

# AWA 153 Needed to Change

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## SPEAKERS

Gina Robinson, Cathy Mazak

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00:02

Welcome to the academic writing amplified podcast. On this podcast, we believe that the culture of academia needs to change radically. Women and non binary people are revolutionising academia within institutions that were not built for us. If you're ready to reject the culture of overwork, kick, guilt and overwhelm to the curb, and amplify your voice to make a real impact on your field, without breaking down, or burning out, you're in the right place, with our team of experienced writing coaches, as CO hosts will share insights and talk to inspiring guests to bring you the practical strategies, systems and mindset shifts. You need to find time to write, publish work you love, and design your career on your terms. And it all starts with writing. Let's go.



Cathy Mazak 00:55

Alright, right. Welcome, everyone, to this episode of the podcast. My name is Kathy May, Zack. And I'm so excited that today's podcast is me. And Gina. So we have on the podcast today, Gina Robinson, who is one of our amazing coaching staff here at scholars voice. And I'll let Gina introduce herself. And then we're going to really get into today, this change from me doing my little lonely solopreneur thing to be coming scholars voice. And so much of that happened when Gina came on board. So go ahead, Dina, introduce yourself, please.



Gina Robinson 01:39

Thank you, Kathy. And thanks for having me on. This is going to be really fun. It'll be a little walk down memory lane. So I am Gina Robinson, I've been coaching with Kathy for four years, is that what it is? It's some big number. So I started out as a professor of Spanish, and I left for a number of big reasons that actually really feed into the work that we do here. And by luck, and by, you know, the the position of the stars we connected. And I've been working with Kathy, essentially, from the very beginning, well know from the very beginning of a new thing,

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Cathy Mazak 02:25

right? Yes, absolutely. So let me give you the years, and then that can maybe jog your memory. So this is what's founded by me, blogging in 2017. In 2019, it was actually, if I'm remembering correctly, it was May of 2019, that we that I launched the first round of our amplify pre tenure program. I did that in May, and did that by myself with a great group of nine women academics at that time. And then when we went to launch for September, I was like, Okay, it's time for some help. So that's when I hired and I think I hired you and Rocio for 10 hours a week. I think that was the starting point. And so yeah, it was four years ago that that happened. And I really see that as a point where even though I had hired people to help with the website, and to help with the podcast production, and all of those kinds of things on the back end, hiring you and and Rocio and having you come into the programs was really a turning point in the business. I don't know if you want to speak to that or how that looks from your perspective.

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Gina Robinson 03:40

Yeah, actually, I do feel like it was also a turning point in my career because I had left academia. I hadn't fully processed exactly why and all of the things that had been going on. But and so I had this real kind of ambivalent relationship. I was working in a nonprofit. And honestly, any humanities PhDs, nonprofits will love you. Yeah. And, but I still kind of felt like I wanted some kind of connection back to academia. I didn't know what that looked like. And that's kind of how then how our stories coincided. And honestly, I think that without meeting you, and without having sort of this part of my story, I don't think I really would have understood why I left academia. And so I think it was a real growth experience for me as well. But yeah, it was it was exciting. And it was also very interesting to try to explain to people what this new job was that I had. Yeah. Like I'm working with a woman. She's really nice. Well, don't worry, I'm sure it'll work.

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Cathy Mazak 04:50

It'll be fine. It'll be fine. So I think there's a couple things right, I think actually in 2019 compared to now, people in academia like it In these circles, people in general, but also, especially in academia, I don't think that coaching was as much of an accepted thing as it is. Now, I don't think people understood what it was like when you said you are a coach people would be like, like in gym class like a basketball coach, you know? Right, right. So I think like part of it, is that right? That there's been a shift in the coaching industry that like now people kind of understand what coaching is, and now academics are seeking out coaching on purpose, where I really felt like in 2019, we always had to, like draw people in with like, training. And then they would experience coaching, and then they would be like, This is amazing. But that I remember, we would always lead with training. And now I feel like we can lead with coaching.

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Gina Robinson 05:56

Yeah, there was there really was a point in time where it almost felt like this very beneficial bait and switch where we were describing ourselves as writing coaches, because all of the stuff that was going on with people kind of trickled down into their writing. And so that's where they saw what was going on. And so we would start there, but then, you know, kind of crack it open and

realize, oh, actually, it's not the writing, oh, I'm actually a good writer. And here are some actual sort of more systemic issues that are going on. And so that was honestly, that was a really interesting moment, because that was when we started changing a lot of the way that we talked about what we did.

