

# THE RESILIENT KID PODCAST

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## Season 2 – Episode 5

### A Parents Guide To Raising A Resilient Kid – The Book

**Ashley:** Hello and welcome back to the Resilient Kid podcast with me, Ashley Costello, psychotherapist of over 25 years, TedX speaker and author, and I am joined by a guest today, the lovely Catherine Sandland. Hello, how are you?

**Catherine:** Hello, I'm fine, thank you. This is very exciting and thank you so much for inviting me on your podcast.

**Ashley:** Well, it's a little bit more, I should be thanking you for coming on because today everyone is a little bit different. So we've invited Catherine on, we'll talk a little bit more about what Catherine does in a second and get her to introduce herself, but I've invited Catherine on to talk about my book and you'll probably think, Oh, that's a bit egotistical, but actually it's about Catherine, two children, various ages and actually with her background there was nobody better to kind of pull out some of the stuff of the book and interview me.

So she's really going to be the host of today. So Catherine, tell us a little bit about what you do and yeah, tell us that first and then we'll, we'll say how we know each other and things after that.

**Catherine:** Okay. Well I am a speaker coach and presentation skills trainer and I have been for, well, my business I've had for 24 years, but I've been specifically a presentation skills coach for the last 14.

And it's. I just love helping people to step up and into the spotlight and to be able to take something that means a lot to them and that for them to be able to express that in a way that lands well with people that influences that has an impact and for them to feel and look and sound super confident when they do.

when they do that. So sometimes that's presentations as you would perhaps your listeners will perhaps imagine it to be on a stage and you know with the lights and

all the rest of it. Sometimes though it's just people talking about their business or indeed people talking about their books. See what I did there?

**Ashley:** You can see now can't you listener that's why we've got her on. Yeah. So Catherine and I met, oh, a good while ago, I would say, probably about six or seven years ago. And it was 6am in the morning. It was winter. It was dark. I think it was November. And I pulled a tea towel out of the back of her pants. Do you want to explain a little bit more about that, Catherine, or shall I?

**Catherine:** Well, I sort of either want to gloss over it or, or perhaps shock your readers, I don't know. It was an outdoor exercise class, wasn't it? And there was this sort of game where we, one of the partners had this tea towel in the back of pocket. I think the idea was that the to... to get it out. But that involved a lot of jumping and running and, running around, which was good because it was 6am and it was dark and it was on a November morning to get the heart rate going.

But yeah, it was a bit of a weird way. to get to know somebody. In fact, I don't know if, if somebody had said to us at the time, you know what, you're going to really like this person and get to know them quite well and indeed work with them. I'm not sure that I would have believed them at that point, but hey, ho it's a good story, isn't it?

**Ashley:** Yes, absolutely. And I think as well, for me, it was we were probably both grumpy at that time as well, because it, it was 6 a. m as we said it was cold and winter and dark but yes, what a lovely start to a story that has led us to being Working together. We we do actually do work together. So Catherine runs the phenomenal woman course, which will tell you a little bit about that at the end and I I assist her with that we also Have I think the first time we worked together was probably TedX. When I did my TEDx talk.

**Catherine:** It was, it was, it was, so that was 2019, yeah, and that was the first time TEDx Northwich had, had put on TEDx and it was, we were working out how best to, to run it and how best to support speakers. To, to give the TEDx talk of their life and you were one of the, I think there were eight speakers that year.

So you were one of eight that that we worked with and supported. And specifically I was like the speech speaker coach. for those eight people. And so yes, I got to, I mean, this is one of the joys of my job, by the way, is that if you're helping and

supporting people express what's really important to them, you get to know them quite well because you're digging deep to find out what that motivation is.

And I can remember with you, I think your talk took a number of different iterations before the final one, which is published on YouTube, by the way, you absolutely should check out Ashley's talk because it is superb. But I think working alongside you as you worked out what it was that you actually wanted to say is, is for me, it's It's always an honor to do that because this is your talk.

It's what's important to you. But it's also a real pleasure to, to see that progression and, and to stand up and funnily enough, your talk crops up such a lot of times when I have conversation, not, not necessarily work conversations, but because it was based around education and how, how we educate our children.

And how we're doing it badly and how we should be doing it better. It crops up in conversation a lot with other parents. When I've looked at my own children's education, in fact, this morning at a networking meeting, I was talking about you and education because we were, people were with it. I think particularly because exam results were out today, people were talking about, was the education system really serving our children. And I did in fact say you ought to watch this. In fact, how's this? I went, I think you ought to watch two Ted Talks. One is by the sir Ken Robinson. It's the most highly watched TED Talk in the world. And you should have a look at Ashley Costello's as well. So there go in the same breath.

