

EPISODE 56



From Stay-at-Home Mom to COO of Levin Life Coach Academy

with Kylie Kwon



 YOUR PERMISSION PRESCRIPTION
with Nancy Levin

Kylie: When I first met Nancy, it was in New York City and you were a speaker and you got onstage and I totally resonated with you. So I pulled you aside and I was like, oh my God, your speech really kind of hit home. And then a whole year went by, and my husband of 20 years left me overall. And that night I was on social at a friend's house, crying my eyes out.

I don't know if you were live or the post about you being at 1440. And I booked a flight from Colorado to California that night at like 10:30pm at night. And showed up the next morning to spend a whole week with you. I mean, you have changed my life on so many levels and LLCA really took my desire for life coaching and my desire to help others and to do this work and took it to the next level.

And I haven't looked back.

Nancy: Hi, and welcome to Your Permission Prescription the podcast that teaches you how to confidently say yes to you and consciously create the life you desire. I'm Nancy. Best-selling author, master life coach, and founder of Levin Life Coach Academy. But it wasn't too long ago that I was a burnt-out people-pleaser.

Living my life for everyone around me and ignoring my own needs. Fast forward to today. And I've successfully coached thousands of recovering people-pleasers to set boundaries with themselves and the people around them. So they can live a more fulfilling life on their own terms. I created Your Permission Prescription to help you do the same.

Be sure to tune in for actionable coaching methods, from me. Interviews with other incredible coaches, speakers and authors, plus one-on-one live coaching calls and so much more. If you're ready to start saying yes to you, then you're in the right place.

Welcome back to another episode of Your Permission Prescription. This is an especially special episode because we are celebrating one year on the podcast. And so, I thought I would bring along Kylie my COO, and we can reminisce a bit about how our relationship began, how it's grown, and we can also share with you what a difference a year makes.

So Kylie, welcome to our first anniversary episode.

Kylie: Hooray, I'm so excited to be here. This is very thrilling.

Nancy: It's very thrilling. And I will go on the record to say that you have made a significant impact on my business and my life. And I'm so glad to share you with our listeners. So, I thought I would just sort of throw it over to you to share a bit about how we first met and how we kind of got here.

Kylie: My God, this is making me really excited and just remembering such amazing fondness of our path together. And like you said, what a difference a year makes, but really what a difference even a couple years makes. When I first met Nancy, it was in New York City at a Gabby Bernstein event. So I'm a spirit junkie and you were a speaker and you got on stage and I totally resonated with you.

But the one thing that we really had in common is we're both from Boulder. So I pulled you aside and I was like, "Oh my God, Your speech really kind of hit home." And I live in Boulder and we had exchanged numbers and then a whole year went by and, my husband of 20 years left me over a phone call. And I never go on social, but that night I was on social at a friend's house, crying my eyes out, scrolling through.

And you were, I don't know if you were live or it was the post about you being at 1440. And I booked a flight from Colorado to California that night at like 10:30 at night and showed up the next morning to spend a whole week with you.

Nancy: Right. I just want to make sure that everybody gets that you literally booked a flight and you also enrolled in the workshop less than even 12 hours, basically before you were going to get on the plane.

Kylie: I just had this overall, and as much as you say, you're not woo woo. I am as woo woo as they come. And just everything in my body was like, I am at the bottom of where my life is. And you show up a year after I met you and talking about really self-love and self-permission.

And I was like, what, I'm going to book a flight. And I showed up and spent a whole week with you as my marriage was ending and crumbling and going through a very toxic divorce. You coached me, one-on-one starting with Jump and just moved me through. And I have been a coach. I have been helping others and a yoga teacher and meditation teacher, all the things, but

some thing kind of click the way that you worked with me and it totally shifted the way I lived my life. And I did Elevate with you after working with you one-on-one, then because we live in Boulder and it's such a small town. I was sitting at a coffee shop with my daughter, Zoe, and you happen to walk by. And of course my daughter knows who you are because I talk about you all the time.

