

This is the **DO IT SCARED** podcast with Ruth Soukup, **EPISODE NUMBER 60**. On today's episode, we are going to talk with HBO executive and motivational speaker Carla Moore about how to tap in to your purpose, passion, and power.

Welcome to the Do It Scared podcast. I'm your host, **RUTH SOUKUP**, and each week on the show we will talk about how to face your fears, overcome obstacles, and, most importantly, how to take action and create a life you love.

Hey, there, and welcome back to the show. As always, my name is Ruth Soukup, and I am the founder of Living Well Spending Less and the Living Well Planner, as well as the founder of Elite Blog Academy, and the New York Times' bestselling author of six books, including my newest book, which is now available everywhere, Do It Scared.

In today's episode, we are going to be talking to author and motivational speaker Carla Moore about what it means to leverage your own crash moment to transform your life and exactly the steps that it takes to get there. We're also going to talk about mindset, especially when it comes to doing hard things, and what the real secret is to losing a whole lot of weight.

Carla is the VP of sales strategy at HBO as well as a highly sought after motivational speaker and the author of Crash! Leading Through the Wreckage. She is incredibly passionate at empowering people to pursue their purpose, passion, and power in order to create real change and dramatic transformation in their life.

And Carla is certainly no stranger to dramatic transformation in her own life. After a devastating car crash nearly claimed her life, Carla decided that it was the wake-up call she needed to finally turn her life around. And over the course of the next year, she went from 350 pounds to triathlete, a change that ultimately transformed everything in her life, including her career. She's got so much wisdom and inspiration to share, not just about losing the weight or pursuing your passion, but about harnessing those same kind of wake-up calls in your own life.

And ultimately, that is exactly what this podcast is all about. It's about taking the steps that will help us make necessary changes so that we can create a life we love, because in the end, courage doesn't mean that we're never afraid; instead, courage is being scared but taking action anyway, despite our fear. It's putting one foot in front of the other, even when we're not quite sure where that path is going to lead.

All right, so just a couple more quick things before we dive into today's episode. First, don't forget that you can get all the show notes to this episode, including links to everything we're about to talk about, at doitscared.com/episode60. Once again,

that's doitscared.com/episode60.

And then, also, just a real quick reminder that my brand-new book, Do It Scared, is now available for purchase in bookstores everywhere. You can find it at Target or Barnes & Noble or online, wherever books are sold. And right now for a limited time, you can take advantage of our amazing book bonuses, which include premium access to our fear assessment, a trial membership to our Doing It Scared community, and the Do It Scared Workbook, which will help you take action on everything you are learning in the book. The bonuses, guys, are incredible, so purchase the book anywhere, then go to doitscared.com to claim your bonuses.

And now, without further ado, I am so honored to introduce you to the amazing and inspirational Carla Moore.

Carla, thank you so much for being on the show. It's so great to have you today.

CARLA: It's so exciting to be here, Ruth.

RUTH: How are you?

CARLA: I'm great, I'm great. So, thank you for having me.

RUTH: You're welcome. I am so excited to talk to you today. I have so many questions for you, but let's just start, for my listeners who don't know you yet, let's just start a little bit at the beginning, because you have an amazing story. So, can you tell us a little bit about your personal journey, both who you are and what you do now as well as the little quick overview of how you got to where you are today.

CARLA: Mm-hmm. So, if you don't mind, we'll start with that story first. And I'll tell you, I didn't realize I was going to be this person, but I'm glad that I had the situation I did to finally step into fully who I was. And it was just a few years ago, Ruth, where I had a car crash that didn't take my life, but changed it. You see, at the point of impact, I was on the rat race at HBO. I am 22 years corporate executive there and just on the rat race, just on flights and on planes, just going from city to city, not really connecting to what mattered to me or what all this meant.

And one day after landing at the airport and within minutes of leaving the airport in Chicago, I was driving, my mind starts wandering, and within minutes I lost control of my car. I crashed head on into the concrete median. I was going 55 miles an hour, no seatbelt, in a convertible. And as I laid on the emergency-room table is when it hit me, "Oh my gosh. If I would have died today, I would have died not living the life I'd imagined."

And at that point, I was over 350 pounds. I was turning 40, I was single,

no kids. Still single. But despite my MBA, I hadn't figured it out. And it was the very next day I decided to live the life I'd imagined and absolutely have what I wanted. And in one year I lost over 150 pounds. I ran my first 5k and triathlon and traveled to Italy. So I did—

RUTH: Wow. All in one year?

CARLA: In one year. I wrote down four things I wanted most for my life.

RUTH: That's amazing.

CARLA: And so that let me know that we actually—for 20 years, I wanted to be this. For 20 years since college, and now here I am at 40. And I couldn't get it done. But in one year, everything I had in my head for a vision, I was actually walking in it, standing in it. And I knew that was calling on my life to help other people step into the lives they'd imagined, that I can help put people on a path to transformation, because there are remarkable results after you get there for yourself.

