking about tactically putting that into
place in our own business and in your own life?

[00:18:48.320]

Yeah,

[00:18:49.320]

to me, that's about making it about
the person and the individual

[00:18:52.920]

with the intention always to serve,
what does that person need right now,

[00:18:59.080]

how can I best serve them,
you know, how we interact with that person

[00:19:02.960]

and how we understand and show compassion
for that person is then going to impact

[00:19:07.720]

what happens in the rest of their lives,
how they are when they go home,

[00:19:10.320]

how they interact with their family
and making a difference in a positive way

[00:19:14.920]

or a negative way is going
to have implications either way.

[00:19:19.320]

And so it's not just
about us in this moment.

[00:19:21.480]

It's about how I show up now

[00:19:24.160]

is going to impact everything that happens
after this, whether it's at home,

[00:19:27.760]

whether it's at work,
in whatever that looks like.

[00:19:30.560]

And if you're in a position where you are

[00:19:32.680]

a leader and you have people that are
on your team know, I think that you also

[00:19:37.280]

have an obligation to be able to
show up and be able to understand these

[00:19:42.520]

things on a deeper level, to be able to offer the support you can to your team.

[00:19:47.480]

Yeah, I couldn't agree more.

[00:19:49.960]

Now, the real piece de resistance for me

[00:19:54.440]

that really got me was meeting people where they are at,

[00:19:59.920]

what does that mean and what does that look like?

[00:20:03.680]

Yeah, well, this is a huge one.

[00:20:05.560]

And I guess when it comes to what I do,

[00:20:07.400]

it's always about meeting people where they're at, like without having any

[00:20:10.240]

judgment or expectation which can be so present when it comes to grief and loss.

[00:20:14.760]

Again, we connect back to what the misconceptions that people expect you

[00:20:19.120]

to be a certain way or not be a certain way.

[00:20:21.400]

And we get judged either way,

[00:20:23.080]

and meeting people where they're at and understanding what they need right

[00:20:28.120]

now and that moment without judgment, without expectation.

[00:20:32.680]

And that, again, allows a safe space.

[00:20:35.880]

As many people will not be open. They will be honest.

[00:20:38.200]

I won't interact and say what they mean because of the fear of being judged and

[00:20:44.320]

I've given the example before where, you know, so many of our population don't

[00:20:48.080]

go to the gym because I think they have to be fit first before they go to the gym.

[00:20:53.240]

And we use that that same analogy.

[00:20:56.080]

And that is allow people just to be however they are

[00:20:59.640]

in that moment and they see where they're at and they move forward with them

[00:21:03.160]

from that position rather than a position of judgment and expectation of where you

[00:21:06.960]

think they should be, because that is what will create a safe

[00:21:09.960]

space for people to be open and honest and vulnerable with how they're feeling.

[00:21:13.920]

Yeah, and I think if you're in a position to

[00:21:18.320]

have someone feel safe enough where, they

[00:21:20.320]

can be open and transparent and vulnerable with you.

[00:21:23.960]

That is some magic, magic stuff. Yeah. It's gold.

[00:21:30.600]

And from a team perspective,

[00:21:32.280]

to be able to have that kind of relationship with people

[00:21:38.040]
from a work perspective,

[00:21:39.560]
what they will give back to you in return,
I think is immeasurable.

[00:21:43.280]
Yeah, I talk a lot about customer loyalty,
but one of the things that people

[00:21:49.280]
tend to not consider is that your
team is your first line customer.

[00:21:54.520]
And when you can have that human
relationship with them and I know a lot

[00:21:59.920]
of people say, oh, you know,
you shouldn't get too close to your team

[00:22:02.720]
and you're the leader and and,
you know, aspects of that.

[00:22:05.960]
I agree.

[00:22:07.080]
But I also think that a great leader knows
how to be a great human or at least is

[00:22:13.920]
on the path to learning and evolving
to become a great human, to, to then,

[00:22:20.920]
as you said, have that filter through
to the people that they're around

[00:22:26.920]
and that's meeting
people where they're at.

[00:22:29.480]
Oh, I love that.
Yeah.

[00:22:32.200]
And humanity is what connects us all
because we are all obviously human.

[00:22:37.600]
But as humans, we are, we crave connection
no matter how high up you are.

[00:22:42.680]
Doesn't matter how many
people that you have.

[00:22:44.080]
At end of the day,
we all want human connection.

[00:22:47.200]
And there are so many barriers already
set up in our social structure.

[00:22:50.960]
The more we can break those down and just
create spaces where people can be open

[00:22:55.520]
and honest, it's limitless
as to what you can then get from your team.

[00:23:01.720]
Yeah, absolutely.

[00:23:03.600]
Communication is key.

[00:23:06.000]
Thank you so much.
They are some

[00:23:08.360]
fantastic points.

[00:23:09.680]
Now, if you are interested,
especially in the current

[00:23:14.320]
business landscape that we are
experiencing, not just here in Melbourne,

[00:23:18.880]
but all over the country,
all over the globe,

[00:23:24.120]
what's the best way for them to what's

[00:23:26.720]
the best way for our listeners
to get in touch with you?

