

## Podcast Episode #1: **Dreaming of Leaving the Corporate World**

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Welcome to the Napa Vale show Belleza. My first episode. Today I will be sharing with you how this corporate gal ended up in wine country seeking to fulfill my dreams. I will be giving you tips on how you too can pursue your passion. And why it is so important to put into action what keeps you up at night.

### **INTRO Napa Vale Show**

Hola Belleza!!!

This is Wendy Barba. Your Napa Vale show host. And I am so so sooo thrilled to have you with me today and take you along my journey. It didn't start with wine but it does end with a cheer! Today I am launching my new passion, my dream and what puts a huge smile in my face. For many years, I kept hearing this quote, "do what you love and you'll never work a day in your life". This has been in my mind and heart for a very long time, since 2010 to be exact. Nine years later, here I am introducing you to my passion, The Napa Vale Show. Something I've been building for a very long time and that thanks to you is finally launching. In the Napa Vale Show you will meet some remarkable peeps that I've meet at different times in my life and while living in wine country, Napa Valley.

For those that don't know me yet. I am Wendy Barba. I am 39. I was born in Caracas, Venezuela, raised in sunny South Florida and now discovering my life purpose in Napa Valley. I am a proud and passionate Latina who is looking to inspire you a wine country story at a time. I've discovered over the past 5 years when I left the corporate world that I am a wine, food and travel fanatic. I ended up in Napa Valley por cositas de la vida. Opps... I must warn you. I will be throwing some Spanglish here and there.

2014 was the year when my hubby and I took a leap of faith and moved cross country in pursue of our dreams and this led us to move to beautiful Napa Valley. La vida es demasiado corta y es por eso el slogan de Napa Vale es "Descubre, Saborea y Brinda".

Bella. You are either going to love me or not. And that's okay.

When you tune in to the Napa Vale Show, picture us sitting on the sofa, sipping some vinito and just chatting as we learn more about our own journey. The peeps I will be interviewing on the Napa Vale Show have been picked by me. I either felt a connection or have been intrigued to learn more about them or have been inspired by them. The Napa Vale show is a weekly podcast to get you to know more about wine while showcasing compelling stories about love, life and career. I decided to do it more of an interview conversational style so that when you are listening you can feel as if you are part of the conversation. Plus, I love to ask questions guys. I am super curious and I just love to connect people and this is why I am so happy to be able to

introduce you to some of my friends that are making their dreams a reality. Whether is out of the corporate world or navigating the ups and downs of life, I feel these incredible people have pumped me up and that is the biggest reason why I want to share their story with you. I will also introduce you to some ahhhhmazing friends that have inspired me throughout my life. This just gives me goose bumps. It fills up my heart so much that I am able to share with you my network of people so you can too be inspired to follow your passions.

Así que belleza. Bienvenida al Napa Vale Show.

I am so excited to have you here with me today and to share with you **how to build a life beyond the corporate world**. I've been asked many times. How did you end up in Napa Valley? Why did you leave Corporate? You worked for Coke and GE? Why did you leave? I LOVE it when people ask me these questions. And the more I've answered it, the more I kept analyzing and listening to my answer to learn more about myself. If you asked me did I have a crystal ball to tell me that we will be moving cross country and end up in Napa. Nahh! I listened to my gut and decided to take this leap of faith with my partner in crime, the love of my life, my hubby, Ryan Tigrett. If you follow me on social media and see my Instagram stories you probably have met my greenie (that's my nickname to my Ryan).

I am not sure what brought you to the Napa Vale Show. What I know is that we were meant to meet. We may be traveling the same frequency. Or you may be asking yourself how you can follow your passions? How you can leave corporate world? Or you may just want to discover wine country conmigo your Napa Vale girl. I am so honor to have you here with me Belleza.

I am here to show you the steps I took to follow my passion and really really listen to my gut. Why it was so important for me to believe in myself and face the unknown with a ton of faith.

Now, I am not going to lie and tell you I had everything planned from A-Z when we decided to move to wine country and leave corporate America. Are you like me... who loves to plan everything to the T? As much of a type A personality that I am; I didn't have the secret formula. I didn't have it in my plans. I just knew we had to make a change because we weren't happy where our careers where heading. Have you ever felt this way? You are not happy with your day to day job? You have dedicated nights and weekends and ask yourself what else you can be doing? Well, don't worry. You are not alone. That was me. I was so loyal to the companies I've worked for that I lost myself. Does this ring a bell?

