

Reduce Your Stressors. Prioritize Your Self.
Whet your appetite.

THE
EXECUMAMA'S
Companion Book



The Big Kit's
Sassier Little Sister

Akilah S. Richards | Founder, The Life Design Agency

BREAK GLASS

Reduce your Stressors. Prioritize Your Self.
Juice this Journey.

EX-CUMAMA'S
SURVIVAL GUIDE:

Strategies for navigating the
daily challenges of the work-life flow.

Akilea S. Richards | founder, The Life Design Agency

GRAB KIT

SPREAD Love.

SHARE Experiences.

SPEAK Real.

TRUST Process.

JUICE Journey

I'm talking

+ Why I needed to write this book

+ What this book explores

You're getting

+ The Mantras Sheet

+ Chapter Nine (in full)

plus

bread is the bomb, so come get some.

+ Affiliate Opportunity

THE QUESTION:

Why am I writing this book now ?

I'm writing this book because I:

- + began the journey in 2003
- + researched and wrote about it during 2005-2006
- + published the book on it in 2007
- + began blogging about it in 2007-2008
- + got featured in a major magazine for the lifestyle in 2009
- + created a Public speaker/Lifestyle coach career around it in 2010
- + openly discussed my marriage insights in another major magazine in 2011
- + went home to Jamaica for my first international business trip in late 2011

...and that journey has (and will continue to be) of tremendous value to:

Young women in college because they get to peek into the future at some of the experiences and lessons found in the life that calls us to serve our families AND our careers.

New and Eventual Mothers in their 20's who will get to see what comes around the curve once they become mothers, and choose to still pursue their passions. They get to look at the way friendships evolve or dissolve; they get to see how perfectly rational it is to scrap their entire life's work for that thing they've always wanted to do; and they'll get to realize that becoming a wife/mother doesn't equal sacrificing their contribution to the rest of the world.

Women/Mothers in their 30's who will get solid proof that marriage and motherhood are not death sentences that will cause them to have to give up on excitement, adventure, and self-exploration. They will find comfort in knowing another woman in the same position as them: fallible, indecisive at times, yet brilliant and accomplished. They get to see a mirror image of themselves and have a girlfriend heart-to-heart talk with another ambitious and tenacious woman who is just as insistent on creating a path to loving what she does with her days.

Women/Mothers in their 40's who can use the lifestyle techniques in these pages to learn to embrace transition. Sometimes, we don't realize that the girl and woman we've been for so many years has now met many of her goals, has nothing to prove, and can now back off a bit and allow herself more room to utilize the experience and magic she's gathered during the past two decades of her life. Sometimes we get stuck in push mode, and life is not all push.

Am I speaking to you yet?

Have you been sold the notion that a great life must come with great sacrifice, and that sacrifice will likely be your happiness?

Have you questioned what you've taken on, thinking it might in fact be too much for you to handle?

Have you wondered whether your life as a mother (whether you're already one, or planning to be one) will be in direct competition with your career goals?

Have you feared your own future because all you seem to see are women who are unhappy and unfulfilled, even though technically, they are "successful"?

Their reality is not yours.

Their experiences do not define all experiences.

Their journeys are not the standard for all other journeys, namely yours.

My journey isn't the standard either, but it will give you tremendous value, useful insights, reasons to keep believing, and specific strategies for dealing with our particular struggles as Execumamas.

I feel successful, even without a million dollars in the bank. Each day that I embrace my success, an opportunity presents itself to bring me closer to all the forms of success I desire, including that million dollars.

I am **fulfilled** in ALL facets of my life, including

Wife friend Explorer
Mother Writer entrepreneur

I set out to determine whether it was possible to define, design,
and live my fullest life...

and as it turns out, it's not only possible...

I am doing it.

AND, of course, **so can you.**

THE FLOW

The 7 Survival Categories

fear.

How to work alongside it while I build my Life Design muscles

Chapter 1. Fear of Being Wrong

Chapter 2. Fear of Not Being Enough

Chapter 3. Fear of Losing Sight of the Bright Side

relationships.

