



Reinvention - 2

Announcer: Club Veto is on, your only connection to the very important top officer and unlimited sales success. Your host, Tony Parinello is a bestselling author. He's trained over 2 million sales professionals and 65 of the fortune 100. This program will take you to sales heaven and keep you out of sales hell, so turn it up. Now here's your host, Tony Parinello.

Tony Parinello: Yes, indeed it is Tony Parinello, your next best friend and the thorn that is sticking in the side of each and every one of your competitors. And you know on these Wednesdays, second Wednesdays of every month, I have the privilege of having on the show with me, Steve Daley. Now let me just tell you a little bit about Steve Daley before he chimes in here with this lovely voice that maybe 20 years ago, maybe 23 years ago, I took on this really crazy, crazy stretch goal. This is really stupid when I looked back at it; I signed three, not one, not two, but three agreements to write three books in one year. Please don't ask me why I did this because it's still a mystery to me, but I did it anyway and it was a daunting task and I knew it was crazy when I signed three contracts and I knew that I couldn't do it by myself.

I needed someone to help me not write the books that helped me stay on track with writing the books, give me some tough love holding me accountable, help me punched through the doldrums and the writing blocks at every other roadblock I ran into and so I searched out at the time, coach Steve. Now, not only did I finish the three books on time, which was an unbelievable feat, but two of the three turned out to be best sellers. And since that time, I have been not on the friends with Coach Steve, but I've introduced Coach Steve to some of our major accounts. Many of our members in our community have reached out to clubs, club Steve, Coach Steve, and had him coach them through similar daunting tasks. And so now, every second Wednesday of every month, we have Coach Steve on this show. So without further ado, here is Coach Steve.

Steve Daley: Thanks, I love hearing your story and by the way is your duck and I pulled up GoDaddy and I reserved the domain name.

Tony Parinello: That's how that works that's how that works brother.

Steve Daley: Yes exactly. No it's golly, we've had some great fun and if it's in all in business and life, without a doubt.

Tony Parinello: Yes and I got to tell everybody that the Coach Steve totally walks, he jogs his talk, he, he swims his talk, he paddles his talk, he bikes his talk, pedals his talk: So, so here's the thing, I mean when he coach Steve suggests something, please, please take my word for it. Considerate it, seriously considerate it because he seems to have answers: doable, workable, practical, tactical, ethical answers to our challenges. And so Coach Steve, normally on these days, I throw it something in your lap and I say,



what about this? What do you do with this situation? But today I'd like to find out what you're up to, what you're doing, what kind of programs you're putting out there, what kind of reinvention you may be, have been going through personally and helping others go through. So I'm going to throw the topic right into your capable hands.

Steve Daley: So we can, we can talk about anything. I can open it, open the can on anything, is that what you are saying?

Tony Parinello: Yes

Steve Daley: You're hesitating, you're hesitating. You know me well enough to know, no I'll keep it. Yes that's a great invitation, I've, as you know, Tony, I've been doing this for helping people achieve new levels of success for 30 years now and I'm in a kind of a phase in my career where I really want to capture the common denominator the things that I've learned myself personally, things I've learned through, through my own efforts, but also more importantly through all the work that is done with the high achievers and basically come down to a simple road map or framework for achieving success in both business and life and that sounds ambitious. There's probably, I mean you could go and close your eyes and grab the, dozen books off the bookshelves at a Barnes and Noble or something and kind of go in that direction.

But you asked what am I working on? I think we're missing and specifically for entrepreneurs and I'll define entrepreneur here in a second. We're missing a concise road map, you can be anecdotal and ad Hoc and you know, the idea of the day for your whole career, but what's the real, what's the bottom line for how to get from A to B as a transformation to the level of success that you really know is in you. That's the question I'm trying to answer and I think I'm not going to say I've got something that nobody else has, but I think I've got some good ideas that are really coming together on, you know, again, based on all that learning. Now I'm focusing on entrepreneurs, but I call it Entrepreneur Excellence. The whole practice of truly becoming world class as an entrepreneur and how I define entrepreneurial you and I've talked about that it's an individual that has taken ownership on their personal and professional destiny, where it's they risk their own business or inside of a business that they represent. So selling professional is every bit the entrepreneur that a small business owner might be, you're a business owner, might be. The only difference of course is the product has been invented by somebody else.

