

MAKE MORE MONEY AS A DIETITIAN

EP. 160: RDs As the Change Agents

Intro

[00:00:00] Welcome to the Make More Money as a dietitian Podcast, where we talk about all things, money, mindset, and marketing. So your nutrition business can thrive and you can make a bigger impact in the marketplace. I am your host, Christine Dyan, registered dietitian and money mindset expert. Let's get started with today's.

Episode start

[00:00:28] **Christine:** Hey there, dietitian friends. Welcome back to another episode of the make more money as a dietitian podcast. I am super excited to be here with you for another episode this week, as of the recording, as of the time of the recording, why can't I get that together in my head? If you knew how many times I restarted this, just to say that correctly and I still didn't. I'm just gonna keep it like it is after the time of this recording. It is the end of July. You guys, I don't know about you, but these summers just go by too fast. Is it just me, you know, here in the Chicago area, we had so much rain. I didn't even think we were gonna have sunshine. During the spring and even the beginning of the summer, it was just beyond ridiculous.

[00:01:20] And so now it is the end of July. And then when I think about the fact that it is going to be August soon, I got attitude. Okay. Like, come on. I didn't even get enough. I know some of you might be like, okay, Christine, stop being a baby, because you know, you did the whole Bali trip and all of that. so what , I am still upset because I wanna live in a place where there's continuous sunshine on a somewhat regular basis.

[00:01:54] But here in the Chicago area, our summers are very short and sweet. So I'm a little sad to be thinking about August and September. because we are heading into the fall season. Once we hit September, I hope that your summer is coming along really well. And you're doing fun things, enjoying being out and about, like I said, last week speaking of last week, you know, Or should I say about last week?

[00:02:32] Did you listen to the episode on what I learned from my trip to Bali? Ooh, honey, I loved my trip to Bali, but then I hit you with a bombshell at the end. And if you have not listened to that episode, I really wanna encourage you to take some time to listen. I know it's a longer one, but it's an important one in my opinion.

[00:02:58] So take a listen to what I had to share with you last week. What was that episode? 158. What I learned from my trip to Bali. That's so, so good. Now today, what I really wanna talk to you about? My friends is just a little opinion that I have about dietitians and what is possible for us and what is possible for our collective society.

[00:03:35] If we were all just willing to step it up a little bit. Now, I believe that dietitian. Can literally change the face of healthcare in this country. And here's why, because the majority of the chronic illnesses that are prevalent in the United States are lifestyle and diet related.

[00:04:05] Now I might be wrong, but I think that's what we're trained in. .So I'm trying to understand. why we, aren't stepping up a little bit more and doing big things in our profession and in our careers, like really not just in our profession, but in our careers as dietitian. It doesn't matter if you are employed by someone else or if you are self-employed you can still a huge impact in healthcare. You can change how your organization sees dietitians and the value that they offer to the team. You can change how your local community sees dietitians and what a dietitian's value is to those in the community. I believe beyond the shadow of a doubt that when we all step up and do the work we are truly meant to be doing and do it well and do it with confidence and do it with conviction that we can be the change agents in this country, but it's not gonna happen until we actually step up.

[00:05:41] But you know, I see so many of us that have resistance that are fed up that are frustrated and all of the things in between. And then there are some of us who just wanna flat out, quit and Hey, you know, if that's you, that's totally fine. You get to decide what you do with your career and your life. But for those of us who are here for the long haul and really want to do things differently, I want to give you some quick tips on how you can do that.

[00:06:28] Okay. Because it's important. You guys. Like there are other professions that really struggle with very similar things that we do. We are not unicorns. Okay. We are literally not unicorns. There are so many other

professions that are struggling with little pay over education. All of the things. But they're still doing what they need to do to stand out in local communities and do the work and, and all of that, blah, blah, blah stuff.

[00:07:02] Okay. So I don't want you to think that the RD profession is this profession that is out there on an island and no one is taking care of us. That's not the case. But how can you make a change? How can you step up? How can you not only make a change in your communities, in your organizations, et cetera, cetera, first and foremost, you already know what I'm about to say don't you? Do you know what I'm about to say?

