

# Mindset Mastery

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Overcoming Fear & Unlocking Growth  
with Michelle Kavanagh

January 16, 2025



# Presenters

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**Niki Acosta**

Director of Marketing @ Skimmer



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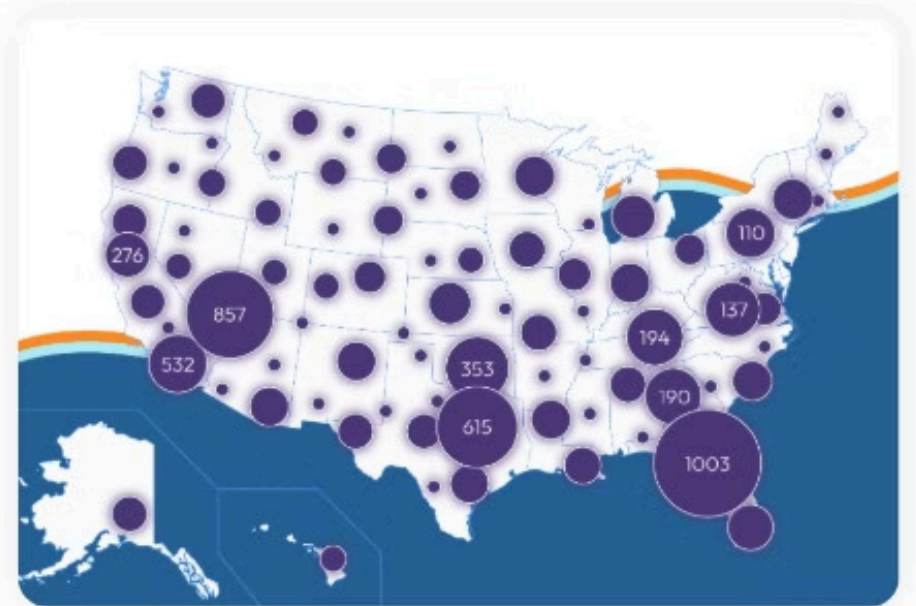
Business Consultant

# About Skimmer

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Skimmer is on a mission to modernize the pool and spa service and repair industry through easy-to-use software and best-in-class support.

Currently used by over **30,000** pool service professionals, Skimmer is uniquely positioned to be the hub for all things pool maintenance.



# What we hear from business owners

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Customers only care about the lowest price. I **can't raise rates.**

**I don't need to grow.**  
My business is fine the way it is.

**My employees will revolt** if I implement new systems & tech.

**I don't have time** to step back and work on the business.

Software is expensive.  
**I can manage fine with pen and paper.**

**I can't trust people** to do things the way I would do them.

# Quick Poll

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# Unlocking Your Potential

## The Power of Mindset

Your mindset is everything! It shapes your beliefs, actions, and results.

## Breaking Free from Fear

Fear is a common obstacle for business owners. It can paralyze decision-making and hinder growth.

# Identifying Limiting Beliefs

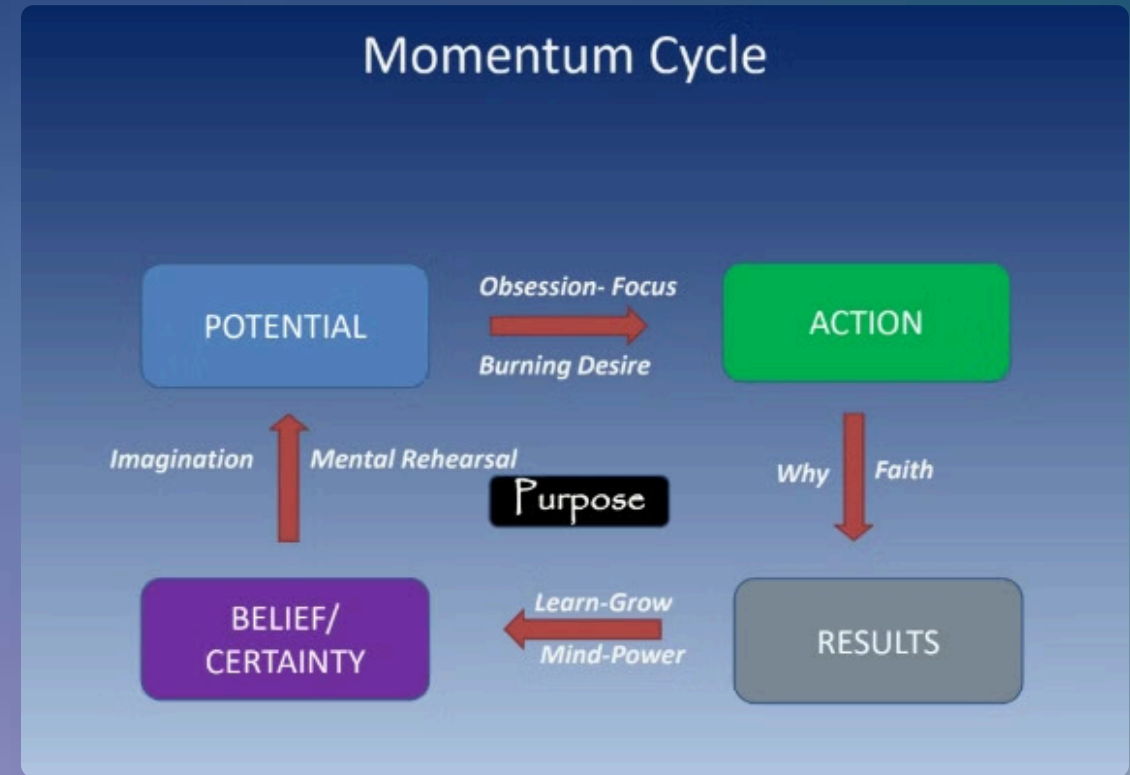
You are "the master of your fate, the captain of your soul." - William Ernest Henley