**Ashley:** Same sentence. That's that is an honor. That is an honor for sure. So yeah, the TEDx talk and and I'll put the link to the TEDx talk and I'll also put Catherine's because Catherine has done TEDx talk as well, which is really a kind of. about standard taking the opportunity to stand up into that spotlight and doing it with confidence and things like that.

And she has a, an amazing story on there. That's really heartwarming, but, but actually it was your TEDx talk that made me put myself forward along with the lovely Sam Newey, obviously, who, you know but yeah, and I think when you are passionate about something like education, like kids, like, standing up and giving people that opportunity to shine, things like that, TEDx is a really good platform to do it because A is global, but B. It really makes you hone in on what is important to you.

When you've only got 10 minutes to talk about something, anything in the world, what are you going to talk about? And I think yours and my TEDx talk is a real testament to that. That we're both quite passionate about what we do. And me, it changed it completely. The TEDx talk changed my business, really made me hone in on, on the kid's side of it and the teen side of it and things.

And there was a, not a throwaway comment, but there was a sentence in that talk that talks about resilience and obviously that's where the resilient kid was born. But actually going on the program for TEDx Northwich, which not all. Not all TEDx's are the same guys, but going on that program and learning to craft that with yourself and the team was really instrumental, I think, in getting that message out there and obviously led us to the book.

Which, really amazing, like to, like you say, if you'd have thought at 6am we'd have become friends and colleagues and things like that, you'd have gone, what? But actually getting up and doing that TEDx, would I think it'd take me where I am today? Absolutely not.

**Catherine:** But I think that's also an example, isn't it? Of, of the clearer we are on where we're heading, or what's important to us, or what we would like to achieve, or what we, or even just what we would like to see in the world. The clearer we are on that, then the more likely it is to happen, because that clarity tends to cut through lots and lots of barriers.

It's, it's when we don't know exactly what we want, isn't it? Or when we we haven't got a clear path or we don't even know what sort of outcome we'd like to see, then it's much more difficult. But I think with, you particularly I think because the TED Talk, for example, did fundamentally change what you do and how you do it and, and why you do it, that opportunity to really get clarity about that.

And I think you've probably done it in three or four different ways. I mean, you did it and the outcome was a TEDx talk. That was amazing. You've, you've done it because, and that's how you've built your business around it, which has been fascinating to watch from the outside. But then of course, you've had to get that clarity again to be able to express it in a book to help other people.

And I know when we had the book launch, one of the questions I asked you, and I can't remember whether this was in public or whether it was just before actually, was sort of why, why a book? Why do a book? You've, you've got your TEDx talk,

you've got the work that you do with your clients. So what was it that led, led to the book?

And I think you were really clear about why you wanted to do that. And because when you're clear, it happens. But I, but I guess, why did you do the book?

**Ashley:** Yeah, and I think that's a really interesting question. And I think it. It's that word clarity is so important, not just in business, but also as a parent.

I think when we understand what we want or what changes we want to make, then that becomes easier to do. So I think clarity is a really good word, but to answer your question I think it was a number of reasons. One was because there is only one of me and I love the work that I do when I'm, Working with clients, no matter their age, whether they're five year old or a 15 year old or a 21 year old at university, or even an adult, to a certain extent, it's for me, it's around, there is only one of me.

And as much as I love this work, I can't, I can't be Everywhere. And so, and also not everybody has got the luxury to be able to afford, a one to one therapist. And sometimes we don't, for me, I don't think we always need therapy. Sometimes we just need a friend or somebody who can hold your hand through this parenting journey.

And that's kind of my hope with the book is that it kind of Helps those parents in times when we're struggling or times that we think I'm just not sure we've tried this and we've tried that and that's not worked or this not worked or it worked for a little while so just give that holding hand for parents really, at a price that is affordable more than say one to one therapy is.

So I think, and, and to put all your, to put all your thoughts and all your work and stuff in a book is daunting. To say the least, but I am so, so glad, such a reward with the reactions I've had and the response to it. So I'm so glad I did it in the end.

**Catherine:** Yeah. And I, and I think, it is a useful resource, really.

And it's interesting, isn't it, because I think your book has got a real mixture of sort of how-tos within there and then. case studies to see how it's worked. But actually it's got such a lovely tone. And I remember when you asked me to do it and I said, Oh, you'll have to give me the book. I'll have to read it.