**C** Cathy Mazak 06:38

Yeah. 100% Yeah, I think that's part of the change as well, that's happened over the years. And why we wanted to become scholars voice, because, I mean, obviously, the voice part still really, for us, I think, goes back to that making your voice bigger through writing, but not exclusively. And I think we did we have over the years really struggled with that, like you were saying, like the beneficial bait and switch, like, we're gonna be all over here talking about your writing, because that's where you're seeing you're, you're feeling the pain, and maybe not even in writing as much as in like publications, like, people freak out when they're like, Oh, crap, I need more publications out, right. And then so we would come in, and we're like, we're writing coaches, we can teach you how to do this. And then, but what they really were doing is career reimagination, you know, like, and so our coaching ends up being much more about career, even though we draw people in with all of our talk about writing and publishing. I think

**G** Gina Robinson 07:45

that a lot of what has driven this, like, from the perspective of a coach, is I'm using air quotes here. I know we're on a podcast. So I have to say that the difficult people in our programs, and I'm using air quotes, because this is actually the way that they often presented things, we'd have clients who would say, I know, I'm being difficult here. But could you put captionings on your recordings, or, you know, I know, I'm being difficult here. But I have ADHD, and I really need a specific, you know, I need solutions that work for me. And so you know, when I kind of want to thank anyone who's ever described themselves as difficult, because, really, it has been in that resistance to whatever we thought we were creating, that really had us growing and extending what we were doing, and actually connecting to clients. So I just think that's so interesting from a coaching perspective. And it also goes back to the to what you often say about co creation, that's like a perfect example.

**C** Cathy Mazak 08:53

Yeah. Yeah, absolutely. And I just had a thought, but that flew out my head. Yeah, I got lost, I lost a thought, whole creation. And oh, the thing about difficult clients, right, are people who are self described as difficult, like we actually have very few clients who we would describe, like, over the years, like hardly anyone, but I wanted to describe a little bit too, or say that our clients often will say things to us, like, oh, I have this the whole non traditional path. I have this non traditional Yes, in academia, or I don't fit in my department because of this and this and that. And that's another thing that really helped us grow and has really helped us be able to, like, connect with our audience and call people towards us is to say like, that's exactly the people we want the people who feel like they're at the intersection of fields that they're pushing the envelope a little bit, that they've come Um, through a non traditional path, whatever, I'm using air quotes as well, like, because that non traditional path, I think everybody says that, you know, but I think it's more like our clients say that, you know, because they are.

And I think that's the way that that the next wave of academia is moving. So all the people who I think we attract, and who end up in our programs, to me are those are people who are like, who are changing academia, which is what our business is, like, the mission of our business, because they're pushing the boundaries of fields, and they're pushing like, and they're saying, right, like, I'm not going to do it the way that I'm quote, unquote, supposed to do it, I need to ask for this kind of accommodation, or I need to take this approach that's different, because this just doesn't work for me. And those are the people who end up in our programs. And then, because they have support and coaching, then they can go on to continue to create and continue their path in academia, instead of saying like, this is for the birds, I'm leaving. So. So I think that's also like a really important part of how we've evolved and grown and been in that co creative, responsive adaptation to our clients over the years. I think that's a really good point.

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Gina Robinson 11:20

Yeah. And I think that one of the really big things that we have been able to offer is just that space, like holding that space for people who believe themselves to be outsiders in some way. Because once people start to recognize how common their outsider pneus is, within this community, it really shifts a lot of our expectations, and really the way that people interact. I mean, it pulls down a lot of barriers very quickly, to say, like, Oh, you're non standard in some way. Me too. And really, like, appreciate that, rather than kind of having to hide it.

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Cathy Mazak 11:59

Yeah, absolutely. Okay, so we have three main questions we're supposed to cover today. So I'm gonna ask you one of them, which is, okay, so we've been talking on the podcast about this change to the name of the company being scholars voice. And of course, you all are seeing this for the first time. Now, when we're recording in January of 2023. But back in the back end, and behind the scenes, we've been working on it for over a year. So I wanted to ask you, and I'll answer this too. But let me ask you first Gina, like, when did it become like, obvious to you or clear to you that we needed to make some kind of outward change? Because things were changing behind the scenes?

