

Rock Your Brain Rock Your Life

EP 25: Change Your F*cking Life with Ali Oberg

Welcome to Rock Your Brain Rock Your Life, the only podcast teaching bad-ass women like you how to eliminate self doubt, create a career you love and level up your life. Here's your host, certified coach and master entrepreneur: Sarah Moody.

Sarah Moody: Hey rockstars. Welcome.

I'm so, so excited today to introduce one of my star students, Ali Oberg. She has been a student for about six months and she is a badass woman who works at Microsoft. And she is just the most remarkable woman y'all because she has taken all these cognitive tools and lessons that I teach.

And she's shifted massive belief in herself and is just a superb example of how to make massive change and get massive stuff done in your life that aligns with how you want to live your life. I've been so honored to be on this journey with Ali and to watch her evolve and to watch her find new things that she can do in her life that had never even entered her brain.

And so without further ado, Ali, welcome. I'm so happy you're with us. I'm the rock, your rain rock your life podcast. Thank you so much.

Ali Oberg: Thank you so much for having me.

You are too kind. It really has been wonderful to work with you. So I'm very excited to be part of the podcast.

Sarah Moody: Aw, thanks, Ali. All right. So I got a few questions for you just so that everyone can like understand what we do in the rockstar program. And so one of the many tools that we use is this OKR or objectives and key results and get shit done, process.

And just a quick side note for those of you listening, the objective and key results process was invented by Andy Grove, the founder of Intel. But one of the many things that I love about Ali is that she uses this at Microsoft. And so she brought this idea to the Rockstar Program and now everyone is obsessed with it and everyone uses it as a tool to get massive stuff done in their lives. And then the Get Shit Done process is my idea! And so Allie's going to talk about both of these, but maybe just share how you use the OKR and GSD process for both your work goals and your personal goals and how the process has worked for you. And talk a little bit about what are some of your current goals that you're using this process with?

Ali Oberg: Yeah, sure. So it's been a really interesting journey over the past six months because I actually started using OKRs at work as a result of coaching with you. And so part of what I realized as we were coaching is I didn't have a clear vision of what I wanted to get done at work. I didn't have specific results I was driving towards that were clear enough to be exciting and motivating and inspiring.

And so I learned about this OKR process and I kind of just solved that problem at work. And then when I realized how helpful it was at work, I was like, well, why don't I use this in conjunction with the Get Shit Done process so that I have the same vision and clarity that I have at work in my personal life and with all my other goals that are not work-related.

And so the combination of pulling the OKR process into my personal life and also using the Get Shit Done process at work and really seeing how am I spending my time, like minute by minute and is that time being spent in the most efficient way to achieve my KRS and to achieve my big objectives?

The two processes together have been way more helpful than either one in isolation. So, super helpful tools to both have this vision and be sure that you're executing against it in the short term. In my personal life, some of the goals I'm working towards are my unthinkable goal, which is to start a health tech business by the end of 2021, which is starting to feel less unthinkable, but still so big and scary, and is only becoming less scary as I kind of think about practically, what are these KRs that I can accomplish in the next quarter? And what are the kinds of smart goals that I can use to move the needle on those KRs

Sarah Moody: I love that you're using the OKR process for your personal life too.

Ali Oberg: Yeah. So, I have three objectives that I'm focused on this first half of 2021. One is to plan my wedding, in a way that makes me feel close to myself and to my family and friends and then another objective I have is to start this health tech company by the end of 2021. Like I mentioned, this unthinkable goal, this is the one that's the scariest to me, for sure.

And then the final one is to just feel really strong and healthy and like I'm taking good care of myself physically and mentally. The KRS that I have associated with each of these objectives are to feel close to the people that I've invited to be in my wedding so the bridal party and maid of honor, and my partner's family and my family as we plan this big event together.

And so, how am I going to do that? A lot of it is thought work, like just thinking about these relationships in a different way and spending time nurturing in my mind,

these relationships that I already have nurtured for years and years and years through action.

Then with the KRS, for my health tech business are to have five venture scale, addressable market problems that are interesting to me that I can start to explore more practically and then having some people who are great co-founder options and start to think through more practically, who are the people that I would like to start this business with?

And then for the goal around my health, I want to get to a point where I can do these, difficult yoga classes and yoga poses that I had once been able to do and can't do right now. These OKRs were designed, with work in mind, but they're so applicable to personal life and they really focus you in on making sure you're having the impact in your life that you want to have.

Sarah Moody: What I love about what you've done, Ali, is you thought exactly about the results you want to have in your life, which is the objective. And then what are the measurable steps that you're going to take to get there and then you hold yourself accountable to those key results or measurable steps. And what I've loved watching you do over the last six months is have all parts of your life firing, right? Like you feeling great about your body and your health and your brain and your vision for your career. Like all of those parts of your life are just on fire now and going in the direction that you want to go. It's been really cool to watch you use these tools to support having a fully intentional life that you love. So tell me what was going on in your life before you started coaching with me and what you hope to get out of us working together?

