

### Transcription - Terry Lyles and Steven Bowen Part 3

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Welcome back, I'm Kim Baillie, she's Fulyana Orsborn and this is Inside Exec. We are now at the third part of our discussion with Dr. Terry Lyles and Steven Bowen and we are going to look at why their book and their advice and their thoughts are self-help rather than shelf-help and actually they don't think it's self-help, they think it's something else again. So let's hear what they've got to say.

Well that's why I love chapter 8 and it's one of your questions, I don't want to ask it for you, but you know why do you do this? Why is it not self-help? How do you get it to self-care, self-actuation? We call that G-O-Y-A and it's in chapter 8 and not to be crass but it literally means Get Off Your Ass. It's just like, do something, just fail forward. I learned a really hard lesson over 38 and a half years of living with a special needs son who was in a wheelchair, he never spoke, never walked, diapered, fed as an infant, passed away almost two years ago now, and I learned how to serve greatness by serving something I couldn't fix. It had to fix me. I had to learn how to not be what I thought I was, to become something that was invaluable, that I didn't know I could be. That life lesson, like Steve, you said, with business and life, we all have our learning incubators that teach us how to be humble, how to be respectful and how to become invaluable. That's the stories we share in here, is whatever your story is, live your story, don't be ashamed of it, live your story, live that loud and live like there is no tomorrow.

That story Terry, I don't want to put any words in your mouth or express something you don't want to express, but I've heard you talk about it many times, so I'll give a quick synopsis for those out there that might not understand. Terry's trained, 10,000 fighter pilots, something like that, a bunch of fighter pilots. He's trained race car drivers in every aspect from Formula 1 to Indie car to NASCAR and he's done all of that. You know how that all started? Because of his 38-year-old son that passed away two years ago, his special needs son. When he finally got comfortable with taking him anywhere in public and took him to an Indie car race which, Terry's from Indianapolis in the first place, so it was at the Indianapolis 500 and for those that might be more of our generation might remember the name Emerson Fittipaldi spotted him and came and showed sincere empathy and then invited Terry and his son to the pits the next day. That started Terry with Roger Penske's organization, training race car drivers. Now how humbling is that, that after all the years of dedication for Terry, that that's how it happened and that's what I think you're talking about Terry, and I've heard you tell this story so many times and I don't mean to bring tears to your eyes, but it bring tears to most people's eyes listening to it. It certainly did to mine many times hearing it and that's, you know, finding those kind of hurdles to figure out, whether it takes you a few days or years to get beyond, you have to keep trying to get beyond.

No, it's beautiful. You tell it better than I do, but that is invaluable. It's knowing who you're not to understand who you can become and that's why it's becoming invaluable. It's present tense, active voice.

Beautiful and thank you for sharing that with our listeners as well. The second question, only half an hour and we're up to the second question already! It's about your little words, which you've thrown into the conversation already, so it's about "willitude" and "navigotiate". I

understand those two and I would encourage the listeners to listen to what those two mean because you've talked about those already and I'm sure you will again. Did you come up with those while you were writing or were they phrases that you used in your various activities before that?

Terry why don't you kick it off because you kind of had navigatiate.

Yeah I came up with navigotiate and he came up with willitude and it just kind of happened. This is what authorship brings, you know. He and I have a synergy, we talk and I'm coaching his teams and the other teams in corporate America and internationally and sometimes I'm navigating, like most times, but sometimes I'm negotiating people and navigating things, other times I'm navigating things and negotiating with people, depending on the business or the budgets and it just became this reality of navigotiating. I mean, it depends on, it's like co-pilot / pilot, like who's flying? Yeah, like somebody has the stick right now, you know, and sometimes it's navigate, sometimes it's negotiate and I just wanted to know, how do I decide that, that I'm either flying or I got let somebody else fly? It's okay, because we're still in the same aircraft, somebody makes a mistake, it's not going to be good for anybody.

