Life and Work with Lisa McPhail

May 2019 *VoyageDallas*

Today we'd like to **introduce** you to **Lisa McPhail**

Lisa, let's start with your story. We'd love to hear how you got started and how the journey has been so far.

I'm the oldest of my siblings and growing up, I was the only overweight (big), person in my family. I struggled with low self-esteem majority of my life and I remember not feeling accepted at home or in public settings. I was constantly teased and bullied in school because of my weight and my clothing attire. I lived my life always wishing I was someone else. Then one day in elementary school, I stumbled upon the ability to make people laugh by something I said to defend myself while being teased. I soon discovered I had the gift of gab and absolutely LOVED talking all the time. Needless to say, I was kicked out of many classes and spent a lot of time in the principal's office. Why? I couldn't stop talking. (LOL)

Fast forward some years later, I began working in Corporate America and my supervisor at the time thought it would be a great idea for me to join the company's local Toastmasters Chapter. Toastmasters is a world renown educational organization, that teaches public speaking and leadership skills through a worldwide network of clubs. Through this program, I learned the Art of Speaking and how to speak effectively before others. Looking back, I realize that I've always had a great LOVE for speaking before crowds of ten or ten thousand. Later, I went on to become a Corporate Customer Service Trainer and this experience thrust me to the forefront of Public Speaking. When I step on a platform to speak, I feel like I'm in a room filled with people I've known all my life. I know without a shadow of doubt, I was born to make a difference in the lives of others with my voice. I'm a firm believer that your talent is God's gift to you. What you do with that talent is your gift back to God!

In 2016 I founded my company, B.I.G.G., (Believable, Impactful, Guaranteed, Growth), Enterprises. B.I.G.G. Enterprises mission is to enlighten, empower and equip women how to discover their passion and successfully transform it into purpose filled action. How did I come up with the name B.I.G.G.? When I asked God to deliver me from low self-esteem, He begin to open my eyes for me to see myself as He saw me. My favorite scripture is Psalms 139:14, "I praise you because I am fearfully and wonderfully made; your works are wonderful, I know that full well." It was then God spoke to my heart and said, "you've spent years focusing on your "exterior" bigness which blinded you to your "interior" bigness. I'm a BIG God, I created you to live a BIG life with BIG gifts and talents. Now go share with the world, motivating, inspiring and encouraging them that they too are BIG!"

Today, I spend my time as a full-time entrepreneur and business owner, receiving bookings to Emcee and Speak at events in the DFW Metroplex area. Soon, I'll begin traveling abroad to speak and conduct workshop trainings for major events. In addition, I'm currently working on my very first workshop for women and in the curriculum development phase for this life changing event. The Living B.I.G.G. Workshop Experience: Transforming Passion Into Purpose will take place on June 8, 2019 at the Doubletree Hotel in Arlington, TX. I'm so excited to finally see my dreams come true.

Great, so let's dig a little deeper into the story – has it been an easy path overall and if not, what were the challenges you've had to overcome?

It would be ideal to say my journey has been a smooth road, but reality begs to differ. I absolutely love this quote, "Never let a stumble in the road be the end of your journey." The road to success is not a destination but a journey, to help you become the best version of yourself in spite of the stumbles experienced along the way. The road to pursuing my dreams and goals as a Speaker/Emcee/Workshop Trainer has certainly not been easy. You've heard the saying, "what you allow is what will continue"? Learning my worth as a Speaker/Emcee/Workshop Trainer wasn't easy and I experienced this the hard way. When I began promoting and making myself available for events, people would ask me what I charged? I stumbled because I didn't know or understand my worth and I felt guilty putting a price on my gift. Then, what began to happen is that people paid me what they wanted, not what I was worth and sometimes it was simply a, "girl thank you so much for making my paid event a great success"!

The moral of the story is, you teach people how to treat you and when you discover your worth you'll stop giving discounts. I learned that it's nothing personal, it's just business. The good news is, I didn't allow these experiences to make me bitter, but allowed the opportunities to make me better. Once I realized I was selling myself short, I began to do the work by diligently researching my craft, connected with a business life coach/mentor for direction and continued on my journey with intense determination to live my best, B.I.G.G., life on purpose. I encourage young women who are just starting their business journey to learn the Art of Business. Engage with successful people who are currently doing what you desire to do and research your area of expertise, much like an athlete who spends countless hours in training honing their performance. Take time to discover your brand and targeted audience and refuse to compare yourself with anyone else. Don't be afraid to put a price on your worth and always keep in mind, it's nothing personal, it's just business.

Please tell us about your work.

I'm the Founder of B.I.G.G., (Believable, Impactful, Guaranteed, Growth), Enterprises. I have a diverse and expansive professional background with skill sets that range from public speaking, emceeing, improv event management, TV hosting, workshop trainings, curriculum designer + developer, voiceover artist, radio personality and psalmist. I wear many hats, but my focus is always people and purpose.

As a Public Speaker, I'm known for presenting information with confidence, passion, excitement and humor. I absolutely love what I do and appreciative for opportunities to make a difference in the lives of others. As a highly sought after public speaker with a fun-loving persona, I thoroughly enjoy engaging with audiences as they interact and learn from my motivating presentation style. As an Emcee, I strongly believe that being normal is boring. My skilled observational humor and improvisation connects me with audiences, creating an inviting atmosphere for excitement, fun and laughter! With a friendly disposition and presentation of excellence, I ensure events run in a timely fashion with seamless transitions.

As a Workshop Trainer and Curriculum Developer, I have more than eight years' experience in training and development. I'm grateful to have the keen ability to create and present customized workshop trainings to maximize productivity within organizations. Enhancing team work for personal and professional development. I've created a community both online and in person of women who desire to live their best B.I.G.G., lives on purpose, independently and together. The mentorship provided to new women entrepreneurs is a passion of mine to see women succeed in pursuing their dreams. I believe the key to success and living your best B.I.G.G., life on purpose, is having faith in God, believing in yourself and the beauty of your dreams!

I'm most proud of branding my authentic self. I thoroughly researched how to brand myself and refused to compromise my truth for the sake of gaining popularity and approval of people. Standing firm in what I believe has helped me to successfully focus on the best interests of my customers. Providing excellent service and helping create unforgettable, high energy, B.I.G.G., experience events.

What advice would you give to someone at the start of her career?

Dear Young Beautiful Woman: Believe in God, yourself and the beauty of your dreams. Refuse to compare yourself with others! Comparison is the thief of joy and it doesn't add value or meaning to your life. It's a toxic trap that will hinder you in pursuing your greatest purpose in life. You're beautifully and marvelously created and no one can do what you do, like YOU! Your journey is designed for you and it won't look like everyone else's. Just because it's different, doesn't mean you're lost! You're on the right path, KEEP GOING! In addition, it's important to surround yourself with people who get you, support you, root for you and have a loving desire to see you grow. Also, begin engaging with successful people who are currently doing what you desire to do. Ask stimulating and motivating questions that will cause you to think higher, deeper and bigger. You only have one life to live, so you might as well live it in a B.I.G.G., way!

Lastly, be encouraged and know that you don't have to have it all together to start your career. Start where you are with what you have and make it happen. Write your career goals/dreams down and work on them one by one, diligently and consistently. This will help you not to become frustrated, overwhelmed and eventually give up. The pursuit of living the life you've always wanted will not happen overnight. It takes faith, hard work, determination and the ability to surround yourself with people who are good for your mental health. This my friend will cause you to be successful in every area of your life.

Dear Young Beautiful Woman, BE authentically YOU and set this world on FIRE!!!