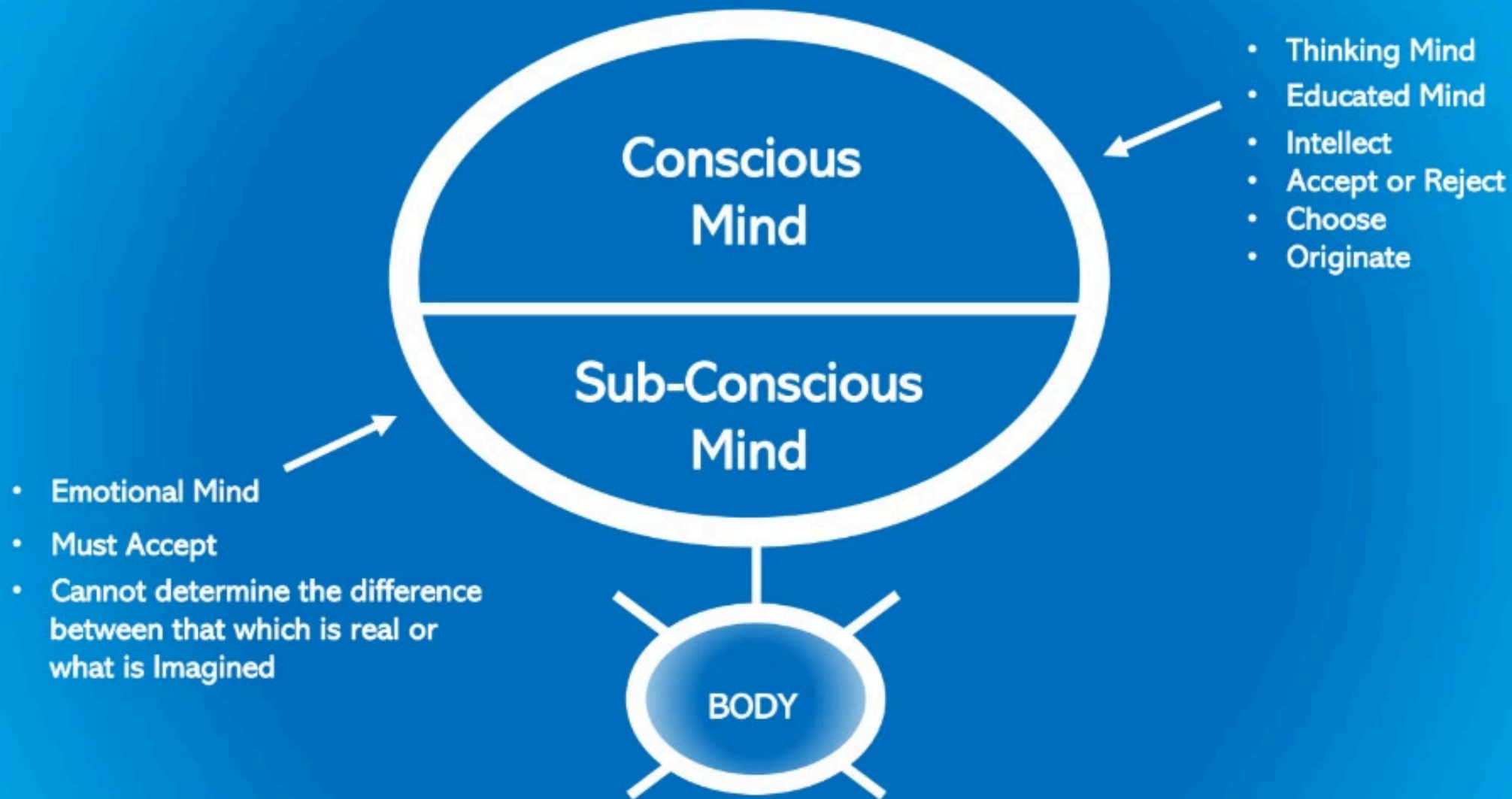
## Self-Awareness

Start by honestly examining your thoughts and beliefs. Are you telling yourself limiting stories? What are your biggest fears?

## Challenge Assumptions

Challenge your negative self-talk. Ask yourself: "Is this truly true? What evidence supports this belief?"







# Fear

- A reflection of our beliefs. If we believe we're not good enough or that we'll fail, fear reinforces that narrative, whispering reasons why we should stay safe in our current situation.
- But when we shift our mindset to see fear as a sign we're pushing boundaries, we can start to reframe it as an opportunity rather than a barrier.
- It is something we believe about ourselves that is not true!

# Overcoming Fear: Let's Get Uncomfortable

1

