

Kim Strobel : [00:00:00](#) Hello, hello, hello friends, and welcome to the She Finds Joy podcast where we reclaim the super shiny lights that burn in each of us. I'm Kim Strobel your truth telling, real talk, happiness coach who believes in the power of showing up as our flawsome-selves even, and especially my friends, when it comes to working through our hard stuff. After all, when we're playing in our arenas of bigness, life gets better as we get bolder. So buckle up for the no BS, zero fluff advice that gives you the small steps for big joy. One of the best things about She Finds Joy is our community. So be sure to join us in our free private Facebook group to connect with other women who are creating more joy in their lives, just like you. You can find us at [kimstrobel.com/shefindsjoy](http://kimstrobel.com/shefindsjoy). All right, let's dive in to today's episode. Here we go.

Kim Strobel : [00:01:18](#) Well, I am super excited for today's show, which features my friend, colleague, mentor, Radiah Rhodes. And let me just tell you a little bit about Radiah. She is a visionary an entrepreneur, designer, engineer, and coach. And after two decades of experience leading small businesses and fortune 100 companies in the beauty and information technology industries, Radiah became known for her strategic insights, impeccable design, aesthetic and natural ability to connect, lead, and get results. She has led and coached many executives and organizations to deliver exceptional business results and launched a strong portfolio of multimillion dollar products and services around the globe. Most recently, Radiah authored the book *Being is the New Doing: A Divine Guide to Owning Your Energy, Time, and Peace of Mind*. Don't we all need that? Uh, she has also launched a collection of brands and products designed to transform and expand your intention and wellbeing as an entrepreneur, corporate leader, wife and mama to two amazing and active children Radiah knows what it takes to be extraordinary in life and leadership.

Kim Strobel : [00:02:39](#) She trains clients on how to tap into and leverage their intention as the fuel and fire to create any desired outcome with ease and authenticity. And I will just tell you all, I am so thrilled and thankful to be able to have you. Welcome, Radiah. I can't wait to talk about all of these words because these are some of the words that are popping in my life right now.

Radiah Rhodes: [00:03:03](#) Yes, thank you, thank you so much for having me. I'm excited to be here with you. Love you much. So this is going to be fun.

Kim Strobel : [00:03:09](#) Yeah, we actually met in a business mastermind. This is how we crossed paths, you and I and several others and of course I believe all of that was divinely led. You're one of those people

that when I spend time with you, I think I always walk away with two things from you and one is that you somehow always create, I call it space. You create space between thought and emotion. You're always able to do that. And I'm a pretty emotionally charged person, and I see I have extreme reactions to things sometimes. And so whenever we're navigating a conversation or even something difficult, there's a presence about you that holds that space for yourself and for others. And I always feel that energy come through. So that's one of the things I'm super attracted to you about. And then the other is I think that you're one of those women that raised the ceiling for me on what is possible for our lives.

Radiah Rhodes: [00:04:16](#)

That's awesome. So I'm always so grateful to hear what impression do I leave with anybody. So this whole thought about creating space between thought and emotion. That is brilliant. I've never heard it know, I've heard you make people feel safe, right? 'You make me feel really safe. There's, you're, you're measured. There's such a wisdom there'. But what you said, that to me is where the spirit lies. And that is when I can elevate to my highest intention. When I can separate myself from my thoughts and my emotions and what I do, my actions or how I define myself, my title. That's where the spirit is. And that's the place I want to act from.

Kim Strobel : [00:04:58](#)

Yeah. Because we know that the thought creates the feeling and or the emotion and then the feeling or the emotion creates the action. So I feel like this skill that you have where you intentionally create space between the two to get super clear really does help you take a different action maybe than what others might be because you create that space. So we're going to talk about all that good stuff. I can't wait. I tell people like, you know, this is my struggle. I'm sitting here holding your book right now. And I was so privileged that you signed it and sent it to me, but I am someone who, I want to back up in a minute, but this whole idea of being, Radiah, this is hard for me. I am so focused on doing so. I can't wait to break into that in today's show. But also, I am taking this class with Eckhart Tolle to try to be more present in my life. And of course I'm three behind in that. So, I'm doing the class and I'm reading your book. And so I guess I need to give myself credit for that, but I'm making baby steps. Okay. But let me back up because when I was reading your book, I did not even make it to chapter one.

Kim Strobel : [00:06:14](#)

I was reading the preface, which was really so interesting to me because it was about your childhood and how you grew up. And there was this layer that I just would never have known that looking at the version of the woman that looks back at me

today. And so take us back there a little bit and tell us like that journey for you that led you to where you are right now.

Radiah Rhodes: [00:06:40](#) Yeah, I mean, it was definitely chaotic. I attribute my childhood to the wild seventies, right? My parents were teenagers and adults or you know, young adults in the 70s where, you know, there was a lot of things that we learned later were detrimental that seemed very recreational. And so there was, you know, a lot of neglect and substance abuse and all kinds of things happening. And I grew up in that and I grew up a lot with my grandparents at the time as well because again, my parents were really young and doing all sorts of crazy seventies things.

Radiah Rhodes: [00:07:14](#) But it was such an interesting, perfect storm to kind of forge me within, and that all of that craziness was going on. But then my grandparents had such a grounded a safe Haven that they created for me. I always say my grandparents, that was the first place where I felt what it meant to be loved for no reason other than existing. There was nothing I had to do to be loved by them. I didn't have to get it right. I didn't have to behave. I didn't have to, you know, be extraordinary. Like I just showed up and they were in love and that never left me. And then at the same time, my parents were never really together. And so I had my father and my mother and my stepmother, who I was dating my father by the time I was two years old. And those were three very different environments and the range was from poverty, real poverty to luxury, real luxury.

Kim Strobel : [00:08:17](#) Yeah. You talk about that in the book, right? So your mom lived in extreme poverty where she was working all these jobs and you and your siblings would maybe be even left alone at a very young age because she had to go out and do her job and to try to feed you. But there were many days where you went hungry, and then your dad, you felt safe at his parents' house, right?

Radiah Rhodes: [00:08:45](#) Yup.

