

FINDING BRAVE

with Kathy Caprino

Transcript

Episode 26: How To Build a Better World Through Better Work, with Kristen Aldridge and Seth Mattison

Kathy Caprino:

Hello everyone, this is Kathy Caprino and welcome to my podcast, *Finding Brave*. I've created this show for everyone who longs to create something bold and brave in their life, to rise up, speak up, and stand up for who they are, and to reach their highest and biggest visions. Each week, I'll be speaking with inspiring guests from all walks of business, leadership, entertainment, the creative arts, and the entrepreneurial world. They'll be sharing their intimate stories of finding brave and offer their best strategies for building your most rewarding, joyful, and meaningful life, business, and career.

Hello everybody. This is Kathy Caprino, and welcome to another episode of *Finding Brave*. I'm beyond excited to share with you my two guests. You guys are the first time. It's been two, double bonanza here. You're going to be so inspired, and just moved to go out and do some pretty amazing things after this podcast.

Before I introduce my awesome guests, I want to give a quick *Finding Brave* tip, which I'm now going to start doing after six months of doing this podcast. Here it is: I think that when we talk about a brave life, or stretching ourselves to the highest level, I think what we sometimes forget, which is something that just happened to me, that we do have to care for ourselves and our physical limitations, and our emotional and mental limitations, too.

It's a little bit contrary to, "No, no, no stretch yourself to the most uncomfortable place." What I'm sharing today happened to me this week. Briefly, I poured, by mistake, a cup of boiling water on my leg. I've never had a burn like that. I was just moving too fast, just trying to get too much done. Too many podcasts, too many Forbes posts.

Then about three days later, I'm on a boat with my dear friends, and I somehow move my knee in a way that knees are not meant to move. If you saw me now, I'm hobbling. I'm in a brace. I'm icing. Advil. What it says to me when I ask, "Okay, what is this lesson?" It's that I'm moving too fast, and I'm not honoring bravely what my true limitations are.

That would be my tip. Maybe it doesn't sound brave to everyone, but I think it is because sometimes we're embarrassed by our limitations, or you know, "I can move my knee this way." No, you can't and you hurt yourself. That would be the tip for today. Sound good? Bravely honor your limitations and who you really are.

All right, on that note, I am so excited to introduce Seth Mattison and Kristen Aldridge. Let me share what they've got going on, which I know is just going to blow you away. Kristen and Seth are the co-founders of an amazing new platform, Luminare. Seth is an internationally renowned author and expert on the future of work and leadership. Kristen is an Emmy Award winning journalist, who's created content for hugely recognizable brands like Entrepreneur, ABC, CBS, Yahoo!, and ESPN. Thank you for joining me, my friends. Thank you.

I just want to say one more thing, then I'll let you talk. Everybody, have you ever had the experience where you have one conversation with somebody and you know in a minute that they're so special and heart centered and generous and kind, and someone you want to feel worthy of being in the circle of, and that is you two. That's how I feel about you two. So, thank you for—

Seth Mattison: Oh my gosh. Can we just bring you with us everywhere to do our intros?

Kristen Aldridge: Oh, that is so nice.

Kathy Caprino: If you don't mind me hobbling along. All right, now I'm going to let you talk, folks. You founded Luminare. I want to hear what's the mission? What happened that ... because you both have rocking careers outside of this platform. Let's start with what you really feel the mission is, and what prompted you to launch it. Will you tell us?

Seth Mattison: It's a really great question, and I think maybe just to tee off your opening tip about being brave, is that Kristen and I are being really brave right now as it relates to the mission and direction of Luminare, in that it has been an evolution over the last 18 months. To be completely honest, it continues to be. I want to just acknowledge for anyone that's listening of feeling like, "Gosh, you know, I don't have 100% clarity on what this thing is yet, and I'm not going to start until I do." We have been forced throughout this process to start before we were ready.

There's a vision of what we think and want Luminare to be about, but we are continuing to refine that message—

Kristen Aldridge: Mm-hmm (affirmative). Make it better.

Seth Mattison: —and what that purpose is every single day. To be honest, it was like even coming on and starting to talk about it more is scary when you don't have the three soundbite words of 'It is bop, bop, bop.' It's easy to be like, "We can't think about it yet." We can't even say it yet. We have to wait and—

Kathy Caprino: We don't even know what it is when we're talking over dinner, "What the heck is this?"

