**YGT episode 150**

This episode is brought to you by what's next my new group coaching program designed to help you find some clarity around your next steps in work and life times of transition can be challenging and frustrating as we wait for the pathway in front of us to unfold in this program. We focus on what you're learning during this in between time.

What obstacles are keeping you from moving forward and where you can trust yourself more to move forward with confidence. Over four weeks will reflect together and hold space for one another session start Sunday, July 7th. And if you join in before July first, you'll receive a complimentary private coaching session with me on a topic of your choice.

Learn more and register at Katie Linder dot work backslash. You're listening to you've got this episode 150. Welcome to you've got this a weekly podcast for higher education professionals looking to increase their confidence and capacity for juggling the day-to-day demands of an academic life. I'm your host doctor Katie Linder.

On this episode. I want to talk about my plans for a restful July and if you're relatively new listener, you may not know that this is something that I started last year and decided to make an annual thing. Where I take the entire month of July off of new content creation. So what that means for the podcast is that I release archived episodes so you can catch up on maybe ones you haven't heard before and I try to pick ones from early in the year.

So things that you wouldn't have heard for a while and ones that were pretty popular that I had a good response from listeners and people writing in and telling me you know that they liked the episode or that was really helpful for them. But part of what I loved about this last year. I was just coming off of creating subtlebydesign, which is my online course on scholarship of teaching and learning and I will be honest.

I was feeling really burned out and just spent like two solid months and I ended up drafting like the equivalent of a book for this course in terms of the video. I had recorded so many videos. It was just a really heavy lift and I loved doing it. But by the end I just felt really depleted and I felt like I needed some time off of doing that content creation.

So I made up this idea of a restful July. And what I decided to do because a lot of people I think in July are on vacation, maybe they're not listening to podcast as much I thought this wouldn't be super disruptive for me to basically just kind of take some time off so I don't do blog post creation during this month, and I also don't produce regular podcast episodes.

Now this is kind of a big deal because For Me podcast development is a huge part of my weekly work. I'm putting out three to four episodes a week for the channel. And so it's actually quite a bit of time and I have to do a lot of creative work to think about what it is that I want to record to outline those recordings to you know, spend the time editing them and all those kinds of things and I love it.

I love that work. Otherwise, I wouldn't do it, but sometimes it's a lot and so to take a break mid-year. Really gives me a chance to give my brain some space. And if you know from last year, if you your been around that long, you know that that July was really impactful for me in terms of really overhauling the podcast.

I ended up blending all the shows together into one channel. I rebranded the show as the the podcast channel that it is now and I ended up doing work on my website and some other kinds of things that I had been. You know, it just gave me a chance to kind of step back and take a 30,000 foot view of all the things that I've been working on and how.

I wanted them to be connected to each other. So I'll link to a couple of places where I talked about last year's restful July, but I wanted to give you a heads up that it's coming and also tell you a little bit about my plans and kind of what I'm hoping will come out of this so. Because of last year's experience and having that kind of Rebrand happen.

I know the power of taking time off from content creation. And so I have actually planned for this like, I've got all the episodes scheduled and ready to go and I'm really looking forward to kind of stepping back and looking at what I have planned in terms of. Programming and other things that I'm trying to do for 2020 and to start really thinking about especially like my website and how I'm talking about my work so that it's clear to people because I think that I've had a lot of changes in the last few years in terms of the experimentation that I've done with my business and also as I transitioned into being a an executive life coach and I feel like my web site has been playing catch-up during that whole time and I've kind of slowly.

Been adding different pages and things but at this point it really means like me to just step back. Look at the whole thing. Look at what's coming up and probably do kind of a comprehensive overhaul of the content of that site. Now that feels a little overwhelming to me. So it's definitely not all going to happen during the month of July, but I do need that kind of space to do some wireframing to think about what is it that is like the journey that I'm trying to take people through when they come to that website.

Are there things on the website that need to be reorganized that need to be shuffled around some things maybe need to be removed from the website and also just kind of what is the aesthetic that I'm going for in terms of visual brand the other question I'm going to be asking myself during that July period is to what degree do I need to Outsource?

