



What Your Magic is and Why It Matters (Welcome to the Podcast!)

Elizabeth: [00:00:00] Welcome to Everyday Unicorn, the podcast that helps you harness your magic for greater success in work and life. I'm your host, Elizabeth Hope Derby. I'm a mom, a communications expert, a recovering perfectionist, and a long-time leadership and business coach. In this podcast, I'll teach you the secrets of everyday leadership and how you can use them to supercharge your clarity, confidence, and joy in your career and personal life.

No more trying to fake it till you make it or twisting yourself into knots so you can fit inside other people's expectations. Whether you're running a business, evolving your career, or just trying to find balance between being a parent and an actual person, it's time for you to start living your version of success, in the office, on the playground, and beyond.

So let's get to it!

Hello and [00:01:00] welcome to this podcast. I am so excited that you're here. Everyday Unicorn is finally coming out into the world, and I am just thrilled that you are tuning in. I have wanted to create a podcast for a very long time. And this is a very special project. You are on the ride with me. So I want to talk today about what your magic is and why it matters, why it should matter to you, and why it matters to the world. Now, before I get into this topic of your magic and defining it, I want to go ahead and share with you a little bit about why this podcast is called Everyday Unicorn and where that concept comes from. So, I really debated whether I would use the word unicorn in a podcast title because let's face it, at this point it's kind of overplayed. As my [00:02:00] mother once said, you can basically stick a horn on anything now and call it a unicorn. And she was referring to stuffed animals at the time. But I do think the idea of being a unicorn has almost become a little cheesy, it's a little bit like saying, oh, you're such a special snowflake.

It can be used sarcastically, and it can be used to mean you think you're special, but you're not. Well, that's not the kind of unicorn I'm referring to here. For me, the idea of a unicorn is really about embracing uniqueness and your

one-of-a-kind magic. And again, I know magic can sound like a word that's very glittery and tween-ey and may be reserved for people who don't take themselves seriously. And let's all agree that to a certain degree, we could all take ourselves a little less seriously, so that's fine. But also, I understand that a lot of the people I work with and talk to, and who will [00:03:00] be interested in this podcast do take things seriously.

They take their commitments to their families and their careers and their lives seriously. They want to create positive change in the world. And so do I. And when I talk about being an everyday unicorn, what I'm really talking about is embracing the idea that you have a unique brand of magic that you carry with you every single moment of every single day.

And then if you're willing to tune into that and to work with that, to give it some focus and some intentionality, and allow your Yunus to not only exist in your own heart and mind, but also in the world, in your life. That you have opinions that you are creative, that you do speak your truth, that you follow your intuition; all of these things are ways that you express your [00:04:00] Yunus. And you can do it every single day. My hope is that by you paying attention to the force of this magic that operates inside of you and giving yourself permission and grace and a sense of humor to roll with your own punches and be true to who you are, that you will contribute something deeply meaningful and deeply powerful, not just to your friends who adore you, but also to the organizations that you inhabit, the communities you support and inspire, to your family members, to your partners and colleagues, to the people who you pass behind the street. Because we are constantly influencing and interacting with other people and leaving invisible and sometimes visible footprints in the world around us.

And we can do that in a way. That is not [00:05:00] only true to who we are, but it is in alignment with what is deeply true for us. Meaning what our values are, what our force of love and rightness and truth is; when we navigate life from that commitment and through that lens, we build something really remarkable. And we begin to occupy the unique space in the world that is designed exclusively for us. You know, there's that expression "Go where there is no path and leave a trail." And I feel that each one of us has the ability to embrace that to different degrees in our lives: to have the courage and the clarity to follow our inner conviction and our own belief in truth and goodness. Not to discount or ignore facts or science [00:06:00] or the calls for justice or systems of oppression or any of the realities of the systems that we live inside and want to change.

But that we, in being true to that deep sense of right and wrong and yes and no for us and doing it all through the lens of love and to a certain degree neutrality, which I'll talk about later. We can really create positive change that we each uniquely have a role to play in the many ecosystems we inhabit. And we can embrace that. We can use that to stand out from others to contribute our unique gifts at work and are in our creative enterprises, in our nonprofits and in our communities. That we can be a force for positive change. Because we bring what we alone can bring to the table.

So I hope [00:07:00] that you, in listening to this podcast can create a feeling of both being an everyday unicorn and experiencing some unicorn days. And what I mean by that is not only do you embrace your uniqueness and use that to give the gifts you alone can give and to create more success on your terms, but that you also just enjoy the experience of being alive. That every day begins to feel extraordinary. Because when you really slow down and appreciate the fact that you and I both get to be alive today, that we have ears that can hear, and we have voices that can speak, and we have the privilege of understanding and literacy and connection to the internet and blood moving under our skin and hopefully healthy bodies and healthy minds. And perhaps a roof over our head or fresh air in our lungs, clean water to [00:08:00] drink. Enough food in our bellies. That we're surrounded by people who love us. And we can give love in return. All of these things are incredibly precious gifts.

And I want us, all of us, to be able to drink from the cup of abundance that we've been handed.

I know not everyone can drink from that cup every day. I am acutely aware of the fact that not everyone has the privilege of doing what you and I are doing right now.

And, when we are surrounded by so many blessings, I really want to encourage us, all of us, to use that power and to use that privilege, not just to make positive changes in the world, but to refuel ourselves, to fill up our own cups, to drink deeply from the joy of being alive. And then use that energy and use that enthusiasm and use that inspiration and creative spark to get back out [00:09:00] there and do more of the good work that we are called to do to contribute that which is uniquely ours. So. I'm going to keep the short to the best of my ability before I wrap up today. I want to share an example and go a little deeper into this idea of what your magic is.

