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SPEAKERS

Suzanne Murdock, Tara Prendergast

Suzanne Murdock 00:00
Hi. I'm Suzanne Murdock, and welcome to series two of Powering Productivity. Each episode, I explore the energy that connections, expertise and being in your best flexible working environment can bring to not just your business, but to your whole life. So let's get started. Welcome. I'm your host, Suzanne Murdock. And today I am with the lovely Tara Prendergast, CEO of the Biscuit Business School, and the Biscuit Factory. She is a natural, empowering creatives and helping find people's best space to set up their business in. I mean, I love the way that you break down those barriers. And really, I guess mental blocks that we often have as business owners, and really help map out strategies and journeys to develop a business in a way that isn't overwhelming for us. And that really marries with us as people in the way that we like to work and our values and our energy. So Tara, how are you lovely to have you here, and thank you so much. I tell us a bit about you and your why and your what makes you sparkle.

Tara Prendergast 01:10
Oh, Jee Mac, well, firstly, I was so excited about it to hop on to do this podcast. It's just lovely to have an opportunity to stop in my every day and just talk about the things that I'm really passionate about in a different context. So thank you so much for inviting me onto this podcast. So I have been working with creative people for the last six years that nearly seven years now. And the reason I started this was because I left school to be a painter, I went into art school with the joy of stepping into that cold room full of acrylic paint the feelings of my nose, that amazing feeling of being surrounded by creative people, and started my journey to be a painter, because that was always the dream, as I thought back then. And I went into art school and quickly realised where is the marketing department? How am I going to learn

how to sell this stuff after I learned my craft. So this bothered me because I come from an entrepreneurial home where we used to sit around the dinner table thinking of new products and like how to help Dad with his business. And you know, I used to do the posters, and we feel flyering and you know, all of that for forever. That was our environment at home. So my brain was wired for business that from a very, very young, early age. And so when I went into art school, and I, you know, as I do, I don't sit passively. I used to put my hand up. Can I talk to who's running the show here? Where's the marketing department? Did I miss the memo? Like, and I was laughed at? And I quickly decided, oh, okay, so this environment doesn't celebrate that question. And, and it may it's as a 17 year old, it makes me feel really uncomfortable to be laughed at to ask such a in my head such a normal question. So I quit art school, I quit the dream. I left art school, I didn't tell my parents for months, because I was so scared that they would, you know, feel disappointed and like, don't quit and when we were rolling, so don't quit keep going like you know, and I but I knew in my heart I can't do this. So I I pretended to go to art school for a long time and in hospitality. And I worked in a really cool cafe and I had the best time and it was all great. And then of course when I told my parents, they supported me in all my decisions and understood and were really empathetic with what had happened. So I don't dwell on things like that too much but it always followed me around around a why did they laugh at me? I don't get that it was an obvious question right and be why was there no marketing department? Why are artists not being taught how to sell their stuff? Like I don't understand that missing piece. Now I do understand it of course I get the academic art world very well. I appreciate it. I I respect it and in all it's all of it. But I also know that there are creative people are conditioned to believe that if they say out loud that they want to make money from their work, they will be laughed at they will be told you're not supposed to think that and that followed me around through my whole 20s 30s and brought me to a space where I felt like I've run, you know, three businesses, successful businesses, I have lots of business experience. And I want to help create jobs because I think that needs to change. So that's why I'm here doing what I do right now.

Suzanne Murdock 05:14
Wow, that's amazing. And I never thought of it in that way that in terms of creatives, they're not necessarily taught the business side. But on the flip side, Tara, you've got, you go to I went to and studied accounting and finance, for example. And it was really mainstream, you can think outside the box and come at it from a creative perspective. So it's, it's similar in a way, but completely the opposite. And you really are traditionally pigeon hole into what you're doing.

Tara Prendergast 05:42
Yeah. And I feel like, you know, I, you know, to be fair, and, you know, I think there's a reason for that as well, from the ACA in the academic art world. You know, they, they want

focus, and that almost consumption of the art and the practice, and they don't want people thinking commercially, and I understand that, and I get that, what I'm from a viewpoint of choice, and curiosity, and it's a choice that artists make, do I want to go down the more commercial route? Or do I want to go down more academic art route? And that's a choice that I think every artist should be allowed to discover and make, right? So I'm not sure in the accountancy world, what the choices are how that works.

