Build a Legacy Business That Is Fully Aligned With Your Soul with Renee Dominguez Transcript

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Introduction to Legacy and Soul Power

Hey, friends, I'm your host, Dr. Elizabeth Simena, the intuitive psychiatrist, and you're listening to Stepping Into Soul Power. Friends, have you ever felt a calling, a callings so strong that ignoring it would be like abandoning a part of your soul?

Today on stepping into Slow Power, we're going to dive into a conversation about legacy, about building businesses with legacy. We have someone who is a powerhouse, a Powerhouse in legacy building, intuitive leadership.

She embodies success. This is the founder of Empowered. leadership. She's creating a movement, empowering women to really step into their power and really do legacy on their terms.

Renee Dominguez, welcome to the show. We need to celebrate all that, all the flowers. Thank you. Yes. Well, we want to hear from you because there's a story behind this movement.

What led you to want, to go on this path, helping women in particular, build legacy businesses? Yes, and thank you for that question. So excited to be here.

And what led me here was not your traditional path. I grew up thinking I need, well, actually, let's step it back even further. As soon as you're 18, get out of the house, have a job, so you have enough money to just pay your bills.

We didn't use words like business, goals, entrepreneurship. created this identity of corporate Renee and corporate Rene was really good at checking off all the boxes of what she thought success was supposed to look like.

Renee's Corporate Journey and Awakening

And after 20 something years of checking out boxes, successful on paper, but empty inside. I was like, what did I do wrong? Did I miss a class? That I missed a course in college?

Like, where did i make that wrong turn in Albuquerque? What happened? And I, was feeling defeated emotionally, mentally. in male-dominated industries where really they dictated how I was to show up as successful.

And it was either, Renee, you're too much or you are not enough. You're working too, much you not working enough, who do you think you were to apply for another job?

Who said that you could do X, Y, and Z? And I always lived my life like that by other people's expectations and their rules to success. And when I was going to women events, I would like, this is a safe space.

I'm just gonna share what I've going through, because I don't know who to talk to. And these women, they were all so successful. They were lawyers, there were doctors, their were therapists.

There were women who had a seat at the table, but not a voice at that table. and they we're all looking at me like what do we do? And I like… I dunno, trying to figure it out too.

And it was eight months of random women all coming to me. None of them knew each other, all raising their hands saying, who do we talk to? Our decisions that we are to make are being made by others.

We're successful, but we're also empty. So I had my come to Jesus moment where I'm like, okay, what do you

want me to do? And that was the beginning of me creating a movement.

But at that time, I didn't know that that's what I was doing. I thought I just was like okay I am just going to pivot, save my sanity, my mental state of mind.

Fast forward eight years, I'm now at a place where like I am creating a movement where women can take back their power because I did not have any power.

I had relinquished it to my male counterparts because that's what I thought I was supposed to do. And now I've so passionate about empowering women, how to take their back power, what are their gifts?

What's their calling? And how can they make it How can they make this into a profitable business that lives outside of them? That lives past them. That creates a legacy that leaves an imprint in the world.

Wow. So much there. What really struck me, you said something. You said there were women coming to you who had a seat at the table, but not a voice at You know, I think it is something that's very common, but I guess for someone who has helped women navigate this path, are there practical things that women who are in that situation right now can do to help pivot And yeah, maybe we'll start there.

Yeah. No, I love that. And I guess we so fired up because it's about really advocating for ourselves. So usually there's one woman at the table and there might be 10 plus men and you're dealing with that masculine energy.

What I share with women is like when John Doe is speaking up and trying to overtake you, You can say, John Doe, I see your passion and I hear your excitement.

Can I put a pause on that? I will come back to you when I'm finished here. Does that work for you? And you nod your head and then John does gonna be like, oh, okay.

Finding Your Voice at the Table

But now you set the tone and the precedence on how when you speak and show up, That people want to be heard and seen and you're just letting them know I see you I See your passion even though he may not be excited.

