

#126 Embracing Change As A Consumer And Brand with Jackie Be...

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SPEAKERS

Jackie Bebenroth, Michelle Glogovac

M Michelle Glogovac 00:01

You're listening to the mice simplified life podcast and this is episode number 126.

M Michelle Glogovac 00:12

Welcome to the mice simplified life podcast, a place where you will learn that your past and even your present. Don't define your future. Regardless of what stage of life you're in, I want you to feel inspired and encouraged to pursue your dreams, simplify your life and start taking action today. I'm your host, Michelle Glogovac, and I'm excited to share my stories and life lessons with you will taking you on my own journey. This is my simplified life.

M Michelle Glogovac 00:46

Hey, friends, welcome to another episode. I'm your host, Michelle Glogovac, what are your thoughts around change? I'm a believer that change is good. And I know that a lot of people do not agree with me on that going back to my corporate days, I remember when we had changes, and people freaked out because you don't know what to expect when change happens. And to me, change is good. And it's just something that I think we can grow from learn from. And that's why my guest today is so fascinating to me, Jackie beban Roth is the founder of MUSE headquarters, which is a marketing agency. And they focus on change. She works with wellness, food, health, fitness, all kinds of brands that fall into those categories, and the ones that are really promoting change for the client. So when we think about having a diet and a diet is going to change the way you look, the way you feel. Those are her clients. And she's working on how to communicate to the end user on what the change can do for you. She also talks about how you shouldn't feel shame, if you attempt one of these changes, and fail per se, I'm going to use air quotes for that because as long as you learn from something, you're not actually failing. I love this conversation with Jackie, because she describes what it's like for the brand to market the change, but also what the consumer is feeling and needs in order to create

that change. And not only bring on a new client, but what it takes to retain them. You're going to love Jackie's story, and the word change is not something that she was always able to use in what she does. So stay tuned to find out what that was all about.

J Jackie Bebenroth 02:40
Hi, Jackie. Hi, I'm Michelle.

M Michelle Glogovac 02:43
I'm so excited to talk to you. It's always so much fun to chit chat with you. I feel the same. Oh, can you introduce yourself to everyone, please?

J Jackie Bebenroth 02:54
Sure. Well, my name is Jackie Beavin. Roth, and I'm an entrepreneur and a change marketer.

M Michelle Glogovac 02:59
I love that title. You gave it to yourself. You created that right?

J Jackie Bebenroth 03:03
Oh, yeah, that's new this year. Well, I, you know, I've been in marketing for over 20 years now, I started right out of college. And I rose through the ranks as a copywriter than a creative director account planner. And then ultimately, I started my own business a little over 10 years ago. And through that time, I've seen the power of content marketing in particular, and storytelling, and how it can really change minds and transform people. And, you know, taking content marketing a step further, I thought, what if we were to look at marketing through the lens of change, and really make a go of it as sort of this philosophy of marketing where any brand that is claiming to transform your life should have a very specific communication program associated with that. So that brings me to this field that we're sort of creating on our own called Change marketing. And we've developed a framework for how our clients, there's these are typically brands in the fitness, nutrition, wellness industries, how they can go about communicating with their clients in ways that really truly help people they serve change their lives. And it's a something we've been dabbling in for the last three years and I'm really excited to take this year and just put a stake in the ground and say, You know what, we have a proven methodology for this and we're excited to help our clients change lives.

M Michelle Glogovac 04:58
So I have a post it on My Computer and it says results. And it it's a reminder for me when I create social media captions and stuff to always refer back to the results that my clients get, how does that transponder correlate to, you know, focusing on the change that a client would

get in a service or product that they're buying from one of your clients?

J Jackie Bebenroth 05:26

Yeah, I think that's a great question. Because when someone invests money, and quite often their time, in a new program to improve themselves, whether that's a new diet, or a new doctor, or a new fitness program, I myself, you know, I, I was a big fan of Orangetheory fitness for quite some time. And so the expectation is, I'm investing this money and time and I have an expectation of results. And what we're encouraging our clients to do is manage expectations in that, through this investments, you can expect some small wins. But we have to understand that ultimately, transformation is not linear, it's cyclical. So there might be some starts and stops along the way, especially when it comes to lifestyle and behavior changes, where there's no quick fix. There's no easy pill that's going to give you results you have to put the effort in. And the effort comes from ongoing inspiration, and motivation from the brand. And so ultimately, what we are advocates for is simply managing expectations and saying, you know, yes, you can expect results. But you can't expect those results overnight. This is not going to be a before and after. Immediately, it's going to be before a start, stop, a take step back a few steps forward, and then you're going to get to an after and that's where you really get you know, these transformational results. In the end

