STORIES & INSIGHTS

# Meet Lynn Murphy

STORIES & INSIGHTS · JULY 1, 2024

Share This Article

We're excited to introduce you to the always interesting and insightful Lynn Murphy. We hope you'll enjoy our conversation with Lynn below.

**Lynn, appreciate you joining us today. Let's talk about innovation. What's the most innovative thing you've done in your career?**
Writing a book and creating a podcast may not seem innovative to some, but for me, it became a transformative experience.

A reluctant and unlikely author, I was 70 before I embarked on my literary adventure prompted by my persistent business coach. "Why write a book?" I questioned skeptically until we uncovered my passion for showcasing women's leadership in everyday life.

From surviving adversity and trauma to celebrating extraordinary accomplishments, each woman's story in "Women Who Push the Limits Presents 50 Life Lessons from Inspiring Women" reveals resilience, courage, and profound wisdom. It's not about accolades but the powerful lessons learned through personal trials—a narrative that resonates deeply with my readers and podcast listeners worldwide. By trusting me with their deeply moving stories, 50 women gave me the gift of connection on a deep level and immeasurable creative satisfaction.

After experiencing the exhilaration of storytelling, my reluctance to write is diminishing. I'm diving into another groundbreaking book and podcast project: "Demystifying the Transgender Journey." Partnering with Wendy Cole, a mentor and coach who transitioned at 67, we are conducting candid conversations with transgender individuals, their loved ones, allies, and professionals who support them. These stories will illuminate the complexities of transgender experiences, challenge misconceptions, and nurture empathy in an era clouded by confusion, misinformation, and unwarranted hostility toward transgender individuals.

Writing about the transgender journey as an old, white, cisgender, heterosexual woman certainly feels innovative to me.

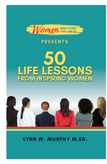
**Lynn, love having you share your insights with us. Before we ask you more questions, maybe you can take a moment to introduce yourself to our readers who might have missed our earlier conversations?**
As far back as I can remember, I wanted to be a teacher. I received my bachelor's degree in education from Arizona State University, and my master's degree in education from the University of Arizona. I spent a few years teaching 4th and 5th grades in public school before moving into corporate environments and real estate brokerage.

In 2002, my business coach encouraged me to return to what I've always loved—teaching. I founded my consulting and training business, Key Innovative Business Solutions, which gave me the opportunity to teach groups of adults. Working as an independent contractor in various types of organizations allows me to unleash my creativity as I design and deliver customized leadership, team building, and customer service training and coaching programs. My clients include large corporations, small businesses, medical practices, government agencies, and non-profit organizations.

My programs are not one-size-fits-all. I create a program that fits each client's unique needs and audience. Believing people learn better when they're having fun, I create workshops that are interactive and engaging. People learn best when they experience an activity and discover the lesson for themselves. I don't preach. I allow them to experiment with new ideas and ways of doing things in a safe space. This gets results for my clients and gives me great satisfaction.

**Have you ever had to pivot?**
I've pivoted several times in my career. The first was when I got a divorce and left my job as an elementary school teacher. After working in various administrative jobs at a university and in corporations, I went to work for a real estate developer. The challenge of land development and home building held my interest and offered exciting challenges for several years. Giving up a steady paycheck, I then transitioned to land brokerage where my income was commission-based. I learned to budget my time and money differently.

After years of some great successes and some not-so-great successes in that business, I took the biggest pivot of my life. I became exhausted by the overabundance of testosterone in real estate brokerage and decided I no longer how I wanted to spend my energy there. My business coach, the same one who convinced me to write a book, encouraged me to do what I always wanted to do—teach, but this time to do it differently. Out of that was born my own consulting business designing and delivering workshops and coaching programs as I mentioned above.




**Where do you think you get most of your clients from?**
My best source of new clients has always been word of mouth. I'm not the best at cold calling, and social media marketing doesn't work for my kind of business. My clients are happy to refer me after they've experienced a fun and valuable workshop or coaching program. They are eager to refer me to other departments, companies, and colleagues. The referrals are always excellent and come primed to engage my services.

**Contact Info:**

- **Website:** https://keyinnovativebusinesssolutions.com/ and https://womenwhopushthelimits.com/
- **Instagram:** https://www.instagram.com/womenwhopushthelimits/
- **Facebook:** https://www.facebook.com/Lynn.WMurphy/ and https://www.facebook.com/groups/sqwp9
- **LinkedIn:** https://www.linkedin.com/in/lynnmurphy602/
- **Twitter:** https://twitter.com/WomenPushLimits and https://twitter.com/Lynn_Murphy
- **Youtube:** https://www.youtube.com/@womenwhopushthelimits
- **Other:** Podcast: https://womenwhopushthelimits.podbean.com/
  50 Life Lessons on Amazon: https://www.amazon.com/dp/B09JV3S57V
  Interview on WFTX Fox 4 Morning Blend: https://youtu.be/Av6lNZgLCWw