



DUCHESS MAGAZINE



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A Conversation with a
Change-Maker

Dr. Natanya Wachtel

How do you define success, and how has that definition evolved throughout your life?

Success? I used to think it lived in titles, milestones, and the illusion of control—the next promotion, the next client, the next mountain to climb. I built companies. I won awards. I made it to the top of the mountain—only to find out the air was thin as hell up there.

Here's the real story. I died once. Flatlined. They brought me back. Then they told me I couldn't walk again. I was almost 300 pounds, struggling to breathe, and this was only a few months after losing my husband, raising our child alone, and running a company. I didn't just feel shattered. And success? That word meant nothing to me in those moments.

What does success mean now?

Reinvention. Liberation. It means I built The New Solutions Network not as another business, but as a revolution—a blueprint for reinventing the way we do business and the way we live ourselves and the world. It's not just a network. It's a movement—bringing together science, wellness, technology, media, and human connection to build something that actually changes lives.

The Natanya Experience? That's where we tell the stories that matter—the ones people are afraid to say out loud. Because if I learned anything from coming back from the dead, it's that you don't get a second chance to play small.

Success isn't about making it to the top. It's about lifting up everyone around you—especially those who were never supposed to win.

How do you share how your personal style influences your professional life and decision-making?

I speak up loud, bold, and unapologetic. I was never meant to fit into this world. So I built my own.

At The New Solutions Network, we take the status quo and set it on fire. We refuse to do business the way it's always been done—because "business as usual" is what's broken. We build companies that heal. We develop brands that actually give a damn about the people they serve. And every single decision I make comes down to one thing: Does this help people rise, or does it keep them small? If it's the latter, I walk away.

With The Natanya Experience. This platform isn't just about content—it's about starting conversations in people's minds. We dismantle outdated narratives, smash mental health stigmas, and facilitate real conversations that hit like a gut punch. Because I've lived through hell, and I want to help others find their way out. I don't sell some sugarcoded, mass-market version of wellness that ignores real struggle.

How do you approach work-life balance, especially in a demanding industry?

Forget balance. Balance is a lie.

I used to chase it. The perfect split between work and life. The illusion that I could have it all—flawlessly, without sacrifice. But life doesn't work like that. Not when you're building something real.

Instead, I found alignment. I made my work my purpose. I built businesses that don't just make money—they change lives. That's why The New Solutions Network and The Natanya Experience don't feel like "work." They feel like a calling.

I've also learned to let go of guilt. I'm a mother of five. I've built businesses while navigating grief, loss, illness, and personal hell. I don't apologize for the way I blend my life and work. I don't believe in hustle culture, but I also don't believe in pretending we're all just here for some mythical "balance."

I choose this life, and I wouldn't have it any other way.

What innovative practices have you implemented in your business that you believe set you apart from competitors?

The New Solutions Network isn't just a business. It's a complete rewrite of how business should be done.

We build brands that heal—companies that aren't just here to sell, but to change the way people think, feel, and live. We integrate science, technology, and behavioral psychology to create real, lasting impact. And we don't play by industry rules.

Take The Natanya Experience. We're not just talking about mental health—we're hacking the way people experience it. We create content that rewires mindsets, programming that shatters stigma, and conversations that go where no one else dares to go.

We're also pioneering social wellness—because healing isn't just individual, it's collective. Every business we touch builds community, connection, and a deeper sense of belonging.

We don't just think outside the box. We destroy the damn box and build something better.

Final Thoughts

This? This isn't a pitch.

It's an invitation—to join something bigger, to build something real.

Let's Chat!

...e? It's relentless honesty, radical reinvention, and zero tolerance for bullshit.

What's the most valuable lesson you've learned from a failure or setback in your business journey?

...to think being strong meant doing everything alone. Never asking for help. Never slowing down. Never breaking.

...mindset almost killed me.

...th? Strength isn't standing alone. It's knowing when to lean.

...ssion reshaped everything I do. It's why I built The Natanya Experience—a space where people can share their stories without shame. It's why The New Solutions Network is built on collaboration, not competition—because the only way we change the world is together.

...ed trying to carry the weight of everything alone. And that changed everything.

What strategies do you use to inspire and motivate your team?

...n is infectious, but so is bullshit. People don't buy into companies. They buy into leaders. They follow leaders who bleed for what they believe in.

...New Solutions Network, my team isn't just here for a paycheck. They're here because they believe in the mission. And I don't micromanage that passion—I fuel it. If you have an idea that lights you up? Let's build it. If you see a gap no one's filling? Let's fill it.

...now we created series like Psych & Hip Hop—because mental health in minority communities is too often ignored, and we refuse to let that stand. That's how we built Behind the Bar, exposing the mental toll of the hospitality industry. These projects exist because people we teamed up with had fire in their bellies, and I let them run with it.

...ion isn't top-down. It's a wildfire. And my job is to make damn sure it never burns out.

I don't do small. I don't do safe. And I don't do business as usual.

If you're ready to break old systems, build new solutions, and change the way we live and heal—then let's talk.

Because this? This is just the beginning.

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