Kathy Caprino: Let me understand this, so that people who are launching something will understand. In what ways, is it different or unclear or unfolding in ways you didn't expect? What's going on behind the scenes of this amazing—

Seth Mattison: Great question.

Kristen Aldridge: I think the first part of that is you're bringing two co-founders together, who happen to be husband and wife, who have similar careers but very different. And very different backgrounds and very different interests. Right before we launched Luminate, I was going through a huge soul-searching journey myself of having almost two decades in the media broadcasting industry and working for all of these amazing brands. It's things that I've always wanted to do since I was little. I used to be interviewing people with a hairbrush as a microphone and saying, "I want to be a journalist."

It's one of those things that I caught myself really using the phrase, "I'll be happy when. I'll be happy when I get this job," or "I'll be happy when I get this interview." For some reason, there was always a little bit of emptiness. I blamed the job. I blamed the people. I blamed whatever it was. It was little bit of a soul-searching journey of saying, "I really love broadcasting, and I love interviewing remarkable people, and I love all of this, but there's elements that I feel like maybe I'm not living my true purpose."

The scarier thing was not really knowing what exactly that was. It's like sitting with it every single day and saying, "What is my purpose on this planet?" The irony of this whole thing is our mission statement, really, is to ignite the light within, and in building Luminate, I found my own light in the process. It was kind of this dichotomy of here we are putting out inspirational articles about how to live your best life and live your best career and be empowered. I'm going through the very same things that we're putting out into the universe.

It was a little bit of me coming into my own journey and realizing what is it that I'm passionate about talking about. Then, with all of Seth's leadership skills, how do we meld these two worlds together? Myself, being super passionate about entrepreneurship, and Seth, passionate about inspiring leaders with untraditional organizations and how to elevate their leadership and accountabilities. How do you bring those two worlds together? Hence, Luminate was born.

I think we did a really good job initially, with just launching before we were ready. Every great leader, every great entrepreneur, that's what they say you have to do. For a perfectionist, it's painful because you say, "It's not good enough. No one will like it. It needs to be better," but I'm so thankful that we got it out into the world because now we can keep making it better.

Kathy Caprino: So beautiful.

Seth Mattison: Yeah. Yes. Spot on. Something that we obviously launched with was shining a light around the way we work, lead, live, and love. It was sort of thinking holistically. The whole self. It's our work self, obviously, that's the space and the vein that I've been playing in for the past decade. I started out studying, specifically, generational dynamics. I partnered with two

best-selling authors back in the mid 2000s. They wrote a best seller back in 2002, actually, called *When Generations Collide*. They were some of the pillar of the generations topic, David Stillman and Lynne Lancaster.

I got really lucky. I basically went to work for them for free because I just felt like it was an avenue and a platform for me at that time in my life being young, 24, 25, it's like, "What are you an expert in? What are you qualified to speak about?" I had a background in management consulting and all of our clients were struggling with generational shifts.

This is 10, 15 years ago, before ... we hear about millennials everyday today now. But back then—

Kathy Caprino: Right, right. Nobody cared back then, it seems.

Seth Mattison: ... it was really a new buzzing. Nobody cared back then. Nobody cared. No one cares.

Kristen Aldridge: Now everyone cares.

Kathy Caprino: Same for women. Who cares about women's issues?

Seth Mattison: Thank goodness things have changed. Obviously, we didn't have all the communication channels that we have today, so there wasn't as much content being created. I partnered with them and working off of, and with, their platform, I stepped onto this massive stage. They were speaking 75, 80 times, 100 times a year to Fortune 500 Companies, Fortune 50 Companies. All of this research and five years learning the craft of speaking, and research, and what was happening inside companies.

When they retired after five years on that journey, it gave me a perfect platform to pivot and launch my brand. I pivoted away from just thinking exclusively about generational shifts and focused more on this theme of the future of work and the future of leadership and how are we evolving. I feel like one of the luckiest people in the world. I get to do about still 75, 80 live events a year, half with traditional Fortune 50 companies and half with associations comprised of small to mid-sized companies in every industry.