Radiah Rhodes: [00:08:46](#) But then your dad, this is one of the things, being a stepmom myself, I absolutely started to cry when you gave the attribution to stepmom in this book and you acknowledge like it makes me super emotional now. But you really acknowledged the gifts that came with her and I want to know a little bit about that.

Radiah Rhodes: [00:09:06](#) Yeah. It was definitely that range. You know, like I said, my father brought my grandparents and that was a grounding love. My mother brought strength, like the ability to just persevere and to own your identity and have compassion for yourself in the face of really difficult and trying circumstances. And my

stepmother brought a level of exposure and possibility. And so no matter how dark it got and one of those places or how lonely I felt, I always had this idea of possibility because of what I've been exposed to through my, my stepmother's family. My grandfather, her father was in the military, my grandmother was from Germany. And so they were able to, he ascended it to be a major in the army. And so, they did very well with just managing their finances. So they had a beautiful home and we would eat on china, like handcrafted china and crystal glasses and silver utensils. I would have no food one week and then on the weekend I'd be having escargo and Yorkshire pudding and you know, grilled steaks and all kinds of things. So it was such a contrast, but it gave me the range of what was possible and no matter what the reality was. And that has served me my whole life.

Radiah Rhodes:

[00:10:26](#)

Yes. And so, okay, so you grow up in these conditions where you're just experiencing extreme conditions really on both ends. And then I mean, like, how are you the woman you are today? Like how, what did you do? How did you get to be this author and this entrepreneur and this lady boss and this person who is full of ambition and intention? And I think even one time you said sometimes people look at your family, you have two kids, you have this husband like the Incredibles. Like how do they do it all? How do they do all of this? I want to know how did you get from where you were to where you are now? And I know this can be a really long story, but just give me the shorter version of it.

Radiah Rhodes:

[00:11:11](#)

Yeah. It is really that belief that there is always a way through and the willingness to just keep showing up. Because of that whatever has come my way, I've been willing to take a step into it. Even as I think about my school years, I was always very smart in school. I did not have, my parents didn't have the resources to say, Oh well she's going to go to a private school or what have you, but I had enough of a gift and I was willing to show up with that gift and people would recognize, the teacher would say, you should be in this class, you should actually go to this school, you should be in this program. And I was always willing to go. That certain surrendering a certain way that I'm just willing to see and be present to what's happening and take another step. And that has always taken me right to the next thing, to the next thing. And then when things have been difficult, my willingness to believe that there's always a way through has caused me again to show up and take the next step. And so this is what has been created from that experience and from those kinds of choices. But I can't say that it was this I'm ambitious, deliberate, have these goals, charted this plan.

That's not how it happened for me. It was really a willingness to take the next best step.

Kim Strobel :

[00:12:23](#)

Yeah, and to get uncomfortable. Well, I know that one of the things that you write, and I'm actually going to read this from your book because I like highlighted, I had my purple pen out and I was like this, the struggle is real. Because like you followed, you know, you went to school, you went to college, you got your engineering degree, you worked in corporate America, you were extremely successful in corporate America. You marry the man of your dreams. You have two children, you live in the nice home, you have stability like you never had as a child. You have beautiful things around you and yet, yet you were not happy. And so I'm going to read this here. It says, "How is it that you can make all the right choices, do all the right things to the best of your ability, keep it all together and still find yourself on the wrong side of your own life. The simple answer is you're doing too much. More specifically, you're doing too much without knowing who is doing all of the doing and why any of it matters. You're jumping through hoops for everything and everyone, you're the one who goes above and beyond to the extra mile while wondering where you fit in. Time feels rushed and you run on fumes saving everyone around you, but who is saving you?"

Kim Strobel :

[00:13:46](#)

Life is still good. You feel grateful for your blessings and good fortune, but who is it all for? Where do you enter the equation of your life?" And I think that this is the struggle of so many women, Radiah. Like we've ticked all the boxes, we followed the path and if we get real honest, we are not happy in our life and then we feel guilt, right? You have two healthy children, you have a husband who loves you, you have a beautiful house, you have a great paycheck, and then there's Radiah who is not happy. I want to know more about that.

Radiah Rhodes:

[00:14:26](#)

Yeah, so it's in what I said, doing too much. You know how I got on that path. It's kind of the flip side, right to this double edge sword of being willing to take the right the best next step and to show up. And a lot of those sequential steps. They afforded me amazing results financially, educationally, personally. Because someone said you'd be really good at this. Because someone said you should do this. And so what I was doing, even though I was taking those steps and I was reaping benefits, I was taking other people's steps. And so I got to a place where I had amassed a life that was the result of an equation put together by other people. And I had no idea who I was, what did I want and what made it appealing to me in hindsight is the pain. You know, I went through that childhood and there were beautiful

things, but there was a lot of pain. There was a lot of trauma and stability was my thing. I just wanted to feel stability. It wasn't until I was almost 30 that I had lived in a single dwelling more than two years in my entire life. So when I got married, my husband and I built this house and we've been here for 12 years.

- Radiah Rhodes: [00:15:42](#) This is the first house I've lived in for longer than two years. So stability was a huge driver, but it caused me, it's kind of like when you put the why before the who I was driven by my why. I had a lot of whys, there's a lot of great whys, but I had no who to really anchor what, why mattered.
- Kim Strobel : [00:16:02](#) Yeah. Who, who is the who that is behind all of those layers and results that you were getting?
- Radiah Rhodes: [00:16:12](#) Yes. And I say in the book that I tried to basically achieve my way out of the pain.
- Kim Strobel : [00:16:18](#) Oh yeah, let's talk about that.
- Radiah Rhodes: [00:16:20](#) Yeah. And so, you know, it was as a child, I was lonely, I was sad, I was afraid, I was traumatized in certain instances. And when I achieved I got great reward and acknowledgment and a response. People liked me, you know, so it became a place where I knew I love going to school, loved it because it was safe and I did well. So I was willing to keep showing up and keep doing that and that felt like it was going to get rid of the pain. Becoming an adult with a successful career, with a good financial background, with a family was going to heal me from all the pain. But we know that's not how it happens because wherever you go, there you are. And until you deal with you, until you do deal with the who and you heal the reality of who you are, what you believe, what thoughts drive you, what patterns you've subscribed to. And it really gets to those core beliefs. What are the things you hold to be true that are driving the thoughts, the feelings, the emotions and the actions? You got to get behind that because that is what you're identifying with that is creating the who you are. So for me, it was really about trying to achieve away the pain and thinking and believing that if I just had a quote unquote stable life, I'd be free.
- Kim Strobel : [00:17:43](#) But you weren't free.
- Radiah Rhodes: [00:17:44](#) No, I was trapped even more. Now not only do I know who I am and I've amassed this life, but I'm someone's wife. I'm

