

A COURSE IN
Business *Miracles*®
Mentoring For Highly Sensitive Entrepreneurs

**A Course In Business Miracles Podcast
Episode 86**

**HSE Feature with Interior Designer,
Penny Bartlow**

Transcript

Heather: Welcome to A Course In Business Miracles. This is Heather Dominick, creator of www.BusinessMiracles.com and founder and leader of the Highly Sensitive Entrepreneur movement since 2010. Join me today for some genuine practical assistance and a business altering and life changing experience, A Business Miracle.

This is A Course in Business Miracles Episode number 86, HSE Feature with Interior Designer, Penny Bartlow. Welcome to this Business Miracles HSE Feature Episode. I am just so happy to be featuring Penny Bartlow as a member of the Business Miracles Community and as a successful Highly Sensitive Entrepreneur.

Penny, aside from being a valued member of the Business Miracles Community, is the founder and President of PKB DESIGN LLC, where her team provides Professional Interior Design Services to clients including Homeowners, New York State, Federal Government, and Multi-National Corporations. Penny is a graduate of Florida State University and past President of American Society of Interior Designers NYU/CE. PKB DESIGN's work has been featured in multiple design publications and Penny has written numerous interior design articles published in various outlets. Her team has also been honored with national awards for their client service.

Penny is the author of the Kindle book, *Lead from Within*. For the last nine years, she has been teaching leadership and personal development training to a wide range of audiences including entrepreneurs, youth females, and professionals at Lockheed Martin and GE.

Feeling passionate about women's issues, Penny joined United States Senator Kirsten Gillibrand in speaking about proposed legislation affecting women in the workplace.

In December 2012, while watching TED Talks for All of Woman Kind, it became obvious to Penny that women's voices were not being heard and for things to change on a global scale, women must step into leadership roles and create that change.

In that moment, she decided to create Global Leadership Now (GLN), a creative leadership program for teenage girls, which is now in its 7th year.

As a Certified Interior Designer, Entrepreneur and Author, Penny feels she has a clear purpose to learn, grow and share the lessons she has discovered along the way in hopes that these experiences will benefit others on their path.

Listen in as I talk with HSE Interior Designer, Penny Bartlow to hear how after she joined the Business Miracles Mentoring Programs and learned she was highly sensitive that she then also learned to use her strengths to have more balance in life and abundance in her business including through these Exceptional Times.

It is such an honor to be a part of Penny's HSE journey, and I'm just so pleased to be sharing this episode with you today.

Penny, welcome to the Business Miracles podcast.

Penny: Thank you for having me Heather.

Heather: I am really looking forward to this conversation. You and I have been connected since the beginning of 2017 and I am always just so impressed and inspired by the ways that I see you using the teachings and the materials from the Business Miracles mentoring programs. You're part of the core program. So I'm really looking forward to diving in and having an opportunity to talk to you more deeply today.

Penny: Wonderful. It's my pleasure.

Heather: So I'd love to start just by having you share a little bit more about when you and I first connected. And really what the process was like for you when you discover like, Oh, I think I'm a highly sensitive entrepreneur. Bring us in to that time.

Penny: Okay, great. So, as you said, it was January 2017 and every year between Christmas and New Year's, I have what I call a vision day and I block off a day, entire day where I can just sit and journal and meditate and really think about what I want my ideal life to look like and then what I need to do that year in order to create that or get closer to that. And I had created my goals for 2017 and at the beginning of January, I had my goals were clear for my business, I wasn't really clear about how to go about accomplishing them. And I remember just putting a question out to the universe, out to spirit, just asking for, what

do I need to do to really accomplish my business goals this year? And I had gone into a meditation and just received a very clear answer of marketing and I literally saw the words marketing flashing in my head.

And literally the next morning when I opened my inbox, there was an email from you, Heather, and it was all about the Business Miracles program. And as I read through the information, the reference to marketing just leapt off the page to me. And I took it as a very crystal clear sign that I was meant to enroll in that program. So I enrolled and yeah, and I very quickly through some of the initial trainings learned what a highly sensitive person was. And it was something that I had never even heard of before. I didn't know what it was, had no idea that I was highly sensitive and when I learned what it was and how it impacted literally everything in my life, everything in my personal life and everything in my business, all of a sudden it started to connect the dots. Things that weren't clear to me throughout my life and feeling different and feeling like I was having to work so much harder in my business than other people were.