Tony Parinello: Yeah and this ownership word, if you stop and think about this when you said it's entrepreneur excellence and we're talking about ownership of personal and professional situations that we're in and going to be facing. I thought about a salesperson who was given a quote and they complain about it, are they given a territory and they're complaining about it or where they were given a process to follow a sales process and they complain about it. So that is not taking ownership is about and so I think one of these common denominators, and I'd love that word and actually I



misspelled it when you said it. I wrote down Demon Nader's. I may have created a new word.

Steve Daley: That's a whole topic.

Tony Parinello: But anyway, one of the common denominators here is this word ownership and really if we, give me a reality check on this one, coach, Steve, because I'm thinking as I'm listening to you, I'm thinking if we don't take ownership of everything, then we really have nothing to show for our work that we do.

Steve Daley: So true, now, you're right on Tony, in our last show, and I invite listeners to go back to that if you missed it. I said something about declaring yourself as the victor versus the victim, and that may be, it may sound like cliché at first, but it's a mind-set, isn't it and it, and it weaves right into what you're saying about the ownership, self-responsibility you and I've talked about my concept or the terminology at least around personal accountability and yes it's a very, very important kernel embedded in a pathway for success. So you want to, you want to hear more about how this plays out, this road map?

Tony Parinello: Yes most certainly, because I think you've touched on something as usual. You've touched on something that would apply to anyone in any sales position. Anyone in any entrepreneurial position, anyone who's a stay at home, mom or dad, anyone who's thinking about starting a family, thinking about getting married, think about getting a divorce, thinking graduating from school, they're going to school, whatever it applies to all of us in every endeavor that we have. So most certainly, please, please take us down the path yes.

Steve Daley: I'll give you the high level here and then I invite anybody that's interested in learning more to reach out to me. I'd be happy to go into a lot more detail but here's the thing. It starts with this, there's two distinct, we could call it personas that we all wake up to everyday, kind of you could, you could call it a kind of two distinct minds, two distinct personalities, two distinct roles and what I'm, what I'm, how I'm framing them is U squared. Visualize U to the power of two and U ink alright. So there's the part of this that endeavors to be the best that we are, I've ever visualized personally and just anybody listening to this show that we're doing, Tony, definitely has a vision for who they want to be as an individual that's bigger than where they see themselves now, not because where they are now is insufficient but because they know that there's more, they know that there's potential, if you will, that they're striving to and this is your whole person.

I'll come back and say more about that, that that's you squared you to the power of two, you exponentially better than where you are right now. Then there's another persona personality called is which I'm calling you ink, which is you as an enterprise, as an income producing profitable money, making a revenue of new generating marketplace service, servicing, serving machine that is world class that is a visualized



yourself, you and your business on the cover of a business magazine that you're striving for. So there's those two personas that aren't in one case, independent and deserve or require even independent strategies but and here's the kicker that's really important about this framework that are interdependent. Now, what we try to do, I think what I've learned from so many of my clients is that we try to balance those two things and it is just in, it's just inevitable that something is going to break.

If you try too hard to balance, either you're going to disrespect or dishonor one or one of those at one moment, at a critical moment, or you're going to compromise one or both of those things at any given moment. Or you're going to feel like you're in breakdown on one and breakthrough on the other. And then as soon as you try to flip, the other thing is breakthrough on the other and then, but the other thing breaks down. So they have to be interdependent. And the mind-set, and I'll get your feedback on how this is making sense to you in. The second way to create that interdependence is to basically determine or decide. It really is a decision of a mind-set paradigm that you to the power of two you squared is leading is the leader of you ink and you ink is only as effective, successful realizing its potential to the degree that it is serving you squared. So use you to the power two is leading U ink and you ink is serving you to the power two. And that's kind of the core of this framework, making sense?