How to manage them while I bulls-eye my best life

Chapter 4. Nurturing Your Relationship with Self

authenticity.

How to maintain it as I build my body of work

Chapter 5. Authenticity in Work-life Communication

Chapter 6. Authentically You. Finally.

balance.

How to get it so I can always feel good and productive

Chapter 7. Managing your Stressors: 4 Ways to Juice Your Journey

Chapter 8. Seven Quotes for Journey Juicing

Chapter 9. Harmony, Not Balance

money.

How to reel myself in when I'm lost in what I'm NOT getting.

Chapter 10. Why You Should Crave the Experience

excellence.

How to attain it when I'm not quite sure what NOT to do

Chapter 11. The Excellence Equation

growth.

How to embrace change as a necessary part of betterment

Chapter 12. Growth By Way of Exposure

#5 SURVIVAL MANTRAS

1

Every step I take in the direction of my best self is valid, relevant, and worth celebrating.

2

Nothing I've set out to do is impossible.

3

I can learn to trust myself much more.

4

There are countless resources out there, waiting to connect with the ideas in here.

5

Collaboration is key for my best life. I must cultivate a village mentality, and uplift others as I expect to be uplifted.

LET'S START NOW

chapter nine

Harmony, Not Balance

You are the type of woman who is strongly inclined to believe that her life is filled with divine purpose. Something inside tells you your unique talents and passions can lead to something incredible. You see yourself on the journey to uncovering and embracing that something. You may not always know what it's supposed to look like, or how it's going to happen, but you feel a connection to a Higher version of yourself.

This inclination—I call it your Divine Architectural Project—doesn't come with an all-access pass to Easy Street. People tend to think that women like us shouldn't even be stressed out because we're often looked at as the leaders, or the stronger ones in our circles. We're the ones our friends call on or think of when they want a dose of *Let's Get It!* Everyone says we'll always be okay because we're resilient, savvy, and confident.

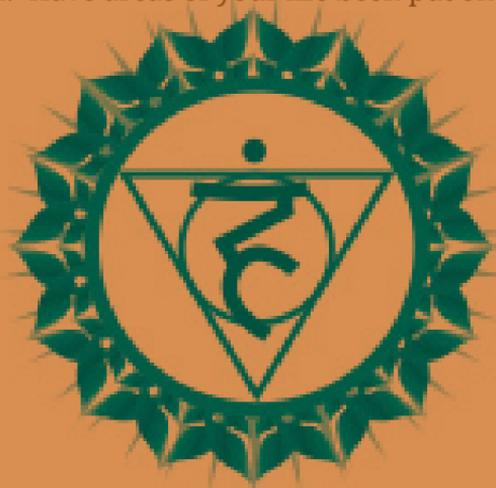
We value that perception, but sometimes it leaves us questioning ourselves, and subsequently muting parts of our divine experiences, particularly when it comes to **our own real voice.**

Let's start by exploring the power of the human voice.

I'm not even talking about complex word structure and eloquent oratory here; I'm referring to the simple magic that lies within basic utterance.

*The word Utterance has its origin in the Middle French term Outrer (or Outré), which translates as: **to go beyond**.*

This is in part why a good chunk of my practice focuses on the throat chakra (Vishuddha). I believe in the power of our words, but even higher than that, **I connect with the power of un-muted voices**. I know from experience what can happen when women like us allow ourselves to stay muted. We omit the option of *going beyond*, and we stay within the confines of our past, and of society's depiction of who we are, how we serve, and what we can and cannot accomplish. Have areas of your life been put on MUTE?



There are **two main reasons** women like us allow ourselves to stay muted:

Clutter and Lack of Consent.

Clutter is the “stuff” we allow to occupy our minds and our physical spaces (homes, offices, cars, etc.) when we get stuck in “gathering mode” and forget to utilize the power of **Processing**.

