

The Trauma and Entrepreneur Connection

Masterclass

What is your permission slip for your time here today?

Which entrepreneur sounds like you?
Why?

- The Overwhelmed Visionary
- The High-achieving Business Owner
- The Misunderstood Entrepreneur

Questions to Consider:

If your business was a person and you were in a relationship with it, what kind of relationship would it be?

Would you feel supported and loved by this relationship or would you feel like it was critical and demanding?

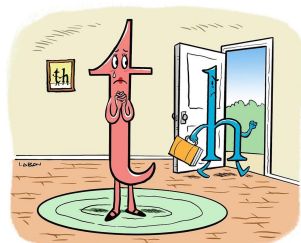
And whichever way you feel—where have you felt that way before?

Big T & small t trauma:

Big T trauma tends to be something that happened that puts us at physical and emotional risk. It could be something like violence or a catastrophic accident or illness, or abuse of some kind.

Small t trauma is the impact of the cumulative experiences that you have over time that change how you see & value yourself and creates a need to adapt and change yourself in order to find safety or security.

In short: Small t traumas are cumulative experiences that don't look like big T trauma but have just as much impact & influence on our nervous system and the trauma patterns and adaptations we develop in response to the trauma.



How small t trauma can creep into your business:

Small t traumas change how we see ourselves, what we want for ourselves, and what we believe is possible for us. We bring that narrative & nervous system—those beliefs & patterns—into the decisions that we make as an adult. Whether we become entrepreneurial business owners or not it influences our thoughts, feelings, beliefs, and behaviors around our business.

How can trauma show up in business?

- You might be having a hard time with:
- Your pricing and marketing strategies
- Hiring employees or contractors
- Having clear communication with clients
- Feeling excited about milestones
- Using your voice or being seen in your business
- Feeling alone in your business

Do any of the above resonate with you?

You might have silent trauma running in your business if:

- It's hard to delegate because no one can do the work quite like you can
- You love your business...but the uncertainty is creating anxiety
- Your revenue never feels like enough
- You're afraid if you enforce boundaries that you'll lose customers
- You find yourself deferring to others to avoid conflict
- It feels like your calendar is running you, not the other way around
- You feel ambivalent about raising your prices

Do any of the above resonate with you?

Remember: Our nervous system runs our business & how it operates (regulated or dysregulated) is how our business looks.

How has trauma shown up in YOUR business?

What have you tried to address these issues?

Maybe you've:

- Spoken to a therapist
- Tried traditional therapy
- Read self-help books
- Talked to your business coach
- Gone to retreats
- Tried spiritual coaching

What's possible through the Do No Harm program?



What if:

1. You could market, sell, and deliver your services in a way that won't trigger someone's trauma—so you could help avoid difficult situations in the first place (and avoid doing harm unintentionally)?

What would that look & feel like? What could that do or change in your business?

2. Instead of getting frustrated and eventually firing a challenging client, you could recognize the trauma patterns that were showing up for them, approach the situation with kindness and integrity, and even know when to refer them to a trauma specialist?

What would that look & feel like? What could that do or change in your business?

3. You could apply those same frameworks and teachings to your own business, to help you unclog bottlenecks, overcome roadblocks, and start building the business you always wanted to have?

What would that look & feel like? What could that do or change in your business?

What do you think the next steps are for you?

Now what?

If you want to go deeper:

1. Do I have any childhood experiences that are memorable to me that I still think about, that still feel triggering, that still have a lot of energy around them, or that I still think about and still weigh on me?

2. If so, where can I track those emotions & feelings to emotions, feelings, and thoughts that I'm having currently in my business?

3. And also, dig really deep into your memory and ask yourself WHY you started this business.

NOTE: You can't say financial freedom or time—you have to really dig deep and ask yourself why you really have this business.

What are you trying to prove? Overcome? Rebel against? Create safety for? Create and have control over? Why do you really have this business?

Now What?

It is likely that watching this class, or answering these questions has brought up even more questions for you. That is ok, I always say that this topic causes people to have an Aha, Oh Shit & Now What moment? If that is you and you would like to have a consult to see if this program is right for you. You can schedule that at: <https://nicole.lewis-keeber.com/schedule>