He might be like you are totally wrong You can still say I sea your passionate and I can see and hear the excitement you have Is it alright if I come back to you?

Look, I'm just gonna finish this what I have to say Yeah, and that's how they have their voice at the table Okay. Okay, so it sounds like a very, it's a practical communication maneuver where they validate, because I'm a psychiatrist, I like to go back to him like this.

You're like validating that person and you're speaking your piece and then you return to them. Yes. And I love that you said that. You're also, you're keeping the peace within you because we can really like, oh no, he's angry.

Others are going to agree. We get all these stories in our head within milliseconds and our body and nervous system can shut down. But when we have the words and the cadence on how to say what we want to, say, we stand in power.

we don't shut, down we, don t shrink. because we know how to navigate through that treacherous waters because that's what happens. And that is why women who have a seat at the table don't have voice.

They just weren't taught what language to use. I see, I say, so very specific language, communications, communication styles in order to help amplify their voice.

You know, and also going back to this topic, that's also them creating a legacy because now they're teaching others. So there's another woman who's coming in, she's going to model what she just saw.

And that also a legacy because that living, letting you make a difference that's going to outlive you because it's gonna pass on to the next person and to there are many ways to look at it.

There are some people with legacy, it's about what you achieve. And then there's also a legacy of who you become. Help me understand what your idea of legacy is.

Yeah, my definition of legacy is doing something that is bigger than you. So for that corporate woman who is leading by example and allowing others to model and emulate her, she's leaving a legacy of what it looks and sounds like to be a powerful woman in your position.

As a business owner, your legacy, is the same thing, but in business, you are advocating and mentoring others to do something that they couldn't do on their own.

And because of that trickle effect that gets to get passed on to one person, to another, so it's making a difference outside of our current circumstances that live beyond us.

Okay. A difference that lives beyond us. So there's a difference between a soul-aligned calling and then an ego-driven goal.

Defining Legacy and Soul-Aligned Purpose

And how do you help people kind of navigate that? Because I can imagine that the consequences are different depending on which one you follow. Yeah, that's a great point that most women don't realize if they are, they don' know because they weren't taught.

I'm speaking for myself because I didn't know either. Where it was my ego and my pride that I was like, I am going to do this, hence the check boxes. And I want to get this degree and then I will go get that degree, and I may get the certification and we get another certification.

and it just kept going around and around collecting paperwork. That wasn't making a difference for me, but I was very eagle driven thinking this would make a Difference when I started to tap into my soul my souls purpose.

I Was like, oh, it's not about collecting paperwork. It's actually about Executing my special gifts that I didn't even know I had I thought honestly And this is the honest of God's truth when God was assigning gifts I got skipped because I then grew up hearing Renee.

You're good at this Renee, oh, you excel at this. Oh, Renee these are your superpowers. These are, these aren't your gifts. I didn't grow up hearing any of that.

So I think I had any skills or gifts, so I spent most of my life thinking like, well, I have to produce them because I wasn't given any naturally. Now I know I was, but it just took 20 something years for me to get them dialed in and identified.

And now that I'm so aligned, I like, oh, it's not about the pursuit of paperwork. It's about to pursuit my gifts that make a difference for others. What my gift are is I am able to see what others are not able see and how to create success with ease.

And because it's with ease, I'm going to tell you, people will resist it. They say they want it, but they will resistance it because their nervous system only knows anxiety, no stress, it knows burnout.

If it is easy, then it isn't right. So that's a whole different topic, of course. You said that there are a couple of really important things that you said, and I just keep going back to you.

You stopped and then really looked to see like, okay, well, what are my gifts? What's my sole purpose, right? And there're not a lot of instructions for that.

So I guess, can you give our listeners a little taste of like okay well what does that look like? Like how might they start that process? Yeah. And then that's where I have my tagline.

I create transformations at 20 minutes or less. A transformation could be an aha moment. It could a self-awareness. it could that block that they've been stuck on for years.

