

Trudy Rankin (00:02):

Yeah. So, welcome Eibhlin. We finally managed to, to actually get it sorted out so that we can talk to each other on Zoom. It's, uh, it's always an interesting thing trying to get the technology sorted out, but I just wanna-

Eibhlin Fletcher (00:16):

[crosstalk 00:00:16].

Trudy Rankin (00:16):

... say well- ... Sorry, go ahead.

Eibhlin Fletcher (00:18):

It's yours, it's yours (laughing).

Trudy Rankin (00:20):

Yeah. So, I, I just wanted to say welcome to, all of our listeners to ... for the Online Business Launchpad podcast. And thank you for being willing to share your story and your journey with, with everyone. Um, why don't we just go ahead and just jump right in?

Eibhlin Fletcher (00:36):

Sure.

Trudy Rankin (00:38):

Okay, cool. So, maybe just talk to us a little bit about your backgrounds and how you got to where you are in terms of starting up your own business.

Eibhlin Fletcher (00:49):

Um, I got to this, okay starting up my own business when I ended up making a decision. It was a kind of a mix of a few different things. I'd spent seven years working in local government. We had a few transitions of CEOs and the latest incumbent who's that ... who was, uh, the latest CEO who actually was a member of the executive team, um, kind of didn't manifest as a CEO I was expecting. Um, there was a huge values clash and, uh, uh, a lot of, I suppose, personal challenges for me about decisions and choices he was making about how they wanted to run the business. And it kind of coincided with my oldest kids going into primary school as well, and also not wanting, when I was thinking about it, not wanting to have to go back into another business and rebuild my brand all over again. So, I made a decision to go and work as a consultant for, uh, a guy we had in running leadership development programs. And that's kind of how I started running my first business, which was a consulting business-

Trudy Rankin (01:57):

Mm-hmm (affirmative).

Eibhlin Fletcher (01:58):

... um. Towards the, I suppose, the last two or three years of that consulting business, which is about two or three years ago, I had an epiphany when I was coaching a lot of women, um, that there was a gap

in the market there for women that were kind of cut up in the grind or had lost their identities to some of their life changes and career paths that they had taken. And that was when I launched my second business called Get a Grip of the Grind that was born out of those insights, where I understood there was a gap there for me to move into.

Trudy Rankin ([02:34](#)):

Yeah. So, so my apologies for the interestingly odd sounds.

Eibhlin Fletcher ([02:38](#)):

Yes (laughs).

Trudy Rankin ([02:38](#)):

We've got, we've got an interesting session. My, my cat just jumped up on my desk and, and put all four of his paws on my keyboard at the same time. So, um, I'm just going to gently move him out of the way, and-

Eibhlin Fletcher ([02:50](#)):

So, he's in the driving seat now.

Trudy Rankin ([02:51](#)):

... he's in the driving seat now, yes. This is Sneezles, and all you'll ever see of him is his tail.

Eibhlin Fletcher ([02:55](#)):

His tail?

Trudy Rankin ([02:56](#)):

Yes.

Eibhlin Fletcher ([02:56](#)):

I see.

Trudy Rankin ([02:57](#)):

Yes. So, uh, yeah. We, we're kind of in unusual times, aren't we? Um, and we, we'll talk about those unusual times in a, in a little minute, but maybe can you tell me just a little bit about your background? You know, in terms of, you know, who you are, where you grew up, uh, what kinds of things that you're, you were interested in when you were growing up?

Eibhlin Fletcher ([03:18](#)):

So, I grew up on a dairy farm in the foothill of the [inaudible 00:03:22] mountains in Southern Ireland. I spent most of my years there with my three siblings, just having a lot of freedom. We had a 200 acre farm, um, primarily just dairy, but we were gone, you know, in the morning and back in the afternoons, doing all sorts of when I think now it's a wonder none of us broke a bone, with some of the stuff that we were doing. But we had a huge sense of, um, freedom. We didn't have many neighbors nearby or kids our own age either. So it was just really awesome walking about in the farm. Um, went to uni on the

West Coast, studied chemistry for four years. There, probably the wettest part of Ireland. I owned, uh, waterproof pants and jacket to get in and out to uni on my bicycle.

Eibhlin Fletcher ([04:08](#)):

Um, did a lot of sports and athletics in my early years. My dad, um, used to train us and take us around the country doing athletics. And then later at uni, I got really involved into, um, sports. I did a lot of soccer and our team sports did a lot of, um, soccer there. And then when my degree was finished, I decided I didn't really want to become an adult and get a proper job and have to buy a car or own a car, get a mortgage and all that stuff. So I ended up doing a postgraduate course for three years in chemistry, where I started ... studied, um, catalytic converters in cars. Uh-

Trudy Rankin ([04:52](#)):

As you do.

Eibhlin Fletcher ([04:53](#)):

... as you do. I mean, it was a means to an end. I got to spend another three years at university, because you get, uh, university life is just amazing, with all the access to so many different opportunities that are peanuts. Like it was \$5 a skiing lesson for us when I lived in England or five pounds to go skiing, um, in England. So things like that were just, they're gone. They're absolutely out of your reach when you start working. Um, so that's why I chose to stay at uni, but the chemistry degree was hard. Um, the chemistry, postgraduate doctorate was even harder. And I wouldn't say I had a passion for chemistry, I think the passion that drove me more was trying to stay at uni and not become an adult too soon.