Ali Oberg: Yeah. So the context for me for coaching was very much career. I had just accomplished getting into business school and then learning as much as I possibly could while at business school. And then a goal that I took on while I was at school, was to pivot from my career in education, into technology. And so once I accomplished all of these three goals, that was kind of where my vision for myself ended. I didn't have this vivid next three-year plan. It was just, okay, I did it. Now I've just got to move and start my job and do a good job.

And over the two years since I've graduated from business school, I felt that there was something missing and I honestly couldn't quite put my finger on it and I had actually talked to other coaches and it didn't feel like a fit or I wasn't sure if I needed a career coach or something else.

I ultimately came to Sarah because a friend recommended Sarah. And I noticed when I met with her with this friend of mine, I hadn't seen her in years. And I was just

like, wow. She is really articulate. And she just clearly gets what she wants. She knows what she wants and is trying to get it.

And I was like, I want that for myself. I need to go, I need to do that. And so I started working with Sarah and I noticed, wow, I have like a laundry list of negative self-talk that I'm taking myself through every day.

No wonder I feel crappy. And no wonder I don't have vision because, how could I possibly lift my head up and create this inspiring vision when I can't even do that in my day to day. So, the feeling now is so different.

It's amazing. It's really amazing what you can do in six months. And it honestly didn't even take six months. It was probably only three months before I felt really, really different. I feel like I have a vivid vision for my future that I have never had before. I feel more organized across all zones of my life work, personal life. I feel like there's a normal amount of negativity in my thinking that I feel completely capable of managing which is not something that I felt before, which is pretty wild.

Sarah Moody: That's so awesome. I remember when you and I first started coaching and I shared with you that studies have shown that we have about 60,000 thoughts that go through our brain every day. And I remember you were like, what are you talking about? And then I remember our first few coaching sessions. You're like, Oh my God. Exactly the negative talk track in my brain. I had no idea even existed, but that's what's so cool about taking all the thoughts out of your brain and putting them down in front of you, and being like, wow, Wow. Okay. No wonder I feel so shitty and I don't have the results I want in my life because my thoughts are just a hot mess!

Ali Oberg: Yeah. I remember having this moment where I did my thought download and realized that the first thought I have was a self shaming thought. Like, literally in bed, still horizontal and I'm already shaming myself for something. Taking on that watcher role of looking at these thoughts more deliberately and deciding which ones I want to get rid of, that's been really important for me in the last six months.

Sarah Moody: Speaking of the negative talk track and being in bed and noticing that thought of judgment or shame, I love when you and I started talking about the brain. Cause as everyone now knows, I'm a total brain nerd. And I remember us talking initially about making the brain really simple and that there's the puppy side of the brain, which is the primitive brain.

And then there's the CEO side of our brain, which is the prefrontal cortex and totally understanding that all of those negative thoughts that we naturally have as humans are coming from that primitive puppy brain. And it's just about keeping us safe. And

how being the watcher and observer of him and loving that side of our brain and not judging and shaming really helps fuel different feelings right. And then we can switch easily into intentional thinking that aligns with where we want to go in our lives.

Ali Oberg: Yeah. I love it when you say nothing has gone wrong, because that for me is an important thought because it's counter to my instinct to shame myself for having those thoughts.

You know, it's like, no, no, no, no, no, nothing has gone wrong. The puppy brain is just being the puppy brain and these thoughts come out of it and that's fine. And now we just get to choose a different way. And in not shaming myself I'm not giving that power to the puppy.

Sarah Moody: Yes, yes, yes. So good. So, hey Ali, tell us about the beliefs you have now. I'd love for all of our listeners to hear more about the feelings you predominantly feel daily and some of the amazing results you've created in your life in just a matter of a few months.

Ali Oberg: Yeah, sure. So, the beliefs that I now feel about myself and that I'm always going to be working on is that I'm enough. My frequent flyer limiting belief is that I'm not enough, you know, I haven't done enough. I haven't achieved everything that I want to achieve and shame myself.

So for me, the belief I'm trying to build is I am enough. And then the other belief that I have is that I can do hard things and I can feel hard negative feelings and that those negative feelings aren't going to hold me back from doing big, challenging things. They're just fleeting and I can feel them and let them go. The results I've been able to achieve because I'm building and working on these beliefs is, like I mentioned, I feel so much more in control and the reason I feel in control is I have this process now in place across my work and personal life, too, that I feel completely confident in that I can kind of set big ambitious goals and then manage myself to achieve those goals.

And I just did not have that before. And it just gives me faith that I can continue to achieve the things that I want to achieve. The first result was, if you remember, when I was having a whole brain drama about speaking on a panel about health tech. So that was a big moment for me. I felt like an imposter and I was like, ah, I've just got to do this.