Some of the work that will come from redesigning my website am I at a stage where I don't want to do the redesign myself and not necessarily because of. Of knowledge of how to do it, but I think whenever you look at your own brand, it's really. Hard it's a lot easier for me to do in some cases other people's Brands than it is for me to do my own and I want to be thoughtful about that and consider, you know, if it's useful to either bring on either a web designer and and kind of helped me think through it or maybe like a copywriter to help me do some of the work of drafting out the copy for the site and I don't know that I would necessarily completely Outsource that but I'm thinking about bringing on like a consultant maybe who would help.

Just kind of be a thinking partner in the past that's been something that's been really useful for me is not to hand it off completely to someone else but to just bring someone along side me who can talk me through different ideas and help me to feel more comfortable and confident about what it is that I'm creating.

So that is definitely something that I'm going to be thinking about during this July period when I have a little bit more time on my plate and I think timing wise it's going to come really kind of perfectly aligned with the What's Next program that I have created for people that I'm launching in July.

This is a new group coaching program that I've developed for people who are kind of in transition moments in their life or their work and you've probably already heard me talking about it on the show and introducing this program. But I think it's also really helpful just at this time in my own life to be walking people through some of those activities doing some of those activities on my own as I'm thinking about some of these transitions.

Now another thing that's going to be happening during the month of July that I also wanted to kind of clear out space for is I'm going to be designing my new keynote on radical self. And I've talked about another spaces that this is something that I hired someone a coach to help me think about and I'm really excited to work with her.

And of course I will be sharing about that experience and a future episode, but I wanted to also create some space for myself to really be able to have some creative time and energy that I could give to that keynote and to think really carefully about how to craft it in a way that feels really good to me.

So I'm going to be using some of July to devote to that and then the last thing that I'm going to be thinking about which is definitely tied to this concept of the website overhaul is the coaching training that I'm working on. And again, I'm talked about this in a couple other spaces, but I need to wrap my brain around that and I definitely spent some time during my creative retreat.

Thinking about how to organize it and kind of my plan for drafting it over the next six months or so so that I can launch it in early 2020 and that is something that I just want to give more time and energy to now I don't know if I'm actually going to be actively working on content creation for that during this month and kind of replacing the content creation.

I would have done with the podcast with basically working on this project. It's basically a book. That's kind of how I'm feeling about it. It's basically the equivalent of writing a book. And so I want to give my brain the space to kind of think through that. Now you might be thinking to yourself.

Like this doesn't sound like a very restful July that's a lot of projects and as I'm like talking about that might hear that myself. I'm thinking like wow, that's a lot like you're putting a lot on the month of July and I also have some pretty big projects going on at work during that month as well.

So we will see how this goes. But I just I know from from last year like big stuff happened in July and July is also a really special time of the year for me because. When I originally launched the podcast it's when I originally launched my blog my newsletter when I started thinking really seriously about my business several years ago.

And so this just this time of the year has kind of a special meaning for me and I'm excited to continue that with this restful July tradition and see what comes out of it. So I want to just kind of emphasized the importance of doing things like this of taking breaks from your creative work so that you can consider what is going to come out of that.

You can kind of step back look at things from a 30,000 foot view really try to kind of Orient yourself, especially if you've had changes or transitions in your life and work and you need to kind of look at everything from different angles or just from a broader angle where you're kind of stepping back.

Sometimes we get so caught up in the work that I think it's hard to kind of look at everything together. See how it all relates and connects and make bigger decisions about where you want to move forward in the future. Now, this is also definitely going to be some of the work that we're doing in the What's Next program, but I need time away from kind of the day-to-day creation of content in order to really give my brain a time and space to do that work.

So if you do this, if you kind of take breaks from some of the creative work that you have on your plate, I would love to hear about it because I think it's something we don't talk about enough. I think that we often take breaks because of burnout but not because we choose them and one of the things I'm trying to be really active about in my creative life is choosing the time off and not getting to the point where I'm so burned out that I have to take the time off and then it doesn't feel energizing to me.

It doesn't feel productive to me. It just feels like I'm in sir. All mode and I think that by planning these times I can really harness them for the right kind of Creative Energy that I want to utilize. So tell me more if you're thinking about this or if you have ideas of what this looks like in your own life.

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