Eibhlin Fletcher ([05:38](#)):

Um, and then after that, my first job was as a emissions technologist for Rolls-Royce. I worked on their Trent 900 engine, which went on the air about 83, 80 there, a few years ago. Um, but I didn't stay in emissions technology very long, I moved into process improvement, e-manufacturing, changed communication quite quickly at Rolls-Royce. I seem to have a really good way of connecting with the blue collar workforce where a lot of the transformation had happened. Um, and then after a few years there, uh, my husband and I, and our nine-month-old baby upped sticks from the UK and moved out to Australia, which is how I've landed on these shores.

Trudy Rankin ([06:23](#)):

What made you decide to come to Australia?

Eibhlin Fletcher ([06:26](#)):

Um, it was primarily me. I had wanted, I really wanted to do my PhD in a foreign culture. I wouldn't consider England, especially Reading a foreign culture. Um, but it was what I got at the time. And I was still craving that immersive experience, not a holiday. You don't really, for me get the same experiences living as tripping through a place. Um, we had to look ... my husband didn't want to learn, uh, a business language to work, which was a bit of an impediment. None of us really spoke fluently, uh, a language. Um, having had a look at his company, which happened to be a multinational as well as mine, Rolls-Royce, his company was actually recruiting in the Melbourne office.

Eibhlin Fletcher ([07:14](#)):

We did look at Canada, we looked at America and we looked at South Africa. It's kind of the big English speaking places, but it turned out that Australia worked out and we actually came out here, and Nick had a job when we landed on the shores, which was awesome. And we had a month of living expenses paid up for us as well. Um, which made, I suppose, a lot of that transition a hell of a lot easier for us, um, back then, which was, was good. So that's, that's kind of how we ended up in Australia. Just happened to be English speaking, and there was a job on offer.

Trudy Rankin ([07:49](#)):

That's fantastic. Oh, I mean that ... and there's a lot of, you know, a lot of people who've kind of been on that path of coming to Australia and just that whole process of adjusting to a new culture. I mean, I'm one of those people, uh, you know, just adjusting to a new culture and learning how, what it's like to work in, in a, in a work environment and the way people behave, as compared to where you might've worked before. I think it's always really fascinating, cause you and I first met when we were, when I was working in a local government environment and you had already started working for, as a consultant. Um, that's how, that's how we met.

Trudy Rankin ([08:22](#)):

And we've, we've just kind of just stayed in touch ever since then. And, and I wanna sort of fast forward now and talk a little bit more about, you know, your passion for, for working with, with women. You know, you were talking about wanting, to discovering that there's women out there who really, really would benefit from some, some help and, and, um, I guess being the best person that they can be. Do you want to talk just a little bit more about your ... Get a Grip of the Grind festival that you've been running for the last couple of years? And I participated in that and, and also sort of been one of the speakers there. Do you want to just talk a little bit more about your vision and your dream for that?

Eibhlin Fletcher ([09:04](#)):

Um, yeah, I shall say it's people like you that really help make it work. When I find other people that get it and understand that and have that passion for it, um, it really does make the festival a home. So very grateful for your patronage over the last couple of years. Um, the festival came out of, as I mentioned earlier, I discovered I had a series of, I don't know, four or six women and actually one guy that I happened to be coaching simultaneously. And they came to me for professional reasons, you know, like, uh, I need to get a handle on my, my team. You know, our work feels like it's all over the place or I've got a few difficult staff members, what do I do with them? Uh, they're new into the position, you know, what do I do as a leader? How do I, you know, this, this, and this is happening, can I do this? Can I, you know, what, where, where do I go here?

Eibhlin Fletcher ([09:56](#)):

Um, that stuff actually, wasn't that hard to do because a lot of it is just process and giving people the confidence that, you know, the way you want things to happen is okay, as long as it's respectful and you're being, um, treating people with dignity and abiding by the, by the rules. Where it got interesting was when I would look at them and go, "so what are you doing now that you've been pushed outside of your comfort zone? What are you doing to reenergize your batteries away from the craziness of work?" And quite a lot of the ones that I had that I was coaching at the time were also working parents. So they went from full on day at work, usually without breaks, or if it was a break, it was a snatched break. So not eating properly, um, three o'clock horrors, with sugar, coke and tea and coffee or whatever else they could get their hands on.

Eibhlin Fletcher ([10:58](#)):

Um, rushing out the door, feeling crap because they didn't have some of the important conversations they needed to have with staff today or get, you know, some of those important jobs done. Um, and speeding through the crappy traffic as you do, to do a drive by, to pick up kids from wherever it was, and then rushing them through their routine at home. And again, not feeling great because they're not delivering at home either. So not being present, not listening, um, you know, rushing, rushing through the foods set up. Um, and then turning around trying to get on top of more work at home, instead of spending time with their family or their, their partner.