Suzanne Murdock 06:38
So I mean, well, I didn't stick with the accountancy like you, I thought I can't, I can't stick this. I'm a more of a creative person. I like to come at it from different perspectives. Yeah. So I completed the degree, but then I went and went into banking, and set up this business, coworking business 10 years later, so a bit of a convoluted route. But no, I learned things along the way. And it did ground me. But I never felt like I fit it I truly fitted in. And I think that's where a lot of the downfalls on the academic side of education now is they don't necessarily prepare you for the real world. opportunities out there.

Tara Prendergast 07:16
That's right. And there's so many of them. Yeah, I mean, it's, it's an amazing time in the world of technology. Like I'm a big, I'm really bad at technology. I think they break things all the time, but I love, I love the opportunities it's bringing to us. I think it's a really exciting time to be in business. It's an exciting time to be creative. I think people are paying attention more to creativity now, from a lot of different viewpoints. I think it's really exciting for the sector. Um, you know, I think, keeping ourselves curious, asking the questions, not being afraid to be laughed at showing your vulnerability. And I think that's where courage comes in business and in life is, it's okay to show your vulnerability. It's okay to ask the question and be laughed at. It's not it's part of your journey of learning. And I think that's really an important message that I always talk to my students about. Yeah, and

Suzanne Murdock 08:17
I think it really helps you grow. And you only if you don't ask those questions, they'll always be niggling away at you as well.

Tara Prendergast 08:24
They follow me around.

Suzanne Murdock 08:26
I really do. I've worked on my writing thinking you've worked with big names, like the likes of Trinity business school with what you do. Tell us a bit. Yeah.

Tara Prendergast 08:33

So I, I was approached by Trinity to M lead the online learnings for their entrepreneurial post grad programme. And because I have always worked online, like my business for the last six years, I've, I've primarily worked online. And so all my skills were to develop the online curriculum, and deliver online and this is pre COVID. So now we're all so used to this online world, right? And it's, it kind of has, you know, why everyone knows how to use Zoom, Yay, it's so great, because for me, it was always bad. Here's the button presses, you know, you're educating as you come into a class. So it's amazing to see, you know, the pros of COVID. I guess, what Trinity asked me to come in to develop the curriculum with their team, and to take the online segment of the programme. So, of course, this is pre COVID, as I said, so all the other segments were offline. And I was taking the online so it was an amazing experience. The team was fantastic. And what I loved more about it than anything else was being in a space with people that cared about creative people. They cared they want to Break the it's almost that pattern of the starving artist or, you know, the weird ones over there that are the dreamers that you know, they'll never make money and totally on the same wavelength as me. But in an academic setting, which was really refreshing to me, and really scary for me, because I have a diploma, I don't have a degree, I don't have a PhD I don't I like I have a not from an academic background. After I quit art school, I set up a bit. I've always run businesses from the age of 19, I started my first business when I was 19. And so when everyone else was in college, I was running a huge business with like 25 staff, who are all creatives, by the way, because they're all my art school friends that I employed. So I've I've always done it that way. And, and so it was very, I felt very vulnerable, going into Trinity to work with all the academics, I'm thinking to myself, of course, Gee Mac, am I good enough for this? Do they know I don't even have a degree, but it didn't matter. They just saw what I was doing the results I was getting for people, and how I delivered what I do. And it really woke me up to those, I guess, those that internal critic or that those self limiting beliefs that you've built over time, just not having the things that you think, make you something. So it was it was a great experience. And I really, really enjoyed the process. So

Suzanne Murdock 11:36
isn't it amazing how we think that we have to have that piece of paper, if you think of all the experience that we've built up through life and, and careers, and the people that we've met, we still have our doubts, and we think we're gonna get found out because we don't have that piece of paper in our hands.

