

THE MAGAZINE DIGITAL ENTREPRENEURS HAVE BEEN WAITING FOR!

NOVEMBER 2020 | ISSUE #35

# AUTHORITY

5.0

**EXCLUSIVE!**

## LEAD WITH YOUR HEART ISSUE

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MAXIMIZER**

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**4 THE CHIEF  
HEART OFFICER**

**CLAUDE SILVER**

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**90 PAGES**



## EDITOR'S NOTE By Mary Henderson | Photos by Mauro Palmieri

Welcome to the November Issue of Authority5.0 Magazine.

WOW what an issue we have in store for you. 90 pages of content that will leave you literally hanging from one article to the next.

This issue is all about heart. I know it sounds cliché, but it isn't. It's a shift in paradigm. It's going from being robotic to how humans were intended to be. In my eyes, true leadership is when you can lead from a place of love, integrity and selflessness.

There is one person that I knew had to be on the front cover of this issue and that is Claude Silver - Chief Heart Officer at Vayner Media.

She is Gary Vee's right hand - she takes care of people and he takes care of business. Perfect combo if you ask me.

But, what makes her so unique is that she is also a very astute business woman and understands human behaviour.

I felt like I had known her for decades when interviewing her. She's that type of person.

But, she is an incredible mentor and teacher to the people at Vayner Media. They just LOVE her. Period.

She speaks with so much conviction when she talks about leadership, people, listening and giving people space. It's not a co-incidence why

Vayner Media is a force to be reckoned with. Behind every great leader there is a powerful Chief Heart Officer.

I want to thank all the content contributors in this issue of Authority5.0 because they have provided so much heart and soul.

They keep giving selflessly and I want to take this opportunity to say THANK YOU.

I also want to thank you, the reader.

Enjoy this issue.

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## CLAUDE SILVER: THE CHIEF HEART OFFICER

By Mary Henderson | Photos by Claude Silver

MARY: Claude, when you were young, you wanted to be a philanthropist and a movie director. But, then you realized that underlying all of that you wanted to help people. So, what does helping people mean to you?

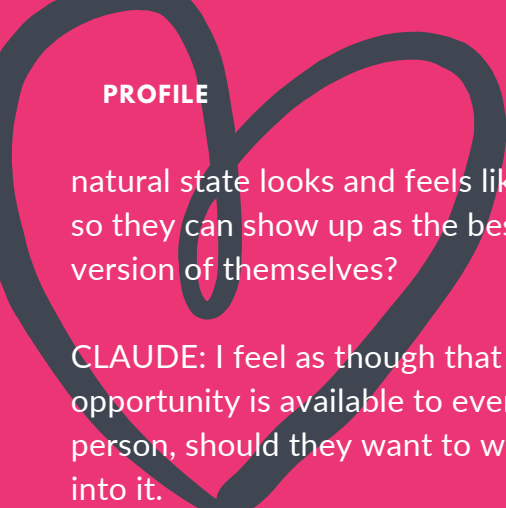
CLAUDE: Helping people to me is building a bridge. It literally means being that Island that someone could swim to and holding out my hand, if they need a hand or a leg up building a bridge, so someone can climb on it.

It means being there for another person. I really have to say it whether that's a passenger riding shotgun, extending my hand. It is literally extending a part of me to help another person out of whatever situation, wherever they are.

MARY: I think it's fair to say that you're the relationship queen because you talk a lot about values, strengths, and skills. So, does this mean that you believe that every person should know what their

LEAD WITH  
YOUR HEART  
ISSUE

**It is all  
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moments.  
That's  
what  
makes up  
a day, the  
moments.**



natural state looks and feels like, so they can show up as the best version of themselves?

CLAUDE: I feel as though that opportunity is available to every person, should they want to walk into it.

Self-awareness is key, and I do believe that by the time we take our last breath, I would imagine 100% of us have achieved that place where we know who it is we are.

But I would never say that everyone should find their purpose and whatnot, because I just recognize other people are on different tracks.

You know, for me, human behavior is something I became incredibly passionate about because I needed to figure myself out. I didn't like where I was going, and I was going nowhere fast in my late adolescence.

And so I made it my job to figure it out and in doing that, I learned so much about humans and spirituality and what makes us tick as a collective. And then, of course, what makes us tick and what makes me tick. So, it's a long-winded way of saying the door is open for every single person to walk through, should

they want to walk through it.

MARY: I want to touch on values for a moment. I think values are really important to unpack as an individual to really understand what your values are from the standpoint of setting a benchmark for yourself.

So, when you're working with team members, or especially when new team members come on board, is it important that they understand their own values so that they're aligned with the values of the organization?

Is it important that there's a connection there or that all the values are somehow aligned?

CLAUDE: I think that's something that you try to uncover in an interview process. I think that's exactly what the candidate and the interviewer are looking to find – synergy, you know – does that person think in a similar way that I do?

Can they provide something to this organization that we haven't necessarily tapped into?

Are our values and theirs in the same postal code? I think that's something you do without a doubt in that interview process.

And then once you get in the door, you definitely want to have some kind of alignment.

Otherwise it's going to be an uphill battle. We can't change anyone, right? We can never change someone's behavior.

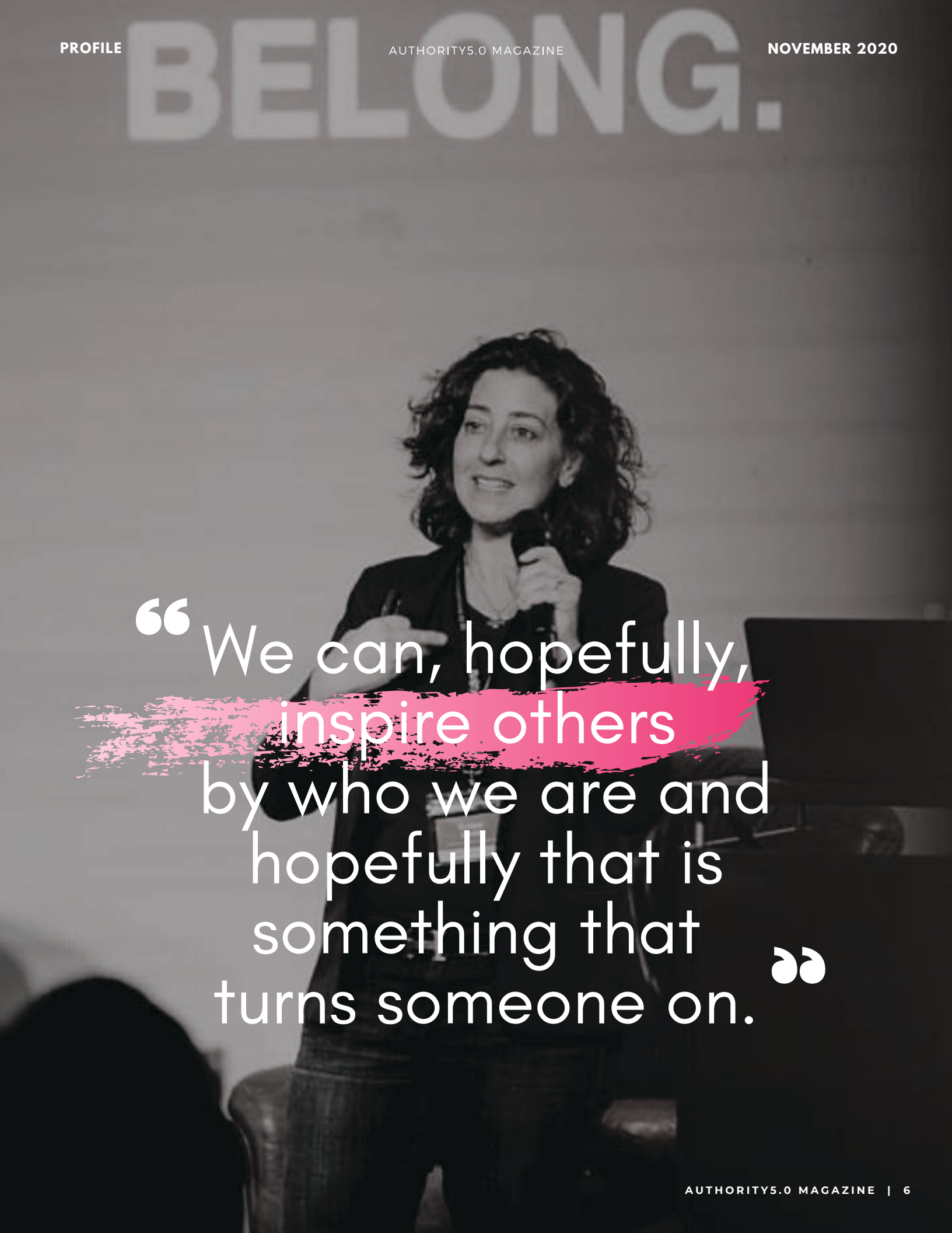
We can, you know, hopefully inspire others by who we are and hopefully that is something that turns someone on.

So, we want to change a bit or shapeshift or develop and evolve ourselves. But I do think there needs to be some kind of synergy.



**It's spending time with people and caring about your people more than you care about your own ego; it's creating a safe atmosphere, a safe culture, so that people feel like they can be themselves authentically.**

# BELONG.



“We can, hopefully,  
inspire others  
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something that  
turns someone on.”

MARY: You also talk about creating space to make people feel special in their environment. Now this is not the status quo in corporate America or Australia.

How do organizations shift from a robotic culture to a humanized culture?

CLAUDE: The answer is so simple. It's spending time with people and caring about your people more than you care about your own ego; it's creating a safe atmosphere, a safe culture, so that people feel like they can be themselves authentically.

By the way, the safer I make a culture for others, the safer I feel I can be.

It is literally, what's good for the goose is good for the gander.

It's quite selfish actually. I want to work at VaynerMedia because it's the right culture for me. I want to work here.

I'm cultivating it every single day with others to be the best place it could possibly be with a culture where we celebrate people thriving.

We want to give people possible opportunities, and we

lead with empathy, and I want to work in that type of place.

MARY: I was watching a video on YouTube when Gary introduced you as the new Chief Heart Officer at VaynerMedia.

And, in that video, I was watching the response of the

team members and the words that they used to describe when you were appointed and it was almost like this: Yes, yes. You know, and in that moment, I just thought, wow, that is a serious culture.

Like it is incredible to have people who actually want to be around people.



What does that feel like for you?

CLAUDE: Well, I'll tell you that the moment when he reintroduced me to the company as the Chief Heart Officer was like nothing I've ever experienced.

Imagine, you know, hearing literally a roar of the crowd, but it's actually your peers. It was that much more tender to me, you know?

I had equity there. I had already been there for 16 months. So, I had the knowledge of what worked in our culture and where some of the skeletons were.

For me, it was really the happiest ending of one part of my life, because I made a job pivot. I pivoted my career and opened the most incredible new door for me to be who I am all day.

I mean, I've a master toolkit of skills and things in the last decades of not only being alive, but certainly in the working world.

To know that every single day I have the autonomy to use whatever's in my toolkit in different situations, because let's be honest, every single

human is different and has different needs throughout their day throughout their lives, is amazing.

MARY: I'm in Melbourne, Australia, and you're in New York. We all have friends all over the world because we are a connected world thanks to the internet, and maybe you know this: You are a brand in the world. When people think of Gary Vaynerchuk, they also think of Claude Silver, believe it or not. I know that you know that, but maybe you don't know it to the degree that other people see you.

When I saw that video of your peers cheering "She's back!" it was interesting to see that the outside world actually feels the same about you.

I mean, I don't know you, but I can tell by watching you and following you and your posts that the feeling you give the outside world is exactly the same as you are at home or at VaynerMedia.

I think that you're just one of those people. You've reinvented, I think for a lot of people, the meaning of heart in an organization, and that it's totally acceptable to show up in your working environment, to be unapologetically

yourself, to have self-respect for yourself first and then others. But also to bring that level of vulnerability into a working environment.

To me, that is outrageously awesome. How do you feel about that, that you've got this incredible respect in your working environment, but also outside in the world?

CLAUDE: I have to say I'm so humbled and I'm bashful too, because you know, I'm 51 years old, but I'm literally still that kid who struggled through school thinking that I was dumb for so long.

I finally realized that being more right-brained and having more heart than the average bear doesn't make me dumb at all. That makes me real. I would rather be real than the smartest person in the world.

So, I'm humbled by that. And you know what you said, something that the way I interpreted it as I am, literally what you see is what you get.

And you're right. I am just as goofy at home as I am with my people I work with. I will read poetry to someone on screen, just like I will make up songs and dance around here.



“We want to give people possible opportunities, and we lead with empathy, and I want to work in that type of place.”

I think that I realized in my own life that the only way for me to be is to be me, as cliché as that sounds. And I'm just appreciative that that seems to touch people.

MARY: Would you say your mission is to help people realize their best self, their true self, their true core self?

One of my mentors once said to me, "Mary, the key is to go on the inside of the inside." Is that your core goal?

CLAUDE: It's so great that you said that because I often say to a few people who really know me: If only you could see right behind my eyes, like that's where it's all happening.

I'm going to digress for a second. As I'm with people all day, I have to hold their stuff all day. Some of it's very intense. It's very tender.

Obviously, I feel that, and I go right behind the place that you can't see because otherwise, I wouldn't get out of bed all day.

In many ways I act as a therapist. So back to your question – my goal is to remove shame.

My goal is to create a place where every single individual

feels as though it is safe in this world to be themselves, warts and all, and to remove the stigma of whatever it is they've gone through, because that's the killer.