someone's mother. I'm someone's leader in a company and they all have an identity in the expectation that they want to place on me as well. And so now, not only am I struggling with how I feel about me, but I'm struggling with how do I even engage and survive the expectations and the identity that other people are placing on me right now.

Kim Strobel : [00:18:13](#) Yeah. Yes. I think this is so true. I think that as women, when we get really honest with ourselves, so many women are trying to, they feel the way they do. They feel unattached to themselves. They wonder what happened to who I used to be. But then those thoughts scare them as a person. So then they go, well, I mean this is just life. I have to chalk it up and be like this for the next 18 years while I raise my kids and I don't really get to count. This is just part of adulthood. And you know, they are afraid to feel the shame around what happens if they allow themselves to be front and center again in their life.

Radiah Rhodes: [00:18:57](#) Yeah, I think the shame is a big thing. And I'm not going to get this quote right, but I've seen it where it says 'I forgive myself for all the things I did when I didn't know any different' basically. Right. And it's this idea that you made X, Y, Z choices. You found yourself in certain situations. You are now in a particular set of circumstances based on those choices. But it's like forgive yourself for not knowing what you didn't know when you made those choices. And then knowing that there's always a way through. So for me, a big driver was not only did I crave stability, but I do not like to suffer. I do not like suffering. And so many of my adult experiences felt like suffering, like being exhausted from my children are only 16 months apart and within 24 months I got married and had two children and changed my job assignment twice. So in two years I was basically pregnant for most of it and nursing, I was newly married and I was changing jobs and there's really not much more you can change about a person then that especially in that period of time.

Radiah Rhodes: [00:20:11](#) So I was in those circumstances and it felt very much like suffering was very painful, very exhausting, very confronting. I was crying all the time.

Kim Strobel : [00:20:22](#) I want you to, will you really just hone in on that? I want you to tell us, cause you kind of have this breakdown that leads to a breakthrough, but I really want you to describe how it really did, what you were feeling and doing and crying. I mean, we're afraid to talk about this stuff as women, but we all have this.

- Radiah Rhodes: [00:20:43](#) Yeah. You know, I felt like I couldn't win. So my experience was okay, these things are hard, but I can figure it out. Right. That's the main thing. Many women, I talk to our clients, everything. I've just got to figure this out. I can figure this out. And then every time I would try or I think that I kind of figured something out, something else would happen.
- Radiah Rhodes: [00:21:05](#) So, okay, I figured out how I'm going to deal with two children, 16 months apart and I'm going to get my schedule right and maybe I can work out and no, I never get to the workout. The kids, that schedule never works out and I'm back at square one again, or I get a little bit of success, a little bit of freedom, a little bit of air to breathe, and then all of a sudden something else kind of comes in. So I felt like I just could never win and get out of the situation that was so difficult to even just wake up in the morning and try to move through just the sheer responsibilities. Just basic, get up, get yourself dressed, get the children dressed, eat. Like when your life is reduced to basic responsibilities being hugely challenging it does something to your psyche. I can't like literally go to the bathroom by myself. Getting a baby to be quiet and sit in the boppy and position them a certain way and I'm not sleeping through the night because I'm waking up and I'm nursing throughout. You know, that's real physiological, and psychological and physical impact. It threw me completely. It was terrible. It was mentally trying. If you said, if you asked me to do anything, I was going to cuss you out.
- Kim Strobel : [00:22:29](#) So you became extremely irritable on edge.
- Radiah Rhodes: [00:22:34](#) Absolutely. I am doing more than enough. Don't ask me to do anything. Don't ask me to do anything else. Don't tell me to do anything else. I probably said I'm tired 10 times a day. Easily. I was just done. I was raw.
- Kim Strobel : [00:22:48](#) So then once you kind of get real honest about I can't, I can't keep going on like this. My life can't keep filling this overwhelming, this challenging. What did you do? I want to hear this story. I love the part where you talk about the question that your dad asked you and then how that led you to slowly transforming your life.
- Radiah Rhodes: [00:23:14](#) So I was coping and the way I was coping is I just got numb, right? I just started to mentally rationalize everything and it would take me from, we have this intention scale, right? So the lower levels are about suffering and struggling and sacrificing and then you get halfway through the scale and you're at settling.



- Kim Strobel : [00:23:33](#) Okay. I'm going to back you up. So tell us, I think this is a great point. Go ahead and tell us this intention scale that you have. Walk us through that. And then I think then that leads right to your story. Cause I want my people hear this.
- Radiah Rhodes: [00:23:46](#) Sure. So first and foremost, we define intention differently. Most people think about and use intention as a thought or an objective as a synonym for that. So they say, I set my intention, my intention today, that's not what my intention was. Meaning that wasn't the goal or the outcome that I was hoping for. What we say is that's not your intention. Intention is not the outcome or the goal, intention is the energy. It's the way you show up towards the goal. So intention for me, for us and how we use it, it's very different than most people. We really say I set my intention this morning. My intention in this conversation is that's not what I intended and what we're doing is using intention as a synonym for a goal or an outcome or an aim.
- Radiah Rhodes: [00:24:35](#) Those are not intentions. Those are goals and outcomes and aims. The way we use intention is as a measure up your energy of the way you show up towards a goal, who you're being as it relates to a particular goal or outcome you want. So if your goal is to have a constructive conversation that ends in friendship, then that's the goal, not the intention. Your intention is do you show up as a victim in that conversation or interaction? Are you showing up as a dominant, right, dominating as part of that? It's the measure who you're actually showing up as to create a particular outcome or goal and it's a way to check yourself, right? Because the results don't lie. If the results show up a certain way, you can then look back and find there's probably some way that you showed up that created that as an outcome. And that's what we want to shift and that's what we want to own is the intention relative to the measure of how we're showing up. Not that we have any control over the outcome.
- Kim Strobel : [00:25:37](#) Oh, I love that.
- Radiah Rhodes: [00:25:39](#) So the way we do that is through a scale and the scale has two parts. There's your experience which is what it feels like and lives as for you, the energy of it. And then there's the energetic, what energetic are you putting out to the world?
- Kim Strobel : [00:25:52](#) Okay. I want you to review that again. So there's two parts and the first is?
- Radiah Rhodes: [00:25:56](#) The first part of your intention is your experience. It's the energy, how the energy lives for you, what your internal experience is. And then the second part is the energetic that