It's leadership. It's culture. It's high performance. I live and breathe in that space, so to Kristen's point of figuring out what this thing was, I was looking for a way of how do I extend this live experience with audiences into the digital world. How do I continue this one-hour keynote, this half-day workshop, into something larger that feels interactive in a truly digital community, while simultaneously having this deep desire to want to build something with this remarkable human being sitting next to me?

I'm watching her in all of her power—

Kristen Aldridge: He's so sweet.

Seth Mattison: —in all of her light, launch all of these amazing things, and it's like why would I not want to try to do that together. Now, that doesn't mean that there aren't challenges in figuring out how do you be a husband and wife team, and—

Kathy Caprino: I'd love to hear about that as a former therapist.

Seth Mattison: —and we're talking about bones.

Kathy Caprino: Can we talk about it?

Seth Mattison: We'll get into those details but, so we are to align.

Kathy Caprino: Yeah. So, I would love to ... here's what's popping out. In all seriousness, having been a couple's therapist, you don't have to do therapy here, but for people that do want to go into business with their loved one, can you tell me ... here you go, he's sweating. Taking off the hat. "Oh, geez, what didn't you tell me she was going to ask this?"

Kristen Aldridge: Oh my god.

Kathy Caprino: What is a shared challenge. In this way, it's not one of you against the other, but what's—

Seth Mattison: Of course.

Kathy Caprino: —a surprise. Let's put it that way. The biggest surprise about doing this together.

Seth Mattison: I'll let you go.

Kathy Caprino: Oh, he lets you go first. Brave. You got to be brave.

Kristen Aldridge: He's being classy. You know what's funny, is ... what's really funny is we actually get along really, really well in our relationship. We've been together for 10 years, married for five. Coming up on our 5 year anniversary this weekend actually.

Kathy Caprino: Congrats.

Kristen Aldridge: Thank you. We don't fight about petty things. We're not argumentative. We're best friends. We work really good together. But, the two times we fight the most are, one, when we were planning, and two, when we were building a business together. It's like, "What is going on?" I think it speaks to ... we're complete opposites. I follow a lot of the science and astrology. We are born at the exact same time, exactly 180 days apart, so we are complete opposites.

What we found is it can work really amazing in the relationship, but it comes out in interesting ways in business. I'm very Type A. Very just like, make decisions instantly. Don't really lament, just moving forward very quickly. Seth is more really easy going, and just always really positive, and it's all going to work out, and that can really bring some conflict in just the ways that we communicate.

He's really good with always diffusing things too. Rather than adding fuel to the fire, he's always really good about watering it down.

Seth Mattison: It's all gonna be okay.

Kathy Caprino: I want to hear from you, Seth, but I have developed a quiz in terms of your dominant action style. I've seen that there are six, and what you just described to me, Kristen, sounds like the Striver, and Seth sounds like the Seeker. Right? It's not necessarily that have to do this deadline this second. Let's learn, let's grow, and Strivers and Seekers, you want to rip each other's eyes out sometimes. Like, "Could we just do the thing the way we said we were going to do it?" Is that it? Is that a little bit of the issue?

Seth Mattison: That's most definitely—

Kristen Aldridge: Definitely.

Seth Mattison: —there's definitely ... you've identified it quite well, actually. I think the magic in this is if you learn how to be great communicators, and not react, but sort of pause, listen, and hear, and not try to be right, and not try to win, is that the middle ground between us is actually quite magical because where I can be, as a Libra, sort of balancing of the scales and it's just, "It's all going to work out. We don't need to stress about it." There's an element of urgency that I do need. Kristen has definitely helped with that. There are times when you need to sprint. We don't know for sure that it will all work out, and let's execute now and be decisive. Then there's times when I can calm the waters and just when it feels a little chaotic, I can just be that even keel, safe place—

Kathy Caprino: You need it.

Seth Mattison: You need it.

Kristen Aldridge: Yes. We do.

Kathy Caprino: It's complementary. If two of one of you would be rough. Rough going, I'm guessing. Tell me now, you offer the tagline, "Building a better world through better work," right? I'm just curious, you're reaching out to, what you call Luminaries, people who are spreading their own light and weight in the world. I'm really dying to know, first of all, how do you identify that? Because I'm sure you both play in the world of high celebrity, high profile. What do you look for, for someone who is really doing that work?

Seth Mattison: I'm going to start out by answering the tagline that she just brought up, and then I want you to go a little bit deeper on some of the Luminaries that you've been spending time with.