Tara Prendergast 11:51
Yeah, I know. It is madness. It is. But you know, I think I think for me, I would love to, you know, maybe when I retire to go back and do something in that space, just to get different viewpoints, just from a curiosity perspective, just to get different viewpoints are more. So I think teaching them, you know, what is being taught in there, and I will, and people that I work with, come from, like, you know, this people that are in academia, academia, or other

researchers, they're PhD people, and they're in there in the factory with me as for my further personal projects, and it's interesting, I'm always interested in how does that work? And they're like, what, what are they teaching, and I'm, that's interesting. So there's names for things that I teach, just intuitively, something that really hit me when I worked in Trinity, we all sat around talking about critical thinking and what it is to be a creative and, you know, all these key really interesting discussions and the academic, almost taglines or names for things. I was like, Oh, so that's what you call it, I just do that, like, you know, and it was so interesting. You know, like, the critical thinking movement. I'm doing that all the time, like, you know, with my students, and how we look at problem solving. And you know, and if it's great to see the miry, I guess, when you're doing it just with your brain without the academic piece plugged in.

Suzanne Murdock 13:39
mean, I'm, it's interesting, I'm taking a deep dive this month into belonging and placemaking in the workplace. And I guess my big, why my big thing is really helping business owners, team heads, find the right flexible work environments, for their teams. And really take into account individual needs values. And also not just the environment, but the people that you're surrounding yourself with being it beer colleagues, mentors, etc. And because I think unless you are in your best place, you can't give your best self. And the best place for one person isn't going to be the same for the other. So I guess my question for you is, how do you you have new participants in the biscuit business school? How do you ground them and make sure that they are in the right environment, so to speak? How do you start?

Tara Prendergast 14:30
So I believe that and I built my business around the power of community of who you surround yourself with. And also the importance of your environment of how you turn up in your space, what it feels like, but I really think the important conversation is around yourself. Have to begin with. So how do you turn up for yourself? are you plugging self care into your life? Do you have healthy boundaries around your well being your work your family life, because if we're not looking after ourselves, no beautiful space around us or amazing peers, they'll only tip the surface, we have to begin with us as an individual that's driving the whole thing. And I feel like and that's something that I do. And we do continuingly with our students is self love. It's the ritual of self care, like you going to the gym in the morning that makes your body feel good, it makes you put healthy boundaries around how you feel about yourself, I feel like when we do that self work, it makes us pay attention to our environment, I am going to choose, I respect myself, I know I need this type of environment to be productive. I know I need to surround myself with like minded people, or peers or mentors that can support me. But until we know that, and give ourselves that from a place of love, rather than I have to do this, or I better do it because everyone else is doing it. It comes from a different place. But when we really fall in love with ourselves and put that at the centre, I

think that opens up a real flow with how we choose where we sit in our, our work place and also who we engage with. So I think it has to start with our individual person.

Suzanne Murdock 16:52
I know I completely get that. And I know I mean, especially for the people that you would work with, they need that energy in terms of being creative, how can you not be creative if we're not in the right space, and you haven't got that energy within you. But I noticed myself because I have those boundaries. And I guess the structure and the self care that when my energy dips, and it does, you know you have your body moves in your life moves with the ebbs and flows of changing things, things are always happening. I noticed my energy dip in. But because I have those boundaries in the structure, I know the trigger points, I know the telltale signs of what's happening. You know, if I stopped doing yoga one day, or I don't know if I've changed, if I've changed what I'm eating, or if I've got something big coming up, often my energy will dip because I'm not begging, not good in big groups, for example. So I know the trigger points, and I know what to make sure I'm doing in order to self care and get that energy back up again.

Tara Prendergast 17:51
It's so important and a self awareness isn't that Suzanne, like, it's just knowing yourself. Sometimes I feel like people are always searching for the golden bullet or the quick fix. If I go here, I feel great. Or if I talk to that person, I'm going to feel great and you do for a period of time, that's the thing you do get that hit of endorphins from, you know, talking to that inspiring person, and then what happens. So then you come home and or you come back to your space, and then you're hurt. And it feels like a downer because they're not around you anymore. So you're always left with yourself and your own energy to actually execute on what you've been inspired by. Or think about, you know, from being in a in a meeting or in a in a it from learning something. And I feel like we're with ourselves more than anybody else. So we so instead of wanting other things to fix us, we have to start on the inside with ourselves and even if it's something simple, like you know giving yourself just 15 minutes quiet time every day, just sit and do nothing, not on the phone, not listen to podcast, not meditate and not put yourself under any pressure. Just sit. And that's it.