I love reading, but oh my God, the pressure to read this book was like, I've got to read it. I've got to understand it. I've got to ask questions on it. And it was, so I really did read it. I didn't skim read your book at all. I had loads of post it notes.

**Ashley:** You did. I remember you turning up with all the.

Post it notes sticking out. So I thought, well, at least she's done her homework.

**Catherine:** I have done my, I'm a good girl. I've always been a good girl. But I can remember one of the early things, I can't remember which chapter it is, forgive me. But I was reading it and it, it, it was the bit that said, we only have to be able to, to be, to do this for 30% of the time.

You said it better than that but it was that principle. And I can actually remember the moment when I was reading that. So bear in mind, I'm making notes and I've got my post it notes and I read this and I actually went,

Oh, sorry, that wasn't, if you're listening to this, that was just a deep sigh of relief. And I thought, Oh my God. And sometimes that's just what parents. needs to hear to be able to carry on in our slightly imperfect but loving way and know that it, it'll probably work out okay. And I think that mixture of how to's and that reassurance is massive.

And I know at the book launch, we talked about that 30%, didn't we? And I. Don't know. I don't know whether you noticed actually, but I noticed in the room, even people just went, Oh, thank God for that.

**Ashley:** Absolutely. And it's, it's something that it doesn't matter if I'm having, a general conversation. If I'm talking to a parent that I'm working with, if I'm doing a workshop, it does not matter.

For me, if you. do not take away anything else. Remember that we only have to get, research says, we only have to get this parenting malarkey right 30% of the time and they will still turn out okay. And I think, wow, that is something that we should get almost like a card when the baby's born with that stamped on and you put it on your fridge.

Because I think knowing that we don't have to be perfect is. And we don't, so we don't have to give ourself a hard time all, all the time about when we get it wrong

because we will get it wrong. Like I think people think, oh, I don't wanna get it wrong. I've gotta be perfect. No, we don't have to be perfect at all.

We will, we will get it wrong, you know? And I think that's really important to acknowledge. I have had over 25 years experience doing my job. I love it. I have two kids of my own that will wind me up, or push my buttons, something manic. Because they're mine, you know? And, and I have parents going, Oh God, how do you stay so calm?

How do you do this? How do you do that? And actually no, I don't always do it right. And, and that's okay. We're human. I don't want my kids to think that we have to be perfect anyway, but you know those times that we might snap at them. Those times that we've not got it right. Telling them what we've done wrong.

Owning up. Taking responsibility. Apologizing if we've got something to apologize for. Is giving them a really good model for, making up with friends. If they fell out with friends, or if they've done something wrong, if they're making up with us. We're modeling that behavior. But I think that golden 30% for me is...

It's just amazing because it just means we don't have to give ourselves a hard time.

**Catherine:** Yeah, yeah, it lifts some of the pressure, doesn't it? And I think the other thing that's, that struck me very much from, from the book was it takes a whole child, it takes a whole child to raise a village, dear Lord, it takes a whole village to raise a child.

That's, that's something completely different, isn't it? It takes a whole village to, to raise a child. And I can remember asking you to, to tell the story. I think it's very early on in the book, isn't it? Or it might even be the introduction to the book about you and your nan. And, you know if you've done something wrong, then your nan will probably find out even before you got home type thing.

And I love that. And I know I asked you questions about that because It's great if you've got a family or a village or a community that, that does that, but, but clearly modern life doesn't always lend itself to that, does it? And I think you had a really interesting sort of response to that about how you can, how you can create that village for your child and presumably for yourself as well.



**Ashley:** Yeah, absolutely. I think just to kind of give you an insight into to what Catherine is saying and if you haven't got the book already. So I, I was brought up in a village where we had extended family that all lived within, a five mile radius of each other. My nan and granddad were very prominent in the village, for various different reasons and they were, they had lots of friends. They'd lived there a long, long time and so had my mom and so had, her and my aunties and uncles and cousins and things. So if I did something wrong then My nan would have had a report before I could run home.

Somebody would have told her, you know. But equally, that also works if I fell over. There'd be voices above my head saying, Oh, she's Margaret's kid. She's Margaret's grandchild. They might not know my name. I might not know theirs, but they knew who I was and who I belonged to. And there was that care.

There was that, let's sort this out as a, as a village, as a community. And so I think we don't have that now. I'm guilty. I lived abroad for quite a number of years when my Children were small. My mom and dad weren't there, they came for one month a year. That was amazing. We came home, but they didn't grow up in the village that, that they were kind of born into really.