And I have been there for long enough in my life and carried enough shame for many lifetimes. And I won't do it again.

So that's the first, you know, you can hear it in my voice. I'm very passionate about that.

And I'm also extremely passionate about people appreciating and enjoying, and God forbid not loving who they are just because it's who they are.

MARY: Correct me if I'm wrong, but in your office you have on your whiteboard the words "how do you light people up."

What does that mean to you and the people you serve each day?

CLAUDE: This goes back to your initial question about helping people and how you light someone up. It's all about how you are making someone feel. It goes back to the Maya Angelou quote that I also have everywhere in my office.

People will forget what you said, people will forget what you did, but they will never forget how you made them feel."

That line, how you make people feel, is the only thing that matters to me. And it is how you light someone up.

How do you make someone feel? And my hope is you're making them feel better, more seen, more valued, like they matter more than they did 30 seconds before you came into contact with them. So that's the first step.

That's what it means to me. And my hope is that people see that.

And I do think they see the culture that Gary and I are creating every day. This is a culture of turning others into champions, people working together in collaboration in a way that has a knock-on effect.

What is good for you is going to be good for me and not even having to worry about the wheel of karma. Of course, that works, right?

We wouldn't be here, and you and I would never have met if there wasn't karma, most likely.

I want them to walk out of that room feeling like whatever they got from me, whatever shot in the arm they got from me, from Gary or from whomever, they will pass that on because that's what it's about.

It is not about hoarding love, or hoarding good emotion; it's about feeling it and sharing and feeling it and sharing it. And so how do you light someone up?

That's a magnificent question. How do you think about that? That's what I want people to think about. And I think that's where the question about working on it together comes from.

MARY: You mentioned before about spirituality, and I think that the people walk the road less traveled, internally, which is a really hard walk.

You kind of come out through the other side; it's a bit like the hero's journey or you're on the hero's journey, but there are aspects of it where you step in and then you sort of step out.

I think that what makes a great leader is really understanding with conviction how to make people feel or asking those deep questions to get the best

out of the person, and walking down that path yourself first before you can get to the other side. I think that's been the case for you. In many ways, do you think that had you not gone down that inner path you would not be the Claude Silver that we see today?

CLAUDE: I have to say I still would be a lot of myself, but I would never have known the depths of human emotion and pain. And thus, I would not be as empathetic as I am today.

There is no way, no how, if I wasn't able to see myself the way when I was looking at that person over there with judgment and all of a sudden being able to say like, "Oh my God, there's not much difference between me and that person."

You know, if I wasn't able to do that, then I wouldn't be me and we wouldn't be having this conversation.

But because I recognize that while we are extremely unique individuals, we are also identical when it comes to human emotion and the human experience, and it is very much the hero's journey for me.

It's also Alice in Wonderland, you know, coming through the wormhole.

Like we go through these things in life for God knows why, God knows how you know, and for those of us who are lucky enough and resilient enough to pop out through the other side, there is an enormous amount of light and love and teaching that we can provide other people.

MARY: I think that you do such an awesome job of being able to show people that there's nothing to fear about and to help them break that down.

CLAUDE: Thank you, Mary. You know, this goes back to one of the earlier questions, but to be someone's safe place is to be someone's island, to be someone's anchor.

And I mean doing that without breaking myself, to really be able to give that because I have enough inside me.

That's what it's about for me, not as lighting someone up, but literally like, I got you. You are safe with me. Five words go a long, long way with another person.

Don't they?



“If we just took the  
responsibility  
and validated the experience,  
we could move on.”

MARY: You are safe with me. I absolutely love that. They are incredible words to hear in a corporate environment.

I could just imagine that somebody just had an absolutely bad day and the thought in their mind could be anything from “I want to throw myself in front of a train” to “I don't want to show up anymore,” and hearing those words could make such a huge difference in their moment.

CLAUDE: That's right. Because it is all about the moments. That's what makes up a day, the moments.

And by the way, the moment that just passed is gone. I can't do anything about it, but I can do something in this moment and that next moment coming up.

And whether it's “you're safe with me” or “I got your back,” that is exactly what I would have wanted people to say to me in my earlier career.

For whatever reason they didn't; it was a different time and a different day, and that's all good, but there will never be a day that I'm not going to say that to someone and I'm not going to act like that.

MARY: What makes you so unique is that you have this strategic business side and you can read people. I think this in itself or those two components about you have such massive currency because you understand what people need and feel.

This combination surely has had enormous impact at VaynerMedia. I mean, not just from the people side, but working with Gary, which I can imagine is super high energy.

But it's not just that, you know; he is 20, 50 years ahead of everybody else just in terms of his mind. And you can see that he's just ticking constantly as a personality and as a human being.

How does your background, these two aspects of you, which are in some ways left and right brain, how have they impacted the business?

CLAUDE: You actually said it already, which is the fact that I come from the business, and I know exactly what it's like to work and grind for a client and work on consumer packaged goods, or on oil and gas, or banking.

I worked on the floor for almost 20 years, and I know

what the grind is like. I also know what the glory is like, and I know what the team is like, and how it really is all about a team who can connect and empathize with one another, one that is resilient and fast.

I've been in some stellar teams in my life. If I didn't have that background, I wouldn't be great at this job. I have to know what it's like to grind 13 hours a day.

I have to know what it's like to get that client brief and say, “Oh my God, are you kidding? I don't know how to make that go viral.”

I have that background in me, and I also have the background studying to be a psychotherapist. It's all human behavior, and it's all intuition, and because I'm studying my own human behavior and others' human behavior, I'm taking in information.

It's pattern recognition. As humans, we're patterning all the time. I think my background in human behavior, my lust for it, my thirst for it, and knowing what it's like to be in the advertising business, have set me up for success in this role.

I can speak to the 23-year-old who's just walking in the door;

I can speak to the person who has been grinding for the last three weeks, without a day off; I can speak to the team who just won that business pitch.

If you put me on the floor of a financial institution, it'd be harder for me to speak that language. I'm not fluent in that language.

MARY: You said that what you've learned from Gary is a new level of patience, accountability, and humility, and you've learned to let go of 99% of stuff you don't need and focus on the 1% rock star.

When I heard that, I just loved it. Actually. I had to listen to it about three times because I was like, did I hear that right? Can you give me an example of how this has impacted you as a human being?

CLAUDE: The accountability part, my God, Gary first started to say it to me when I stepped into this role, that anything that happens with people here is on him first and on me second, because I oversee everything that has to do with people in their experience.

So, when someone is having a bad day or crying in the corner,

when someone leaves, when someone feels like they're being bullied, when someone has anything, and everything is on me because at the end of the day I have to remember that I'm not a puppeteer, I can't manouever at all -- I can't do any of that.

I can't change people, but my job is to understand what the texture and the vibe of the culture are day in and day out across the seas.

So that means I need to be extremely on top of everyone and everything, know what's going on in different pockets, especially where I think there might be some bullying going on there, and I need to be able to bring that to him with speed.

So, I need to be able to find the issue, if it's a cavity somewhere, and I need to be able to figure out where it's coming from. And when I need to, I bring it to him because he wants to know what's going on in his organization.

But the accountability piece is accountability such as I've never known. It takes an enormous amount of personal integrity to get so real to also say to him when I absolutely

"F'd" up - I'm like, that was on me. That was on me. By the way, the minute I say that, then we can move on.

It takes so much time for us humans to take responsibility for something.


If we just took the responsibility and validated the experience, we could move on.

So that's one of the things that he's taught me over and over again. With that level of accountability comes an enormous amount of humility.

I'm just like everyone else. I have a wonderful, phenomenal title. It's the best title in showbiz, but I am just like everyone else. I just happen to be in a position where I'm responsible for a lot of heartbeats.

MARY: I love the word patience because I think that we're in a world of instant gratification. I think that's my key word. I describe myself like that all the time, because I don't need the quick fix. I want the journey. That's what I'm after.

The journey for me is what I crave, not the end result. I don't care what the end result looks like. I have a vision of it, but actually the journey is what



“I always say  
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not a sprint...  
Rome wasn't built  
in a day.”

I'm after. And I didn't know that, but when you understand the power is in the journey, not the instant gratification, it changes the game completely.

CLAUDE: I agree with you. And I always say it's a marathon, not a sprint.

And as soon as I say that, it really does take pressure off, because Rome wasn't built in a day.

When you understand that, you see that there are milestones to hit whether it's a project, an advertising campaign, or building a business.

By the way, our relationship, raising a child, raising myself ... I used to be a person in my early twenties and laid out the lessons where I really just wanted to go from A to Z.

I did not realize in order to get to the 26 letters in the alphabet, I actually had to go through all of those letters. It was not pretty and it took me a while to understand that lesson.

MARY: Who would you like to meet who is no longer living and what would you ask them or what would you want to know?

CLAUDE: I would definitely like to sit down with Maya Angelou and talk about a life lived and the pain that she went through, the rising from the ashes like a Phoenix that she also went through.

I would like to talk to Florence Nightingale because I have this feeling that she also had a heart that wanted to help and was very much a servant leader and that type of archetype. It would also be amazing to meet Cleopatra.

MARY: What is it that you would ask her?

CLAUDE: I just want to know where Cleopatra got her drive. I mean, not that I know so much about her, but like she was a queen back in the day.

She was royalty and I would want to know what that experience was like and also what her heart was like. Did she care about other people? Did she really, give a you-know-what about her "people"? I'm interested in that.

Florence Nightingale: I would ask her the same questions you've asked me. How did you get to have that type of heart? What did you go through in life?

Do you know that your name has been spoken about since the very day you took your last breath? This is what you've left people with, that type of thing.

And, Maya Angelou, what a poet and what a life! I mean, I would really want to hold her hand and thank her for all of the pain and trials and tribulations that she went through that then allowed her to rise and to tell her story, because her story is something that I think we will be talking about for, I hope, centuries to come.

So those are the three people on the top of my mind, although I'm sure you know, don't get me wrong, I would love to meet Jim Morrison. I mean, I had his posters all over my college walls and dorm rooms. So, you know, give me a little John Belushi, you know, for the wild side of me.

MARY: Claude, what do you want your legacy to be?

CLAUDE: If people said she had a generous heart, I would be very happy.

I would love to know that we came that much closer to living with tenderness. Just that much would make me fly off

and be a very happy angel somewhere. I have a generous heart, and it is really all I need.

MARY: You definitely do have one. It's just so wonderful to have this opportunity to talk with you.

I love what you do. I follow your work on LinkedIn. I love what you stand for because, well, first of all, you know, you have to relate to it or you, or aspire to be it.

But the, the other thing is that I would love to see this type of culture in other corporations as well. I just hope that other people in organizations listen and want change like that for their culture. That's what I hope.

CLAUDE: Mary, I'm with you. And I think if they listened to what they are saying inside or behind their eyes, they will. That's the deal.

If they're not afraid to speak up and they're not afraid to really say what is on their mind, they will.



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level of  
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**Wait Until You See  
LinkedIn**

# **HAS#TAGS**

**Version 2**

**BY ANDY FOOTE**

LinkedIn actually had hashtags as early as Sep 2010, they were called 'Signal' (not Signals) and were retired in July 2013 because apparently not enough people used them.

LinkedIn was a very different platform back then, non-influencers couldn't write articles or posts (until 2014), there was no content algorithm, no followers, users hung out in groups, remember them?

Hashtags got a new lease of life on LinkedIn in Feb 2017, initially mobile app only and then they became available for desktop use in July 2018.

As with so many other newly added features (messaging, native video, live video, reactions and most recently Stories) LinkedIn is playing catch up and taking its cue from other social channels.

In April 2018 LinkedIn conducted a small 'test' which forced users to use hashtags. Some perturbed users were unable to post without adding a hashtag.

Weirdly, not a lot is known or perhaps, meant to be known about hashtags on LinkedIn. When hashtags appeared, there were no guidelines or best practices.

Some LinkedIn users assumed the more the merrier. A lot of people are turned off by posts that are dipped in hashtag soup. Can appear spammy.

Thankfully Pete Davies, Senior Director Of Product Management advised last summer that we should all use no more than 3 hashtags per post and all of the

sensible LinkedIn denizens nodded, sighed in relief. The folks that were guilty of hashtag-stuffing their posts Instagram style, carried on, obviously.

Pete also suggested that hashtags can help a post get a higher ranking in someone's feed depending on the hashtags they follow: "If a connection uses a hashtag you also happen to follow, it gets an extra boost".

All well and good – but how do you know if someone follows the same hashtag? And here comes the rub, you don't. I mean you could ask them but that's just not feasible.

Besides, asking everyone what hashtags they follow sounds like something an engagement pod would do.

Should we be using our own custom hashtags or just use the popular ones followed by lots of people? How do we know whether a hashtag is truly active?

Follower count and how often they appear in LinkedIn search results, doesn't tell us much. No one seems to have a conclusive answer.

I suppose if we have a choice of 3, it may make sense to use 1 for our own branding purposes and the other 2 for popular hashtags that are 100% relevant for the content.

And then there's the phantom "Congrats, your post has been trending in #xxxxx" notification. Why phantom?

Because when you click on the blue 'View hashtag' button, it certainly does seem like it's trending.

But did you notice? None of the content in the 'Top' filter below your post is trending, that's for sure and when you refresh the url, you're not at the top of the hashtag curated feed anymore. Very confusing LinkedIn. Are we doing well. Or just doing?

LinkedIn makes it incredibly difficult to determine which hashtags have the most followers. You have to conduct search, after search, after search. Painful.

