

# Podcast Ségo aout 2020

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## SUMMARY KEYWORDS

realised, people, life, business, organisation, procter, spend, mindset, job, work, company, automate, question, batching, leaders, work life balance, manage, gamble, little bit, digital

## SPEAKERS

Ségoène Le Grelle, Murielle Machiels

00:00

Hi there and welcome to this channel. My name is Murielle and I help leaders build meaningful lives and organisations. And today I'm interviewing sacred land and sacred land. She has a great online business that is very successful and that is still growing. Well, she only works a couple of hours per day. I think she works two to four hours a day. So be sure to listen to this podcast if you want to have a meaningful life and also if you want to save time. I wanted to talk about a great free five day challenge that I'll start on the 21st of September. Are you really busy? Do you wish you had more time for yourself or your loved ones? Be sure to join us for the five day challenge from overwhelmed to focused key leader in just five days with five short videos will help you get more focus in these fast changing digital times and help you get your life back. All you have to do is register on [www.qileader.com/focus](http://www.qileader.com/focus) and the link is in the show notes of this episode. and motivate your team a colleague or a friend to join us as well for this challenge, as it's always better to learn together. Is it time for you to have more focus and more time Time, don't miss this opportunity. This method helps me reach amazing results while only working a couple of hours per day. And I want that for you as well. Now back to our episodes. So hello, Ségoène How are you?

02:17

I'm fine. Thank you for inviting me.

02:19

Thank you for having me in your beautiful house. So the last time I was here was for Christmas, where you invited me the night before Christmas, which was really great. I met your family. And it was it was really, you're really generous because it's not that we know each other that well. And still, I came here with another friend of ours and that was really great. And in the last two or three years, I got to know you a little bit better. And I thought I want I really wanted to interview you for this podcast because I think the listeners can benefit from your life, your meaningful life. your lifestyle, the career the choices you make. And that's why I wanted to interview you. But what I suggest is that we first start with describing a little bit your career, how you got to where you are today.

03:15

Yeah. So, so my career basically. I have started my career at Procter and Gamble. I've worked there 13 years. My last job was managing an organisation, the basics organisation, pretty much by myself, actually. So I have full freedom, a lot of talented people surrounding me. So quite a quite a nice job. I have to say buy it by yourself, but with a team with a team but with a freedom of decision with freedom of decision. Yeah, that was the beautiful thing about that job, that last job. And then after 13 years, I've decided to leave Procter and Gamble. Very big decision, not an easy decision. took me a long time to take that decision. Actually, I think it took me easily two years. And I started after one year of reflection and thinking, and a digital digital company with two associates. So I joined actually an existing startup company. Totally different job, very entrepreneurial spirits, but I love it. So it was really 180 degrees change in my life.

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Yes. And it was not a nice an easy decision. You said you took a year, a year of thinking and a year of calculating as well knowing you.

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Exactly so for me, of course, changing jobs is, is this difficult decision, especially when you are in a multinational is a little bit of gold cage, and financially it's also a big decision to take to start from scratch in a new company. In an in a new enterprise, a new company with just digital digital was not at all my my area of expertise so very big challenge I have to say

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yeah, but why did you decide to leave Procter and Gamble?

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after I would say 11 years at Proctor, so I left Proctor after 13 years but so two years before leaving, I started to think okay, my batteries which were full of energy at the beginning of my career, started to go down a little bit. I had less energy, I was kind of exhausted. And I had really the impression I had no time for my kids. No time for my husband, no time for my family. I loved my job, but the balance I had in my life was not the good one. So I started thinking okay, what could I do? do to change that. And the only option I saw in front of me was really to change my life. Totally. Yeah. And and that's what I did.

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Yeah. So let's fast forward now to today's life because today you really have this great life, a great house, a great life a great company. Can you describe that life a little bit?

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very big difference versus my life before. So today, I would say if you if you were if you talk about hours, I spend on my job every day, I would say about four hours a day. And that's great. Four hours a day is great if you compare to the hours I was working before. So yeah, four hours a day and I yeah, we have tried basically at Kadolog. So Kadolog is the company where I work today. We try to automatize all our processes. We try to To to free up as maximum as we can time for ourselves. By automatizing all our processes we have, I think, manage to, to Yeah, to spend time good time basically with our family and our friends and my kids, especially my kids. Yeah. So four hours a day is kind of a dream if I compare to my life before, yeah.