Ever since I was a little girl, I've been wanting to own my business. I didn't know what that would be, I just knew I wanted to be my own CEO. I knew I had to get trained and gain experience, learn how to be coachable to lead a business. This was the reason I decided to work for big corporations. I also knew I love to help others grow. This just comes very natural to me. I love to meet and connect with people that motivate me and make me smile. Is there a characteristic that defines you and makes you smile? Is it helping people, businesses or creating solutions? What is that skill that has been imbedded in you and it comes so natural? Building Relationships that last has been my trademark, so much that I even have it on my email

signature since 2001. And it became clearer after leaving corporate America that perhaps my soul searching all along was my calling and purpose in life. Please don't think I have it all figured out. I don't but I'm sure enjoying the ride. One question I want you to answer as we dive deeper in this subject... is what were your aspirations at six years old? What was it that you wanted to do so badly and where did that path to follow your passion change? Go back to six-year-old. Perhaps for you was later in life. Let's find you again, listen to the signs and identify those passions.

Back in my corporate days, one of my mentors told me. "Wendy, you want to grow, be coachable. And if you want to be successful train others on what you love because girl your aura is on fire every time you are up on stage."

So, tell me Bella. **What is that thing that makes you feel like a goddess every time?** One of my mentors who also trained me to be a public speaker saw this skill in me and I just never really listened. Does that happen to you? That you have a skill that comes like a natural super power that everyone is cheering you on to do it. Well that's a sign my friend.

The day I left corporate world I felt as if something was missing. It wasn't my title, Area Sale Manager for Latin America, Regional Manager for Hispanic Accounts, or the travel miles or the feeling of hitting my sales target... it was the relationships I've build and the times I was helping and training my team. That is what's in my DNA and what makes me so happy is when I am helping others grow. When you feel that twinkle in your stomach and your heart is at 1000 miles an hour, that is a sign to follow your passion. Really listen to those signs.

If you ask me what makes me twinkle. It's every time that I am working on my podcast, my blog, learning about our society, its local community and networking. What makes you so happy that you can do it even on gray days with a smile? I also love to work from home. I've worked from home since my early 20s. The only time I've had to go in to an office 9-5 has been while I worked at Carnival Cruise Lines and when I go into work at my hubby's endodontic practice Modern Endo of Napa. So ask yourself, how do you see your workplace? Alone in a home office. In a small team setting? With tons of people around you? Keep this in mind because being an entrepreneur can get lonely at times unless you have your peers, mentors and raving fans. I will share more about the importance of mentors in upcoming episodes. What do you want your work life hours to be? This is extremely important. And I want to emphasize on that sentence. EXTREMELY important. Every business requires love and constant care. Just like watering a plant. The moment you stop watering, well, it dies. **Episode #2 of the Napa Vale Show which is my first interview, Irma Robinson owner and founder of SMOKE Open Fire Cooking and Southside community- centered coffee bar in Napa Valley shares her journey into entrepreneurship. Irma gives us amazing life take a ways on how to get started.**

As an entrepreneur you have your Aha! moments like our dear friend Oprah says and your down days. So you need to also know how to bounce into your happy go lucky self. I personally get more pumped after listening to some regaetonsito and more if it's Mr. Worldwide. Changing my mood from negative to positive. Then I have my writers block days or let's

procrastinate days. Be aware of these days because it can quickly become a habit. I also do a lot of self-training. By a show of hands who loves to be self- train? Now a days we have so many online classes. When I catch myself on this mood, I take my furry baby, Leo on a walk, meditate or tune in to my favorite inspiring podcast. I am a huge fan of Tim Ferriss, Jenna Kutcher, Tony Robbins and Oprah so I get a lot of my ideas and self-training while listening to their podcast. I am the happiest when I am networking, building relationships and connecting others. How about you... **when are you at your happy state?**

**Let's do some soul searching before we create your strategy to leave corporate.** I did this exercise back in my college days when I was taking acting classes with my bff. For a minute I want you to list all the things that you love and say it out loud. Then take all those attributes and define why you love them? I am going to share with you mine to give you an idea how I did some soul searching and so you can create your own life purpose, aka your mission.