RUTH: Wow. That is amazing. Okay, there's so many interesting things that I want to pull out of that story. First of all, I love that you said you wrote down four things, because I am such a firm believer—I talk a lot about goal setting—and I am such a firm believer in, first of all, writing things down, that you have to write it down, you have to claim it and make it real, and that starts by writing it down.

And the second thing is to not have too many. Sometimes we have all of these things that we think we want to do, and they're all in our head, and then we don't pursue any of them. But you were super focused on these four things, and then what happened? So, what was your next step? So you write down these four steps, and then what did you do?

CARLA: And literally I began to—if you mean that very next moment, I saw that life for myself. I'm also big on imagery. I'm big on visioning work, because that, what you see and think about most, you can actually attract and draw it to you. And I've always done it, although I've never completed it, understood and always believed in putting yourself in spaces and in the mindset of what it is you want to have, be, and do. So I knew I had that, I just couldn't close the loop. I couldn't get it done. But when I wrote those four, I literally even put my fingers and ran across the words and said, "I will have this." And I then said out loud, and I began affirmations that day, I said, "There is nothing, there will be no thing that will keep me from living this life I've imagined for myself."

And the very next day, that was it. I started taking steps for each one of those items. Started reading. I got my laptop, I Googled, "How do I do this? How do you move from 350 pounds to triathlete?" It was step by

step. It was methodical, it was strategic, and people say to me, “Carla, wasn’t it exhausting to always think about it?” Yes, it was exhausting, but what was the alternative? To not live—

RUTH: To not get what you want.

CARLA: To do it right! So there is a constant vigilance over your mind and your thoughts. Constantly affirming, constantly visioning. And in one year I had it. I had every single thing ever—

RUTH: That’s amazing. What’s amazing to me is that it took you 20 years to get to that one year. So it wasn’t just a one-year journey, it was a 21-year journey in some ways.

CARLA: It was.

RUTH: Because for those 20 years you were focused on your career, because you have an extremely successful career, right? And that was your main thing at that point?

CARLA: Yes. I was 10 years in with HBO at that point, and so the first thing was, of course, right out of college and those first few jobs. Then, I hit HBO. And while my career and my progress was steady, it was not particularly meaningful. And that’s when that crash happened. So that’s when that crash moment happened and woke me up. And so I now write about people’s crash moments and how crash moments are really transformations in disguise.

RUTH: Interesting. So, do you think that—I mean, for you it was an actual, literal car crash.

CARLA: Yes.

RUTH: And were you—you didn’t mention this—were you seriously injured in the car crash, also?

CARLA: So, I walked away from it. Of course, I had stitches in my face, bandages. But I walked away from that emergency room that night, which, of course, put me in a whole ball of tears and a space of, “I could have lost it all. I could have lost it all, and I hadn’t done what I wanted to do and what I wanted to be to the world, to my family, to myself.” And cried all that night, not only from pain, but from the pain of not having done what I know I had skills to, I know that my higher power had given me. I just hadn’t tapped into it. That’s why I woke up that next morning and said, “This is it, girl.”

RUTH: This is it.

CARLA: This is it.

RUTH: Because of all the regret you had up until that—

CARLA: Yes. Oh, yes.

RUTH: —realized that, “This could have been my moment, this could have been the end, and I would have done nothing, nothing that I wanted to do.”

Now you coach people. You have a book that’s called Crash! that talks about this concept. How do people who have not had that near-death experience, that actual physical crash in their life, how do they find their moment, and how do they claim their moment in order to make this transformation?

CARLA: I love that question because I get it often. Everyone says, “But I don’t have a life threatening ... “ Or, “Maybe I don’t have ... “ I love the question because crash moments are not actual, physical, literal crashes. They don’t have to be physical car crashes. A crash moment doesn’t have to be that rough, but crash moments are those moments that you have come upon in your life, and it’s a pivotal opportunity in this moment that you have to make a decision to use this moment to fuel up or fall down.

And we’re talking bankruptcy, divorce, loss of job, a scary health diagnosis, loss of friendship, infidelity in a relationship, loss of friendship. These are actual big moments in your life, and I’d be willing to bet—and I say this to all my clients and to my audiences—everyone in here has had one of those. You just may not have identified it as a crash moment. I’m saying today, that is a crash moment. Use that moment to pivot and say, “All right, this is hurting. I just lost my job. I just lost my husband. Here’s what ... ” Death in the family, all these are crash moments where you can now decide to go further and deeper in death or darkness or fear or sadness, or use that energy, harness it, take yourself up. And that’s what I did, and that’s what I share with others.

RUTH: That’s amazing. So, do you have any specific tips or steps that you take in order to use that moment to pivot?

CARLA: Yes, I do. There’s three steps. The first one, when you find yourself in a crash moment and you’ve identified, “I am in. This is a crash,” first, you have to acknowledge it. A lot of people are moving through crash moments and just not using the beauty of it because they’re just trying to move through it as fast as possible. Use the beauty. First, identify it as such.