Eibhlin Fletcher ([11:43](#)):

And you know, that question of what do you do to just reenergize? When do you stop? They used to look at me like I was an alien, or the devil with more horns than expected on the top of your head. And they realized that a lot of what they used to do that kept them engaged and motivated had been slowly sacrificed and given up over time, so they could do more for work and do more for their family. But actually what was losing out at the end of the day was everything, because they weren't putting themselves first to make sure that they were fit and healthy and mentally strong to be able to deal with ever the day pushed on top of them.

Eibhlin Fletcher ([12:28](#)):

And so from that, I created a retreat, which is a very unique, small group experience, which was having massive impact, but it was a four day retreat. So three nights, four days, all expenses in. Um, away in Bright, uh, cause I started doing the research too, about understanding what it was, what it meant for the brain and the body to be active in nature. Uh, and taking that time out of the grind so that you could focus back in on yourself, and it was hard graft for me. And maybe, you know, this is one of my weaknesses. I'm not that, um, can't sell ice to the Eskimo type person.

Eibhlin Fletcher ([13:13](#)):

Um, it was a challenge for me to get people to invest in themselves, uh, to come away for that weekend. And then a brainstorming session with my husband over a dinner one night as it happens, he just said, "Well, why don't you give it a go and see what it looks like when you're convert it into a festival?" I had all these negative thoughts in my head about, oh my God, I'm not going to be able to track their transformation or, you know, knock them back on course if they're coming off or deal with their own, you know, self doubts, um, as they manifest, cause we were really good at ruminating and knocking ourselves down.

Eibhlin Fletcher ([13:48](#)):

Um, but I had you know, in my, Get a Grip of the Grind, the philosophy is, you know, dare to be the boldest you and I'm sitting there listening to myself going, "I'm gonna have to at least give it a shot because otherwise my whole concept's hypocritical." And that's how the festival came about. Um, tried to see how we could scale that festival, and the interaction. Did a test run in 2019 to see if the impact was still there, and despite all of my, I suppose my fears, and then you have this high-end piece, you're comparing it to, um, it just, it totally worked. I couldn't believe it. And if I had left and paid attention to that negative Nancy in my head, it would never have, would never have gone anywhere.

Trudy Rankin ([14:39](#)):

And it was because, I was there, I can comment-

Eibhlin Fletcher ([14:41](#)):

Yeah.

Trudy Rankin ([14:42](#)):

... it was, it was a very, very good, uh, festivals, good group of people who came and attended. And I just really liked the combination of mindfulness mindset work, plus the outdoors. The, the physical activity, the trying new things that you might never have tried before. Um, I mean, I tried this last year, this year, this year-

Eibhlin Fletcher ([15:05](#)):

Yes, they did.

Trudy Rankin ([15:06](#)):

... I actually tried something new that I'd wanted to try for a long time and never had a chance to do it. Um, and, and I actually went and joined a boxing class, you know, not to learn how to box, but how to use boxing moves as a way of getting exercise.

Eibhlin Fletcher ([15:19](#)):

Yeah.

Trudy Rankin ([15:20](#)):

Um, and it was great. It was fantastic. I really loved it. But there's people who would, would come back from learning, going caving for the first time or mountain biking for the first time, or actually, you know, there's a few brave souls who actually went paragliding, I think.

Eibhlin Fletcher ([15:35](#)):

Yeah, there was three of them in the first year. So the local active flight crowd, um, I approached them, they gave a discount. So three of them went and had a crack at attend and paraglide and just loved it. And one of them in particular is like one of my poster girls. Um, I met her, she used to work for me and then I didn't see her for many, many years. And then she approached me to come on my retreat, uh, so did, uh, the, the four day three nights thing with me and actually over the retreat she went from this, this is ... like a somebody that was scared of their own shadow, to this roaring lion. And she just hasn't stopped. Like she has, now, every time I see stuff belong to her on Facebook, she's out hiking, she does dancing classes two days a week. She made a decision to separate from her partner, which I think was hanging around in her head anyway, when she turned up to the retreat.

Eibhlin Fletcher ([16:30](#)):

But after the retreat, she had a huge amount of clarity around how she wanted her life to be and what she needed in that to keep her motivated and engaged and really put the, her hands back on her own life's steering wheel. And she's just been unbelievable. I, uh, I just, I get a buzz. It's like, you know, to save somebody. I don't know where she would have ended up or how her life would have been, but now it's amazing and insightful. And that combination you talk about of that, those adventure activities. A lot of what I do, not so much now clearly, but over the years I have done events, physical events, cause I'm big into exercise and more recently endurance events, trail running, mountain biking, and I've done a bit of adventure racing.

Eibhlin Fletcher ([17:23](#)):

The things that started hitting me a lot was because I participated in those activities, I had constantly reinforced the, I was constantly reinforced about my ability to rely on myself, to get myself to the finish line, or out of sticky situations. You know, when you're out in the middle of an event, there's nobody going to come and pick you up and put you in cotton wool and stick you in the back of a paddy wagon and drive you to your day. If you fall over and hurt yourself, I mean, you can lie down and wait for somebody to come and get you, but that could be hours before they find you.