you're actually putting out into the world. What's actually showing up and being put out there. So it starts from negative level seven and the experiences go up. So the experience at the bottom is suffering. You're enduring great pain about something, right? You are indulging an emotion about it. It feels you feel very victimized, right? And so that's how you might be showing up. You move up from suffering to struggling where you're resisting, right? You might be resisting some truths. You're resisting some requirement or act or way you might have to show up that is necessary for the goal you say you want.

Radiah Rhodes: [00:26:43](#)

And then you can move up from struggling to sacrificing where you are literally killing off the outcome you want for some noble cause or reason. 'Oh, the kids you know need me for this'. Right? You might have a book in you but you never have time because you have this responsibility over here. And so you're sacrificing. And then you go up to settling where you're kind of indifferent or resigned. So the experience is the suffering, struggling, sacrificing, settling. But on the flip side, those energetics are sabotaging, resenting, suppressing, avoiding, denying. Right? And when you're settling, when your experience is settling, what you're sending out to the world is you're indifferent or resigned. Then you move up because that's at zero. You go from negative seven up to zero. Then when you move up from settling, you go up to striving. And a lot of us are strivers. That's the doers world. Striving for a goal, hustling and grinding, all of that. And really that's just wishing or wanting. That's what you're telling the universe. That's what you're telling the worlds. I really want something.

Kim Strobel : [00:27:45](#)

Well, and we've been told, put your head to the grindstone and work your ass off and like, this is what you're supposed to do in order to achieve this goal. And so we actually take pride in that striving.

Radiah Rhodes: [00:28:00](#)

Absolutely. But it's a wishing and wanting energy because it's based in not having, right? Wanting something is not having it. Wanting is the opposite of having something. And so that desperation, and again, none of these energies are bad. They all at certain points in relative to a particular purpose has value, right? Suffering purifies. And so it's not that it's bad energy, it's just a matter of when you identify with any of them relative to a particular goal that's not aligned, then you find yourself off to the left or right, and then it becomes a struggle or a sacrifice. So when you move above striving, you move into seeking. You get curious, you open up to a greater power and support structure than your own. You start to put yourself out there in new ways. And then when you go above seeking, you're at surrendering.

And when you surrender, you know what's yours to do and what will actually aid you, what's not yours to do. You can make a commitment to what's yours to do. Focus on that and then have a certain level of knowing, build a knowing that what goal you really envisioned is actually being created. And then the very top level of the scale from seeking is sovereignty. And that is when you embody whatever it is that you've envisioned and that's having at the end of the day.

Kim Strobel : [00:29:22](#) So when you were in this state of being a young mother and just absolutely cannot, you know, you just, you hated life really. I mean, where were you on that scale?

Radiah Rhodes: [00:29:37](#) I was definitely in suffering, definitely. And I would go between suffering and settling. So I always think about this negative, neutral, positive. I was just always trying to get myself out of a negative and just get to a place where I could breathe. And that was usually settling, but so there was still a nagging that would come at settling that was like, okay, you're fine. And this is where a lot of times we use, 'but my life is so good', you know? I'm so grateful I don't want to seem ungrateful. Gratitude practices come in at settling, often. There's ways to do gratitude practices where it is truly a sovereign experience. But a lot of times our gratitude practices are a way for us to continue to settle for something less than what we know we're called for. And so that's where guilt comes in and the shame starts to kind of cloud the vision you have.

Radiah Rhodes: [00:30:28](#) So I would just go back and forth between suffering and settling. And when I was on the phone with my dad one morning, he said to me, 'who are you?' And I was like, 'well, how do you want me to answer that? What do you mean?' And I had no idea. I knew, I say in the book I knew what I wanted, I knew why I wanted it, but I had no idea who I was. And so I went away and through meditation, through prayer and for me through an Excel spreadsheet, I'm still an engineer and I'm still a designer. I started to just declare who I was. I am a woman who's connection to my highest power is the most important thing in my life. I am a woman who takes care of myself, mind, body, and spirit. I am a woman, a wife who was passionate about my partnership with my husband.

Radiah Rhodes: [00:31:18](#) I'm a mother who nurtures and loves and cares for her children consistently. And my standards for myself and for the people that I was around. And the rules I wrote rules that I had for how I want it to be with people. My values, I defined those. Things that I was fearful of. I just started to literally in a spreadsheet write all of this out. I had never thought about myself in that

specific of a way and it was costing me my life, literally my health, my happiness, because I just had never been willing to sit down and think about myself in a specific way and to define that for myself. And so once I started to do that, I got that space. I was able to actually have some space because I could look at it and go, 'well, no wonder why things are like this'. And it just didn't feel so personal or wrong. It just felt natural and that's one of the things intention helps you with is, well, if I am sacrificing, then of course I'm not going to have the result.

Kim Strobel : [00:32:26](#) Yeah. I want you to give an example. So sacrificing would be the woman who really wants to put her wellbeing at the forefront by adopting an exercise routine, but something always comes up with the kids or some kind of commitment. So she's like, well I can't make it happen. Right?

