

Laura (00:00):

For many of us, 2020 was a lesson in itself in adversity yet today's guest Myoshia Boykin-Anderson experienced adversity in a way that many of us can't even comprehend. She grew up right in the same neighborhood as George Floyd, outside of Houston in the third ward, and went on to establish herself as what we would call a double minority in a field that rarely even sees women as seven figure business owners, which is the space of tech and the category of technology. She has so much wisdom to share when it comes to how to overcome adversity so that you can actually dream big for yourself and win again and again, and again, she is so inspirational and how she shows up in the world. And I had the pleasure of actually sitting at the same table as her last fall. And she is this bright light in person. It's, it's hard to even describe. And when you dig beneath the surface of that bright light, what you find is an incredible story of overcoming, overcoming, and then becoming somebody that I am so proud to introduce to you. So up next is Myoshia Boykin-Anderson, President of Andtech Solutions.

(01:39):

So here's the challenge: so many entrepreneurs dream of leading a life of impact by creating a multi-million dollar brand, but only a tiny percentage of businesses actually scale to that point. On this podcast, we speak openly authentically about what it takes to scale your business, following the journeys of innovators, disruptors, experts, and leaders, looking at the behind the scenes of their most challenging moments and greatest lessons learned. My name is Laura Meyer and I'm your host. I'm a serial entrepreneur, wife and mom to three. I love talking all things business, especially digging into the mindset and strategies of scaling joyfully to the multi-million dollar mark and beyond. Let's go.

(02:17):

Hi everybody. And welcome back. I have, I have the pleasure and the honor of introducing to you, Myoshia Boykin-Anderson. She is the president of Andtech solutions. She and I met at Allie Brown's iconic workshop and event last fall, and we sat at a table together. And I was just so curious. You have such a beautiful way of how you speak and presenting yourself. And I remember just leaving, being like what an incredible woman. And then I saw you popping up and showing up in so many different of our circles and it just left an even bigger impression on me. So I am so excited for this conversation and so grateful that you took the time to be with me today.

Myoshia (03:04):

Thank you, Laura so much for having me. It's truly my honor. I'm just, I'm delighted to be here. And I'm excited about our conversation.

Laura (03:13):

I am too. And I have to say, you know, when you're in this room of these experts and these influencers and these thought leaders, and you mentioned I'm in tech, it wasn't what I was expecting you to say. Like you've got women in the room that are fighting the patriarchy and you've got women in the room, it was not what I was expecting you to

say. And is that something that you have kind of sort of battled or kind of had to deal with of being this double minority in the tech space?

Myoshia (03:46):

Definitely. Literally I live it day in and day out. I really do, because you're right. It's not what society would see as being normal. Like it's, it's not the norm. It is totally opposite of what the norm is, but for me, that's the amazing part about it. It's the amazing part about it that I am able to stand in spaces that were not necessarily intended for me. So it's quite interesting every day it's been a phenomenal journey and I just continue to, you know, stay excited about it. And I just feel, I feel like it's such a blessing to like be in this space. Right. And, and to allow other young boys and girls to see me in this space. So, yeah. And it's, I'm such a, I'm such a geek. I totally geek out on technology and it's just, it's something that I've loved and had a passion for, for a really long time. So it's like now I just get to live it all out and live it out loud.

Laura (04:52):

Yes, yes. And you do an amazing job at it. And so let's even just like backup. We introduced how we met, how we connected that again, we're in this room it's filled with these influencers mainly in what I would call kind of softer spaces and you present, oh, I'm in tech, right. Let's back this way up and talk about how you grew up and then how you got started Andtech. Cause I, I know you're just going to be such an inspiration to so many people listening with your story

Myoshia (05:24):

And the story it is. It really is. It really is. But it's one that I am, I am proud to share any time I get an opportunity to, because the story itself speaks to the amazing opportunities that await us out there. Right? When we think that everything is against us. And I literally started out that way when I was growing up, my mother was on drugs. She was addicted to drugs. So I had to step up. I'm not the oldest of the four of us, but I always wore that hat. I always wore that hat. So, so growing up, it was difficult because I had to take on responsibilities that I, that a child's necessarily, should not have to. That's how my childhood started. And growing up in the inner city here in Houston in area that, you know, we call historic third ward. We are very proud about third ward.