[00:07:38] You have to work on your mindset. Now, one of the things that I know to be true is this is that your brain is your biggest asset in your business and your life. I'm going to repeat that again. Your brain is the biggest asset that you have in your career and in your life now in business, there are people that will tell you things like, well, if you don't have an email list, then you don't own anything.

[00:08:26] If you put all your content on another platform and blah, blah, blah, you don't own that platform and this and that and the other. And while that may be true, really the one thing that you own that is more valuable than any email list or social media platform is your brain. It will always be with you. It is the thing that runs the show and it is the thing that you literally have the most control over.

[00:09:07] But here's the problem. The problem is is that the majority of us humans allow our brain to take over instead of us managing our brain so that we can get what it is that we want and what we truly deserve in our lives and in our careers, we, we let our brains. Run the show. We believe every thought that pops into our head as factual. And then we have these tantrums because we're not getting what we think we deserve. And I just want you to know that we all can do much better than this.

[00:09:59] So the first thing that needs to happen is to learn how to manage your mind. This goes way beyond what you may have learned in regards to motivational interviewing.

[00:10:20] This goes way beyond that my friends. Managing your mind is something that you learn how to do it as a skill. And you literally nine times outta 10 cannot do it by yourself effectively. Because one of the biggest

mistakes that I see people make is they want to reframe their thoughts. They may have awareness around their thinking.

[00:10:52] That it's negative. And then they immediately wanna try to flip it to something positive and that my friends does not work. If it were that easy, everyone would be doing it. And there's a lot of mind trash out there. Okay. So obviously there's work to be done. So I wanna just. Ask you, how can you begin to work on your mindset and your thinking about your career as a dietitian, do you believe that you can be a change agent in your community, in your career as whole? Do you believe that dietitians. Collectively, if we were to step up, do you believe that we can change the face of healthcare?

[00:11:57] Do you actually believe that that's where it starts? Like, do you even believe it? Because if you don't then that's where the work needs to come in. Okay. Because I know it sounds like a big deal, but at the same time, you know, It just makes total sense in my mind. It TA it makes total sense in my brain that we are the ones who are meant to create the change that is necessary for us humans to live healthier lives, because that is what we have been taught.

[00:12:38] We have been taught about health and wellness. We've been taught about the science of nourishing our bodies. Some of us have gone steps further in getting certified in other areas of nutrition. There is absolutely no reason why we can't help people change and collectively change the face of healthcare, especially when we partner.

[00:13:12] With other health professionals to become a team. So I just want you to think about where your mindset is right now, around that. Is it time for you to do mindset work? Is it time for you to create new beliefs around what is possible for your career? Now the second thing that will help you to create this change is to make sure that you are taking good care of yourself outside of work and family obligations.

[00:14:08] I know you probably didn't think I was gonna say that, but here's the thing. So many of us are so wrapped up in trying to create success that we end up hitting a wall and burning out. I have seen it a thousand times or more. Where we are on this trajectory of go, go, go grind, grind, grind, get it, get it, get it.

[00:14:44] And the next thing you know, you're ready to just fall out. So there really needs to be a balance. Some of you may not believe in balance, but I'm

here to tell you that there needs to be balance. okay. When I work with my clients, we always talk about rhythm. We talk about rhythms and cycles. We are not on a linear trajectory.

[00:15:23] When we do the work, we fully understand that there are seasons and cycles for everything. and I teach my clients how to identify their own seasons cycles and their rhythm. We are not machines. We are not meant to just keep going. We are also meant. to have more rhythm in regards to creative expression and play.

[00:16:07] Did you know that the summer season is actually the season where there is a higher rhythm of play and creative expression that more of us are out there during the summer, doing all of the fun things and feeling really creative. and doing all of the things that feel fun and playful, that is the rhythm of summer, but some of us wanna carry the rhythm of summer throughout the whole year and wonder why it's not working.

[00:16:49] it doesn't work that way. My friends, if you believe in energy, and that everything is energy, including you and me and all of us collectively. Then you also know that energy is not destroyed or created. It is just redistributed. Other forms and that everything that is energy has a rhythm and a cycle and a season.