Two, what is happening in this moment that is impacting you? Is it bringing up for you thoughts of lack of achievement or there’s goals

you haven't met? What clarity is coming from that? And of course, start writing it down. So, number two is then write down what's coming up for you. We're not even talking goal setting right now; we're just talking identifying what's coming up.

Then, third, is when you say and begin to imagine what you want your life to look like outside of this moment. When you're through it, what do you want your life to look like? What do you want it to feel like, and what do you want for your life and your family and career? Whatever that is, start looking at that. People forget the visioning step. They go straight to writing down. What you see in your head you literally can make happen for your life. That's what I didn't know, Ruth. I didn't know.

And it was as I was standing in front of the Coliseum in Rome, that's when it hit me that we already possess the power to change our very own lives. Twenty years I carried a vision, one year walking in it. I was a little girl when I saw the _____(14:27). And I wanted to see it in life, in real life. And here it is. So, I didn't know we already had it. We have it. We have it.

RUTH: You already in have it in there. So, three things. Acknowledge it. Acknowledge the moment. Acknowledge that it happened. So that means, basically, not burying your head in the sand, not being in denial about it, just this is what it is. And then, two, identify the feelings that are coming up. How it's affecting you, what has happened, where you're at with it. And then, write it down. Do some journaling, some self-reflecting, which is an interesting step also, because I think a lot of times people don't bother to do the self-reflection piece, and that maybe goes along with burying your head in the sand. You don't want to acknowledge it. You don't want to acknowledge how you're feeling, either.

CARLA: And they don't. And journaling scares people, even the word journaling, but I use it because I journal. But just write it down. Write down what's coming up for you. What is it? What feelings? Write down the feelings that are coming up for you. "I'm angry, I'm sad, it's hurting me. It's bringing up these mem—" Write down what that is because acknowledgement is key. And three ... Sorry.

RUTH: Oh, and then three is imagine what you want your life to look like.

CARLA: Yes.

RUTH: So, that's really the piece. So, what if somebody says to you then—and I'm sure you get this all the time because you coach people through this—what if somebody says, "I don't know. I don't know what ... I just want to want something." That's something I hear from people a lot.

CARLA: Yes, and a lot of people do.

RUTH: “I just want to want something.” How do you move past that?

CARLA: So I write about—and here are my three-P equation, what came up for me during my own transformation are these Ps. Everyone talks about it, I just put in an equation. It’s passion plus purpose equals power. Passion plus purpose equals power.

So, what are these things? So, passion is, it’s all about getting to know you. It’s what is it that you want, you love? It is beyond, by the way—and this is another thing—it’s beyond, “Well, I like scrambled eggs, but I don’t like mine scrambled.” It is beyond that. It is knowing that about yourself, but we’re talking literally asking yourself and taking stock of what excites you, what ignites you, what feeds your spirit, what drains your soul? Write those things down. You can’t keep it in your head, I promise. We’re going to talk about this for the next half hour. It’s going to come up. You have to write it down.

RUTH: It’s true. I’m a believer in that, too. You’ve got to write it down.

CARLA: You got to put it in the universe, in the air. And by the way, it’s foundational. Self-knowledge is foundation to any type of transformation. I don’t care what it is. Marital, friendship, career, profession, whatever it is you’re trying, you have to have a footing and a foundation of understanding who you are. So, that’s passion.

Your purpose is what’s the why behind why you feel and love what you do. So, shortcut is, passion is for you, purpose is for others.

RUTH: Ah.

CARLA: How will you serve the world? Passion, you. Purpose, others. And when you’ve got those two forces happening in your life—and again, people may say, “Then how do I understand purpose?” Same exercises.

Just a couple of quick tips, if I can. On passion, a question like taking stock of what’s happening around you, right? What’s happening around you when time flies by, or what’s making you feel good? If you won the lottery today, what would you keep doing? That’s a passion question.

RUTH: That’s a good question, yeah.

CARLA: That’s a good one.

RUTH: If money wasn’t an issue and you could do anything on Earth, what would you be doing?

CARLA: And what would you keep doing? What is it that you’re doing now? You may be doing something that you can expand on. Purpose questions

are what was the last thing on the news that touched you? Who was the last person you helped or the last group of people you helped, and what touched you about them? Passion, purpose, then you could harness that power to be and have exactly what you want in life.

RUTH: Wow.

CARLA: It just is. It just works.

RUTH: Powerful. But then, there's another piece after this, right?

CARLA: Yes.

RUTH: So, you've got your three steps of what you do during those crash moments, but you had your crash moment, you wrote down your four things, and then, that's when the hard work happened, the hard part, because it wasn't like you could magically write down these four things and close your eyes and a year later everything that you wanted had happened. You actually had to work for it. So, let's talk a little bit about that. First of all, your weight loss transformation, I'm completely fascinated. I want to hear the details. What did you do? How did you go from 300 pounds to triathlete? 350 pounds to triathlete?