(06:29):

It actually gained a lot of recognition and notoriety, not necessarily a welcomed, you know, notoriety, but I grew up in third ward is where George Floyd grew up. He and I grew up together. We went to the same school from elementary, all the way to high school. And, and, you know, and me saying that also speaks to the different paths that people take and the different places that they land. It's quite interesting how that dynamic works, but so I'm growing up. I'm, you know, I'm dealing with my family dynamics of my mom being addicted to drugs and, and me having to help support my siblings and all of that. And in high school, in high school, I was, I was a rather smart kid, but I had an opportunity to take a computer class. It was the first time they offered it in my school and I was so excited about it.

(07:29):

I started taking the class and I literally fell in love. I fell in love with technology in my sophomore year in high school took the class. Absolutely loved it. And it's interesting, Laura, because now after I've been on this journey for quite some time and I spend a lot of time reflecting and all of that, I realize now that I believe my passion for technology started because there was something in front of me that I could finally control that I could maneuver, that I could manipulate, that I could solve, that I could analyze and, and create results. And I think with so much going on around me and the neighborhood and the community and the family and all of that stuff that I could not control as a child, I saw technology as something that I could create for myself.

Laura (08:32):

So it was a predictive outcome. You could say, if this, then that, and it was the only place in your life where you could probably rely on that. Right?

Myoshia (08:43):

Exactly. And I didn't realize it while I was in it in that moment, but I definitely realize that now, because it became so much of a passion for me, like I literally just took it and ran away with it. I joined the co-op program where local businesses partnered with the high schools and we went to school half a day and we worked the other half of the day. So that's when I really started being able to exercise my, my new skillset. Right. And, and all of that. So it just grew from there. It literally just, just grew from there. And like I said earlier, it's been a phenomenal, a phenomenal ride. And it really makes me happy to be able to share that story because there are some young boys and girls out there now, Laura, that cannot imagine this for themselves. They think it is so farfetched. And I want to be able to live out loud in front of them to show them that I don't care where you come from. I don't care who your parents are or who your parents are not. You know, so to be able to, to, to be a walking example for them, and, you know, in somebody who, who they can, you know, feel is approachable, right. That I'm not stuffy and I'm not, you know, all wound tight. And you know, in all of this.

Laura (10:20):

You didn't have to be somebody different to get to where you are. And that is so powerful. I think for like, no matter where you came from this idea that you have to change and morph yourself to fit into some new box, that is that next level of success. Right? So what were some of the things that you bumped up against you, you grew up in an environment where the success that you have today was not the norm, right? It was not typical. You didn't see it all the time. So now you're in your career. You're, you're diving into tech. You're realizing that not only are you great at it, but you love it. You have a passion for it because of this. Again, you can, it gives you some kind of a logic to life. It sounds like what are some of the things you bumped up against on your way up that you needed to get on the other side of, in order to become a seven figure entrepreneur?

Myoshia (11:13):

So I think first and foremost, one of the biggest challenges for me was to hear people who loved me, not support me, because, because their thinking was so small, they tried to impart that on me. And, you know, I'm, I'm very, very grateful. I am unapologetically a Christian, Laura. And I realize that God had his hand on me and my life, even before I knew really who he was. So, so, and, and I'm very grateful for that. I'm very grateful that he loved me before I loved him. So, and, and that it speaks volumes because that was how I kept moving in spite of, and despite of everything that was happening around me, everybody that was telling me that I wouldn't make it everybody who would say, well, look at who your mother is. Look what good can come out of. Right? So just being told that over and over again, as a young woman could have really, really broken me, could have really broken me, but I was determined. I didn't know where I was going or what was going to happen, but I knew what I didn't want. And that was far more important to realize what you don't want. And that helps you drive toward whatever is the opposite of that.