Eibhlin Fletcher ([18:06](#)):

So you have to look after yourself and use a lot of mental talk. You know, I've got some ones I use, especially when I'm running, um, to get myself out the other side of the event when I'm hurting really bad, or just the weather has gone to shit, or I've dropped my food and I didn't realize it so I'm now down to my last bar for the next, you know, 15K till I get to a checkpoint. Um, I didn't, I didn't realize how much that sort of adventuring in the outdoors boosted my confidence and risk taking. And I don't, I don't mean crazy risk taking, but just a lot more confidence than you would expect normally.

Eibhlin Fletcher ([18:49](#)):

So that, for me, what really makes Get a Grip of the Grind unique and powerful is people going to try those adventure activities, and starting off with the fear that I can't, and then coming out the other end, going "Fucking hell that was just unbelievable," and feeling so powerful as a result that they are now making life and career changing decisions after, during those weekends. And then afterwards as more things percolate for them. If they had just turned up for a workshop, it just, for me, it doesn't have the same impact as having your whole body feeling, and your brain connecting with what it's like to actually push yourself under guidance.

Eibhlin Fletcher ([19:40](#)):

You know, I mean, you did the boxing, but there was an instructor there. They go to do the caving, there's two instructors there. They're doing mountain biking, there's two instructors there. So there are guiders. They're in a safe environment. They just have to have the confidence that they can actually do this, with the instruction they're giving. And that to me ... then when they go back and do those workshops where there's reflection and mindfulness and learning, just the, it's like a power punch. The combination of the two is super boost their ability to then make serious decisions for themselves going forward.

Trudy Rankin ([20:16](#)):

I think it's really, really powerful. And I, you know, I'm just reflecting, you know, the age group, or the ages of the women who come to Get a Grip of the Grind. It's quite varied. It goes all the way from quite young, what's the oldest person that you've had come to Get a Grip of the Grind?

Eibhlin Fletcher ([20:31](#)):

Um, as a paying person, I ... probably in their mid to late fifties. As a speaker, I've had this, ah, this amazing woman who I want to have a life like her when she's in her mid to late seventies, um, Helen Doyle, who still kayaks, caves, and sails, hikes, no dramas. She just knocked the socks off the younger kids. And I mean to look at her, you just, Helen would kill me. You kind of see this little old, but very well turned out lady. And she's just unbelievable when she gets going. So yeah, we've had, there's, there's no real ... when I was probably doing the work on this initially, I certainly think with the way, uh, ages, um,

like there's older people having kids at a, at a much older age than they would do now. There are young people having, um, getting married and divorced, you know twice ... just all of our cultural expectations are adjusting and changing. And I have found that a lot of what's expected now doesn't kind of sit within those age brackets, but the people that are turning up at my events are having life experiences that are undermining their confidence, um, undermining their identity, which is then affecting their performance either personally or professionally.

Trudy Rankin ([22:05](#)):

Hmm. Yeah, you know for one group of that is, is women who are just on the verge of, well, getting ready to go through menopause. And that's a time of life that can really, really impact your confidence, changes your whole concept of who you are. And it's a, it's a very powerful thing to be able to confront that, understand it. And then, as you said, use outdoor activities and, and mindfulness to be able to, to actually decide ahead of time who you want to be, and then start working towards that. That's pretty powerful. It's about taking back control of your life.

Eibhlin Fletcher ([22:35](#)):

Yeah.

Trudy Rankin ([22:37](#)):

I've got uh, a, a, a question for you. You know, it ... given these interesting times that we're in, and so for future listeners, you know, we're, we're right at the, for Australia, right at the beginning of the rise of the COVID-19 pandemic. And we're starting to see our numbers build a little bit, and everybody's just waiting for the waves of really sick people to hit, but we're watching around the world and seeing that it is happening in other countries and we know it's probably gonna happen for us, but the impact on our economy is already happening. Where people have, just almost overnight lost their jobs. Um, or they've, you know, maybe they've been able to hold on for a little while, but they can read the writing on the wall.

Trudy Rankin ([23:17](#)):

And they know that probably, you know, there's going to be a period of time when the, the, their old expectations of, of having a stable job, of being able to bring in the income that they need to survive and live is, is being brought into question a little bit. And, and for you specifically, you know, you've got this passion for, for Get a Grip of the Grind and, and wanting to continue that and to be able to continue to helping people, but we have this lockdown process that we're going through where we're trying to flatten the curve by making sure we're using social distancing and, and really not gathering in groups at all. Um, what's the biggest challenge for you right now in, in thinking about how you can pivot what you ha- how you've done Get a Grip of the Grind in the past, and how you might be able to bring that online. What's the biggest challenge that you're facing?

Eibhlin Fletcher ([24:09](#)):

Well, the biggest challenge for me is that, um, the Get a Grip of the Grind is, Oh ... sorry, my phone is not charging and I've got 10% left so let's just see where we go. Um, the biggest challenge for me is that Get a Grip of the Grind is actually based on two or three things as, uh, like a tripod. So pull away one and a kind of, it's a bit more of a challenge, but the biggest one is actually adventuring in nature outdoors. It's good for the mind because it gets the blood flow to the right part of the brain and reduces rumination

and all those negative thoughts we put ourselves in. Um, gets the cardio happening so it's good for the body.