Tony Parinello: Yes, yes, yes makes sense and I'm on my second page of notes. I'm a great note taker, especially when I'm listening to you and what I wrote down here and halfway through the page you said the word balance and then I wrote nature next to it because if you look at nature and the beauty of nature alone, it is in balance and we also, we always talk about balance. Everything has a flow and an end, everything has a season, everything and so what I'm seeing here is a closed loop system, and I drew it in a circle, you to the second power you squared remind me of, listen I heard this somewhere and I forget who said this, but it's not original. I didn't say it, but when I get better, the world gets better, when I feel love for myself, I could feel love for others, when I'm miserable, I'm miserable. And so yes, it all starts with the person I see in the mirror right in front of me every morning and every night before I go to bed, as I'm brushing my teeth me, you. And I love the exponential of fact that you put into this because you're right. Wait, let me get to that, where was it, it's on the other side of this piece of paper you said, where is that? Now, hold on, hold on, darn I can't, here it is right here.

Bigger than where I am today, that's you squared you to the second power. I need to be bigger better, I need to grow up. You're either growing or you're dying, and if you're coasting, you're going downhill. All those metaphors plug into this, you squared. So I'm totally on board with that. I'm totally on board with the closed loop. I am the source of you ink, when I get better, you ink gets better. And if you ink is all about whatever we're, our passion is whether it's making money, having a world class reputation or world class company, whatever. It all starts with the first part of me.



Steve Daley: That's it, you got it, yes and so that's the context. So then they would be going through the mind of anybody sort of fallen here is okay, great. So what do I do about that then, how do I make-

Tony Parinello: Yes

Steve Daley: Yes it sounds wonderful but gives me some, little bit more and then that's what this road map is about. So I'm just in quick summary, you to the power two, you squared is about all the things that we live life for and support life. All the aspects of life that support our sense of well-being and so in quick summary and you won't be surprised to hear this, is our mind-set, it's our motive. That is what not challenge people, don't ask me, don't ask other people what keeps you up at night, ask them what gets them out of bed in the morning. That's motive, your health and yourself, your well-being and I'm a big believer advocates for total well-being and I'm not just talking about fitness and diet and all that great stuff.

I'm talking about happiness; it's talking about fun and talking about invigorating challenges and aspirations and how well you're honoring those things. Another aspect of you squared is connections, our relationships in life, those that are intimate, and those that are associated. So are there, the networks that we're forming, the roles that we play for others and the roles that people played for us. Another one that's huge is how we respect and honor our habits, routines and rituals that supported achievements. I call it predictable as a framework for predictable achievement and this has to do with how we use our time and how we use our focus and whether we still automate or delegate the things that, the resources that we have a kind of orbiting around it. And finally legacy attentions to what are we doing this for so that the holes that we leave are bigger than the one that we took up when we were here on the planet. Mind-set mode is health connection, achievement in legacy that-

Tony Parinello: Hold on.

Steve Daley: Those are the components of you square.

Tony Parinello: Yes coach Steve, I'm just feeling overwhelmed.

Steve Daley: No you are not.

Tony Parinello: I feel honestly, now I'm on my third let's see- one, three and a half pages of notes. I started out with you squared myself, well-being mind-set, my motive, happiness, challenges, aspirations, relationships, roles we play respect and honor, time kill automate, delegate legacy and my head. So my head start, I thought I had a grip on this and now I'm feeling I'm losing, I'm losing a little momentum here.

Steve Daley: That's perfect because you see you, what I've done. I love it, you're not, you're your great voice for what, what and how people think Tony, what you already. I



want to; I want to be here if I can't get to see Coach Tony here. Tony, you're already aware of all these things that need attention, that need a plan that needs some direction, that needs a road map and that's that uncomfortable feeling that resides in what we talked about first and where you are. That's not insufficient, but it's not its potential and the gap, I just crystallized for you. The gap between where you are and where you know you can be. Every one of those things has a particular area of opportunity for a new level of you. You squared and so all you need-

It's simple, but not easy, I'll admit that but all that's required is taken purpose thought around each of these areas to express a singular intent for advancing those things to a better level. So we'll take mind-set, everybody knows it, good days and bad days. What can we do to make more good days than bad night in terms of the way we think? Motive, have you lost sight of why you're getting out of bed? If not, let's just crystallized at least for today or tomorrow why you're getting them at what health and well-being there's like about 29 things that you need to pay attention to, to feel better about yourself and so forth. But what's one thing that you can do, you can start to work on right now that you know will get you closer to you square and we go through that same process and each of these areas. Now this is why balance, doesn't work. Can you do the entire one? No way, no way but there's one more thing maybe to that, if I could just shift that, it would cascade into making everything else a little bit easier, a little bit more attainable, so that decompress a little bit.