And so I think it's really important because it is a component of resilience. That community around the child, wrapping that child 360 with the people that care about them is a component of resilience and quite often. I will see students who haven't, whether they've moved away. to university, or they've moved away from the family home and they haven't got that community around them.

And it is about building it for ourselves, for them. And so things like for instance, getting them involved in the community aspect. So we were talking about TEDx, my kids both volunteered as did yours, And the speakers were chatting to them and, which was just amazing. And, they, they were interacting with people that they didn't know, but actually they are then, they then know those people are become to know those people and that they have an interest in them.

So, for instance, one of our speakers this year, Athea has made an arrangement to have a coffee with my daughter because she wants to. So it's things like that that we do things like your friends. Okay. Your friends might not have children the same age they might. And that's fantastic if they do, but actually.



introducing, rather than your friends come around and the kids just go upstairs and go on the, consoles or whatever, but having those conversations around, what are you up to? What are you interested in? Things like that. We've got family friends who live in Suffolk and they have got children nearly the same age.

But actually, I know that if my kids wanted to chat to them, if something was going on that they didn't want to talk to me about, they would absolutely feel comfortable enough to do that. Because we have family get togethers where, two or three times a year We all sit around the table eating and we have those conversations, get involved in community projects, family, friends, things like that.

It's really important for building our village around our kids.

**Catherine:** Yeah. Yeah. So important. Well, it's important for adults as well, isn't it? But you can definitely see it. Working with, with children. We used to have, when I grew up, I had lots of aunties in inverted commas. Everyone was a, an Auntie Pat or an Auntie Eileen or Auntie Christine.

Not blood, blood relatives, but people who would look out for you. And that you could go to as well. And they, that you think of as you've got, well, still do actually, still got my Auntie Christine and my Auntie Pat.

**Ashley:** And you know what, that's so right. So when we moved back from Abu Dhabi and we chose to live here because we hadn't lived locally, we hadn't lived in Hertford or Northwich before the, the whole, and it kind of full circle now.

One of the reasons I was at that fitness club early that morning meeting you was because I knew nobody and I knew I have to involve myself in the community. If us as a family, we're going to settle here. And so I did that. So I met lots of friends, you, Sam Newey, Joe, Karen, all them. Met lots of friends there.

I also involved myself in the PTA, and I think sometimes...

Yeah. And, and actually I think PTAs are a really good example of doing that because I think we think of them and, oh my God, you've got to give loads of hours and stuff and you really don't.

Like we used to have five members of our PTA who would just wrap presents for an hour every Christmas. But they would still come out socially and that's

absolutely fine, so it meant I was involved in this school life of the kids. It meant that I knew friends, so they, that, then there was play dates and, and things like that.

So the kids then become involved. Now they're both involved in rugby, which is just around the corner. It's things like that, that really builds a community and, and help kids build the resilience in turn.

**Catherine:** Yeah, no, really important. And I know it's a, it's a key theme throughout, throughout the book, isn't it, about these different things that we can intentionally do, I guess, isn't it, to support our children.

**Ashley:** And it's plugging those gaps, if you have a look at, is your child confident? Have they got a community around them? What's their, what are your boundaries like? What is your, what are your kids empathy, like. So I don't know about you, but my eldest if, if she sees one of these adverts on TV where they might need water aid in Africa, like she would be filling up, but if her brother falls down the stairs, that's hilarious.

Do you know what I mean? So, so there is, there is those where we try and build in and plug those gaps because those gaps. It's in resilience, a direct connection to mental health issues. The less resilience you've got as a person, doesn't matter your age, it could be us, could be the kids. Actually, there's a direct connection to mental health issues.

The less resilience, the higher chance you have having struggling with your mental health.

**Catherine:** Tell you what I'm interested in, since we did the book launch, is more and more people must have got the book now. I mean even in that room I saw people going away with new copies of the book, freshly signed by you with a nice new pen or whatever.

So more and more people have read the book and I'm just really interested to know what sort of... feedback of people giving to you in the I'm sure they will say it's a good book because it is But in terms of feedback into how they've been able to use it or the difference that it's made Have you started to get feedback trickling through now?

**Ashley:** Yeah, so I sent out a few advanced copies of the book to get feedback, you know for those that So that I could say, people have read it. This is what it is, things like that. And that was really positive, which was really lovely. I then got kind of, Amazon reviews and reviews at bookshops and stuff, which was really lovely.

