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Children: MalamaDoe, Head of the Table. MalamaDoe, Head of the Table.

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Sheila Long: Hello everybody, welcome to the Head of the Table podcast. My name is Sheila Long and I will be your host for today's show. Hello, welcome to the Head of the Table podcast. My name is Sheila Long and I'm the host and the owner of MalamaDoe. It's a co-working community for women and the history behind MalamaDoe is that we wanted to create a community of welcoming and supportive women around towns who were looking to start businesses or working from home and wanted to be together.

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So MalamaDoe comes from Doe representing not the Milwaukee bucks but the women of Wisconsin and then Malama means like to care or to protect through stewardship in business. So our goal here is to provide a safe environment where we promote collaboration for businesses to grow and expand and prosper.

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And our goal is that we want to empower women to thrive in business. And then we specialize actually in entrepreneurship because that's where we can have the most impact to increased leadership for women in business. So speaking of leaders, we celebrate women who are great leaders by inviting them here to share their stories. So today, I'm really honored to have Lisa Nelson here with us with Life Lift Coaching and Transition Services. And we also have Crystal Kennedy here who is helping us out at MalamaDoe for the next couple of months. So welcome Lisa.

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Lisa Nelson: Thanks Sheila. Thanks so much for having me today.

Sheila Long: Yeah, thanks for being here. Yeah and Crystal welcome.

Crystal Kennedy: Yeah, thank you for having me. I'm happy to be here.

Sheila Long: Great. Alright, well, thanks everyone for joining us. So Lisa let's hear about how you started this wonderful business and what your current role is. You are the owner of Life Lift Coaching and Transition Services.

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Lisa Nelson: Well, I started Life Lift last fall and I was looking for a place to have a private coaching appointments. I've a counseling background. So I've worked in the past as a professional counselor, typically in the area of universities in Milwaukee doing career coaching that also had me help people going through transitions. So alumni at some of those universities that are looking for new careers or going through a life transition like a divorce and trying to create something new. So last fall, I decided to get a coaching certification.

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Sheila Long: Cool.

Lisa Nelson: Yeah. At UW Madison, they've a great program by the way.

Sheila Long: Okay.

Lisa Nelson: And with that, once I started that I said, "You know what, if I'm going to be coaching people on how to change their lives, I need to change my own life."

Sheila Long: Alright, cool.

Lisa Nelson: I need to walk the talk. So I left my position at the university and decided to do my own business.

Sheila Long: Awesome, great.

Lisa Nelson: Yeah, and that led me to you at MalamaDoe.

Sheila Long: Awesome, that's great.

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Lisa Nelson: I originally was looking for private office space. I ran across MalamaDoe in one of the articles that you guys had in one of the local business journals and I found out of all the great things that MalamaDoe does.

Sheila Long: Yeah, it's wonderful and you get featured just to have all those great people who come in as well. What does it mean to be a head of the table?

Lisa Nelson: When I think of leadership or even being the head of the table, I think of just being at the same level as everyone on the table. My goals are really to help people become aware of their strengths and help them put those strengths into use.

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So I like to see myself as a facilitator, like a meeting facilitator.

Sheila Long: Cool.

Lisa Nelson: We talk about - if I was a leader, I want to talk about everyone's strengths, how we can collaborate together and combine all of our best to put forth in awesome product.

Sheila Long: Cool. So where did you get that like drive to be to bring people together to lead?

Lisa Nelson: I've done a lot of research on personality theory. I've done a lot of Myers-Briggs type inventories. So with that, I think it's just kind of my nature. You know, I've also done StrengthsQuest assessment and my strengths were individualization, ideation, strategic, maximizer and positivity.

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So with those, those really lend me a good base to be able to help others. It's just something that comes natural to me.

Sheila Long: Who do you view as a leader, like who has impacted you as role models or influencers?

Lisa Nelson: When I think of good leaders, I think of people that help others be their best and when I think of one of the greatest leaders, I think of Oprah Winfrey. You know, she is somebody who has overcome a lot of challenges and in her long career, not only that she succeeded but it was really important for her to help others succeed.