CARLA: To triathlete, and in one year.

RUTH: In one year.

CARLA: Girl, it was hard. I mean—

RUTH: I bet it was.

CARLA: I had to stop eating what I wanted to eat and so ...

RUTH: No more Doritos. That's my nemesis.

CARLA: So, it's funny. I laugh about it because I was on my first diet at eight years old. I remember it because my daddy was heavy, and he still is, and so I started dieting. And I was the heaviest one in my family, so I started dieting with him. So he's an adult dieting, and I'm the only heavy child, so I started dieting with him. And I look like him too. So, I was my daddy's girl, and so everything he did, I wanted to do, including eat. So when he dieted, I did too.

So, I was the expert dieter. I knew what to do. I had every diet known to man locked away in my head. But what I didn't do was really work on the inner piece. So, first and foremost, let me say, yes, there were these mechanics of weight loss that have to be at play. You have to eat less and move more. It's the simple science of weight loss. I know

it sounds simple, but it was the hardest thing in my life. But it's a simple equation. You have to eat less, move more.

I did it. And I began to decide what exercises I was going to do. I couldn't walk five minutes. I couldn't walk on my treadmill for five—bought a treadmill. I couldn't walk on my treadmill. Couldn't walk outside for five minutes. Then one day it went to seven, one day it went to nine. So I did that part. I began to count calories, use my treadmill ... I mean, and work out. But the piece that led to the sustainable weight loss—I'm 10 years later—is you have to do the inner work. And I now attribute—people don't want to hear this, and I don't start with this.

RUTH: They do not want to hear this.

CARLA: They do not. They don't.

RUTH: Nope.

CARLA: And so I don't start with it. I do say, "Guys, you know you have to eat less, move more." But I really believe and attribute my weight-loss success to the fact that I was doing that hard inner work. I was coming home, here I am making big, bold decisions at HBO by day but coming home and consuming volumes of food each night and in tears every night. So, I had to do this work of, so what was the stuffing down of all of that food mean? What was the meaning of that? Carla, what are you really stuffing down? What are you really hungry for?

I didn't even know to ask myself these questions until I started doing research. How to move yourself, how to get yourself through hard times and dark periods. There's a book called—it actually is significant in changing my life, and it's called *You Can Heal Your Life* by Louise Hay. And within the first chapter, she tells you to ask yourself, what is it you want to fix, and what are things you want to change? Here's what you got to ask yourself about why you do what you do.

So, I did it. Where did this come from? And what started to come up was insecurity, since a child, since I was a kid. I'm sorry I'm talking so much. But since I was a little girl, I was the heaviest in my family, I was the darkest in my family. I never really thought I was good enough, and I carried that into adulthood. I was 40 years old and kept attracting people who affirmed that for me.

RUTH: Yes. Well, it's so interesting that you say all of this, and I actually love that you're saying this, because I think so often—and it's not necessarily just weight loss, it's any big thing in life that we're going for, any big goal, any big dream that we want to go for, everybody wants the magic bullet, everybody wants the magic pill, the thing that is going to boop! instantly work in getting you the results that you want.

But it's so much a mental game. Whether you're trying to lose weight, whether you're trying to pay off debt, whether you're trying to make a career change or start a business, any of those things, it's a mental

game. It starts with, “I’m going to dig in and find out what’s really going on. I’m going to change my mindset. I’m going to start actually facing these uncomfortable things that I don’t want to face, and I’m going to keep going no matter what, even when it’s hard and painful and sucks, and I want nothing more than to eat Doritos or drink beer,” which, those are my two things that I had to give up in order to lose weight, and every day I miss them. Every day, every day.

CARLA: I do, too. I had my food funerals, and I’m still having them. But that’s it, Ruth. And I remember when I wrote those down and wrote my goals, and I know I didn’t put the goals away because that is going to be the next step. I separate it from what you do immediately to the actual, now what do you imagine for your life? What do you want? That was the day I said, when I wrote my four things out, that’s when I said not only ... nothing will keep me from having these. I will accept no other alternative.

RUTH: Mm. I love that.

CARLA: I planted that. That was it. Yes. I wanted to go out with my girlfriends on Taco Tuesday and Margarita Monday and Fast Food Friday. Whatever it is, we’d go. I actually reduced my social interaction.

RUTH: I bet you did. I bet you did.

CARLA: I had to bite the bullet in certain things in order to have what I wanted.

RUTH: Because that was the most important thing, yes.

CARLA: That was it. I accepted no other alternative.

RUTH: It’s so true. And the funny thing about all of this and everything you’re saying, Carla, I love it, it resonates so much with me because I think so often we make things, everything in our life, so much harder than it actually has to be, or we convince ourselves that it’s impossible or that it’s really hard or that we could never do it. And the reality is that, just like what you said about weight loss, everybody knows how to lose weight: move more, eat less. But it’s really not that complicated. Fewer calories, more exercise. The research is out there. And, yeah, there’s lots of other variations of that, but it all boils down to the same thing.

