

Speaker 1: You're listening to the Your Next Best Step podcast, episode number 19 and we're talking today all about how your interest in something can take you all the way to making an impact. But in order to do that, there are some bumps and things along the way that you are going to have to get through. So stay tuned because we're talking all about this today.

Well hello there and welcome back to another episode of the Your Next Best Step podcast. I hope you are doing fabulous today. I am having an awesome day myself. I have my coffee here and we are going to be chatting here and I'm so excited to be here and be with you guys and be chatting about this stuff because it is just, I am so, so, so passionate about it.

And helping you to build your business and to do things differently and to really be an icon in your industry by focusing not just on the products and services that you sell, but on really building your own signature experience in your business that takes you to a whole new level. So I am so excited about this topic today. It is something that I talk a lot about and I actually have a whole framework when you see me live in person, I have a whole framework that I draw about this.

But it is something that I talk a lot about with my clients, that really helps them to go from just solely being somebody else in their industry and talking about products and services that they sell or offer to really creating their own signature experience in their business that brings in more customers and really increases their impact in this world. And it's something that I like to call the idea to impact pathway.

So the thing is, is that a lot of business owners, when you start a business, or maybe you've built a business and you've gotten into a certain level, what gets us started is we're interested in something. Even if we have something new in our business that we want to try, a new offer, a new product, we want to have a new event, we're interested in something, okay? So that interest is what gets us started. All right, and that comes from, we are inspired about something and it also takes inspiration to get to the next step.

A lot of people, they have this interest. I mean, over the years, I've talked to a lot of people, "Oh I'm interested in starting my own business," and they're inspired, okay. And then it stops. So interest gets us started. Inspiration is what gets us the interest and that's what also takes us to the next level. That next level is if we have an interest, that gets us to start doing the research and that gets us to the next step, which is creating our ideas. And that interest, like I said, we do the research, we look into things. We might even build a plan.

We have these ideas, we come up with our idea and for the longest time I had a boss that every time I would come up with an idea, I kept doing going from interest to idea, interest to idea, interest to idea because I would come up with an idea and my boss would say, "Well that's a dumb idea, why would you even think of that? Why do we want to do that?" And it was like, "Okay well." and then I would go back and I would be like, "Okay, I'm going to come up with another idea."

So interest, idea and my dad who was the original inventor in my world. I mean my dad's an engineer and he used to come up with amazing, I mean he used to have ideas for all kinds of stuff. Like I would come to him and I would be like, "Dad, you know my friends and I are going trick or treating and we're going to be a football team and some people are going to be cheerleaders and some people are going to be football players and I'm going to be, I offered to be the football like in the center, but we have to create a football costume."

And he would look at me and be like, "Okay, let's figure it out." So he would kind of look on, I mean back then, there wasn't online, but he would kinda look in articles or read different things and... well there was an internet I guess, but not like how it is... no, there wasn't and internet. I don't think, so we had computers, but we had the Commodore 64, that's old school.

But anyway, my dad would think about it. He could draw things out and he would kind of sketch stuff out and he would say, "Okay, got an idea." All right, so that was like the original... my Dad has always been the original innovator and he always said to me, "No idea, no matter what someone says to you is dumb because you never know what it can turn into."

So having the interest and having inspiration gets us to come up with ideas, all kinds of ideas that we can share with the world and taking those ideas, as my dad said, because no idea is stupid. Having the creativity and using your creativity brings you to the next step, which is to create innovation, create inventions. And that's what my dad used to say is, "No idea is ever stupid or dumb or ridiculous." It might not be accepted by everybody. It might not fly, but you try and you build something, you build something, you build something amazing, you build innovation, you build an invention.

He built me a football costume, but my dad used to do all kinds of things. I mean he used to have ideas. My Dad is a water expert, so he would have ideas about different things and write papers. He wrote papers for and spoke at doubt, Dow Chemical conferences and different water conferences. I said to him, I said, "When you used to give those speeches off of the research that you did and the ideas that you came up with and the innovations that you came up with, what would happen when you would give the speeches?"