But the ones I like the best. is local kind of local people or people who have maybe followed me for a while or something like that and I'll get these voice notes on Messenger and they'll say, Ashley, I picked up the Bible today, meaning my book, which is such a, it's just. So lovely, like the parents about, I picked up and you know what, I was really struggling and I reread that and it was just brilliant and, and one of the big things is there's a lovely lady and she was on the podcast actually last week and her name is Amy and she's got two boys and she is prolific at giving me feedback on, on the book and I love it.

And she'll go. I'm just, I'm sorry, I don't want to mind you again, but I just thought I'd tell you this. And she will actively use stuff in the, in the book with her boys and then report back. And so I think that for me, if nobody else did it, just Amy's voice messages are enough. But to be honest, I think I have had such a warm reception and And lots of voice messages like that.

I mean, I'm singling Amy out because she was on the podcast.

But just things like, I knew some of this stuff already, but I hadn't realized how I was how I was using it before, or sometimes it's a, it's a case of tweaking the language that they use with the children, or it might be a case study. So a lot, all my case studies. Kids that I've worked with or parents that I've worked with and they'll go, I've read that.

And I just thought, Oh, thank God. It's not just me, you know? So it's that kind of stuff. But I guess one of the biggest things that's been in our, in almost all the feedback is. Actually, it's practical, but actually, there's a sprinkling of this mank humour that you have through it. And actually, it's just, it feels like a companion.

And I talk very much about the beginning, about how we're here to walk our kids home. And I hope that that's what the book does for parents, really.

**Catherine:** Well, I can certainly testament that because I read it myself. And actually, I don't know if I ever told you this, I might have done. Oh, I'm worried. Well, yeah, well, yes.

So I got the book, and really my purpose in reading the book was possibly quite different to other people's purposes. Yes. It had a very definite I was going to... Ask you a number of questions on at a book launch. So I opened, I, so I got the book and I thought, well, do you know what?

My kids are 24 and 14. So actually I just wonder, was my question mark, how relevant this, this was to me, because effectively I've got someone who's at the teenage stage. And he's still delightful, by the way. And I've got someone who's, who's to all intents and purposes is a grown man and doesn't live at home.

On the other scale, I've got this sort of 10 year gap in between them. And I thought, so this will be interesting. How pompous and snobbish can you get, quite frankly? So I'm reading the book and almost from the get go thinking, oh my goodness. It, it doesn't actually matter how old your child is, you are still a parent.

And I think the thing that struck me was that you, you still influence your children, however old they are. In fact, part of me is thinking, well, my mum could read this. I'm her child, you know I'll just tell her about the 30% and then she'll be fine. But, but I, I didn't think it would, I thought it might be more about smaller children and it clearly is.

I mean, there's lots of, lots of really helpful stuff around that. But what struck me was it was applicable. to parenting of children of all sorts of different ages, because it isn't it's to do with how you interact, and it's to do with what you build around your child, and it's to do with relationships.

It's not for two year olds, or... six year olds or whatever. So I found, I, I got so much more out of that book than I was expecting. But if you understand the context of that, because I was reading with a very specific purpose, but yeah, I totally get it. The Bible. I even took it to Peru. I'm looking around now because somewhere...

It's in my pile of stuff from Peru, but I took it to Peru with me.

**Ashley:** Yes, you did. And I even got, I got a lovely picture of a mutual friend of ours, Janet, who actually has worked in schools for years and years and years on the plane reading it. And it was just amazing. I think there's two things there that you've said actually Catherine.

And I think for me, one is that I've had quite a few grandparents come to me Go win. Oh my God, they've bought it with a view of giving it probably the daughter in law or something, and, and they've read it. And actually and you'll know one of them, Sandra, who is, you know she's posts on Instagram a lot and she's, she's a mother of five grandmother to, lots.

And she just said, Oh my goodness, I just wasn't expecting that as my kids are grown, that it would have any kind of influence or any relevance. But yeah, I've had quite a few grandparents say that, which is just lovely, and again, as parents, for me, it's not around what it's about wanting to know more, wanting to learn for our kids, because it's a parenting journey.

I know that sounds like a cliché, but I say to my eldest, who is 16 next week, and I say, and I say to her, I've never parented a 15 year old before, this is, this is something that we have to work out and learn together. And, and giving her that, sense of control, but a negotiation, I don't mean around bedtimes or anything, but that sense that we're in this together.

