

3 Witchy and Woo-Woo Ways to Become a Wiser, More Powerful Leader

Full Transcript from [Elizabeth Hope Derby](#)

Hello my friends! I'm so excited to talk to you today about three of the witchiest and most woo-woo things I do in my business that I would highly encourage you to do in your business to increase your fun, flow, ease and joy as a leader.

Let me tell you something: when you are in your power and having fun as a leader, being really clear and calm and confident, and speaking from that place of inspired enthusiasm, it grows your business. This is success on success on success.

I love talking about the woo-woo side of life. I am a very strategically minded person, and very rational. I believe in vaccinating our children, for example. But, I also am very creative and artistic, and have come to realize I'm also quite spiritual. I'm not religious, but I do consider myself to be a spiritual person.

What all this means for me is that I incorporate both sides in my work as a business coach. I also do so in guiding my clients to run their businesses in ways that are easier and more sustainable, where growth happens more organically and naturally, and in a way that feels like flow. This is opposed to, sort of gutting it out, which I think a lot of us know how to do.

You don't become successful professionally unless you have some capacity to work hard and stay focused and get the job done. But at a certain point that alone burns itself out. We often burn out and it becomes untenable and unsustainable. It's not a way that we can live our lives long term.

If you want to run your business for years to come, if you want to grow and expand and support a team or a larger team, or if you want to take your business to a certain size, you want to reach a certain number of people and to give back a certain amount of money. You want to have some level of impact beyond what you currently have and you need to be able to sustain what you do.

All of that all comes back to this idea of how do we fuel ourselves internally? How do we stay in the game, stay inspired, and stay enthusiastic?

I am a big believer in marrying the strategic, disciplined, hardworking side of things with the more creative, in flow, spiritual side. Both are really powerful and really valuable, and will take you so far.

If you're watching this, then you're probably the type of person who is woman identifying, who probably has learned to lean very heavily on more rigid structures.

You have likely been taught what to do, told what to do, and to look to validated external logic in order to dictate your decisions, to tell you how to navigate obstacles, to grow the business, or to grow yourself.

You probably default to a very externally oriented rational way of making decisions and choices, and this doesn't always work. In fact, a lot of times this fails us because it doesn't incorporate our full power and awareness—the full scope of what we know about how the world works, how we work, and how other people work.

If you're working with a coach like me, then we help entrepreneurs and business owners see their own blind spots and navigate around those mental obstacles that are maybe going to lead you to making decisions that won't work for the business or won't work for you.

And by the way, if it doesn't work for you, it doesn't work for the business.

You can get that external perspective and it's hugely valuable. I cannot recommend it enough.

I have a coach! I'm a coach because I believe in coaching. Coaching isn't magic. Coaching is different than consulting, but it isn't magic.

It's really about giving you all the tools and resources that you need to decide what to do in a way that's going to work for you and ultimately your business, your family, your life, the world, and the impact that you're here to make.

So that's the deal with coaching.

In my coaching, I take this very dualistic approach because, to me, intuition, or the woo-woo side of life, I just think of as intuitive logic. I think of it as a very rational way of depending on other kinds of information and other kinds of intelligence.

To say that creative intelligence has no value or no place in business development is bonkers. And we all know this now. This may not have felt true 50 years ago, but I think we now all understand that soft skills matter and emotional intelligence is required. Creativity and innovation is what leads to differentiation, change, and leadership.

We're not living in such a dualistic world anymore that we can't be creative in our businesses. However, I still think there's a lot of compartmentalization. A lot of leaders aren't taught to really lean on their own creative wisdom and internal authority.

I love witchy and woo-woo stuff as access points for creativity for diving deep into your own psychology and learning different things about what you're capable of, what ideas you have, and how to make decisions in a different way.

Just like you would take a personality assessment to see all angles of a problem or you might hire a consultant to show you perspectives that you wouldn't otherwise see, using creative tools to navigate your world differently and see things differently is a very intelligent, rational thing to do. This will help you get a 360 view of what's going on to help you make decisions that have enough insight that they're well rounded and holistic, and therefore most likely to be effective and to work.