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And can you a little bit describe what your current company is doing?

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Yes. So Kadolog is a online platform. We're doing birth and wedding registry, so people can come online make themselves their wedding registry or birth registry. And so it's a totally automatized system. I mean, it took us some years to put that in place. But But today, we have a running business. And basically, in theory, we could live on holiday for two months and the business would still be running without us. Kind of

08:00

And how many employees do you have? Is it a big company?

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No that's, yeah, that's another thing. And we are three associates. So I'm working with two guys it guys. We have no employees. And that's really a choice we have made. We work with an army of free freelancers, helping us in all the, the task we have to do in our business, but we don't have employees, we don't have offices. We are all working from home. And we spent absolutely no time with managing coaching people or those kind of things today. So this, of course, frees up a lot of time to think how we can improve the company, how we can make new projects, how can we increase the business? So we really spend time on those questions and not so much on the administrative task. Today?

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Yeah, but uh, how did you manage to do that because running a company, there are a lot of things that you need to do every day, a lot of activities and how did you manage to do that and to be able to go on holiday, the three of you and the company is still running because that's the life everyone would like only work four hours a day, and the rest works pretty well. And you have this amazing house and the great life with the children. So how did you manage to organise that?

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we are working on every single project we launched at Kadolog we are always asking ourselves, How much time does it take? And do we have a good return on investment with that project, but also a good return on time? Yeah, and that's the main focus at Procter and Gamble. I was constantly thinking, what is the best return on investment? What is the best project for that? Now the question is okay, does this project have a good return on investment But even more important, a return on time. So if a project takes too much time, sometimes we just give up a project just because we don't want to spend so much time on it.

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And so you're very different mindset. Yeah, that's great. So you, the three of you are very aligned around that.

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And that's another part of the secret I think I have associate myself with two other guys which are totally on the same line, they also take as a first focus for themselves, the family, which is the

same for me. So we are really spending a lot of time to understand the business, understand how we can increase the business, but we really try as much as possible to eliminate all the things we can automatized so that's a little bit the secret of this business. And of course, being digital helps a lot. Yeah. So that's the beauty of it.

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Yeah, so the two secrets is first, the purpose. It's really an objective of yours to have this life and of all three of you. And secondly, try to automate everything well maybe secondly think about the return on time and then thirdly, automate everything that you can and work with. with external people.

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Yes. So everything we cannot automatize because there are things you cannot automatize like when you need good coffee, or a nice layout or you need to make an advertising or whatever this we have externalised. Yeah. So what you get cannot automatize you externalise? Yeah, that's a little bit the idea. And we try as well to, to, to to train our people or the freelance we work with to be independent and to be able to work kind of on the standalone. So that helps Of course not.

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Yeah. That's great. That's great. Yes. And so looking back, because A lot of the listeners are not having a startup like you and I have today they're working in big companies. And a lot of them are really working really, really hard. And so when we listen to your story, what what could you tell them? What's good, you know, with the knowledge that you have, what would you take back to your time when you were at Procter and Gamble to bring there?

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I think we have been at Procter and Gamble, spending a lot of time in meetings, spending a lot of times on administrative tasks that we could easily automatized but we didn't we didn't have the system in place. I mean, when I see I was working in a huge company with a lot of opportunities to to make automatic ization of things and we were not doing it. So every every month we had reports about volumes or sales, the turnover Everything. This today in my current job, I just have a button. I push a button, I have my whole he ports, which is automatized. Yeah, don't do that work anymore. It's all automatized. So it's like, I think it's a mindset. And also, I never spent really time when I was in my previous job thinking okay, this project, how much time does it take? The question your management will ask you is like how much it costs? Yeah, extending the time you spend on it is not really a question we ask ourselves. And I think it's it's a pity because all the time

you spend sometimes on the project is perhaps time you will not spend on something else like just thinking, travelling, looking the world around getting ideas from your competitors, spending time looking outside. I mean, that's the way you think out of the box when you stay in your books. It doesn't make really sense you don't have the ideas coming out coming up. But by travelling by seeing the world outside to have time to enjoy a little bit life you also see with a fresh view your business. Yeah. So honestly, I think we are much more efficient than then than what I was in the past.