And my gift is I hear someone and their words have energy. Yes. And then with their energy, I see words and then what the words I'm able to see the picture behind the word.

Hence why I am able create transformations in 20 minutes or less. So an example of speaking to someone who has been stuck Really allowing her business to flourish.

It's always been like a struggle and she's been struggling for six years and She's hired coaches. She has been in mastermind.

Intuitive Gifts and Fast Transformations

she has Been in programs and none of them have helped her within 12 minutes because I timed it within twelve minutes She is like crying and you gave me not only permission but access to what I already had within me that I didn't know to unleash, not just myself, but my business to scale it, to be on stages, To really allow myself the permission to live the lifestyle I wanna live, and my businesses will allow me access to do that.

And it was just hearing her, I was able to quickly identify, oh, if you just do this, this and this. and then go and do, that she was to able do it right away.

Oh, how come no one else was able to see this? How come? No one. Else was. Able to identify where I was stuck, but it was her words. It was the language she used.

I get words, people get feelings. Some people will get different ways, different hits. Mine, mine. Get a word. And with that word, I'm able. To unpack it as we continue to talk.

Yes. I'm like, yeah, that's not something you could read in a book and like how to unlock this superpower. Like there's no book. It was, it came from just doing it and getting feedback from people.

And then I was like oh, is this a gift? Is this the superpower? It is something like can I like say I can do this? Cause that a pretty bold statement and transformation in 20 minutes or less.

Who says that and who can. Do it. And then that's where it allowed me like, let's create success with ease. Let's fast track, lets collapse timelines.

Lets create a legacy that makes a difference because we want our lives to stand for something. All our struggles, our opportunities, or obstacles, we don't want them to be for nothing.

We want to them stand on something and be seen and highlighted and have the spotlight on them so others can see what's available and also what they can do too.

I see. So it sounds like you're using your intuitive gifts in order to help through like your transformation sessions in Yeah, I really like to say like I guide them just like you I Guide them it's all within them about you got all the pieces I'm just helping you guide how to put the piece is together I've not given you any extra pieces you already have them and how special is that to?

Be able to have someone say to you everything you need is already within you You don't need to go source anything else. It's already there Yes, yes. And as you've worked with women, can you speak to hidden beliefs or even generational patterns that you feel like have been sabotaging their purpose or leadership?

Yes. A lot of the clients I work with are first generations. First generation to get a degree, a first generation, to hit six figures, first-generation to be a business owners.

And so they have limited beliefs. Can I do this? Because no one else has done it. No one else in my family has done it. They have no one to model and emulate.

So they face these imposter syndromes that come up because they're like, who do I follow? My family's telling me I can't do it, they tell me, I'm crazy.

Go find something secure and safe. You're going to be broke, you're gonna be homeless. Like they go to the extreme. But what I love that I get to share now is like you get To be the first, you Get to show them what is possible.

And you also get that's part of the legacy is now that you're the First, someone gets to be The second, Someone gets To Be the third. Someone Gets to Be The fourth.

But we got to repackage it on We don't let other people's limitations dictate our success, dictate what we are capable of. And so we really got to have that strong barrier, that boundary around us where like this is, when they say something negative to me, it's not about me.

It's about their fears. I get to choose. Do I want to take on their fear as my own or do I wanna hold space for them and say, I hear you and I'm gonna show you how it can be.

See I see and so what what do you tell women to tell their families or spouses and they're like As you know me like what are you doing?

Breaking Generational Limits and Reframing ROI

Yeah, and ever every situation is different right but like even my own situation I'm thankful that I have a partner spouse who's like What you do I couldn't do but I love watching you.

Do it And then with others, like with my clients, they all have that scenario, what you just had explained. And so for each one, it's different, but in a broad statement, Like I was saying earlier, I'm going to show you what is possible.

Let's say it's a partner who's like, don't do that, which that happens a lot. Don't that we can't afford it. And I'm like you are an investment, you're an ROI, and you were not a debt.