It's almost as if LinkedIn doesn't want you to have this data.

LinkedIn provides it begrudgingly in piecemeal fashion.

Maybe they're doing this because they don't want you to focus on the most followed hashtags?

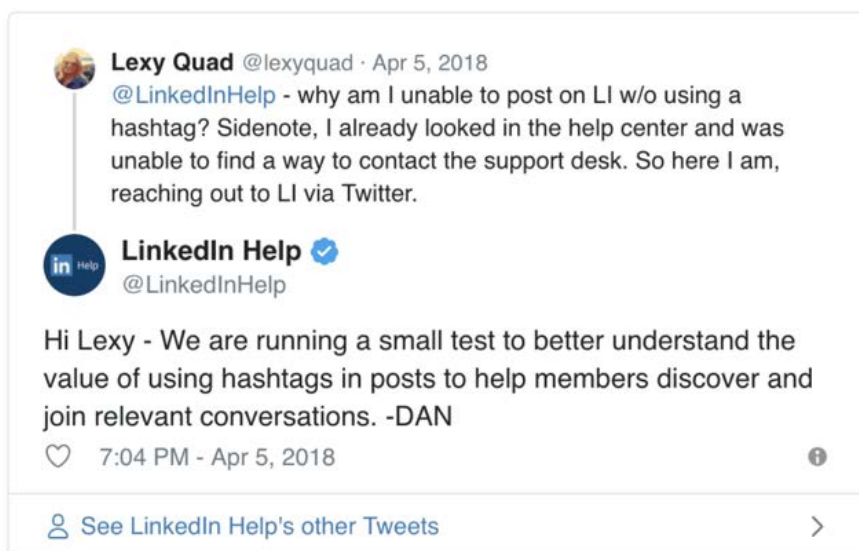
They did the same thing with LinkedIn groups years ago, stopped ranking them by size.

I've spent many months researching LinkedIn hashtags and I've put together a spreadsheet tracker with links to 1,000 of the most followed LinkedIn hashtags, check out my website [www.linkedininsights.com](http://www.linkedininsights.com) to see the top 100, the tracker is on sale for \$12.50 USD.

Wouldn't it be amazing if we knew which hashtags were being searched, used or clicked on the most? From which country, city at what time and by whom? Of course we don't have that data...yet.













I think we'll eventually get LinkedIn Hashtags V.2 and my guess is that LinkedIn will share all kinds of juicy data with users, maybe just premium paying users.

Think of Google Analytics for LinkedIn hashtags. Remember where you heard this first folks.



## Hashtags trending in your network



 <b>#mentoring</b> 16,535 Followers <a href="#">Follow</a>	 <b>#administration</b> 15,850 Followers <a href="#">Follow</a>	 <b>#protection</b> 8,580 Followers <a href="#">Follow</a>	 <b>#training</b> 54,942 Followers <a href="#">Follow</a>
 <b>#marketingmix</b> 4,006 Followers <a href="#">Follow</a>	 <b>#informationtechnology</b> 23,962 Followers <a href="#">Follow</a>	 <b>#teachertraining</b> 7,009 Followers <a href="#">Follow</a>	 <b>#executivepositions</b> 9,022 Followers <a href="#">Follow</a>
 <b>#culturaldiversity</b> 6,039 Followers 	 <b>#ethicalhacking</b> 7,897 Followers 	 <b>#securityawareness</b> 6,779 Followers 	 <b>#costreduction</b> 3,055 Followers 

## Recent



Congrats, your post has been trending in #branding

...  
29s[View hashtag](#)

## CONTRIBUTING WRITER'S PROFILE

Andy Foote coaches individuals and organizations how to fully capitalize on everything the LinkedIn platform has to offer. He's spent the last decade obsessively testing multiple engagement strategies and building a vast and supportive network on the largest professional networking website on the planet. He regularly shares his expertise and knowledge via LinkedIn and his blog ([www.linkedininsights.com](http://www.linkedininsights.com)) and has also recently launched his FOOTE-NOTES podcast, an interview show which seeks to shine a light on intrinsically interesting people and their fascinating career paths.

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# HOW DO WE STAY AFLOAT

WHEN ALL THE OTHER  
SPEAKERS ARE



# SINKING?

BY DAVE CRANE

# GREAT QUESTION AND IT REQUIRES 3 SUB QUESTIONS BEFORE WE DEEP DIVE INTO ANY SOLUTIONS... FIRST IS THIS...

**1**

## ARE 'SPEAKERS' REALLY SINKING?

The answer is a resounding YES, but with a caveat that this only applies to speakers who didn't pivot their focus or reinvent their business model fast enough.

Everyone else is either incubating in their reinvention cocoon or waiting for the lifeboats to arrive with floatation devices for everyone.

They are pushing to the front of that queue now in anticipation of the rush that will come as we return to normal later. It's never coming.

**2**

## IS 'AFLOAT' TOO SIMPLISTIC?

Not really. Let me explain. Afloat gives the idea of staying above the surface. That would include using a flotation device or even learning to tread water.

The waves are now getting so high that unless you are ready for them and know how to surf the breakers, you will very quickly get too tired to paddle or disappear swiftly downwards once you become too exhausted to keep fighting for air.

You need a different strategy. Immediately.

**3**

## DOES 'ALL OTHER' IMPLY THAT THERE IS A SENSE OF FINALITY AND PESSIMISM?

I'm afraid so. It's already affecting everyone who relied on their reputation, contacts and experience.



## LET ME BE CLEAR...

**LOCKDOWN, QUARANTINE AND SOCIAL DISTANCING ARE AS POTENTIALLY LETHAL TO THE REVENUES OF KEYNOTE SPEAKERS, ENTERTAINERS AND EVENT ORGANISERS AS ACTUALLY CATCHING COVID-19.**

**THE REALISTIC FEAR OF WHAT COULD HAPPEN AT A SUPER SPREADER EVENT MEANS THAT A BUSINESS MODEL THAT HAS ALWAYS DEPENDED ON:**

## SO WHAT'S THE SOLUTION?

Let's look at the problem systematically.

There are fewer gigs than before.

In lockdown people might be reading more, but they are also less exposed to events where you might normally sell your book or training courses from a table at the back of the room.

So they might never find your book.  
Or you.

Speaking events, of the near future, are most likely to be 90% online with a 10% physical element for keynotes, panel guests and a small socially distanced audience.

This will need a REALLY big reason to draw in a physical attendee.

Therefore, you can either be:

- A big established name.
- A highly recommended cost-effective crowd pleaser.
- A newly shining rising star.
- A master of the new spatial universe (if you don't understand this, you aren't one -yet).
- An industry buzz who can't be ignored.

- **NUMBER OF ATTENDEES**
- **ATMOSPHERE**
- **SOCIAL MEDIA COVERAGE**
- **ROI FOR INVESTOR**

**...IS FROZEN STIFF AND DEAD IN THE WATER UNTIL RESCUE COMES.**

### Remember this...

- **NO event manager cares about you.**
- **They don't want to see your 30 minute demo reel.**
- **They don't want to read your book.**
- **They don't care what kind of gigs you did pre-coronavirus when you were busy.**
- **They don't want to hear your sob story.**
- **They will NOT invest in your future successes.**
- **They are having a very tough time too.**

However...

- They want to know what you can do for them RIGHT NOW.
- They want you to make THEM look good.
- They want you to have a great speaker's media kit.
- They want a highly effective sizzle reel AND a signature showreel AND a testimonials reel (in that order).
- They want you to have an active social media following.
- Basically, they want to make money from

doing as little work as possible whilst shifting the heavy lifting problem of persuading the client to buy their expertise TO YOU.

- Oh. And by the way. They also have the option of choosing ANY speaker on the planet now that gigs are virtual. Location means nothing anymore.

Think about it...

The big names are dropping their big fees to appear on Zoom calls. The small names are working for buttons or EVEN free to stay relevant.

Where does that leave you?

ANSWER? In the BEST position of your lifetime. Seriously.

### **Did I mention that YOU DON'T NEED AGENCIES OR EVENT MANAGERS anymore?**

They are people who just spend more time on Google, LinkedIn and contacting more people than you.

Did I mention how you can monetize your own media?

There are several very exciting revenue for getting paid regularly as you build your own media empire.

Did I mention that your expertise in brand building will also be a highly sought after skillset for every small business owner or new entrepreneur trying to get up and out again? Guess what? Yes, they WILL pay you for this too.

But, let's leave more on that for the next issue. Meanwhile, here's 10 things that you CAN do to boost your speaking business...

**1 Turbo charge your brand. Be bold. Be fearless and be in EVERYBODY'S face.**

**2 Define your key message. Nobody will allow you to be their speaker unless they know EXACTLY what you plan to talk about.**

**3 Become a broadcasting entity (blog, digital magazine, podcast, TV show or virtual conference).**

**4 Gather a tribe of admirers and make sure some of them are event organisers or corporate decision makers.**

**5 Offer yourself less as a general speaker and more as a specialist. Pull laser focus on your area of expertise.**

**6 Deep dive to own your space AND make sure you leave a regular trail of digital breadcrumbs so people can easily find you.**

**6 Appear on other people's broadcasts and get them to guest on yours (crosspollinate the streams of followers).**

**7 Create a kickass keynote AND ongoing group consultancy AND VIP mentoring package.**

**8 Stay ultra-relevant. Read the news, hear what they need. Talk about that. A lot.**

**9 Remember 'less is more' just make sure there is a lot of relevant accessible content on Google with your branding ALL OVER IT.**

**10 Hustle. Let everyone know you are rocking it (UNTIL you actually are).**

**REMEMBER...**

**A - Event managers want certainty.**

**B - Clients want guaranteed ROI (certainty).**

**C - You want to get paid.**

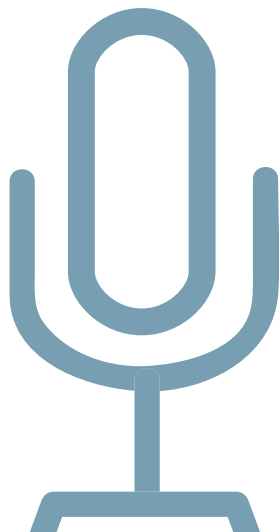
***Become and industry icon***

That's exactly how you'll get your cash, set up a stream of business opportunities and a lifeboat until we all see/ build/ ignore dry land again.

Warning.  
Some of us won't make it.  
They will get proper jobs  
(if they can).

In which case, they will probably be the ones who hire your services later on.

So, who else wants to be an industry icon?

**CONTRIBUTING WRITER'S PROFILE**

*Dave Crane is a virtual broadcaster and United Nations permanent member.*

*He trains industry leaders to speak and has worked with James Brown, Jack Canfield, Sting and Bruce Willis throughout his career as an entertainer and international host of some of the world's premium events including 20 years as the entertainments director of Emirates Airline Dubai Rugby Sevens, World Club 10's, Global CIO Summit and Special Olympics.*



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# BECOME AN INDUSTRY CON.



- DAVE CRANE -



# HOW TO BEHAVE IN FRONT OF IMPORTANT PEOPLE

BY DENNIS YU & BRENNAN AGRANOFF

IMAGE BY JOSEPH MUCIRA FROM PIXABAY

A lot of us meet important people, and we have anxiety because we don't know how to behave, whether it's in person, Zoom at a conference, or in a group meeting.

We're going to cover a few key tips on how you can grow your authority and avoid common mistakes that we see people make that jeopardize relationships.

#### ***1 In a meeting, put your phone away.***

When you're around important people, pulling your phone out shows where your attention is.

And when you're in the room with important people, you want to show them that they have not only your full attention, but that's where your thought process is.

Demonstrating that everything you have is focused on them helps put them on a pedestal and shows they're important to you.

#### ***2 Take notes using an actual notepad or paper.***

A common issue is young adults who take notes on their phone, which may look

like they're surfing social media. Recently, we were at Marshall Silver's beach house.

Marshall has sold half a billion dollars' worth of services from the stage, and we were negotiating an equity deal between his company, us, and a software company. Instead of pulling out our phones, we took notes for follow-up that we then distributed to our other partners.

Also by taking notes, there is a different level of thought that goes into it because when you're on your phone, there are many different distractions that can come up. By taking notes, your full thought process is focused on the point at hand.

#### ***3 Show up to these meetings on time.***

Last month, we were with Brad Lee, the CEO of Lightspeed, to discuss some courses that we were rolling out, and we got to his location 10 minutes early.

For us, on time is late. If he's waiting for us in the conference room, then he has the upper position, and we lose negotiating leverage.

It's also a matter of respect. By showing up late, you're saying your time is worth more than theirs.

To someone important or someone of value to you, the last thing you want to do is essentially say, I am more important than you.

#### ***4 Bring a gift.***

Most people think that gifts are only for client situations, especially for a birthday or for a holiday, but we like to bring a gift whenever possible, because it shows that we care.

Recently, we were teaching a franchise meeting for the Black Diamond Club and the specific franchisees of chiropractors, and we brought both magic berries that changed flavor and socks with people's faces on them.

This showed that we thought about our meeting in advance, and showed them an extra level of care.

This not only shows that you're putting thought into how you're going to approach the meeting, but that you went out of your way to find the time to think of a gift, get the gift, and bring it there, which shows who you are as a person.

For extra thoughtfulness, we also like to order things on Amazon Prime or to listen during a meeting, because someone may say, for instance, they really like a particular book. If so, we'll order that book so that we can read it.

With Shawn Dill, he mentioned that he had a theater, and he liked the popcorn machine that I had. I immediately ordered a popcorn machine for him, which he then put on social media and told everyone that he thought we were the best gift givers out there.