Penny All of a sudden it became clear that I was a highly sensitive and that this was a huge benefit because I had strengths that other people didn't have. And if I learned to use those strengths in my business, everything would change in my life. And that's exactly what happened.

Heather: Beautiful. Oh my gosh, there's so much I love, excuse me about this origin story. First of all, your entire process of starting the New Year is so HSE and was obviously already in motion for you, which even before you and I connected, which again makes so much sense because it is who you are. And I also really appreciate the guidance that you received in regards to marketing and that there's so much that we focus on and teach through the mentoring programs for HSEs, it's miracles and marketing is absolutely an important part, right? It's such an inner and outer approach. So I love that you are having this inner process of preparing for the New Year, that had received this guidance about this outer peace. And then through beginning the work and the mentoring programs it sounds like and what I've really seen you so beautifully do is really beautifully marrying the two together, that inner and that outer.

I also really appreciate that you mentioned marketing because I want to acknowledge at this point in our conversation that you and I are recording right at the height of the global pandemic of 2020. And in this global pandemic it's really going to impact the way that we operate in our business as HSEs and it will impact marketing. And yet that impact doesn't have absolutely need to be negative, not at all. And I really do see and believe that we are equipped as HSEs because of those strengths that you mentioned. And the ways that we are meant to go about business differently, but that in many regards, we have already as HSEs been doing things differently before the world has shifted and called on us to do them differently. So I'd love to hear a little bit more from you about, as you stepped into the Business Miracles mentoring programs and how that changed the way that you do go about marketing and being in business for yourself.

And also how you see that change that you started three years ago serving and supporting you now through and beyond these exceptional times. I'd love for you to speak to that.

Penny: Yeah, absolutely. Well and I think really the major shift really all started with realizing through the trainings that I wasn't fully integrating my spirituality with my business. I've always been a spiritual person, but I didn't really see the connection between my spirituality and my intro design business. And in just several of the first trainings when I started in 2017, it was just so eye opening to me. It was so simple but so profound that as a highly sensitive, we are highly spiritual and that is one of our strengths and if we use that in our business, everything can shift. And that has really come into effect with everything in my business. Certainly with marketing and even just having the trust that I know that I have plenty of ideal projects coming to me and that it's not about external circumstances.

I mean of course we have to have our marketing in place and take those steps, but it's more about the internal. It's more about knowing that my supply comes from my spirit self, my higher self, my soul self, my essential self, whatever you want to call it, whatever resonates with you. Knowing that that is the source of my supply and my abundance and not necessarily what's going on in the world right now not those physical circumstances that are around me. And knowing that has shifted everything in my business, I'm just more at peace now, I have

more balance in my life and my business now and it gives me comfort even in times like this right now with this pandemic. And my team and I are all working from home, we're not in the office and all construction has stopped right now. I'm in upstate New York and everything is shut down in New York.

And so there was a moment about two weeks ago when this all started, when everything shut down and when they shut down construction. And I have many projects going on right now that are in construction and they've just come to a complete halt. So I had a moment of that initial, what if everything stops? And what if we don't get any more business? And what if no more projects come in? And what if we don't have enough work? And I very quickly was able to recognize that and just allow that feeling and then go right into inquiry about it and remind myself that the external, physical circumstances of the world are not my supply. They're not my source, they're not my abundance. I know that things don't happen to me, that they happen through me. So when I'm able to manage my energy and align with my spirit self and operate from there, that everything will be fine in my business and my life. And that trust has really carried through in everything in my business.

I now in the last few years, have been taking more time off than I ever have before in my business and I've been taking more time off, while my team and I have been taking on larger projects. So I have more balance, I have more peace, which to me is really the most valuable thing that I could learn and achieve in my life.