Radiah Rhodes: [00:32:50](#) Yup. So the challenge there is that she believes the story she has about why is she doesn't work out. She has a legitimate story. Like it's logical and legitimate that if you are wanting to work out that and you have a life of children and schedules and all of that, but there's going to be competition for time. That's a logical situation. That's a story that could be very accurate. It's not the truth. It may be accurate. It may be factual, but it's not the truth. As in there's no other story or option available. In the book, I talk about finding my tennis, right? So I decided that tennis, was my thing and I don't care who you were, you were not going to make me cancel my tennis. Because if I want the result called a regular workout routine, the only way to have a regular workout routine is to have a regular workout routine. We make it real complicated, like it's five steps. No, you have every day in your schedule, a time period for working out and then you show up at that time and you do the workout. There's nothing in between. That's the only way to have it now. How you allow yourself to actually show up and take the time to do that is what we all struggle with. Who do you have to be for you to actually succeed at this goal that you say you want.

Kim Strobel : [00:34:14](#) Because you even say in the book your husband would say, 'Hey, can you grab the kids? I had this meeting pop up'. No, I can't, I have tennis or, 'Hey, can you?' Nope, I can't. Sorry. I have tennis. Like that's so hard for women to do. I'm a huge proponent of that. But this is where as women, we have to take responsibility. Don't you think?

Radiah Rhodes: [00:34:34](#) Yes. Because the truth is that's the way it's going to happen. Right. And I go for results. I've spent 20 years in corporate America. I love results, whether it's financial results or personal results. And so you can't get out of the way for you to reach

your goal is to prioritize this particular thing. Be responsible for that and execute it.

- Kim Strobel : [00:34:58](#) And actually execute it with boundaries. It's about creating boundaries, isn't it?
- Radiah Rhodes: [00:35:03](#) Well, it is. You know, I have an interesting take on boundaries.
- Kim Strobel : [00:35:06](#) Well, let's hear it.
- Radiah Rhodes: [00:35:08](#) I believe in intention over boundaries.
- Kim Strobel : [00:35:10](#) Okay. Explain that to us.
- Radiah Rhodes: [00:35:13](#) So boundaries is, and boundaries are necessary. So don't hear me saying that they're not. They define what is out. They also define what's in, right? So when you have a boundary, it's not only just defining what can't get past it, it's also defining the thing that's already within it. So it's very important to be conscious and more offensive about boundaries than defensive about boundaries. And so an offensive approach to boundaries in my world is intention. It's how I show up. So do I show up in a way that allows people to own my time schedule? So people ask me for time and I'm always saying, 'Yes. Oh, sure, okay, I'll move this up'.
- Radiah Rhodes: [00:35:57](#) And most of the time people will say, 'well, I have to set a boundary and tell people they can't'. It's because you feel guilty or because you don't feel comfortable being firm or whatever it might be required for you to actually just own what it is you want. I own a company, I'm the COO of another company and I am a cofounder of a third company. I have two children, right? We know all of these things.
- Kim Strobel : [00:36:18](#) Two highly involved children. You have events and football games and track events.
- Radiah Rhodes: [00:36:25](#) Absolutely. But I also have three hours of free time in my schedule on a daily basis.
- Kim Strobel : [00:36:28](#) I love it. Okay. Talk to us about that. How did you create that?
- Radiah Rhodes: [00:36:33](#) I just created it. I look at my schedule and I just say, this is what I'm going to put in my time and this is what's not. I know what's important to me. What's the most important to me is my health and my wellbeing. Then what's important to me is what things am I doing next that's necessary for my children, right? And of

course then I have my husband and then my responsibilities relative to the businesses and the household and things like that. So the first things that go on my schedule are things for my health and wellbeing.

Kim Strobel : [00:36:58](#)

You put yourself at the top of the list.

Radiah Rhodes: [00:37:00](#)

And then things get scheduled around. Even when I was in corporate America. It's easier as an entrepreneur, I really am the person that says how the time goes and there's less people on a day to day basis I have to coordinate with. But even in corporate America, and it caused judgment, I was a target. I felt like I was a target often at times. It's counterculture, very much so. But I remember telling my VP I got tennis, I won't be there. Or I'm not going to attend this meeting because it's agenda driven and I'm not on the agenda. I'm not just going to. It was just matter of fact, this is what it is. We talked about this with my partners a week or so ago. Powerful communication. Say what's so for you, you know, express what's there and then being willing to take what comes back. Not necessarily like you've gotta be responsible for it, but just know people can come back however they're going to come back at you for whatever it is you're expressing. You can handle it. And the more you know who you are, the better grounded you are to just see what, observe what people come back with and not be owned by it.

Kim Strobel : [00:38:08](#)

Right. I love that. And so would you say that your big part of your journey out of the chaos and kind of depression and all of that was learning to put yourself at the top of your list as far as self care and wellness?

Radiah Rhodes: [00:38:29](#)

I wouldn't, I would say it was the willingness to take responsibility for what I said I wanted. That was just more powerful for me. For some people it may be being the priority and caring for yourself. And let me say this differently. I would say that's what it ultimately has been. My willingness for wherever I am in my life, to be the person that takes 100% responsibility for what I want and how I'm actually showing up as a match for that or not. Where it started is when you're in suffering, what we tell people, what it says in the book is start with self compassion and care. When you are suffering, it is compassion and care that will help you to heal and elevate your intention level, right? If someone's suffering, it's hard to jump from there. It's a personal responsibility, you know, extreme personal responsibility. But in hindsight, overall it's absolutely 100% almost extreme personal responsibility that has changed my life.

Kim Strobel : [00:39:32](#) I love that. And I just think that we need to hear that it's okay to put our wellness and self care as a priority in our lives. And so when we're talking about being is the new doing and how do people elevate their intentions through like it sounds like you have routines in your life, you have non-negotiables in your life, you have these regimens in your life. And so how do we elevate that so that we can create more space in our life, Radiah?