It's about reframing that language. If someone sees you as a dead, that's different conversation. But if they see you at an end investment that what you doing is an invest that it like buying stocks.

We don't put money into our stocks or into investments and say like, oh, I'm going to throw my money away. We're saying like no, we're going get an ROI from it.

So when you can show up as you are the ROI, it's a game changer. I was talking to someone earlier this week and I used that phrase for her. You're not a debt, you're an ROI, You are an investment.

She stood up taller. And literally saw her body language change. she stood a taller, she raised her head and she's like Yeah, I am. Wow, wow. I want to ask about this process, because I can imagine that, you know, that building a business, there are lots of ups and downs, ups, and down.

Oh, yeah. Yeah. Had to take a deep breath because yes, sir, it's just, yes there is. Yes. So I guess how do you prepare women for, you know, these waves of things that happen.

Like right now, we've got tariffs, there's a lot going on. So what do you tell women? Yes, that's such a great question. I had this scenario happen a few weeks ago where I was part of putting on an event and everything that

could go wrong went wrong.

and the people who paid a lot of money to attend were complaining, and they were seeing the negative and there, they're winking at all about them. And so I went on video.

I posted a video to the group and I said, each and every one of you have a front row seat to a master class on how to show up and persevere when everything is going against you.

I want you all to take notes and like, what are you seeing? What are observing? Where would you have been different? provide that feedback at the end.

Yes. Shifted everyone's mindset from, oh my gosh, how could you do this to me? To like, Oh, How can I help make this better? They felt like now they were invested into what was happening and now, they had a different mindset.

So it's about how do we reframe? And I'm really good at that. How we can reframes a situation when everything possibly could go wrong. And you know what also changed is that they all came together.

They're like, we're in this together versus everyone was out for the ego. Everyone was up for themselves and like trying to find a way out of this because everything was going wrong.

They all like locked up arms virtually. And then in person when we got together, they all locked, locked arms and said, We're getting through this. Together.

and it created new bonds, new friendships, but the key is to not try not to try. The key. Is to. Not. to not pursue anything bigger than you alone.

Leading Through Business Challenges

Success is not meant to be created alone, you're not to figure it out alone you are not mean to create it alone your meant do it in community and that truly, I truly believe that is a key to success.

It is the path to the success when you try to do alone You have all the stories that are in front of you, holding you back. You had your nervous system holding your back, you have your fears that holding back and when you're so in it, it's like that phrase, You cannot see the forest beyond the trees.

Yes. you need someone who could see that bigger picture and someone like you. Someone like me. That's where we come in. We help them see their bigger pictures and put the pieces together and help the reframe that story that they're telling themselves.

Such an important point that success is meant to be done in community. What I'm thinking about is, hmm, who's in that community? Like who do you wanna be in the community, how do decide who is in there, whose not?

How do create a community that is supportive of what you're doing? Yeah. So for me, I'm just going to use me as an example. It's my messaging, it's the words I use, It is the energy I project.

People get to self-vet themselves. Is she my people or is she not? And that's what I want them to do because that gives them power and authority over themselves, is She for Me or Is She Not?

and if she is, then I wanna know more. They'll lean in, they'll ask more questions. But my community is about legacy, purpose-driven women. Are you purpose driven?

And do you want to create a business that outlives you or is it just for profit? If it's just a profit, that's great, but then that is not my people. But my community is about women who, I'm going to say badass women, who are the first.

and they're doing it scared, but they are doing. And the community is so important. I asked each and every one of

them, what do you find the most value in this community?

And they say, I'm not alone and I am not the only one who has these fears or these struggles. I get to hear other's stories and knowing that they also hold space for me and they're there to see what I can't see as well.

And so women will stay on the call for 90 minutes once a week because they want to all hear about what each other is doing and support each. And that's community.

Okay. You said purpose-driven women rather than just profit, right? Are there particular signs where you've counseled women, you worked with women that they were out of alignment with their purpose?