When I was in middle school, I developed a deep love for the TV show the X-Files. And if you're too young to know that, bless you, look it up. It's so fun. If it's fun to you. And I became deeply interested in writing fan fiction. So, this was early internet days, early internet for average people, I think. So I had a friend who also wrote fan fiction, and we would write this X-Files fan fiction. And it was just a thrill. It was a thrill to play with these characters and to imagine these paranormal scenarios cause, that's the premise of the X-Files. You have a rational scientist [00:10:00] and a very sort of mysticism, embracing alien believer, both working for the FBI and partnered up together is the basic premise. And of course, they're deeply in love. And you can't argue with me about that. Anyway I loved writing this fan fiction and what wound up happening was in eighth grade, my best friend, who also happened to love the X-Files, decided to apply for the creative writing program at a local performing arts high school. So it wasn't our sending school district, but she applied to this program and I thought, wow, that sounds fun.

And you know what? I've been writing this fan fiction. Maybe I could do a writing program too. So I applied for the writing program too, and we both got in. And we

both spent the next four years learning all of these different styles of creative writing, practicing our craft, entering competitions, winning awards.

It was really fun and it was a deeply creative and powerful experience for me, especially at that time in my life, but something [00:11:00] happened. When I was a freshmen, so I was 14, and I gave my first reading at the open mic that we had every year as part of our sort of end-of-year presentation for the creative writing group.

You know, the drama majors would put on a show and the music majors would have a performance. And so as writers, we had our own performance, which was basically reading. And I remember I was the last person in my class to read. And I had written this poem, you know, 14-year-old, 14-year-olds write poems. And I have written this poem so that when I wrote it, I felt very connected to the sensuality of the words, to the imagery that was coming through for me to the flow of creative inspiration and it's the experience of writing that poem had just felt very grounding and [00:12:00] almost otherworldly: not in the same way that the X-Files is otherworldly, by the way in just this, almost this connection to something universal. And I can't exactly describe it better than that, except to say that doing this writing really helped me anchor into something that I could enter through writing. And I felt like I had written something that was evocative and descriptive and it transported me to write it. And I loved that experience to me, that was like the heart of what creative writing is. I mean, there's so much more to it than that.

Right? Of course it's a craft and it's work and it's a lot of other things, but for me, the pure pleasure of writing was really embodied by that poem. And I got up there in this quiet auditorium with parents and the other kids, the older kids from my high school writing program, and siblings and a [00:13:00] few loyal friends, you know, in this quiet auditorium.

And I got up there and I read this poem. And as the words came out of my mouth, I felt like I was channeling something. That I was sharing not just a message or a poem that was particularly powerful because honestly I'm not even sure that the poem was that good. Or that the message was so powerful. I just felt like I was acting as the mouthpiece for a transcendental kind of experience.

And as everyone sat in that room and listened to me and I felt the words leave my mouth and they moved out through that microphone and the lights were shouting in my face. I could feel the energy of my words and these ideas and these images just reaching out across the physical distance between us [00:14:00] and connecting to the people who were listening that night.

There was a visceral kind of connection that I sensed then that took my breath away. And it still does. I felt like I had so clearly connected to something universal in that moment.

Maybe some universal sentiments, maybe some universal images, but it was less tangible than that. It was really the fact that I believe I have come to believe and I

have experienced it over and over again. That we as people, that we as animals that we as living beings on planet earth here and now are deeply connected to each other by these sort of invisible cords of light or energy or understanding that we are part of this invisible web of something that feels like [00:15:00] magic that each one of us carries our version of it. And that when we pour our hearts and our truth and our best into the ways we connect with others, into the ways that we serve, into ways that we communicate and we lead and we take charge and we sit back. When we operate from that high level of connection to each other, to the natural world, to the earth, to the universe when we're in that place of connection, we tap into something both fundamental and universal and profound.

I think each one of us has the ability to tap into that magic, and that when we do we bring something to life inside of ourselves and we also bring it to life inside of other people.

I did have people come up to me after that reading and say that was really [00:16:00] moving, or I really felt that, or that really resonated for me. And I love the word resonance, you know, as a, as a writer and a speaker and a workshop leader and a coach, and even as a brand strategist and a messaging expert.

I mean, all the things I've built my career around are things that ultimately come back to this.

The ethereal connection. That is possible. That wants to exist. That wants to be made manifest.

And I believe that those universal forces of connection are also connected to a positive, energetic force in the universe and you could call that God, you could call that spirit. You could call it the universe. You could just call it the collective desire for growth and goodness and generosity that exists among people and creatures and sustainable balanced ecosystems.

I believe that [00:17:00] we are not alone on the journey of these lifetimes and that we have powerful allies in each other. And in the energetic forces that surround us to move in the direction of love and growth and rest and rejuvenation and generosity. And I want all of us to both experience that, to receive that, and to give it. That is what this podcast is here to do. And that's what your magic is and why it matters.

If you have any questions, or comments or want to let me know how this felt to you, you can always look me up online: ElizabethHopeDerby.com. I'm so excited to share more with you in the coming days, but for now, I will just leave you with the invitation; that as you move through the rest of your day today, or your night tonight, that you pause every once in a while. And you see if you can [00:18:00] tap into something inside of you that feels both profound and universal that if somewhere inside of you you feel a stirring of those golden threads of connection. That magic that is both yours and everyone else's.

That thing that connects you to everyone and everything.

Thank you for tuning in. I hope today's show helps you remember that every day can be extraordinary and that you, my friend, already are. If today's episode was inspiring or useful to you, hit subscribe so you don't miss an episode. If you want to go deeper, you can hire me as a [speaker](#) or as your [private coach](#).

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