Suzanne Murdock 19:18
It's really hard to even put that in your diary. That's right. Have a planning every day. Yeah, that's right for me if I can just tick three things off. That's fantastic. But I'm an introverted person. I really am. I'm good in my own space. I can work away to a certain point but then I do need people around me. Yeah, I know when I've gone too far. Okay. I can't face that networking thing. I just can't do it. Because I'm so used to my own company. Michael competence are just completely depleted. So I have to make sure there are people around

hence co working spaces. I'm excited working from home. For me. It's yeah, that I have to have that balance. and it's

Tara Prendergast 20:01
great that there, those facilities are there. Like, I'm the same. I've always I've always worked from home. And I get into that routine, routine as well of, I just keep working, and I'm happy out. And I'm talking to 1000s of people every week. But nothing beats the physical energy of people when you're around people and I, and I love the works. I love the business that you're in and around me here and I was well of just having other people in your around you that are doing kind of the same thing. They're running businesses their entire life, like there's an energy there that your body needs, I think on it, but it's so easy to get complacent with it. It's so easy, because we get into that, is it? Yeah, I think even for extroverts, like you just get into a habit, you know, but

Suzanne Murdock 20:53
I think I think often business owners, big companies, they can get complacent about how different different even different teams within their businesses need to operate and have different personalities, let alone the individual themselves. Now, they hidden whole teams in certain ways of working. It doesn't work for everyone, and they're not going to get the best out of them. That's right. And it works two ways. They're not going to be as productive, but they're also not going to give their ideas and, and really create an awesome like they could do for the business. Yeah, that's right.

Tara Prendergast 21:27
And I think, you know, more and more now. There's, you know, a real focus on bringing creativity into the workplace, like for bigger companies and how to do that. And I, and the old school kind of mindset is, well, I'll give them more rewards, I'll give them you know, more money, we'll, you know, we'll you know, put a Ping Pong machine and or whatever that looks like, right. And I really think to foster creativity, we have to look at intrinsic motivators, the things that trigger people internally, that pattern that makes them feel fulfilled, or makes them feel important, not based on material things, not based on money, not that they matter. Like that their voice matters. Like I think giving people that are facilitating that as a company is the way forward. I think it's the only way to foster creativity and have happier people at work. You know?

Suzanne Murdock 22:31
And do you think it starts in schools? Is it was it Ken Robinson? Robinson? Yeah. The other day saying, you know, kids are getting to the age of eight, nine, and the creative side is just completely eradicated from their education. Yeah, they ask a question. What are you asking that for? A bit like you said, yeah, when you were at university? Yeah, yeah. And then their

confidence is just completely knocked I can remember I got I was really confident primary school, loved it happy go lucky. got through about the second year in senior school, and that was it. Stuffing was knocked out of me. Yeah. And I was an introvert ever since. And I've never known why it's just just how I am. I've accepted that and works within my personality.

Tara Prendergast 23:15
I was was there was there a moment that

Suzanne Murdock 23:18
I can't No, I can't pinpoint it. I just remember having the stuffing knocked out of me, lost my confidence. And just I had all these thoughts and these creative ideas going on. I just couldn't get them

Tara Prendergast 23:30
out. Yeah, it wasn't fostered.

Suzanne Murdock 23:33
Yeah. And I just don't want that for children anymore. There's, there are so many ideas out there. They can make up like what's happening in the world now new technology, they could make up a job doesn't even exist now. Yeah, go out.

Tara Prendergast 23:48
I know and that's the beauty and we need to learn from children too. I think just from being a mother like I always make a point of and that's kind of my self care stuff as well. You know is play like instead of cleaning the floor get down and play with like, even this morning we had the greatest showmen on and this is me I always cry that I just love that this is me you know the girl with the beard that you know was anyway and myself and my son have a dance routine and we had a blaring all the people passing the house going to the middle of Leicester school for like what's happening America. And we just had a disco just singing and dancing just for that 10 minutes like and it was just set us up for the day and it just really left the house with a big smile on our faces like and I think adults forget to have fun and to play and I just feel it it's the rubbish will be there always like you know prioritise playtime, fun time because it triggers the child like in you for your day. If, and when we go back to child, we access our creativity. Because the way the child views the world there, you know, there's no inhibitions. Thoughts come freely with no self judgement. And it's a play triggers that.

