



## Reinvention

**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:** Sales Hell is a place that you work your little Kester off. You jumped through all the hoops up and down, all around trying to please your prospects. They do make a sale down in sales hell, it's a little itsy bitsy teensy, weensy sale and you fall further and further behind quota sales manager gets all over your 6 o'clock and put you on probation, you lose your job and add sales hell. Now sales heaven on the other side of the railroad tracks is a place where you're going to work. Sure you're going to work, you're going to work your little Kester off. Of course you are because success, massive success is often hidden behind hard work, but the right kind of hard work, you're going to get really big huge sales and you're going to cut your sales cycle in half because you're listening to me and others that I have on this show that help you do this and today I have someone here with me. Well virtually anyway, that is a business building expert. Not only is he a business building expert, but I bring him to you every month to make your lives a more fulfilling, more rich and more profitable. And that person is none other than Steve Daley, so Steve, welcome to the show.

**Steve Daley:** Thanks Tony that was a wonderful role up, thank you.

**Tony Parinello:** Yes roll it up, brother and I'll tell you what listeners. Here's the deal, Coach Steve is a business building coach which means he can help you as he's helped others build their business in a number of different ways. Now, the reason we have Coach Steve with us once a month is because during the month we all run into this self-imposed barriers or barriers presented by others or other circumstances that we feel are beyond our control and it slows us down. It stifles us, we lose our momentum, well Coach Steve has a process for each and every roadblock, log jam, sand trap off ramp that we find ourselves on an end that we don't want to be on or in. So today I'm going to throw something into Coach Steve's lap because he is a reinvention expert. He helps us reinvent ourselves, our careers, our lifestyles, our health, our fitness in digestible steps. But Coach Steve, these are big issues in our lives, changing our career, changing our relationships, changing where we live, how we work, whatever. Those are huge so can you help us today reinvent something simple in our lives, like making a smaller step if you would in the process of reinvention. So maybe we could take just something that's, that's teensy, weensy but it's an irritant and flip it around and show us the process of reinvention for solving something small so it'd be a little bit easier to solve something big.



**Steve Daley:** Sure, well that's a great I guess starting point actually, if you think about it nothing big happens without the small steps, right. I mean, you have to start with A step to make a very long journey of a thousand miles begins with one step and so yes let's tackle this. I'm going to I think rather than picking a particular thing as an analogy, I'm going to challenge the listeners to think about their own unique challenge, their own unique situation and then I can step through the process that you can then apply to each listener can apply to their particular, as you mentioned earlier, obstacle roadblock, sticking points that. Does that sound like it is going to work?

**Tony Parinello:** No, I think that keeps it universal and that's good because we all are marching to some different beat here. So yes good, okay.

**Steve Daley:** Alright, good so here's the thing, you brought up one of my favorite topics, reinvention, whether we realize it or not in life, we are continually reinventing the what, but whether that's productive or not is a conscious choice. Now what I mean by that is every single day we're faced with new circumstances, let's face it, whatever's going to happen from this moment forward in our, in our life and whatever you're going to do in your life, work and family and going to and from and so forth, there's going to be a lot of things that you didn't predict that there was no way for you to know. The traffic backs up; somebody shows up late, somebody doesn't show up, the phone rings. I mean, there are a million things that happen in a day that we don't, that we can't possibly predict and unconsciously we reinvent ourselves.

We put ourselves into those circumstances; I guess you could say habitually. So our response becomes, basically a reaction that we've practiced over and over and over again. So in a way, we're always reinventing ourselves into whatever comes our way in life but as I mentioned Tony if you really want to make change, if you want to really make improvement, if you really want to strive for what I like to refer to as your lifetime best and you have to make a conscious choice to, to orient that reinvention in a different direction. The way I like to have people visualize it is taking a different path, you come up on a path, a familiar, well-worn path and you have to consciously move to a different path to move in a different direction and discover a whole new, set of circumstances that may be more desirable.

**Tony Parinello:** So Coach Steve, I'm halfway down a page here of notes and I just wrote down, let me see if this makes sense to you because it seemed to make sense to me. You didn't say it this way but I heard being proactive versus reactive, does that make sense?

**Steve Daley:** Yes, yes totally exactly right.

**Tony Parinello:** And you just said something that also resonated because when I was selling for you at Packard, I remember clearly that when I was out in my territory, so I was going to drive back to the office for any reason. I would always drive in a different path down a different street through a different business park. I would go out of my way



sometimes a half hour out of my way just to see if there was something new somewhere that I hadn't seen before. So does that kind of play into the proactive of reinvention we're talking about here?

