

[00:00:02.180] - Aileen Day

Welcome to The Value Driven Brand podcast, where you'll learn insights on how to communicate with authenticity, deliver genuine value, and create a memorable experience across your entire customer journey, helping your business become sought after leader in your industry. I'm your host, Aileen Day. Now onto the show.

[00:00:29.600] - Aileen Day

G'day, everyone, and welcome to another episode of The Value Driven Brand podcast, I am your host Aileen Day and today I am absolutely privileged and honoured to be joined by the beautiful partners in business and absolute entrepreneur extraordinaire's Jenna and Jules from Talk HQ, Pathology, speech pathology. And now they are branching out to become Mum On The Run HQ. Welcome, Jenna and Jules, thank you so much for joining us today, how's everything going?

[00:01:11.050] - Jenna and Jules

Awesome. Thanks for having us

[00:01:11.480] - Aileen Day

I love it. You guys are so awesome

[00:01:13.220] - Jenna and Jules

To be on this podcast, thank you.

[00:01:15.410] - Aileen Day

My absolute honour, now talk to me, girls, ladies, girls, ladies, ladies. You have been doing some amazing things for parents and children in your business, Talk HQ Speech Pathology. Tell me all about what is Talk HQ.

[00:01:36.830] - Jenna and Jules

Yeah, so Talk HQ, is a private speech pathology company, and so we have seven clinics up in north Queensland and we've got an online service as well. And basically we, we work with children to help them succeed.

[00:01:51.600] - Aileen Day

I love that.

[00:01:52.470] - Jenna and Jules

And I think for us and we graduated a speech pathologist and what we found was that when we came together that we had a lot of shared values and shared practice in the way that we deliver our therapy. And so fate brought us together, and then we've been able to create a team that then also shares their values, shares our mission, and we want to do speech pathology differently. And so we have put a lot of their own personalities into our brains and being able to use that to help help children succeed in whatever success means for that child and for that family.

[00:02:32.480] - Aileen Day

I absolutely love that. So from a Talk HQ Speech Pathology point of view, you guys are based up in Northern Queensland, is that correct?

[00:02:42.940] - Jenna and Jules

Yeah, yep.

[00:02:44.300] - Aileen Day

And now spotted all over the place in northern Queensland, which is absolutely amazing for children all over that area. But you have now branched out into something a little bit bigger. Talk to me about this adventure.

[00:03:03.370] - Jenna and Jules

Yeah, so this is actually really interesting because it has been something that we've been talking

about for such a long time, but we just haven't had the time to prioritize it. We were so busy growing and building Talk HQ that we hadn't had the time. But basically, we've got Mum On The Run HQ, which is an online platform for busy mums, and for mums it's a Facebook group as well, which is connecting mums together to really get them to be their true, authentic selves. And then on the online space, it's about bringing lots of different educational experiences into the home.

[00:03:42.490] - Aileen Day  
I love that.

[00:03:44.530] - Jenna and Jules  
When we've had our conversations with our clients and the mothers, like we would spend a lot of time even just talking to the mums and we would get things like, oh, you know, I know I need to do this and do that. And it's shame, like wrapped in how they were turning up as mums and then feeling like they were so busy and we were doing it from a speech pathology perspective. And then we said, no, let's make it that actually create a space where mums can help support their own development as mums, but also their own identity as women as well.

[00:04:21.100] - Jenna and Jules  
And then also we work really hard and try to really problem solve on how we can remove friction to make it easier. So whether it's easier in terms of providing developmental support for the child, and that's really where that Mum On The Run ever came from, was that if we can make it that families didn't have to rush around and bring their child here and there to help provide educational experiences for their children, that we can package it together and deliver it into the home.

[00:04:53.560] - Jenna and Jules  
It's just a no-brainer because the common thing when it comes to mums is often we are all too busy. And so why don't we make it that Mum, you sit down, have a cup of coffee and Auntie Jen here is going to read a book to your child, not just read a book, we're also going to bring what we know about child development and use this book reading experience to ensure that we are creating the right environment for your child to flourish, which we know because of our background.