Heather: So beautiful and so absolutely true, spot on and profound. I'm sure that there are some HSEs who are listening and perhaps thinking to themselves, gosh, how do you do that? How do you have that type of trust? And especially within this times of uncertainty. So I would really appreciate if you could speak to how the teachings really made a tangible, impactful difference for your business before this pandemic to therefore then give you evidence of being able to carry the trust through and beyond this pandemic. Does that make sense why I'm asking that?

Penny: Yeah, it does. And it really starts with energy management, which is a term that you use a lot. And for me, I had, before I joined the program, I was already journaling a lot, meditating a lot, tapping. I mean there was lots of techniques that I used, but

I will say that I just, I always thought of that as a daily practice, just part of living a healthy lifestyle. And I had recognized that when I didn't do those things, I would have a lot of negative emotion and anxiety coming up. And when I did those things regularly, I would feel calmer and more peaceful. And when you explained it in literally the very first training I took in January of 2017. When you explained it from the perspective of managing your energy, that really clicked with me and I saw those dots connecting with that. And what I knew to be true, but just didn't really connect that verbiage with it. But when you explained it that way, it made so much sense to me because if I manage my energy, then I'm operating from my higher self.

I'm operating from a place where anything is possible and where I see the positive, I don't see the negative. I'm not experiencing that, I'm experiencing what is possible and having that trust that everything will work out and everything is always in my best interest. And even when there is a time where it feels like things are not necessarily going my way. For example, I had a team member who left our team and initially I got that quick, Oh no, what are we going to do? But I was able to use those tools very quickly and know that everything would be okay. And in fact looking back that that was actually the best thing that could have happened, even though it didn't feel like it in that moment. So using the tools, managing my energy and learning how to connect with my essential self, my higher self. And aligning myself with that divine energy and operating from there, using my strength of intuition in my business really creates that trust, creates that sense of no matter what is going on out in this crazy world, I know I'm okay.

And I have really used that time and time again in my business and I really have used so much more than that with the training in my business. I know that one of the most profound trainings that I have experienced that really had a direct incredible result in my business was the training that was called, choosing magnitude over littleness. And that training was, well, first of all, it came at a perfect time. It came right at a time when I was in talks with a potential client about a multi six figure contract. And that was a large contract for my company. And I really credit that specific training with receiving that contract and understanding that at every moment it's a choice on either choosing magnitude or littleness and magnitude is actually my natural state. And that is that state when I am aligned with my

higher self and when I'm operating from my highly sensitive strengths and that is how I thrive, so it's that.

That trust comes from knowing that, that trust comes from knowing that when I'm in that space, that is when I thrive and that is when everything will be okay. Even if it looks like there's a circumstance where something isn't okay, the truth is it will be okay.

Heather: So beautifully explained. Really just so clear in terms of the work that we do in Business Miracles, the tools, I really appreciate you referencing the teaching, magnitude versus littleness. Because that's an oldie but goodie in my book. It's a training that's been with me personally for a long time and it's been part of the mentoring programs for a long time and will continue to be so because it is such a foundational principle teaching for sure. And of course to be able to apply it, to have that in the outer experience of securing a six figure contract is exactly the intention, right. To shift how we see and experience ourselves within as highly sensitive entrepreneurs, to then be able to have that experience in the outer as well. So really, so beautifully said. So I want to ask you about something, I know that you've shared with me that one of the most valuable parts of being in the Business Miracles community of HSEs and the mentoring programs is the in person training retreats that we have.

And here we are in this global pandemic where being together in person is being questioned and of course makes sense, it's for all of our safety. I do personally have confidence that we will be back together again in person as a Business Miracles community of HSEs. And in the meantime we have always had a significant portion of the mentoring programs online, via phone and audio recording and through this time have incorporated much more in terms of video connection. And so I'm just curious about your thoughts in regards to the power that we do experience when we're together in person, in the room. And the transfer of that power to more of the online component of community temporarily through these times and just what has been your experience with feeling that and what is your just personal sense. I hold you to no psychic predictions but your personal sense about coming back together again in person beyond these times.