[00:17:27] If you believe in that, you know that you are energy, that means you have a rhythm. Hello, circadian rhythm. There's a reason for circadian rhythm. even. So that means that you have to take time for yourself to slow down to speed up. I talk about slowing down to speed up a lot. I've mentioned it before on the podcast, how important it is for you to slow down.

[00:18:09] So that you can speed up and some people don't wanna do that. So I wanna invite you to really take some time to slow it down, create some balance in your life. Bring some energy of play and creative expression. This is the perfect time for it. because you can't be just go, go, go get it, get it, get it.

[00:18:41] Grind, grind, grind all throughout the entire year. Okay. My friends. So number one, work on your mindset. Number two, create some balance between your career and your overall personal life. and the third thing that I want to share with you so that you can start to become that change agent is to think of yourself as more of a business owner.

[00:19:23] If you are a business owner. talking to my business owners now, or those who are striving to become one. You have to think of yourself as a business owner first and a dietitian. Second. That means that you have to make decisions coming from the energy of being a C E O. You don't make decisions. Coming from the energy of just being a dietitian, because those decisions coming from just being a dietitian, if you are a business owner will not come from, um, a feeling of confidence when expressing, for example, your policies for certain things.

[00:20:24] You will feel less empowered to have difficult conversations with clients and potential clients when you're only thinking of yourself as, oh, I'm just a dietitian or some of you say, well, I'm just a new dietitian when you're thinking like that your level of confidence drops. So I wanna encourage you. to make decisions and have conversations, knowing that you are a business owner first and a dietitian.

[00:21:05] Second, that is so very important. When you step into that role as a business owner, you start to take action in a whole different. You know, that you can begin collaborating with other health professionals, letting them know exactly what you do and how you can help you network. More often, you talk about what you do in a more confident way.

[00:21:42] You talk about what you charge in a confident way. Because you know that you are running a business, this is a business. It is a business. You're not just a dietitian. You're not a newbie dietitian right now. Say you are not in business for yourself. Maybe you are still employed by someone. Let's talk about it.

[00:22:18] So that means that you are coming from the mindset of a dietitian who adds value to the team. You are coming from the mindset set of a dietitian who creates patient outcomes. You're coming from the mindset. Of a dietitian who builds relationships, whether that is with your coworkers, whether it is with doctors who need to write the orders, whether it is with other vendors that come in from the outside that serve your department. you are a dietitian who speaks up for what you need and what your patients need. This is how you become the change agent in your organization. So that's what I have for you today. My friends, I want you to work on your mindset. I want you to cultivate the belief that you and I, and all of us collectively together can become the change agents and change the face of healthcare in this country. I

believe it. Do you, I promise you beyond a shadow of a doubt. If you begin to work on these three things that I'm sharing with you today.

Conclusion

[00:24:05] The change will begin to happen. It will be a ripple effect. I absolutely promise you that that is what will happen. I am literally starting to see the change ripple effect happening and people are coming to me telling me from all across the country, how they think that this podcast. Has gotten into so many years that dietitians are no longer accepting low rates.

[00:24:44] So what if we were to even go further with this? It's not only about the money, my friends, it really isn't about the money. It is about your life and the lives that we can impact, but it really starts with us. So if you need help with this mindset work, you know what I'm about to say, let's do the work, learn more about the private coaching.

[00:25:25] I'm gonna be opening up the incubator program, but for now we're focusing on the private coaching. So head on over to manipuracentre.co/privatecoaching and schedule a consult. You do not want to sleep on this. Okay. It's time for us to do the work that is necessary so that we can collectively change this healthcare system.

[00:26:05] All right. My friends have a great rest of your week and the weekend ahead, and I'll see you on the next episode of make More Money as a Dietitian.

Outro

[00:26:16] Hey there, do you wanna make more money as a dietitian then head on over to our website [@manipuracenter.co](http://manipuracenter.co) again, that's Manipura Centre.co, where you'll find free resources to get you started.

[00:26:33] And if you are so inclined, get your name on the wait list for an upcoming incubator program. I hope to see your name on the list so that I can help you get started making more money as a dietitian.