M Michelle Glogovac 07:08

is something that just came to my mind as you were talking about that is basically the brand peloton and I told my husband the other day, I think that their marketing sells incorrectly, because it's all about the bike. And yet I downloaded the app I don't have a peloton bike, I don't have a peloton treadmill. And to me, they're more motivational speakers than they are fitness trainers. Because they're constantly you know, reminding you and your mental wellness of you know, you can do this, you've got this. And today you're out for a walk. So breathe that air and be thankful that you're alive. I feel like there's some missed communication in what they're doing. And I don't think that I've actually ever seen them talk about results.

J Jackie Bebenroth 07:56

Yeah, it's interesting that you say that, especially in today's time where this is very, this, they were in the news yesterday.

M Michelle Glogovac 08:06

They're always in the news and never good lately.

J Jackie Bebenroth 08:09

Right. And so yeah, I mean, there's certainly some missteps, with how they're communicating to their prospects. And then the actual experience then, that the client is getting from that that bike and that that app, and ultimately, the trainers. I I think that, you know, I would love to

know what their retention rate is. And I'm actually you're inspiring me to go do some research on this. Like, what is the average length of time someone sticks to a peloton program before that bike turns into a glorified clothes hanger? Right? Yeah. Right? Because we all know that happens. But then that's just a natural part of this change process, like people are going to start something and then they're going to stop it because life gets in the way. How can the brand reactivate those people and really focus on customer lifetime value and customer longevity? To help these people understand that, you know, when you when you stop something, there's nothing shameful in that. You know, and it's just about navigating your own life and getting back on the bike when the time is right, in reconnecting and re engaging with all of those great messages. So those are the types of things that we're focused on at my firm use is these communication techniques along that journey of change, where the brand can effectively sell the person on the service, but then keep them going on it throughout these different cycles of change.

M

Michelle Glogovac 09:59

Yeah, because it's tough. I know that you and I had talked about before, when I tried the food service. Now I can't even remember what fissile and how it was, it was great. It taught me you know, things that I could eat, I should eat wood that were gluten free or vegetarian. But ultimately, the price point was just astronomical. And so I love that you have and you can share your, your method or your your thought process around this, of how it's good to start something and to learn from it. But it's okay to also move on.

J

Jackie Bebenroth 10:36

Yeah, because I, I do believe and, and that example is one where I think I mean, you you had the right mindset coming out of that. So it's not about failing to continue with a program because it didn't work for you. Like, to me, that's, that's a very, that's a scarcity mindset, like, oh, I failed at this, or Oh, this isn't for me. It's more about like, Okay, I had this experience, what can I take away from that, that's teaching me how to eat better in the future, regardless of whether or not I'm continuing with the program. So so it sounds like that's the kind of mindset that you took away from that. And that's what we encourage people to do. And through my own experience, just in personal growth, I've really tried to try to embody that, that sort of fail forward mentality, like, Okay, I started this thing, this diet, or whatever. And maybe I stopped it two weeks later. But in that two weeks, man, what a great experiment, I learned how to make juices or new smoothies, and I have these new healthy recipes as part of my repertoire moving forward. That is part of transformation. And it's not simply the change that's happening in that two week period. It's like the lessons learn from those small wins, that really get you to ongoing improvement.

M

Michelle Glogovac 12:03

How does that for a company who doesn't want you to quit? Like, it sounds great from the consumer perspective, but as a company, how do you deal then with that of, well, someone's going to try it, and they're going to learn something, and they might move on? Now, what do we do? Because we just lost that client, we couldn't retain them.