What you just mentioned there, the "Building a better world through better work," has actually been ... goes back to your first question of what is Luminate all about. I said it's been this evolution of combining our forces in the world in a way that feels really authentic for both of us, and not making it feel like Kristen has to step into a place that she's not, or not comfortable, or not who she is, and me not—

Kristen Aldridge: Or vice versa.

Seth Mattison: —or vice versa. We landed with this idea of building a better world through better work, we see being able to attack that through two different channels. An enormous amount of

our life, 50% of our waking hours, working—

Kristen Aldridge: And often times more.

Seth Mattison: —or even we're working. When you look at the research for general employees, this has been going on for a while now with Gallup, fluctuates slightly year over year, but roughly 60-70% of employees are under-engaged or disengaged in their work. It's unacceptable. It's an epidemic of disengagement and it erodes all aspects of our lives. So, we said, "If we were to attack it under this idea, we see there's two paths that we could serve the world of building a better world through better work."

One of those paths, that I'm essentially spearheading, is we can create better work by working with leaders to create better cultures and better organizations that support the whole human being. That it's not just about creating a profit, it's not just about the stock price, it's about the community. It's about people living full lives. Mental health, wellness, etc. I'm living and breathing this every day with high-performing leaders. That's one of the tracks we can do it.

The second track is to change what work looks like, is for the people who say, "My path is not to go to work inside a company. My path is to create my own thing." The path of entrepreneurship, which Kristen was birthed into a world and a family of entrepreneurs. It's what she's always ever known. It's the second track is to support entrepreneurs in creating their work experience that not only supports them, but as they then grow and build a small team, go through all of the pains of entrepreneurship, we could support them there.

We can support leaders inside large organizations, and entrepreneurs, whether for themselves or small teams, to ultimately influence the experience we are all having on planet Earth by creating better work experiences. Does that start to make sense? Because this is the first time we're articulating it.

Kathy Caprino: Oh my. I love it. I want to add a third path.

Seth Mattison: This is the first time it's really being spoken.

Kathy Caprino: We probably should've talked about this before the podcast. No, I'm teasing. Can I add a third track, which I bet you're doing. Can I add this?

Seth Mattison: Please.

Kristen Aldridge: Yes.

Kathy Caprino: I just got off the phone. You know I give a course The Amazing Career Project, and it's women who have had some success, but wake up and say, "Oh my gosh, this is so not right for me." But, for many people, they don't actually know why. We talked about a job versus a calling. Essence versus form. Oh, it's so fun.

A third track I think, and I know that I can be unpopular saying this but, it's up to each of us to find our right work. So often, I'll have people saying, "I'm in Pharmacology, or clinical

research, or this or that." Amazing women doing amazing things, but it doesn't occur to them in the way you would expect, that if they're miserable in their culture, they need to, not chuck their career necessarily, but find brave to find a culture that fits.

I always ask ... I didn't do that. I almost got killed emotionally, spiritually, in my last corporate job many years ago. Why didn't I just leave? Because there's a lot at risk. Whatever. That third track, I think, can be how does each person embrace what they're capable of and do the things that need to be done to make sure—

Kristen Aldridge:

Yes. That's beautiful.

Kathy Caprino:

—they're creating a life they want. Right?

Seth Mattison:

No, we can't, you're right.

Kristen Aldridge:

No, and that so resonates with me because that's exactly what I was going through in even building the platform. That feeling of, "but I feel like I need to continue down this path because it's what I've worked so hard for. I can't give up now and the unknown is so scary, and I don't even know what that means and if I will be fulfilled." But it's all testing, and it's all fighting through the limiting beliefs, and the thought that your ideas are good enough. Really, you can create anything that you want. Anything that you want, you can absolutely create. Yeah, so I love that. That's really beautiful.

Seth Mattison:

What you did there, and Kathy, you're point about taking ownership over your own transformation. Which is exactly ... you have always taken ownership over every change, evolution, transformation, pivot that you've made in your career, which I think is fascinating from the outside. To your point, Kathy, it's like we all have to take ownership. We are not victims. We are not bystanders of this. We have control.