I also wanted to share that growing up, I was obsessed with the X Files. This show was super popular in the 90s. One minor highlight of my life was when they rebooted the X Files. The show had these two FBI agents, one was this Oxford educated, believer in the paranormal, and trained serial profiler, who would always assume that it was some paranormal thing was causing whatever murder had happened in the show. He was partnered with someone who was a very rational scientist and skeptical person.

The two of them would have this lovely back and forth, and, inevitably it was the paranormal thing causing the murder, but there was also a scientific perspective that the true believer had overlooked.

I love this because I think leaning on both of these perspectives really can help you solve problems in more effective ways. I encourage you to find what works for you in terms of intuitively understanding creativity and how you access other ways of knowing truths that you know about the world.

In what ways can you challenge yourself to think differently other than just asking what would someone else tell me to do?

Here are three ways that I love to use witchy and woo-woo stuff in my business for growth in leadership:

The first thing I love, especially if you are a female identifying person, is cyclical living and, specifically, moon cycles. You can also use the moon as a stand in for menstrual cycles. The reason that cyclical living is so valuable is because it aligns with natural rhythms that our bodies are familiar with. One of the most powerful things you can do as a human being is to get in touch with your body and your body's wisdom because it's going to guide you to make different decisions than you otherwise would. That will be extremely healing and nourishing. So often we burn out because we're stretching beyond our physiological or emotional capacity. We have physical

limits in our bodies, and we also have physical needs in our bodies. A lot of us sit all the time and it's really important to get up and move. If we tune into our bodies, our body would say, "Hey, get out there, go lift some weights, go do some squats, and go sit in the sunshine." All of that stuff is naturally very energizing. That's my little spiel about embodied leadership and business development. But, specifically, cyclical living is a way of hooking up with natural cycles that exist outside of us. These cycles provide a built in template for navigating your life in a way that's connected to nature and brings you back into your body.

Because I'm talking about moon cycles, I have to show you this: I have this painting behind me. I also above have a moon cycle because I really believe in the power of the moon cycle because it's such a lovely metaphor. It's in the sky most nights even if it's cloudy. It was always there. Bless you moon.

The moon is also historically associated with the feminine archetype and with intuitive mystery and mysticism. A lot of wisdom traditions honor the moon, much like they honor the sun but it's a different kind of energy. The sun energy is a really powerful, intense radiating heat associated more with the masculine. It's that driving energy. On the other hand, the moon is reflective. It's something that can shine very brightly or can be almost totally gone through the sky. It also still has this nurturing quality to it. The moon represents the gentler and more subtle instincts and rhythms that our bodies and planet are guided by. Because of this, the moon itself can be a really cool tool to play with as a metaphor or as an object of wisdom and guidance. When I say the moon cycle, what I mean is, you start with a new moon, when it looks like the moon is totally gone from the sky. The New Moon looks like it's getting bigger every night until it hits the full moon, and that's when the moon is super bright. Then it'll get darker and darker again until it's the new moon. That happens approximately every 20 days, much like a person with a uterus' menstrual cycle, if they have one, is around every 20 to 30 days.

There is this waxing and waning that takes place as well. Waxing is when the moon looks like it's getting bigger, and waning is when it looks like the moon is getting smaller. It's actually actually associated with different aspects of a woman's menstrual cycle. Building up to ovulation, there is a growth and burgeoning of preparedness for a baby. Assuming there's no baby implanted, the body then releases. That growing and releasing is actually the sort of cadence and rhythm that you can follow if you're using the moon cycle to guide you.

While a lot of people do annual, quarterly, monthly, or weekly planning, I like to check in with the moon and use the moon cycle, along with some of these other witchy tools that I'll share with you in a second, to help me think of set an intention

and think about what kind of change I want to intentionally cultivate over the coming month or the coming moon cycle.

In very brief, the way you work with this is by picking your intention during the new moon because that's the time that represents planting seeds. You plant the seed of your intention and then you allow it to grow. You cultivate it until the full moon, at which point you reflect on your progress, and then you start shedding and releasing. It's not that you're letting go of the intention, but instead that you're letting go of obstacles that get in the way of you living into this intention.