And we were talking about the second year of Elevate happening. But I was like, what I really want to do is when are you opening your life coaching certification school? And we had a short but important conversation at that moment. And you were like, "Very soon." And I told you right off the bat, when you open it, I will enroll.

And I did, and here we are just graduating LLCA Cohort 3, which is super exciting. And we ended up that you called me one day and were like, "Hey, would you like to come work with me?" And I was like, yes. As you mentioned something about being an Integrator and I didn't have any idea what that was.

And this podcast kind of reminds me of the podcast you sent me with Amy Porterfield and her integrator. And I remember listening to it going, Oh my God, this is totally the perfect job. And then you brought me on as COO and we've really come together to kind of have this dating and relationship building experience over the last year and a half, two years almost, and I came on board.

We started with this podcast and we're at a whole year later and it's so exciting. It is fascinating to see what a difference a year makes.

Nancy: There's so many beautiful nuggets in the story you just shared that I sort of want to go back to and sprinkle into. Like that time when you showed up at 1440 outside of Santa Cruz to do the week long workshop with me. Do you remember that?

We actually met on the sidewalk outside of the on-site restaurant. You were like, oh my God, I can't believe I'm seeing you right now. I booked my ticket last night. I'm here now. And my husband just of 20 years just dumped me. And it was amazing. It was amazing.

Kylie: It was an amazing week.

And it was just this kind of shifting of perspective. None of the things changed that week, but the way I looked at things changed.

Nancy: What I remember. So remember when I first started coaching you one-on-one and you were because we're both here in Boulder, you were living in the tiny place. Not far from me.

Yeah. In the background, I would hear you like doing dishes or putting running around, or, and I said, Kylie, this is time you are taking for yourself. Sit down, close your eyes, stop doing, stop busying yourself. And that alone was a huge shift for you.

Kylie: It was gigantic because I don't believe in multitasking. I am a Doer, a task list person, but I don't believe in multitasking.

I believe that you can only focus on one thing at a time. Yet when it came to taking that moment for myself, giving myself permission to have a coaching session with you. I have to somewhat justify that time to take care of just me. I was like, well, I'll do the dishes. I'll organize something.

And you did, you took me and really kind of shook me of, "Hold on." And focusing on you and I'm like, I am and justifying that, but really it's fascinating how much I believe you can't multitask, but when it comes to just taking care of me...how much I was doing that.

Nancy: Yes. Yes.

Kylie: I don't do that anymore.

Nancy: No, you don't. And then the time we met on the street in Boulder, and you said, "When are you opening your training program? I originally wasn't going to open LLCA until Spring of 2020, which in hindsight. But I did open it in the fall of 2019. And you were in that first cohort.

What I loved about you being in that cohort was, as you've already mentioned, you were already a coach. You were already a certified coach in other programs. You were already a yoga teacher. You were already, all these other things. And yet you had this deep knowing from already having worked with me that LLCA would be what you needed in order to be able to really bring yourself fully into the world.

Kylie: Yeah. And what I tell people is that we have two sides of ours. So we have the spiritual being and the human being. And no matter how much we love the spiritual world and all that, we have to have the human experience.

And I feel that LLCA really does that for me. It allows me to keep one hand on the ethers of my spiritual side, but really allows me to do all the actions and take all the steps that I need. All the choices that I want to make and actually do them. And I mean, you have changed my life on so many levels and LLCA really took my desire for life coaching and my desire to help others and to do this work and took it to the next level. And I haven't looked back and that was 2019.

Nancy: Yeah. And you've been giving back by being a mentor to the students in the subsequent cohorts. And I love witnessing you in that role.

Kylie: Thank you. Being a mentor in LLCA is so special. Because it is, I've been where they are, where you feel like your life is completely over or out of control, but you do have this purpose and passion to help others in this transformational work. And what I love about LLCA, and I've noticed this with my students is that we do our own work first. We understand what it's like to go through all the concepts that you guide us through and teach us through.