### ***5 Make sure that you follow up immediately after the meeting.***

It's super easy to forget about what you talked about in the meeting and the specifics.

Again, this is why it's so important to write these things down so that as soon as that meeting is over – while it's still fresh on your mind – you're able to gather your thoughts, and put together a comprehensive list of next action steps so that everyone is clear on what needs to happen.

Then send them an email or a follow-up of some sort

clarifying what you talked about, what the next action steps are, and who's responsible for what.

Even if it isn't a formal business meeting where there's not a deal or a client relationship on the line, it's important to acknowledge how important the relationship is to you.

My favorite tip is make a 15-second video that you send in a text or in Messenger saying how much you appreciate them and echoing back specifics of what they mentioned, so they know that you are practicing active listening.

### ***6 Practice active listening in your conversations.***

Active listening is essentially repeating back what someone has already said to you, but in your own words, showing that you understand what they're saying.

By doing this, you show that not only are you listening to what they're saying, but you're comprehending what they're saying and putting thought into it.

A lot of times this is super important for someone to realize that you're going out of your way, putting your

time, effort and brain power into understanding, and trying to truly understand what they're saying. And it helps to build the relationship.

### ***In conclusion***

All of these steps help to clearly demonstrate that you value the relationship over the mechanics of the business deal.

Of course, you arrive at the meeting on time, take notes on paper, follow up, and show that you have a team around you that allows you to operate friction-free.

But behind these principles is the fact that you're demonstrating you care about long-term relationships. Their time is important, and you're honoring their time with all the actions that you take.

Those six different steps help to create one large successful relationship. Each of these little things adds up into a much larger puzzle. That is the relationship.

We hope you'll apply these next time you're meeting somebody important, and you're able to get that deal, get that client, and get that partner to be able to build your authority. We want to hear your feedback.

One final story of someone who puts all of these principles into practice is Tristan Parmley. Recently I witnessed him negotiate an equity deal with Shawn Dill of the Black Diamond Club.

He practiced all of these points and negotiated a \$200,000 investment, capping it off by demonstrating that what he cared about was the mission and long-term relationship over making a profit in the short term.

You'll find that when you vocalize these values, you will attract the right kinds of partners who want to do great things with you and become your advocates.



## CONTRIBUTING WRITER'S PROFILE



*Dennis Yu is training and certifying digital marketing specialists to drive leads for local service businesses.*

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*Brennan Agranoff, CEO of HoopSwagg*

*He has been quoted and published in several national and international media outlets including CNN, The New York Times, and US News for his entrepreneurial advocacy. Brennan was named the 2017 Baylor Teen Entrepreneur of the year for his work on his first company HoopSwagg.*

*Agranoff has been founding companies since the age of seven but officially launched his first business, HoopSwagg, in 2013. He has since grown the business into seven figure sales in only four years. Agranoff is pursuing different career opportunities in the future.*

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# TIPS ON HOW TO BE IN YOUR BEST BEHAVIOUR IN FRONT OF IMPORTANT PEOPLE

BY DENNIS YU & BRENNAN AGRANOFF

- 1 In a meeting, put your phone away
- 2 Take notes using an actual paper
- 3 Show up on time
- 4 Bring a gift
- 5 Follow up immediately after the meeting
- 6 Practice active listening

IMAGE BY STARTUPSTOCKPHOTOS FROM PIXABAY

# INFLUENCE

*versus*

# INSPIRATION

## A LEADER'S DILEMMA DURING A PANDEMIC

BY JOSHUA MILLER



IMAGE BY FREE-PHOTOS FROM PIXABAY

***Now more than ever leaders are being asked to do more with less.***

A less than ideal situation for the average leader but what about those who are rising to the occasion, the above-average leaders of the world, what about them?

***The short answer: They are upskilling themselves to become resolute vs. reactionary.***

There are many skills a leader should embody and under any normal circumstance that could prove tough but recognizing #covid and the path forward could lead to paralysis analysis.

As an Executive Leadership Coach, I spend my time working with emerging and senior leaders around developing the necessary skills needed to lead their companies and organizations through anything.

These days nothing is more important than one's ability to influence other individuals and key stakeholders.

It sounds simple but it couldn't be farther from the truth.

Often times leaders struggle with embodying influence

and opt for inspiration.

Sounds like a noble trade-off right?

**Wrong.**

Being influential and being an inspiration can both be transformative when the time calls for it knowing when to embody the right one is the ultimate skillset for any leader these days.

***Inspiration vs. Influence***

- ***Inspiration sparks emotions in us.***

It uplifts others, generates new ideas, and makes people feel that possibility is upon us.

Inspiration doesn't have intent. We take our inspiration and do what we want with it.

- ***Influence has a goal.***

Influencing others requires a conscious awareness of exerting a force or provoking change on a consistent basis.

It's not motivating, in fact, it makes the desired action feel like the other person's idea. Influence makes things happen.

- ***Inspiration is passive. Influence is active and intentional.***

Another word that frequently enters our vernacular and is used interchangeably with influence is "motivate."

This is a trap for leaders and leadership.

Motivating others requires giving someone a 'motive', usually self-interest; while influencing is a higher-level skill that makes the desired action their idea.

**Motivation gets you going. Influence is what makes you go in a particular direction.**

Employees don't need help with motivation right now, they are all motivated.

The real concern and question are motivated to do what? Enter influence.

A leader's ability to influence another person can direct that motivation in a particular direction and this is where the

# THE FLOOR IS YOURS:

## WOULD YOU RATHER BE

# INFLUENTIAL

or

# INSPIRATIONAL

magic begins to take place.

We all take in our daily inspirations and decide what we will do with it.

Influence on the other hand has a goal and endpoint. It's typically clearer and with purpose.

As a leader, you can be someone's inspiration without knowing you are.

***Being influential requires a conscious awareness of the influence actions from the influencer.***

### **Conclusion:**

As the world continues to decide if and when the doors to the workplace will reopen, leaders can't sit idly by waiting and wondering.

The time to shine is now, the opportunity lies squarely in your ability to influence those who are looking to you at a time of uncertainty and unknowns.

In the end, you control 50% of any relationship but influence 100%.

## CONTRIBUTING WRITER'S PROFILE

*Joshua Miller is a Master Certified Executive and Personal Coach who upskills Fortune 100 emerging and senior leaders mindset, skillset and performance so they can lead with purpose.*

*An Amazon best selling author of the book, "I Call Bullshit: Live Your Life, Not Someone Else's" as well as a Ted Talk speaker, a LinkedIn Top Influencer and contributing writer for major industry related journals like Thrive Global and Medium.*



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# 4 KEY PERSONAL DEVELOPMENT ATTRIBUTES

BY FALGUNI KATIRA

## ***We all eventually find out how difficult life can be.***

Just while we think we've got a hold onto something, it slips through our fingers making us feel out of control, anxious and in fear.

What's more, we may unknowingly cultivate habits that produce negative results in our lives.

That is why personal development is a crucial part of the life of every human being.

When you think of personal development, one thing should run through your mind—self-improvement.

Indeed it's about evaluating your personal attributes, skills and shortcomings in order to make positive changes that will help you lead a more meaningful, happier and fulfilling life.

Personal development can help improve mindfulness in various aspects of your life from work to relationships as well as how you relate with friends and family.

That said, personal development can seem challenging. After all, it will push you out of your comfort zone. However, this is often the only way to experience growth.

It can in turn boost your confidence when you finally start

to realize that you can now handle situations that previously seemed difficult.

Another major reason why personal development is important is it's closely interlinked with self-awareness.

You will be taking a closer objective look at yourself to be able to identify your strengths as well as your shortcomings and work on areas which need improvement.

### ***But where do you start?***

Well, you can begin by focusing on the key attributes of personal development.

# 1

## **ATTENTION**

***Attention in the context of personal development would mean becoming aware of yourself.***

***Understanding your personality, your weaknesses and strengths as well as how you tend to behave under pressure are just some of the factors to consider during self-evaluation.***

It also means becoming aware of any problems and shortcomings that you may have and how these affect those around you.

It's a major part of emotional intelligence. Attention is thus an important first step to improving yourself from all significant areas of your life.

After all, you cannot solve the problem if you don't first and foremost understand or become aware of the problem.

Without this level of understanding we are likely to remain in a vicious cycle where we constantly place ourselves in difficult and compromising situations.

Often people tend to blame the situation without realizing that it's their habits and behavior that have led them there.

Many of us are rushing through life. It's no wonder that we are often having to deal with the aftermath caused by seemingly small mistakes.

For instance, an accountant could be in a habit of not cross checking their work and end up adding a 0 at the wrong place.

At the workplace, a lack of attention to detail can and

often is the difference between substandard work and great work. This could end up costing the company huge expenses and may even his or her job.

This is just one example of how a lack of attention can cause huge negative after effects in our lives.

Attention is often the first step towards self-awareness. Subsequently, this leads to taking action towards improving oneself. It's therefore a precursor to personal development.

Attention is a crucial attribute to changing and improving yourself into the best version of you.

After you have grasped the concept of attention, you can then move to the next stage in your self-development—intention.

## 2

### INTENTION

*Understanding why you are doing what you are doing is a key attribute to personal development and self-awareness.*

*This helps focus your energy on the goal or what you are trying to achieve.*

Let's say you've decided to improve your knowledge by reading books.

You can't just read any book and very likely the books that you choose to read on a regular basis will help you improve certain skills that you need.

For instance, you may be looking to become a better salesperson.

Books that focus on business, deals and making sales can help instill the right knowledge.

This can help turn you into a better business person.

Similarly if you want to find out how to deal with certain personality flaws, and improve on your self-care, then self-improvement books can provide you with workable strategies that you could use to turn yourself into a better person.

The goal is to define your intention and what you are trying to achieve and then focusing your energy on things that will help you achieve your goals.

Which brings us to our next point.

## 3

### MANIFESTATION

*A simple way to define manifestation is to bring something from your thoughts and emotions into your physical reality.*

Many of us don't realize that what we focus our action and attention on is what manifests into our physical reality.

And this could be both good and bad. It all depends on where your energy is.

It follows then that if we focus our every on negative habits, we will continue to experience negative results.

Similarly if we focus our minds and energy on positivity and behaviors that bring fulfilment, we will reap positivity in our lives.

It's crucial therefore to become self-aware and to focus on positivity and growth.

This will mean defining and understanding what we want to achieve in our lives and creating a strategy that helps focus our energy towards our goals.

## 4

**EXPANSION**

*Personal development also encompasses expansion.*

*This involves turning yourself into the best version of you and will often include improving on your talents and building on your skills.*

There are many benefits to personal expansion such as improving on your employability.

Something to always keep in mind that is that expansion is a lifelong process and is about continuous self-improvement.

***Areas which you may need to focus on when thinking about***

**expansion include:**

- Improving self-knowledge by taking a course or reading books
- Improving on your income and wealth
- Spiritual development
- Improving leadership
- Improving your potential and what you are capable of doing both physically and mentally
- Enhancing your lifestyle
- Improving on your health
- Improving on your social abilities.

**Final Thoughts**

Personal development can lead to a more fulfilling and happier life.

However, an important part of self-improvement is self-awareness.

Analyzing your strengths and weaknesses and working towards bettering yourself is the essence of personal development.

**CONTRIBUTING WRITER'S PROFILE**

*Falguni Katira is a professional transformation coach that helps leaders change their habits and thought patterns barring them from their path to holistic success.*

*Clients who participate in her coaching program are positioned to adapt to change and maintain their competitive edge in all the dimensions of life, including spiritual, intellectual, career, finance, love/ relationship, family, social, and health / fitness.*