It's a good collective phrase for people to understand the difference but their interdependency as well and I think that, too often, when we're thinking about work situations, we'll think of one or the other and it's not that simple. It's not that black and white. So that's a great explanation. Now willitude?

Yeah, when Terry and I were sharing and having this discussion around negotiating people and things and in which way does that happen, I said Terry just solved the problem I've been trying to figure out for years 30 years. In the world of human resource management and training and development, people commonly use knowledge, skills and attitude. What do you need to know to do your job? What do you do with what you know and how do you feel about what you do? But somewhere along the way the word attitude kind of became not so, I hate to use a term, politically correct but it's the only one I can think of. I never really understood it and then they try to use this word willingness. Okay, but attitude kind of changed in context over the years as did another word, fortitude, where fortitude used to be like, you know, a thousand years ago was about physical strength. Fortitude today is really looked at as mental strength, most people think of it that way, at least in English speaking Western world. Anyway, so I said there is will and whether you want to use fortitude which is what we chose, or attitude, willitude - we put the two words together and then it took us, what Terry, about two weeks or so and we went back and forth and we landed on the phrase, "develop the willitude to navigotiate success" which means you have to have the drive, the stamina, the knowledge and skill sets to deal with people and everything you encounter and that's how we ended up in that phrase.

Yeah I guess my reaction to the term willitude, is that it's a much stronger word than any of the other individual words that brought it together, it has more power.

There's something about it. I picked up on a post the other day, I've never had this happen in my life, I'm not a very social media savvy person and I picked up on a post the other day that I really love. It was this story about a woman, I won't go into the whole details of it, but I put it up and I said, here's an example of having the willitude along with the ability to navigotiate

your success and that's all I said. It got two thousand impressions in like three days and I was like what? Did we make those words up? Yes we did and they're now in the English language because we've published it, yes we did and they're our words. You know my 10-year-old will read them 20 years from now, and be saying oh my dad was crazy but you know, he made up a word with this guy named Steve.

Have you got any others that you're working on, that you've come up with?

Any other words or any other books? (Other words) Oh yeah, we got words. I think of a word in every book. Stressology was in my book Good Stress, yeah, so stressology is the study of stress and one of my favorites. Terry picked up on GOYA, which was something he had seen and read about and taught himself and my team about, that he had gotten from somewhere else. There's another one in the book, I call it the U-R-Y key and it's actually not by me it's by another gentleman that wrote a book, he was an acting coach, okay, and the word, the letters are U(you) R(are) Y(why) and it's there to remind you that you are why anything happens in your life. That's the first part of it, but it's also there as a way to say, you're up, relaxed and ready and the way this coach taught his actors and actresses to get there is to come up with that 30-second video in your mind, and you might have a couple of them, that you were at your absolute best, you were in the zone, you were performing at the top of your game no matter what, that was get that video, play it in your mind, get it locked tight, do not share it with anyone else because if someone else, if you were to share it and they say I don't think that's so great, they just ruin the video for you, right, but what you do is you keep that to yourself and before you walk into that significant presentation, to that performance that you've been looking forward to doing and working so hard to practice for, whatever it is, then just before you walk on that stage, you play that 30-second video in your mind to remind yourself you are why and put yourself in a state of mind of you're up, relaxed and ready. That little tool is so powerful and that came from a gentleman by the name of Ken Delmar, to mention his name, his book is no longer in a print, but I just found it fascinating. What was I doing reading a book about acting when I'm in sales and consulting? Well, because we all have to be able to learn skills from different venues and different viewpoints in order to really be able to perform at a level of nine or nine and a half, I don't think there's any ten, there's just nine and nine and a half. You always have to be striving for something.