There is a lot of nuance here and a lot of fun stuff to explore. If the concept of moon or cyclical living appeals to you or you want to go deeper into this, I actually host women's circles on the new moon many months of the year. So if you're interested in that, you can check out the link below. You can sign up for the newsletter list and you will only get emails related to that. You will not be added to my normal business and leadership coaching email list, you'll just hear about when I'm hosting another circle. You're welcome to attend and go deep with us if that appeals to you.

The second way I use witchy and woo-woo stuff in my business is through tarot cards. I love tarot and oracle cards. I am a student of literature. From the time I was little, I was obsessed with high adventure fantasy stories, like *The Lion, the Witch, and the Wardrobe*, *The Chronicles of Narnia*, and *The Golden Compass* series. I loved really every sort of fairy tale and myth from various nations.

I loved this language of story and archetype, and I love oracle cards and tarot cards for the same reason. There are so many layers of meaning that you can unpack from each of these cards. If you choose to. It's really fun. Our brains are meaning making machines and we can use cards to make meaning. It literally doesn't matter what cards you pick. Just pick a card.

Before you pick a card, you have a question in mind. You ask for guidance on a specific topic. You pick a card, and then you make meaning out of what you see on the card and use that to ask your brain to think differently.

I actually did a whole video on how to use oracle cards as a business owner. I'll link to that in the comments below if you want to go deeper. If you want my recommendation, I'm really loving this deck called "The Light Seer's Tarot."

If you're new to oracle cards, or even if you're not, I recommend finding a deck that has some kind of book that will take you through the meanings of different cards. Let me show you what a Tarot Oracle Card is if you've never seen one before.

Here's what I have on my desk. This is sun. This is very lovely.

You can tell right there's a lot happening here. You could just look at this and freewrite on it. Let's say it's a very strategic question that you want some intuitive woo-woo or witchy guidance on. Should I raise my prices? Should I say yes to that party?

Normally you would look to someone outside yourself to tell you what to do. Look to yourself to tell you what to do. You can use this to help you get clear on your decision.

So let's say you're asking a question, and you pull a card. This is the card you pull: the sun. Well maybe just looking at this gives you a feeling that clarifies the answer for you. Maybe it reminds you of something and then whatever that sparks in your subconscious then gets drawn to your conscious mind. Then suddenly you're like, oh, yeah, oh my god. Okay, that's right. It reminds me of this thing. There must be this other thing and I never considered this in this situation. How does that impact the decision?

That's the kind of creative thinking our brains can do when we bust it out of the box that we're normally forcing it to fit into. If you get a deck that has explanations with it, you can read all about what this particular card means because every card has a meaning beyond what your brain makes up. You can make all kinds of additional meanings out of that. It's super fun and I highly recommend it.

I just think if you're like me, you like stories and archetypes. If you're like me, you should play with oracle and Tarot cards.

I'm using the two terms interchangeably, but they're not quite interchangeable. I'll just mention, in case you don't know this, that tarot cards are a normal four suit card deck. In a tarot deck, it's similar in that there are four specific types of cards. In a normal card deck, there's hearts, diamonds, swords, and clubs. In a Tarot Deck, there are pentacles, wands, swords and cups. There's also something called the major arcana in the tarot cards and those are all specific archetypes. There's a "high priestess," "the hierophant," "temperance," and "the sun," for example.

So anyway, you can get very deep into this and I have a whole video about it if you want to go deeper into applying this specifically for business. I'll drop that link below. Check it out. This is a great time to be all witchy with your cards.

The last way that I'll share for today that I think of as witchy and woo-woo, but is also the most practical thing I do, is that I tune in to the seat of my power in my body. I ask it specific questions. I believe firmly that each one of us is born with a seed of

divine intelligence in us and that we all have a direct connection to what I consider to be spirit. Maybe you would consider it to be God, or universe, or source. We're born with this stuff. It is in our interest to be interconnected to all beings.