## Start Small

Break down your goals into manageable steps. Focus on taking one action at a time. Each small success builds confidence.

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2

## Seek Support

Don't be afraid to ask for help. Connect with mentors, colleagues, or industry experts. You don't have to go it alone.

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3

## Embrace Imperfection (Failure)

It's okay to make mistakes. Learn from them and adjust your course. Every misstep is an opportunity to grow.



# Building Resilience & Staying Motivated

1

## Identify Triggers

Be aware of what triggers your fears. When you identify them, you can develop strategies to manage those situations.

2

## Celebrate Milestones

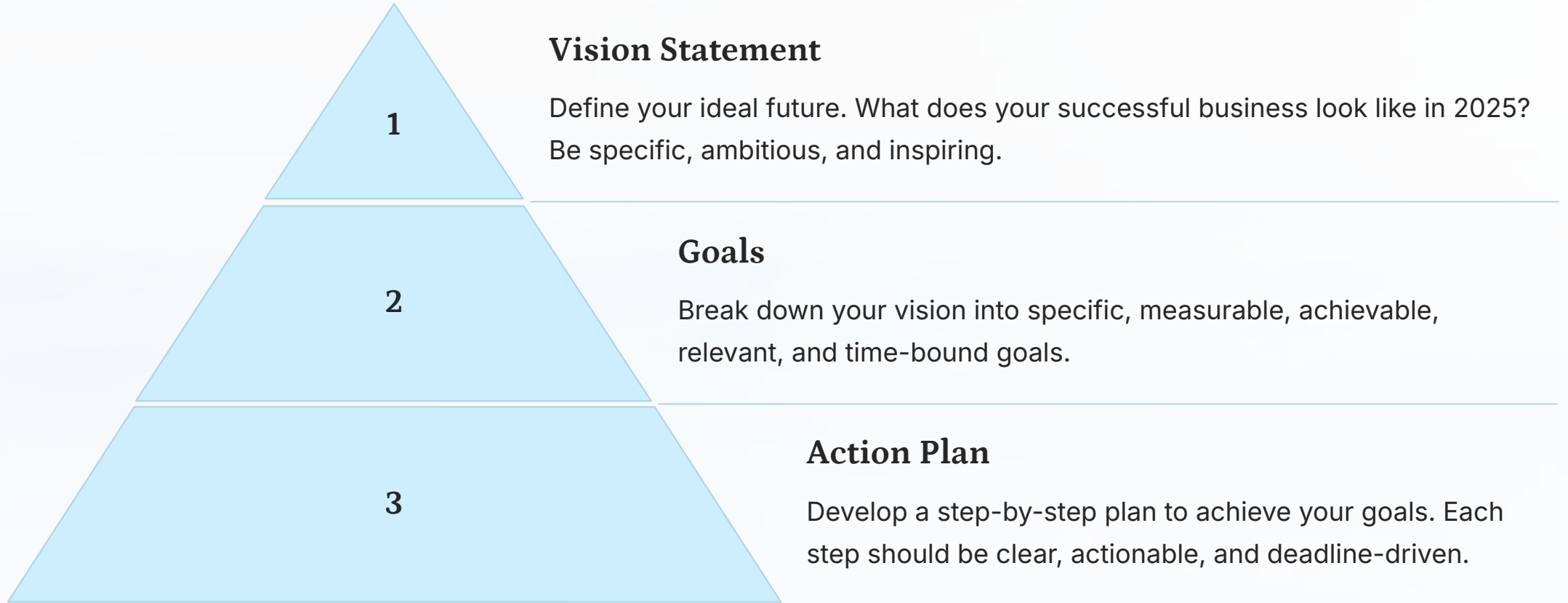
Recognize your progress and achievements along the way. Celebrate small wins to stay motivated and inspired.

