

Money & Mindset with Lisa Messenger: Connect Event highlights video transcript

[The video starts with an introduction screen displaying the following words that move across the screen while backing music plays: expertise, networking, topical, ideas, insights, innovation, Bankwest Connect Events™. The music dims, and Lisa Messenger is standing on a stage, talking to a live audience.]

I grew up on a property in the middle of nowhere way before technology, that's giving my age away. I grew up on a 4,500 acre property, we were 25 minutes from the nearest town.

There was no technology, there was the encyclopedia Britannica. So, I had to train myself over many many years to get this mindset. I came from a very humble beginning where money was pretty scarce. What's interesting about that, I've done a lot of psychological work on myself over the years.

It's like we kind of inherit these money mind sets. So for years I was kind of like, money is a dirty word, I don't feel like I'm worthy, I think I should just you know work for someone else my whole life and just earn a salary,

I should just swap time for money, how can I ever afford a property. That's how I grew up for a lot of my years, until I started immersing myself in different education and opening my mindset to actually what might be possible.

I just want you all to think differently, because so many people as I started off saying have so many blockages about money and I can't do this because we self sabotage or we find ways to keep ourselves small in so many ways. But if you start with a big vision and you're like this is where I want to go and then you work out ways to make it happen, I promise you, anything is possible.

And that's been one of the most, most imperative things. Probably for the first, I don't know, 6, 7, 8 years of my business. I didn't tap into mentors, I didn't tap into the right people and I did it on my own and as a result,

I couldn't work out how to scale, I could never work out how to have more than three staff. Like I just kept myself pretty flat-lined. As soon as I surrounded myself with that team, I was like "boom, game on." The other thing I do is this.

My purpose will be the same unequivocally, until the day I die. So my purpose, Lisa Messenger, is to be an entrepreneur for entrepreneurs, living my life out loud, showing that anything is possible. Collective Hub, my main business is igniting human potential.

So those two pieces keep me going every single day. Because they're bigger than me, it's something that's not about me. So everytime I want to have a pity party and there are a lot of times, I kind of go What am I here for? Okay, igniting human potential or to be an entrepreneur for entrepreneurs,

So that's an immediate mindset flip that I have trained myself into. Because one thing I will tell you is once you start playing a very big game the \$80 invoices turn into \$80,000 invoices and then they turn into \$800,000 invoices. And so people go "Wow, you've got such a nice life." It's really nice, but the extraordinary things come, thick and fast. But also the really tough stuff comes thick and fast.

So you've got to have that unwavering self belief that tenacity, that resilience, that ability to keep going. Otherwise I would be perpetually rocking catatonically on the floor in a small ball. You know sometimes we have to make some sacrifices if we've got really big visions and really big goals.

I mean, for the first three years of Collective Hub, I didn't pay myself a cent. So I went from having three staff and earning pretty good money to actually not paying myself and going back to living on baked beans for a while. Because it was really important to me to invest in the company, to keep building the business you know, my passion and my vision

and my purpose were more important than eating out every night or having a great lifestyle. And if you want to think differently and if you want to have a different mindset you just put yourself in different situations and by being here tonight, by the way that's a start.

But it's like, I agree with you, it's like you know people have kids and suddenly they're like "Oh my God!" It's just the same, it's clockwork, suddenly I'm on the couch in my trackie dacks everyday and life just goes on rotate.

So we have to, we all get caught in that, whatever we do at some point in our lives you know it just becomes mundane, the minutia, boring, I'm on a treadmill. So it's like just try and do something, anything little, just to snap yourself out of it.

[An orange screen appears with the Bankwest logo and disclaimer to signal the end of the video]

Bankwest, a division of Commonwealth Bank of Australia

ABN 48 123 123 124

AFSL / Australian credit licence 234945