J Jackie Bebenroth 12:25

Yeah, so obviously, these companies aren't going to be like, Well, we know you're gonna quit. Um, but it is, I mean, especially with nutrition, it's inevitable. Like, I you know, it to me, a diet is only a crash course to help you learned how to eat better, because it's inevitable that you're not, it's not sustainable. You know, for for the vast majority of people. And that's just proven through all these different studies and, and in the data associated with how many diets that people try over the course of their life. You know, I think to answer your question, though, I, the goal of the company, should be to maintain that customer and their interest and their engagement for as long as possible. And they can do that with ongoing communication. So for example, Orangetheory fitness, I was there for 18 months, I connected with that community, I even went online and join their Facebook group, cookbook recipe page, you know, and I was just really engaged. But over time, I just, I started to lose interest in it because it was, frankly, boring. Like they didn't, they switched it up, but they didn't switch it up enough for my interest. And I never received any, like email communication from them about why they chose the exercises they did. Why it was important for them to make modifications to the design of the program. How many calories I was burning through my heart rate, what I could expect through my progression with the data, right? They never really communicated with me while I was a customer. And so I quit. And their second mistake was they never communicated with me after that. They never followed up and said, with a survey to say, Hey, why, why did you leave us we want to know, like what we could have done better. They never followed up with an incentive to reactivate me as a customer to say, hey, Jackie, you know, maybe you're taking a break. We totally understand that life. Life gets busy, but we're here for you when you're ready and we want to offer you 20% off or we want to offer you a personal session with one of our trainers as a freebie just for being a loyal customer. Like these are all techniques that brands often forget about because they're so focused on new customer acquisition, it's like, I get the new customer, I converted them there, they paid me money, I had this transaction. And now we're done. And what we're saying at Muse is like, that's, that's where your communication strategy begins. And especially if you have a change brand, you have to communicate with people along their stages of change. Because it's much more cost effective as a business to increase your customer retention than it is to acquire new customers.

M Michelle Glogovac 15:33

That makes total sense. And another brand that comes to my mind is weightwatchers. Because they're pretty good at their communication at offering discounts. What are your thoughts, though, on how often a company like that changes their program? Because I feel like it's so confusing. Over the years since Oprah came on board. Oh, sure. They're just all over the place. And it's like, there's a point system, and there's that I don't even know these days. But that seems confusing to me.

J Jackie Bebenroth 16:06

Yeah, you know, Simplicity is key. And you should always assume that you're marketing to the lowest common denominator, meaning like, there's got to be this like baseline tier, that's like, you just want to engage with us at the most basic level, and still see some small wins. This is what it is, you know, this is the program, you know, in love, kind of thing. But we've also experimented with some different more sophisticated point systems, for those of you who are

really into counting calories, or counting points or whatever, and you want to be more aware of your progress for tier two, you get, you know, all of this and more. And it's X percent more, right. So when when you offer people different options for how to engage, you kind of meet them where they're at. So you're not intimidating them with the complexity and sophistication of all the bells and whistles in the service.

M

Michelle Glogovac 17:14

It's all very fascinating. You know, there's a lot of thought that goes into it. And I don't know, as consumers, if we recognize that or think about it, you know, with the emails constantly coming or not coming at all. What goes on, you know, behind the closed doors, how did you come about to, you know, come into this, you know, wellness, fitness health, this industry, what made you passionate about this particular

J

Jackie Bebenroth 17:45

industry. You know, I've always had this sort of cognitive dissonance around my own personal wellness. And I'm, you know, I have this theory that you don't have to hit rock bottom, to make personal changes. Like, I'm not a person I don't ever consider myself to have had knock on wood, you know, some kind of rock bottom events. But I have always sort of been in this growth mindset of, you know, I can do better for myself, I can nurture myself in a better way. And, um, you know, back when I was in my 20s, I was a Pilates instructor on the side. Because I was just so fascinated with that method, and how it changed my body and my posture and allowed me to sort of walk through the world with more grace. Side note on that the original name for Pilates was control ology. And so, in retrospect, I now appreciate that as a person and as a type A woman, like into control. But so it really kind of spoke to me as a method. But at the same time, I was a smoker. I was a smoker for many years. And I hate to even admit that now because smoking is like, so out of fashion. And we know so much more about it, you

M

Michelle Glogovac 19:19

know, money. Yeah.

J

Jackie Bebenroth 19:21

Right. But like it took me like, having like, one side of me being so enamored, and in embracing wellness, and then the other side of me just like, taking actions that were not aligned with that, you know, that brought me a lot of shame and guilt. And so, again, I didn't have a moment where it was like, Oh, this is my rock bottom moment. If I don't change this, I'm done for it. It's it was more like, I need to align my my passion and my purpose with my actions. so that my identity can be whole. And, um, I don't feel like I'm walking through the worlds like, faking it or something. Um, and so, I, I've had an interest in fitness, I'm married to a chef, and a

M

Michelle Glogovac 20:16

form. So like, you have no idea

farm. So lucky, you have no idea.