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When I think of how she went to Africa and established that school --

Sheila Long: Oh yeah.

Lisa Nelson: -- and really changed people's lives, that warms my heart. Or when - I know there was a project she did years ago where she gave some money to people in the inner city of Chicago to see how they would succeed with that. I remember the outcome of her -- I'd call it an experiment -- might not have been the outcome she wanted because she didn't get the result she wanted, but she has that ability to pivot, you know, take some criticism and move forward to continue to help others.

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So she really inspires me. She is authentic. She is the real deal. And although I've not had to overcome the challenges she has, I just think she is a great role model.

Sheila Long: That is just wonderful. When you see someone and they really inspire you a lot and you're able to see how they overcome different challenges. So what would you say are your greatest accomplishments like personal or professional?

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Lisa Nelson: When I think of what makes me the most proud or the accomplishments that I made, it's frankly just the compilation of all the little things I've done, like nothing makes me more excited than just making a small difference in someone's path or someone's life. So if I'm able to make an impact on someone or help them, essentially lift their life which is where kind of the name of my business came --

Sheila Long: Yeah.

Lisa Nelson: -- that really makes me feel great. So you know, I've started my business as more of fulfillment opportunity and again I'm so grateful for you, Sheila because MalamaDoe has really helped me reach more people and given me potential for such a huge impact.

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So the opportunities that MalamaDoe offers such as like the meetings that we have weekly that you're really trying to empower all us entrepreneurial or working-at-home women are outstanding.

Sheila Long: Thank you.

Lisa Nelson: And then you've also helped me have the courage to move forward like I never would have gone to some of those tradeshow or events that you've really had us stick together and combined. I've had the courage to move forward and I've met a ton of people.

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Sheila Long: Okay, great.

Lisa Nelson: Even this morning, I had two meetings with people I met at the last tradeshow. My business is really starting to take off --

Sheila Long: Awesome.

Lisa Nelson: -- and starting to evolve in a new direction.

Sheila Long: That's the goal.

Lisa Nelson: Yeah.

Sheila Long: And what about your logo. I like love your logo. Can you tell us about it?

Lisa Nelson: My - name of my business again is Life Lift Coaching and Transition Services and I was thinking like, "What would you think of when you think of life lift?" So I went to an awesome website, I don't know if you want me to plug it.

Sheila Long: Yeah, plug it, why not?

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Lisa Nelson: It's called Logojoy. I think they just changed the name but you can look logojoy.com and for like either \$30 to \$80, you can kind of tinker with the computer and make your own logo.

Sheila Long: Cool.

Lisa Nelson: And I actually ended up using the ski lift because there was two people sitting on the lift. I see my business as me partnering with people to help lift their lives.

Sheila Long: Awesome.

Lisa Nelson: So my logo has little ski lift in it to just highlight the fact that not only do I do coaching and sessions, I also do transition services, which means I can help people outside of a coaching session, such as like I can go with people through their divorce hearings. I can drive them downtown and go to courthouse with them.

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Sheila Long: Awesome.

Lisa Nelson: I can help them with their emails or their text to the partner they are divorcing. So I'm kind of a couch on steroids.

Sheila Long: Awesome.

Lisa Nelson: Just I like to customize what will help people.

Sheila Long: You're definitely on the path to success. You've lifted your life, right? You're moving your business forward.

Lisa Nelson: With your help, thank you Sheila.

Sheila Long: Thank you for always being there and encouraging us and moving us forward and thanks for everyone and audience for tuning in.

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So at MalamaDoe, as you can tell, we encourage women to be heads of their own table in charge of their work and destiny. So you can definitely find out more about us malamadoe.com or on Twitter or on Facebook or on Instagram. Tune in next time for another interesting interview with more dynamite women in our community.

Lisa Nelson: Thanks Sheila. Thanks for having me. Yeah, take care.

Sheila Long: Thanks to everybody for listening to the head of the table podcast. Please feel free to look for us wherever you find your podcast and let your friends know as well. Thanks everyone.