I love ----- learning, culture, people, art, history, and to be updated with the latest trends, styles, and technology. Meeting quality people, spending time with them, and learning from them. This is why you will always see me caught up in something new and why I wanted to connect you with those peeps that have inspired me and what keeps me smiling. I like to be challenged mentally and have interesting conversations. You see; I don't believe in coincidence. I believe it was meant to be. I truly believe I was meant to be the **Napa Vale Show host to bring you closer to discover your unique blend of talents.** This my destiny and the legacy that I want to live behind. I believe that everything in life happens for a reason. Like Tony Robbins says everything happens for me not to me. And this is why I am so excited to share with you my journey so you too can meet incredible people that uplift you!

Once you've done that exercise many times you will eventually find out your whys and life purpose? I've done this exercise many many times and I keep perfecting it. I even did this exercise with my hubby when we were deciding whether to buy his endodontic practice or for him to continue being an associate. I know it works. So grab your bestie, or hubby, or your pup and do it in the mirror.

Once you have your mission. Then is about living your passion. I have 4 tips for you Bellezas.

#### **Tip #1.**

##### **1. Listen to Your Inner Feelings and Follow your Passion.**

I've done a lot of self-searching. Every year I would create and update my dream board. You may have heard of a dream board or a vision board like our dear Oprah calls it.

I remember one of the things that stood out in my dream board was having quality of life to do the things that I love. I had two boards, one for the things I wanted to accomplish and another dream board with my hubby. Our dream boards showed what we as a couple wanted to accomplish. He did his individual board too. **Have you ever done a dream board?** I strongly

recommend you do it and keep it in a place you always see it. Like Walt Disney said, if you can dream it, you can do it.

This soul searching was not done overnight. One thing that was crystal clear from our dream boards back in 2012, is that we both wanted a career change, a better quality of life and to grow closer as a couple. The more we kept going to our mission the more clarity we had on what our next move should be. You see I had been working 60 plus hours (no joke) a week for 10 years. While at Coke I would be up at 5AM and long days until 10pm. While at GE I gave it my all. To say the least, I was tired, physically and mentally. **Do you also feel like you are giving your all at work and are working over 60 plus hours and don't feel accomplished?** Well that was me. I wanted something different. And that was my sign that I needed a change.

The moment you stop being excited on your daily career life that is your cue that you need to pivot. I knew this was me. I was scared to leave corporate world since that is what I had been doing for over a decade. I was excited at the same time to start something new. On the other hand, my hubby who was my boyfriend back then was not happy in his day to day endodontic path. He wanted to work for a practice that was solely focus on root canal treatment. After putting 20 plus years of school and so much effort he should deserve what he desired. We were looking where to move for over a year. We explore Maryland where my hubby is from. Then Denver, Colorado since we both love the outdoors and this way he can have his ski weekend getaways. Lastly, we went back to the dream board and waited on an opportunity while still on search mode. **Go back to your dream board and listen to your gut. That inner voice that is super low volume and tells you this is it... that is your cue.**

## Tip #2.

### 2. Manifest your dreams.

It's okay to let go. The break-up and the relief of letting go.

The first thing I had to do is let go of my corporate life. This honestly felt like a break-up.

A 10-year corporate breakup. **Have you asked yourself how you will feel?** Are you like me that you devoted all your energy, love and loyalty to your corporate career? This was me exactly. I am not joking. I fell in love with GE and Coca-Cola. Why shouldn't I? They are one of the most incredible companies to work for and the one I remember reading about in my MBA business case studies and marketing books. I even remember ordering the GE annual reports written by the board of directors so that I can understand their train of thought, learn more about where the company is heading and develop strategic thinking. I wanted to be the Latina senior executive because you don't see many Latinas running a big corporation. I wanted to belong to corporate America so badly that I remember telling HR "I am not here for the salary. I am here to make a long-life career commitment to GE and be your next leader." **Is this you? Have you ever committed to something you passionately believe in and gave it your all? And then ask yourself, how do I make it to the next position and continue going up the corporate ladder?** My mom always told me, life is about struggles, you put your mind, soul and passion and you will succeed. Moms are always right. I moved up the ladder, lead the Latin America team for GE Appliances and then moved onto Coca-Cola to gain more experience in marketing and leading