[00:05:26.150] - Jenna and Jules  
But a lot of parents don't know that stuff. And instead of stressing yourself out, going, oh, I'm not doing this right and, I should be doing this, I should be doing that. Say tonight, have a cuppa Auntie Jen's got this one. So she's going to do this, and so that's where we really come from. And we feel that that's how we're adding more value to our clients. And we wanted to make it that we didn't need to just be providing a service or help to children specifically with special needs, that we get asked questions all the time. When you say that, hey, yeah, all the time, we just get asked from just the general population or people who have typically developing kids. But like I just want to know how we can book read to our children or how we can talk to our kids better or and things like that. But also as well, it doesn't like it's not, it's actually not anything to do with speech pathology, Mum On The Run HQ, it's completely different.

[00:06:19.000] - Jenna and Jules  
We, we obviously have speech pathology hats on it, sometimes in it. But other than that, it is truly about the whole child and the whole learning of the child and what goes into developing a little being and giving them experiences. And that really resonates with me, and Jules that we're both from a small country town in north Queensland. And I remember that thinking that you sometimes don't, you get different experiences that you miss out on, some experiences that city kids get.

[00:06:51.370] - Jenna and Jules  
And so that was what drove us as well, which drove our other company Talk HQ Speech Pathology, but also drove Mum On The Run HQ, which was breaking those barriers and bringing these educational experiences from all different areas and from people with all different walks of life and bringing them into that family home to support that child in that family as a whole.

[00:07:15.040] - Aileen Day

Yeah, I absolutely love that. And it's so interesting that I absolutely agree with the onslaught of remote learning that has had to happen in recent times around the country. And watching parents absolutely fret and be embarrassed and feel ashamed for the fact that they don't feel competent enough to educate their children in, in matters of literacy or even reading and writing and whatnot. And I think the service that Mum On The Run HQ delivers is, no it's all right, just take a breath, have that cup of coffee and Auntie Jules and Auntie Jenna, we got you. Because it's not just, you know, it might be reading a book today, but you also go out of your way to partner up with other amazing people to help you on this project, don't you?

[00:08:23.140] - Jenna and Jules

Yeah, absolutely, absolutely, and I think the big thing in that as well is partnering up with people who are specialists or experts in their field, but also just people, and like I said before with different walks of life and different information to share that is often not taught or shared at the kids level, but often at an adult level, and how we can flesh that out to bring it into the kids, into the home and for the kids to help and understand and immerse themselves in as children as well.

[00:08:56.770] - Aileen Day

Yeah, so...

[00:08:58.090] - Jenna and Jules

I'm sorry.

[00:08:59.810] - Aileen Day

I was going to say so you do like cooking and what are the activities do you get them involved in the thing?

[00:09:07.990] - Jenna and Jules

I remember thinking that I was so excited when you, when you're selling it to me Jen. We're saying about even literal, like financial literacy and we see someone on Facebook about that. But I for my son, he's got these showing signs of this natural lean towards business, so, you know, I love the idea that we're going to get a financial adviser to come and talk to us about just simple things to help young children understand money better so that they are growing up with those skills that they don't teach at school.

[00:09:44.750] - Jenna and Jules

So that was something that really jumped out for me, that's the other thing, like having like growing your own garden at home and getting like some cattle families and people out in the bush to talk about looking after animals and growing some gardens at home and how you can do that anywhere and things like that. Just different, different concepts but brought into anyone's home, no matter where you are.

[00:10:10.840] - Jenna and Jules

And the funny thing about painting, that was amazing. And then the Mayor, she was talking about teaching drama. So, yeah, there's, there's heaps of stuff that's being developed, which is really, really exciting because what suits one person, like I know my son, he's really excited around the money side of it whereas I've got another son that would be much more interested in the painting side of it. So it's just to give every child the opportunity to explore what excites them.