J Jackie Bebenroth 20:20

Yeah, I know. I know, there, there are worse things in the world.

M Michelle Glogovac 20:24

As long as it comes home and cooks for you to that, it's just, I've, I've spent my day cooking. So I'm done now,

J Jackie Bebenroth 20:30

you know, it's been hit or miss. But these days, he's more of a business owner than a chef. So he does channel his talent into our home kitchen, which is, which is great. But he's very, like, you know, he was raised by a health teacher, his mom would drive down to Amish country for fresh ingredients for their meal planning, you know, like, he's super healthy, in his nutrition, and, and all of that. And, you know, I was raised by a single mom who, you know, it was like TV dinners at night convenience, and all of that. And so there was another alignment issue that I had, where I wanted to be healthy, I wanted to be healthy, I wanted to be in a state of wellness. But I was eating this terrible food that made me feel terrible. And my husband really helped teach me how to feed myself in a way that was very nourishing, and in fuel to my body and not, like, wasn't just like, you know, emotional eating, not to say that I don't do that on occasion.

M Michelle Glogovac 21:45

I had Reese's last night, on the couch,

J Jackie Bebenroth 21:49

the heck out of my pantry. Yesterday, I was I was very stressed about something. And I was like, going back for sex for some time. But um, yeah, I just, I feel like at this stage of my life, coming into my mid 40s, I'm finally at a place where my actions and my passion around wellness are completely aligned. And I'm interested in drawing from my marketing experience as a two decade marketer, but also drawing from my personal experience, to kind of help both consumers and the brands that serve them understand how to better connect and align for themselves, for the best intention and outcome of the people they serve. I love

M Michelle Glogovac 22:39

the way you just put that because I feel like it could be that some marketers are just in it, you know, for the here's how we can get the clients. Here's the new ones, as you were mentioning earlier of these brands focusing too much on new clients versus retention. You know, I can see that marketing could be the same way. So it's fascinating to me that you would be focused on

both, you know, get the new client but let's figure out how to retain them and how to ensure that they want to stay or if they learn the lesson, you know, don't don't feel ashamed for quitting. It's gonna be okay, too.

J Jackie Bebenroth 23:17

Oh, yeah. Yeah, totally. And, and it's all kind of stemming from this, like, fascination with change. You know, as marketers, we were, were put in a position to change people's minds, that's our job. Whether you want or need the product, it's my job to convince you to change your brand of paper towels or, you know, change your mindset as it relates to you know, your peloton, bike right? So, so, that concept of change really flows through our work. And when I recognized that, as a marketer, I really made it a point to study behavioral change theory so that I could apply those scientific models to our work in communication strategy. Because ultimately, I mean marketing is there's movies made about marketers who like they're living this like soul sucking fickle life. And then they wake up one day and then they like quit their job and go save the world. Right? You know that. Again, that's something like that has never happened to me, but I I kind of wanted. I wanted more meaning and fulfillment out of marketing, and so did my team. And so we just decided like, it's our job to use our fascination with change and our passion for wellness to help the people in The visionaries who are out there, helping other people. And and we just get a lot of fulfillment and, you know, good feelings around that it really, it's making this sort of second second chapter of my career incredibly meaningful and purposeful.

M Michelle Glogovac 25:22

You're very lucky, because not everyone has that. Some something that I know about, because we've talked so much before, but something that I think is funny that you should bring up is the fact that in your previous job life, you weren't allowed to use the word change. And now, I don't even want to count how many times we've used the word in this conversation. But that's basically all you do.

J Jackie Bebenroth 25:49

Oh, I know, oh, my gosh, so when I was a young copywriter, at a large agency back, you know, it's like, 20 years ago, I used the word change in like, some claim I was making, you know, like, when you change this to this product, you get this and that my creative director, was like, Absolutely not. Never, ever, ever used that word, never. And I was like, why? And he said, people are afraid of change, they see it as a threat. And with this fear, comes the risk of aversion, meaning, you know, they're not going to be interested in the product or the brand, because you're advocating change, and there, they may or may not be ready for that. So instead, use words like, evolve, you know, softer words that and so for a good decade of my career, I, I never went near the word change, because that really stuck with me. But then I really started to think about it. And it's like, why not? You know, and with the brands that we work with, now, these brands are really, you know, their, their best, most qualified prospect is someone who is like, very much seeking change in their life.