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Gina Robinson 12:46

Wow, that's, that's a great question. And my answer is probably going to be like, a little bit of a non answer, because I think that the moment that Rocio and I joined, I think that's when we kind of put in motion this this massive change. And I think, actually, probably, so there was a point where I came on full time, of course, and it was right in the middle of the pandemic. And I think that maybe all of those things coming together, you know, me personally, recognizing that this was, you know, this was going to be a real company that I would work for full time, that kind of signaled something really big to me. But I also think that there was just so much that shifted during the pandemic. And there were so many messages that became clearer. And so many people who we saw kind of connecting with those messages that I don't know, for me, that was kind of the moment I was when I came on full time. I sort of felt like this is this is not

just the Kathy Mays AX show, even though I don't know if I would ever have called it that. But yeah, yeah, that was kind of the moment when I felt like okay, we're going to we're going to be shifting to something new and different.

**C** Cathy Mazak 14:08

Yeah, I agree. Absolutely. And I feel like for me, it became obvious we needed to change when I was no longer the main person delivering programs. So like, there was in actually like, summer 2020, I think was when you ran this like six person cohort of Elevate pretty much by yourself. Yeah, right. Like you did it all. And I was like, Huh, you know, like, heard of it. And we've talked about this so much between the two of us, right? Is like me being able to let go of delivering programs and backing out of that so I can focus on other things because it's very much like it's very much a baby business. seems like even though we're heading into year, whatever, it's going to be six or seven. We are, it's still in terms of company size. It's still a very small business, which also like, kudos to you for like, accepting a full time job in a business this small, because it's, it shows so much. Like, I mean, sometimes I'm like, oh, no, they shouldn't be dressed in me with all these employees. But okay. So, you know, because it's, you know, it's, it's a lot but anyway, so I realized and like, what that was fine until I had this moment where I was like, you know, all the outward talk is by me, right? All the podcast episodes were me. My face was all over the website, that company is my name. But once you buy something, it's it's me. Rocio and then eventually they are right. It's like mostly Gina, that didn't like that was like a misalignment. And I think also like, just to be like, totally transparent. It also, you know, it's worth mentioning that, like, here's this white woman, oh. And then when you get inside, all the people delivering are women of color. And I'm like, that's also like, not what we want to be showing the world because that's, like, disingenuous, and not who we are. So that was like another thing that I was like, that's really not the way to me, was also like a big thing.

**G** Gina Robinson 16:41

Yeah. And going back to this question of trust, actually, I was really impressed that you trusted me with this, you know, when when you say like, I ran a cohort like I was the one, given the workshops, I was the one doing all of the one on ones and the group coaching. So honestly, I could have taken it in any direction. And so it was really, yeah, it was a real big act of trust. And now when I think about it, that probably was the moment when I stopped thinking like, how would Kathy answer this question or, you know, sort of line with what Kathy has established? And really started to like Intuit like, what is the best answer overall, and you know, those two things probably coincide quite a bit. But it felt really good to kind of shift to okay, I know how to lead this group. I'm not sort of simulating what Kathy might do. And, yes, I want to thank you for that. That's another

**C** Cathy Mazak 17:45

Oh, no, I want to thank you for that. Because the program's got better. The program got better when you started doing that to 100%. Oh, yeah. Yeah. Okay, so let's keep answering the question. So that so that Yulia, whom wrote the question, doesn't, you know, get upset. Okay. So, all right. So here's one, how are we creating a business that's different from other businesses? In your view? And then I'll answer for me as well.

**G****Gina Robinson 18:16**

Okay, I love this question. This is it is a, it's a real. I talked to a lot of people about this dream job that I have. And it's really cool. Like, actually, when I left a nonprofit that I was working at, to to work full time, I said, you know, I'm sorry, I found my dream job, and I'm gonna go with it. And but one of the things that makes it my dream job beyond like, being able to do all kinds of cool coaching, is that we created a company together. And so we talk a lot about systems, and a lot about systems like that you create yourself and then also like external systems. And I like to think of it as like, if you find yourself within a system that doesn't work for you. Maybe you can create a system yourself, that does work. And that's not always going to happen. Not everybody has, you know, those kinds of resources. But that is kind of what we did. And it feels so good because I was talking to someone who's, who got an email from a colleague because she'd taken a zoom call in her car with her kids in the back. And they thought it was very unprofessional. And you know, it really hit me. I was like, Oh my gosh, if someone you know, someone within our company said that to me, I don't even know how I would respond because one of the really basic parts of this system that we've built is acknowledging who we are. So I'm a parent, you know, I'm a caregiver. I have all kinds of other things going on. And so I don't necessarily have to change every element of my life. If to fit work, sometimes we can make work fit our lives. And that it's actually very, very revolutionary to think of it like that. And from the perspective of someone who works in, you know, in the company, it's awesome.

