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Hey everyone, welcome to another episode. As I record this, it is essentially the end of February. So we are will pass the resolution phase of the year. We have on previous podcast talked a lot about finding mentors and coaches, groups inner circles your people. So hopefully you have that in place. Okay. And the reason why I'm challenging you to have that in place is because today's topic is focused on what have you learned? What have you learned? So as we continue to move through day by day, week, by week, month by month, and then we're going to blink and it's going to be the end of the year. We need to be able to regularly look back and say, What have I learned? And equally as important, what have I accomplished but for me, if I've learned it, I probably also then done it right? Or figured out how to how to find the person who will do it. For me, right? So, ultimately today, I want you to focus on what have you learned. So here's my challenge for you. I want to know how much you've learned over the past, you can say 12 months, minimally, I want you to say over the past two months, so let's just start with the past two months. How about that? And then you can work your way back. How about, let's make a list of the things that we have learned for 2020 so far, okay. So I want you to make a list. And there are two rules as you sit down today and make this list. Number one, please do not set any limits on yourself. Anything counts? Okay, there is nothing that is too small. So rule number two, don't downplay the learning and act like it's not going to qualify.



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Okay. So if it pops in your brain is something



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you've learned you write it down, period, the end, don't sit and start saying, Okay, wait a minute. Well, that wasn't really With my business that was with no band, let's not make this limited to just what we've learned in our business, let's make it about what we've learned so far in life.



02:09

Okay,



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you know, I just saw a great example, I just had the roof replaced on my house. I never had to do that before. I've moved around a lot of my corporate career, this is the seventh house that I have owned in less than 15 years. And so seventh house, and pretty much every house that I had, it was brand new construction. And so I never had to worry about replacing a roof. And so I've had to learn about that I had that happened over the weekend.



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And so I had to figure all those pieces out.



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So that's a learning for me for this year, right now I know how to, you know, work with all the contractors and all those things and get that done. So that's something that I learned that I can't say, Oh, well, that didn't apply to legend or that didn't apply to determine did not put it down there. No, that's a great skill set. Now that, you know, in the knowledge that I have, I can actually help other people solve that problem if they've got questions about it, so write it down. So make your list if you learned it, you list it. So I want you to take some time today and I want you to make your list and then my next challenge for you is this. I want you to see how long the list is. Because I guarantee you you are going to be surprised. Okay, most likely, it is going to be for pretty freakin long. Because we learn a lot of things. If you're listening to me, you're a learner. If you're listening to me, you strive to solve problems and learn things and, and be involved with new ideas or just figuring out how to move your business or yourself or your life or your family or whatever. You're moving it forward. Okay, so, if your list is long, and I know that it is, what this means is it's

showing you your personal activity in becoming a better business owner. Enter a better business leader and overall a better person.

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That's huge.

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So please

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celebrate that. That is an awesome job.

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Okay, if you have five things on your list, that's five things. That's more than that's more than what was on the list on January 1, right? Okay, fair enough. So we don't downplay anything that we put on the list. And we don't prevent ourselves from putting anything on the list. Everything counts, I want you to look at the list and I want you to to acknowledge all of the things that you've learned this year. Okay, acknowledge it. And then what I want you to do, the next thing I want you to do is ask yourself,

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where would I be

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if I hadn't learned those things?

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Where would I be as an owner



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if I hadn't learned those things over the past two months, okay. You have to give yourself credit for all the things that you have learned and therefore have accomplished or You are about to accomplish, because you just learned whatever it is is on the list. Okay? So if your list is short, all right, so let me go the other way, I'm celebrating you because your list is long. If your list is short, there are really two pathways or two reasons for this. Number one, you're not giving yourself enough credit. So please go back and reassess and really write down everything that you've done. Okay? And you've learned or you're not setting aside time to allow yourself to learn. That is dangerous. Okay. As a business owner and a business leader, we have to be learning on a regular basis. And I've talked about this already in previous podcast, we can't say we're too busy to learn. We can be not ready to implement the learnings, right? We've talked about that. But we cannot be too busy to learn what's happening, you know, around us and the world around us and you know the industry around As in business in general,



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around us, relative to our families,



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our houses our life, we have to be open and continuing to learn. Okay, learning is where new ideas come from. Learning is where we figure out additional problems that the world needs us and only us to solve because, again, there are skills and ideas and capabilities that only you have been given. And then therefore, you are the only one that can go do it. Now, let me let me rephrase that a little, a little bit. Because you're thinking, Wait a minute, Katrina. If I'm not the only one that can go do this thing that I'm doing. Well, you know what, maybe you're not the only one that can. But let's put it this way. Maybe you're the only one that will. And that's just as equally as important.



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Okay, so either way you you're doing it.



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What's everyone else doing today? Right. snooze in their alarm when you got up to work out. Maybe, right. So do not downplay your accomplishments. Do not Think that you

haven't learned or you're not worthy. And if you are not allowing yourself the time to go and learn new things and inject knowledge into yourself, to allow yourself personal growth, please find the time. Put it on your calendar, we should be reading 30 minutes every day. Something, okay? And I'm not going to say anything Facebook does not count. Okay? All right, reading meeting going and finding some great books that apply to either your industry or leadership, or being an entrepreneur or whatever it is that helps you grow and be better at your craft, or be better, maybe, you know, maybe it's parenting books, that's great. Okay, because you're going to be growing there too. If you're a parent, I'm not limiting it, just a business. But if you're unsure of where to start or learn to, you know, if you're learning where to grab a book, or where to focus your efforts, or where you're what you're supposed to read, focus on business, focus on leadership, minimally focus on those things. You can absolutely focus on You know, books about marriage and relationships and raising kids and you know, home ownership, anything, anything that relates to life, please read it. But if you're unsure of where to start, start in your industry or being an entrepreneur or start with leadership. Those are easy. There's tons of things out there. Okay? Allow yourself to learn the world and the businesses are no world are forever changing. So we have to keep up with that. I will say it 1000 times or customers vote with their dollars. And for each of you, I want customers to vote with their dollars to take care of your family, which means I want them to buy into your ideas and the services and the products that you are providing because I know that you are focused on delivering value, and you're focused on giving, you know, whoever your customer is the best value ever. That's your intent. So to know that you're providing the best value you have to learn and stay on top of your game always. Okay, Make your list. Follow the rules. Celebrate all the things that you've learned and then therefore accomplish or you are about to accomplish. And if you are not allowing yourself at least 30 minutes a day to read and challenge your mind and grow your thought process and create new strategies for yourself. Please find the time to set it aside. can be an audiobook that you listen to, you know on your commute for example. It can be a book that you read before you go to bed every night, whatever works for you, but please don't stop learning.



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Thanks for listening