Radiah Rhodes: [00:40:09](#) Yeah, we do it in three parts. So the first is authenticity telling your truth and there's just a process of how, you know, the intention scale is a tool that helps you to immediately identify where are you on the scale and what's going on. And you tell the truth about that. Like, I'm really struggling, relative to a particular circumstance or situation that might be happening right now. So the first thing is to tell the truth about where you really are, what's happening, and then talk really about what is it that you want and where you've been, that's gotten you here, and who would you have to become for what you want? And that's how you build authenticity. The level of specificity I talked about in defining yourself, that's where authenticity comes from and the willingness to show up. Once you're clear on who you are authentically, then it's alignment.

Radiah Rhodes: [00:40:57](#) How do you bring your most valuable resources, your energy, your time, your money into alignment with what that is. So once I got clear that my connection to my highest power, my personal health and wellbeing was number one, my relationships with my family, I knew what to schedule my time around. So I brought everything into alignment with what I had authentically defined for myself. Then when I went from alignment, once you're authentic and align, you then can move into authority. And that was that willingness to show up with commitment and with sovereignty, with who I authentically knew myself to be and how I had aligned my life. And the alignment is really critical because that's where the routines and the rituals and things come into play. You know, I have a routine and a ritual and I'm not rigorous about it at all because I'm so authentic, that's the base. I don't have to use all these life packs or suggested tactics. I know what works for me cause I know who I am and I know who I have to be. And so it opens up a very flow, you know, flowing way of routine and regimen. I wake up in the morning and I sit still for five to 10 minutes. I have a protein shake, I sweat, and then I shower steam. So it's stillness, it's shake, it's sweat and it's steam. And sometimes my stillness is in the shower, right? While I'm, so sometimes I meditate in the shower. I'm as much of a creative as I am an engineer and designer. And I don't want to feel regimented, that's just part of

me. But I know how important it is to just my wellbeing. So I've created a way that's authentic I can successfully and easily do.

Kim Strobel : [00:42:34](#)

And I think that rituals and routines are important because it's like they train the brain to keep us in align with our intention. And so for me, I mean I have my morning routine. It's the same almost every morning I wake up, I go sit at my table and get my gratitude journal out. I do my 10 gratitudes, then I do my 10 affirmations, then I read some inspirational, and I have my protein shake or my greens, and then I walk my dogs and then I run my dogs and then I'm ready to work. And so I have to be pretty conscientious of that because for me, if I'm so used to this routine that sets me up for success, that if I detour from it, for example, if I hop in my office and open emails first, I'm just telling you I pay for that the rest of the day. So I have to be really aware of that.

Radiah Rhodes: [00:43:30](#)

Yeah. That's the commitment. So on that scale and you get up to surrendering, right? So at some point you became very clear that this is what works for you, right? You were first seeking like, what's gonna work for me? What can set me up for success? Let me try these different things out. And then you became clear through that experience to a level at which you were willing to commit. You're willing to show up in that way, right moment after moment after moment, and sometimes you didn't. And you learn from that and then it built up enough, but you willing to stick to it enough to where you know, this is the thing that works for me and I'm committed to it. And through that commitment, it builds. It fortifies you. You go from just believing that's the right thing to making a commitment to it to now knowing in your spirit, but this is for you.

Kim Strobel : [00:44:16](#)

Yeah. I feel like it's a part of my cellular makeup. I feel like it's a part of my brain processes. I feel like it is who I am, the deepest part of my being. And I love that, that I allowed myself to create that and gift that to myself, you know? Yeah. I think there's so much to talk about with this topic, but also I want to go back and just state this. Here you are. You run all of these businesses. You have two kids. What are their ages right now?

Radiah Rhodes: [00:44:48](#)

11 and 12.

Kim Strobel : [00:44:48](#)

11 and 12 super freaking busy sports schedule. They're athletic, they're involved. You and your husband have this company and you said you create three hours a day for Radiah Rhodes? I mean, I'm over here understanding this completely because I get it too. I definitely have that amount of time, but many people will be like, well, of course you do, Kim. You're an empty



nester. You don't have children at home anymore. So I love that there's this woman in the throws of Parenthood who is stating to my audience that she somehow does all of this and still creates three hours. I tell people all the time, I just shoot it straight. If you don't have one damn hour in 24 hours to give yourself, you've got a problem. I just think you do.

Radiah Rhodes: [00:45:34](#)

Really, I mean, it's a real problem. For me it's a matter of knowing what my goals are and communicating those, all the stakeholders, right? So priorities, I'm very clear. Here are my goals, so therefore, here's who I have to be, right? Here's how I have to show up to actually create these goals. And then here's what shifts are going to have to be made. And I communicate those. So if this quarter I have a professional or work or business goal that takes precedence, that I'm prioritizing. Then I'm going to say, okay, 'well how is my time going to change if this is what I'm focusing on? How is my energy going to be and how will I have to shift that? And then how money, like am I gonna have to invest additional money here or there?' And then I communicate those to the people that might be impacted or the people that I need support from and I make those requests.

Radiah Rhodes: [00:46:22](#)

It's the responsibility. It's really me getting clear about what I want, what I'm focused on, what's important to me, and then taking responsibility for that. It's just like, you're responsible for your child getting to and from school on a daily basis. Usually that might be an easy part of your routine, you drop off, you pick up. But you've got something different happening. Like this quarter, the last few months I've been in a business program and one to two days a week, all day long I'm not at the house. I'm out in the city all day. Well, I'm not just going to go and see how things fly. And then every week try to figure out how to get my kids handled. I'm gonna talk to my husband. I may talk to my neighbor and say, Hey, listen, I'm taking on this program. I've got these goals. Here's what the impact is. Can you support me here? And I'm going to set it up so that it's actually going to work. So I'm not struggling every moment trying to figure out how to meet the responsibilities of the things that are important to me.

Kim Strobel : [00:47:16](#)

So you're asking for what you need.

Radiah Rhodes: [00:47:20](#)

Absolutely. I'm asking for what I need. I'm declaring being and making a commitment to what I want. I'm showing up in alignment with that. I'm taking responsibility for what I can upfront and being proactive. I mean, it's all the things we know as professional people and educated people to do. In any case, whether we were looking to get a degree or whether we were

taking care of our families, it's not different with the things you want and it makes it a lot easier. So my time is freed up because I do that every 90 days. I get clear about what are my goals, what are the priorities, what is that going to require in terms of who I have to be and show up, how do I have to align my resources in support of that. And then it opens up so much.