And that’s true, not just in the weight-loss scheme but in almost anything that we want to do in life. The answers are out there, you can Google everything, there are solutions for everything. Most of the stuff that you have to do, you don’t have to be a rocket scientist or have tons of resources to do most things. You just have to be willing to keep going past the pain and—

CARLA: That’s it.

RUTH: —____(25:53) past the pain. And most people quit before they even get started because it starts to feel hard and then they don't want to do it. It's not that it's too difficult from a physical standpoint, I guess. It's that it's mentally challenging, and you have to be willing to just keep going.

CARLA: Yes. And what you want is just around the corner. Even if you started today, what you want is just around the corner. And I literally have that vision. I think I heard someone speak one time. They didn't use that phrase, but it was literally, he told the story of climbing this mountain, climbing this mountain, and he thought he couldn't go—he was a rock climber—he couldn't go another level, couldn't go another level. And the moment he says, "I can't go any more," it was when they hit the spot that they said that he would see this beautiful view and it was all worth it.

It literally is just around the corner, and people are—it is hard mentally to stay in the game, but if you accept no other alternative, that's what it is you want, it is around the corner.

One more thing. One author wrote—when I heard this, it has not ever left my mind. He said—and I can't remember who said this—he said that the life you actually want is happening right now. You're just not in it.

RUTH: I love that. It's so true.

CARLA: Think about it. Think about, the life—it blew me away because I knew exactly what he meant. I got it instantly. Imagine the life you want. It's actually there right now. You're just not in it.

RUTH: So true. It's so true. It is out there waiting for you. I believe that 100%, and I see that in so many people, and I see so many people get stuck in, "I don't have enough money," or "I don't have this," or "I haven't had the right opportunities," or "I don't have the right education," or whatever the obstacle or whatever the excuse that you're coming up with, even if it's, "I have cancer," or "I've been abused," or serious hardships. Those are still—

CARLA: Yes, major.

RUTH: —those might be good excuses, but they're still excuses, and you have to not allow yourself to make any excuses in your life, because I've also seen the other side, and we've had so many guests on this podcast, and you're one of them, a great example of this, of you just don't make excuses. And we've had so many amazing people who have such hard circumstances that they're dealing with, but they refuse to make excuses in their life and they do great things. And that is ... it's out there. It is out there waiting for you.

CARLA: It is. It is.

RUTH: You just have to be willing to go for it.

CARLA: You have to move with force. You have to move with force and you literally just ... So, I was doing morning workouts. I couldn't handle it. And by the way, I know we're talking a lot about weight loss, but I use this as my story, but I use it literally just as metaphor and as a humble illustration. But waking up in the morning, early in the morning, and get this done before work, I was not her. I wasn't that girl. But I would say, and I would say, "I am moving with force. Carla, get out of here. Get up, get it done." And after a while, of course, it becomes a part of who you are and what it is you want. And there's no question. And even when it's still a question, say to yourself, "You got to move with it. To get what you want, you got to move with force."

RUTH: You've got to want that vision more than you dislike the discomfort, I think is what it comes down to.

CARLA: It is!

RUTH: And I've talked to about this on the podcast, too. I hate exercise. I keep thinking I'm going to become one of those people who eventually likes it. That, so far, it has not happened. And I have to force myself to do it, so I work out with a trainer three times a week because otherwise I won't lift weights on my own. I would never do that. But I know if I have somebody waiting for me, he'll make me do it. And I can make myself run, but I hate that, too. I want the results more than I don't want to work out, and I think that's where I have to continually connect my bigger why. Why is this important?

CARLA: That's it.

RUTH: And what do I want? And what is this going to get me that I care about more than I care about not working out right now?

CARLA: Yes, that is it. You have to want that greater than what it takes to get there. Yeah. Spot on.

RUTH: So we're right on the same page on that.

So, let's switch gears just a little bit. Because this is the Do It Scared podcast, so I'm just curious about the role that fear has played in your life and in your business life. What is something that has really scared you, and how did you move past that fear?

CARLA: Mm-hmm. There were a couple of things. And again, I did not have this awareness of—okay, don't get me wrong. So, I'm born and raised in a small town in Tennessee. I mean, my mother is called Miss Columbia Avenue

Church of Christ; King James Version; Book, Chapter, Verse; Pew Number Three. That's how we know my mother. So, I was born and raised with a strong spiritual upbringing, but yet, I still didn't know how to activate the power of my higher power. So I carried fear even though I knew that I didn't have to be scared. But I was. And I was afraid to put myself out there, as much as I wanted to, because I was moving around in the world morbidly obese. And we all know that what the world sees and thinks about morbidly obese people. So I was very afraid to put myself in situations that required someone to judge me, like go for a promotion at work. I relied heavily on just, "I hope other people see how good my work is and that they'll just put my name in the hat for me or that they'll represent me." So there was a lot of fear in stepping forward for myself.