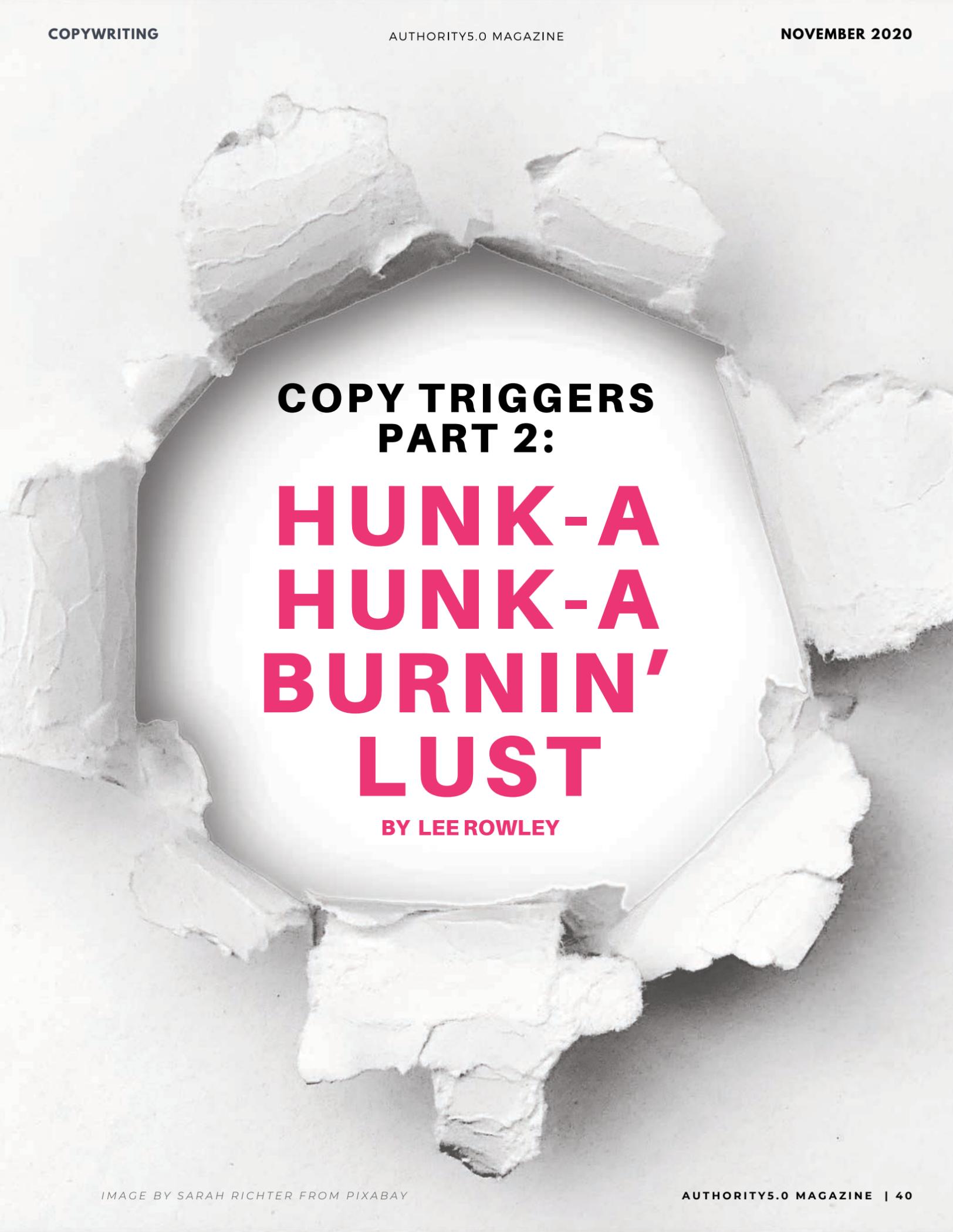


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*It's about evaluating your personal attributes, skills and shortcomings in order to make positive changes that will help you lead a more meaningful, happier and fulfilling life.*





**COPY TRIGGERS  
PART 2:**

**HUNK-A  
HUNK-A  
BURNIN'  
LUST**

**BY LEE ROWLEY**

Last time, I introduced seven motivational “triggers” that Sally Hogshead identified as the primary drivers of our decisions - including the decision to buy or pass.

All effective marketing taps into one or more triggers to create desire, urgency, impulse... whatever you call it, it’s the spark that turns lookers into buyers (and, if you do your job right, loyal clients and referral partners).

Today, let’s start with a juicy one: Lust.

**Hogshead describes “lust” as “the anticipation of pleasure.”**

**Its power, she notes, comes from the un-ignorable craving it creates for the object - the thing or experience that tantalizes you mercilessly.**

Its power, she notes, comes from the un-ignorable craving it creates for the object - the thing or experience that tantalizes you mercilessly.

What human hasn’t felt the sensation of lust?

You’ve experienced it thousands of times in your life yourself - probably more.

We just don’t call it that because we’ve been taught that experiencing lust is bad.

Let’s look at few examples, though, to test that idea:

It’s Saturday morning and you’re practically pasted to your bed. You know you should get up, but you’re just SO comfortable.

But then you catch a faint aroma - rich, bright, and slightly sweet.

You hear the emphatic hiss of the espresso machine in the kitchen.

It takes you back to the best cup of coffee you ever had... it was at a cozy cafe in Italy, and you watched the rain softly splash against the window as the steam from your cup fogged the glass.

Right now, your face is still pressed against the pillow... but you can practically taste the dance of tannins on your tongue - bold, smooth, satisfying...

By the time your brain knows what’s up, you’re in the kitchen with a fresh cup in hand and ready to take on the day.



You're okay with your car. Mostly. It gets you from point A to point B, and maybe you don't have a car payment, so that's good.

But you've been kicking around getting something a little more you.

One evening, you're watching TV, and you see an ad for the new Mercedes-Benz (or whatever you're into).

The ad starts by showing you the vehicle's contour - every angle and curve chosen to make this car as sexy as it is expensive. The setting sun's streaks of purple and orange reflect on the vehicle's cayenne-red paint, giving it an immersive, almost liquid appearance.

The camera whisks you to the car's interior, where you get a driver's point-of-view look at the graceful dashboard. Your brain mimics the feel of soft steering wheel leather in your fingers. You can practically smell the "new-ness."

Your current vehicle is becoming less "okay" by the minute. That's because you're comparing it to the sensory pleasure of a luxurious car, and now you're craving that pleasure.

It's been months since you've been anywhere, and you're getting really tired of the same exact scenery and routine every single day.

You absently click on an ad that takes you to a page about vacation packages, and as you're absorbing the descriptions, images, and videos, you start imagining the warm sun bathing you as you lounge on a beach chair.

Your mind conjures up the rhythmic lull of the ocean - gentle splashes tickle your toes as the waves sputter and recede just inches away.

A shirtless, impeccably-sculpted bartender taps your shoulder and hands you a cocktail. Liquor dances perilously close to the edge of the glass, capping the drink's sweet aroma with a seductive bite.

All of these scenarios involve lust. A prospective buyer lusts over the pungent coffee aroma, the premium leather feel, the stress-dissolving ocean waves...

...and, except for a few Puritanical, frozen-pantied librarian types, no one really blames them.

Of course, there's the standard T&A kind of lust, too - and there are plenty of uses for that across the ethical spectrum. But that's another article.

For now, here's what to do:

- **Infuse your copy with sensory language that makes people feel the experiences you describe**
- **Be as specific and concrete as is practical. The details are what create the craving.**
- **Tap the "lust" trigger sparingly. A few sexy details spread strategically through-out your copy will get the job done. Too much, and your offer loses credibility altogether.**
- **Keep it relevant and congruent. Putting two bikini-clad strippers in front of a refrigerator is not an effective use of the "lust trigger."**

No one tucks a \$10 bill into a refrigerator's thong.

**GROOVY?  
GOOD.  
THEN GO FORTH  
AND FASCINATE  
- NEXT TIME,  
I'LL DRAG YOU  
INTO THE  
SULTRY WORLD  
OF THE  
"MYSTIQUE"  
TRIGGER.**

**UNTIL THEN,  
ENJOY THE  
REST OF THE  
ARTICLES HERE.  
I'LL JUST  
WATCH YOU  
SHIVER WITH ANTICI-**

## CONTRIBUTING WRITER'S PROFILE

*Copywriter, comic, curmudgeon - that's Lee Rowley. In a world of flaccid, lukewarm marketing, Lee crafts copy that connects, persuades, and endears... giving his clients the leverage to render their competition irrelevant. His signature livestream, Lee After Dark, underscores the depth and complexity of human nature that eludes copywriters and marketers today.*



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US YOUR IDEAS AND SUGGESTIONS

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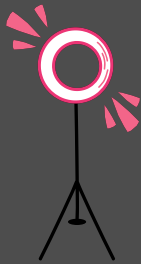
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# Tools You Need To Create Brilliant Video Content



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# THE POWER OF HEART



**WHAT CLAUDE SILVER HAS TAUGHT ME AND  
WHAT I THINK SHE CAN TEACH US ALL**

**BY CRAIG FORMAN**

I first met Claude the summer of 2017 at the Culture Summit in San Francisco, I remember being excited to see that she would be there, but not because I had direct knowledge of her work, but because of what I knew about her boss, Gary Vaynerchuk.

Gary is an entrepreneur, investor, CEO of Vaynermedia and powerhouse social media presence. He is also a brash, tell-it-like-it-is, competitive, in-your-face kind of guy who promotes the power of people and the importance of taking care of employees.

So when I saw that his Chief Heart Officer, Claude Silver would be there, I was looking forward to learning more about who was leading the "Culture" charge at Vaynermedia.

Claude immediately captured my attention. I witnessed a strong, powerful woman speaking about the importance of empathy, compassion, and the "dirty" corporate word - love - in our organizations.

It was clear to me that Claude was somebody who had discovered a deeper truth about showing up more authentically in the world, and that if we could all do

more of this, we could collectively transform our organizations into places that are better for humans and more likely to build long-term success.

I was quick to connect and determined to begin a relationship with Claude.

Over the past few years I have gotten to know her, interviewed her, consulted with her and most recently was able to bring her to speak at Culture Amp's 2019 Culture First Global conference.

I can not express in words how grateful I am for the opportunity of getting to know and learn from Claude. I am equally honored to have been asked to write this article reflecting on both what I have learned from Claude as an individual, and what I think we can all learn from her work.

### **What I have learned from my relationship with Claude:**

#### ***The power of vulnerability***

Claude puts herself out there fully. She talks about the power of love and human connection at work, things that don't often get spoken

about especially in corporate contexts.

She shares about herself: her strengths, her struggles and her desire to build better workplaces.

The way Claude shows up inspires me to show up every day with the courage to be vulnerable and the power that this has to drive change.

### ***Love and compassion do have a place in our organizations***

These principles are not at odds with how our workplaces are supposed to run.

Claude's example has given me more confidence to speak to and promote these ideals in my own work supporting organizations to build healthier cultures for both people and business outcomes.

### ***Social media plays a powerful role in sharing positive messages***

Claude leverages social media to amplify her work and share what she stands for. Much of my success has been around using social media and has been

influenced by watching what Claude is doing. I have been encouraged to lean in with vulnerability, and that showing up authentically is as important as the content that is shared.

### **So what do I think that the world can learn from Claude's work?**

***We are allowed to rethink the way our businesses operate.***

Claude is responsible for the wellbeing of close to 1000 employees in the advertising world, a space that has been around for a long time with an entrenched culture.

Yet, she is rethinking what it means to manage and lead people. When faced with challenging issues, instead of dropping back to the way it has always been done, we can ask "how might we do it better and in a more human way?"

Lead by example  
Claude walks the walk when it comes to what she asks of the world and what she brings to the world.

She promotes the power of connection and the need for us to get out of our own way when supporting the journey

of others, particularly those on their career journeys.

She does this publicly by sharing her ups, downs and learnings along the way, openly living the same values and behaviors that she speaks about.

***A new model for what the relationship between a CEO and a senior people leader can be***

Historically, our workplaces have leaned more heavily towards masculine principles like competition, winning, toughness and aversion to vulnerability at all costs.

But a more modern and inclusive workplace is calling for a healthier balance between masculine and feminine ideals, like compassion, nurturing, caring for the whole and an appreciation for our emotional selves.

The relationship between Claude and Gary is a manifestation of a more balanced relationship between these two energies and validates that harmony is possible and can bring success in a capitalistic environment.

### **CONTRIBUTING WRITER'S PROFILE**

*Craig Forman is a Lead People Scientist with Culture Amp where he both supports organizations to build effective people and culture strategies along with building the world's largest community of people who believe a better world of work is possible. Behind his work is a mission to help the world work better by improving the places we work.*



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PERSPECTIVE

"I will forever be grateful for having Claude in my life and look forward to seeing what we will be able to create together moving forward. If there was one ask that I could put into the universe, it would be to interview both Claude and Gary together, discussing their relationship and amplifying what other organizations can learn from the dynamic that they have developed."

-Craig Forman

# 7 STEPS

TO MOTIVATE  
HIGHER SALES  
AND IMPROVED  
WORK/LIFE  
BALANCE

BY PAUL HIGGINS

IMAGE BY FREE-PHOTOS FROM PIXABAY

You've got a great business, if only you could sell more. But you and your team lack the energy.

You lack motivation. You lack time. Part of the reason is you. You are the business. You are the reason behind its success, and the reason it has reached a sales plateau.

If you rely on two or three clients, are suffering from a lack of repeat business, or simply do everything yourself, your growth is limited.

The same goes if you rely on your time. It doesn't have to be this way. With the right mix of expertise and automation, you can multiply your sales several times over.

With the right motivation, the smallest team can snowball its sales successes.

In this article, I discuss how to achieve this and kick off your sales growth.

## ***Step #1: Understand your own motivations***

What motivates you to sell?  
Is it the win? Is it not losing?  
Is it the money?

Is it the lifestyle you can build because of your sales?

If you read that last question and think that all sales is giving you is few hours in the day, few days in the week, and fewer weeks in the year, then you should listen to my podcast 'How to increase sales time'. In that, I set out the seven steps to get more out of the time you allot for sales:

- Reduce over-servicing clients
- Block time for sales and track that time
- Use a virtual assistant (VA) to do the routine stuff associated with sales
- Use pre-formatted texts and templates
- Use pre-prepared proposals that you can customize to each lead (or better, get your VA to do this)
- Reduce your call times, and be strict with yourself and your leads
- Use a calendar scheduling tool

Put in place at least one of these today. If I were to pick one as most crucial, it would probably be to use a virtual assistant.

Why? Because he or she will be able to help you do most of the other six – and that's going to free up a lot of time that can be used to sell.

## ***Step #2: Compose your sales goals***

What are your sales goals?  
More clients?  
Higher revenue?  
To sell new products or services?

Write down your sales goals for the month, the quarter, half-yearly, and year. Putting your goals in writing makes them concrete. It makes you think about them and helps you to focus on them.

Once you have your goals in writing, break them down to weekly and daily goals. Now you can track your progress. That's essential.

## ***Step #3: Decide on your sales process***

There isn't a single way to sell. You must work the way that makes sense for you. The way that makes sense for your market, your target customers, and your team.

Often, you'll experiment with sales techniques and strategies. This means that you may have a high failure rate at the start.

That will demoralize you.

Far better is to seek advice and copy sales techniques that are successful in your market – but add your own ingredient to make your pitch unique.