It's going to scare the shit out of me, but I'm going to do it anyway. And that was the first big step, where I was among other people who were, technology leaders, who are leaders in health tech. And I felt like a peer of theirs. It was the first time I'd

ever taken ownership over working in health tech. And so, that was a big result for me. And then from there I built more confidence in myself as a leader in health technology. And I've started to build relationships with other people who have been in this industry for a lot longer than I have. I've started to take on projects at work that are more focused on health tech. I've started to commit to building a business in health tech. From that one small step of being a panelist, I've been able to shift beliefs, shift, belief, shift, belief, create these results for myself that I'm really excited about. And then, the other result, which I try not to underappreciate, it's just that my day to day experience of life is totally different. I feel happy. To the idea of the feelings that you were, you're mentioning, like, what are the feelings that I feel in my day to day? I feel happy. I feel proud instead of the dominant feeling, being shame and guilt for not being enough, you know, I feel totally different and that's a result I've created. I've created a different life for myself as a result of thought work. And then, we'll see what I can do in the next year, because I've got some big goals from the coming year.

Sarah Moody: Allie, you truly blow my mind. I mean, just when I think about from our first coaching session and you feeling stuck about your career and then watching you go and talk on this panel and then setting this unthinkable goal of starting this health tech company in 2021.

And then I loved it last week when we got on a coaching call and you're like, Oh, when I was looking at these product management roles in healthcare and I used to think, absolutely, there's no way I can do it now. I'm like, of course I can do that. That was just so awesome.

Ali Oberg: Yeah. It was the wildest feeling.

I mean, Literally right before Thanksgiving, I was terrified to do a mock interview with a product manager. And then, The challenge over the new year was come up with an unthinkable goal that really truly is terrifying and so big and ambitious.

And in doing that, the thing that was scaring me in November felt so ridiculous because it was so much smaller than what I had come up with for my unthinkable goal for 2021. And as you build belief, the things that you think you can do in the future change and also the things that worried you in the past seemed so small.

It's such a fun process to watch. See if you could pick three words to summarize what it's like being the rock star program. What three words come to mind for you?

Ali Oberg: Honestly first fun. Like I look forward to our weekly calls. I love them. They're so fun. I look forward to no meeting on my calendar like I look forward to our weekly coaching calls with the bad-ass rock stars. That's for sure one, fun. I

honestly find them interesting, like the way other people are experiencing thought work and the other limiting beliefs that people have that are either similar to mine or different, it's just really interesting. And all of the work that other people do, I find so useful to how I'm practicing. So I'm just really interested in what's going on with other folks.

And then, I find it really motivating too, because I feel like every time that hour ends, I'm like, Oh, I have a couple of really good ideas that have come out of this meeting for how I can apply what X person is going through in my thought work or how I should connect with that person, because they're good at this and they can help me or whatever it may be. Every time that meeting ends, I feel really motivated to keep going with the thought work and to keep pushing on my KRS and smart goals.

Sarah Moody: Our meetings are totally a highlight of my week as well. All right. I'm going to let you wrap this up Ali. Is there anything else you want to share about your experience coaching?

Ali Oberg: I mean, if you're like me you should coach with Sarah, because it's going to change the entire experience of your day to day life. It will transform how you think about your future and it will make your partnerships in every realm of life stronger. It's just a no brainer, truly. Like, I can't even believe that I spent so much money going to gyms and I've never spent money on managing myself like this. And I'll never go back it's the most well spent time and money I spend.

Sarah Moody: Aw, that's so awesome, Ali. Well, here's the good news is we're always going to have our brain. And so we're always going to have to manage this incredible three pound brain of ours so that we can be the bad-ass women that we are inside that sometimes gets covered up with a bunch of shitty negative thoughts and, you know, thank you so much for taking the time to share your experience and inspire other bad-ass women to drop their negative thinking and shift belief in themselves and move their life in massive directions that align with what they want and their goals and dreams. I'm just so honored to be on this journey with you and to be your coach.

Ali Oberg: Oh, that's the best. Thank you, Sarah. It's been wonderful to work with you. I feel so lucky to have been introduced to you and to be a part of the community. It's the long haul. It's the long haul right here.

Sarah Moody: All right. Have an awesome rest of your day, Allie. Thanks so much. And I'll see you later on this week.

Ali Oberg: All right. See you soon.

Sarah Moody: All right. That's the show. Come join us in the rockstar program. It's the only place I know of that women show up every day for themselves and each other. And we're going to blow our own damn minds in 2021. Okay y'all. Talk to you next week. I love you. Bye.

Thank you so much for listening today. So if you're ready to take control of your time and stop letting your priorities fall to the bottom of your to-do list or roll over to the next day or the next year for that matter, head to [Sarah moody.com](https://sarahmoody.com) forward slash getting shit done to sign up for my free.

Getting shit done. Masterclass y'all it's going to blow your mind. It's going to teach you the exact process I use to run two businesses, have a social life and have lots of time for myself. So you don't want to miss it. So head to [Sarah moody.com](https://sarahmoody.com) now, or find me on Instagram at Sarah L. Moody.