One of those big examples was the first time I left my home state of Tennessee and moved for the first time to a city where I knew no one, had no family. I took a job in Kansas City. I'll never forget it. I was a year out of college, and I took a job in Kansas City. I'm like, "Maybe I shouldn't go. I won't know anybody. People may not like me. Maybe I shouldn't go." But I did, and I had one of the most amazing years because I then got promoted to another role, which brought me to Atlanta pretty quickly, which started my whole HBO, and then I went ...

So, it kept me from doing many things. But what I've learned is, bravery isn't the absence of fear. Fear's going to be there. Bravery is moving through it anyway to get to the other side.

RUTH: That's what I say every single episode here on the Do It Scared Podcast.

CARLA: Really?

RUTH: Courage is ... it doesn't mean you're never afraid, it's taking action, despite your fear. Every single week, yes, and that is exactly it. That's the whole purpose of Do It Scared. It doesn't mean you're not scared; it means that you just do it anyways, do it scared.

CARLA: I love it. I love the name of this podcast. I love it. I thought it was so—it's brilliant because it says in three words everything, everything about how to move from where you are to where you want to be.

RUTH: Exactly, exactly.

So, I'm really curious about how you still managed, within HBO, being morbidly obese, how you still managed to build up your career even with all that fear. So, I mean, you were ... you say that your crash was a huge turning point in your life and, obviously, was a huge turning point, but you were already making some bold moves before that. So how did you—

CARLA: Yes, as a heavy woman. Mm-hmm.

RUTH: As a heavy woman. So, how did you do that?

CARLA: So, a couple of things I set myself up for, which I knew I needed to do. I knew that an MBA would not just level the playing field, it would give me a leg up. I got my MBA, what, 20 years ago. Twenty years ago, not everyone had an MBA. So I knew, even at 350 pounds, I was going to get an MBA. I didn't want to do it at that weight, and I lost, actually, a bit before I crossed the stage, and quite a bit.

I started putting myself in position to win. Despite how nervous and fearful and anxious I was about putting myself out to meet people and starting to build a network, I did it. See, I knew I needed to do these things; I just didn't do it on the scale that I probably could have done sooner and been further along faster, if you know what I mean.

RUTH: You were sort of getting in your own way, even as you were trying to overcome those things.

CARLA: Yeah. Beautiful way to say it, beautiful way. But if I knew that I could move five steps ahead in a year, I may have only taken two or three. But I knew to take them. So I did those things. Building up my network, making sure that my work was pristine and excellent, and that my contributions to the business were impactful and meaningful.

I'm still this girl. My brain is still my brain, whatever size I am. I'm smart at 350 pounds, or smart academically at this, at 150. That makeup of my own intelligence was still there, so I was still her. I just didn't ... it wasn't packaged in the way. Then the crash moment happened. That's when the trajectory of my career was literally three times, four times steeper, than it was the first 10 years. I've been there 22 years, now. Literally, these last seven, eight years at HBO has been steeper. My career trajectory these last seven, eight has been steeper than the first 14.

RUTH: So doing the hard work in your personal life, because your goals were not related to business, they were related to your personal life. So making those changes actually completely transformed your work life as well.

CARLA: And that's why I coined the term—well, I thought I coined the term—but it's why the phrase “enlightened leadership” is what I write about. It's you, leader, getting to know three things: who you are, what you're here to do, and what you're in it for. Once a leader gets that, there's then no longer a need to compete and prove. And so when I got that and I showed up at work now more confident and more aware of what my purpose is, which is to connect, engage, and inspire others to now live the life they've imagined, and you bring that to work, I no longer have to compete with

my teammates, being afraid that my staff members are smarter than I am or that Johnny is down the hall smarter than I am. No. I'm now on assignment to do this work to bring greatness in others. So, that's how people in my team got promoted faster than other people. My sales territory started growing, my promotions started coming faster. I wasn't even trying to do that. So that's why your personal transformation can lead to a leadership and career, professional transformation.

RUTH: That's amazing. I'm curious because I was—I mean, it doesn't sound like this was for you, but I was curious if there was ever a frustration or almost like a—I don't even know what the right word is—that you didn't get treated the same as a heavy woman, as a 350-pound obese woman, as you did once you lost the weight. I mean, you're stunning.

CARLA: Oh, gosh.

RUTH: So I'm sure there was a lot of—people treated you very differently. Did that ever make you angry, but it sounds like where you really just owned it for yourself, and you're like, "I wasn't going after it as a 350-pound woman" instead of making you angry.

CARLA: Short answer, yes, ma'am. In fact, I got to a point that I found myself starting to get angry where I was just looking for it and just looking to see ... Reconnecting with people to see if you were going to treat me different just because I'm now lighter. The Chicago Tribune wrote a story on me and they used a header, "Weight Loss Brings Heftier Roles." This idea that I got promoted and starting moving my career and things started opening up for me faster because I became more fit.