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Yeah. So what would you would advise is try to automate a lot

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Automatize as much and as much as you as you can and really have this, this focus on for every single task you do in your business, what time I'm going to spend on it. Yes, it's worth the time I'm going to spend sometimes a project is great, it's gonna bring you I don't know 20% increase in your in your business, but it's gonna take a lot of time. So the question is always Do I want to sacrifice this time to get 20%? Increase? Yeah, indeed. And we never ask ourselves that kind of questions in big multinational. I mean, at least I never had that question myself. In my career when I was in multinational,

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no. But it also means for a lot of people, because some people might listen and think, yeah, well, but I don't have that choice. People just say you have to do this or that. And that's also when I try to say people, yes, you always have a choice. And you can always say no, because I believe that you say no to a lot of things, a lot of opportunities, or even a lot of things that could be fixed or could be better, but still, you don't think it's a priority. So you say no. So I think it's also a question of learning to say no, to opportunities to people to your boss. Indeed, we had the opportunity, some Some years ago when I started at gather look to launch the South America business

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there is a big potential there for our business, but the time to spend the fact that we had to travel there to you know to be all the time in South America for me was not an option for all those reason we said we don't want we not gonna launch the business. Yeah, whatever whatever business it is, I mean, yes, it was a huge business we did the market study, but we decided for for a time reason, we not gonna do it. It's really a question of choice. And of course, every, every week, not every day, but every week we see opportunities and we just say no to many of them for a

question of time.

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And a question of, of purpose also, I guess.

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Purpose, time, money. I mean, for many reasons, but saying no is also very important. And you have a tendency sometimes when you work in a big company to say yes to many things,

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Was that something you did? Did you say yes to many things?

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Yes, I think, you have many projects which are done on a European level. So even if for your market is not always the best thing to do, we had a lot of requirements from the European headquarter and it was not always easy to say no, I did say no many times. But But still, I mean, it's not comparable to what I do today. For sure not. Today, I have the full freedom. It's also my own company. So it's a it's easy to work to take the decision of course.

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And because of course, we have listeners from all the layers in the organisation, but some of them might be the directors or the C-level of those organisations. What would you tell them? Because some things I see that too in large organisations where they have made everything so complex, and they're trying to jump on every opportunity, or they don't have the right mindset to deal with these fast changing digital times, what would you like to say, to the C-level or the directors of these companies that would benefit them?

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But I think it's a question of choice. You can run a business very successfully, and work 10 hours a day, 12 hours a day. I mean, I've seen many business which are run that way. And that works perfectly. The only message I have is that it's possible to work much less and to have the same results is just a question of mindset. And, and indeed, I mean, working in a digital world, makes things easier. You can automatize many things Things you cannot do in a normal business. But, but it has been for me an eye opener to see that in a digital world. You don't have to work so

much you can automatize a lot. Yes and and have a perfect work life balance, which I felt was not possible.

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So believing first. You have to believe it's possible to work less.

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Exactly! That was not easy coming from a big multinational It was not an easy game to change this mindset I had.

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But I I totally agree with you because for me, it has always been important as well to have this great work life balance even when I was a CEO. And today like you I work four or five hours a day on average while launching a company and being an Academic Director, but it's all about purpose. Because really knowing what I want and I know I want to have a great life I that's the first that's number one. I want to have a great life and, and then say no automating delegating, and what I also do, and I don't know if you do that, too, it's batching batching, meaning, for instance, the social media. I don't publish daily on social media, we're going to prepare that with my colleague Daphne. We're going to plan that and then everything is programmed so we batch we do

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a lot of that with Kadolog, I mean, batching is really something we do all the time for nearly everything we do. So for the moment, we have just launched Instagram for instance. We have totally planned everything for my Instagram is planned for the coming four months. Yes, we have done that with an agency so externally with with with a specialist But indeed, I mean, we try to bundle everything we can to avoid working crazy hours every day on that. We just we just spent one week full week on Instagram and we just leave it run for four months. And and we have people working with us helping us but that's key.

