

# #159

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## SPEAKERS

Cathy Burke, Michelle Glogovac

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**M** Michelle Glogovac 00:01

You're listening to the my simplified life podcast and this is episode number 159. Welcome to the my 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. Hey friends, welcome back to another episode. I'm your host, Michelle Glogovac. And today I am bringing you a guest who is another one of my dear friends that I met in Necker Island earlier this year. Cathy Burke is an author of almost three books, a speaker and a global change maker and leader. I met Cathy because she was the facilitator at the business chicks leadership event that I was at on Necker. And within the first hour or so of meeting her, she had me in tears. So our first official meeting of introducing ourselves to each other was me with puffy eyes and tears and tissues and telling her I like you so much, because I genuinely did. I loved everything that she was saying, I love the stories she was sharing. I loved her background, which was absolutely incredible. You're going to hear all about it. In this interview together. She's just an incredible human being. And when I told her that I liked her, I talked about this quite often. And I'm also including it in my book about how if I like you, I go up to you. And I tell you, I don't hold back on that. And I don't think that you ever should in life, if you like a person, tell them whether it's reciprocated or not, is really not, not up to you to worry about. But I told her I liked her. And when she signed my book, she signed it. I like you too. Now this like has turned into a love. I adore this woman. I love everything that she is about. I've recently read her book lead in. And it's all about types of mindsets. There are four types that she defines. And it's not just what they're about. But it's also looking at what your mindset is like, as well as what your team's mindsets are and how you can work together depending on what type of mindset each person has and how they fit together, and the strengths and weaknesses behind all of that. So it's fascinating to me, I can't talk more highly than I do have Kathy and I know you're going to enjoy listening to her as well. Stay tuned for the end because there's links to a quiz and a discount code for her book. Hi, Kathy. Hi, Michelle. I'm so happy to see you. I've missed your beautiful face. It's been too many months for me. Can you take a moment to introduce yourself to everyone please?

C Cathy Burke 03:21

Yeah, hi everyone. I'm Cathy Burke and Michelle and I met each other on Necker Island a few months ago. I am I'm a wondrous being of many facets Michelle, but currently I I work with beautiful humans and organizations to help us lead and live and work differently and come off a big background of helping end world hunger across South Asia and Africa.

M Michelle Glogovac 03:55

Just littl goals. you're just someone who goals of you know ending world hunger amazing

C Cathy Burke 04:01

lounge room dancer so you can always find me evening doing that. And I have a live in the rainforest subtropical rainforests in northern New South Wales. I'm living in Australia probably tell from my accent. And we have like 100 Mango trees, 200 Mango trees, and It's summer now. And my favorite thing is to lie under a mango tree and read a novel and read something, you know, whatever and look up and yeah,

M Michelle Glogovac 04:31

I need to come visit you. And I think I might have a photo in my phone of you on a table dancing so I can vouch for you as doing that part.

C Cathy Burke 04:42

I do love it.

M Michelle Glogovac 04:44

You were the first person to make me cry at Necker in the most wonderful way began because most of the time you don't say oh, you know this person made me cry and I like them but you made me cry and get deep within myself and then you came up To me, and I just said, I like you. I really do. I did. You're just the way you talk, what you say, I just like you, Cathy Burke,

C Cathy Burke 05:09

I like you to Michelle. You're very warm, open hearted, like real person.

M Michelle Glogovac 05:17

So thank you. That's the biggest compliment to be real. And just, you know, not everyone will like you. And that's okay. But I am who I am. And I don't try to be anyone else. And I feel you're

like you. And that's okay. But I am who I am. And I don't try to be anyone else. And I feel you're exactly the same way, which is probably why you wrote in your book that you'd like me to. Indeed, I want to first talk about your journey to like the fact that you were on a mission to end world hunger, like that sounds ginormous. And yet, that is what your job was. How did that come about? Can you share I know how it came about, but share with everybody else?