[00:23:29.200]
Sure,

[00:23:30.640]

social media is the best
place for a Facebook

[00:23:34.360]

Yvette Tarrant or Yvette Tarrant, The Grief Support Coach

[00:23:37.360]

and also on Instagram
@Yvette.Tarrant.Coach.

[00:23:41.440]

Awesome.

[00:23:42.400]

Now, for those of you listening
and who want to get more information.

[00:23:47.560]

You can visit the website, valuedrivenbrand.com

[00:23:53.360]

and all of Yvette's socials are
going to be up on there as well as

[00:23:59.800]

this podcast for you to listen to over
and over again and help your own personal

[00:24:05.800]

brand learn what it means
to deal with grief.

[00:24:09.280]

And most certainly,

[00:24:10.400]

if it is available for one on one
coaching, if you

[00:24:14.640]

feel like that is something that could
support you in your current journey as

[00:24:19.480]

well as maybe your team and helping them
get that momentum that they need to learn

[00:24:25.840]

and understand what they're
feeling is completely normal.

[00:24:29.040]

But there are certainly tactics and coping

[00:24:32.360]

mechanisms to help them
through what they're feeling.

[00:24:37.400]

All of that information will be available
on valuedrivenbrand.com as well.

[00:24:43.080]

Now, before I let you go Yvette,

[00:24:46.040]

I have this funny little thing
where I get all of my guests to tell me

[00:24:52.200]

one song that pumps them up
no matter what's going on.

[00:24:56.760]

Now, hilariously enough, I'm going to dob you in.

[00:25:00.400]

Yvette didn't give me a song.

[00:25:03.400]

She said she

[00:25:05.200]

had too many to choose from.and couldn't make a choice.

[00:25:08.800]

So before we started filming today,

[00:25:11.120]

recording today, we got through her
playlist and she did choose one song.

[00:25:17.600]

Which song was it?

[00:25:18.920]

Yvette.

[00:25:20.800]

It was Sia - Alive and well
there's a back story there behind that.

[00:25:24.360]

But if you want to hear
that, I can tell you.

[00:25:26.120]

But what's the back story
well, the back story is that that was a song

[00:25:32.200]

that at a point in time
after my husband died.

[00:25:35.160]

That that.

[00:25:36.600]

Was a song that I just connected to because

[00:25:38.560]

it reminded me that, yes,
I am still alive, I am still here,

[00:25:41.960]

I'm strong, I'm kick arse and I
can do whatever I need to do.

[00:25:45.280]

So it is definitely a song that does
it does connect in my heart.

[00:25:49.680]

Yes.
Your'e going to get to get me all teary.

[00:25:54.600]

Yeah.
And my nose and eyes are tingling.

[00:25:59.240]

Oh, I love that.

[00:26:00.080]

And we're all still alive and we have
to learn and remember to remember

[00:26:04.960]

that and remember just to live because
we don't know when our time will be up.

[00:26:08.680]

So let's just live it while we can.

[00:26:10.880]

Never a truer word spoken.

[00:26:12.840]

Now, you might not be aware of this,
but all of my guests who tell me

[00:26:18.000]

which song it is that pumps their jam
and gets them ready for anything.

[00:26:23.400]

Every song is being compiled
into a special playlist for all of our

[00:26:30.480]

listeners to get on and get on board

with and make sure that at any point

[00:26:36.760]

in time, no matter how they're feeling,
they have got the best tracks

[00:26:42.360]

from the experts
wide, local, far, near and abroad to make sure

[00:26:48.040]

that at any stage they are pumped
and ready for anything as well.

[00:26:52.680]

So I want to thank you
for your contribution to that.

[00:26:56.480]

It's so important to me to be able to help

[00:27:00.800]

everybody listening, find other
ways to get their, get their jam on.

[00:27:07.680]

And that music is definitely one
of the ways I love doing it.

[00:27:11.440]

So I'm sure there's plenty
of people that share our passion.

[00:27:14.800]

So thank you so much.

[00:27:16.520]

Thank you for being with me today.

[00:27:19.200]

Thank you for
all of your insights and your experience

[00:27:24.640]

and sharing your absolutely
amazing humanity with us.

[00:27:29.480]

Today is always my privilege, and

[00:27:34.800]

I wish you all the best.

[00:27:36.200]

And for anyone listening on that,
wants to learn more.

[00:27:38.560]

Don't forget to hook into the website
and check out everything Yvette's got going on.

[00:27:44.200]

Thank you

[00:27:46.760]

for having me.

Thank you so much for having me.

[00:27:49.120]

Have a great day.

[00:27:52.200]

Thanks for listening to the Value Driven
Brand podcast with your host, Aileen Day.

[00:27:57.800]

Is your business.

[00:27:58.960]

struggling to become known as
the sought after leader in your industry?

[00:28:03.120]

Access our Value Driven Brand quiz
and special three part podcast series

[00:28:08.160]

to identify the gaps
and what you need to focus on first.

[00:28:12.240]

Go to www.valuedrivenbrand.com/podcast-series

[00:28:19.200]

that's www.valuedrivenbrand.com/podcast-series.

[00:28:24.600]

Tune in next time where we discuss more

[00:28:27.000]

ideas on how you can deliver
your value driven brand.