[00:10:43.350] - Aileen Day

I love that, because you know, like even we're a similar age. And that was most certainly not anything that was, you know, encouraged a lot when we were children. So to give our children that opportunity to open up their eyes to different experiences and different ways that people live, teaching the city kids how country kids live and teach the country, kids things that happen in the city and, and open your eyes to potentially a love of cooking or art or drama or money. My gosh, I wish every child was given that financial literacy as a, as a staple, you know, learning piece there...

[00:11:29.950] - Jenna and Jules

I wish I had it

[00:11:31.420] - Aileen Day  
Amazing

[00:11:32.450] - Jenna and Jules  
So we were joking the other day. Well, kind of seriously.

[00:11:36.730] - Aileen Day  
Seriously joking but seriously

[00:11:40.810] - Jenna and Jules  
Asking for a friend. Yeah, when we first, when we first got into business six years ago and this was for our speech pathology practices, and we actually thought that P and L were just letters of the alphabet, we actually didn't really know much about it, we Googled revenue, like how does revenue fit in with turn over and profit like we, we knew how to do work, but we didn't know how to do numbers. And it's still something that takes us a little bit longer.

[00:12:08.370] - Aileen Day  
Yeah, yeah same

[00:12:11.050] - Jenna and Jules  
To provide that and feed and make it so bite-sizable that children can consume it. But I know that definitely when we are interviewing different guests and putting those units of learning together, that we were like, that's really important for kids Jen write that one down.

[00:12:32.300] - Aileen Day  
Sure we got that too, I was really lucky in the sense of when I first started in leadership, I had a, one of my leaders every Thursday would sit the leadership team down and he would do a training session on finances because one thing he learnt very quickly was that the managers that he was in charge of were terrible when it came to money and budgeting and forecasting.

[00:13:05.290] - Aileen Day  
So I must say that I was lucky in that sense, but had I not been in that role at that time, with that leader, I would have been exactly the same. And it just devastates me. And it's one thing that I have a nearly 10-year-old son as well, and I'm adamant to make sure that he has some of those core competencies that most children just don't, still don't have.

[00:13:33.550] - Aileen Day  
So I love that you have created value for not just the parents and not just for the children, but for the parents as well, because they get the opportunity to learn together, which I love. Yes, Mum can go sit down and have a coffee, or Mum could actually get involved and go, hey this is, this is some cool stuff and learn something, might learn something ourselves, you guys hit some pretty serious milestones real quick when you created Mum On The Run. What did they look like?

[00:14:11.570] - Jenna and Jules  
We so, it's yeah, it definitely still a building community, but we did get people on board quite quickly and it got lots of traction happening very quickly when we put the idea out there and started building the brand. I think the biggest thing for us or the biggest, I guess, advice would be just to remove the fear and put yourself out there and give it a shot like and again, for us, we're still creating it.

[00:14:39.080] - Jenna and Jules  
We're still figuring out what works and what doesn't work. And it is a testament measure, and it's going what, what's the information that is resonating with people? What's the information that isn't, isn't gaining much traction? And where can we move it, implement it based on giving the best possible service and listening to our families and listening to what I want more of what they want less of and go and rolling with it.

[00:15:05.880] - Jenna and Jules

I don't think that you've got all the answers right away, and I know that the look of it has emerged, and realistically, what is it ten weeks old or something? So it's just so much in its infancy, but it's driven by our want to remove friction as much as we can to help as many people as we can. So where are we going to know if we're helping, if we keep testing and checking in and having conversations and we get stopped in the streets and, and it's amazing. Like, I feel like I get more feedback about what we're doing on Mum On The Run than what I do in my practice, which is. Yeah, it's amazing. But I think because it's not pigeonholing a group in the population that it is open for all to consume, which is really cool.

[00:15:59.540] - Aileen Day

That is so amazing, and it brings me back to a conversation I just had with a gentleman called David Allison, who we just did a podcast with, and he talks about value graphics, and what that tells me, what you've just said is that when we pigeonhole people based on a condition or an age group or gender, it doesn't get us anywhere. But what that means to me, if people are resonating with Mum On The Run HQ, is that what's resonating with them is that they all have a common value. They might all be different ages, they might all be different socioeconomic statuses those demographics really don't mean shit, right?