Yes, ma'am, there's a resentment. The fact that I was at 10 years traveling three, four days a week in airports all around the country, and not one person, not one man, would help me lift my bag over to the over bin. But now I can barely get on the plane, and everybody wants to help me with my bag. Why? I'm still Carla Moore, but I get that I look different.

But now I understand what it is. I was attributing it to just the physical transformation when really I was showing up different, too. I'm happy, I'm smiling more, and people want to be around sunny people. And I really am that way just naturally. And, I'm actually more confident to say, "Will you help me get this bag up?" So I took it off, I was putting it on other people, my habit, putting it on other people.

RUTH: And so instead of being a victim because you were heavy and because people weren't treating you right, you now have to own that and realized, "I wasn't showing up the way I needed to show up."

CARLA: Yes.

RUTH: I mean, that's amazing. If you can make that mindset shift, like you clearly have, that right there is powerful. I mean, that right there says that even if you were still 350 pounds and you had made that same transformation, you'd probably still have seen the career success, because, like you said, you were the same person. It had nothing to do with the weight loss; it had everything to do with who you were inside and how you were showing up every day. Amazing.

CARLA: Yes, ma'am. The first chapter of my book is called "Know Your Make and Model," and so my book has a lot of car metaphors, and instead of chapters, I have lanes. Lanes of transformation, lanes of leadership. So lane one is "Know Your Make and Model." You have to tell yourself the truth about yourself, and I had to tell myself the truth. "Well, Carla, the reason why you got that is because you chose that. You're showing up this way. You didn't have yourself together. You may not have gotten that promotion or that role because you weren't together."

And that is something, again, a lot of people don't really want to hear, because it's easy to say, "I'm big because my daddy's big," or "I'm this because my mom is this." But, no, it's because you are sitting down and consuming this. It's because you haven't cleared something out yet. So, acknowledging and telling the truth about you, you said it, Ruth, that's it.

RUTH: Got to own it.

CARLA: _____(41:32) that moment. When you can see yourself—

RUTH: That's the moment.

CARLA: —when you can see yourself, that's the first step. You're on your way.

RUTH: That's amazing. So, what's one of the hardest lessons that you've had to learn either in your business life or in your personal life, either a mistake that you made, a time you were treated really badly by somebody else, what happened, and what did it teach you? Obviously, the car crash was a big one, but has there been any other big lessons, pivotal moments for you?

CARLA: Yes. Thank you for asking that because people think, "Do you only have one crash moment in life?" No. The beauty, no. And then you also ... not every day is a crash moment just because you have a flat tire. Those aren't crash moments, either. But I have had a subsequent crash moment, and it was quite debilitating, or could have been much more debilitating, and it was centered around—well, I'll just share the story.

So, I was in a committed relationship here in New York for over five and a half years. And one night, as I was coming home, stopped at the grocery store, picking up some dinner for my boyfriend and myself, he

lets me know he's not coming over. He's in another relationship, and she's having a baby.

RUTH: Oh my gosh.

CARLA: So this was all in one afternoon, after five years having this whole, full trust given. And what I'm learning—still learning, because this just happened. I'm now still healing from it. It was two years ago—what I've learned is that I ... my tough lesson is I still give a lot. I still trust a whole lot quickly. I give a lot of myself very quickly. Friendships, relationships, even at work. I'm learning to be more self-reliant in other areas in my life, like protecting my own heart, whether it be at school, at work, at church, at play, my sorority, relationship, everywhere. Not being so ...

Because it's not about not being open, but also just being smart about how much you put your heart out there. I'm a southern girl. I was born and raised in Centerville, Tennessee. Population 3,000. There's more people in the HBO building right now than lived in my hometown. And we just learned love and openness. You knew everyone, and everyone knew everyone else. So I've always somewhat—and I don't use the word struggle, but I've had to keep learning that lesson of trust and trusting my own instincts and protecting my own heart still. Yeah.

RUTH: That's a good one. That's a good one. So, this is an interesting one. As an executive, what is the most common mistake that you see women in business making, and what advice would you give to someone who's just starting out in their career or in their business life?

CARLA: Mm-hmm. You know, women leaders are—unfortunately, there's too few of us in the boardrooms because women leaders bring—let's just state what it is—women are much more, I believe, nurturing, and we've got this instinct to want to help, shape, and care for. And we can put belief in people. We know how to sometimes humble ourselves in order to make sure that a situation is going to be okay. And we create team environments that are conducive to making people want to feel comfortable. I believe that women bring that.

Where we sometimes err is that we are too soft in areas of knowing how to tell stories and numbers, and knowing how to make bold decisions and standing on them, bringing full confidence into a room and into the boardroom, and standing on and standing in the space of your decisions, and not being so quick to, "Okay," or believe that your ideas and thoughts and contributions may not be as important as someone else's. I think we can move too soft in our nurturing and in this maternal instinct. If we're not careful, we can go and not be seen at work.

RUTH: So true.

CARLA: So you don't have to be a man.

RUTH: Don't be afraid to be seen.

