

Transcription - Rico Nasol Part 1

Welcome back, I'm Kim Baillie and this is Inside Exec. I nearly said "Floral Art Online" because as many of you know, I do "Floral Art" and at the moment I've been doing that fairly continuously over the last little while. This is the first time back for 2024 for me to do Inside Exec. So welcome to Inside Exec. Today I'm talking with Rico Nasol and we're going to talk about leadership and all sorts of things around leadership ideas.

But for those of you who haven't caught up with the news Fulyana is not with us today, she will be back soon. She is returning from having dealt with a very devastating blow to her life and we know that you understand that she has asked for privacy at this time.

Let us get on to talking to Rico. So let me introduce to you, Rico Nasol, a seasoned leader with over 20 years of global experience. He rose from humble beginnings to make a profound impact at Zappos and Netflix. He played a pivotal role in pioneering the Netflix Creative Studio. A devoted husband since 2010 and a father of two, which maybe means he's got close to teenage children, so we might even talk about that a bit later. Today, Rico offers transformative one-on-one coaching and a 90-day program that draws from his own life experiences and those of his mentors, both successes and setbacks. He firmly believes that exceptional leadership is within everyone's reach, given the right mindset and skills. Rico's heart-centered approach emphasizes the importance of people cultivating engagement and high performance. So let's join Rico in redefining leadership and creating workplaces where balance and engagement flourish, and we can explore his program to unlock your leadership potential and chart a path to success. Welcome, Rico.

Thanks for having me. Thanks, Kim.

So out of that, I had one question that came to mind as I was reading it, because for those of you who haven't yet seen the by-line for Rico, he puts "Father, full stop, creative, full stop, leader, full stop, coach, full stop." My question, first up, is, why do you describe yourself as a creative? What does that mean to you?

Good question. So one of the things that I had to do over my career is detach myself from my title and my job. And also often, we put our identity as our title and our job. So before I did that, people would say, "Well, who are you? Oh, I'm the Director of Creative Studio on Netflix." They didn't ask what I did. They asked like, "Who I am." And so I had to work a lot on decoupling. Like, "I am not my job. I am not the company I work for." Because the truth of the matter is those companies and those jobs can go away. Then who am I, if that happens? So it was very intentional that order, like, "Father, leader, creative, coach." Because I'm a father, first of all, things. And those are things you can't take away from me. And those are things that are fully part of my identity.

To answer your question about a creative is, I love creativity. Even as a kid, this will date me. I used to edit videos with two VCRs. And so maybe people listening don't even know what VCRs are any more. But I used to have a VHS camcorder and a VCR. And I would edit together movies and videos. And I just always had this fascination with creativity.

And was it always visual arts for you?

It was, it was, even though I started my career as a copywriter. I've always been into AV product design, graphic design. But I recognize and respect writing as a craft. I love storytelling. But I will never list that I'm a writer first. Yeah.

It's fascinating that you give us that description because so often in these podcasts and we've been going since 2015 every week, we've talked about, don't identify yourself as your job title. And we've even gone as far as saying, don't have a job title. Just have a list of things that you do in your job. And we've talked about audio logos and how you represent yourself in 90 seconds to people who don't know you. So it's a really great reinforcement of the message that we've been trying to get out. Unscripted, very well done.

Yeah, it took me a while to get here, but I am so happy I'm here.

That's our very quick introduction to Rico Nasol. Join us next time as we begin to explore his ideas about leadership and about transforming your creative team into something that is going to be more than you could ever have expected. For now, I'm Kim Baillie and this is Inside Exec.