Laura (13:09):

And it sounds like you stepped into a new belief about yourself because of the way in which God sees you because of his favor for you, because of his love for you. It sounds like when you were bumping up against the limiting beliefs that you were surrounded by, you were able to say, but God has something bigger for me. I know that. How did you know that inside of you?

Myoshia (13:32):

I actually do not have a concrete answer for that. And I think that just speaks to the awesomeness of, you know, the awesomeness of God, right? And, and the fact that in a lot of circumstances, we can't lean to our own understanding. So I literally don't have a concrete answer for that. But what I will say, what I will say is once I came into the realization that I served a big God, it helped me think bigger and do bigger and walk bigger and expect bigger. You know, so, so it, and, and even to this day, that's what sparks me. That's what sparks me. And my prayer continuously is that as I start this day with everything, that's going to lie in front of me, my prayer is that I see me the way God sees me. And if I do that, it doesn't matter what happens. It doesn't matter who happens. It literally does not matter because I know that my purpose is bigger than me. My purpose is even bigger than my ability and my strength and my skillset and all of that. It's so much bigger than me. It's so much bigger than me. And I am grateful to be able to be in a position where I can earn a lifestyle for myself by doing something that I absolutely love. And that is creating legacy for those that will come behind me.

Laura (15:18):

It's so, so good. Because when you're at the level that you're at, when you're flying at high altitudes, as I like to say the problems get bigger. The challenge has get harder, the unexpected things that happen take place. And in addition to knowing that you are a part of this bigger plan that you might not even fully understand, what are some of the other ways in which you think that you've really been able to tackle those issues and move on the other side of them to be able to grow to that next level?

Myoshia (15:55):

Yeah, I think first and foremost, I realized very early on and I'm so grateful that I did. I realized early on that this journey is not for everybody. I learned early on that everybody can't go as much as I love them and as much as I would love for them to go, everybody can't go and being able to be okay with separating ties with folks that did not mean me any good that did not want good for me. Right. And that did not celebrate in all of the wins and the blessings that were happening all around me all around me to be able to separate those ties and love them from afar and be okay with that, be okay with that, whether it's family or friends or associates or any of that. But I'm also grateful for those who did, I'm grateful for the encouragers that I've had throughout my life for the, for the people that prayed for me.

(17:14):

I'm grateful for the people who helped pave the path that I'm walking today. And I will forever try to make sure that I'm doing the same for those that are yet to come, that I will create opportunities and open doors and pull up seats and all of that, and to speak on platforms that others may not ever get an opportunity to, to make sure that I speak with them and for them and through them. And you know, all of that, that I'm able to do to do that because it is, it is so much, so much bigger, so much bigger than me. And sometimes if I'm not careful, it can be overwhelming, but I am very intentional about not letting that happen about always being grounded, always being rooted, taking the time when I need to, and having fun with my family and my friends and, you know, and just enjoying, enjoying this life. Like I'm literally having the time of my life and this season that I'm in feels really, really good.

Laura (18:32):

And how did you get into that season? Because I know for so many people who are seven figure business owners, you are in this sort of daily grind of doing all the things. And I think once you get to seven figures, you get to this certain point where everything that made you successful up until that point needs to take a back seat and you have to develop this new skill set, which can be very overwhelming for people. Use the word overwhelmed when you feel overwhelmed with the business. And then how do you, how do you, it sounds like you have figured out how to make a shift to get yourself out of overwhelm.

Myoshia (19:07):

Yeah. And sometimes it's as simple as, you know, just pulling myself up. Like, you know, it's, it's so funny because there are often times when I have to say, now look here, look, girl, like, like literally, literally talking to myself, putting myself in place and even encouraging me. Right. So, so even if I'm having a moment where, you know, I may be on the verge of wallowing in whatever it is I'm feeling at that time, literally saying, now look here little girl, this is not what we're going to do. This is not what we're going to do. We're not going there, feel whatever you're going to feel, but immediately shifted into something that's going to propel us forward. So I'm always, I'm always encouraging myself first, even before anybody else, you know, has an opportunity to. So, so that's the, that's the first thing I believe so much.