CARLA: Yeah. Do not be afraid to be seen.

RUTH: I love that.

CARLA: I'm going to write that one down. That was a good—

RUTH: I love that. So good. I know, I just need to follow you around and start paraphrasing everything you say, I think. Could partner up, there.

CARLA: That's right. I like that.

RUTH: We got some truth bombs. There's a lot of tweetables in this episode.

CARLA: Right, we do. Oh my gosh. I'm going to go back and look at this and this.

RUTH: We'll have all the show notes. We'll have all the show notes on the website.

CARLA: We will.

RUTH: Okay, we need to wrap up because we've been chatting for so long. It goes so fast. But I'm going to do rapid fire now for the next few questions. So, boom. Ready for it? Rapid fire.

CARLA: Yes.

RUTH: All right.

CARLA: I love it.

RUTH: First thing. How do you practice self-care in your life and business?

CARLA: Self-care in life, I became clear on what it is I love to do that makes me feel good, and those are my spa days, those are my quiet days, some days I turn off my phone. I like a little quiet time.

RUTH: Ooh, good one.

CARLA: So I carve out what I want for myself.

RUTH: I love that. I love that. What do you do to protect your confidence?

CARLA: Surround myself with people who also believe in me. I no longer choose people who are not for Carla, who are not Team Carla. It's as simple as that.

RUTH: So, so, so good.

CARLA: That's it.

RUTH: What is the best piece of advice you've ever received, and why?

CARLA: I didn't understand it until my own transformation, but it is, it's perfection. It is not about perfection, it's progression. It's just progress. Carla, if you make just a little bit of progress ... Give up that perfectionism, because I had the perfectionism disease. I gave it up. I gave it up. People who have that, it's because they're looking for something to control. I can control—I can control ...

RUTH: That's so true.

CARLA: It is. You try to find something to control. There's a need for it. So I now, that advice. "Carla, just be progressive. You ... "

RUTH: Progress, not perfection. Oh, so good.

CARLA: Progress, not perfection. Yes.

RUTH: So good. What are you working on right now that has you really fired up?

CARLA: My new business.

RUTH: Woo!

CARLA: Yes. So, I am going to be transitioning from HBO, and stepping into the fullest of my calling, which is to expand my speaking reach on passion, purpose, and power. I'm going to build my brand and as well as promote my book and start a leadership development training business. I can't sleep at night because I'm—

RUTH: So good. So good. Congratulations. That's amazing. Well, then I better ask this question because it's going to be my last chance.

CARLA: Yes?

RUTH: So, are there any secret projects at HBO that we should know about?

CARLA: Well, of course not. I can't tell you anything.

RUTH: Can't disclose anything. Okay.

CARLA: There's still some great stuff coming out. Everyone knows that Game of Thrones is coming back April 14th, and guys, it's going to be an amazing, amazing season. Got to catch that.

RUTH: That's awesome.

CARLA: And you could catch me at Cmoorespeaks on all platforms, all social media. Cmoorespeaks. C Moore for your life, C Moore for your family, C Moore for your—

RUTH: Awesome.

CARLA: Yes!

RUTH: Well, that was my last question. And so, I guess my final one is going to be, anything else that you want us to know before we sign off? Final words of wisdom.

CARLA: Everyone, know your make and model. Know who you are. Self-knowledge is the key to any type of transformation.

RUTH: Thank you so much. It was so great to have you. So much wisdom to share. Thank you for sharing your story, and we will keep in touch. Best of luck with your new business endeavor.

CARLA: Thank you, thank you. Thank you so much for having me. This was so fun. This was so fun. Thank you, Ruth. You're fantastic.

RUTH: You're welcome.

Okay, guys. So, don't forget that if you would like all the show notes for this episode, including all the links to everything we just talked about, you can find it all at doitscared.com/episode60. Once again, that's doitscared.com/episode60.

And then, before we go, I just want to say, as always, that I love hearing from you. So if you have any questions about what we talked about today, or any other topics you would like to see addressed here on the Do It Scared podcast, any guests that you would like to see interviewed, please feel free to reach out either via email or just by messaging me on Instagram.

And that about does it for this episode of the Do It Scared with Ruth Soukup podcast. Thank you so much for joining me today. And if you liked what you heard, you can leave a review on iTunes, or better yet, share this episode on your Insta story, and tag me to let me know. If I repost your story, we will send you a "Do It Scared" T-shirt just for fun. Also, be sure to subscribe either on iTunes or Stitcher or wherever you like to

listen to be notified of new episodes.

And speaking of upcoming episodes, be sure to join me next week as we chat about a topic that might just surprise you a little bit: the benefits of cheating. Ooh. But before you get too worried, no, I'm not talking about cheating on your spouse or cheating on your taxes. But there are some healthy, productive ways that you can cheat in life to save yourself a whole lot of time and energy, time that can then be spent going after those big goals and dreams. It's all happening next week, and I promise you're going to love it, so I will catch you then.