**Steve Daley:** That is brilliant; yes that's exactly what I'm talking.

**Tony Parinello:** Okay, good so we're on the right path here. Okay.

**Steve Daley:** Yes so that's, that's basically a setup for the listener. I challenge you to take a look at what has become a familiar, sort of wrote unconscious habitual in your, in your business, in your life, in your daily routine. It could be anything, it could be about your eating, it could be about your exercise, it could be about your work, something specific in your work, the way that you start your work in a day, the way you do a particular thing that is part of your job. If you're a business owner, it's the way that you greet or don't greet the people that you have working for you. Perhaps what is the, what is, what is A thing and that we're going to reinvent here, we're going to tackle this with a simple three step process. So what is A thing that you know is become a habitual or, or just automatic reactive, reflexive even instead of as Tony says proactive. So Tony, as I'm talking what, is there something that comes to your mind for you?

**Tony Parinello:** Yes several things, several things, absolutely, several things do.

**Steve Daley:** Okay.

**Tony Parinello:** Do you want me to tell you, do you want me to tell you?

**Steve Daley:** Yes if you want, if you want to share that... or not, that's great. If not, I'll just walk you through it.

**Tony Parinello:** Yes let me just hold on, let me just hold onto it and then I'll disclose it when you're done and have this way. I'll have a pathway, a new pathway, so go ahead. Steve Daley: Alright so what we start with is a perspective. What I encourage my clients to do is to re-engage with perspective. So we, these habits, these automatic reflective things that we do basically become that way because we've lost perspective at a particular way of looking at things or a particular view of things and we just picked up and anchored our act or thinking, anchored our actions, anchored our, quite honestly as a need for security is where it's motivated and we can talk about that another time. But we tend to anchor with an old dusty historic out of focus perspective and so we have to re-invent the perspective of what it is that we're doing, why we're doing it, stake out a new look just like you said there a minute ago about taking a different trip or a different path, different road to your, to wherever you're going in a day, you, it caused you. You didn't say this exactly but this is exactly what you will do if you start with perspective, it caused you to notice things differently than you ever had before because it was new



and that's just basically changing perspective. So a conscious choice to regain or reinvent or re align perspective is the first step does that makes sense?

**Tony Parinello:** Makes total sense, total sense yes I'm on it.

**Steve Daley:** Okay, good so now there's something to do. Okay. So you say, all right, there's something. I've got new perspective, new ideas, new maybe even kind of a little bit of a spark of it, a little bit of energy there but you've got to take action on it and so basically the second step here is now performance. So when we reinvent, we have to actually take action on a whatever it is that is the object of our, of our new perspective, our new focus and if we don't do that, if we don't, go then we'd just camp out or I would refer to it as nesting We would go back to the familiar anchor that basically creates frustration and the frustration yields to fear and zero yields to all kinds of nasty stuff, so we got to move. Okay, so we've got first perspective then second we got to get moving. Alright, now that movement has to have a direction, the direction you've already created or our vision with a new perspective but what we got to do now is be deliberate in our decision to take action on it, so that's step two.

**Tony Parinello:** Got It.

**Steve Daley:** It is coming together for it?

**Tony Parinello:** Okay totally.

**Steve Daley:** Alright and then the third step is progression and this is where most people get hung up. And that what I mean by that is everything we do has a progressive nature to it like visualize fixing a meal: turn on the oven and get it preheated. There's chopping up the vegetables, there's salt and pepper and the meat or whatever you're fixing. There's preparation that goes into everything when you, and then progression is moving from preparation to completion. So we prepped, then we go back to the meal analogy, I've done all that prep work and then we mix it together in a certain way and we heat it up a certain way and then finally we serve it and then by the way, we have to clean up the mess that we made and so there's a continuum.

Now the same is true for if you think about whatever this thing is that came to mind that was getting old and dusty and problematic for you. The movement from perspective to progress or action to then realizing that there's a progression to the performance, then now it becomes more of, because these are in navigate and actually starts taking on momentum.

**Tony Parinello:** So those are three very clear steps. Is there a fourth step to this?

**Steve Daley:** Well, funny you should ask. So once I helped somebody, so as you know Tony, people come to me all the time with something that's not working and I helped them make it better and so fixing the thing that's not working is one thing but fixing it so



that you don't just step another thing that's not working is a whole other ballgame. So I basically pause as we work through the solution and then I ask simply in some form the question why, what's the motive, what are we doing this for, what's the change, what's really the motivation for the change? And if there's not a good answer for that, then we need to rewind and go all the way back and worked through the reinvention with a different thing in mind. Now we can't start there usually and so this is about purpose and passion and the intrinsic motivation that drives us. If we don't tap into that or worse if we, if we allow extrinsic or external things to be the reason, the why, the motive, then we're going to end up down a path that is equally unsatisfactory, unsatisfying.

**Tony Parinello:** So when we go through this step four, which is a not stepping into something else that's not working, look at our purpose, our passion, and, and examine these external reasons and ask ourselves why am I doing this, why do I need to do this, should we write down the why? So we have it in front of us as a reminder, so we don't go back to the old way.