[00:16:46.790] - Aileen Day

But ultimately they all value the same thing, they value, they time, they value caring and growing and developing their children, they value education and they value the people that help them reduce that friction, as you said. So I absolutely love hearing that I think that's fantastic. And being that this is the Value Driven Brand podcast, I asked you ladies, what is it that you would tactically suggest to businesses and leaders listening in as to what they could do in their own business to become their own value driven brand?

[00:17:30.800] - Aileen Day

And you've given me a few suggestions, so I'm going to talk you through them, I'm going to prompt you, but I want you to talk to me about what does that feel like? What does that look like in real life, in business? So the first one you told me was to be service-driven, which, oh, I love talk time. What does that mean to be service driven?

[00:17:52.610] - Jenna and Jules

Yeah, I think the big thing for us is to be listening and having those really raw and authentic conversation and listening to what, what people mean, what the parents mean, where, where, where they need the support right now, what areas of their child's development how they want to educate their children are they missing and that they need more information on and in following that and following them, maybe in that space. I think because primarily we trained as speech pathologist and don't get into speech pathology to make money.

[00:18:28.190] - Jenna and Jules

Service it's part of the health service, so I think that that's something that comes naturally to us, but it's also that it's what you read the book isn't necessarily what's impacting that child like, that it might be that we see that they have trouble with literacy, reading and spelling. But that's not what the biggest issue is, the biggest issue is that they feel like an idiot or like a stupid, like a stupid.

[00:19:01.220] - Jenna and Jules

They have to get up and read in front of the class it's not just treating like the reading and spelling. It's also treating that mindset and that story that that child has started to tell themselves because that even as their reading improves, that mindset doesn't change. It will show up in other ways where they are holding themselves back. So for us and to be service-driven, we've changed the way that we even start those conversations with parents, and we've changed our whole assessment process to ensure that we're not just doing activities that are going to fix the learning difficulty, but it's really going in and having a look at how does this impact that child on a day-to-day basis, no matter how mild that difficulty might originally appear. Don't really know what's occurring deeper than that unless we have

that conversation with parents and, and learning to ask questions, not coming in and saying, oh, we're the experts and this is how you do it, which isn't our style at all.

[00:20:08.870] - Jenna and Jules

We're not the experts on your child, you are so tell us and help us understand what life is like, and I think that that's been really prominent in our speech pathology practice. And then that's blown over, and that's where Mum On The Run has, has come from this because we saw that the mums needed something as well.

[00:20:31.370] - Aileen Day

Yeah, absolutely. I love that. The second thing that you spoke about was be ethical. Now, you wouldn't think ethics were just all that subjective, depending on who you speak to, it can be. So what is be ethical to, what does be ethical mean to, to Mum On The Run HQ, and to, to Jules and Jenna?

[00:21:00.150] - Jenna and Jules

So I think it's about being life-long learners that's the start of it, so I know and it's kind of like talking in two different hats here. So we've got the Talk HQ hats. You have the speech pathology hat. And obviously in that space we, we do things that it is evidence-based practice. So we are constantly learning, constantly looking at the research and what's the research telling us and how does that apply to that practice? And that's part of being a speech pathologist and a health professional, for that matter.

[00:21:29.490] - Jenna and Jules

And so that ethics obviously comes into that, but also, yeah, that in the Mum On The Run space in the other space as well, but knowing when to refer from is the best suited in that space to deal with the mindset stuff and knowing where to feed those families and give them the best support that they can and that they need and that we're only going to be able to talk about and interact with people that ethically sticks with us like it's never about making the quick buck it's always about delivering true value and it doesn't sit well with us then, we can't put that in our brains at all. At the end of the day, you know, we want to be able to sleep at night, so we just always go on if it's something that we believe in and that the learning behind supports that and that's our decision if we go ahead or not.

[00:22:30.000] - Aileen Day

Well, considering you're on this podcast, I appreciate it.

[00:22:34.620] - Jenna and Jules

You made the cut Aileen.