**C** Cathy Burke 05:54

Well, I wasn't I wasn't like, it wasn't something as a kid, I thought I want to like do that. Actually, I found my way to the mission and the organization through a long and windy path. I used to to a rock and broadband to my home city of Perth, or in a nightclub it was a bit of a trash bag, we call ourselves here in Australia. But then I got involved in, in politics and my eyes were open to other things. And actually a Senator who I was working with had talked about The Hunger Project and its mission to end hunger. And at the time, I was like, Oh, my God milk, like there's a billion mouths to feed, that will never happen, it felt completely overwhelming. But then, like a year or so later, I had my first child and holding her in my arms and looking at her, and feeling overwhelmed with the love that I felt and still feel for her. It connected me to parents, who also love and hold their children, but through the sheer unfairness of where you're located and the systems that surround you, that kids will die of diarrhea or the common cold or of hunger. And I just knew that to the core of my being that wasn't right. And so I started volunteering with The Hunger Project really small, little ways with my little baby. And then became like quite a full on volunteer leader and then eventually wound staff and became the CEO for The Hunger Project in Australia, and then global vice president. And that whole journey was about 25 years of 25 amazing years of my life.

**M** Michelle Glogovac 07:42

There's so incredible to think that I feel there's a very common theme for women, when you become a mother, there's this sudden urge that we need to do more, we need to do better for our children, we need to leave the world in a better place than the one that they were brought into. And for you to start off as just a volunteer, not just a volunteer, but Oh, I was volunteering some hours, and then I became the global vice president. 25 years is, you know, a big span. But that's huge. And I think it's also something to recognize for people who were thinking about volunteering, and, you know, putting up that time, and it's free time and labor, but ultimately can also turn into something much, much bigger and a full on career.

**C** Cathy Burke 08:30

Yeah, it can. That certainly wasn't why went into it. And most volunteers don't want to do that. It became actually I got to a crossroad. Michelle were the sort of the leadership I was showing in the organization. And in fact, the whole organization globally is run by volunteers. There's only I don't know, now, like probably only 400 staff worldwide, but there's, there's like hundreds of 1000s of local volunteers across Bangladesh, for instance, and across India, there's probably 500,000 local women volunteer. So it's really a movement of people who, who step into a bigger vision for the world. And then their opportunity to shape that in some way. And so, so leading in that ways, I had my own business at the time, just became sort of who I was. And

then I realized something had to change. I couldn't like almost have this full time volunteering, and then my own sort of thing. So then I dropped what I was doing, and then took this up full time. So it was sort of like a convergence, if you like.

M

Michelle Glogovac 09:40

And then at what point did you start becoming an author? Because you now are working on your third book and a speaker and how does that all come into being as well? Because I've heard you know, speak for days on end, and I can't get enough of you. I came to the extra session at the end. I'm like, give me more Kathy.

C

Cathy Burke 09:59

Well Well, I mean, a big part of my role was to sort of educate, but really mobilize the leadership and the resources that we needed globally to end hunger. And that required speaking to people. So I just did lots of talking. And initially it was, was quite easy, because it was never about me. So it was always about the mission, the women, the, the even the context that people came to hear about the Hunger Project, there may be a leader in a law firm, or there may be, you know, someone with, you know, just whatever interested in in some way. We also have our own hunger, Michelle, our own needs to, to matter to belong, we see things that are happening in the world. And we know, in our hearts not right. But often we have our own mindsets that hold us back. So beliefs that we think there's nothing I can do, it's all too much, I'm only one person. And so these feelings of real resignation, and even despair, now, especially feeling them I mean, these feelings, we have them. And now they're pretty much an overdrive when we look at things like climate change. So there's real feelings, and these, I call them mindsets around, we see these huge issues and problems. And then we see ourselves as small and unable in relation to those problems. So a big part of my work van and even now is to reframe our power in relation to problems that we don't need to be overwhelmed by them, or turn our back on them. Because actually, that's costing us too much. It's costing us some level of aliveness, when we know that there's something to do. And we feel called to it, but we let a small story about who we think we are, hold us back. And so I was speaking a lot to people, both in sort of large stages and small and intimate gatherings about who we are and what our dreams for the future is, and how this is so connected with the broad themes and issues that are happening in the world be that climate change, or hunger or subjugation of women or racism, and all of these are so connected as well. So you just pull one of those threads, you don't have to solve it all but he's pulled pull one of those threads, and you're impacting all of them. And then so the first book that I wrote, came out and it's called unlikely leaders came out of you know, these decades of stories and sitting in villages and Hutson just on scooters in backs of, you know, pickup trucks in the middle, I was chased by bandits once, across Bihar in India, who who were literally chopping off people's arms, if they if they took, if they suck, tried this local people, if they tried to improve their lives in some way, it was like a warlord sort of scenario like I've just had, and all through all these experiences I've just been, I've just been expanded and grown and I needed to find out had so much contributed to me so many stories, so many whispered secrets. And I've seen like over turnings of years of, of hunger, and I wanted to then share that with others. So I feel like there's stories I wrote a book, which was basically the stories of, of so many number of people that I've met in a way to convey that to

us. And, and so that was that was why I wrote the first book that I wrote it on long plane rides, and under the mango tree in random places. Yeah, so it was a it's it's a book that's made a lot of difference to a lot of people.