Kathy Caprino:

That's it. I think that's pretty amazingly important. Two sides of this I'd love to hear. One, how you do identify ... yeah, of all the hundreds of people that are asking to be part of Luminate, how do you actually choose? I don't want you to offend anyone, but I'd love to hear. If it's even just, "It's what my heart feels when I meet them," or whatever it is. I'd love to know because I'm connecting with a lot of people who have illustrious backgrounds, but not all of them do I want to feature. Not all of them in Forbes or wherever—

Kristen Aldridge:

It's hard.

Kathy Caprino:

—am I drawn to shine that light, my light. You know what I'm saying? Not to offend. What do you think, how do you—

Seth Mattison:

That's ... no, no, no, that's—

Kristen Aldridge:

We feature Luminaries on our website in digital form, and then I also have created a series for Entrepreneur called Project Luminary.

It's a beautiful series where we really spotlight remarkable people who have done extraordinary things. For me, what I really look for is all about adversity and overcoming

obstacles and the trials and the tribulations. That, to me, is what makes an amazing story because that's real. Very few people, and they're out there, that can have massive success when it just comes to them, and everything magically happens, and they were in the right place at the right time. The majority of success stories, it takes 10 years to become an overnight success, as they say.

It's stories where someone really starting from nothing. We've interviewed so many wonderful people for the first season. One example, Alli Webb, the founder of Drybar. What I love about her is she's unapologetic in who she is. She has really learned the art of ... she has said time and time again that, "I am not a business expert. I am not supposed to be a CEO. What I know is hair, and I'm really good at it."

She was a stay-at-home mom, struggling to get by, driving her Honda Civic all around town, blow drying her mommy friends for 30 bucks. She just had this amazing idea, and really built this company from the ground up, and has turned it into this amazing 100 million dollar empire.

The stories of struggle, they're the same. People going through the same things of the limiting belief, self-doubt, the trying to find funding, the scaling, finding the right team members, building the culture, everything. I think that's what really inspires me, is because I've been there. I'm going through that journey and so I think I'm personally attracted to people that I can really resonate with their journeys.

Seth Mattison:

I think that's very well said. That's definitely as it relates to Luminaries and Project Luminary, what we have focused on. I would say, in my work, when I think about the high-performing leaders that I've had the opportunity to work with and spend time with, what stands out to me as you were telling that story, it makes me think about a couple of weeks ago, I'm speaking at a conference for a group of CIOs. Talking about the future of digital transformation, and the future of work.

The person who's doing my intro, CIO of a big company, he gets up there and he's just lamenting about change and transformation, and he makes this off the cuff remark about not really liking people. Just like, "People are kind of annoying, right?" Sort of advocating for artificial intelligence and robots to take over a little bit. The room sort of laughed, but there was some element of truth to it.

What I said to the room, and this comes to your point of what we look for, and who are we trying to identify, I said to the room, "If you want to be a leader today, it's not about whether or not you like people. If you want to be a leader today, you have to love people. Period. You have to love people." I said to this room, I'm like, "If you think ... if that sort of puts you back and you think I'm being outlandish with saying love your people as if love is an emotion that is only reserved for your most intimate relationships, let me tell you something. You have infinite capacity for love. Infinite capacity to pour love into people."

What is required today, from a leadership perspective, and who we are attracted to when it comes to building organizations that will totally reimagine what the world will be like in the future, you have to pour love into, and create a culture that's based around that because that influences our communities. It influences our country.

You think about what's happening in the world at large. Well, leaders that show up at every level of society, that can operate from a position of love, that doesn't mean that there isn't still tough love, and you don't have to make hard decisions, but can pour into the people around them. That. That is who we feature. And we're trying to call people up into that place. That is what I think will separate Luminare. A combination of those two.

Kathy Caprino: Love it, Seth. So many things I want to say. First of all, you have this illustrious career with Fortune 50 people, and you're talking about love. I was just saying to a lot of the women that I work with, a lot of my language, men don't go for. They don't want to be talking love at work. I don't mean to sweep every man under the ... with the same brush, but I love you for saying that.

Kathy Caprino: Secondly, can I just say this about love? I interviewed Lorna Byrne, who's a Irish best-selling author, and she sees angels. She believes, and I believe she does, sees angels. One of the millions of things she says, that we've locked away so much love, all of us. All of us. Because of vulnerability and hurt and trauma. She says she physically can see when someone lets the love out. She can see it almost like a mist.