M Michelle Glogovac 27:18

You know, it's funny, it reminds me of my corporate career when we had acquired another company, and the word change came up, and everyone freaked out, you know, oh, there's so much change that's going to come and I was like, You guys just chill, like, change can be good. Why are we so negative about change? You know? And it's the truth. I don't know if it takes you getting older or just takes, you know, multiple changes for people to recognize that change isn't always a bad thing.

J Jackie Bebenroth 27:50

Yeah, you know, my, my parents got me this book called Who Moved My Cheese? My cheese?

M Michelle Glogovac 27:56

Yes, I read that in my very first corporate job.

J Jackie Bebenroth 28:00

Yeah, my pet. It was like a college graduation gift or so we probably

M Michelle Glogovac 28:03

got it around the same time.

J Jackie Bebenroth 28:07

Yeah, it was super popular back, you know, early 2000. turn of the century, so just be and I really, I loved that book. And those lessons have stuck with me, it's things like, when you stop being afraid of change, you start to welcome it, and see the possibilities in it. And it motivates you to go there, you know, I'm in it really kind of helps you take on this, this growth mentality. That, you know, there's no better time than now for going to make this change. Let's do this thing. Kinda.

M Michelle Glogovac 28:48

Oh, I love that. I feel like I need to revisit the book. And I'm pretty sure it's in a box in the garage.

J Jackie Bebenroth 28:56

Yeah, break it out. It's a it's a good read. I read it every couple years. Um, you know, it's really short. So it's a good guy.

M Michelle Glogovac 29:04
Maybe we both embrace change, because we read the book so early on. I like the age of 20.

J Jackie Bebenroth 29:11
Yeah, man, that should be required reading for college students or anything.

M Michelle Glogovac 29:16
Yeah, because obviously we both learned from it. We took what we learned applied it, and here we are. 20 years later, still talking about it. So yeah, yeah. Who Moved My Cheese, go out and get the book?

J Jackie Bebenroth 29:28
Yeah, yeah, definitely. Another thing I learned about change. And this comes from my experience in selling to executives, and I've, you know, obviously had to sell to executives for my own business, but just helping them then sell to other executives and achieve buy in across their organizations. There was a study done where it showed that executives in particular tend to make two decisions based on the fear of the status quo. More so than an optimistic outlook on the future. So a lot of times, especially salespeople, they have a tendency to say, you know, invest in this thing, and your world is going to be rainbows and roses. And we're going to get this ROI. And we're going to like, offer you all of these things, it's just going to be this change is going to make life better in the future. And what the study said was, if you if you transition that that narrative to be more around, listen, your current moments, you're experiencing these types of challenges, you will continue to experience these types of challenges, unless you take advantage of this opportunity to move beyond them. Because ultimately, what's the alternative, staying where you are and being complacent in your problems, or moving ahead and taking taking this risk. And in the study showed that when you phrase it that way, executives are more likely to make a change, and buy into what you're selling?

M Michelle Glogovac 31:19
How funny. It's fascinating.

M Michelle Glogovac 31:22
It is the mind. I think there are certain executives, the one when I was in the corporate world, we had some very interesting high level people who just had a different thought process. I had one president who he would literally close his eyes during a meeting. And you thought that he

was not listening. And then all of a sudden, it was like, boom, he retained it all. And the next day, you got an email, and here's what it was. And everyone's like, what he was there. There's a different thought process, a different mind that goes on, at certain levels, I think.

J Jackie Bebenroth 31:58

Yeah, absolutely. And I, I'm not confident that that approach works with the everyday consumer with consumer products, but I've seen it work again and again, with this sort of executive level decision maker. And it's because they're there, like you said, they're processing the information. And they're working through the risk associations with each scenario. And quite often, they find that there's more risk in, in staying the same than there is in stepping outside their comfort zone.

M Michelle Glogovac 32:37

Fascinating. Did the study say anything about men versus women?

J Jackie Bebenroth 32:42

No, but I would love to know that.

M Michelle Glogovac 32:44

Yeah, I would love it too, because I can see this in the the males that I've worked with executives, how it could be true. But of course, where I was we didn't have very many female executives. Aviation, it's just not that.