Kim Strobel : [00:48:06](#) Now let me ask you this. When you started to need to shift the way you were operating in your life and state and ask for what you wanted, did you get resistance from your husband?

Radiah Rhodes: [00:48:21](#) Absolutely. First of all, most many of us, I know I'm an amazing resource. Like you want me on your team. I'm smart, I'm quick, you know, I can execute, I'm kind, I'm supportive like all of these things. So just imagine having a resource on your team that pretty much is completely available to you. Right? That's fantastic. This is how wives are with husbands. Everybody's like, 'I need a wife'.

Kim Strobel : [00:48:46](#) Yeah, I need a a wife. Yes.

Radiah Rhodes: [00:48:48](#) Wives are awesome.

Kim Strobel : [00:48:49](#) We take care of so much stuff.

Radiah Rhodes: [00:48:51](#) Yes. And so and are completely available. So now completely available, amazing resource is not as available.

Kim Strobel : [00:49:01](#) And he is impacted by this.

Radiah Rhodes: [00:49:04](#) Absolutely. Absolutely resistant. And I tell you the turning point in that, because at first it feels like I can't deal with the resistance and so I acquiesced to it. It became very painful. Then I started to tell a story like he doesn't care about my goals. He doesn't really support me the way I need him to. And it all of that's a story. So then I finally expressed it and he was like, 'Ah, I don't think that at all. I want you to succeed. That's the best thing ever.' So I just hadn't communicated 'well this is what I'm trying to do and so this is what I need'. That would even give him the opportunity to be supportive. I was just changing it, like just starting to just change. And then he was reacting to like, well the resource was pulled away, what?

Radiah Rhodes: [00:49:48](#) That's what he's reacting to. So I had to then understand and know that this man really, he's out to support me always. So if that's not what I feel, like, let's look at what's really off. So part of it is, Hey, I haven't even really declared in a responsible

manner. Like, 'Hey, this is what I'm up to. This is what I need from you.' I haven't made the request. And then there was still resistance after that because it's a real impact when someone on your team is not as available.

Kim Strobel : [00:50:16](#)

Yeah. You've changed the game on him.

Radiah Rhodes: [00:50:18](#)

Yeah, exactly. And I just had to say, listen, I get that this is different and I really know that you're not trying to shrink me, but my shrinking benefits you. That's just facts. That's not even a blame or anything like that. Like you get a huge win from my shrinking. Let's see how we can create what you need another way that doesn't require the shrinking. Like that's not the only way you can get what you need is through me shrinking. And we got to find another way cause that's not working for me anymore. So you just work through that. But again, personal responsibility, coming to that conversation from a place of sovereignty of knowing who I am and embodying my fullness as opposed to resentment. Which is a suffering, like I'm a victim and I have no control and I have no power. And so now I'm pleading with you or I'm blaming you, you know? You're not going to create a fruitful outcome if you're coming at it from an intention level of suffering.

Kim Strobel : [00:51:22](#)

Yes. I love that.

Radiah Rhodes: [00:51:23](#)

So really, just having having to really just rise up that scale and engage from that place will get you an outcome you never even imagined.

Kim Strobel : [00:51:32](#)

And now it's the new normal, he had to get used to that. But this is the new normal now. And what are the benefits of this Radiah? What are the benefits to your husband that there is this version of you now operating in the world?

Radiah Rhodes: [00:51:44](#)

It's so much more efficient. Right? And because it's more efficient, there's more, the results are bigger. You know, like the businesses have grown because why? Because we are not just taking what we can get because half of us are shrunken, but now we're bringing our full selves from a place of high intention, a place of happiness and freedom. You're always going to get a better result coming from that.

Kim Strobel : [00:52:09](#)

Yeah. His wife is not angry and resentful anymore.

Radiah Rhodes: [00:52:15](#)

And even though a lot of us out here are doing amazing things feel still feeling angry and resentful. Imagine if you were feeling

happy, joyful, excited, having pleasure. Like if you're doing what you're doing and these states of resentment and imagine what is available at these higher levels.

- Kim Strobel : [00:52:34](#) Yeah, there's so much energy and creativeness and the ability to find multiple solutions to problems when that energy is freed up and transformed. It is amazing. I tell people this all the time, but it really is about adding more pleasure in our lives to change everything from the amount of money we make to the kind of relationships we have to the social connections. When we can learn to add more pleasure in our life, we become better parents. All of that, you know, and I think it's really important to define that for women especially, you know, we like to wear that busy badge of honor. I mean, I do think there's something like that too. We're really good at being like, well, I did this and I did this and I did this and I did this and I'm in control of this. And, we want to complain. We want to complain that we don't get any help, but we're also like control freaks because we're wearing this badge of honor. Like, 'Hey, this is my trophy because I'm this mom who, or wife or person who does all of this stuff'. But you do it all and you're still freaking resentful and you're still suffering. You're still complaining and you're still griping.
- Radiah Rhodes: [00:53:41](#) Yes. That's my story.
- Kim Strobel : [00:53:42](#) Yeah. That is your story, exactly.
- Radiah Rhodes: [00:53:44](#) I'm doing it all, like doing all this, doing all this - looking good too.
- Kim Strobel : [00:53:47](#) Yes, exactly. Exactly. Oh my goodness. I have loved this conversation so much. It's so important I think for people to first of all, again, just understand that how we feel and what we endure and the suffering that sometimes comes at us is so very real and it's something that all of us feel at times. But then also understanding there is a path out of that if we're willing to really see who is the who behind all of this and then aligning that to match up with the intention so that we create these different outcomes for ourself. I mean that's the path that leads to freedom.
- Radiah Rhodes: [00:54:32](#) That's it. I mean I love hearing kind of like we started, I just love hearing when people played back what you've understood from this conversation about intention or how I might show up and you hit it perfectly. It really is about that clarity of who and the ownership of what you want and why you want it and then matching that intention level to whatever that is.