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That's great. Yeah, that's really it's so great because I developed a mini course it's a five day challenge from overwhelmed to focused leader. And it's really about everything you described. It's about first, knowing what you want. And then making a list also what gives you energy costs you energy, I mean energy or time, and then also what's brings added value or not. And then we're

going to think at what are we going to say no to, what are we going to automate? What are we going to delegate slash collaborate? Because you don't have to have people underneath you you can work with so many people now on Fiverr Upwork or I don't know where do you find your your freelance your freelancers?

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depends a little bit word of mouth. We used friends of friends sometimes. We had, for instance, we are using for the moment translation agency, a copywriter agency and they have just contacted us the many different ways I would say that's not very different than when when you work perhaps in a big company, I mean, you just know people. People come to you with a with a letter or a thing. Okay, I'm interested to work with catalogue and how can I help? It's a little bit of mix.

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Yeah, I find a lot of them on Upwork and Fiverr. Also, and also word of mouth Yes,

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yeah. So we work with with with quite some Some some freelancers and we are very happy to work like this. It's a very different way of working. Yeah. Everybody is totally responsible for his work. I mean, they are invoicing us. very different than an employee, of course to manage. They are quite independent as well. So, this whole it's really there is no one recipe but but for us, it really worked to have to have no employees, no office, no. All the complexity, we have removed all the complexity of our job.

23:32

Great. And I just wanted to come back a little bit to something you told me once that when you left Procter and Gamble, it took you two years to recover, you say?

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Yeah, I didn't realise when I was at Procter. How far I have been in my energy. buckets. Yeah, I realised that after So when I left Procter and Gamble, I could sometimes sleep like 12 13, 14 hours, non stop. I had very long nights. And I just realised at that moment, the energy and the stress I had before I was not really realising that when I was at Procter, I realised that the I left after some months, I was exhausted. And then I realised, okay, my God. I have taken my health away. I didn't think about myself I didn't think about my health. I didn't think enough about my family and I think it was really time to change. I didn't realise the, the urgency of doing that change. I realised

afterwards that it was so needed, essential in my life to to change, but I realised that afterwards when you are it's like this frog, you know, in this pan, and you boil the water and you're just the frog. In the in the fan and you just and it's boiling, boiling, boiling and you just don't realise it and you stay in your bowl, you guess when you're in your boiling water. And afterwards, when you leave and you look at it, you're like, Oh my god, what the life I had that was not really alive. I was fascinated about my job, but that was not really alive, to be honest.

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And I had a little bit the same. I was very good at hiding things even to myself. And I wasn't noticing the effects of that stress and of wanting to do everything that was expected for me because we've been educated like that. I didn't notice the effect it had on my body. And I see that a lot now in other leaders or other people working in organisations, they are pretending that everything is okay that they like Their job, but the effect it has on them on their family, on their body on their mind, is really huge and and that's something I really would like to change because it's so it's it's a shame that it's happening because it can be different. You can have a great family life and a great career. But it starts with maybe first acknowledging that the stress is coming is happening.

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And the thing is also, I didn't have the chance when I was working in that big company, to really have women or men who had a work life balance. They all say we have a work life balance. But honestly, looking back, this is a joke. Yeah. I mean, those people have no work life balance, having a work life balance. It's not coming back at six o'clock or seven o'clock in every evening to see your kids one or two hours a day. That's not a good word. life balance. It can be for some people. I mean, I think there are people who live perfectly like this and they are fine like this. But a lot of people would love to have another work life balance. And I really realised that the day I left when I was within Proctor, I mean, I had all my colleagues, which had the same life than me. I mean, we all had a bit the same life. So you don't really realise what you miss. Yeah, exactly. And the day you leave, I mean, it took me quite some time. But then when you leave after six months, one year, you start realising, well, this is this is not the life I want. I think I've made really the good choice, but it took me some time. took me some time,

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but I believe you don't necessarily have to leave the company. I think a lot of people now have realised the other life they could have just with the crisis we've just gone through or still aren't The Corona crisis where a lot of people have to work from home for some of them. It's really hard with the kids, of course, and no cleaning lady and going from one meeting to the next. But for many of

us, it made them realise how important it is to be there for your children, for your partner for your family.