J Jackie Bebenroth 33:00

Sure. Yeah. No surprises there.

M Michelle Glogovac 33:04

It's everything you do is so fascinating. Jackie, I love it. It's, it's different. And it makes people think,

J Jackie Bebenroth 33:12

and that's unique. Yeah, thank you, you know, I, I really have been fortunate and working with different coaches who have helped me formulate not only sort of, you know, come to this alignments with with my cognitive dissonance, but, but formulate these ideas about how powerful change can be. And I just, I feel like we're in the society that two things, number one, positions change as an overnight sensation, you know, we're like, we're just struck with all of

these like before and after images, and, you know, it's, it's just like, my expectation is, I just have to make this change, I'm going to be different, and that transformation doesn't happen that way. And number two, this concept that changes change is cyclical, not linear. So I'm going to take the stuff but in order to get to the result that I want, I might also have to take a step back to take another leap forward. And that has been so empowering to me personally, because it has helped me in my own wellness process, like okay, I'm going to try this thing. I'm going to stick with it as long as I love it. And as soon as I don't love it, I'm not gonna I'm not gonna like make myself think that I have failed in that. And in doing that, it kind of keeps me out of this like vicious cycle of like You know, oh, I don't have willpower, or I don't have enough endurance, or I'm not as good as that other person, right. Um, it's, it's more about, I'm doing what's right for me, and I'm taking lessons along the way. And those lessons are building me as a person, both mentally, physically and also, to certain extent spiritually. And I really want to get this message out to the world. Because I think it's, it's so important for anyone who is invested in their own personal growth, to get out of that shame cycle and start stepping into this growth mentality.

M

Michelle Glogovac 35:44

It's very healthy. That's what it sounds to me healthy, whether we talk about the body or the mind, it's just a healthy mindset, you know, in believing in yourself and that you didn't fail. You tried it, you figured out what you liked what you didn't, you move on, you learn from it. And I think that that's a lesson we should take in every aspect of life, whether it's health diet, you know, spiritual wellness, you know, try meditation if you don't like it, move on.

J

Jackie Bebenroth 36:14

Yeah, because otherwise you kind of get scared of trying, in a way. And I've seen that with people, you know, they just they stop trying, because they don't have confidence in themselves. And then they're stuck in this like, complacency bubble, right. And I, I can tell you from from, you know, just knowing people who have stopped trying or, you know, progressing in their lives, their bubble gets smaller. Yeah, um, and it's me that squeeze can can be very uncomfortable and unnerving. So, just taking little steps outside your comfort zone, just kind of does wonders to your point. It's, it's just healthy. It's healthy for everyone.

M

Michelle Glogovac 36:57

I love it. On that note, where can everybody find you?

J

Jackie Bebenroth 37:02

Oh, well. Right now you can find me at my business website, news. headquarters.com. I am working on my Instagram. But to be honest, like, I just, I need to find some help there. So Jackie, even Roth is my Instagram, but don't expect much for me there for now. And yeah, we're, I'm always excited to have these conversations. So I welcome anyone to reach out. And just just talk about change. This is sort of a, a new language that we're shaping. And so I welcome any feedback from the audience. In certainly from you, Michelle.

M Michelle Glogovac 37:44

Oh, thank you so much. It's always so much fun to talk to you.

J Jackie Bebenroth 37:48

seem to thank you for having me on today. My pleasure.

M Michelle Glogovac 37:52

Well, friends, I don't know about you, but I'm certainly keeping a closer eye on my emails that are coming in from companies that are promoting change. Are they really trying to retain me? Do they care if I leave? These are such great questions and things to really focus on as the consumer and to see what happens with certain companies that do promote change. I love the thought process that Jackie uses in her marketing with her clients. And I think that it's something that translates not only to the industries that she works in, but to other service based businesses such as my own, you know, I do produce results. And those results promote a change. So I think it's something that I can learn from and that you can learn from as well. I think it's also great that we all went into the mindset and how to be healthy when we look at these changes in our own lives. So I want you to think about that this week. As you go about maybe you're implementing a new workout routine, or you're trying a new food or you want to incorporate different kinds of vegetables and be healthier. Take away those lessons that you learn and if it doesn't work for you or resonate with you, then let that be okay. embrace change. Whether it's in your work life, your personal life, change can be good as long as we go grow from it. Until next week, try something new. embrace change, and fail forward.