And we have our own personal transformation and then we get all the tools. So I get to see my mentees, have this life transforming experience within themselves and then within learning how to become a coach and then applying it, and then all the business stuff, which I also dork out on.

So it's looks like this whole package, but to see that transformation and be a witness, and part of that journey is fabulous.

Nancy: And because I witnessed firsthand your extraordinary skillset that I reached out to you to say, "Hey, Do you want to come work with me?" And as you mentioned, I introduced you to this concept of being an Integrator.

And this is from a book called Rocket Fuel, which you then devoured this visionary integrator relationship. And you took the quiz for an integrator, and you got like what? 99% or something.

Kylie: 97%

Nancy: 97%. So. I brought you on to work in that capacity. And I'd love for you to share a bit about what it was like to come work with me from a couple of different perspectives.

One, from the perspective of you had been really immersed in my work and you during your marriage, you were a stay-at-home mom. And what it was like to go back to work.

Kylie: Oh, these are really great questions. I was a stay-at-home mom for nearly two decades. And so when I got married at the age of 23, we made a collective decision that it was best for one of us to stay home when we had kids.

So I had very little work experience under my belt, and then I had children. I do have an International Business and Finance degree. I never use, but I used to joke and run my household and call myself like the home manager. And I had color-coded calendars all these things. I did all the budgets and handled all the finances and all that.

But basically, my number one responsibility and priority was my husband, my kids, and my home. And I took tons of pride in that. But when he left me over a phone call a week before our 20th wedding anniversary. It kind of all tumbled because here I am without any work experience for nearly two decades. but in working with you, you allowed me to really know, okay, there are skills that I have and how can they translate? And so, I really just rolled up my sleeves and dug in and reach out to every single person possible. And it was a fabulous experience for me. I'm a first-generation immigrant from South Korea. So I immigrated to the U.S. when I was nine.

And my parents came with two kids in their early thirties with two bags in \$2,000. So I know what it means to really rebuild and to work hard. And to focus and put a lot of effort into things. You guided me through that for a couple of years. And then when you came to me about being an integrator. I did I devour the book and what really it showed me was you knew who I was and there was value in that.

So it was the first time I was like, “Oh, all my mom skills.” I'm using air quotes. All my mom skills of doing multiple things and handling multiple people and organization. And all those things really did translate into the real world. And you gave me this beautiful opportunity to come onto your team, which I jumped at.

And we started with a few hours a week and then it slowly grew and it allowed me to kind of interject my thoughts and my beliefs into your business and into this growth of LLCA, which what I love most, and others in our team talk about this a lot, is that we feel we have purpose that we're adding to the collective. Because your work just isn't about the actual business side of things of life coaching.

It's really about the heart and the personal responsibility. And what I love is the concepts of that. You have a choice to curate the life that you want and allowing us to give ourselves that permission that it's okay.

Nancy: Yes. I love hearing all of this. Thank you for sharing it this way. And so one of the things that was really potent is that when you came on, we together worked with a coach for six weeks to support us in creating a solid foundation for working together. And for, as you like to say, firing me from as much as possible. And really you get to be the one who is holding everything and you are sort of the mastermind. You are the great Oz you are at the switchboard making sure everything gets done.

And to this day, even this past week, we still discuss terms and concepts that our coach taught us.

Kylie: Yes, that's so true. We have this word in our team called “Swooping” where Nancy comes in and swoops and Nancy will say, “Oh, but I can do that.” And I have to remind her, I remind you that “Yes, it's not that you can't do it, but I'm going to fire you from doing that specific action.” Because we have other people in our team.

It's really in service, and I think this is what I try to continue to do in our relationship and in service of LLCA is, to be able to grow this academy, this school, because it means so much to the graduate as they graduate from Certificate program. They're not only getting this new job, new career, but they're also realizing so many things about themselves and that, and those two going hand in hand adds to the world.