Trudy Rankin ([24:57](#)):

uh, we just lost the sound, lost the- we've lost the sound.

Eibhlin Fletcher ([25:02](#)):

Oh, I can hear you.

Trudy Rankin ([25:03](#)):

Okay. You, you just-

Eibhlin Fletcher ([25:04](#)):

I can hear you.

Trudy Rankin ([25:04](#)):

... your voice, the sound just dropped out sorry. You, you, you just talked about, um, the, the last words I heard were the body.

Eibhlin Fletcher ([25:14](#)):

Um.

Trudy Rankin ([25:17](#)):

Do you want to take a quick hiatus and see if you can go and plug your phone in or-

Eibhlin Fletcher ([25:21](#)):

Yeah. Well, just give me a sec.

Trudy Rankin ([25:23](#)):

Let me just pause the recording.

Eibhlin Fletcher ([25:26](#)):

Pause. Yeah.

Trudy Rankin ([25:27](#)):

Okay. Go for it.

Eibhlin Fletcher ([25:29](#)):

So the biggest challenge for me in the current environment is that my, uh, premise of my businesses kind of got three anchors to it. So one of them that's really, really important is adventuring in the outdoors. You can do it solo, but obviously a lot of Get a Grip of the Grind is to try and help people connect with like-minded individuals and build that tribe that is there to help you reach your goals. So I'm finding it a challenge at the minute to put anything on that I would normally do. So I was hoping to run a program in May called Finding Your Fierce, where I take some women away to teach them how to

ride trail bikes, which are little motorbikes, kind of like a mountain bike, but an agile with energy, with power, with a psychologist, so that we could actually go through the reality of what it's like to experience fear, and then how to deal with this properly.

Eibhlin Fletcher ([26:27](#)):

Again, geared around boosting confidence. Can't run it. Just, it's not gonna happen. Um, so I have been kind of thinking about whether I tap on the shoulders of some of the people who come and help me facilitate the festival, and see whether we can run a few webinars. One of the big things that came out of the festival this year was more time on goal setting, um, which is certainly something we could do in a webinar base. And then also just encouraging people to get outdoors and be active. But, you know, everybody's encouraging people to be outdoors and be active.

Eibhlin Fletcher ([27:03](#)):

So it's kind of, what's the unique selling points, you know, there. Um, so yeah, there's a few ... and also it's a hobby. It's kind of a, it's a hobby. This is not my main job. This is a passion project. Let's not call it a hobby. This is a passion project of mine, on the side. Um, eventually it would be nice to get paid for my living expenses, but anyway, the long-term dream (laughs).

Trudy Rankin ([27:28](#)):

Yeah, but at the same time, you know, it's something that's worthwhile working towards, because you've got to start somewhere. You actually have to start somewhere.

Eibhlin Fletcher ([27:37](#)):

You do. And I probably spent a while initially wondering, should I, or shouldn't I do something like this? And I had, um, an uncle of mine on my mother's side, my mom only had two siblings in her family. Um, so herself obviously, and her uncle Tom. Tom passed away a couple of years ago from prostate cancer, which was particularly disturbing for my mom because her dad died of prostate cancer as well. Prostate cancer is reasonably curable if it's caught early enough, particularly in this day and age. So a lot of people were upset with, um, my uncle passing away, but he was a bit of an entrepreneur. He was always dabbling in something and trying to run something. And I do remember, it must've been coinciding with me wondering about Get a Grip of the Grind. And I decided I was not going to have any regrets about at least trying it and giving it a go.

Eibhlin Fletcher ([28:36](#)):

So one of the things I've tried to, you know, keep as a motto in my head, so again, it's just another mindset thing is, not to have any regrets, um, in life looking backwards. And I don't have money. One of them is related to having a Staffie as a pet in the house, because he frigging ate everything and cost about five or \$8,000 worth of damage. And my husband wasn't around enough to give him the love and attention Staffies need. Um, but on the, yeah, and in the retreat I run, I do a regret minimization framework activity as well. For the same reason, you know, we, we have this anticipation of fear associated with, you know, a simple word is getting into the water at the ocean in winter. It's like, "Oh shit, I'm not going to get into that. It's too fucking cold."

Eibhlin Fletcher ([29:26](#)):

How do you know what's that called? How do you know how much you can tolerate? How do you know what's gonna happen after a few minutes? You might adjust. So there's the, the anticipation of the fear

as opposed to the reality of what that's gonna look like. And again, for me, like I had a lot of hiccups leading into my festival this year, which totally readjusted it. You know, what I thought were key anchors for how I wanted the festival to run and be experienced. But the festival goers didn't pay a blind bit of attention to that angle, and I had no choice but to take the risk because I had the carpet pulled out from under my feet. But it, the opportunities that presented were amazing and will probably stay in the festival now going forward as well.

Trudy Rankin ([30:13](#)):

Yeah, cause it, we actually ended up running quite smoothly. Despite the fact that there you were paddling fiercely-

Eibhlin Fletcher ([30:19](#)):

You know what (laughs).