[00:22:35.970] - Aileen Day

Woo-hoo, I'm in, I'm on the list. The other thing that you mentioned around delivering a value driven brand was to be curious, now, I love this because, you know, I even on my LinkedIn profile, I have, you know my, my name Aileen Day and my business and whatnot. And then I say I'm the asker of questions and one thing that I was told some years ago and in one part of my career was that I ask too many questions and that I should stop, and I walked away and I considered that, and I thought, you know what? I'm not, because I think that is how you learn is to ask questions, one of the things I've probably have adopted over the years is to ask better questions so that they're more meaningful. But ultimately, it comes down to this innate curiosity, and I love that you see that as a way to deliver value in your business. So talk to me about what is be curious mean in your business.

[00:23:46.260] - Jenna and Jules

I think for me, it's around really getting to know the people that you're working with, and that's not just the clients or the families in either of the businesses, but in also the team being curious to know, getting curious, to know where they are in their learning and where they're at in their development and their personal growth. And that's something that we are really big on, is attracting the talent members of the team members as well that are driven by the same values that we are driven by. And I just think that curiosity, even though we look at Mum On The Run, we don't have the answers and we will only continue to live out the purpose by being curious and asking and exploring and then doing things

differently, which is something that excites us both, but also like researching more and learning more to know that we are always learning in that space.

[00:24:50.130] - Aileen Day

Yeah, I love that. I think, you know, if more of us were curious and not just so eager to accept, you know, the one thing that we were told and to go and research and, and look for more answers and dig a little bit deeper, this would be an extra phenomenally insane creative world. It would be wonderful, and I always say to my son someone tells you something don't accept it as gospel until you have gone and found five other pieces of information that can confirm what you've been told. So I love curiosity, I think it gets you everywhere sometimes in an annoying way. But, you know, you get there eventually, the other thing that really resonates with me is you have said to be authentically you. And how does that show up for you ladies?

[00:25:52.650] - Jenna and Jules

For me, I am an idiot, and I am not afraid to like just put it out there, and I think that I've never, I've never really fitted in and I've never really cared to fit in. So I think that the different periods of my life, I was apologetic for that I was like, I didn't know how to fit in, but I still thought that I had to be quieter and, and try to, but I just, I just always failed at it. And I think that I'm at an age now where I'm able to accept it and just go neh, it is what it is to the disgust of my children. Like I love being an idiot on Tik Tok and very forcibly told me I'm not allowed to do anymore Tik Toks, and I was like, well instead, I really want to.

[00:26:43.650] - Aileen Day

Watch me.

[00:26:46.400] - Jenna and Jules

Exactly, exactly but to me, it's just sad as it is, and I think that's what's been the feedback that we've gotten from Mum On The Run, knowing that it's not everything's perfect because it's not. And I think that was something that really resonated with both of us. That in the social media world, you can have all these picture-perfect families and it's not true.

[00:27:10.740] - Jenna and Jules

What is true is, there is sleepless nights and there are times where you go why did I do this? And just if we don't talk about it, that's how shame builds and so we want to keep talking about those problems and going in not along. And as soon as you hear that, it's just so much more welcoming **and that happened on one of our podcasts hey?** I was a mess for about an hour after, because one of the guests was talking about her experience, that she didn't know that that was normal. And then when she was like, oh, my gosh, that was why I just felt so much shame because I didn't know that yet it was almost like I was doing everything wrong.

[00:27:53.970] - Jenna and Jules

So that's what we want to be ourselves and show the good, the bad and the ugly, because, yes, there's a lot of fun thrown in but there's also a lot of heartache in, you know, breaks that businesses. Yeah. What she said.

[00:28:12.820] - Aileen Day

Package delivered. I love that for anyone that is watching this podcast, when I ask that question, you also get to see how cute these two are because they look at each other so beautiful. Like you talk, no you talk I love how in-sync, I love how in-sync you both are with each other. And I think, you know, when I watch you do what you do, it is such a pleasure because it is it does feel real as well.