And it has added to every graduate that I know of and to your team, because we're all pretty much, actually, I think all of our main freelancers are Certified LLCA coaches. And we practice what we preach.

Nancy: Yes. And this sense of belonging and community that is so profound. So at the beginning of this year, we together made the decision to transition you to a full-time employee, no longer a contractor in the role of COO.

Chief Operating Officer. This was humongous for both of us.

Kylie: Yes. It was huge.

Nancy: It was huge. It was huge. I've been running my own business really solidly since 2014, since when I left Hay House and I've run it with freelancers and independent contractors and really with a lot of luck and with duct tape and kind of by the seat of my pants.

Because one of the things that you have helped me realize is I was operating my business from the place of being a coach, not from the place of being a business owner. So a big shift I had to step into as you were stepping into your role. I had to really step into CEO of my business and in doing so, we ultimately, you gave me the gift of creating the mantra for myself.

"I only do what only I can do."

Meaning if someone else on our team can do it, they do it. Not me. And that was huge, huge, huge, huge. And the second piece is me really learning how to hold the vision for my business. And really, ultimately this is, it's a partnership. This feels like a partnership. We are holding the vision for this business together.

And anything that does not serve the vision is a "No." And quite frankly, this is the foundation of Reinvention Coaching. This is the foundation of the Transformation Equation of change equals vision plus choice plus action. And it became time to really create clearly the pathway for us to hold the vision for this business, which is Levin Life Coach Academy (LLCA) and let anything that does not serve that vision go to the wayside.

And what that created was some really challenging "No's" that I had to say. It created some really difficult conversations you've had to have with me. And you are a pro at them.

Kylie: I've only been trained by the best to have those difficult conversations. And every time I have to come to you to have those conversations, I really go back to the coaching skills that I learned in LLCA.

And specifically in boundary coaching. And like you say, having that conversation is really about illuminating the differences. It's not about conflict. And so I have to actually have a talk with myself to be like, it's going to be okay. And having the tools of knowing that your reaction to what I say is not my responsibility.

And so it's fascinating because we just actually brought in a new freelancer. And she was sharing with me about how different it is to be on our team than other clients that she's been with. And I told her it's because of the way that we really practice what we preach and teach and train our coaches to do, having those difficult conversations, understanding boundaries, and knowing that we may not all do things differently, or, that we may do all do things differently.

And we may think of it from a different perspective, but what's so beautiful is that we can talk about them. And we don't have to be in agreement and we don't have to have a resolution that's a compromise. It just has to be this conversation of what is in service of that vision. What is truly in service of that vision?

And I have to remind you sometimes that, okay, what is your act? What are you really committed to? We talk about underlying commitments in our program. What are you really committed to? And you do the same thing for me. When I go into my people-pleasing or overdoing, all those things as a reminder, And having that coaching exchange is such a beautiful thing because we do practice exactly what we say we want to train our coaches for.

Nancy: Yeah. Yeah

Kylie: And it's making a big impact.

Nancy: It's making a huge impact. It makes a big difference. And I love the way that you hold me accountable to staying true to our agreements. Part of what that's also been able to do for me is I come from a 20 year background in event producing.

I can implement and execute the shit out of anything. Just because I can doesn't mean I should, or I have to. So in the past, content creation, would get sort of stuck into my calendar between a lot of implementation. Now, because of you really taking over the role of operations, the only things that I'm doing, as I said before, are the things that only I can do, which really is content creation.

So I am spending my time doing what no one else on our team can do, only I can do. And it's given me freedom. It's given me space and time. It's given me really a resourced and renewed, refreshed relationship to what I'm teaching and what my mission is, and that is priceless.

Kylie: I really love, you say this a lot about creating the scaffolding.

And I feel like that's what my role is in our business. And our relationship is to hold that scaffolding of what the vision is, and that allows everyone on our team to do what they need and for you to do stuff like this podcast. Without having to think about how the podcast from the recording and the interviews goes to everything else.