Yes. That's a good question. And I'm not going to say they're out-of-alignment because it's journey. And you've been saying it, and I love it. We're evolving, we're growing, for changing.

So just because you have one idea does not mean that that was out of alignment. It just meant that, that to get you to where you were meant to go. I like to say it's like a GPS, it is not a straight line to wherever you want to.

There's turns, there's ups and there are downs, the hills, you got to around the mountain, go around a cliff. You know, we were zigzagging and that's what life is.

So it's not always being out of alignment. It's like, oh, this was part of the journey. I had to experience, I have to pick up that experience so that I can go further ahead in my journey, but without that experienced that learned lesson, could not have moved, it couldn't move past go.

Let's say that. And so, But also on the flip side, being that alignment is, is it ego driven? Am I only focused on the numbers?

Community, Alignment, and Purpose-Driven Success

Numbers are important. Don't get me wrong, numbers are more important, but when we follow purpose. the numbers will follow. But I was all about the number since corporate Renee, she was about all the money.

She created success beyond her wildest dreams and couldn't have been more miserable. I thought that was my purpose. Corporate Renee show my family what was possible, but I miserable, I never present, physically there but not present.

I wasn't mentally there. And so when we're driven by ego, it's like, am I getting excited or am getting stressed out? And if I'm being driven my ego am, I about forcing others to do what's not possible or my empowering them to try new things.

Some of the best inventions came through so-called failures. So like let's break things and let see what we can make. Okay. Okay, so it sounds like mindset, attitude, those things are important.

And it seems like it's an ongoing process. Well, yeah, life's a journey. It's about like, how can we have fun on the journey? Because like you said, business is hard.

There's going to be good days and bad days. We have so much going on. in our climate right now where more women, specifically women are stepping in saying like, I'm not going to create my success by other people's expectations anymore.

I went down, do it on my terms. And what does that look like? What does it sound like. What is that feel like there's really a global movement for women who are saying, like I am not gonna break the status quo.

I am going to break the rules and rewrite the roles for me and my success. And then I'm going bring others along with me because it's more fun to do it in community.

That's also part of the movement is that rally cry that we get to be successful and happy at the same time. We get be spiritually full, we to get emotionally full.

we got to physically full and get live life on our terms. But that could also be scary. Yes. I love that success on your turns and really following your passion.

Now, I wonder for our audience, how can they get in contact with you? Yes. Uh, I started this new community where they can follow me on Instagram. It's called corporate dropouts.

Corporate drop outs. Is this not about dropping out of corporate? It said about jumping out on the status quo, dropping the out, uh, what society says that you could be who you can be, how you should show up.

That's really rewriting the rules to success. And I created this free community it's on school. S K O O L.com and it is called Corporates Dropouts it.

Free and I'm giving women the tools that I. Given my high ticket $50,000 clients the same access and I'm giving it away for free because I want women to have the resources.

I don't want them to Have anything in their way that says if only If only someone believed in me, if only I had enough money, only, If Only I Had Enough Time.

I'm giving them the tools on how to create self mastery for themselves. Cause when they have self-mastery around themselves, then things are possible.

Corporate Dropouts and Closing Thoughts

And then when I finished that, I then give them access to business foundations. If they wanna start a business, everything they need to know to start business.

and I am telling you, it's not the website, It's Not your colors, its not your fonts and everyone thinks that's what it is and it not. That is not what people are buying into.

They're buying in to you, but you need to understand what grounds am I building my empire on. Oh, I love it. Foundation. Yes. Energy, like the energy that you're putting out.

Your presence is powerful. Renee Dominguez, it has been a pleasure having you on, thank you. Thank you so much for being on the show. Yeah, Thank You.

It's my pleasure. If you haven't heard it yet today, I appreciate you. The soul in me honors the soul you if you'd like to see more episodes like this, please subscribe or click here.

And friends, if this spoke to you, leave a comment below. We would love to hear from you