This is my spiritual belief. If this doesn't resonate for you, you don't have to believe it and to connect to your own seat of personal power. I do believe in my spiritual system and practice. I'm very internally oriented when it comes to what I believe is being in the right relationship with the world, other people, myself, and the planet.

I believe we each have this sort of divine knowing, which is like divine consciousness in a human form. God is this kind of energy all around us and it's also an internal energy. It's not a person that can sound like a man living in the sky who's going to condemn you to hell.

It's a connectedness that we all have. We're all connected to each other. We're all connected to the planet. We're all connected to all living beings, all inanimate objects, the stars, the earth, all of it. We're all connected.

That point of connection I believe is also a point of inspiration and intelligence for us to access. What I'm thinking of when I envision this connectedness is a power portal inside of ourselves. We access that power portal and we take direction and guidance from that. That steers us on our truest trajectory for the impact that we're meant to make in this world, for the potential that we have, and the capacity we have to reach in this lifetime.

That place inside of us is the ultimate truth teller for us. I do a lot of work to get in touch with that place inside of myself and use that to make external decisions.

Because I'm a very intellectual person, it really helps me to get into my body. Maybe it's through going for a walk, standing outside, doing some yoga, doing some more vigorous exercise, or just taking some deep breaths. I like to get into my whole body and then sit down, or lay down as the case may be, then put my hands over my heart and over my solar plexus, where I feel my power center the most. I also feel it in my throat sometimes, but for now let's just say solar plexus and heart.

I also do some breathing, and I drop in and I listen. I really listen to what intelligence comes through for me from those places. I try very hard to keep out of my head because often my head is like here's the answer and I'm like, no. So, I breathe out all the brain talk, and I drop in and I listen.

Sometimes this happens quickly. Sometimes it doesn't happen for days, and the insights and answers come when I'm just walking around, taking a shower, or having

a conversation with friends. That kind of stuff happens a lot with creativity, where there is inspiration and subconscious awareness. But it's setting the intention and holding space for those answers to come from my center of personal power that is one of the most useful, intuitive, magical things that I do for myself in my career, business, and leadership. It's one that I wish for you to try for yourself in your leadership, business, and career. You will never ever lose the knowledge on the inside of who you truly are, what you truly want, and what you're truly capable of, but you do have to listen for it.

Maybe this Halloween eve, or sometime in this witchy woo-woo season, you make some space, get quiet, and practice listening to that voice of inner knowing that is connected to all things.

I wish for you so much fun, so much excitement, enthusiasm, woo-woo, and magical witchy spells. I hope that you take some of these tools and really run with them. Just allow yourself to have some fun and experience being a leader. Allow yourself to make business work for you. Let's do this in a way where you are glad to be here and are glad to be alive. That's really what all this is about.

Take the thing that feels the most fun and exciting to you. Go out and do it. Drop me a comment if you discover something or you have any suggestions I haven't mentioned.

There are so many ways to get in touch with your magic, but these are three of my favorites I use all the time.

If you want to learn more about working with me as your business coach, or you know that you want to book a call and talk about it, I am available for private coaching.

I work one on one with clients and I help them create customized ways of moving through the world, which means either strategies for their business or strategies or for themselves.

When you hire me as your coach, we get you really clear on your vision. We help you upgrade your mindset. We talk about specific challenges you may be facing like pricing, restructuring, hiring and delegating, or any of the stuff that comes with running a business. We try to help you do this in a way that feels easier, gives you more spaciousness, and feels true to who you are so that you can sustain joy and love your life. I help with all of that stuff.

If that piques your interest, come to my website! You can learn more about my coaching process right here: <https://elizabethhopederby.com/work-with-me/>

From there, you're ready, you can use the contact page to book a free consultation with me. These are deep dive, long calls where we talk about working together, but we do it in the context of: what are your goals? What are your main challenges, and what strategy and intuitive guidance is landing for me? What do I recommend to help you get where you need to go next? We consider how we could work together to support you in that, and if working together doesn't feel like a fit, that's fine. You have my blessing to apply the insights and strategies we've created and implement them in your business right away.

Until next time, my friend. Happy magic-making to you!