Now saying that you still have your finger on the pulse of everything, but it allows this more creative space, I think, and it gives me joy to create that space. Cause that's who I am personally.

Nancy: You are the queen organizer manager tracker, and I get to let my guard down around those things so that I'm not holding onto the tracking of everything I come in, I record a podcast and I upload it and then it's taken care of, and for me that feels like a luxury and a necessity,

Kylie: It's the both/ and. And I want to make sure that the audience knows that it's not that everything goes perfectly and we are a working progress. As you said, we started with the six-week bootcamp of learning that relationship of really how to fire you from your own business.

But in service of the vision that we hold for LLCA, and what I love is we have several programs. And you're talking and you will reference something to the podcast and we have a podcast for

that. And that really makes Reenie and I laugh a lot, but also it's so true that you do have a podcast that really supports all the concepts that you're teaching.

And I have had mentees refer back to specific podcast episodes in order for them to get an understanding of something that was either taught in LLCA or something that they're going through personally. And I'm very proud of that. We have a whole year's worth of content around that.

Nancy: You mentioned Reenie, Reenie is our community director and we'll bring her on for enough for another podcast some time.

Kylie: She's amazing.

Nancy: For sure. For sure. So, looking back over this past year, what are the biggest changes? Successes? What are the things that you have personally and professionally been able to step into what's been your joy?

Kylie: So I think the biggest joy for me personally, is the confidence that I have in actually stepping into the COO role.

And when you did bring me on full time, at the beginning of this year, I was very hesitant about taking on the title itself and you coached me through allowing myself to accept the title. What the type deal actually does for me is to provide me this level of courage in a lot of ways.

Just simply be the COO and I had to really face and look at what was keeping me small. And one of them was, I was a stay-at-home mom and all the moms out there know it is a very complex job and I did it the best way that I could. And it takes a lot of organization and a lot of planning and a lot of different personalities, people, and the small stuff and the big stuff.

And so, the biggest thing for me is being able to step into that. Another big thing is the growth of our business and the success that we've had with LLCA. Not just in terms of revenue and enrollment and all those elements, but the feedback that we get back from our students the feedback. I love getting feedback from our freelancers of what it's really like to work in on our team.

And I'm also proud in the last year of all the organizational stuff that we've implemented that had been big changes, showing the benefits. Steadily. I can't wait for a whole another year to pass, to see what the results of that is. We're having, we're going towards our launch of our next cohort in September, which is super exciting.

We just graduated a whole cohort and just that process alone was so different than a year ago. And we've seen a lot of growth and seeing that growth with less effort in a lot of ways.

Nancy: Yes. Yes. Which is huge. Which is your special sauce.

Kylie: I know, it's my thing.

Nancy: It's your thing. And I know you came in from the get-go with "Okay, my goal is scalability."

Let's get rid of anything that can't scale. Let's put our focus on scalability. Let's look at what we need to do. And quite frankly. You had to really talk me through some very difficult conversations about money, about the money we were spending that we needed to spend because this whole concept of what got us here will not get us there.

And I think about that all the time. Cause when I think back on my business, before you came here, Like I said before, it was by the skin of my teeth. It was by a prayer. It was by duct tape. I wasn't running a business. Now with you here. We are in partnership and driving the ship together.

Kylie: I really appreciate you saying that it's a partnership because that's what it feels like.

And it's a relationship. I trust you. You trust me. And we put a lot of trust in the freelancers that are on our team and we're building something together. Holding it together. We're holding that space. And we talk about that in, in coaching, we're holding the space for clients to do the work that they need to do.

And that's what this feels like. We're holding the container together. We're holding the vision together and our vision is aligned. And again, as because I'm so woo woo, I really do believe that the universe provides what we need. When we are truly in alignment with what we think, what we want, what we need from a place, where it is really about being authentic and truthful.

And, I came to you with this book of Essentialism: The Disciplined Pursuit of Less by Greg McKeown. That book I live by. And one of the things is when is around time and time is so important. It says, when you say "yes" to something, you're actually saying "no" to something else and we get that choice and it wraps back around with what you always teach about what is the future being the crystal ball.