I think that this is what you're talking about. You can feel and see someone who has love. That doesn't mean we're hopping around, skipping and singing every day. It means that we respect each other and connect from the deepest place.

The third thing I just want to say about that is we don't have to feel love every minute of the day for everyone. I do think we have to find something in everyone to love. When I was a therapist—

Seth Mattison: I agree 100%.

Kathy Caprino: —I would sit with a pedophile or a rapist or an attempted murderer, and in order to be successful, I couldn't judge them. Why the heck would they come to a therapist who judges. I would have to find something to love. I just feel like that's what you're talking about.

Seth Mattison: Yeah.

Kathy Caprino: I love it.

Seth Mattison: And it shows up in small ways. I'll give you one really quick story example of that, and then I'll let Kristen jump in with what she's seen in the Luminaries that you've talked to, of how a leader can show up that way, in small ways you look for them.

I had an opportunity, I'm with PWC and one of their senior partners is talking, so all of their new recruits. He's probably in his early 50s. He's recanting his very first day on the job at PWC. This is now maybe 25, 30 years ago. He walked in and the room, they're all crammed in, and everyone in the room is wearing a blue, long-sleeved shirt and tie. You know, almost IBM days-esque, right? He is wearing a white, short-sleeved collared shirt with a tie.

He's just feeling like, and his neck is just red. Boy, how did I miss this. Even though it seems like a small thing, and that was the culture at that time. There was a leader, quietly comes up to him during lunch, is like, "let's go grab a bite." He takes him across the street to a department store, because he has no money. He was so poor. This was the best he, almost like Will Smith, Pursuit of Happyness style. This leader buys him, almost makes me emotional thinking about it and telling the story.

Seth Mattison: He buys him a long-sleeved, blue shirt. He buys him a shirt, and—

Kathy Caprino: So he won't feel so out of it and so humiliated.

Seth Mattison: Correct. Ostracized. Which, again, at our deepest levels, we just don't want to be separated from the tribe. We just want acceptance at our most fundamental level. It was this very small act of kindness and empathy. He never, ever forgot, obviously, that experience and it influenced how he shows up as a leader every single day for the next 30 years. The opportunity he extended to everyone in that room of 23 year olds, and I think is the opportunity for all of your listeners, is that those opportunities present themselves every single day if you're willing to pay attention. To show up somewhere.

Kathy Caprino: Those opportunities to feel what someone else is feeling and support them.

Seth Mattison: That's it.

Kathy Caprino: Oh gosh. That's beautiful. I love Luminare. It's so great.

Kristen Aldridge: It's a good sign when we're all crying.

Kathy Caprino: Oh my God. Well, you know why I'm crying? The world needs it so badly. That's it. We need it so darn badly. It's a salve for the soul. All right, I've taken so much of your time, but can I ask one final question? I want you to dig deep.

Kristen Aldridge: Yes.

Seth Mattison: Please.

Kathy Caprino: You're dealing with entrepreneurs, you're dealing with leaders. Can you ... I just wrote an article, an interview today on small businesses, and their failure rate, and how not to be a failure statistic. You've obviously been around incredibly successful business people, and you are incredibly successful business people. Can you tell us the one challenge in this entrepreneurial adventure that you were not prepared for? The biggest, hairiest, scariest thing that you can reveal, and what you did about it so that we can have an actionable step.

Kristen Aldridge: Wow.

Seth Mattison: Do you have one that comes—

Kristen Aldridge: That's really good.

Seth Mattison: —come to mind for you right away?

Kristen Aldridge: I've got to think on that first. I mean, so many, it's like which one is the most challenging?

Kathy Caprino: How about the one that made you fall on your knees and cry?

Kristen Aldridge: Oh my gosh. That's such a loaded question. So many challenges that we've gone through that I never expected. I think one that's the most surprising for me is ... I'm coming from a world of five years of having to wake up at 1:30 in the morning, work holidays, work the news schedule. That was brutal. I never imagined that working from home would actually feel, at sometimes, even worse than that.

I think as entrepreneurs, of course when you start something, unless you're lucky enough to get funding right out of the gate, you're grinding from wherever you can grind from. As much as you want to have a staff of 200 and fancy offices, most of us are all building something from our homes or coffee shops.