M

Michelle Glogovac 14:04

And then you mentioned something that triggered a memory in me of what you spoke at Necker of how you empowered these women to make changes within their own lives and their villages. And you gave them those resources. But it was all about their mindset, like you had just mentioned, of telling them that they could make a difference. Can we talk a bit about that part too, because now it's all flooding back to me.

C

Cathy Burke 14:30

Well, it wasn't me sitting in a village telling people so that that's not the model. And that's certainly not what I did. So in every country, there's only local people to that country working there. Which makes a lot of sense a I'm a white woman. I'm not I've got nothing to do what to say to a group of women in Ethiopia, for instance. And also, even subtly, having people not from that kind tree as the, as the kind of the people running it sends a message that we're not up to it. So we need someone from somewhere else to come in and tell this to us. So I was very privileged to work with amazing humans across Malawi, Ethiopia, Senegal, and you know, Burkina Faso, India, or from those countries and would work to empower their leadership help bring them the resources that they need, and sit in, in workshops that they would run in their local language and, you know, see what, what support I could give from, you know, the sidelines, really, but the key is, is around mindset. So, mindset is basically around beliefs that we have about ourselves, about a situation or about a person. And they're the lens through which we see the world. So we can so mindset could the labels that we give ourselves, so could be, I'm I'm so one for me is I'm a great lounge room dancer, that's a mindset, like if you're from on Mars, and looking into the lounge room seeing me dead, probably not necessarily think that, that, hey, that's a mindset that empowers me. But often, we have mindsets and labels that hold us back. Like, I'm shy, I'm not confident, I can't do that. Because if only I had this, then I could be that. It's it's these sorts of roadblocks that we have. And certainly in the issue of hunger, when people have so many reasons why they feel they can't impact a situation. And maybe I can't, I can't do that, because I'm a woman who would listen to me, for instance, feels real, and it is true to a point. But the the trick and the power around mindset is that you can have a difficult situation. But it doesn't have to determine how you show up in in relation to that situation. So that was a big aha, that, that yes, I'm a woman and people don't listen to me. However, what can I do that can so what what we saw as women working with with each other in villages, they'd be sharing different practices around sanitation, they'd be combining resources like rice and selling it at the village and getting some capital together to then start small businesses. It would be changing mindsets around how we view girls and our daughters from needing thinking that they're a burden and a curse. And they cost us money. And we need to get them married early to actually they're one of our great resources, who we want to, you know, it's worth investing in their education because of this, that and the other, these are actually all mindset shifts. And so working first with our mindsets to think to shift them from I can't to I can and then we can, is the is the beginning of that process to end hunger, but it's the beginning of the process, even in your own life. Michelle if and people listening if there's something that you're wanting to like, I'd like to like start this new business. But you know, I

can't really do that because the kids a little or I'm in this career, and it really sucks, but I can't you know, it's like it feels real, it really does. And the situation you are in may be really untenable as well. It's not this is not positive thinking and saying it's not true. But what what needs to be examined is is it is your power in relation to that situation. Is it true like that i i can't move out of this toxic situation. And then to examine it like what, you know, what do I get out of it? How is this working for me? And What's it costing me and given this house man I think about it's starting to like get underneath the belief that we have to then choose different different mindsets and then take action in relation to that. So that that's sort of become the nub of my my work and I use this on a daily practice I get I get resigned and cynical about you know, things things in the world and my place in that and but I also don't see that is the best use of my life and this lifetime to just opt out of stuff because I think it's too hard or not possible or won't happen or that kind of stuff. So I'm constantly interrogating my own mindset and and holding space for others to also move beyond the limit limiting beliefs into something much more powerful and expansive and much more fun to

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Michelle Glogovac 19:57

this is where we get along because I won't just sit and take it. What else can I do? You know, even if it's very small, at least, then I can say I did something to make that change and, you know, to affect the change, which then brings us to your other book lead in, and how your mindset as a leader trickles down to your team and how things, what the outcomes are, ultimately, and I really loved reading your book with the different mindsets, because I could identify different people throughout my work life, you know, business of who had this type of mindset, yep, that's why that didn't work. And the work in the past to want to get towards the mindset that is going to not only grow myself, but my business, my team. And it's truly just a growth mindset. And I use this in my upcoming book, too, because you need to be in the right mindset in order to share your story, in order to be okay with getting on a podcast and being interviewed by a stranger most of the time. It's mindsets a huge thing, and it's important, and it's not just woowoo. And I think that the word has that connotation of like, oh, it's Whoo. And it's not.