(20:10):

I believe so much that this journey is all about mindset. Everything else falls in place after that, but it's the mindset that you can do, what you believe you can do. You will receive what you believe you will receive, and to be able to cast those visions, that would seem ridiculous to most right. But to be able to cast them and to be able to cast them competently that if I ask for it and if I do what is required, because that's another important thing, nothing is going to be given to us. Nothing is going to be given to us. Faith without work is dead. So it's not that I can't just cast the vision out there and then sit back and fold my arms and wait for it to come. I have to do right. And the do looks different days, you know, in different scenarios, maybe even intraday, you know, it may look different from nine o'clock, you know, to three o'clock, but the doing, and that's a big part of what keeps me going every day is knowing that there's a lot of work to be done. And if we're intentional and if we're focused on the right things, it can all get done. I can still be a successful CEO. I could still be an amazing wife and I can be a loving mother. I could still be all of those things. If I am focusing on the right things and being intentional about where my energy goes.

Laura (22:04):

Yes. Do you think that sometimes people have a limiting belief around that? Like, I can't be a mother and an amazing CEO of a seven-figure brand and somebody who loves and honors God and somebody who is a wonderful spouse to my partner. Why do you think that is? Like, why do, why do people struggle with the and/with instead of the, the if/or?

Myoshia (22:28):

I think there's just such a negative connotation out here in society. One, one, and I don't know where it came from and how we dispel it or dismiss it globally and collectively. But I think that for whatever reason there is this mentality that as a Christian and because I am a Christian that I can't also be prosperous, you know? And, and I just, I literally, I cast that belief straight to where it came from. Right. And, and I am, I'm not going to allow people to put that on me. If, if I say that I serve a big God who owns it, all it all. And if I am the air, then what more, what more this is, this is just the beginning. I am, I am seeking abundance and exceedingly above. That's what I'm seeking. That's what I'm believing. That's what I'm going after.

(23:38):

Because I believe in his promises, I believe in his promises now, that also means that, you know, to whom much is given much is required, right? So there's a big responsibility that comes with that, but I'm, I'm here for it. I am here for it all. And I am going to keep putting in the, the big, massive work I'm going to, I'm going to keep doing the big things that are going to render big results, because I don't believe in being small. I don't, I do not believe in being small, even as a small business. And I felt like this for all of the 22 years, that I've been an entrepreneur. I am the owner of a small business from a categorization perspective. But everything I do is big from the tools we use in my business, from the way we communicate, the way we treat each other.

(24:42):

I employ some family members. And I'll say some, because everybody can't go, they'll try. But I'm so for real, about what I'm creating and building and doing here, that I have very little tolerance for those that are not just as serious as I am. Right? So again, everybody can't go, but that's another conversation for another day. But, but when I think about my small business, the only thing that small about my business is that categorization from the SBA. That's the only thing that's small here. Everything we do is big. We, we stand up and we are present every day, doing big things every day. And I make sure that everybody on my team does the exact same thing. And I don't care who it is. My daddy, my daddy worked for me. I was just able to retire my daddy at the top of this summer. So I'm super excited about that. Now he is now retired and enjoying himself in Virginia, but, but even then there were, there were oftentimes where people did not even realize we were related. And that's because of the tone that I am setting in our space. And when we show up, we show out literally, and there's no taking any mediocrity. We do not tolerate mediocrity. Everything we're going to do is be it we're going to show up and we're going to bring it.

Laura (26:25):

I am the same way and I have the same standard with my team. Nothing's mediocre. Everything's an experience. Hopefully you had a great experience being booked on this podcast. Everything is top shelf and I have the same way. And while you, the category, maybe with the SBA is small business, you're still in the vast minority. You're in the vast minority of women have grown their business past the seven figure, Mark. And I don't know the statistic for African-American women, but I would imagine it is even smaller. So what is it that you think is some of those keys to success? What I'm hearing you say is to think big act big, make sure that you hold yourself to an extremely high standard unapologetically. That's what I'm hearing, but what else do you think has really been the keys to your success?