Processing is the conscious act of assessing something you’ve gotten (whether it’s a tangible item or a new piece of information), with the intention of deciding whether you want or need to keep it. Sometimes, information is given to us so that we can juice it, take the nutrients, and move on. Other times, it’s given to us to use for a particular part of our journey, not to add to our permanent files.

Look around your home, for example. You’ll find closets, corners and hidden areas that are accumulations of things you haven’t addressed. You haven’t deliberately picked up the item and decided whether it serves you right where you are now. Not whether it served you in the past, but whether it serves you **RIGHT NOW**.

I know. You’re busy. And focused. And you’re doing your best to stay sane and inspired while you design this life for yourself and the people you love.

I hear you.

But you know what? **THAT IS NOT ENOUGH.**

And you already know that, because you're here, taking in these words, opening yourself up to experience more, and taking solid steps toward aligning with your ideal life.

This is major, mama! If you keep asking for the resources to un-mute your best life, know that they **MUST** come. That is the nature of our universe:

A call-and-response harmony that gives us the power to grant our own permission by asking and expecting.

Permission, in our case, is **Consent** to:

- Send a “Declined!” message to the thoughts that leave you feeling bad, sad, stressed, or less than
- Embrace the “do less, notice more” philosophy when it comes to projects
- Say “NO!” when that’s what you really mean
- Say “YES!” when that’s what feels most delicious
- Speak up for yourself, particularly to your loved ones
- Give more people the opportunity to help you
- Be more deliberate with every single action you take
- Utilize the option of going beyond for yourself

KNOW what happens when you're consistently willing to *Go Beyond*:

You'll recognize your V.O.I.C.E. You'll be...

Vested in your future: This is the direct investment into your future by starting to live your best life now. You are looking ahead, but not so much that you leave Right Now unguarded and susceptible to the decisions and benefit of others. You are like a parent, nurturing, protecting, and being present in your life right now with the direct expectation of providing the best life for yourself tomorrow, next month, next year,

Occupied by self: You're in your body, and you are attuned with the physical and mental signals that tell you you're going the wrong way. Your internal GPS is speaking a language that you hear clearly, and you trust yourself implicitly.

Interpersonally wealthy: You surround yourself with people by whom you are impressed. The village that is raising your vibration consists of people you've met, people you follow online, and books, websites, and other resources that provide you with a vast ocean of examples of excellence from which you may drink as much and as often as you need.

Committed, though not always inspired:
The difference between the two is that inspiration usually makes it easier to do something. It's a craving, a hankering, a juiced-up access point to a thing. Commitment, on the other hand, calls for you to be with the thing, even when you want to do something else. When you're committed, you put the long-term, best-case vision first. If you're always waiting for inspiration, you may not get it, but if you nurture a commitment, you wait for nothing but your own next move. Commitment is strengthened by inspiration, but if you can manage to prioritize commitment, you will see that inspiration tends to be a catalyst, a starter's shot, so to speak, and not the legs of the runner that will reach their finish line.

Excellence bound: You understand and accept your perfectionist tendencies, but you're determined not to be bound by them. Instead, you work to embrace excellence, which is often far from perfect, and you're absolutely okay with that.

When your voice is clear and un-muted, you can use it to promote harmony, and dispel the myth of constant balance.

balance is for
Yoga...

and
Flamingos.

It's not semantics, either! Whenever the word balance follows the term "Work-Life", it's an emotional death trap for us Execumamas.

Women the world over are suffering because they just can't seem to conquer that ever-elusive work-life balance concept. This concept is put on a pedestal and revered as the barometer for a woman's success. If she can somehow manage to dedicate an equal amount of time to her personal and professional lives, then she would experience less stress, more rewards, and an overall greater sense of happiness.

LIES. Blatant, unrealistic, un-rooted in anything I've ever experienced...**LIES.**

When my five-year-old daughter is having one of her more *needy* days, whereby she requires more physical and emotional proximity to me than her usual, I experience a severe imbalance between the amount of hours I spend on my work, and the amount of hours I spend with her. That is how that particular day will flow.