Modify sales techniques to your style, and utilize your VA to prospect leads – having first created your ideal customer profiles.

### ***Step #4: Share sales kick-off themes with your team to motivate performance***

Whatever the size of your team, share your goals and kick off your sales with themes that motivate your sales process and interaction with clients.

Examples include:

- Raising the bar: your product or service is bigger, better, bolder than it has ever been.
- Stronger and faster: your process has been honed. It's now stronger and should yield faster results.
- Best practices: share your best practices across all functions of your team, and encourage them to share theirs.

- Rocket fuel: you had a good year last year. But you aren't standing still – you're going to burst through last years' numbers.
- Activate: for a new product or service launch, activate your sales by sharing all the info.

### ***Step #5: Learn to coach***

As your team grows, it will look to you for guidance. You must be a coach to get the best from your team. A great way to develop as a sales coach is to be coached in sales yourself.

Your sales skills will be refreshed, and you'll learn coaching strategies and methods that can make a real difference to your team's performance.

### ***Step #6: Stay positive***

You'll benefit from up days. You'll suffer down days. Understand that your journey in sales is as much of a roller coaster as your life is. The bad days are sent to remind us just how great the up days feel.

When you meet with a client, take your positivity into the meeting.

You KNOW that you will close the deal. If not today, then tomorrow.

### ***Step #7: Remain flexible***

Plan for the worst, hope for the best, and deliver a consistent performance.

Sometimes you'll need to revise your plans. Leads will postpone meetings.

Have a backup plan so that you are not unproductive.

I know a business owner who travels to his meetings and arrives an hour before.

He sits in a café, orders a coffee, and fires up his laptop. He starts work, on his 'emergency tasks list'.

If his meeting is delayed, he is not left unproductive while he is waiting.

### ***Enjoy your non-sales life***

For smaller enterprises, the boss is the entrepreneurial

soul. If you get so highly focused on sales, and spend all your time selling, the creativity and drive that got you to where you are will be in danger of disappearing. Your energy will be sapped, your time exhausted.

It's crucial that you find the systems – and people – that will provide you with the framework to make the best use of your time.

This should help you to enjoy your other work-related responsibilities and your life away from work, doing the things that make you happiest.

What is it that you most enjoy outside of work?

How are you going to grow your sales while maintaining a healthy work/life balance?

What systems and processes do you plan to use?

Let me know in the comments below, and I'll share more tips that will help to energize your sales and your life.

Alternatively, to better understand your sales skills and how targeted sales training can help to build your confidence and your revenues – the kind of revenues that will boost your ability to live the life you desire – contact me today.

## CONTRIBUTING WRITER'S PROFILE

*HIGH-PERFORMANCE Mentor | I help \$1M-\$10M Service Based Business Owners to Build a Profitable and Sustainable Business*

*Paul Higgins is a high-performance business mentor, podcaster, and author who helps service-based business owners get out of sales and client delivery to strike a balance between life and work.*



**WITH THE  
RIGHT  
MOTIVATION,  
THE SMALLEST  
TEAM CAN  
SNOWBALL  
ITS SALES  
SUCCESSES.**



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**THE DAY I STOPPED** **LOOKING FOR THE DIRT,**

**I FOUND  
THE  
DIAMOND  
COVERED  
BY THE  
DIRT**

**BY JEREMY SCRIVENS**

IMAGE BY STOCKSNAP FROM PIXABAY

I don't know why it has taken me so long to share this story because it changed the mindset behind my life's work.

I had left the telco where I had worked in HR. There, I religiously applied Lean to fixing broken processes in every nook and cranny I could find.

I looked for the worst examples of failure and brokenness. My intention was noble, to return these processes to a state of flow.

I thought flow was the absence of waste. I thought the focus was on the process, not people.

I didn't know then what I know now, that ***flow is not the absence of waste in the handover in a process, but a state of being in collaboration as one body where a team are working seamlessly together with all of their hands and minds to a shared purpose from the heart.***

In a digital age I call this #MeWe.

After I left the telco, I set up my consulting practice promoting my Cultural Diagnostics, with waste removal at the centre.

Blue Sky was an airline catering business fallen into decay.

CEO David told me the airline had a shocking culture, with low employee engagement and poor product quality. He asked me to do a Cultural Diagnostic.

***The dictionary defines diagnostic as concerned with illness or other problems.***

I went into each of the catering facilities, called kitchens, and interviewed sixty people asking them what was wrong.

I got the stories of how the truck drivers would unload the empty airline food carts and push them across the floor to where the dishwasher staff were working and break their legs.

I learned that one kitchen was controlled by the Mafia and another by the Hong Kong Triads. I learned that the wine and spirits kept in the stores was sold on the black market.

As I worked my diagnostic cultural magic, I uncovered so many bad things. I was so good at this. It didn't matter that as I asked the kitchen staff these questions about

what was wrong, they became more closed and disengaged. I fueled the fear, but so what?

This wasn't about them - it was about the hero, me. I was the superhero dirt finder.

I presented my findings to David and his execs. In my mind's eye I saw this being the pinnacle of my career - my diagnostics being rated in the Lean Consulting Hall of Fame - the Process Improvement Oscars.

But the more I shared, the more everyone in the room disengaged. I couldn't believe this was happening!

I was the hero, not the problem!

Then one of the Execs, Mark, said quietly but with authority - ***don't we ever do anything good around here!***

For a moment, there was silence. Then I found myself doing something I had never done before. I turned to Mark and said to him "you are proud of this company, aren't you?" - he was the only exec in the room to keep his job from the old regime. "Yes, I am" he said.



I took a deep breath and asked him this question. It was surreal and I thought I am killing my career as hero and expert and I was.

But something had touched my heart with Mark's cry - something deeper, something more in being a member of humanity than offered by my diagnostics.

I asked him "Mark, forget the bad stuff for a moment, put that to one side. Can you think about that one time you felt most proud to be working in this company?"

***Then Mark shared this story.***

I was the duty manager at our kitchen facility. I got this call from an airline who wasn't our customer to say that one of their flights had engine trouble and was diverting to our airport for emergency repairs.

The parts were being flown up and it would take 36 hours to fix the plane. The 300 passengers could not be accommodated in the town. A national scout jamboree was on taking up all rooms.

Emergency accommodation was being set up at the airport. He asked me if we could provide catering.

We had no contract with the airline or menu set up. So, what to do?

I called my kitchen leading hands together. There was Thierry the Head Chef, Bruce the Catering Truck Driver and Jane the Plater.

I shared the situation with them and asked what do you think we should do? The leading hands didn't usually collaborate.

They worked in separate worlds in the kitchen. But they all said, we must help the passengers.

Thierry said that we don't have a menu nor enough produce to feed 300 people for a weekend!

In airline catering putting a menu together is only done by the top chefs and it is secret men's business.

The Chefs are the elite in the kitchen, followed by the truck drivers because cooking and driving are skilled jobs. The platers were the labourers, hired only for their hands.

Thierry said he didn't have his chefs to help him or the produce. Whereupon Jane said that she and her girls could help him to do this, so could the Scouts Team.

Thierry looked distaining and said to her what do you know about menus? Jane stayed calm and said to him and to us.

You see us girls are not just a pair of hands but outside of work I am a mother and a State Scouts Leader. Two of our scout leaders are in the plating team here today. This week, we put the menus together to feed 5,000 people at the Scout Jamboree in town.

She said to Thierry, come on, we can go into the fridges together, see what's there and make something up?

Soon after, Thierry and Jane were in the fridges co-creating a menu together from what was there and from the Scouts stores in town.

Three hours later, the first meals were going out to the airport in Bruce's truck.

There wasn't time to make up menu cards, so Jane and Thierry went along to explain to the flight attendants and passengers what were in the meals.

Other trucks followed, each with drivers, chefs and platers, collaborating



# WHY DOES EXPERIENCE OF WHOLENESS...

**BRING OUT THE BEST IN  
HUMAN BEINGS?**

**PROPEL INNOVATION?**

**NEW LIFE?**

**ECLIPSE OLD PATTERNS?**

**SO EASY?**

together with the whole of their hands and their heads from their hearts.

When Bruce, Thierry and Jane arrived at the airport, the passengers gave them a big cheer.

The passengers invited them to stay and they shared a meal with them. They discovered themselves and they discovered each other.

They restored the idea of life and work as community, not as the siloed parts of a factory.

And this was all made possible because Mark took a crisis as an opportunity to engage his team as leader as host, not leader as hero, and Jeremy put his expert diagnostics away, long enough for the positive stories to be heard.

Later, as the passengers boarded the plane, Jane, Bruce and Thierry along with their colleagues, some scouts and Mark, were at the terminal to see the passengers and aircrew off.

There were cheers for the catering crew and there were hugs. On Monday morning, the airline's Operations Manager called Mark to say

thank you for the best customer service from an airline caterer they had ever had.

When Mark finished his story, there was silence and then everyone clapped.

A principle of Appreciative Inquiry is that what you want to see more of, already exists.

I turned to David and said "what if we put the diagnostics away and instead invited the sixty people originally interviewed to come to a forum where we asked them the same question I asked Mark just now?"

One month later, we ran an Appreciative Inquiry Summit Room with those sixty staff.

I watched as David, Mark and their fellow execs hosted the conversation.

I sat in the back of the room and observed in awe as the participants discovered a treasure of diamonds, previously covered by the dirt.

## CONTRIBUTING WRITER'S PROFILE

*Appreciative Futurist: Director of the Emotional Economy at Work - Melbourne*

*Jeremy deploys a suite of strengths based approaches to equip leaders and business to build positive cultures for high engagement, authentic collaboration and innovation at scale in the Summit & Social Rooms.*

*Jeremy is an Appreciative Inquiry Summit Room facilitator, coaching large scale positive change, Adaptive Leadership collaboration and innovation in enterprises and communities.*



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# THE BIG NEXT THING IS

# HUMAN

BY MELISSENOVA

IMAGE BY JUSTIN KILIAN FROM PIXABAY

In 2017, before COVID, before isolation, masks and social distancing I wrote this:

"I am sitting in yet another airport lounge reflecting on my recent SXSW experience. I gave a talk and launched my book, 'this human'. A new colleague took a photo of some writing on the back of a fellow 'south by' attendee which read "the next big thing is human". How apt, I thought.

The thing that struck me about SXSW was the undeniable, unmistakable current that ran through the dialogue. The need to bring humanity back.

Now I must admit by bias here, being someone who has dedicated my life to researching and designing for the human condition.

Even in the talks about AI, it wasn't devoid of the human impact. We didn't seem that enamoured by the technology anymore.

The trend towards the 'radical humanization' advocated by people like Tim Leberecht seemed to be pulsing throughout the conference.

Another very obvious undercurrent (and sometimes over current.. thank you Jill Soloway for your amazing talk) was the need for inclusions of

minorities, and in particular women. Women in tech, women in leadership, women in space.

# WOMEN ARE NEEDED EVERY WHERE!

There was also a feeling that I haven't been able to put my finger on. It felt a little flat.

It didn't feel hopeless, there was certainly hope expressed in many of the keynote speakers. Though there was a general energetic feeling of 'flatness'.

It really is the only word I feel comfortable using, because it certainly didn't feel like a defeated bunch of people, or a negative one. But I can't say it was an optimistic vibe either.

I think this only is indicative of the political climate, not only in the US but everywhere in the world at the moment.

Being focussed on inclusion, and a commitment to work with people that are different than you, learning from them to augment your own perspectives, knowledge and experience is what we're going to need to navigate through the challenges we seem to be facing now.

We are certainly united in our past from an evolutionary sense, though in the present I feel we are focussing more on what divides us, than what unites us.

One thing we absolutely share is the future. And with the undercurrent present at SXSW, I am hopeful the future is actually going to be a great one."

Now in 2020 much of what I wrote about in 2017 has accelerated.

The virus has whipped everything up into a frenzy with fear and uncertainty all around.

I have just watched David Attenborough's Witness Statement and something

**INSIDE ME HAS SNAPPED.  
I DON'T INTEND THAT I WILL COME ACROSS  
THIS PIECE IN 3 YEARS TIME AND MUSE ON MY  
THOUGHTS, BUT I THOUGHT IT WOULD BE  
USEFUL TO SHARE WITH THIS AUDIENCE WHAT I  
THINK  
WE NEED TO DO AT AN INDIVIDUAL LEVEL.**

**1** *We need to learn how to listen, really listen, deeply listen.*

We need to understand the difference between waiting for someone to stop talking and listening with the intention of understanding and connecting with their perspective.

**2** *We need to value differing perspectives.*

It is in our diversity of thought and experience that we have access to the creativity that will help us deliberately create a future of abundance for all.

**3** *We need to, as individuals, choose to unite as the dominant species on this planet to look after our shared home.*

This will require curiosity rather than tolerance, compassion rather than suppression and action over talk.

**4** *We need to spend time developing our minds, nurturing our spirit, fostering our connection with nature and training our bodies to be best equipped to face into the challenges that face us.*

IMAGE BY TREVOY KELLY FROM PIXABAY

There are many people out there who are ready to help, with expertise and experience and real solutions that will create equitable, abundant futures for everyone.

The trick is we, at an individual level, have to each choose to do the work.

To focus on our own individual role in creating this life for ourselves and our families.

This journey is going to take leadership, it's going to take deep leadership, where you dive deep into yourself and encounter your limitless potential to play an active role in creating the future we all want.

And that is one where life continues on this planet. When I think about that slogan on the back of the t-shirt, it has a different meaning to me now.