3

## Positive Self-Talk

Replace negative thoughts with positive ones. Focus on your strengths and the progress you've made. You are capable of achieving your goals.

# The Visionary Mindset



# Building Systems & Delegating



## Process Mapping

Identify key processes in your business and document each step. This helps you understand your workflows and identify areas for improvement.



## Delegation

Free up your time and maximize your expertise by delegating tasks to team members. Trust and empower your team.





# Actionable Steps for Growth

1

## **Automate Tasks**

Utilize technology to automate repetitive tasks. This frees up your time to focus on strategic initiatives.

2

## **Improve Communication**

Strengthen communication with your team and clients. Clear and concise communication builds trust and fosters growth.

3

## **Market Your Expertise**

Showcase your skills and knowledge. Utilize online platforms and targeted marketing campaigns. Stories sell. Be unique and tell your story!





# Building a Growth-Oriented Culture

## Empower Your Team

Delegate tasks, provide training, and offer opportunities for growth. Invest in your team's development.

## Positive Feedback

Recognize and celebrate your team's accomplishments. Provide constructive feedback and encouragement to foster a positive work environment.

## Continuous Improvement

Embrace a culture of learning and continuous improvement. Encourage your team to seek feedback and identify areas for growth.



# Mindset Mastery: Key Takeaways

## Mindset is Power

A growth-oriented mindset is essential for success. It shapes your beliefs, actions, and results.

## Fear is Conquerable

Fear can be overcome with strategies, support, and a positive mindset. Don't let fear hold you back.

## Action is Key

Take action to achieve your goals. Develop an action plan and consistently work toward your vision.

# Actionable Steps for Growth



## Develop a Vision

Create a clear and inspiring vision for your pool service business in 2025.



## Invest in Your Team

Empower your team, provide training, and build a positive work environment.



## Celebrate Milestones

Recognize your progress and celebrate your successes along the way.

# Mindset Mastery: Closing Thoughts

Remember, your mindset is your most powerful tool. Believe in yourself, embrace challenges, and take action. The journey to success is paved with continuous learning, growth, and a resilient spirit.

**PDF Download - Mindset Mastery in 2025** with practical, action-oriented tips for attendees, summarizing key takeaways from the webinar and providing strategies they can implement immediately to overcome mental barriers and drive growth in their business and personal lives.



**Resources to help you succeed**

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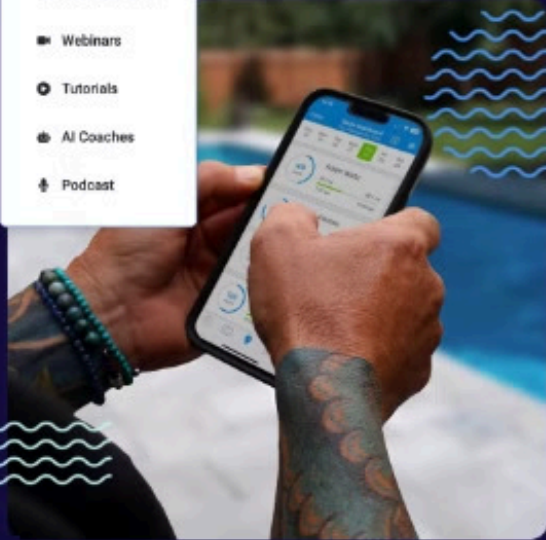
- Blog
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Join a free interactive workshop  
with Michelle Kavanaugh. Seats are  
limited. Register today!

Date: Thursday, January 23, 2025

Time: 1 PM PT / 3 PM CT / 4 PM ET



# Quick Poll

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# Q & A

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# Thank You!

## Connect with Michelle

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- [www.SmartDigitalTools.com](http://www.SmartDigitalTools.com)
- [Schedule a Free Consultation](#)