There's another that Steve and I talk about. I love the word confidence as an example and we talk about this in the book, con-fidence or con-vince, that means you have to con-yourself into believing something. We've all had con people into doing something. How can you con yourself into believing that you are invaluable, which means I'm going to believe in me more than I believe what any of the people say to me? I'm going to go sell it and I may not have all the proof, I'm going to go sell it because I believe in me that much, my energy, my acumen, and my ability will show that, improve that, so it's these words that are very powerful that we share within the book and with these stories, these nine spotlights that were incredible people for us. All the podcasts we did with them, we're launching all this, it's coming out on audio, we're putting it into Spanish, we're just becoming invaluable in whoever you are. One of the stories that that brings to mind from our book, is a gentleman by the name of Dan Clark and if I have my page numbers right Terry, maybe you can help me out here, I think it's 40 something, but I'm just drawing a blank right at the moment, you'll help me out. Dan is at the end of the second chapter and Dan Clark (48, he's page 48) I

was close, I just couldn't quite plug the eight. (We tell them all they have tattoos, so each page number is their tattoo, we have nine people say you got a tattoo that's your number.) Dan Clark story is one of the most amazing human stories I've ever heard. I'll try to do a quick summary and still do justice to it which is hard to do both. Dan encountered cancer as a young child, eight years old I believe, eight or nine years old, he overcame it, he went on to become a very good athlete in high school, he made it to the college ranks, he played college, the Oakland then Raiders now the Oakland Las Vegas Raiders, but the Oakland Raiders had told him they were taking him as their first round draft choice that would be the third pick in the NFL draft, okay. On a practice day before the last two games that he had as a senior, he had a head-on collision with one of his teammates in a normal drill and it literally paralyzed him from the neck down. He then saw 16 different doctors because he decided he was gonna find a way to walk again. Every doctor until the 16th told him I don't think you're ever gonna walk again, but the 16th doctor said there might be a way we can pull this off. He ends up telling this whole story to football teams and to, I'll use your term, nonprofit organizations in many different things, in many different venues, and he happens upon Zig Ziglar, maybe one of the biggest names, speaking names, of all time and Zig Ziglar took him under his wing and today Dan is one of the top 10 and in the Hall of Fame of worldwide speakers and his journey was not a straight line, in fact it had some serious valleys in it. It's just amazing and if you meet him, you just can't even believe how can he be so positive after going through so many difficult times and these things didn't get dealt with in a matter of days or weeks, these things got dealt with over years. That's what I think of when I think of people who really want to help themselves, become invaluable. They have to really realize this is a journey of years, this is a journey of practicing, reading, learning, writing it all down, making sure you revisit it every week, every day of your life and keep getting a little better and guess what you're gonna fail it a lot of it, maybe I always like to say I failed at a lot more things than I succeeded at, and I really honestly believe that.

I think too, what it shows, is that you don't know where the journey is going to take you. I can't imagine that as a prospective football player, he thought that his career would be in public speaking or in motivational speaking. He might have thought that might come after he retired and it might be part of what he does, but it's just interesting that we don't limit ourselves to what we think is the path that we should follow or that should be the goal, that there are other opportunities and to take the opportunities when they present themselves or to work towards finding out whether it is an opportunity or not.

That is becoming invaluable. It's realizing that our life goes to variations, you know, high school, college, work, retirement, marriage, remarriage, birth of a child, death of a child. I mean, it can go from everywhere but how do you sustain it?

It's interesting too because when I was working in the corporate world, in human resources, I used to talk to people about you will have three distinct career changes in your lifetime that are a complete turnaround from anything you've ever thought about before and they would look at me askance. Years later I would see them and they would say oh well I did this and I did this. I never thought about applying it to myself and when I got to a point where I decided that I didn't want to do human resources anymore, I thought I have no idea what I'm going to do you now. I've done all this all my working life and didn't even think back to how I got to human resources in the first place, because I trained as an architect. I worked as an architect for a little period of time but it was hard going because it was the 1970s and I was the only