"The next big thing is human" means it is our human creativity that will find the solutions to the complex challenges we face, human compassion that will connect with the plight of others and join forces to make a difference together and human courage that will rise against the tyranny of old systems that are based on scarcity not abundance.

**Every action by every  
human creates  
the world.**

**What you do matters.  
If you change, so too  
will the world.**

## CONTRIBUTING WRITER'S PROFILE

*Melis is a recognised industry leader in human centred leadership and design, a published neuroscientist, entrepreneur, author and executive coach.*

*Her approach to deep leadership coaching is a unique combination of neuroscience, design, leadership and systems thinking. With a PhD in Human Factors specialising in situational awareness in high stress environments, she is well equipped to unpack what it means to be human in this time of rapid shift.*

*Melis is co-founder of the strategic design firm Huddle (wearehuddle.com), and author of This Human (thishuman.com). Melis is an advisor to many influential people, from change makers early in their career to heads-of-state. She has been studying the human condition and how to unlock our untapped potential since 1999.*



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# DAVE

*The People Maximizer*  
**CARROLL**

*"The focus is never on the product or service,  
because it always starts and ends with people."*

# DAVE CARROLL:

## THE PEOPLE MAXIMIZER

### *A Banker Leading From The Heart*

BY GINA RILEY

#### *Author's Note*

Dave Carroll's 9-5 job is leading the number one Banner Bank in the Seattle metro area – two years running.

His career is deeply connected to two industries that cut to the heart of what matters most to people – their health and financial security.

With an award-winning leadership approach of positively maximizing people in ways that help them grow professionally, he lifts employees up so they can lift customers in ways that get exceptional business results. As Carroll says, “1 + 1 = 3”.

Upon learning the theme for the November issue of Authority5.0, I immediately sent a message to Carroll to request an interview.

He was the first person that leapt to mind when it comes to leading from the heart.

I first met Carroll in Q4 of 2019 through what could have been an ordinary networking phone call.

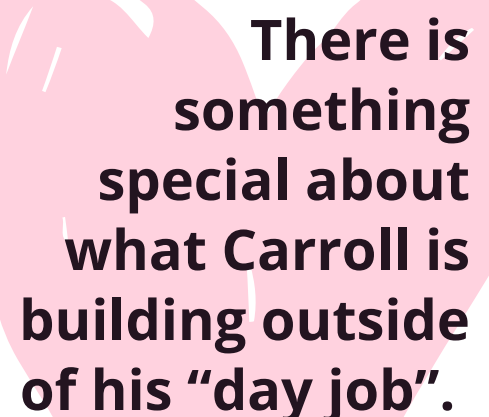
Instead it led me to an invitation-only event sponsored by a professional networking group he founded called Cantillon.

With less than 24-hours notice, I cleared my calendar and made the nearly 4-hour drive from Portland to Seattle. I walked into a room completely electrified by over a hundred business owners and leaders who'd gathered to hear insights about how to create belonging and healthy organizational cultures.

Like moths to a flame, people gathered around Carroll who was actively making introductions that could mutually benefit the attendees.

There is something special about what Carroll is building outside of his “day job”. He is an example of how a business leader can be effective WHILE leading with compassion and heart without sacrificing business results.

Dave Carroll has created the ultimate business win-win-win.



**There is something special about what Carroll is building outside of his “day job”.**

***It is obvious you lead with compassion and heart. Where does this come from and how is it fundamental to who you've become today?***

As a boy, I instinctually found myself stepping up as the peacekeeper within my family because I related well to most everyone.

More than I care to remember, I would virtually put my arms around everyone and bring them together during times of stress to help provide harmony within my family.

**“You have to invest in people and realize what business are you in.**

**It is not just about selling credit cards!”**

As a young man, I was self-aware, and knew I had the strength to bring people together to work it out.

This shows up today in the way I am naturally driven to inclusively bring like-minded people together to learn, grow, take action, make mistakes and develop.

**As you reflect back, how did your instinctive ability to care for people show up in the early part of your career?**

Straight out of college, I worked for Gold's Gym. It was the first time I was confronted with the idea of “quantity over quality”.

The primary focus of that business was selling fitness products and training services. In my opinion, the expectation to “sell at all costs” was prioritized over providing quality service to our customers.

One particular day, I found myself pushing back and questioning our approach. The owner had demanded we continue to sell memberships even though we'd ran out of dozens of parking spaces.

I calmly stated our sales process did not account for the customer whatsoever.

Before I could finish my sentence, he suggested I change my mindset.

Needless to say, I didn't remain at this job for very long, but I took some life-long lessons with me.

When I went to work for Columbia Sportswear Company managing the only two retail outlets in the country at the time, I was positioned to provide the kind of customer experience I knew was “right”.

Here, I started ‘connecting the dots’ for customers. My team would get special requests for apparel from all over the country for hard to find items that would sometimes end up at one of our two stores.

I kept a basic CRM to manage these requests and unique client information and then created high-touch opportunities to fulfil customer requests.

I started to recognize the importance of taking care of people, namely my clients.



## How have you carried this approach forward in your career?

It was clear to me as I moved through my career, initially in the health and fitness industry, quality would be a big priority.

Intently focused on my goals, I did not shy away from starting as a pool attendant at a private athletic club in Seattle and quickly worked my way to a position at the front desk.

I made it my mission to get connected to every member walking through our doors.

My plan worked and it paid huge dividends after a long stint at the health club.

After seven years of health club service and getting promoted to a director role, the most important turning point in my career took place when I met a "giant" in the fitness industry.

This was a person I'd never met but always considered a hero.

Enter Dr. Cedric Bryant of the famed Stairmaster World Headquarters who came to play racquetball as a guest of a member.

Needless to say, my jaw dropped to the floor when I realized who was standing directly in front of me!

Over the next six months, I began to develop a professional relationship with Dr. Bryant. One thing led to another.

He invited me to join his team at Stairmaster to start up the first ever inside-sales division within the company. It was an incredibly exciting time for me because Stairmaster was the largest fitness company in the world - and I had just become Dr. Bryant's understudy.

I am so grateful and blessed he is still my mentor to this very day!

Reflecting back, when it comes to motivating, inspiring and influencing people, this was a particularly impactful time in my career.

For example, there was a new temp employee assigned to work with me who was battling obesity.

She had come all the way from Arkansas to Washington to begin a fresh chapter in her life.

One of the best stories of my career is helping and working with her to drop weight from 410 pounds to 187 pounds.

It was such an accomplishment; she was even invited to be a guest on the Oprah Winfrey show and bring me (her strength coach) along with her!

## Was this when you started to recognize you were making a difference?

I realized in my late twenties I had been sort of 'asleep at the wheel' and not truly tapping into my potential.

It came to me, when I put my heart, mind and hands to good use I could really make a difference. Around this time, Dr. Bryant made a special trip to Texas to join me at an industry trade show I was leading.

While I thought he was there to give me some support - I was wrong. He flew in from Seattle to personally give me the Lanny Potts Corporate Award voted on by all 750 Stairmaster employees from across the company!

This award was given to the employee who most

# *The People Maximizer*

"I never, ever forget  
I am building more leaders.  
They are not followers."

embodied our company values.

This is when I knew I was making a real difference.

**Your career had a couple of twists and turns, but you eventually ended up in banking.**

Yes! During the next phase of my career, I traded in my sweatsuit for a three-piece suit and swapped physical fitness for fiscal fitness.

When Stairmaster sold, I went on to a couple of short-term assignments and one of them was managing the largest Gold's Gym on the entire West Coast.

This was my last hurrah before I received an introduction through my network to the business of banking.

He helped show me I had the business results and transferrable skills it took to be successful in a different industry.

I started off in the management program with a position of leading the largest US Bank in Washington state, where I found myself right back into

the quantity vs. quality predicament.

Although I was growing as a leader and learning about a different industry, I did not enjoy answering the hourly question, "What have you sold today".

I got fed up chasing what I knew I did not enjoy.

I knew my mission was to be in the business of literally "investing" in people, chiefly my employees and my clients.

I would NOT go back to the life of just selling credit cards! Heavens no!

Five years later, I landed a job leading the largest Umpqua Bank in Washington state, which operated 100% in the other direction with its business approach.

I kept asking for my business goals only to be told, "Be friendly! Be nice! Be ready to serve!".

Six months later I stopped pinching myself because I knew it was true - our main aspiration was to roll up our sleeves and help where it was needed inside of our communities.

It was clear people needed our banking expertise - they just did not want to be sold to.

I found a way to help customers with high touch quality service by first focusing on building up my team of people.

This was the quality I wanted, the quality necessary to treat people good and right. I was taking a 360-degree approach.

As a retail leader, I believe you need to have eyes in the back of your head so you know what is going on with everybody.

By this, I mean it is my responsibility to understand what people feel, think and know.

It is about my employees and my customers.

Another success story from my career is about a woman who was on her way out of banking.

Her bank was being acquired by my bank and her last manager literally wore her out. She wasn't exhibiting any confidence or motivation.

There seemed to be no way to keep her when one of our executives begged her to come join my team.



# Canfillon

Even though she didn't know me, she agreed. During the next 6 months, my only goal was to build our relationship and her confidence.

We sat down and developed a plan together to serve our clients. Selfishly, I wanted her to be one of the best bankers in the entire company because I knew she had what it took. We just had to find it again.

Daily, I encouraged her to share her voice in a way she hadn't exercised before.

I asked her a lot of deep curious questions to aid in

the ownership of her decision making. She started to hear herself.

I allowed her to make mistakes and I assured her I had her back.

She started standing taller and people were listening to her.

Her smile grew and grew. She looked you in the eyes while offering her insights.

By mid-year she was leading our large daily morning bank meetings before we opened to the public.

Her financial results were within the top 5 employees in our company.

When we all gathered for the annual corporate awards gala the following year, she won the Banker of the Year out of 2700 employees!

This is emotional for me to talk about. It really chokes me up.

You see, I am in the people business and if you are in this business, you had better believe in the people you work with.

I am so proud of her and knew beyond all doubts she had 'this' in her even though she didn't.

She'd gone from feeling beaten down and ready for retirement to receiving the top award at our company.

When it was all over, she knew she'd earned it. She owned it and she accepted it like a true professional.

In fact, she went on later to start a brand-new business she still owns and operates today. She's a believer now!

### **Tell me more about the inspiration to launch Cantillon? What is Cantillon?**

When I was at Umpqua Bank, they wanted me to fill a slot they'd sponsored for a business referral networking club.

I didn't want to do it because it was right back to "quantity over quality". I wasn't playing that game anymore.

Knowing I could build up a better network myself, I made my boss a proposal and launched the Cantillon

Club on the side - in addition to my day job.

Cantillon proved to be very successful early on and the rest is history!

Cantillon supports owner-operated companies across the greater Seattle area through education, higher quality peer to peer connections, access to business-building resources and coaching that amplifies a business owner's ability to achieve their highest professional potential.

We do this within the confines of confidentiality, transparency, vulnerability, generosity and accountability.

**"Everybody has a voice... if we could only listen more and ask deeper questions."**

Those five pillars build trust. With trust you can build anything.

Our mission is to serve uniquely engaged leaders with a support network they can count on.

Through invitation only Masterminds and events, I bring successful CEO's, entrepreneurs, executives, , business owners and experts in their fields together from a breadth of industries.

With a focus on quality over quantity, our community invariably creates a truly unique opportunity to connect, discover, think and flourish... together.

We are helping people improve and elevate themselves and their businesses.

They have opportunities to learn things and meet people like them.

They start to see the potential in their businesses with the information sharing and programming we provide.



### What feedback do you get from the members of Cantillon?

Cantillon is all about bringing out the authentic best in people and helping them to effectively maximize their results, personally and professionally.

By participating, they attain resources, deep connections and honest relationships with each other and the group as a whole.

Members tell us Cantillon help leaders 'rev it up' and kicks their business into first gear!

Cantillon has a lot of collective wisdom in the room.

We have a uniquely shared group experience where we talk deeply about the successes, stressors and struggles of our member leaders.

### What drives you and your mission of service? Where does it come from?

Every person has a voice if we would only listen and ask questions. It is important to me to listen for it.

I try hard to listen which helps me truly hear more things - real things. I'm listening for places to harmonize, bring people together and invite everyone in.

### Over the course of your career, you've been able to work your way to the top of one organization after another. Tell us how.

Relationships. It is relationships. 200%.

I'm not really sure that I sell anything, Gina. I develop relationships one at a time. I guess that sells.

Helping people with their financial needs requires a great deal of caring and trust.

### What are the top three things you recommend to leaders who want to stay current and relevant with their approach to leading people?

1

**I never, ever forget I am building more leaders. They are not followers.**

**There is a different mentality about that approach.**

2

**I want everyone to participate. It does not matter what your current role is. Every brain in the game!**

3

**I want my employees and emerging leaders to know it is OK to make mistakes.**

***I create safe spaces to make mistakes - in fact, I encourage it.***

How else is someone going to learn and then take action? I can tell you; they don't make those same mistakes again!

There is a reason I have the best team at Banner Bank. My team comes before my customer. I've got to water the plants first so they can bear fruit.

We have a great culture, but we continually do on-going training because we don't want to slip or go backwards. We never want the customer to feel it.

Over the course of my career as well as my life, I've learned the focus is never on the product or service, because it always starts and ends with people.

