

# Caya Connects

October 17, 2024

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*“In the long run, we shape our lives, and we shape ourselves... And the choices we make are ultimately our own responsibility.”*  
— Eleanor Roosevelt, longest serving First Lady, Chairman of the Human Rights Commission, and field hockey star

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## 1 Lesson Learned (in under 150 words)

I get disappointed when the people around me forget.

Forget something I've asked them to do, forget to take care of themselves, forget to consider the world around them.

It's not that I don't forget things. I think my frustration is more rooted in the feeling that I have to remember **everything**.

That pressure on moms is invisible, constant, unrewarded, and exhausting.

But, how much of it is because I've set the expectation that I'll take care of it all?

A decent amount, probably. Definitely the case with the kids.

I'll fill your water bottles.

I'll know the important date.

I'll remind you to grab your backpack.

In a lot of ways, I've trained the people in my life to assume I'll do it.

And in those little everyday ways, I'm protecting their comfort, instead of their growth.

**Lesson learned?** If you're feeling overwhelmed by doing it all, stop. Give everyone else a chance to step up and grow.

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## Reframe of the Week

### *"Get to" instead of "Have to"*

For those of us privileged enough to have choices, there's very little we actually HAVE to do.

Still, we use the phrase a lot, and it seeps into our subconscious.

*I have to go to the dentist.* 🙅

*I have to pick up my kids.* 😓

*I have to finish this presentation.* 😞

When we swap it with "get to" the vibe changes.

**I get to go to the dentist (and take care of my teeth).**

**I get to pick up my kids (because they're safely leaving school).**

**I get to finish this presentation (because I have a job that pays me).**

When I try it, it feels different.



Lighter. Brighter. Better.

How about you? Write [hello@cayamoms.com](mailto:hello@cayamoms.com) with something you get to do.

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## 3 Favorite Things

1. [These eye covers](#). It all hinges on sleep for me, especially pregnant. These are silky soft, secure, and super dark.
2. [THIS](#) show on Apple. Killer writing, award-worthy acting, and as long as you don't remember (or Google) the ending of the original Harrison Ford movie, it's suspense til the last drop.
3. [Refurbished smart watches](#). I've resisted for as long as possible, but with our oldest bopping around the neighborhood with friends, I want to track him, and make it easy to call me. These refurbished models are a fraction of the price. (I also searched FB marketplace, but with electronics, I like a store-guarantee, and the option to return).

-  The Council had a GREAT Caya call last week to brainstorm building the brand while the product team builds the demo. This is my October priority. My deliverable is a go-to-market plan, which I'll share on our next Meet.
-  I also promised to create a pitch to guide Team Caya in sharing our MVP with new moms. Great idea! Working on this.

Today, I'm thankful to be sending this from a cafe in Jersey City with my first born proofreading for me. (He loves the Caya logo :) We're on a 1-1 trip to NYC to meet up with dear friends and spend rare 1-1 time together. What a gift.

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