The present moment choice is the present moment actions is the crystal ball to your future. And this is where the holding the vision comes in is this choice, is this action really in service of that vision that we want for the future? Sometimes it's a "yes" and sometimes it's a "no" and sometimes it's an "Oh, it was at one point, but is no longer."

And being able to course correct that.

Nancy: Absolutely. I love getting to sort of take the listeners behind the scenes with us.

Kylie: I do, too. This is real life. This is real. One of the things that I tell people a lot, because I talk about you a lot. What you hear, and see, and read from you is just who you are, which makes it very easy as an employee and on this mission for LLCA and the growth of the certification academy, it bring a lot of pride and a lot of ease. It makes it very smooth and joyful, even when we work hard and focus and things like that. It just makes it easy because I know exactly what your operating manual is.

Nancy: Yes. And I also know that we come together on the same page, like right now, your goal is to at some point in the very near future, be able to go live abroad and work from wherever you want to be.

Kylie: Yeah. That's my goal.

Nancy: And I hold that goal for you and with you. And there's no part of me that feels scared or threatened. I want for you what you want for you, because then you are going to show up at your best in service of the mission.

Kylie: Totally. And I tell everyone on our team, it's the same thing. The vision that I have around the operations and the organization around the business is so that I can work from anywhere. And I think that allows people to know what we're working towards. So. I don't know, it's my goal. And I appreciate your support around it.

I appreciate our team support around it, and it's truly so that we can be living and enjoying what we want in our lives. What's truly important.

Nancy: Right. And you and I have talked about this. It is not work-life balance. It is work-life blending. It is work-life integration, and we are very fortunate to do work that we love.

And I want to support you in every way. I want to support every person on our team to work in the way that serves the vision they're holding for their own life.

Kylie: Exactly. People are always looking for balance. And I hear that word all the time. I actually did not receive a job because I actually use this thing of I don't believe in work-life balance.

And it's because it is just life. Work happens to be a part of that life. Most of us have to work in order to be able to provide the basics, but we get to choose going to work every day and enjoying the work that we do. And there are times where you may not love your job, but you may love something else around it, or it provides you the ability to do something else.

It's not about this or that. It's about all of it. And what I love is something that you always say that I live by is the way you do one thing is the way you do everything. And for me, that's kind of like a cheat sheet.

Nancy: Yeah.

Kylie: It really makes it seem like life is easier because the way that I approach my relationships, the way I approach my job and all the boundaries that I have around allows me to do one thing, but it affects all the areas of my life.

So it's a cheat code in a lot of ways.

Nancy: I love it. So, as you well know, the name of our podcast is Your Permission Prescription. Kylie. I'd like to give you an opportunity to invite our listeners to give themselves permission for something. What is that?

Kylie: I give all the listeners permission to take a breath, truly take a breath, not just the inhale, but truly exhaling and letting go.

So many times we focus on that inhale that breath of in, but letting go and releasing and fully exhaling is such a joy and such a pleasure and such a luxury sometimes. So give yourself permission to fully inhale and exhale, which is one breath.

Nancy: I felt everything in that. And I honestly believe and am grateful for you, Kylie, because you do give me the gift of being able to exhale.

Kylie: Aww, thank you, Nancy, right back at you.

Nancy: I love you.

Kylie: I love you back.

Nancy: All right. I hope you enjoyed our behind-the-scenes conversation and I'll be back with you again next time.

Thanks so much for listening to today's episode. If you loved what you heard, I'd be so grateful if you'd leave a review and share your experience. Even better follow this podcast so you never miss a new episode. And if you'd like some extra support or guidance, head over to my Transform Together Facebook group for an engaged community.

Where you can speak your truth, receive inspiration and ask for help as you navigate life's journey, or visit my website, Nancylevin.com, where you can find resources to help guide your path to reclaiming what's truly important to you. Thanks again for joining me.