**C****Cathy Mazak 20:16**

Yeah. Oh, awesome. I'm so glad to hear that. And like, that sucks that that person got that email. That's ridiculous. And that also leads me to my answer, which is, to this question about how we're creating a business that's different. So one of the things that we again, like, like you just said, We talk all the time about the systems in which we are operating. And then of course, systems, we create ourselves. And we talk a lot about institutions. And I think for a long time, like a big part of my of the brand that I wanted to put out there is to kind of, at least still say this a lot, and it's still true, is that we want your success, like despite your institution, not because your institution wants it, or, or because you have checked all the boxes that your institution puts out there, right, like, so, as we've grown over the years, like, I realized that what I'm creating, what we're creating as a business, is an institution, you know, like it's not, and so it's not immune from the patriarchy. And it's not immune from all of these things, where other institutions grow and are created, right? So you know, in the nonprofit world, in the university, academic world, schools, businesses, governments, all of these things, right, like we are even creating something from scratch, I'm always looking, you know, getting business coaching and looking at the reading business books, looking at models of what other people are doing. So all of that is culturally created. And so if you blindly are like, I'm going to start a business, I'm just going to follow the latest business guru person, like, then you're gonna end up replicating a lot of the harmful systems, or the systems that are like drenched in patriarchy, and racism and ableism. Like, you're gonna recreate that, because of like, what in education, we would call like, the apprenticeship of observation, right? Like, yeah, because you've lived inside those systems for all of your life. Like, that's what you think you need to create, right? So you think you need to create something that looks like a triangle, yes, where there's like a dean at the top, and then department chairs, and then professors, or business where there's a CEO, and then there's directors, and then there's employees, and everybody lives in their little silo, you know, and the top at the top is the CEO, kind of puppet master person, like, pulling all the

strings and directing the whole thing, right. And I really like, I'm very aware, as we go through this business creation process, that I am both suffering from the apprenticeship of observation, and also really trying hard to always be able to see the meta and always be able to like, step back and look and say like, okay, is a triangle what I want to create, you know, like, I can see what metaphor like this is something really important. What metaphors do we want to use? What language do we want to use to talk about things? Like and so for example, like a concrete example of this is our org chart, right? Yeah. So I spent so many hours of my CEO career thinking about organizational charts, right. And there was a while that I was like, trying to create an org chart. That was kind of like a baby version of any company. org chart that you would find out there, there is a president or a CEO. And then there's like a marketing director. And for ours, it would be like an operations director and a marketing director and a program director, and then there'll be these people, under those people. And nobody's connecting with each other. Yeah. And besides the fact that that felt very hierarchical, and it is like, that's a hierarchy. And so I wanted to just make sure I question like, is that the hierarchy that I want to do, I want to create that type of hierarchy. But then also, like, it just was like, we're not that size. And we might never be the size where we would have departments. You know what I mean, like, so that's when I started to play with this. You all know if you've ever seen any of our stuff that I love a Venn diagram. So though, like all our stuff has been diagrams in it, so that's when I created the Venn diagram. organizational chart. I'm not the first one to have this idea. But it was so important to me because I'm like, this is not just because I want to create something with more circles, or that's flatter, because it still ends up with me at the center. Like, let's be, right, the CEOs that that makes

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Gina Robinson 25:18

sense. Right, right. Like there's aspects of that, that yeah, that are important. Yeah.