**Steve Daley:** I think it's a good thing to have some sort of, again I'll use it in a positive context now some sort of anchor that way. This is where we've talked about the battle cry process basically creating a phrase or a word or something that immediately creates a multidimensional Technicolor picture in our mind when we say it or read it. A vision board is a good thing, writing down as you say and slash or writing about it is also excellent. I'm a big fan of journaling as you know and so writing about the why, telling other people about it is also powerful. So people by the way, people that you trust are not going to laugh or be critical but yes I think it's really important Tony to keep that as a touch point touchstone, if you will, to keep things, to help you through. We just talked about the step four is progression, realizing that this is progressive, it's a continuum and so having something out there that you're looking at is really good.

**Tony Parinello:** Yes and in the battle cry you can have several battle cries because we can have several local areas that we want reinvention or we feel reinvention and to go all the way back to the first, I was, here's what I was thinking of and I'm here again. I've got the four steps written down now, if I go back to the first step, in my case I adopted a behavior that was not suiting me. Okay and so for me I'm going to go back to my second step here, revise my perspective is going back to what was working for me and reinvent it.

**Steve Daley:** Good.

**Tony Parinello:** So the reinvention to me is kind of going back to where I was that was working and give up the step I took that is not working. But this also applies so I see how this would apply to adopting a bad habit or a bad process or something that isn't serving me and realizing that I have some options and the progression and the recipes. Step three is actually going back to what I was doing before this step that isn't working.

**Steve Daley:** It was working better yes, I love it. I mean-



**Tony Parinello:** The clarity here is profound all of a sudden I realized, okay that's the one step I'm taking that isn't working. I just need to go back to what was working and everything else after that's going to fall into place.

**Steve Daley:** That is awesome and it's true for many of us. A quick personal story when I had a moment in my life. I was in my early forties where I realized that I heard somebody talk, I think what prompted me to talking about the good old days and I remember consciously thinking there's some of those good old days that I want to preserve and protect and keep living in me. But there's also some good old days that I want to have new and next I could visualize myself. I was 42 at the time, visualize myself at 82 and then asking the question, what will I be looking back on as the good old days? And so I think we all get to a point in life where we've had great experiences that we want to preserve and protect and continue to keep a lot and some habits as you're pointing out or behaviors or patterns but there's also the opportunity to take a look at what are you creating new, what is the new path and new thing that will become that great thing to reflect on?

And that's the opportunity for reinvention is to embrace the things that we want to hold onto about ourselves. That we really respect and love about ourselves and our lives and then careers too of course and then at the same time take a look at how we want to build and grow into something even better.

**Tony Parinello:** Yes Coach Steve it brings you back to what you said at the very beginning of our chat here and that is we spend all day long reacting and reinventing the necessity of reaction versus the choice of being proactive. So maybe today our listeners as I just did this realization, almost revelation that you took me through and it was so simple. I just couldn't see it as too close to it, but perhaps today everybody can take one proactive step immediately after they take a reactive step to fix something. But say, okay now that I just flex that muscle of reacting, how can I take that same muscle and that same process and use the four steps that Coach Steve laid out for us and do something proactive in my life to reinvent something as small as whatever, or as big as whatever, yes.

**Steve Daley:** Sure I love it and it is absolutely right on and again let's reinforce. I mean it doesn't have to be your whole self or your whole life. Here there are many, many important and say simple parts of how we function that if we just took the time to think about it, that's the perspective part. We could make a map; we could feel a massive shift in a lot of things. This is a very transient with those two actually two parts. It's very transferable if you move from one area of your life to another from one area your career to another or job but also it has a cascading impact in other words like dominoes in a positive way. So I know we've talked kind of heady here, but if you just bring it down to something very, very precise and practical for you, like just notice Tony it becomes, it comes very, very actionable.



**Tony Parinello:** Yes and the feeling of close to south perhaps that feeling of accomplishment, that feeling of satisfaction, that the gratification that I just noticed something and now I have a new path that's going to give me a result. Even if it was a result that I'm familiar with that happened before I made the change. That was not a good change, whatever the situation is, the word feel the shift. Those I think are really important that sends a message to our brain that we just rewarded ourselves. We just did something proactively, we took a step that we not, we would normally not take and that's the essence of what I believe you just taught us is to take a step that we normally would not take, actually four steps you've laid out for us. So I'll give you, I'll give you the last word here, Steve, because you always come up with something even more profound. I don't mean to put the pressure on you here, but I'll let you close this interview.

**Steve Daley:** What am I going to say? You know what, I'm going to-

**Tony Parinello:** You could always repeat something you've said because if it's worth saying once it's worth saying twice, but I'll give you the last word, my friend.

**Steve Daley:** Well, you know what, I was going to go in different direction but on that note, let me, you've heard me say this many times and it's become a mantra, battle cry even a business mission for me if not for the second half, what was the first half for?

**Tony Parinello:** Coach Steve thank you for being who you are and doing what you do.

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