**LWQA episode 139**

You're listening to lifework, QA episode 139. Welcome to life work QA where I answer a listener question each week and provide resources and guidance to help you take your life and work to the next level. I'm your host. Dr. Katie Linder. In this episode. I thought I would update you on my plans for how to Academia year 3.

I just wrapped up your to of this webinar series that I've run now for two years in a row. And in the first year, I did a series of nine different webinars on writing and publication which are now a master class on my website if you're interested and then I did this year nine webinars one each month September through May on professional.

And I hooked it in with my book my recent book on professional identity and it was so much fun. I love these webinars so much. I love being able to connect with people from all over the US and actually internationally as well and basically what I do with these webinars is I will prep presentation.

They go live on one Friday usually towards the end of the month and then I record them and people have access to these webinars later on. So this is actually a program that has a really kind of important place in my heart as a business owner because this was the first program that I put out as a paid program with my business other than like my speaking which I've been doing for a while.

This was kind of my first product that I put out and I have sold it individually and to institutions and have just really like I said really enjoyed it but in your three I decided to take. Pause and I thought I would talk a little bit about why and what I'm thinking about for this particular program because it was actually kind of tough for me to decide to take a pause from this and because I just enjoy it so much and I really do think that.

Fun way to connect with people but I when I was kind of thinking about it and I was thinking about next year's programming and the kinds of things that I want to do. One of the things that I realized was. I started the how to Academia webinar series pre coaching training and coaching training was like not even on my radar when I watch that series and now that I have done coaching training and I'm starting to develop like group coaching.

Programming that feels really different to me than the how to Academia series and what I had done with how to Academia was really it's a webinar platform. I mean, it's really just me giving information and yes, those webinars are often interactive, but it's not really a way for people to connect with each other and to build community in the same way that I have developed my coaching programs to do and that is I think part of what gave me pause this year to think about that and to.

I wonder if there was a way to do something like how to Academia in the future that has more of a group coaching feel. And I don't know if that would be something that would be nine months in terms of a commitment. I feel like that's kind of a long time and I've actually felt like the group coaching I do that is weekly is a lot more powerful for people even if those are our kind of shorter engagements like the radical self trust coaching program.

That is 7 weeks long and I'm thinking about doing some other coaching programs this Summer that would be like four-week engagement. So it's it's got me like really thinking and brainstorming about how how to Academia could be shorter engagements. First of. And maybe it would be on a different platform.

I had been hosting it on a pretty traditional webinar platform called click meeting and now I'm using Zoom a lot more for my group coaching programming. So I just had a lot of thoughts like swirling around about it and I didn't feel like I would have enough time this summer to really think about how I wanted to change it before I had to launch it again in September.

Now the other thing that's become kind of a challenge just to give you kind of a logistical behind the scenes is I launched a couple other programs also around the same time now in the fall and again, I didn't have these programs when I first launched how to Academia, but now I have virtual writing groups some that start in September and I also have a seven weeks to radical self-trust program that also gears up into the fall for to offerings and I felt like it would be just too much to be.

Getting three big programs all at the same time and to be trying to clarify for people how they're different from one another and it just was one of those things where I felt like something has to give like I can't do all of these things. And so what is the thing that needs to take a pause? Now the other thing that's kind of hard and again, this is kind of logistics of behind the scenes is the how to Academia program is a revenue-generating program.

I mean it was doing fine in terms of it's not as if I'm deciding to take a pause because it wasn't a popular program or because it wasn't working in terms of bringing in Revenue that actually didn't really have very much to do with my decision at all because every year I've had institutional members every year I've had individual members and.

Actually had, you know people who were looking forward to your three even before I had announced anything and so I felt kind of bad that I had to say. Well, I'm actually going to take a pause from this so it's always kind of a difficult decision when you have something that you know will bring in revenue and you're actually making a decision to pause it.

And also I think the pause is even maybe more confusing because it's not because I didn't like it. I actually enjoyed that programming but I do feel like what I'm doing with groups in particular is really shifting into more of a coaching model. And right now at least how to Academia is not that so it was feeling slightly misaligned with how I'm doing my current programming in terms of workshops and other things that I do both face-to-face and virtually and.

That was another good kind of indication for me that it was time to pause and kind of think about what I wanted to do with that. So it's totally possible that I will bring how to Academia back in. You know 20-20-20. I guess it would be followed 2020 but I think it will look quite a bit different than what it looks like now and it's an interesting shift for me just kind of internally because I feel like part of what shifting is.

I'm feeling less comfortable presenting. As an expert in those spaces and I'm actually a lot more comfortable trying to bring people together so that they can learn from each other and from me and and as I'm trying to kind of teach things like radical self-trust or model what it looks like. But I think that how to Academia was really built around me being a Content expert on particular topics and sharing out that expertise and while I'm comfortable doing that in books and in you know keynoting and things like that when it comes to kind of the smaller group interactive sessions, I like it to be more of a coaching a coaching facilitative model and I'm realizing that about myself it's something that I don't think I could have articulated even maybe like six months ago.

But now I'm feeling it more strongly so. Yeah, so that's a little bit about how to Academia and how I'm taking a pause and your three and I would also just say I think it's a good lesson if there's anything in your life that is starting to feel kind of slightly misaligned or you're just asking some Curious questions about it.

You're not sure where it should go next. I think it's really a good and kind of comfortable thing not necessarily to say you're stopping at all together. But to take a pause and just say I'm taking a pause from this right now to kind of see how it feels to not do it in the way that I've always done.

And that's something that has really worked for me to give myself permission to take that pause to give myself time to kind of think about what I want to do how how to Academia might fit into other parts of my business in the future because I do feel like there is a real need to share out knowledge that feels very tacit that feels like oh everyone just kind of picks this up and not everybody does and that's always something that's really kind of.

Other be about Academia is that there are all these things that we don't really talk about and you're just kind of expected to figure it out. And so I always saw how to Academia as a way to help people with that and as a way to kind of break down some of those barriers for people. So I still want to keep that theme.

I'm just not sure what it's going to look like. Now, of course if you have been involved in how to Academia or you've just kind of followed along with that Journey for the last couple of years and you have ideas of what you want this to look like. I am totally open to hearing them. I've been brainstorming myself and I'm also been talking with some colleagues about it and I'm really interested in kind of where I where people think it should go.

What would be most helpful for people and now I have a good year to really think about what I want to do. So if you have ideas, please feel free to share and I would also love to hear if there's anything in your life that you're deciding to take a pause with right now. And what was the indication for you that it was time to take that pause and what are you hoping to learn from that pause?

You can always email me at contacted Katie Linder dot work. You can tweet to me at Katie double underscore lender. You can connect with me on Instagram @ KT underscore lender, or you can write me a letter Katie Linder PO Box 1621 in Albany, Oregon. Nine seven three two one. I always love to hear from you.

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