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Cathy Mazak 25:22

Right. And also that the humans are overlapping, like, depart, like humans are existing that the human employees rather than the human team members are doing more than one departments work. Because we're so small, there's always going to, or as long as we're as small as I think we're going to stay like, that overlap is always going to be part of what we do so. So like Gina used to do sales calls. Remember, I used to do sales calls, we'd like you did? We did? Everybody has done like everything? Yes. Because that's like, because we were small, and we're growing. And we're like figuring it out. And so for me, how I'm trying to create a business that's different, is like really understanding being small. And I'm saying small, like, in the great scheme of businesses, right? It's like so small, we could call it boutique, right? It's like, it's small, it's a boutique, it's not a chain store, right? And so it's a small, and how can we make sure that our values and the size of the business and the humans in the business, that we're all all of those things are interacting in a way that is to everyone's mutual benefit? The employees, the contractors, the clients, like, every every everybody is, it's like, the institution that we're building is created with everybody's mutual benefit in mind, I guess, is what I'm trying to say. And I do think that that's a different way to look at business, especially in this kind of Age of software startups, where it's like, grow, grow, grow, grow, grow, grow, sell really big, like, as a model, when you're looking at entrepreneurship, when you look, you know, that's like the popular thing that that's happening right now. And that is not what we're doing at all.



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Gina Robinson 27:31

Well, and I think that software startups are a really good example. Because we are not like a software startup in that, I don't imagine that the people making, you know, gummy Drop app, really care about the work that they're doing beyond its, you know, just market value. And so that could be anything, you know, they could be there, the growth and the the work is just towards making money. But really, we're doing work that we love, and that we care about. And so a lot of the inefficiency that is involved in like doing all of the jobs has been really useful. Like, just when you were talking about the sales calls, it really made me think about how much growth I experienced doing sales calls, because I started out as like, just the absolute worst. So I was like, God, I feel like a used car salesman. And then learning, like what a sales call really is, you know, just it's really just talking about the benefits of the program. And then later on recognizing that, like, Oh, now I have a better idea of what people are looking for when they come in. And I wouldn't have had that if I hadn't done all of these different things. So that aspect of it has been again, like really useful for us as coaches. And for people who are doing work we care about not just like, creating a company to sell.

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Cathy Mazak 28:57

Yeah, absolutely. Like, yeah, that's the I think that that model, that software startup model that's so visible these days, is like the thing is that that whole model, the purpose has to be to sell the company, at a certain level, like that's the whole that's the way that model is structured, we get to create something different, right? Like we get to do that's why it's that's why we're creating a business that's different, you know, like that's different than that like common thing. It's it's similar to other coaching businesses, you know, that are out there and similar to other small businesses that are out there, I think. But I think with a much more like focus on probably obsessive amount of Cathy worrying that she's making sure she's creating something that's feminist and that's not harming and like, like is is very much a part of my everyday thoughts. And I think the end the cool thing is that that This kind of business that we're growing allows for that. Whereas a software startup really doesn't allow for that, or, or at least it would be a lot harder to get investors to get behind that kind of mission driven idea than it is for us. We don't need to get nobodies. That's another thing to just like for for geeky business, people who might be listening, like we've never taken on investing money, we bootstrapped the whole thing. We did have a loan during COVID, when they were when the government was just given out low interest loans were like, yes, we'll take it, you know. So we have a very low interest, one, you know, low interest loan, and business credit cards. And that's how we run the show. Like there's no it's all, as one would say bootstrapped, which means like we self financed, and then we run the whole thing on our client enrollments, like that's on our program enrollments. That's, that's how we do. That's how that's what pays for everything, including the amazing programs and the podcast and the website and all the things so. Okay. Our last question is a little bit of a, it's been something that we've been working on at scholar's voice, really over over like, actually, Gina, I think, over a lot of the time that we've been working together, we've been trying to go for simplification. And we have not always achieved it. Yes. I will forget what we were talking about. And when we were talking earlier this week, and I had, like, I vividly remembered how complicated things were in around 2021. And I was like, Tang, what, there's nobody making this business complicated, except

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Gina Robinson 31:49



nobody's asking for when there's no obligation.

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Cathy Mazak 31:54

Exactly. Nobody is, like, make this more complicated. Like we did that. I mean, mostly me, but like, we did that. So one of the goals for us in scholars voice is to create programs that are simple and impactful. And we're starting to really, in the last six months or so, starting to really, I mean, for myself in program redesign, like I've been, those are the two guiding words. They're simple and impactful. And the simple part, I think, is a necessary step to impactful. Yeah. So you know, like, I think that impactful, things are going to be more simple. And for our audience, our audience lives this really complicated career, right? Like what, you know, teaching research service doesn't even capture the level of complexity, and the different the level of project management that you have to that you're doing every day as a university professor. So the question is, how are we making programs that are more impactful and simple? I would love to hear your thoughts, Gina?