There's a lot of benefits from working from home, but I find that I get into this horrible habit of waking up, and it's 7:00 AM, and I'm having my morning coffee in my pajamas and I say, "I'm just going to answer this one email," and the next thing you know, it's 4:00 in the afternoon. I haven't showered yet. I haven't even brushed my teeth. I'm constantly working in my pajamas.

I think what's also even harder is just the isolation of being constantly alone. Sometimes even just being around other people, even if you're not talking to them, just to reaffirm that what you're doing is valuable, and what you're doing is really going to help people and be of value. You can be alone and isolated and lost in your thoughts. I've really been battling with productivity.

For someone like me who's always been high achiever, over-worker, I started doubting myself of, "Oh, why don't I feel really motivated to go to work today? Why am I feeling not excited to turn on the office light?" I started doubting that maybe I wasn't passionate about what I was doing, when really, it's just ... no wonder I was feeling unmotivated. It's really hard.

Kathy Caprino: Kristen, that's so honest.

Kristen Aldridge: I can totally resonate with anyone trying to build something by themselves and doing it from home. It's really not easy.

Kathy Caprino: Wow. Thank you for sharing.

Kristen Aldridge: It's one of the hardest things. Yeah.

Seth Mattison: It's big.

Kathy Caprino: It is. You know, for me, I don't have a problem with motivation. I'm overly motivated, so that means I just work constantly. Even though it feels fun, it's still not balanced. It's still working constantly and getting up at crazy hours to write the post. These are challenges

and we have to work through them. We need help to work through them.

Seth Mattison: Well, I think that's totally you were leading up to launch. There was—

Kristen Aldridge: Oh, for sure.

Seth Mattison: —editing through Project Luminary Series, and then leading up to the launch—

Kristen Aldridge: Yeah, it was 20 hours a day. I was going from the bed, rolling into the office, eating dinner, rolling back in bed. Thank God you were traveling because I probably hadn't showered for days, which isn't very admirable.

Seth Mattison: Sometimes that's what's required though.

Kathy Caprino: It is. Seth, what would you say? I'm asking for the hairy wart here, not the "Geez I'm a perfectionist," but really, what has been a struggle that you didn't expect?

Seth Mattison: If you're going to build a business, creating scale and duplication. You can't do everything and you have to teach someone else how to do it. It's recognizing that, but then it's also acknowledging I wasn't very good at that. If you're good at a number of things and then right then ... this is actually a really important piece to making the business grow, is it can't all just be you trying to do these things. We have to create scalability and operationalize different aspects of the business, and I'm not good at this.

Does that mean I'm not going to be a good business person? That we're actually not sophisticated smart entrepreneurs? So you start having second doubts and questioning yourself. You got to just be able to own what it is that you are great at and ask for help in the places that you're not. We had to ask for help from people. That takes a tremendous amount of humility, and being like, "It's okay," embracing a growth mindset of we can learn and get better at this. This is something that is learnable, but we have to be okay not being good at it right away for a little while. Tough.

When you're over here and you're really good in this area of your life, to not be good over here, that's probably been one of the, it's been tricky.

Kathy Caprino: It's so important to delegate. We can't really do it all. It's such a double-edged sword. To feel badly about what you don't do is missing the point. You're not supposed to do it all well. Oh wow. These are such beautiful lessons. I can't thank you enough for opening up. Where can everybody watch and learn and see everything about Luminate? Where do they go?

Kristen Aldridge: Yeah, so our website address is justluminate.com and you can find us on social media, Instagram, Twitter, Facebook, LinkedIn. You can find Project Luminary, it airs on Entrepreneur and Facebook Watch. Just Google "Project Luminary" and you'll find us there.

Kathy Caprino: Oh my gosh. I am so excited for you and thank you for sharing the good, bad, and sometimes the ugly of what it is to launch a passion project that you hope will change the world, which you're doing. Thank you for your time, everyone.

Seth Mattison: Thank you.

Kristen Aldridge: Thank you. It was so great.

Kathy Caprino: Thank you for listening. I hope this has given you a big boost of brave because we need it. We need it to do the work that our heart calls us to do, don't we? Thank you, my friends. Come again soon.

Kathy Caprino: Everyone, check out Luminare. justluminare.com. All right. Take care, everyone. See you next time.