Trudy Rankin ([30:19](#)):

... you know, in the background, you know. There was, there was a lot of things that, at the last minute, just, whoa. Just kind of did not go the way that you were expecting, but you managed to, to pull it all together. And I don't, you know, if you hadn't told people, people would not have known that there were issues.

Eibhlin Fletcher ([30:35](#)):

Well, uh, you know, and I, to be honest, I hummed and hawed about doing that. So three weeks to the festival date, I was officially confirmed, the venue I used last year I couldn't access. Not, nothing, absolutely nothing to do with me. It was all entirely on the venue owners, um, and local council. So I couldn't use that venue. So there was me three weeks out running around like a jackass in Bright, which had just experienced the bushfire. So a lot of businesses were not in a great way either, trying to work out where I could host the festival.

Eibhlin Fletcher ([31:06](#)):

Um, my husband couldn't come with us for family reasons, so I lost my golfer for the entire weekend. And my 16-year-old daughter had her boyfriend's formal, so there was no way she was giving that up. So that was my receptionist, um, gone. But we kind of, we, we knew that. So I was, had my husband set up to cover it, but then he just couldn't make it. And they were like, they were all things out of my control. So I had, uh, a kind of a chart. I usually just get on with stuff, and I'm recognizing that more and more.

Eibhlin Fletcher ([31:38](#)):

And again, I think that's part of when you're out there in the middle of nowhere, uh, doing an event and everything's up to you, you just have to get on with it. So you just don't think about it, you just move on. You've got nobody to process it with. You've got nobody to work out, you know, what should we do here? You just, you know, what are my options, right? This, what are the consequences? This, just move on. Um, with the Get a Grip of the Grind, I think, this year in particular, I was a lot more overt about what was happening because I need people. I've had to realize that, you know. It's not an easy thing for somebody to put on a festival then, shit never go smoothly. It's just life.

Eibhlin Fletcher ([32:23](#)):

I happen to have a couple of big oh shit moments this year, but you know, it's ... people do not, it looks like people have easy lives all the time, they don't. People get where they want to get to because that's what they want to achieve, and they're prepared to put that effort in to make that happen. We can, we can sit back and play the victim. We can sit back and regret, regret, regret, um, [inaudible 00:32:50]. We're trying to encourage people to take those leaps and jumps off the cliff.

Trudy Rankin ([32:56](#)):

Sorry, you just dropped out right at that crucial point-

Eibhlin Fletcher ([33:00](#)):

Oh no, somebody rang.

Trudy Rankin ([33:02](#)):

... Oh. so, so you just regret, regret, regret, and then?

Eibhlin Fletcher ([33:07](#)):

Yeah. So regret, people, I don't, people regret. They can play the victim, they can sit there and regret, regret, regret, or they can just jump off the cliff. And I was thinking about this this morning. You jump off the cliff, bury your pride, give it a go, at least you can see you've had a crack at it and it did or it didn't, you know, work out. You know, sitting there wondering, and regretting is no antidote to having those experiences in your life.

Trudy Rankin ([33:37](#)):

Yeah. I want to circle back a little bit, you know, that ... what you're saying is so true and that's why I want to circle back a little bit. You said you, your, your, your approach is based on kind of three, a three legged stool, just to paraphrase a bit. And you talked about one of those, which was the outdoors side of things. What are the other two? And I know one of them is definitely related to what you've just been talking about, but do you want to just expand on the other two, um, as parts of your approach?

Eibhlin Fletcher ([34:06](#)):

So the, the other two, uh, mindset. So, I also spend a fair bit of time with people I coach, uh, in the Get a Grip of the Grind, uh, events that we do around mindsets or raising our level of self awareness around the thoughts that we are talking using in our head all the time. We have a huge capacity as humans to have that as a negative space. That mental conditioning actually affects our body language. Um, it gets absorbed into who we are and then gets played out into the relationships and the environments around us. So raising a level of awareness around that, um, helps people to recognize it, but then they have to swap it for something more positive.

Eibhlin Fletcher ([35:00](#)):

And I go back to, you know, this, and, and I didn't realize I was doing this. When you were at the back end, I was there for a while doing ultra marathons, um, you're on your own and ... I think I broke a bloody, my toenail ripped off the, one of my middle toes and my shoe. I couldn't still see myself. I was on a Rocky road. I didn't realize it, but this Rocky four wheel drive track was gonna go for about another 10K. I had 25K to get to the finish line. Um, it was my first ultra marathon.

Eibhlin Fletcher (35:33):

It was Duncan's Run 100 down in the Strzelecki Ranges, Gippsland Way. And I was, well, actually feeling shit, but I was going, "Man, I've just wrecked my bloody toenail, do I pull it off? Do I leave it where it is? Do I actually take the shoe off? And the sock? [inaudible 00:35:54] to sludge everything? Can I wriggle my foot to see if I can keep, if I can run on my foot a bit awkward, knowing that that might give me an injury, but it's only 25 keys so I can run, walk, run, walk."