Tony Parinello: Right honest to God, yes it does and my heart rate just came down a little bit because purposeful thoughts, singular intent feel a little bit better. Now, and so you're right, what I was going through was the exact bigger than where I am today. You nailed it, you totally nailed that for me and I'm actually feeling a little bit better about this because what mind-set is. So flipping important and nurturing our mind-set and get rid of this stinking thinking and do stuff that we, we feel taken care of, whatever that is. That's right, whatever and winds up to us to do that. We can't look for anybody else to do that for us.

Steve Daley: Yes that is why you took notes; all these things are we as a project, right.

Tony Parinello: Yes

Steve Daley: And now, let me also quickly and this may sound self-serving but it's just authentic wisdom here that this case of my life. It's about you, but trying to do it by yourself is going to likely create more frustration, so you happy and I think it'd be optimally effective here, it's not required but the autonomic that you have to invite a conversation or some conversations with a coach or a mentor or even a few in each of these areas. So for example and I'm going to, I am going to say this, very self-serving here but I can't think of a better person to collaborate with to really reinvent re-boot your mind-set than myself as you want to.

If you see that something that's holding you back from being you squared, we need to have a conversation right away. You have a personal trainer down the street



probably, or around the corner from here. They could be your collaborative partner in raising the bar on your whole total sense of health and well-being or the guy that, that just, that's an expert as I just met with these guys the other day. There's an expert kayaker I'm to go talk to that guy in the next couple of weeks and get everything that I can from him about what he knows that he can teach me and when resources that he can plug me into here locally so that I can raise the bar on kayaking, which is an area that I'd like to lift my competency and also taking it to new levels of challenges that I know will help me feel better about myself to see each of these areas and there are resources that you can collaborate and partner with that can help you raise the bar.

Tony Parinello: You now coach Steve that is so spot on. No matter what we do, what hobby, what sport with endeavor with business, with a part of our sales process, whatever, whatever. We need to seek out individuals who have done it before and who we're doing it better than we're doing it. I mean, when I trained for a marathon or do a lot of running by myself but when I run with someone else, they're always better than me because I want to stretch a little bit. I want to chase somebody not have someone chase me because it's not growing for me. Growing for me is playing a bigger game with someone who plays the game bigger now.

Steve Daley: Yes, yes, you're dead on and you're feeling you're always feeling, you see how it becomes exponential. The more you allow yourself to the more you throw yourself into the face challenge and improvement, the better you feel about yourself and the better you feel about yourself, the more you throw yourself into, it becomes exponential.

Tony Parinello: Yes, yes

Steve Daley: Yes and a key part of that is not doing it in a vacuum or in a silo, but to reach out to others to do deployment.

Tony Parinello: Yes you know what.

Steve Daley: You did that prior to.

Tony Parinello: And when I worked at Hewlett Packard we had a policy there that when a new sales rep came on board, they were always partnered up with a more seasoned sales rep as a mentor and I remember mentoring several sales reps as they came on board and to this very day, people reach out to me and say maybe you don't remember me but you mentored me. I said of course I remember you and so it is so true when you've taught me this. Life has taught me this, but you bring it into focus and I believe when you were talking about we're all at some plateau, right and we want to get to the next highest plateau. Well, while you were at a plateau, don't forget that there's someone that you can help gets to the level that you're at and when you're a teacher, you learn so much.



Steve Daley: You learn faster and you learn more.

Tony Parinello: Yes as a teacher of someone so no matter where you're at in your sales career, as an entrepreneur, as a mother, as a father, as a brother, as a sister, as a parent, whatever: you could always help someone else beat, come up to the plateau that you're on, that they want to aspire to. So it's not only a closed loop with you squared, you to the second power and you ink, but giving back and paying it forward and giving back and paying it forward or whatever you want to call it is essential too.

Steve Daley: Yes

Tony Parinello: As, as you do and you're saying you are and I agree with you on this score, totally. I most, often in agreement with what you say those many times, any clarification on it, but you are a gem of an individual to help anyone get to that next highest level or get better at the level they're at, yes.

Steve Daley: Thank you, yes

Tony Parinello: Yes you bet and you have earned it man.

