

About Karan Froom

Karan Froom is a transformation strategist and change leader who helps organizations and individuals navigate change with clarity and confidence. With deep expertise in digital transformation and leadership development, she empowers people to embrace change and drive lasting impact.



Eat Your Raspberries

I love raspberries. They're always the first fruit I grab at the grocery store, full of promise and potential. As I place them in my cart, I imagine myself enjoying them—tossing them into yogurt, adding them to a salad, or simply eating them by the handful.

But something happens between checkout and my refrigerator. Days pass. I think about eating them but never do. Morning comes, and I'm in a rush—so I grab coffee and head out the door. Afternoon hits, and instead of raspberries, I crave chocolate. By the time I remember them, they're shoved to the back of the fridge, growing fuzzy with neglect. Another carton of good intentions gone to waste.

The Raspberries in Your Life

That got me thinking—what are the raspberries in your life? The things you buy with excitement but never use? The goals you dream about but never act on? The projects you dream about but never bring to life?

- Maybe it's a hobby you've been meaning to pick up again.
- Or a trip you always say you'll take but never plan.
- A friend you've been meaning to call.
- Or a business idea you can't seem to start.

You *want* these things. You *intend* to do them. And yet, like my raspberries, they sit untouched until they wither away.



Why Do We Let Our Raspberries Spoil?

If you stop and examine the reasons, you might realize:

- You think you *should* want something—because it's expected, or it fits the mold—but deep down, it doesn't ignite the spark that drives you forward.

- You like the *idea* of something more than the reality of doing it.
- You’ve convinced yourself *you’ll get to it “someday,”* but without action, someday never comes.
- You’re *waiting for the perfect time*, perfect conditions, perfect circumstances—but that perfection is a myth.

And maybe, just maybe, you’ve outgrown your raspberries.

How to Actually Eat Your Raspberries (a.k.a. Follow Through on Your Intentions)

If I really want to eat my raspberries, I need to make them easy, accessible, and part of my routine. The same applies to the things we want to accomplish.

1. Prep in Advance

If I wash and put the raspberries in a bowl when I get home, I’ll be more likely to eat them. The same goes for your goals—set yourself up for success. Lay out your workout clothes the night before. Block time on your calendar for that personal project. Make starting as easy as possible.

2. Pair with Something Enjoyable

Maybe eating raspberries alone doesn’t excite you, but adding them to your breakfast does. Can you integrate your goals into things you already enjoy? Listen to an audiobook while you walk. Meet a friend for that class you’ve been meaning to take.

3. Keep Them Front and Center

If I shove the raspberries in the back of the fridge, I’ll forget about them. If I keep them at eye level, I’ll eat them. Your goals work the same way—keep them visible. Write them on a sticky note. Put reminders on your phone. Make them impossible to ignore.

4. Stop Waiting for the “Right” Time

The right time doesn’t exist. Eat the raspberries today. Start small. Take the first step.

What Are Your Raspberries?

Think about the things you keep pushing aside. What’s one raspberry in your life that you can commit to eating today?

Don’t let your good intentions spoil!

Eat your raspberries.