It's a really lovely thing. So I think grandparents have got a huge influence on me. I think we don't live in our extended families anymore, which is such a shame, which is why I think our resilience is not as high as it used to be. Because we don't have those role models for good or for bad. So I think grandparents are amazing.

And the other thing is, I think a lot of people initially thought that's what the book was going to be is for the younger. And, and the reason I call it the resilient kid and the reason my business called the resilient kid is actually as a nod to my Mancubian roots, really. And that's why because in our family, we would say our kid, meaning anyone who's related to you, really, because we do have a lot of aunties and uncles that are not blood relatives.

You would say our, our meaning all of us.

**Catherine:** Well, you were doing Yorkshire, so I'm not the Manco, I'm the Yorkshire class. But my mom calls her, called her brother. Our kid. Yeah, it was

our kid in Australia. And that's because he was the only brother. Yeah. So it had a, another, a slightly, but yeah, our kid.

That's great. I don't think I realize, I realized that. But I do get that it's for children, and I certainly found loads in there for my older children, but I think also especially for the 24 year old because it's easy, I think, especially when they're not in the house, to think, oh, they're, they're grown up and they're living their life and at his age I was married and, there's, there's those sorts of things floating around in your head, but at the end of the day, they're, they're still your, your children. And, and actually aren't still full grown. I mean, I think I learned that through the book as well and through conversations with you. There's still a lot of learning to go and, and, and do. So yeah, I, it's, it's definitely not just for, for small children.

**Ashley:** Yeah. And I think, I think it's interesting.

I mean, Catherine, I know both your boys and their, their absolute fine specimen of young men. But you're right there in the fact that. Particularly if you think about your 24 year old, his brain is not fully developed yet. And I talk about that in the book because we don't talk everyday language around our brain and how that affects our behavior and, and, and kids behavior and things like that.

So there's, there's lots of, lots of tips and, and strategies in there around how. You can be more aware of why they're behaving like that. So, so one of my kind of key phrases really with parents is, they're behaving like that, whatever that behavior is to fulfill a need. And so we need to work out what that need is so we can plug it so we can, we can provide it in a different way.

And so I think that's a big thing, but also around our brains, if we, Look at the, the part that regulates our emotions for us, so stops us flipping our lid and going crazy or road rage and all that, but the part that keeps us calm, the part that processes difficult emotions and our brain is set up to do hard things, it's wired for hard things, but we often shy away from it.

And as parents, we often turn our kids away from hard things. And actually they need to, to practice for later in life when we're not here. But if we look at the brain specifically, neuroscience tells us that the brains are not fully developed in boys until they're around 27, 28. And so you've still got a few years left to go with the oldest.

With girls it is, it is sooner, it's early 20s. But it is that specifically that part of the brain that helps. them regulate their own emotions and manage their own emotions. And so, I say one of our big jobs as a parent is to help kids, whatever their age, regulate their emotions.

And I remember, my mom going back to my granddads. And saying stuff like, Oh, this has happened. What do we do? And they all sit around with a cup of tea and talk about it. And that is walking our kids through that process. It's walking them home. And we're never, ever too old, to do that. Now I'm sure there's things that you talk to your mom about.

I certainly know my younger sister comes to me, and she's, she's way past the 20 odd. Phase, and, and that's what you do is you, you talk it through, you walk through that process with them.

**Catherine:** Yeah. Yeah. I suppose I have to ask this question. Well, this is great actually being able to ask questions instead of answering them.

Is there another book?

**Ashley:** So as Catherine knows, she's, she's kind of smiling here because she knows the answer to this. Because when we was at the book launch Catherine did an amazing job of what we call a head to head where we do like a Q& A and stuff. And to a, a very busy room of, of...

People that had been invited to the book launch and right at the end after these amazing questions that she'd asked and we'd had a laugh and there was a few tears and, and different things like that. You said one last question, one last question. There was this little hand that goes up at the back and it was my hubby, Dave, and he said, this is from a purely selfish point of view.

I go away to write the book. I don't write the book here because you just, you don't have the same headspace when you've got kids and washing and work and everything. So I do go away with a couple of friends and we, and we write for the whole weekend. And this little hand goes up and he goes, purely selfish reasons.

Is there another book in the making? Before that question was asked. I would have said no. I would have said no because it's hard. It's a hard slog to write a book. And it's not my natural forte. I prefer to talk. I prefer to present. I prefer to deliver.