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Gina Robinson 33:06

Well, actually, I'll start with one really concrete example. One thing that I've felt the simplification of, maybe because I've been pushing the simplification of our momentum mindset session. So every Monday and then again on Tuesday, for people who are kind of have different schedules, we run a 30 minute mindset call, and mindset, like just that word is just such a big thing. You know, you could come up with all kinds of stuff. And I think in the beginning, we had so many ideas, that we would load each momentum mindset session, remember 30 minutes with, like, yesterday and said, We want to, and then we're gonna write a letter to ourselves, and there were all of these elements to it. And I like, as the person leading the session, sometimes I came out feeling like a little wrung out, like, Oh, they're all these questions, and they can't even get to them. And so, you know, now we've gotten to a point where we can crack open this whole really important topic for clients with one question, and a lot of silence, you know, one really good, that gets to the heart of what they're thinking about. And then just letting them actually spend some time and think about it. And that is, personally it's been really hard for me. I mean, every single momentum mindset, I'm like, I actually muted for the amount of time that I said it was going to mute because it's so hard to sit in silence, because you think you want to fill it with more value. And that's not how it works at all. Filling the silence is not not actually giving more value. Yes. And so in terms of a minute to mindset 30 minutes now feels like this perfect amount. don't have time to really open up a big topic, and then maybe have some thoughts later on, you know, but it's not like 15 questions where you feel like, once again, it's an opportunity to be behind because you didn't finish,

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Cathy Mazak 35:14

oh my gosh, I want to just jump on that. It's an opportunity to be behind, oh, my goodness, that is such a to me, that hits really hard. And we should keep that as one of like the guiding principles, two of our that do not give clients more opportunities to be behind. Because that would be like everybody comes into our programs, feeling behind, right? Like, I mean, this is the nature of academic life, like there's no, there's no caught on. There's never, you're never caught up, nothing ever stops. You stop, hopefully, like, and we, we try to coach clients to stop,

like over the semester breaks and whatever. But, but the work never stops. So everybody's always like, I'm behind. I'm so behind us behind, right. And then I think that, you know, and I've said this to you, but to say like publicly, I have been afraid like I as much as I coach people not to do things based on fear. I also do things based on fear. And so there was a time that I really thought, we need to have all of these different program components to help the client get the result. Because Because it looks more valuable. If we give them more calls, if we give them more lessons, if we give them more and more and more, it looks more valuable. And then it seems like the weekend, you know, we're earning the money that people spend, but that's not where value comes from. And so it's taken, I mean, it's a continual journey for us really, of continuing to see like, no, there is value in not giving the clients an opportunity to feel behind, there is value. In simplification, there is value in focus, right in terms of like, get like us as a, as the program focuses you on, do this, you know, like, let's talk about this. And then we complete and then this not like everything all at once. And here's five different ways you could process that information and all of that stuff, but rather like I don't want it to feel paternalistic or paternalistic. So handholding is not really what and blinders is also doesn't feel right. But it's more like just how can we pace the programs and create the most impactful program components so that the clients get the result without feeling like I'm behind, or just they have something else to be overwhelmed by.

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Gina Robinson 38:00

And I think that actually comes from this belief that we are this, this sort of good student mentality that a lot of academics have, right, like, I'm going to join this course, and I want to fulfill it. And I was just talking to clients about this yesterday, actually, that it's okay to take a customer service perspective, it's okay to express wants and needs, and ask for them to be met. And so sometimes our pulling back actually then has clients saying, Okay, here's something that I need. And then we can say, actually, we do have something right here. Here you go. But yeah, we just Yeah, offer it all right. At the beginning, it is really overwhelming, especially as you were saying, like for people who already have super complicated lives, like they just they really need something very, very simple to start, at the very least.