Suzanne Murdock 25:19
And storytelling. I mean, storytelling, your business is a big thing. But I can go back to what was I doing as a child where time would just go? You know, it was dinner time before you knew it. Yeah. And you think about what you were doing back then. And I have carried some

of those things through. And that's what triggers storytelling and ideas and creativity for me. And music will be a big thing for me. So my son's a big guitar player, electric guitar player. He's aware he's dead now. And he's just recently started really getting into the singing bit. My daughter hates to slam a door quiet. Not so polite, slam. But no, I love it. And I'm singing away and it really relaxed

Tara Prendergast 25:59
doors, and music. And music is amazing. It's so so good for us. Like

Suzanne Murdock 26:04
she has so many different emotions. Yeah, that's

Tara Prendergast 26:07
right. But I think I does forget that, don't they? And I think it's an interesting thing. Even in hubs, like your hub, Suzanne, is bringing those fun factors in the things that we might forget about even conversations around that for people to when they do come home, that they're aware of it. And you know that that is you don't have to buy a big product or do a digital course or having fun or have speakers come in, it's at home, like you just you know, even if you don't have children, like you know, you can still play at home. Like once you're in your space, just go back to being a child for half an hour every evening, you know,

Suzanne Murdock 26:49
yeah. And then my good friend, mentor of mine, Eva Lee, empowering Chang. She does a lot of work around the book, the artists way. Oh, yes. And she's always talked about making sure that you have an artist date every week, to doing something for yourself that you wouldn't normally do. Even if it's just taking a walk. Looking back at photos, yeah. So beautiful.

Tara Prendergast 27:12
So beautiful journey.

Suzanne Murdock 27:15
Yeah, my mind to a different place

Tara Prendergast 27:18
better age. And it's just, it's just not, it's getting off the hamster wheel of getting up, getting ready, going to work coming home watching TV. I mean, that's all fine. But does it feed you with what you really need. And that's where we need to stop and pay attention to our bodies and how our bodies feel, and what that looks like and how we can change just small, small things even. Okay, instead of coming home showing on Netflix after my dinner, and go for a

walk, I can hug a tree, if you don't want to go hugging trees is so lovely. And so simple. I come back in and then I throw myself on the couch and chair just put in one little bit of nature into your into your routine every day. And and you'll feel the benefit. And Emanuel wants to increase that time in nature or increase that time with play. Because you feel so good

Suzanne Murdock 28:16
from that. So love going outside listening to birdsong. Nice. So we've talked about having a self awareness and really getting to know yourself as an individual. So coming back to what you do the biscuit Business School, tell me about other ways that you help develop mentor business owners.

Tara Prendergast 28:38
So we do it in a few different ways. The first way, which is really important to brisket is our community. So we have a Facebook group called bite the biscuit. And this we've just passed 10 pounds of the members. It's a fantastic resource. It's free. People can come in and network with each other. Ask questions like everyone's super helpful, really positive space. And I know and you look I'm always paying attention to what people are talking about around social media, and specifically groups because bite the biscuit is so important to what we do. And you know, the big fear around groups is oh, if I ask that question, or if I post up that I'll get ridiculed. I get criticised, you know if it'd be pulled down and I feel ashamed or I won't feel good enough for and we foster an incredible online environment that is so friendly, so positive, so welcoming. No, this is our mantra, no question is a stupid question. Feel the fear and do it anyway. You know, show off Friday, their most popular day for whether you drew a line and a page and wanted to show that at all, you do it, you start somewhere, and there's people always supporting you, and they're up to people that are just got accepted to the RHA and are, you know, wants to show that off, and everyone celebrates them too and everything in between. So there is no hierarchy. It's about loving yourself as a creative person and supporting your community. And it's just an incredible space for anyone that that is missing that in their lives, because, you know, for a lot of us, we're lucky, we are surrounded by creative people. But for many, and I hear this all the time, a lot of people don't have creative people in their lives, like they, their family and friends don't get what they do. And they're quite alone and lonely in that process. So that might the biscuit group is a great starting point. And then the biscuit Business School is a place that you can go through curriculum of modules, like learning how to use the Instagram app in really easy videos, to grabbing templates that you can use on social media. There's lots of do it yourself, workshops and programmes and there, and then the biscuit factory, which is the love of my life. I tell my husband that. And that's our membership community. So that's where I mentor, my students, there's almost 100 of us in there now. And all really ambitious supportive, creative business owners, and from jewellery makers, to painters, to designers, to graphic people, to music people to dancers, I mean, it's just a melting pot. It's just photographers, it's

it's incredible in there. And so every, every week, I mentor, which is like on a zoom call, there could be 30 of us, there could be 10 of us, there could be 100 of us, and we troubleshoot what's happening in people's businesses. And that's how I do that. And we have accountability calls as well to keep people on track with their businesses, which is really important. Because we can learn all the things, we can read all the things, we can watch YouTube videos till the cows come home, but we need accountability to actually take action on these things that we're learning. So that's really important inside the factory as well.