And he said, "Sometimes people were interested and sometimes they weren't. And I said, "How did you feel?" He goes, "It was my idea and my innovation. And I wrote the paper and I was asked to deliver it and I got up there and I was proud of myself. If people liked it, it was okay... I mean if they liked it, it was great. They didn't like it, it was okay." He said, "I just go back and I try again." But he was just so proud of the fact that he got up there and delivered it and it was his innovation, his idea.

And what got him to that point was the creativity, the knowledge, the interest, the inspiration, the digging in and really being committed. This is the piece that breaks down with a lot of businesses, is an order to get something. Something that you create, something that you build. It could be a product, it could be a new invention, it could be

something new that you've come up with, a new cure. It could be a new event, it could be a new online program.

In order to get that innovation, that invention to the next level, which is making an impact, you have to have commitment. This is the piece that falls short with a lot of businesses. So if we go backwards, let's take go back for a second. So if we think about our business and the different pieces that make up kind of what our business is about. So we have the first piece, which is our purpose and that is the interest in the ideas. And then we have our mission and our vision, which is our ideas and our innovation.

Okay and those things, we get that all set and then we get the innovations out there and we get the inventions out there and they flop. Just like I asked my dad, if a speech flopped, "How did you feel about it?" And my dad would always say, "Okay," he's like, "sometimes people were glazed over," and he's like, "it's okay because it was my idea. I wrote the paper and I believed in myself and I put it out there." And the other times he would give speeches and people would ask tons and tons and tons of questions.

And then he was asked to write more articles and do more things. So what that takes is commitment and that's one thing I always saw with my dad, is my dad was always committed. He was always committed to building a better life for us. He was always committed to his job and finding new things, new ways to do things, better ways to do things. He also was committed to the people that worked for him and the people that he worked with too, to being a better leader and to encouraging them and guiding them.

And that was one of the biggest things that a lot of people, when my dad retired, a lot of people said he's always so patient. And you know, I used to kind of chuckle. I'm like, "Yeah, well growing up he wasn't patient with me." But I joke, I joke. But they always used to say he was so patient. Well, the reason why is because he was so committed to bringing up the next generation and to moving things forward. And a lot of businesses, they have the interest, they have the ideas, they put it out there, they build the program, they build the event, they build the new initiative and that it doesn't go, it fails.

And then they quit and they lose that commitment or they get derailed and they focus on something else. And when they say to me, "This isn't working, it failed." And it's like, "Well, what are you committed to in your business? What is your commitment?" They'll say to me, "My commitment is to building my business." And it's like, "Okay, then get back up and try again."

Things don't necessarily go fabulously the first time out, especially when you're taking a new idea and you're putting it out there to help people, to build innovation, to be different, to be an icon, to be an industry leader. They don't always work the first time. Just like when my dad wrote the papers, they didn't always fly the first time around, but he kept going and he kept the commitment because that was his passion, finding better ways to improve the environment, to improve soil, to purify water.

That was his commitment and I've seen it myself and I've had to remind myself of these stories. I mean just like when my dad built the football costume, he was so committed to finding a way to create this costume. And actually, we went out trick or treating and I went step up on a porch in my football costume and I stepped up and the costume broke and I was so upset. I came home, I was crying and my dad said, "Don't worry about it. We're going to fix it. Let's fix it. Put you right back out there."

And sure enough he did because he was committed. Just because something doesn't work the first time around, doesn't mean that you give up. A lot of businesses and a lot of business owners and a lot of managers and leaders that I have worked with over the years, when something doesn't work right the first time they want to give up. But what we really need to do at that point is to reaffirm our commitment and to get back up and try again.