When I'm having a particularly delicious day with my husband, and our one hour lunch date turns into three hours of "us" time, I experience a severe imbalance between the amount of hours I spend answering phone calls, creating content, following up with current and prospective clients, and researching opportunities to expand my practice, and the amount of time I spend with my husband. That is how that particular day will flow.

When I'm in a mastermind session, and the ideas are divine, and demand fleshing out in that very moment, I experience a severe imbalance between the amount of time I spend with my other projects, my family, and my own self, and the time I commit to mapping out mastermind concepts and resulting actions. That is how that particular day will flow.

For women like us, life is not always about balance, but it can absolutely be about flow.

The design of each day will vary. Therefore, it is in the release of this fallacy of constantly being even-keeled when it comes to professional and personal pursuits that we truly learn to prioritize what we NEED in any given moment.

I call those my W.I.N.N. (What I Need Now) moments.

Let's look at some of the more widely accepted definitions of work-life balance:

- Having enough time for work and enough to have a life thus the work life balance. Related, though broader, terms include “lifestyle balance” and “life balance”.

[en.wikipedia.org/wiki/Work-life_balance_\(United_States\)](https://en.wikipedia.org/wiki/Work-life_balance_(United_States))



- A range of practices designed to improve the balance between the demands of an employee's work and personal life.

hrcouncil.ca/hr-toolkit/HRTToolkitGlossary.cfm



- A state of well-being that a person can reach, or can set as a goal, in order to allow that person to manage effectively multiple responsibilities at work, at home and in the community.

wmhp.cmhaontario.ca



- Work-life balance is about people having a measure of control over when, where and how they work.

www.brass.cf.ac.uk/abc/glossary-and-links/key-terms/



- The ratio of one's time at home to one's time at work. The smaller the ratio, the more likely the employee is paid on an hourly basis.

www.ere.net/2008/05/21/21-definitions/



Notice how those definitions are rooted in the concept of managing multiple things effectively? I don't know about you (*actually, I do, which is why I'm writing this book for us both*), but for me, the idea of fitting in more things into my day, or pleasing more people (even if it's my family), has rubbed me all kinds of wrong, and I'm no longer interested in perfecting a balancing act between one task and another. I want more than that for my life. I want to be fulfilled. I want to feel good about deciding to do what I do for a living. I want to feel like my children know me completely, mistakes and all, and that I show up in my career, my home, and my social circles as a full being, in harmony with all of myself, and free of any guilt associated with my decision to live this particular life.

Here's one example of another Execumama who embraces imbalance and seeks harmony.

She's a talented interior designer with a strong faith and a good dose of tenacity. She's both an entrepreneur and an employee, and she embraces both sides of that for now, because her focus is on her Divine Architectural Project, and instead of keeping her life cluttered, she decided to pursue what feels right for her, make mistakes, get off kilter, release any guilt, and take her journey in stride.

<http://www.execumama.com/life/2010/10/01/she-speaks-execumama-floating-on-god-celebrating-sacrifice/>



Are you willing to explore my suggestion about shifting your focus from balance to harmony?

You should. That one shift changed my life, particularly after having my second daughter, and leaving my 9-to-5 job.

I believe in balance when it comes to food choices, exercise, and a few other choice areas of life, but when it comes to looking at my life from a holistic perspective...

There is no better feeling than being in harmony with my W.I.N.N moments, and leaving the balancing act for my morning yoga practice.

W.I.N.N. Worksheet available with Full Kit purchase.

BECOME A SURVIVAL KIT AFFILIATE

Do you think women will
benefit from this Give?

I do.

That's why there's an affiliate program for
The Execumama's Survival Kit,
and that's why your share of each sale is 50%.

I kept the cost low & the shares high so I can
spread the word about the **choices** that
women like us have when it comes to our own lives.

Join the affiliate program, spread the word about the Kit,
and be part of the reason more women decide to keep

going, giving, loving, sharing, & being
their **best** selves.

Click here to join + earn 

I appreciate you.