Myoshia (27:14):

I think, you know, definitely surrounding yourself by people who are doing what you're doing, or have already arrived, where you are seeking to go. I have a strong belief that successful people do what successful people do. So I am forever positioning myself, intentionally positioning myself to be around women in particular, but anybody in this space, especially in the space that I'm in, you know, it's an old white boys club really, right. And the fact that I've been able to come in here and paint this sucker pink, the fact that I've been able to do that, it's just so amazing, but I'm very intentional about that. I'm intentional about the rooms that I position myself in the tables that I positioned myself at, the conversations that I engage in. I am very intentional about that because I know if, if I'm not careful with everything that we're hearing and seeing, and we'll start believing all of that and believing it about ourselves.

(28:32):

So we have to learn how to tune out what is not going to do us any good. And we have to be cognizant and very discerning about what is good for us. And that's where we should be focusing. That's what we should be striving for. So that's one thing that I do. I

just make sure that I am in rooms with people that are much smarter than me. I do not want to be the smartest person in the room. And quite honestly, though, you know, when, when you think about the community that I come from and, and all of that, oftentimes I am, but again, I take that with great responsibility and I'm trying to make sure that I'm leaving somebody better than they were when we arrived. Right. I'm always trying to pour in and encourage and edify and equip somebody else to be able to come right behind me and do bigger and better than what I'm out here doing.

Laura (29:36):

I hear you saying is that you're generous with pouring out to other people, but you're protective of who gets to your inner space?

Myoshia (29:44):

Everybody can't be granted access, we can't be granted the key I was listening to, maybe I was reading Brenee Brown's new book, who I absolutely loved, but you know, she said, you know, listen, if you're not, if you don't even have a stake in the fight, like if you're not even in the ring, then you don't even have, you're not even worthy of, you know, trying to criticize anything I'm doing or, or whatever. Right. That's reserved for the people who are also out here doing, because in order for us to get to where we want to go, you have to attempt some stuff first and you can't be afraid of how that's going to look if you miss the mark. Right. And oftentimes we will miss the Mark. We have to be okay with learning the lesson pushing forward and not letting people say, see, I told you, I don't even know why you tried that in the first place. What were you thinking, the audacity.

Laura (30:44):

Yeah. At what I call is cheap shots from the nosebleed seats. Like, you know, they're nowhere near the arena. They've never even tried to get in the arena, but it's very easy to talk about it from extremely far. Right? So this is, this has been so powerful. And I love hearing about your beliefs and your mission and what you stand for. I also want to give you a chance to talk about your company. Your company is a tech consulting company, but what does that mean? Like what is your day-to-day look like?

Myoshia (31:16):

So I'm a problem solver, you know, my day to day is centered around creating solutions for people. And that looks, it takes the shape and form of a lot of different things. We have clients that, you know, may just have a few spreadsheets that they have to work on all day every day, but they need them to be automated. We may come in and develop a custom solution that sits right on top of their spreadsheets, where they can turn a 12 step process into a one button click, right. It could also mean developing custom mobile apps and things like that. It could even be developing a brand new system because a company has grown in scale so much that nothing out there on the shelf quite meets their needs. And it's everything in between our focus and our goal is to create efficiency and productivity in businesses.

(32:17):

Because the only way for you to grow your business is to make sure that your back office in your systems and all of that stuff is good. Otherwise, you're going to be spinning your wheels. You're going to get burned out. And that's why people are not in this for the long haul, because they're doing so much in and they're grinding because they think they're supposed to do that. But I'm trying to create solutions that will help you work smarter and not harder. And that's what we do every single day at Andtech solutions. We, we take a problem. We understand what it is, and we may have to spend a little time with you, right. So that we kind of understand how you do what you do. And then we will come up with a strategy and a plan to improve that.

Laura (33:07):

And I do something similar in the marketing side. But do you find that when you start digging through that people are making decisions on the wrong data?

Myoshia (33:15):

Oh yeah. Oh yeah, definitely. Yeah.