Suzanne Murdock 32:25
What about if you're not in a mainstream? If there's such a thing as a mainstream creative business? Say you are doing? Can't do? You know, I don't know if you know, Carmen's theory. She's an accounting business, but she comes out of it from a really, really creative angle perspective. Do you do you work with people like that at

Tara Prendergast 32:43
all? We don't have any accountants in our, in our space, I don't usually work with not by choice, but they've never come to me. And I could because I mean, business, in its essence is, you know, like, what you teach from a foundation perspective, is similar to every business, you know, it's knowing your product, knowing your customer how that all works. But the difference between, say someone like karma, who I know actually know who has done a workshop with me, and say, the people like the artists inside my group, or photographers or jewellery people, is the intrinsic motivator, like we talked about earlier, it's that they are not driven by money. They're not driven by status or validation from other people. Creative people, in their essence, are in a love affair with their practice. So when they practice, nothing else matters. If

Suzanne Murdock 33:54
it's their being their whole. It's their whole purpose.

Tara Prendergast 33:57
It's everything to them. So whether they and you'll often hear creative people saying portrayed what I would happily give away my work for free, is something I'm trying to change. But I think it's a beautiful thing, and we celebrate that because they are consumed with their work. It's almost like it and it's like a preoccupation, or it's, regardless of the outcome. It's the practice of it that they are in love with and like every love affair, you know, there's ups and downs, there's trauma there's fighting with and all of these things happen with a creative and their work. And the important point is when that work is taken away, or they ignore it, or they turn their back to it. Poison comes in. Mental health issues come in. They have to practice. So I think there's a there's a distinction between a creative

accountant, like Carmen who's amazing. But if Karen was stopped accountancy in the morning, would she get depressed? I don't know. I was asked her that, like, is she that consumed by it? Practitioners are consumed with their work, it's their life. It's their self care, it's everything to them. It's it's their love affair. Right? And I think that's the difference.

Suzanne Murdock 35:35
That's fascinating. Never thought about like

Tara Prendergast 35:39
that. Yeah, no, yeah. Because people don't and, and I feel like, I feel like, you know, I feel like, because creativity is, it's kind of the buzzword isn't that, you know, and being creative, and we're all trying to foster creativity, which is amazing. And I think, you know, creativity can be so many different things. But when you're looking at an actual creative person, they're different. Like, they, they think differently. They, they dream differently. They like, and I've had 1000s of conversations with power 1000s of creative people over the last six years, like, and, and there's a thread that I see all the time, it's like, we are different, and how we think, you know, we, we come up with really weird ideas, we like, ideas that people would kind of absurd ideas, like, you know, and but our brains are wired differently, I believe.

Suzanne Murdock 36:46
And you know, you're right, because you really can see if you've got a creative person, and whatever they do is taken away from them, or they stop practising. It's almost as if you see the blood drained from them. Yeah. The energy is that that's right.

Tara Prendergast 37:01
And it's funny, Suzanne, like when I started my business, and what really drives me all the time. You know, and from a very simplistic viewpoint, I just want happier people in the world, specifically happier creative people, because I see so many creative people suffer because they have to do the jobs that they hate, and squash, they're practising in the evenings or the weekends to, to even feel normal. And that that's a huge problem in the creative sector. And it causes so much angst and pain. And I feel like, well, if we teach creative people how to build a business around their practice, the thing that they're in love with how many more happier people will there be in the world? And there's a knock on effect with that, isn't there? I think that's really important

Suzanne Murdock 37:55
that you take that into schools, please.

Tara Prendergast 37:57
I know, I know, I

Suzanne Murdock 37:59
know, there are wonderful things and wonderful projects and organisations happening in schools, but they just need that extra push.