Because to be an icon and to bring new innovations and new ways of thinking and new perspectives and new cures and new inventions out into the world, we have to be committed and when we are and we don't give up, that is when we can make a giant impact in this world. When we are okay failing or know that we are going to fail along the way because our ideas are uniquely ours, they're different, they're things that nobody else's has put out there into the world because they're uniquely yours. And when we're willing to do that and build the innovation, we have to be willing to fail.

What keeps us going through the messiness and through the struggles and through the times that when our football costume breaks, is the commitment, is the commitment to our vision, to the bigger vision that we have for the future. Not what happened in the past now what's going on in the present, but the bigger vision that we have for the future of our business. What we are working towards and what our team is working towards, to really make a difference in this world, to be iconic.

And when we get that and we start to make this big impact in the world because we have that passion, because we have that commitment, because we've used our creativity, because we've been inspired. That is when we can really create our legacy. That is when we can really become an icon. Along the way we will have stumbles and struggles and bumps and falls and we will have wins and successes and huge, amazing things happen to us and opportunities.

But we have to stay the course and keep putting ourselves out there because in order to be an icon in order to create our legacy, we can't give up. We can't lose our passion. We can't lose our commitment. We might stumble along the way. Things might not always go well. We might get up there and give a speech and people might look completely confused. We might put a product out there and you might not sell anything.

We might have an event and nobody might show up, but what do we do? We don't give up. We go back and we look at it and we say, what can we do better? What can we write better? What can we create better? What can we do to tweak this to get more people? How can we tweak our marketing strategy so that we can do it again and

maybe again and again and again? And it's okay because along the way to creating our legacy and being an icon, we're going to go through these things.

If we don't have the interest in the beginning, we'll never get started. But if we also give up on our ideas, so that we don't create the innovation that the world needs and we don't make an impact and we don't create our legacy, the world isn't going to change and get better. Businesses aren't going to change and get better. So we need to have that interest to get started. We need to take that interest and create ideas.

And remember, no idea is stupid, no idea is silly. No idea is not worth exploring and listening to because those ideas can turn into the biggest innovations and inventions. They can turn into the biggest things of all time, but we have to stay committed to get there. And then once we do that, we can make a huge impact eventually in this world and create our legacy.

There was a time when I, in my own business, kept launching and launching and launching and not getting anywhere and thinking to myself, "What the heck?" And having that voice of my old boss come and saying, "Oh, that idea is stupid." You know what? I had to shut that voice up. I had to turn it, say, "Thank you very much. I appreciate it, but I'm going to turn the channel and I'm going to tune back into my father's channel. That always said, no idea is stupid."

And my commitment has always been to help people to build their dream businesses and their dream life and to get their ideas out into the world because that's how amazing things can happen. The world doesn't change by itself. It needs people who believe in their ideas and who believe that they can create innovation and who want to keep trying and have the grit and determination and don't mind getting scrappy along the way to get that stuff up and running.

I've seen clients that I've worked with that, like I said, they get stuck because they lose that commitment. But once they get recommitted to what it is that they want to do, and they keep trying and trying and trying, eventually things just take off like gangbusters. And it's so amazing to see it happen because that's when everything can get into alignment and you can get into the flow and things just go crazy.

But you gotta start, you gotta have that interest and you have to believe in your ideas and you have to keep things moving forward so that you can create your legacy. So, I hope you're not giving up on your ideas and I hope that you're really getting your innovation and your inventions and your new concepts out there because the next piece, when we're creating the impact. And we really get things going and we really want to make an impact, that's how we build our blueprint, so that we can grow and scale and just do all the things that we never thought were possible are actually possible.

We've got to get started. Thank you for joining me for this episode and if you thought about giving up on your ideas, don't because I'm here to tell you they could create the absolute biggest thing that this world has ever seen. All it takes is some inspiration to

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get started, some creativity to build that idea, some commitment to make it an innovation and an invention and passion to make it an impact to create your legacy. Thank you for joining me and I will see you next week. Take care.