And so it's not my natural method. And so I would have said, absolutely not. Don't be ridiculous, blah, blah, blah. And that night he asked the question and before, without a heartbeat, I just went, yeah, there is. And it will be the resilient teen next. And that is because I think, yes, you're right, Catherine, this book is, is, for any parent, it's not specifically age related, but I think teens get a very.

They get a hard time in the press, they get a hard time sometimes in the community, and they are delightful. I work with them every day. They are challenging. But there is nobody better placed to give you a realistic view of the world than, than to chat to a teen. And they have their very... A very unique set of problems where they're on issues because their brain is developing at such a fast rate of knocks, puberty hits, all that kind of stuff.

And I think we now have social media and various different things that influence them, that impact their lives. And also, they're in... We started the conversation with education, but their education system is not geared up to get the best out of them. And so I think they are struggling. And I think it's really important for me to be able to take my experience and, and.

put it out there for parents of teens, and just really so that they have, something they can fall back on when days are dark. Because sometimes they are, and sometimes they're amazing with the team. Sometimes you have a difficult ride for a little while, and it's important that somebody's got their back, and I'm hoping that that's what the next book will do, really.

**Catherine:** And can I, can I help launch it with you?

**Ashley:** Absolutely.

**Catherine:** Oh, excellent. That's not just because I want a free book by the way, I'll pay for it.

**Ashley:** What I, yeah, she's quite, she was quite cheap for me, a free book and a glass of Prosecco.

**Catherine:** Oh, such a cheap date.

**Ashley:** Yeah, what I, I think, for me, What I would really love to do is, and I'm just, I'm just in conversation now with a mutual friend of ours, Paula who is a

business coach, and The, the kind of model that I use, I want to train up other people to coach teens, because I think that's really important to, to just help them.

But actually, my ultimate is to have teen coaches, where we have peers coaching each other. There have been maybe been through tough times, but actually can turn around to, peers or people that are a little bit younger than themselves, have having a learn a skill set and, and help each other because they are such a challenging but amazing part of our community that are really underrated.

**Catherine:** Oh, that sounds exciting. I've not heard that before, so I'm already, my brain's buzzing now.

**Ashley:** Yeah, yeah, no that's, that's well, yeah, that conversation happened this morning, so yeah. Absolutely. That's new. So yeah. Catherine, thank you so much for today. It has been lovely to chat about the book from somebody who has A. read it..

B. Is a parent of, a wider stretch as well of, of age groups with your boys. And, and that's just, that's brilliant because you are, you kind of have an insight then into in a different insight to me. And so, yeah before we finish, I'm going to put all your links and stuff in the. In the show notes.

**Catherine:** Thank you.

**Ashley:** But and this is pure, pure indulgence because I love this bit. Tell us a little bit about the Phenomenal Woman workshop that we that I'm so lucky to come and Assist you with, because I just think it's such a cracking course and we just vibe for two days, I think. I love it. So just tell, tell the listeners if and this is, it is specifically aimed, aimed at women.

But it's, I think it's aimed at lots of women that would probably be listening to this podcast who, who are parents, but actually also have another life because, you and I are parents, but we are also business women. And, we do lots of work in the corporate world as well. So tell us a little bit about the phenomenal woman course.

**Catherine:** Oh, well, it is something that is a highlight of my calendar as well. And. It's coming up very soon, actually, where you and I will be working together on it. It's a two day workshop. It only runs twice a year. And it is... It's aimed at those women who have got something to say. Now that could be, and you'll know

from people who've been on it before, sometimes that's people who have their own businesses like you and me.

And we've got something to say. It could be our business, our product, or it could be our beliefs in something. We sometimes have women who come who are on a mission and they want to set up a movement. They want to express themselves and, and, and, and gather people around them. And sometimes people come because they know that standing up and speaking in public requires a certain skillset and they want to learn that skillset but alongside that they want a load of confidence so they want to look sound and feel confident when they're doing it.

So we get a wide range of women but we only take a small group at a time and I think that's why it's such a lovely experience both for you and me but also for the people who come on it because it's a safe space where women can come. They get to do rather than just to intellectually process. So they learn some stuff for sure, but they have, they, they do it and they practice it and they get feedback and that feedback is very nurturing.

It's very directive and and it supports them to, to be better for the next iteration. So it's really practical. And we know that people feel very. Empowered at, at the end of that. And I think, looking back at how that program has evolved, 'cause I started running it about 10 years ago, then there was a bit of a gap, and then we started again after Covid.