C

Cathy Burke 21:11

No, I think people sometimes also feel it's like positive thinking or affirmations. But it's not because you can have an affirmation I'm, I'm beautiful, I'm wonderful I'm, but if it's just over the top of like, a real building belief that that's not bad. I'm not enough, saying saying like these things doesn't work. So it's really what I how I feel about mindsets, Michelle is that it has the word mind in it, obviously. But it really is, it's it has to change to happen there. There is a link, it's it's heart and head, the mind is the head, but it needs to connect to the heart. And because we have the mindsets that hold us back these feelings, you know, I'm not confident enough, I'm not shy, I don't have enough experience. I'm too old, I'm too fat, I'm too, whatever. There's a lot of tenderness there. There's a lot of these mindsets developed over time, because they felt that they were protecting us in some way and keep back keep as a small target from being hurt from being criticized. You know, just they try to keep us safe in their way. And so there's a tenderness there to be able to see to see the little Cathy that felt left out and was never picked for the netball team. And you know, whatever my My thing is, that can sometimes still rear its head now when I'm feeling people don't want to do things with me or whatever. So So there needs to be a link between sort of feeling this sort of vulnerable sense of not

belonging, but then using our, our mind to be able to think about that differently and choose something else. But not divorcing it. So it's not about just using your mind to like paper over what, what sort of what has been very real for me that may be holding you back, it may be and I tried to speak up in a meeting and it was terrible. And I just felt so humiliated. I'm never doing that, again, people, my face got red. So you can sort of like have that. But you can still think Yeah, but actually what I'm committed to is using my voice more powerfully and, and not not sort of Holding, holding myself back. And so I'm going to learn how to do that. And I'm going to guess I feel tender, but I'm still going to try it again. So it's like this dance between the two. So it's, it's like, if it was woowoo it would be much easier, I think, but I just have like a magic wand, it would all be better. But no.

M

Michelle Glogovac 23:58

I love it. If it was we would be much easier. Yeah, it's the truth because it takes work. And many times it's worthwhile takes work. Yeah, it doesn't happen overnight. Nothing good does and I think that's a myth that people and wished

C

Cathy Burke 24:14

it's not a one stop shop either. Because we've had these labels about ourselves for a long time. And so it's just his constant trying to put one foot in front of the other as much as you can and then have the support to be able to do that as well. I think what's exciting though about it is that we still get locked into a bit of a mindset that this is kind of how I am I'd like to be a different way but I'm it's fine for you, Michelle like you're so friendly and you know you just like talking to people but I can't really be like that because of blah blah. And yeah, and and it's our personalities and all the research shows that At that they get developed over time that can be changed over time. You're not fated to just live out the version of you that you are right now. And you may have been for the last 10 years that can change. But it takes work and time. But I do. I do like the fact that and I and we see it in our own lives, who you were when you were 15, who you are, when you're 25, who are when you're 35, you have changed. But we we don't see it in kind of in real time.

M

Michelle Glogovac 25:30

I completely agree. And I think once you hit once you have children that changes once you hit 40, it changes is always changing is for me, it's been for the better. So I'm happy for the change.

C

Cathy Burke 25:43

Yeah, yeah, that's true. And yeah, it's been good for me too, but obviously not. Not necessarily for everyone. But we can also bring out, bring the work have the power of mindset to whatever, you know, terrible thing is being thrown at us. We can still choose how we respond to it, and how we show up. And we get to make that choice every day.

M

Michelle Glogovac 26:09

And how are people working with you today on that? I know you work as a speaker, you're working with companies, but you do one on one mentoring as well. All on on all of this, right?