[00:28:44.670] - Aileen Day

And Jenna, I had you on my Twitch stream a few months ago, and you said to me. I'm sorry if I'm being too out there. And I said to you, oh my God, do not apologize. Get out there and shine bright, it was an absolute joy to see you be you and I love that, that is now what I get to see when I see you on social media and speaking of children I can hear mine, bless. He actually loves me being on Tik Tik even though I do those horrific over thirties, mum drinking wine Tik Toks. He's, he's all about it, he's

like he says to his friends my Mum's on Tik Tok and she's a YouTuber and she has a podcast and she's a twitch streamer.

[00:29:40.140] - Aileen Day

If I knew that's all it was going to take, I would have done it years ago. But I love that when I talk to you ladies, it is so real and so authentic and, you know, it's funny that you say that Jules about trying to fit in and just always failing at it. I actually became really, really good at fitting in just through the having to move around very constantly when my dad was in the Navy and it's funny that the older I got, the less I wanted to fit in, I was kind of like, oh my God, this is exhausting. It is exhausting trying to be someone that I am not, I am not quiet, I am not the person that doesn't, you know, swear I do swear I have a terrible potty mouth.

[00:30:40.610] - Aileen Day

I just said to someone yesterday, if you want to share this content and you need me to not swear, please tell me up-front but it's going to be the most painful 30 minutes of my life because it's not me. And the more, the older I get, the more I'm inclined to just not apologise anymore and just be me. And I love that I get to see other women do exactly the same thing and feel better about it, not feel that shame and that need to have to conform to what people think I should be because fuck shame.

[00:31:15.760] - Jenna and Jules

Yeah, absolutely.

[00:31:18.040] - Aileen Day

I love it, ladies, we are just about out of time, and I am so truly grateful that we have had this opportunity to catch up and share what makes an amazing brand with other people in business and in life. Now, before I let you go, this is becoming a little bit of a thing now, I before everybody comes onto the podcast, get them to fill out a profile guest profile for me. And one of the questions is, what is the song that gets you ready for anything, now Jules?

[00:31:58.480] - Jenna and Jules

I know exactly what she would've put.

[00:32:00.670] - Aileen Day

Most people, most people put one song where you had three.

[00:32:10.830] - Jenna and Jules

**But I don't fit in, I don't fit into a box.**

[00:32:11.330] - Aileen Day

You want to, do you want to take a guess Jenna what she put on.

[00:32:16.450] - Jenna and Jules

So I'm assuming it's a swearing podcast.

[00:32:19.060] - Aileen Day

It is a swearing podcast.

[00:32:24.350] - Jenna and Jules

I Don't Fuck Wit You. That song got to be that song, got to be.

[00:32:26.990] - Aileen Day

It is, Big Sean, I Don't Fuck With You. Now, the reason I ask every guest which song it is that sets them up ready for anything is because as I go along to create additional value for the listeners at home and the guests in general, I am creating my own Spotify playlist. So this playlist is going to be the bomb diggity. I'll tell you what, there is no one that listens to this playlist that will not be ready for anything by the time, I can't wait to release it. So the more guests I have, the bigger this playlist gets and the more ready for anything anybody listening to it is going to be.

[00:33:25.160] - Aileen Day

And they are going to create more than just value in their brand. Ladies, it is an absolute pleasure and honour. I am so grateful to have the conversation with you. Thank you so much for your time in joining me today. I hope you go and have a wonderful rest of your day. And for those listening on, please stay tuned we're going to be back with more next week. Until then, if you want to catch up with more of Jenna and Jules from Mum On The Run HQ, you can go to [thevaluedrivenbrand.com](http://thevaluedrivenbrand.com). Sorry, that's not The Value Driven Brand. It's [valuedrivenbrand.com](http://valuedrivenbrand.com) where all of this information will be available. I cannot wait to have this be shared and listened to and learnt from. Ladies, thank you so much.

[00:34:21.900] - Jenna and Jules

Thank you so much for taking us, it so much fun.

[00:34:25.980] - Aileen Day

Have a great day.

[00:34:28.110] - Aileen Day

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