And one of the things I recognized was that, that support and insight for people on their individual speaking journey, for want of a better phrase, needed this high quality of feedback and insight. And I knew I needed some support with that. On the workshop so that everyone got, you know. Enough of it, but with 10 people on the course, I couldn't do that for 10, and I was thinking, right, who do I know, who do I know who has an insight into human nature, who do I know who is excellent at being able to shift sometimes how we see things and can give feedback in a way that's direct but supportive, and I thought, oh, who could that person be, and it was you.

And I can remember approaching you and saying, would you be interested in doing this? And I think what I need you for is when we do an exercise, would you do the feed? Would you do take half the group and give them feedback? And I'll take the other half. And after the first workshop where we did that really successfully, I thought you, you gave so much more than that.

And I think in part, it's nothing really to do with the resilient kid, but actually it's everything to do with the stuff that you talk about having being supported and surrounded by your tribe. It's about looking what the gaps are and finding ways of building those gaps. It's the insight that you have in human nature.

And I think because we have a similar approach, different skill sets, but a similar approach. I think, and I'm sure you would agree, actually, I know we've talked about it before. We work really well together. And the output for that means that those women that go on that program, they come away with a set of skills that they can use time and time and time again and just get better and better at the more they use them.

But they also come back being nurtured. being supported being empowered. And they're big, big words, aren't they? But feeling more confident that every single time 10 women will leave the room, two inches, standing two inches or two feet taller. Just holding themselves differently and, and thinking about themselves differently.

And that's very, very exciting. And all that that means is this world gets to hear stuff that it needs to hear and changes happen that need to happen, which is, exciting.

**Ashley:** Yeah. And it's funny because I was, as, as you was talking, I was thinking, and you were talking about the women on there and I was thinking about the different people that have come through.

And actually we've had, everyone from kind of an accountant who is, talking in front of a board to other people who are giving presentations to. Others who have gone on to do TEDx talks, which happened this year to people who are standing on big stages and delivering, huge stuff.

So it's like anything from, and I think we always say that it's anything from kind of, doing a live on Insta to standing on a stage. It really doesn't matter, but it's about that confidence in and clarity in that message and being able to deliver it without. All the nerves, all the, the worry and am I doing this right?

**Catherine:** Yeah. How, how do I do this? And then how do I do it to the very best of my ability? And I think we, we encourage people to say, and it's not just doing it to the best of your ability. It's about allowing you to come across. Your personality,

your, your beliefs being absolutely you when you stand up and being really proud of that.

I'm proud of what you're saying and proud of the way that you're saying it because you know that you know how to say it in a way that will make a difference for people listening.

**Ashley:** Yeah, absolutely. And I think probably to just come back full circle, we have the lovely Sue France, who is here locally with us, who helps and, and we are for those two days, that village, those, those speakers that come, those women that come onto the course, they, they come very nervous, quite often not sure fully what to expect.

They know they're gonna, get an outcome, but actually As, as that small group and us three become that village for that person and, and their tribe for the, for those two days and they do absolutely walk out taller than when they walked in with, a bag of tools, of course, but with the confidence to share their message with the world, which I just really, really love.

**Catherine:** And it's interesting you just mentioned Sue there because From a personal point of view, I tend to work on my own a lot of the time. I do one to one coaching or I run programs and I do that on my own. But actually for Phenomenal Woman, I feel like I have my tribe as well. And that is, that I think makes me a better trainer.

It makes me better at what I do. Because Sue is just so wonderful. And she looks after our physical needs, where we are and what we eat and what we drink. Just makes us feel, all of us and myself feel so special and looked after and then, I do, I do the delivery and you support with the, with the feedback and the insights and things like that.

So we really all gel and that becomes then my tribe. As well, which is, I, I really appreciate and I know I've told you and I've told Sue that before as well.

**Ashley:** Yeah, it really is a highlight of the calendar. So, thank you very much, Catherine. We will drop if you are interested in, you know getting some coaching for whether it's presentations, or you want to improve on your speaker skills, things like that, or you want to hire Catherine, she will be a little bit more expensive than a book and a...

Bottle of Prosecco. But yeah, if you, if you like the sound of Catherine doing the head to head then get in touch with her. We'll drop her links in the show notes along with her TEDx talk and also the details of The Phenomenal Woman. They're out, aren't they, Catherine?

**Catherine:** They are, yeah, they are absolutely out, yeah.

**Ashley:** So we'll drop them in the show notes. Thank you very much for listening. Catherine, thank you for not being my guest today, but being my host. I really appreciate it.

**Catherine:** Thank you. It's a pleasure.

**Ashley:** Take care.