

the lost art of pivoting publicly



From Sherrell <sherrell@sherrelldorsey.com>
To Steve <sjohnston@tuesdayforumcharlotte.org>
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Weekly Notes On Crafting A Beautifully Meaningful Life

A good friend called me while I was at the gym today, trying to close my Apple Watch rings before noon. Between sets, Siri shared her voice note, telling me she's thinking about making some major life changes.

This is the friend that posts daily on LinkedIn, documents significant brand trip, provides valuable business advice, and writes meaningfully about hustling with purpose.

But her tone in the voice note was not as assuring, signaling a slight tone that let me know nothing was exactly wrong, but things weren't all the way right either.

I've been there. Hiding from my alarm clock some days, dreading client calls, another sales pitch, or another flight to yet another conference to network with others hiding behind smiles that were usually filled with stress and despair as we all held on to our companies by a thread.

Passion and purpose are funny things. We begin our journeys into creative endeavors believing we can change the world, and then the weight of operating said passion turns us against ourselves as our successess eventually prove themselves to be heavier than we once thought.

I can't recall much of what I shared with my friend aside from my own story of selling two companies, moving to three different cities over the course of 5 years, calling off a wedding, and now having absolutely no clue where my next adventure will lead as I explore ways to support climate tech. But I did say that "there's no shame in pivoting."

In fact, there isn't shame in living a life that is yours. And as long as everything is done above board, we have the absolute right to change our minds, shut down what's not working, change jobs, move homes, start relationships, end them, decide to invest or not, and simply be human.

My hope is that we'll grow accustomed to sharing these pivots tactfully and publicly once we've had our time to reflect and work through our greatest lessons.

If you've ever pivoted, and know the emotional toil of changing paths you at one point were so sure of, I hope you can honor yourself for the courage you had to know when it was time to move on.

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