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## SUMMARY KEYWORDS

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Hello, everyone. Welcome to another episode of legendary leaders. Hope that you are well. Thank you for listening to me today. I appreciate it so much. What I'm thinking about today, what I want to talk through with you today is a quote that I read recently. And it really struck me. And I'm thinking you might strike you too. It's a quote by Earl Nightingale. And he said, Don't let the fear of the time it will take to accomplish something, stand in the way of you doing it. The time will pass anyway, we might just as well put that passing Tom, to the best possible use. When I read that, it gave a flutter in my stomach, you know, a little bit of excitement. And I think for me, the reason why it struck me is because I think we're all afraid. And I know we're all afraid We're all afraid, especially as we run our own businesses or we just take Additional leadership responsibilities, right? There's that natural fear, that fear of how do you not, I do not want to fail. Or also the simple fact that it's going to take so long, right. And that's what Earl Nightingale was talking about. Don't be afraid of the fact that it's going to take such a long time, to plan your business, to grow your business, to to create a strategy within your business, all of those things, or even, you know, build a strategy around your leadership style or your your team of leaders within your business. Don't let the time that it's going to take for you to do that deter you from doing it. Right. I mean, we we woke up this morning, and we have today available to us. So we've got the time it's there.



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So what are we going to do with it?



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We we have 24 hours in the day. So instead of it being afraid that it's going to take us so long To develop our strategies, or sit down and open up that bank account, or find that bookkeeper, right, or hire the person who's going to manage your, your Facebook ads or your social media content, or who's going to help you, you know, find that next client, whatever it is whatever's on your plate right now, you have 24 hours today, the same 24 hours you're going to have whether you tackle that piece of your business or not. So let's do it. Right. That's, that's the perspective that I have around it, is let's do it. It has taken me a while and I mentioned this in my story that I shared several podcasts ago, around taking the time to map out what I call, you know, my air squared framework, the way in which you problem solve in a business. And, you know, you start doing that by mapping out your process flow in your business. And so once you have that process flow mapped out You then identify all the gaps that exist, that slows your process down or your service levels down. And then you put a plan in place to fix it. And so that's the overarching theory of what I do and what I help people learn. And I hope, you know, business owners and leaders do this so that they can grow their revenue. It's very simple. That process that thought process is simple. And I can teach someone to do that in several months. But it took me a long time to map that out. It took me a long time to learn, you know how to think that way in pharmacy school. You know, it took me a long time to learn how to do it in a very, very large corporate organization. And then I had to walk away from that, and go into a small organization to test and refine it so that I can be confident that I could teach other small business owners or, you know, just just business owners that were smaller than this huge corporate machine, how to use this process and validate it. Right. So that took years and I've been working on that through my 14 years of business and leadership expense. If I didn't stop, I had the same 24 hours every day. And I could have said, No, no, I'm not doing that today. But I didn't write because I'm committed to it, then it's something that I'm passionate about. And I think that you can each say the same. Think about something that you're working on right now in your business. Something that you have already accomplished, look back, look back at what you've already accomplished in your business. Maybe you're just getting started. Maybe you have just, you know, started and created your LLC, okay. Hey, you took the 30 minutes online that you had to get that done. That was 30 minutes that you could have sat around and checked on Facebook, right? or Instagram, but you didn't, you were productive. Okay, so there's a lot of steps that you have to take to get your business going. There's a lot of steps that you have to take to learn how to be a better leader, to your gains. But don't let the fear of how long it's going to take you deter you from doing it.



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We're never perfect overnight.



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But we can continue to get better by taking the same amount of time we have available to us every day. And using that time wisely, and targeting it towards the dreams that we have the things that we want to achieve. You know, I'll give you one more example. So in addition to legend also have a company that I started that that I develop and create backpacks for travel, right, I used to travel a significant amount in my corporate life. And so I always needed something to travel well with, I never felt like any of the bags that I could purchase, suited all of my needs that it organized all of the plugs and the chargers and the papers and the computers and all the different things that I had to travel with. It all got jumbled up in a bag. And so because of that, I've created a bag called determined facts. And so you know, it's taken a long time to get all those pieces together. I had to do it, I've had to find, you know, company to produce it. You know, I'm in completely different timezone and that company. So I have to use various modes of communication, have to make transfers and wires and do all of these different things that it's not that it's impossible. It just takes time. Right. And it's a large undertaking, but it's something that I'm committed to. And it's something that I enjoy doing. I'm excited about it. I'm excited about, you know, bringing a bag to someone to help them travel a little easier. I'm excited about bringing the things that I'm doing within legend to business owners, so that they can benefit. Right, so you were excited to and so that's the point, the quote, essentially says, You've got enough time in the day to do anything you want to do. Don't let the amount of time it's going to take deter you from accomplishing something big. You've already started your company or you've already started thinking about your company or you've already started trying to take your company to different direction, or yourself, your leadership style, your methodology, your growth. You know, you're you're partying with your team, you're building, you know, relationships with mentors, you're doing all of these things. Don't, don't let the amount of time that's gonna take you deter you from that. Spend your time wisely. So you can look back, just like I asked you to do a few minutes ago, you can look back and say, Wow, look at what I do with my time. Look at all of the things that I accomplished in my life, in my business, for the people that I care about, for the customers that are served. It's not something that you can be proud of, because it's your passion. And so it's worth the time. So when we get afraid that it's gonna take too long to accomplish something, or just seems overwhelming. Just it's just too much. Stop for a second to think about, well, what else would you do with your time? Right. And when you think about it that way You think, you know that that is what I want to be doing with my time. So let me just get started. Let me just get started. Let me take one step today. That's going to move me a little bit closer. So, hopefully you'll be thinking about that quote, thinking about the time that it takes me half the time available anyway, so invest it,

use it so you can celebrate. And I look forward to celebrating your successes. Please share them with me. Please reach out. Let me know what you think. And let me celebrate you. Thanks.