Steve Daley: So that's part of its framework, the other we will call it half, like I said, these are interdependent is all the different aspects that make you ink most effective to serve you to the power of two. And I'll just for today we can just leave it with this and that is that there are systems, processes, methods that absolutely optimize you ink. So there is that world class level of production that not only works but also serves you and again I want to draw that distinction. You to the power of two is leading you ink, that's you as the business persona, the entrepreneur, as we mentioned earlier, and then you ink has the sole purpose of serving you to the power of two. Another way of saying it is if your business isn't serving an optimum life then what the hell is spending time on?

Tony Parinello: Yes and amen to that brother and these decisions that need to be made when things are not serving us are tough decisions in our life. But it's interesting it's often said a coward dies a thousand times a hero only dies once. Tough decisions that we make every day are made at the time we make them with the kind of information we need to do the best we can do. Nobody wakes up in the morning and says, I'm going to make a lousy decision today. So when we look back over our shoulders at decisions, wow, that was not the right decision. But guess what, it probably was at the time but making decisions about this stuff is tough, but it's essential to nurturing the 'you' to the second power and growing you ink.

Steve Daley: Yes

Tony Parinello: Good stuff brother. So Coach Steve, how can people reach out to you, what's the best way? I know we have links on our site directly to you but if someone



wants to just have a conversation you and just bounce something off you. Are you open to doing that for our listeners?

Steve Daley: Always and gladly, again your site, my site is achievement bridge.com or you can just simply go to scheduled coach steve.com, schedulecoach.com at the direct link to my calendar and just pick a time and tell me what you want to talk about. I'm happy to do it, I know I mentioned that in the past and he went, wow, are you crazy?

Tony Parinello: Yes.

Steve Daley: Here's what I know, the only person or people that will actually click that link and find a spot on my calendar or people that sincerely want to take action on some specific areas that they know that they can address to improve and a conversation with me will help you clarify what that path looks like. Or, and this surprises some people that they always love it, I'll help you figure out sometimes that what you think you need to work on isn't the real thing at all but there's something else that if we tackle is actually going to make a bigger difference in your life or your business. So I love those conversations, I consider them an investment and in future collaboration, partnership relationships all great. So I'm happy to do it and schedule Steve dot com if you want to talk or if you want to just sort of shop or look around at know what I'm doing, why that's on my website and your site. Tony, of course is a great resource as well to get people connected to not only me but you're all your awesome library of stuff for them to learn from..

Tony Parinello: Yes, yes, yes. So let me get this right, if I go to schedule coach steve.com, you can pick a time to talk with you?

Steve Daley: Yes

Tony Parinello: And that is that conversation is complimentary?

Steve Daley: Absolutely yes. No, I don't charge for that.

Tony Parinello: And then what do you do when I go there? I just put my name and number and you call me or I call you, or how does that work?

Steve Daley: It gives you the instruction comes up there with how to call me or if you're international give me your Skype thing so we can get connected there

Tony Parinello: Yes

Steve Daley: And it shows up on my calendar and yours and I'm all yours.



Tony Parinello: That's crazy so if someone does that and then they don't show up for the call, what does that tell you?

Steve Daley: It tells me they weren't serious and by the way, I've always got plenty of stuff to do. So I don't like talking about victim or victor, it was like I could like slammed my fist on the table. I was like they didn't call it well; let's see what's the first thing I was going to get done today, I mean it just, it's no big deal but it's a big deal if you do call.

Tony Parinello: I love that, all right, well coach Steve; I want to thank you here again. It seems to me that whether I'm throwing something in your lap or you're throwing something in my lap. We always come at the end of the tunnel here with a rock solid nutrition ideas, mind-sets, methods, thoughts, actionable items for all of us to consider and seriously consider and not only and here's what I'd like to do for the listener who's listening right now. This archive is available to each and every one of you. Don't keep coach Steve a secret, share this archive, this conversation with everybody on planet earth that you care for and you want to help in some way, shape or form because like any other community of like-minded people, we don't keep stuff secret, we share the good and sometimes the bad. Bad stuff happens to us, it's good to share that but this last 42 minutes or so has been rock solid lesson and in growth and life and everything that revolves around us. So coach Steve here again, thanks for being who you are and doing what you do and have a masterful rest of the day everyone. Bye, bye.

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