Eibhlin Fletcher (36:05):

I'm thinking I've only got 25% left out of a 100K. So this is, so you see, I could have sat there going, "My foot's bugged, I can't run with my toe. Um, I'm just gonna wait and let the next runner, uh, tell them that I need medical assistance." Which, to be honest, in trail running terms they'd have laughed you out of existence, if you needed medical assistance cause your toenail came off. Or what I actually did was, you know what, I'm gonna run on this. I'm going to, run in a way that's going to try and minimize, um, how I'm, how I could feel my toe, cause I could feel a toenail kind of digging in. Um, and like I just kept telling myself that I was strong, I'm capable, I'm confident. I've only got this amount of distance left to go. I trained for this.

Eibhlin Fletcher (36:55):

Um, it's only a toenail, so you can choose your attitude and choose your head space. Um, but you have to be aware that that's what you're doing to yourself. You have to be aware. So mindset for me is significantly important. Are you talking yourself down, or are you faking it till you make it? And you're telling yourself, you can do this. So there's, there's a lot in that old adage around, you know, faking it till you make it and talking yourself into that space.

Trudy Rankin (37:27):

Yeah, definitely. Definitely. Because as you, you know, the way you think, as you said before, it actually ends up dictating what you end up doing. And what about your third, the third sort of leg of your approach.

Eibhlin Fletcher (37:41):

So the three, the three [inaudible 00:37:45].

Trudy Rankin (37:45):

Oh, you dropped out again.

Eibhlin Fletcher (37:50):

Yeah. That's somebody trying to ring me. That's what the issue is. Um, [inaudible 00:38:02]. See, I told people I'll be finished by half after 12 and it took us this long to get started (laughs), so-

Trudy Rankin (38:13):

[crosstalk 00:38:13]. We're nearly done. We're nearly done.

Eibhlin Fletcher (38:15):

... It's okay. It's okay. I'm not, uh, I'm good, enjoying it. So the primary three core things are mindset, adventuring, because it teaches you about your mindset and boosts your self confidence. Being in the

outdoors, in nature, because of the effect it has on your mental and physical health. But then there are also those compounding lifestyle factors that actually have a positive or a negative effect depending on how you manage it. And there's a, a few things wrapped up in that, around sleep mismanagement. So the single biggest thing you can do for your own personal health is actually get enough quality sleep. And when I talk to people who are in that corporate world, and they're trying to push both sides of the envelope, there's a lot of research around the impact of sleep deprivation. And actually it's a form of torture as well. But if you have been awake for 17 hours or more, you're generally operating at a blood alcohol level of 0.05, which means you're legally not allowed to drive a car.

Eibhlin Fletcher ([39:22](#)):

And when you say that to people, and 17 hours is actually, it's, it's not undoable for a lot of people. You know, it's very doable for a lot of us to be awake for 17 hours, especially if you're trying to cram in uh, and stay as a high performing in, uh, you know, in the, this is what high performing might look like, which is being in the office doing long hours, doing some more stuff at home and then trying to stay on top of family life. That's a lot of, a lot of, uh, impact on your life, sleep mismanagement, not eating well. And I don't mean the dieting to be lean. I mean, having the right the nutrients in your body for optimizing your brain function, as well as optimizing your body too. So this is not about dieting. It's about having, you know, vitamin D in your body. You can only get it from the sun, or you have to take a tablet. If you're not outside, you're not generating the vitamin D. Vitamin D, lack of it can actually cause you to be, feel depressed and lethargic.

Eibhlin Fletcher ([40:25](#)):

Um, so it's really, really important, again, exercising outdoors to get that. So that's the nutrition, the sleep mismanagement. And then, um, just those expectations around trying to be all things to all people, particularly women. They have that double burden of usually being a primary carer whilst trying to be a working parent as well. And the societal expectations that go on top of that for which I try and recommend people give the birds too, as much as possible. Um, it's not an easy thing to do because it does require a lot of courage and a lot of confidence. Um, so the, yeah, they're probably the core, the mind- the mindset, being outside in nature, adventuring, but then also managing all those compounding lifestyle factors, which is where we end up sacrificing a lot of ourselves over the, over the years. We don't even know we're doing this, like slow erosion of, uh, water running over a rock.

Trudy Rankin ([41:27](#)):

Yeah. And suddenly wake up one day and, and um-

Eibhlin Fletcher ([41:30](#)):

A lot has just happened.

Trudy Rankin ([41:32](#)):

... Yeah. You know, who am I anymore?

Eibhlin Fletcher ([41:34](#)):

This is not my life. This is not the life I wanted for myself.

Trudy Rankin ([41:37](#)):

Yeah. Yeah, absolutely. That's a, that's a pretty powerful, I guess, uh, thing to wake up to and realize that's, that's the case. And I really like your approach in terms of the way that you help women address that. Uh, you know, and you know, we, we started talking a little bit earlier about, you know, how will you pivot your business to be able to still continue to help women, especially women. I suppose that, you know, there'll be some men still that would really benefit from this as well.

Trudy Rankin ([42:08](#)):

But primarily women, you know, if, if they find themselves in this situation and they're, they're thinking, what do I do, you know, basically the things that you can do, it sounds to me, based on what I know about your business and the work that we've already done in trying to move your business online, you know, a little bit at a time, get it more and more online. It sounds to me like it's a really good opportunity for you to start to combine two out of those three things, and then using some sort of way to substitute for the physical outdoors-ness, um, in the adventuring side of things. You can still get outdoors but you can't really do the adventuring side of things. But combining those other two things with some sort of physical activity, to be able to still help women get through this period that we're in, help women, um, you know, start to, you know, realize who they are and, and find themselves again.

