

10-4-20 Episode 11 of 11 The Rule Breakers

Sat, 9/26 12:55AM 8:26

SUMMARY KEYWORDS

leaders, rules, create, episode, miniseries, traits, funnel, product, talked, admire, impact, remember, jeff bezos, business, broad scale, stand, challenge, mentor, neo, steve jobs



00:00

Hey, everyone, welcome to another episode of legendary leaders. We are wrapping up this miniseries, we are on episode 11 of 11. And we are talking about the top 11 traits that amazing leaders have that really makes them amazing leaders in the first place, right? We want to understand what those traits are. We want to validate that we see those traits in the leaders that we look at and admire and that we've been influenced by. And then we want to be able to say, hey, I need to have those traits too. Because I want to be a leader just like that. I want to be a business leader just like they are. So this is what we're going to wrap on today. Today. Is that didn't make sense that what we're going to wrap up on today. That's odd. Okay, this is how we're going to wrap it up. How about that, that probably makes much more sense. This is how we're going to wrap it up. We're going to talk about leaders that marched to the beat of their own drum. The easiest way to think about it, right? Remember our recent episode, when I talked about perfecting your product, it was an episode that I did before this miniseries. And if you haven't checked it out, go check it out. I was really enjoying that episode. So go listen to it. I think the best leaders challenge the status quo. They challenge the quote unquote, the rules of the game, right? They challenge the rules of the game. And in that episode, I talked about the fact that, you know, we all assume that there are rules about the industry that we're getting into. And there are some right, there are some basic rules about getting into business, there are some basic rules about especially if you get into health care, right, which is my past life as a pharmacist. There are rules depending upon your industry, more some more stringent than others. But sometimes there are rules that really aren't rules. We just made them up. The first person that started off in the industry created a rule. And it's been there ever since. But amazing leaders actually like to go against the grain, they like to do something very different. Not because they purposely want to be different, but because they think outside the box. Now remember, I talked about Jeff Bezos and how he

focused in on the fact that he didn't want to miss out on starting Amazon and going after making that impact in the world. Right. I talked about that in one of the episodes. Well, let's think about Jeff Bezos again. Let's think about the fact that he tapped into the internet, or that Steve Jobs created music that fits into your pocket, right? talked about that to where in the product episode actually, that we didn't look at Steve Jobs didn't think about creating a better CD burner or a better CD player. Or another way to, you know, capture music on a CD, he came up with a whole new way to store and listen to music, and fit it in your pocket. And also have a fun, right? That's what he did. Or you know, Russell Brunson, who created an automated landing page, that it's a funnel, right? That's what Click Funnels does, instead of having a website where your customer he at last? You use the funnel, it's so easy to go in there and click and move and move things around and create your funnel. And now you sell without distractions, right. He said, I need something on the internet. But I don't need to. I don't need a website. That's too crazy. People are getting lost. How do I funnel this down? Each one of those people looked at the business and said, How can I make that better? That's not the rule that I want to follow, or the way that I want to make my business fit into this world, I want to do something different. They said, I want to solve this problem. But these arbitrary rules don't apply to me. Right? It's like, they're Neo in the matrix, and you're gonna hear me refer to Neo forever, because it's one of my favorite movies, even though it's forever old. And that dates me. But they see the matrix. They see things that other people can't see. And they see that the assumed rules aren't really rules. And they say to themselves, you know what, I don't have to follow these rules. I don't have to follow the rules. The first person who created this marketplace actually created, I create new rules. And as long as I follow the fundamental rules of this marketplace, I'm fine.



04:24

And so that's what they do.



04:27

You can do that with a product. You can also do it with a service. You can also do it in your community. You can do it in a community to better serve people. Right. The best leaders don't. You know, they're not status quo. They don't follow the rules, they create the new ones that better serve people. Right, it's all in an effort of good, not negative right not self serving, but better serving of the customer. They break the rules while staying in the overall framework. In order to provide a better product and a better service, think about it. I gave you three examples. But is there somebody else that, you know, there's somebody else that you can look to someone else that you admire in the business world,

that's done the same thing. I'm telling you, they're all the people that are admired have done this. More so than anyone else. The people that go down in history, think about all the historical figures that we know that were the first to create something or the first to make something better, or define something in a way in which it had never been defined before. We remember their names. And we remember their names because they create new rules. And they make things better for us. It's pretty cool, huh? So that's number 11. That's the last trait in this miniseries. And I would tell you look at the leaders that you admire, that you follow that mentor you that you respect, what have they done, now they don't have to go and create a brand new business, like the leaders that I talked about, maybe they created a brand new training plan, maybe they created a brand new arm of the business in your company. It could be something that's small, but it's still impactful to you, it's still impactful to the community and the people you serve, is still impactful. Doesn't have to be on a huge broad scale, but it can be at the end of the day, they make up their own rules. And so what I have to ask you what rules are standing in your way right now that you need to challenge?



06:35

Are you busy trying to fit in?



06:38

Because here's the deal, the best leaders actually stand out.



06:41

And you know why that that is, because you remember them right? Now, that means they stand out in your brain to you, they've done something to stand out in a positive way.



06:51

And usually, that's because they create something better.



06:55

So I'm gonna leave you with the idea of focusing on standing out, not fitting in. If you want to change the world, and have the impact you can have, focus on standing out, go against the grain be different. challenge the status quo, challenge the rules, all in an effort

to better serve the customer and create a better product, the best leaders do it. That said, I want to leave you with that. I hope that you've enjoyed this 11 episode miniseries, I've enjoyed thinking about it. I've enjoyed reflecting back on the mentors and the leaders that have influenced me in my career. If you have thought about the same mentor over and over and over again, as you've listened to these 11 episodes, I'm going to challenge you to pick up the phone or shoot them an email and tell them that you've been thinking about them. And that you really appreciate all the things that they're doing or the way that they've impacted you. Or just the way in which they really just make the world a better place. Do that, please. Because I'm going to tell you one day, someone's going to do that back to you. If you start to model these behaviors, someone's going to come and thank you for being that leader to them. So go ahead now and thank the leader that you've been thinking about through these 11 episodes, it's going to make a true impact on them. We don't think people enough and we don't recognize people for all the right things enough. So reach out to them and appreciate them. Go and be legendary.