28:19

Yeah, but imagine a life without Corona. Yeah, imagine a life where you stay home, you work from home, you don't have your kids you have the help and support you normally have or you're cleaning at whatever, if you have one. I think you realise you can sometimes do your job much better. Yeah, you don't have so many meetings you don't have, there are many tasks that you don't have to do anymore. And then you start realising, actually, we might we might change your habits after this periods, very strange barriers. And that's a good thing. I think that's very positive. If that can change a little bit more. mindsets of the leaders. This will help the society to develop and to and to and to evolve and to and to think differently about, about working

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and to be more happy just because I often say we're not on this planet to cross off a to do list.

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No, no, certainly not.

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Though we are here to be happy and successful of course as well but to be happy and I truly believe it's it's possible with a right mindset learning to say no, and automating delegating batching, all these things will help you really get the life you want. And also when you stop working. That's also what research shows when you stop working. When your rational brain stops working. That's when your creative brain starts working.

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And that has been a big eye opener for me. Yeah. Freeing up so much time with all these administrative things we don't do anymore. Those those tasks that we don't like to do, but to have more time to think how to improve the company or to improve processes, how to improve, how to change, having new ideas, creative ideas, innovation in our business, that can only come when you have a fresh mind. If you are totally in your books, doing your little tiny task every day, just filling documents and making reports or going for your headquarter going from one meeting to the next meeting. You don't have time to think about your business with a broad perspective and fresh eyes. And I think that that's really a key objective people leaders should have to have

free time just to have a fresh view on the business.

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Yeah. But sometimes you don't even have to think about it. Sometimes it's indeed Don't even think about it. You're in the shower or you're walking and then poof, you have this idea and the Yeah, this is what you need to do. And it can save you days or months of work just because you had one great idea Yes.

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But that's a different mindset. I mean, I can totally coming from from this, those big companies, I can really imagine the, the shift it is to change the mentality. But, but I think it's worth it.

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Yeah. And I agree with you. It starts with the mindset and the mindset of the leaders especially, but the mindset of everyone because you are at choice, you can say no, you can change your life without especially changing or leaving your organisation. Yeah, that's what I truly believe.

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Yeah, totally agree.

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Okay, thank you for this. So we are at the end of this podcast, and where can people find you Where can people find your organisation? Because maybe they wants to. So we are there.

32:00

Yeah of course if you if you are expecting a baby or if you if you were if you get married soon

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Even for for birthdays

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for Christmas list you can use the platform it's Kadolog. It's a it's a it's a nice platform to discover and to experience and people can find me on LinkedIn or on Kadolog you have also all my contact details.

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Okay, fine. Great. Thank you so much for being in this podcast and I wish you the next meaningful life The next thing in your business and what's the next thing by the way in your business now?

32:47

Well, we are we are launching a new countries I mean we are and we are also launching new countries we are we are really pushing now the Flemish part of Belgium we are very active in the French part, and we are pushing much more now the Flemish part. We are active also in other European countries. So we are continuing expanding our business basically. So that's been the future for us.

33:12

Great. Okay, great. Thank you very much. So this was really a great interview, because what say Glen talked about is exactly what I'm teaching in my course from overwhelmed to focus key leader, if you want to be part of that challenge. If you feel like that you are overwhelmed that you're busy. Or if you want to learn how you can automate things, how you can delegate things. If you want to think about what you want to achieve all the great things that say Guerlain talks about, be sure to subscribe to this challenge. And you will learn the methodology to save time to become much more productive in these fast changing digital times. And that will allow you to get great Results while getting your life back and being there for the people you care about or being there for yourself to exercise to be healthy to sleep more, whatever you really want to have more of it will help you to save time, be sure to subscribe to this challenge. also invite your colleagues, it's free and I'm offering it for free only this one time, and we'll see each other and you'll also get to know a lot of great people who are looking to get their life back, just like you. Also be sure to subscribe to this podcast if you want to receive the next one automatically. And the next one will be about the 10 mistakes I made as a traditional leader. And I think these are really useful if you want to avoid making these mistakes yourself.