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Cathy Mazak 38:58

Yes. And also like and impactful. Right. So to one of the most simple and impactful things that we do, I think is group coaching. So that's why when we were reconceptualizing navigate, like, navigate has been everything. Right? Do you know, navigate has been like everything. It's been

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Gina Robinson 39:23

small, like a

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Cathy Mazak 39:24

digital course. It's exactly, exactly. It's been a course plus, you could get some coaching with it. The last iteration was this year long version that had so many program parts in it, that it really we really have swung in the other direction for the pilot that we're starting in February, which is

let's see, instead of there's all these digital modules and there's the momentum mindset calls and there's co writing meetings and there's this and there's then there's that What? How can and by the way, every digital module has four or five or 10 lessons in it, all of which are very powerful we like, but amazing. They are amazing. How can we kind of take this simple and impactful approach and, and just like curates navigate better, and fit it into 12 weeks, so that it's something that has like a definitive start and end in a reasonable amount of time that we can say like, we know that you'll be able to get an article written and submitted by the end of the 12 weeks, as long as you come in, and we're pre qualifying people coming in, as long as you have something that's almost done, you know, or that's one of those aren't everybody has this, Gina was also will say, genius, like, everybody has to have these, they could, they could do two, but I'm like, let's just promise one, for the first round, right, because like people, everybody has this thing that is like so close to being done, we're going to make sure you get that thing out, during the 12 weeks of the program, there's no doubt that we can do that, which also, for me to say that has taken a lot of growth, but really like they absolutely we can do that. And we're going to put more group coaching in it, because that is the most impactful thing that we do. So there's going to be digital modules, and there's going to be group coaching. And they'll also be co writing, but not but in a very curated way, like in a very much like so you're gonna have to do two things every week for 12 weeks, watch or listen to a short digital module a lesson and then come to an hour long group call. And sometimes that group call will be coaching call. And sometimes that group call will be a co writing slash co working kind of call. So that's it, there is no extra stuff, there's not a bunch of other things. Like that's it simple and impactful. And just before we wrap up, I want to make sure that I say we are accepting applications for this new version of navigate, you can find the link to apply in the show notes. And also, there's going to be a link in the show notes to just a Google Doc, because this is a pilot version of navigate. So it's just a Google Doc, that explains everything including the call times the price, the payment plan, if you wanted to use a payment plan, you know the basic curriculum, what we're going to be doing. And so although like the program details that you would need to enroll are there. If you apply and are accepted, we also send you a link to have a short call with us to just like, sometimes people have to talk to a human, just want to give you that option. Not everybody will need to have a call. Yeah, it's not a sales call. Like it's not a sales call. We call it a clarity call. It's like just making sure that you have all your questions answered. And lots of people are like, but I'm a special snowflake. So this, this and that. And we agree or a special snowflake and all of those things we've dealt with before most of the time, but you want to make sure you hear from it, I want to hear about it from a human. So apply for this next pilot version of navigate, that's going to start on February 20, and end may 12. So that's my little call to action. Okay, to wrap up this podcast episode has been about, you know, some insight into this change from the solopreneur Kathy mezack, LLC, to scholars voice, anything you want to add, before we sign off Gina.

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Gina Robinson 43:44

Again, I really just want to note how how much it has been the clients that we've worked with, that have helped us shape what it is that we're doing. And so I'm like, what I'm most excited about about the future is connecting with more and more clients who are really kind of feeling the same thing. Again, it's this connection through that feeling of difference and outsider Ness. And oh, and also I want to note that I think I'll be the one running the calls for the new navigate. Yeah. If you want to meet with me, that's another opportunity.



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Cathy Mazak 44:21

Yes, if you want more more Gina time, then come in and do this our pilot 12 week navigate. And I will say just again for transparency, like we're gonna run it again in the summer, the online business guru, people will tell you to tell people you don't We don't know what we're going to run it again. So you have to do it now. But we don't say that we we know we're dealing with and we are happy. We are academics and we're dealing with academics, and we all plan ahead. So this cohort starts February 20. And then there will be a summer cohort as well that will start like right after the May 12. And so like the 15th or whatever that was To start and run until the end the first week of August, then we take our company sabbatical. And then we'll run another cohort in September starting there around Labor Day weekend in the States. So there are more opportunities. However, if you want to do the first one, then you should apply and you don't want to wait around either. To get these publications out. Like let's do it in 2023. Let's like clear that pipeline. Right. All right. Thank you, Gina, for being on the podcast today.



Gina Robinson 45:31

Thank you, Kathy. Thanks for having me. Memory Lane with me.



Cathy Mazak 45:35

Yes, so much fun. All right. Have a great day everyone.



45:40

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