Laura (33:17):

Isn't that interesting?

Myoshia (33:17):

It really is. It really is. And, and for us to be able to paint the picture with your own data, this is, this is your data, right? I was just able to come in here and allow you to visualize it differently than what you had been. I was, I was able to help you capture it differently so that then you can visualize it differently. Right? So process improvements around, around all of that. And it's interesting because a lot of small businesses don't think they can afford technology. They think that technology is for the big boys out there, right? And that's also a limiting belief. And that would cause you to stay kind of stagnant where you are. You'll never be able to grow if you're not taking advantage of some of these opportunities from a tech perspective or marketing, you know, to your point, if you're not taking advantage of those and making those investments, smart investments where they're needed, you'll never be able to scale and truly live out the dream that you started this business for in the first place.

Laura (34:29):

That's so, so good. And it does take out all of the, the feelings and the thoughts, right? And then all of a sudden it's like, well, we can talk about our feelings all day long, or we could look at the data and do what the data says. And it's, it's such a gift that you do that I came from traditional business. I now mostly work in the online space and in traditional business, I mean, data was everything. Every transaction, every piece of information that we could get our hands on was just so critical to the operation. So I know that your services are a gift to many. I'm going to just ask a couple of fun questions and then we'll wrap up by letting people know where they can get in touch with you. If they've been listening to that last conversation, they were like, oh my gosh, I

need her in my life. We're going to let everybody know how to get in touch with you. What is your favorite book?

Myoshia (35:18):

Oh my goodness. Okay. So I truly believe, and this is a book that I read before I got married, actually, but it's a book called *What to do Until Love Finds you*. It was such a phenomenal book for me. It's by Michelle McKinney Hammond. And I read that book right before meeting my husband. Wow.

Laura (35:39):

Oh my gosh. What a, what a great book to recommend to people. And I do, I will say we're Facebook friends, and I see you on your boat with your husband and I'm like sisters is living it up. I love it. But it's your favorite vacation spot?

Myoshia (35:51):

You know, definitely Jamaica now is like a second home to me. My husband is a native Jamaican and I get to experience Jamaica so much differently than the tourists. So it's definitely my favorite spot.

Laura (36:05):

Yeah. I've been to Jamaica and love it. And then just as a wrap up, where can people find you, if they want to get in touch with you, if they want to talk to you about how much you've inspired them, or if they just need tech help, where can they get in touch with you?

Myoshia (36:17):

Yeah. And I would love, I would so love to hear from all of you guys. I really, I really mean that. I really mean that. So first and foremost, I am on all of the social media platforms under my name. So LinkedIn, Myoshia Boykin-Anderson, Instagram, I'm actually Ms. Myoshia on Instagram. Myoshia Boykin-Anderson on Facebook. I also have a private Facebook group. It's called the Business Empowerment through Technology. The acronyms are bet. And I often say whatever you think you bet. So, so that's our private Facebook group is business empowerment through technology. And my, you know, my, my web address for my business is Antechllc.com. So definitely reach out to me. And I would love to hear from you guys. I would love to, to hear how hopefully something that Laura and I shared here today will inspire you if nothing more it'll cause your tomorrow to be a little bit better than what you originally planned it to be, right? Yes, definitely.

Laura (37:30):

No doubt inspirational in many, many different ways. I know some of you have been taking notes and now you know how to get in touch with Myoshia. So thank you so much for being here. It was an absolute joy.

Myoshia (37:42):

Thank you for having me, Laura.

Laura (37:47):

Hey there before you head out, I want to let you know about a free new training I have right on a brand new website called yournextmillion.me. It's yournextmillion.me, where several of my seven figure clients and colleagues share what they're doing in the next year to scale their businesses, to the multi-million dollar mark and beyond. And I have to tell you, it is not what you think. So check it out at yournextmillion.me. And if you loved this show, will you subscribe to it and share it with a friend or just say something nice about it to someone, you know, I'd really appreciate it so much. Thanks so much for being here and I'll see you next time.