Hispanic markets. But one day I thought? I've been working 24/7 for a company that is not mine. I went back to my drawing board, my dream board and asked myself what I really wanted. **This is when Oprah comes in mind, manifest your dreams and vision boards.** I had forgotten about my dreams. Has that happened to you? That you are on auto-pilot mode and forget your mission? I had worked so hard to give it my all and somewhere along the way lost myself. I was not happy. I remember my priority list change that day, making family #1 and career #3. Guess what #2 is? My life aspirations. I promise it's okay to let go. It will be hard and you will need some time to adjust to the new you but it will be worth it. Plus life is too short. Be happy.

### Tip #3.

#### 3. Time to Re-brand you!

**You need to find you again. You need to find what drives you? What motivates you? What keeps you up at night and makes you feel alive?** There's a famous saying by Mark Twain "the two most important days in your life are the day you are born and the day you find out why?". And that saying struck me the first time I heard it.

I remember my life coach, who passed away two months before we moved to Napa told me. Leave a legacy behind that people will remember you by. And Wendy I know how much you love corporate world and to change GE light bulbs. He would joke about how much I love General Electric. But there is more to Wendy that others don't know. Show them. Train them. The moment you get your passions into action is when you will feel alive. **Do you know what that is?** I had no clue at that time. I was thinking, yes have my own business. David taught me so much. He was my trainer for 16 years. Someone who knew how I felt on a daily basis. When I say trainer he was my workout partner but most importantly my life coach. Gosh I miss him. So when I was re-branding I kept thinking back to that conversation I had with David. What lights me up? What makes me smile? I know it is giving back to the community. But then I was like, I just moved to Napa. I don't know anyone. I don't even know about wine. So that's when I started. I signed up to wine classes. I started reading a ton about wine and empowerment. And then one day having a conversation with my bff, she said. Why don't we open our own media company to empower our Latina community. And BINGO! This was what I have been looking for, to build a platform where I can inspire women to follow their dreams and make them a reality. We worked together for about two years building our media platform. And during those two years I learned so so so much. I didn't even know about blogging, or youtubeing, or writing? I am a horrible writer. Actually there's a funny story. **(TELL THE DANNY STORY).** Ultimately what I knew is that I love to connect people and I love to share a story. In 2017 my bff, Valentina and I decided to each have our own digital space and this is way we reach more bellezas out there. Voila this is when NapaVale.com was born.

#### **Tip #4.**

##### **4. Set a plan. Be persistent. And face the unknown with a smile.**

Before you share this plan. Ask yourself why this matter to you and is it strong enough that even on tough days you will still be willing to keep on moving forward. If your answer is yes. Then gurllll.. you just found your passion. Now the key is staying persistent. Like Pitbull says about the music business, “90% is business and 10% is talent”. The moment you start facing this unknown and driving it like a business is the moment you just need to keep on moving forward. Ni un paso atras, ni para tomar impulso. Ojo: find your mentors, your cheerleaders and surround yourself with people that want to see you grow and succeed. Those people that don't believe in you, then use that energy to pump you up to prove them wrong and stay miles away. You need to continues invest in you and surround with people that believe in you and love you. I believe in you. I will be your cheerleader and the one that will introduce you to other peeps out there that made big cosas happen. ¡Vale!

#### **CLOSING REMARKS**

So belleza. It's time to draw your road map of success. Before I say chao I want for you to envision the path that you are going to take and what those first steps look like.

Remember to start with your vision board, list those things you love and why you love to do them even on gray days. Really listen to your gut and turn the volume up to your inner voice.

Have your vision board at your finger tip and displayed it where you can see it on a daily basis. Remember what 6-year-old you aspired to be and manifest your dreams.

Take your time to re-brand You, find what makes you smile and build your legacy. Set a plan and stick to it. There will be hard times but if you stick through it you will see the net worth.

#### **OUTRO**

Thank you so much Bella for tuning in to The Napa Vale Show. Remember to subscribe to The Napa Vale Show and tune in to our next episodes. I will be bringing you some inspirational stories that I hope will motivate you in living your best life! Time to unleash our passions and toast to life.

**Recuerda. Descubre, saborea y brinda. Porque la vida es demasiado corta. ¡Vale!**