Tara Prendergast 38:06
I know. And it's an ongoing conversation as much. But I feel like you know, even if you're not in the creative sector, I mean, you know, and it's going back to that play thing as well, that we can all tap into our childlike creativity, we might not be obsessed with it or, you know, get depressed if we don't play like it doesn't. It doesn't hold us like a word with a creative person. But we we can, we can still access, obviously creativity and have fun with it. And I feel like the more we talk about creativity in a positive way, talk about creatives in a positive way. Like, you know, the narrative that I hear all the time coming back from older people that are now building their businesses that have gone, you know, retired or their families have gone up and now they're self care. What do I want to do? You know, creatives were the vagabonds, they were the dreamers, they have no clue what's going on, they're a waste of space and never make money. They're crap at business. You know, that's the thing that the creative sector has, it's compounded into the psyche, and that has to change. And it can change by just how we turn up and talk to our children about creative people, bringing them to art galleries, looking at art in books, like, you know, and talking about just alternative things with them, you know, and I think just those small changes can make a huge impact for how people perceive creative people in the future.

Suzanne Murdock 39:42
Yeah, no, absolutely. music and theatre and, you know, if you can get into those places, that's fantastic. Yeah. But I mean, I'm really I'm really excited about the workplace moving forward and the different ways that we can use our personalities and really showcase our skills. So you've got plug costing. You've got online memberships, your online courses, you don't have to go and give that talk person to face to face in front of hundreds of people. It scares the living daylights out of you. Yeah. Which it would do me. Yeah. Now, you know, I've been running this business for 10 years, but I still I still struggle with that sort of thing.

Tara Prendergast 40:20
Yeah, I think everybody just says, We have to find

Suzanne Murdock 40:24
your platform and your way of your way of teaching, and you're sharing what you know.

Tara Prendergast 40:30

But I think I think everybody struggles with that, like, even I get butterflies in my tummy. When I'm doing my boot camps, like, there was 120 of us on the on the boot camp, the last boot camp. And it was, you know, the screen lights up or 100 people looking at you. I was like, I anchored that straightaway, remembering vulnerability is your superpower. Like, it's not a negative thing. It's actually you turning up and being courageous. And I think calling things out as they are, and being you and turning up as you are, I think people respond really, really well to that. And I feel like the more of us that do that it almost opens up the opportunity for other people to say, oh, I can do that too. Like, you know, I don't have to pretend when I don't feel it, you know, and I think it's an interesting one. But I also feel like, you know, a thing that I do that really helps me with that one, when I'm you know, doing even doing offline stuff, which is far more intimidating than online, because you're in your environment that you've controlled, and you have your candle. And you know, you can do your breathing and all this stuff before you go on. But when you're out in the wild west of current humans, fair, and it's quite challenging, because anything can happen. You're not as in control of your environment, as you are at home, obviously, or in your office. But you are in control of something. And I feel this is important. If you do suffer from that, try to take you out of us. So separating you as the as yourself, away from your message. And remembering people are there to listen to the words that you're saying, to feel inspired by you to learn from you. And I find that really powerful for when I'm getting the heebie jeebies about turning up doing something. This isn't really about me, this is I'm delivering this message that's important for people to listen to. And yes, I am the thing that's delivering it, but people aren't judging me there. And if they do that's out of my control. All I can control is turning up and making sure they listen, because this is important. VMs and that's all I think about I really helps. Fantastic. Yeah.

Suzanne Murdock 43:04
Tara, it's been absolutely amazing. Tell me I will tell tell the the audience where they can find out more about you.

Tara Prendergast 43:11
So I'm on Instagram @biscuitcommunity. So you can go on to Instagram and find me over there. And also Bite the Biscuit is the Facebook group. So if you're a creative, running your business or thinking about it, it's a great starting point. And then www.thebiscuitfactory.ie is my main website. And www.biscuitbusinessschool.com is the other website. So there's a few places going on there.

Suzanne Murdock 43:40
Wonderful. Well, Tara, thank you so much for your time with all this success for future any future projects are working on. I love you talking to you. And thank you.

Tara Prendergast 43:50
Thanks so much thanks Suzanne.

Suzanne Murdock 43:54
Thanks for listening. And don't forget that all the episodes and links are on our website, the hub newari.com. While you're there, you can stay tuned with what we're up to by subscribing to our mailing list, subscribe on YouTube, or wherever you get your podcasts. And thanks again for being here. Powering Productivity is presented by me, Suzanne Murdock and produced by Emily Crosby Media.