Penny: Yeah, I mean I have to say that I really look forward to the retreats. I mean the trainings at the retreats are always very powerful and they would be powerful just listening to them on the phone, or online as well. But there is something about the energy of all the highly sensitive entrepreneurs together in one room. And I do find that with that energy in the room, my growth is amplified in those retreats.

Heather: It's true.

Penny: So it is extremely powerful to be together in person. So I am looking forward to our upcoming retreat year in a few months. And I will say though that certainly on online, on video, we've been doing a lot of that lately and that is also very powerful. And being able to hear from other people in the community, that is also a very powerful. So I'm able to learn and grow from all of those tools and all of those assets but I will say that the retreats are just another level. I come out of those really experiencing a new sense of possibility, as the best way to say it. I do feel like I always have a major shift and I always feel like I'm up leveling after every retreat. I always feel like I'm getting to that next level on my path. So they are extremely powerful. I find those so valuable, I mean if there was nothing else besides just the retreats in this program, it would still be extremely valuable. So I do greatly appreciate the retreats.

Heather: So appreciate that. It really just gives me greater confidence in my heart of the power that we have just as a global community to transcend these times. And that vision of coming back together again in person as the timing is right, so thank you personally for sharing that. I really appreciated hearing that and I know that it'll be helpful and valuable and inspiring to others. An activation of hope of that we aren't meant to live the rest of our lives separate in our little video cubicles and we will be back together again. So what is next for you Penny and your HSE journey? Where do you see yourself continuing to go and grow from here?

Penny: Yeah, well certainly in my business I see continuing to grow as a leader. I definitely see growing my team. I have a specific plan and steps in place this year to grow my team and create my ideal business. I feel that I am very close to really doing that, creating my ideal business and being able to spend the majority of my time in my zone of genius and not doing things that aren't

really right for me. So I am very excited about what the future will bring.

Heather: Yes, I see that for you too. And all of the work that you've been doing in the mentoring programs, it is the next beautiful divine space and place that you're meant to grow into a full 100% confidence in that zone of genius as the next place and level for you. So what advice do you have for other HSEs who are listening right now? And maybe again, during especially these exceptional times questioning if they really have the ability to take this calling, that in their soul as a highly sensitive and birth it into the world as a business, what would you say to them?

Penny: Well, I would say that you don't have to do it the way everyone else does. For years and years, I really just pushed and pushed and pushed to try to really work my business the way I thought that other people manage their businesses. And then I finally realized that I can structure my business in a way that works for me and in a way that nourishes my highly sensitive needs and abilities. So my advice is to don't look to do it the way everybody else does it. Really look to design a business so that it works for you and it works for your life. And it really focuses on bringing out your strengths as a highly sensitive because that's how you will thrive.

Heather: Yes, absolutely. And it is also what is so needed in the world. Again, I'm more confident than ever. The old way, old paradigm of doing business is just not going to fly as we move into the middle and latter parts of this century. And our way as HSEs is very much going to be needed and is the way. So appreciate so much of what you've shared. And where can listeners find out more about you, Penny and the amazing work that you are doing in the world of the highly sensitive entrepreneur?

Penny: Yes. My website for my interior design company is P-K-B design.com and you can also find my Kindle book on Amazon Kindle books, Lead From Within by Penny K. Bartlow.

Heather: So cool. So great. Definitely I recommend everyone check out more about Penny and who she is. Such an incredible woman force and designer. So thank you so much for your time today, Penny, and just sharing and being an inspiration as an HSE, so appreciate you.

Penny: Thank you, Heather.

Heather: All right, beautiful. Thank you for listening everyone. Until next time. Thank you for listening and I hope you enjoyed this episode of A Course In Business Miracles. If you're ready to learn how to use your highly sensitive abilities to support your in being purposeful, profitable and empowered rather than scattered, poor and undervalued, take my free self quiz to find out if you are indeed a Highly Sensitive Entrepreneur. And if you are, along with your quiz results, you'll receive my free HSE Success Guide, which will teach you how to have your highly sensitive abilities working for you to create the results you desire in your business.

Take the quiz and receive you free success guide now at www.HSEQuiz.com.

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