**"I want everyone to participate.**

**Every brain in the game."**

## CONTRIBUTING WRITER'S PROFILE

*Gina Riley Consulting & creator of the CareerVelocity System™. She is a career transition coach who helps leaders customize their career stories to land jobs where they can leave a legacy. She is an Executive Search Consultant for Talence Group.*



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# TOUGH LOVE

BY MARY HENDERSON

IMAGE BY FREE-PHOTOS FROM PIXABAY

If you ask my clients how they describe me, nine out of ten will say "she is tough and won't tell you what you want to hear".

That type of coaching is not for everyone because not everyone wants to be told what they need to hear. It's hard. For me, it's essential for growth and prosperity.

It's also essential in the sales process.

I realised a while back that when I spoke to my prospects, I was being too nice and safe.

Then it struck me like a lightning cord, that I was NOT serving these people because all I was doing was feeding their EGO Self and ensuring that the EGO Self continued to keep that person enslaved to their inner prison and their make believe story that they "got this".

The reality is – if someone has reached out for your free lead magnet – they haven't got it and their Ego Self hasn't delivered on it's false promise.

We all want to serve and give value. Well I know that is what I want to do, but how am I serving if I am feeding the Ego. I'm not. I'm enabling it by giving it the food it needs to not just survive but thrive.

I have spoken to so many people and have heard dreams that will never come true. I have heard how they are best of the best but never move from a job they hate.

I have heard how their sales funnel is going to return seven figures and end up utterly

disappointed and I have heard every symptom and excuse as to why they can't invest in themselves.

Time is our greatest currency and I want to honour that, therefore when I give someone 45 minutes of my time, I want that person to leave with a different mindset.

I want to challenge their EGO Self so it can literally SHUT UP and wake up the Spirit Self so it comes to life and can present opportunities and ideas through a different lens. That is my absolute intention.

To me, the greatest honour you can give a human being is to allow them to self-realise their potential and genius zone. That is so humbling. Yet, so many people never reach that destination.

Instead, so much emphasis is placed on vanity metrics, views, hustling hard and that is fuel for the EGO. Very little time is invested in unlearning beliefs and habits that are non-serving.

I am not afraid to say that I love sales. I love the process and I love the human interaction.

But, to be successful, you have to give tough love, especially if you have a solution that can solve a problem.

I learned through my own trials and tribulations that this attitude to sales is critical for success, but it takes courage and deep conviction.

I believe in my solution and I know it works because my success rate is so high. That gives me incredible confidence to challenge status quo thinking that is antiquated and limited.

I say this because I have been that person too.

The thing I want to emphasise is that there is another side to the EGO and it's freedom. We must learn what freedom actually means at an individual level first. When we get this, we then have choice.

Let me circle back to sales and share another layer that is connected to tough love. It's my values. My core value is TRUTH. I stand by this in everything I do, say and be. It is the foundation that my home is built on and it's the foundation in my business.

Therefore, it must be the foundation in my sales process. Otherwise, I am NOT being authentic and true to my core.

The result of being this type of leader is that your sales success soars to new heights. I would rather challenge a prospects paradigm than leave them confused and frustrated.

Confusion and frustration are emotions that feed the Ego Self, whilst challenging paradigms leads to curiosity – fuel for the Spirit Self.

In my heart and mind, there is no other way to serve a Human Being.

**She is  
tough  
and  
won't  
tell  
you  
what  
you  
want  
to  
hear.**



**THE WORLD DOESN'T  
NEED MORE FANCY  
BRANDS AND FAKE  
COACHES OR  
NARROW-MINDED  
LEADERS**

**IT NEEDS THE**

**1%**  
*leader*

**BY LOUISE TAYLOR**

IMAGE BY SCOTT WEBB FROM PIXABAY



IMAGE BY SCOTT WEBB FROM PIXABAY

The boy threw the basketball down, a dejected look on his face, he looks at his father with sadness and disappointment as he hears these words “You will only ever be a below average player – like me”.

The scene moves forward and we watch the father share a life session with his young son. “Don’t ever let someone tell you that you can’t do something – not even me.

You’ve got a dream – you’ve got to protect it.

When people can’t do something themselves – they want to tell you you can’t do it. If you want something – you’ve got to go get it. Period.” Will Smith (The Pursuit of Happyness)

I LOVE this movie! It portrays the true story of Chris Gardner a salesman who spent one-year being homeless, while trying to raise his young son.

The pain, loss and heartache is only surpassed by the determination and drive of the hero in the story. Against the most impossible odds – the hero achieves his goal.

### ***What are the secrets of the 1% leader?***

1% leader doesn’t just focus on doing, but recognises who they are BEING!

The 1% leader knows themselves well. They are willing to look in the mirror continuously and adapt quickly to change. They have a strong sense of intrinsic worth. The 1% are not looking for others to complete them.

They are not so concerned about the opinion of others, but their drive comes from a deep place of love, purpose and security.

***We must not become caged in our thinking, or hide our light.***

Have you noticed what happens to certain leaders or mentors when the pressure is on?

Some default to blame, to anger. Others to hiding. Others to waiting for a rescuer. Others to small pleasures to make the day better. Others remain in denial and keep doing what they were doing before. I get it. Its easy to do, for the 99%. Unless we consciously continue to choose to be in the 1%.

***The 1% leader knows that change must happen at every level - Emotional. Mental. Spiritual. Physical. Relational. Financial.***

They know these areas happen in convergence with each other, and when there is a weak link - the whole suffers.

The 1% leader doesn't avoid trials. Their personal battles have taught them to be humble and not bitter. Their journey tells others that they are human. They earn wisdom as they learn from mistakes.

The 1% leader is relatable and empathetic.

The 1% leader has a strong mind, and even when tested – and has trained himself/herself to default to a mindset, and heart set of belief, of faith. They refuse to give up or submit to fear.



IMAGE BY SCOTT WEBB FROM PIXABAY

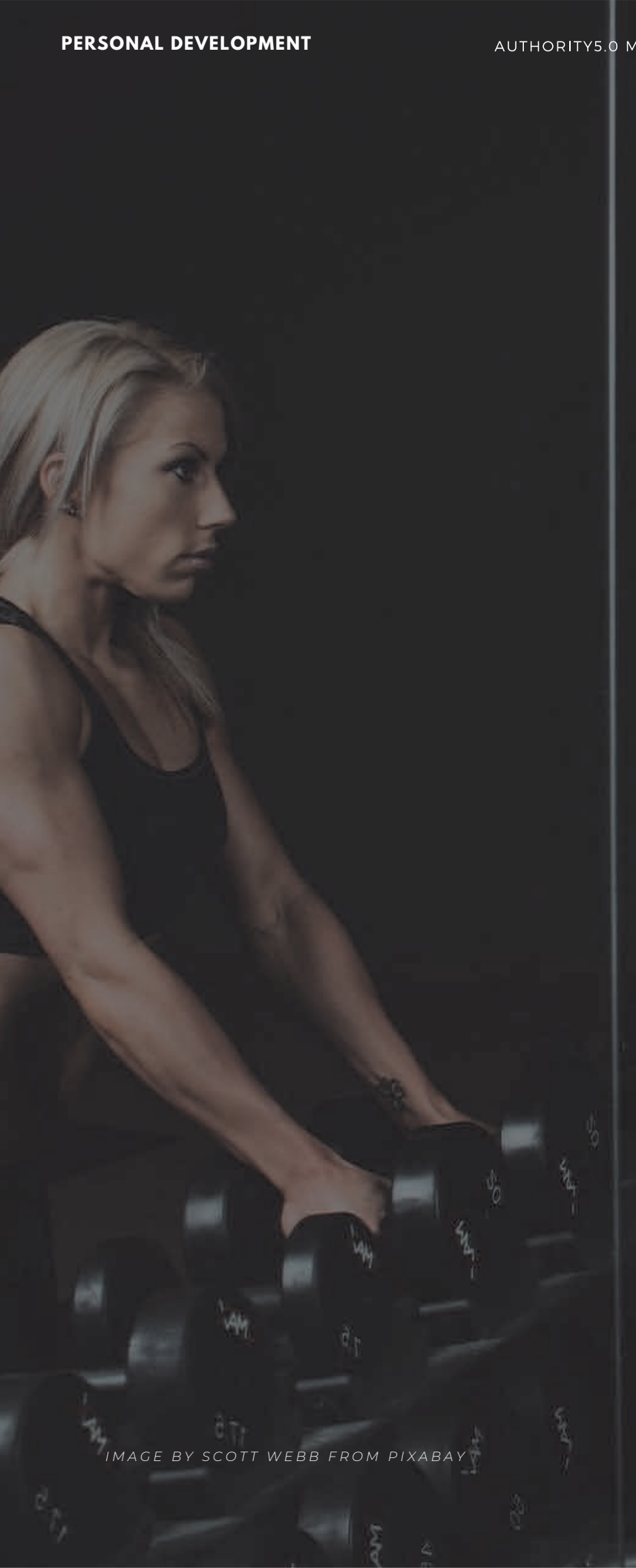


IMAGE BY SCOTT WEBB FROM PIXABAY

## ***The 1% leader is entrepreneurial in spirit and mindset.***

The 1% leader knows how to grow stuff. Money. Ideas. People. Lives are changed because of their impact.

They can help to advance business, industries, or people, and understand how to solve big problems. They are focused.

They are always looking for ways to improve, and never stop learning.

The 1% leader makes a positive and obvious impact in the lives of others. This reflects in finances, culture, community, family, team.

They find creative solutions that are hidden from others. They are driven, intuitive, even prophetic, in their ability to see between the lines, and recognise hidden ideas and solutions.

They place value on their own time, and know the price they have paid in experience is worth a high monetary value.

## ***The 1% leader knows their most powerful message is a mirror of what is in their heart and mind:***

They are not afraid to express themselves, and share their ideas or beliefs. They know the goal is not to be liked by all – but to impact those who are meant to follow. They have a deep conviction within - which attracts others to them. They don't have to push – they have charisma. They are congruent within themselves.

***The 1% leader doesn't just speak, train, mentor or coach - they 'impart' spiritually and emotionally.***

They help people to feel a conviction and a shift within.

They speak of what could be, not of what is. They see a future that others don't see.

When they speak - their words hold weight and authority.

The 1% leader knows who their tribe is, and who are they are not!

They understand what drives the people who need their mentorship and leadership. They understand that their unique skillset and gifting serve a certain community or need. They don't try to be everything to everyone.

They ignite others into taking action.

They take calculated risks and weigh up all things wisely.

They are decisive.

They are driven by something bigger than themselves. They know they are here on this earth for a short time, and know that time is valuable, and should not be wasted.

The 1% leader understands the mantle of authority they carry in their sphere or industry. They recognise they are leaders of leaders.

When the going gets tough – the 1% leader gets growing!!!



IMAGE BY SCOTT WEBB FROM PIXABAY

*When you find a 1% leader, coach, mentor, they will....*

- Inspire you to change at the deepest levels
- See something within you that gives you clarity and confidence
- Know how to help you to overcome your own challenges
- Help you to leverage your strengths
- Look at the facts – be straight with you
- Coach you to achieve real outcomes
- Recognise the pressing and urgent difficulties you are facing
- Help you to articulate your worth, your offer, your tribe
- Draw out solutions from within you, which you can live with and act upon with confidence
- Help you find new, unique and creative ways to succeed
- Give you appropriate resources, people, tools to achieve your goal

IMAGE BY SCOTT WEBB FROM PIXABAY

## CONTRIBUTING WRITER'S PROFILE

*Louise Taylor is a globally respected Speaker, Peak Performance Coach and Neuro-strategist and Creator of Neuro-flow™ system, Money Mindfit™, Sales Mindfit™ and Clarity Programs.*

*Louise specialises in helping individuals and companies to develop a positive money mindset, emotional agility - and approach leadership & business challenges with innovative commercial and people strategies.*



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FIND ONE WHO CAN  
**LEAD  
YOU**

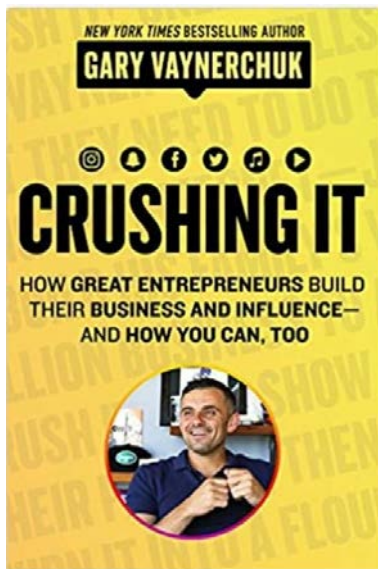
LIKE THIS AND YOU  
WILL HAVE FOUND

*gold.*

*-Louise Taylor*

IMAGE BY SCOTT WEBB FROM PIXABAY

# Book Of The Week



Available at  
**amazon**

In this book, the author Gary Vaynerchuk shares new lessons and inspiration drawn from the experiences of influence, entrepreneurs who went after their dreams and building extraordinary personal brands.

The author offers theoretical and practical advice on how to maximise the different social media platforms so that anyone can boost his or her personal brand.

You will also find innovative tips, which can help enhance tried-and-tested strategies about professional and financial success.

# App Of The Week



Splice is a powerful video editing app made simple.

This app allows users to apply filters and adjust background colors, orientation and more. They can also enjoy features such as adding title slides, text overlays and a custom outro, adjust playback speed for fast or slow motion, trim, cut and crop photos and video clips. Users can also select transition style, control the speed between transitions and bring photos to life with pan and zoom effects.

# PODCAST OF THE WEEK



NAME OF PODCAST:

**The GaryVee Audio Experience**

A podcast hosted by CEO, investor, vlogger and public speaker Gary Vaynerchuk.

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