C

Cathy Burke 26:20

Yeah, so I do my, my work is sort of like pretty evenly mix. So I do do speaking, both in person and online. I do lots of coaching. So people who are wanting to sort of take that next leap in their career or just something that they're wanting to make a big difference in. I work in that way over 12 months with people. I do and I work with organizations are run. And a lot of this because probably a lot of your listeners are in America but you know clients all over the world. We do a lot on their masterclasses and online trainings and things like that. Just finished an 18 month engagement with a team of in Amazon, Japan, for instance, working with a leadership team there and I that was all done remotely and and then I right so yeah.

M

Michelle Glogovac 27:19

I love it. And I know that just a week with you is that's life changing. I've been there.

C

Cathy Burke 27:23

Ahhh Michelle,

M

Michelle Glogovac 27:25

I love it ,no, Yeah, it's the truth.

👤

27:28

I actually I do have a program for women. I forgot about this. That's like my my one kind of thing. And we meet once a once a month, actually, it's in a good time zone for us people. But yeah, we meet once a month, and then other times as well. And we look at different leadership sort of distinctions each month. And some of the women from NEC are on there as well. And that's, yeah, that's a really rich, juicy way for us as women to come together. Without any needing to prove ourselves. One of the things I love about it is that it's not like I'm, you know, I'm Cathy, I'm like, you know, you have to sort of have your shit together before you come to them. Come to the session. It's more like, actually. Yeah, like that sort of realness. I think that that's the thing for me is probably my age, but also just who I am. And I guess what I've seen just like whether you're half dead and limping through life, or you're like a little Energizer Bunny, like no one has to be a certain way to, to be for me to be present to them. So yeah, I feel like I feel like I'm serving people in a different way now, but still in a meaningful way. For me.



M Michelle Glogovac 28:54

I love that I, you need to let me know what the the women's meeting is. Because I don't think that was on the website. And I have everything for the show notes. But I didn't see women.

C Cathy Burke 29:05

When this is coming to air, but it's actually open now. But it was till next week. I think I'll send it to you, Michelle. But yeah, we are I open it up like twice a year.

M Michelle Glogovac 29:16

Perfect. Yeah. So where can everybody find you? Let's plug you.

C Cathy Burke 29:20

Yeah, it's I've got a website, obviously, Kathy Berg with the see.com. But also what I wanted to offer, Michelle was I have a little mindset quiz. And it's particularly good for people at work and in teams and you get like a little report when you've done it and then you can also through that, get a copy of a white paper that I did on mindset. So that'll be in the show notes as well that's free to do and you can share that with your team and whoever else. People really love it and get some great insights out of it. And I also have a discount code for lead in so my latest book so leading is the how Like, okay can be that's fine that mindsets. But actually mine is really tricky how all my husbands or partners is really tricky. How do I do it? So it's like a how to around like a why they're important, but also how to I've just got move mindsets that are holding me back. That's a bit of a manual on that, too. So I've got a 20% discount code for your beautiful listeners. So that'll be in the show notes, too.

M Michelle Glogovac 30:25

Thank you. And it's such a great book. I read it. So I know how to work with all of you people. No, I wish no, but it's fantastic. I'm so happy we got to chat today. This is we need to do it more than every few months. Like maybe next time at Necker again, we'll do a live session.

C Cathy Burke 30:43

Not a way before then. But way before. Well,

M Michelle Glogovac 30:46

maybe we'll go to next or tomorrow. I don't know. Thank you so much for coming on the show. I appreciate it. And I appreciate you. Thanks, Michelle. Well, I can't tell you what a treat it was for me to get to not only talk to Cathy but to see her and to smile with her. And I got through the interview without crying. So for me, that's a miracle. But she's offering all of our listeners 20%

off her book lead in, there is a development mindset quiz. The shownotes has the links for that quiz. And her rising circle link is also included. She's just an incredible person that I know you will all want to hear more from if you get the opportunity to hear her speak, please do. If you pick up one of her books, I know you won't be able to put it down until you have finished it. So let this be a reminder that the mindset that you currently have doesn't need to be the one that you are, quote unquote stuck with. You always have the opportunity to change it it to grow with it to make it into what you want it to be. And it does take work. As we said, nothing's an overnight success. No matter what it is, I promise you there is work involved. But the work is so worth it. So as we go into this new year, think about the mindset you have. And is it the one that you want to end up with at the end of 2023? If not, let's start doing the work. Let's get to that mindset that is full of positivity, but not in the woowoo sense in the actual real sense. Thanks for listening and I look forward to chatting with you next week.