Eibhlin Fletcher ([43:03](#)):

So I have looked at the retreat, and there are certainly, because it's gone into festival format, I knew it would marginalize it to an extent. So I could probably run group online sessions, and again, so this is the thing over the festival too, you know. It's, I have expectations of what's required. The festival has showed me that it can work in different formats, and different venues, you know, with a different flow. Um, there's still a bit of refinement to do. Maybe it's time to look at the retreat and go, "How can I marginalize this, and get people to do some of those activities or events.?" Because the, the adventuring stuff doesn't have to be just about ... for me, it's important that you are adventuring in outdoors and an environment that you can't fully control. But adventuring for, um, you know, if you asked me to go and take singing lessons, I'd probably freak out.

Trudy Rankin ([44:06](#)):

Yeah. Cause it's a challenge.

Eibhlin Fletcher ([44:08](#)):

It's out of my comfort zone. Like people go, "How do you look so calm in the caving?" I say, "Well, it's cause it doesn't bother me." You know, people there shake sometimes going through the caving and find the space confined. I'm not big on the space confinement, so I do have to kind of manage that mentally myself. But on the whole, I'd much rather be in a, in a cave going through something like that. And plus I trust the guides that are there. Like I know them intimately. I have a high level of confidence in their skill. If I was in that caving system on my own, it would probably be a totally different experience.

Eibhlin Fletcher ([44:46](#)):

But there, I need, there are, and I did look at it when we were doing the retreats, not everybody's going to be into adventuring at, in the outdoors. I think it's a powerful way of seeing and learning about yourself. But equally, people have decided not to go get singing lessons because people have told them they can't sing. Well, who gives a fuck? Go and get the singing lessons [crosstalk 00:45:06].

Trudy Rankin ([45:06](#)):

Yep. Step out of their comfort zone.

Eibhlin Fletcher ([45:08](#)):

Yeah, give it a go, have no regrets. What have you got to lose? Get a private singing lesson. And actually you can do that online. Go and learn a musical instrument, join a book club. There's a lot of things that you can still do that will put you outside of your comfort zone, that aren't related to needing to be outside adventuring. But, you know, still now, you can still go for a hike. You can still, you know, get out there and go for a walk. And it's probably more disconcerting if you're there on your own than if you're in a, in a group. So yeah, time to, now that I've come out of hibernation after the festival, I was trying to get some of that stuff cracking and the challenge for me usually is the tech side of things. The technology is, yeah, give me a compass or a, you know, a disaster out in the bush. Much happier than trying to work out technology pieces.

Trudy Rankin ([46:02](#)):

Yeah, I, I know a lot of people are in a similar situation, and that's one of the challenges I think that people are currently facing in terms of trying to pivot their business-

Eibhlin Fletcher ([46:11](#)):

Yes.

Trudy Rankin ([46:11](#)):

... take what they already have and move it online as quickly as possible. And that's one of the reasons why we have this podcast is we wanna try and help people do that and provide, you know, help them figure out ways of doing that. So if people are interested in finding out a little bit more about what you do and as you do move this, Get a Grip of the Grind online, and they would really like to challenge themselves, how can they get ahold of you?

Eibhlin Fletcher ([46:38](#)):

So I have a Facebook page called Get a Grip of the Grind, which is probably where I put most of my content, most of my demographic or Facebook page. Um, I have an Instagram account, but I'm probably not as prominent on that as I should be, which is something I want to try and address this year. I also have a website, uh, where the content around the festival is primarily located, but now I'll start putting more content around the online stuff, um, when I knuckle down and sort that out. And um, just info@getagripofthegrind.com that you will get me as well.

Trudy Rankin ([47:15](#)):

Okay. I will put all of that information into the show notes as well, so that people can find you if they're interested. Fantastic. Well, thank you very much Eibhlin. I really appreciate you taking the time. There's, there's so much there, there's so much sort of power behind, you know, just combining all of those things and, and it's obvious the joy that you get out of helping people, especially women actually step up and be the best person that they can be. And I think that's, that's really, really incredibly valuable. So thank you very much.

Eibhlin Fletcher ([47:47](#)):

Well, thank you Trudy. And I will say thank you too for all your continued support and help with my tech issues. I think equally it was probably a mutual appreciation club going on here. I love what you're doing with the OBL. Um, it just happened to come at a time when I started to work for an employer, and I wish I had had more capacity to invest in that platform with you. But it's an awesome product. Um, and again, you were there trying to help people who were primary carers, which are primarily women to get businesses up and running. So that's an awesome initiative as well.

Trudy Rankin ([48:25](#)):

Uh, oh thanks for that. Yeah, no, I really, I really appreciate that. We, uh, but it's been fun working with you and helping you as well. So we'll, um, we'll obviously catch up later, but thanks again.

Eibhlin Fletcher ([48:37](#)):

Yeah. Take care Trudy. Great talking to you.