- Kim Strobel : [00:54:56](#) And that's what creates that space that I feel from you in everything. It is a space where I just feel like it's this kind of self checking that goes on and because you give yourself that space, you therefore change the outcome of what you would normally get without that.
- Radiah Rhodes: [00:55:17](#) Feelings aren't facts and thoughts aren't truth. And so, even though they come up in every situation cause we're human so that the feeling, the thoughts and the feelings are going to come. Those feelings aren't facts. The thoughts aren't truth. So I've always got room for something other than what my brain is shooting off and what my feelings are firing off. Doesn't mean I ignore them. They're great signals, right? They're brilliant observations, but they're not the answer to everything. And I have such a respect and honor for my feelings and thoughts. They just don't own me or define me.
- Kim Strobel : [00:55:53](#) Right, right. Oh my goodness. We could talk forever ever, ever. So here's what I want to know, since this is about creating joy in our life and experiencing more of all of that. What is one specific way right now that Radiah Rhodes is creating more joy in her life?
- Radiah Rhodes: [00:56:12](#) Presence. I am enjoying each moment. I'm conscious, I'm awake, I feel alive, and there's just amazing things happening. I'm in this conversation with you. I am doing the normal routine of my life. I'm creating new things for my business. My children are ending the quarter in school. There's amazing championships. We're in the championship playoff realm of sports. I get so much joy out of watching them actually play sports because first of all, they're amazing. Second of all, I believe that athletics, sports, games really create a structure for people to show up fully and great. So I enjoy seeing someone in their own zone and their greatness shining. And that's what I see with the children. So, so I'm just joyful about all the things because I'm present and I'm conscious and I feel really alive about it.
- Kim Strobel : [00:57:03](#) You're allowing yourself to feel that joy.
- Radiah Rhodes: [00:57:06](#) Absolutely. Absolutely. There's joy all around always. We just don't always allow it in.
- Kim Strobel : [00:57:11](#) Exactly. So I want you to tell people, so, first of all Being is the New Doing is your book, Radiah. I've got it highlighted, marked up. It's my current inspirational read. I'm crying through it. I'm rooting for you through it. And then other times I'm going, damn, this girl has called me out on my shit.

Radiah Rhodes: [00:57:34](#) I love it.

Kim Strobel : [00:57:35](#) So I also want to know a little bit more for people who want to find you, connect with you, know about anything programs you have going on. Please tell us a little bit about where we can connect with you.

Radiah Rhodes: [00:57:47](#) I always tell people you can send me an email [radiah@evoklife.com](mailto:radiah@evoklife.com). That's the quickest way to connect with me. You can always go to the website, [evoklife.com](http://evoklife.com) and see what we have going on. We're on all social media platforms, we have a great Facebook group, The Evok Experience. So I go pop in there live and we talk about intention and on Instagram and all that good stuff. So send me an email or pop up on the website or social media.

Kim Strobel : [00:58:20](#) And people can actually, like your intention scale. Like you actually have programs throughout the year where you show them kind of the pathway to getting to who is the who behind the who and how to really line all of those pieces up, don't you?

Radiah Rhodes: [00:58:36](#) Yeah, so we have a program. We also, our podcast is the Power Paradigm. So that's our world is the power paradigm. It's where are you you're most powerful? What is the combination of elements in your life that actually have you stand at the highest intention and place of power? And then let's go for a goal from that place and you learn the system, how to move up the scale in those shifts, through that process of achieving a particular goal. And then you just do it over and over again. So we run cohorts, we have a cohort starting up in January. We will start enrollment for that this week. And it's just all about learning this process. We, you know, again, being a designer and engineer, we've been able to dissect exactly what we went through and create a framework and a around that.

Radiah Rhodes: [00:59:22](#) And then we get in the game for your goal and then you build the muscle of intention through that process.

Kim Strobel : [00:59:27](#) That's what I love is that it is a system. It is a system that you see works over and over and over again. So that is fantastic. Well, I know that personally you have ignited more of just part of me wants to just really learn more about this because so much of my life has been defined by how much can Kim Strobel produce and accomplish in a day's time. And yet I know there's this layer to me that is so much deeper than that and I allow myself to go there some of the time, but I want more of the beingness and so I just thank you for kind of taking us on this

journey and explaining this to us. And I'm going to keep doing my work as well.

- Radiah Rhodes: [01:00:17](#) Yeah, I think that's wonderful. Thank you for inviting me and for having me and for asking phenomenal questions that allow me to share this. I'm always grateful for that, so thank you.
- Kim Strobel : [01:00:28](#) You're welcome.
- Kim Strobel : [01:00:32](#) Whoop, whoop, we did it! Thank you so much for joining me on the She Finds Joy podcast today. I'm super honored to share this space with you and I hope you learned something new and helpful. As always, this conversation will be continued in our free private Facebook group. You can join that group by going to [kimstrobel.com/shefindsjoy](http://kimstrobel.com/shefindsjoy) to connect with other joy seekers just like you. Additionally, if this is your first time joining the show, know that I am here every Wednesday with a brand new episode, so make sure you subscribe, go to whatever podcast app you use and subscribe to the show so you never miss an episode. You can go to that directly if you go to [kimstrobel.com/podcast](http://kimstrobel.com/podcast) that will put you in Apple podcast where you can click on the subscribe button and you can also leave a review. If you scroll down just a little bit, you will be able to leave that five star review and just leave me a few sentences letting me know what you thought about the show. It really helps me if you let me know how the show has impacted you and how you are striving for more joy in your life. You might be nominated to be the joyful woman of the week. Also, please share this episode. My goal is to help more women unleash their happiness, one daring day at a time. So please take a screenshot on your phone, share it out on social media, tag your friends, tag me @KimStrobelJoy on Instagram or in our Facebook group, [kimstrobel.com/shefindsjoy](http://kimstrobel.com/shefindsjoy). I'm quick to reply and I am super eager to send you some Facebook love. It makes my heart happy to be able to connect and surround myself with other women who are all ready to do this work. So thanks for being here and I'll be back next week. Until then, no matter what you do today, make sure you know that you are enough just as you are. Here's to finding more joy!