woman in the class and the only woman in most of the companies that I went to. What happened at the time was that one organization decided that I was very good at public speaking and that I would be very good at training their other staff to be able to present the projects and those sorts of things. So I moved into that because it was comfortable, I knew what I was doing, I didn't have to fight every day for my professional worth, and that led to the human resources. Well I got to the end of the human resources time of my career, I thought what do I do and at that stage I was quite interested in repairing old books, so I set up what was called The Book Ambulance and I went around, it was a mobile service, went around and fixed people's family bibles and all the books and things like that. At the end of that, I thought I'd never thought I'd be doing this, this was just an interest that I had. I'll just see how it goes and so it's often, I think, that we are very good at giving advice to other people but we don't always internalise it and apply it to our own lives as well, so it's great to hear your stories and to hear that you have worked through those and are applying it continuously. We are running out of time but I do want to get to the last two questions. The first one is about how has working remotely influenced career progression. Are you seeing a change in the way people look at their careers and develop their careers because we've had a period of time where working remotely was the only option?

If you don't mind, Terry, I'd like to take this one because after the career path I've had and various opportunities I've had. I started my company just about exactly 20 years ago from now, okay. When I started my company, I said I'm going to build a remote company, I'm not going to have people coming to offices and doing all this training and all this stuff. We're going to be a remote company, we're going to use a combination of employees, I'm going to use subcontractors, is what we called them at that time. Now it's the gig economy here in the United States, whatever your terms, and people thought it was absolutely insane. They thought, just how are you ever going to make this work? To me, when you look at the career paths, there's two things that become essential. First of all, I think so many companies and leaders of companies were incapable of doing, is sustaining and maintaining the feeling of a culture that reached out and embraced the people. You know in this post-COVID era, after being forced into it, they didn't know how to do it but did we did we what did. We do it different and what we can, we keep doing really different. The other side of that is then from the individual perspective. Now admittedly, some people probably thrive in the office environment with people around them every day and all of that and other people probably thrive in very independent fashion. So to me, I don't think there is one right answer but what I would say to anyone for their career perspective and I would say this first to the individual, is, I would say, if you thrive in an environment where you have people surrounding you all the time, then that's where you should be. If you thrive and do better work and stay more focused and get more done when you're working independently on your own at home in your home office whatever that environment is, then make sure that you channel yourself to focus that way. What I would say to the leaders in today's organizations is, wake up and stop requiring your people to be in the office on Monday, Wednesday, Friday or you must be back in the office starting January 1st 2024, five days a week. You know what the people are going to say? Guess what, I'm going to find a job at another company that will let me have some independence and at the same time somewhere in there, there's a balance. I'm giving some of the extremes here but there has to be a balance and there has to be an acceptance of both and frankly I think many of corporate America, I can only speak to that I can't speak to corporate Australia, but I suspect there could be some of the same characteristics and when you look at the makeup of

the boards of those companies, they don't even know how to spell a dispersed, independent, decentralized organization. That's my input, is find the environment you can thrive in whether that be working for a big corporation independently or in a big office, it doesn't matter, you've got to find that for yourself. It's kind of like what we're saying about, you've got to invest in yourself and know yourself really well and that's the part that makes you invaluable because you're identifying what is going to work for you 100%.

All right, our last question, which we probably covered in some ways, was about how can our listeners make your book self-help rather than shelf-help? Shelf-help is a term that we use here about, you know, I'm going like that because there's two bookcases out there that my partner has, that a full of shelf-help.

You know, a shelf is just a holding place for a book you haven't read yet so we're just trying to stay on top of that book reading list. That's not just because we wrote it, you know, it's because we think it has value. Becoming invaluable was really the passion of what we did and we don't really consider it a self-help, it's like just be you, be you with a plan, and our book is about putting a plan together for you to become invaluable every single day. It's really a simple read, I mean it's not really complex, it's not profound. Steve is more profound than I am, it's not about being profound, it's more about just like wow if I just did these one or two or three things I could change my life. That's what we're about.

Just in talking about that, is there, do you find commonality with people who have read it, who have used it, or who you've worked with, is there one overriding thing that they can address that works more often than not for people?

I don't know if we have enough, we we just launched the book in November, right, and so I don't know if there's enough data to really highlight that, but what I hear from people is, I hear two things consistently. This is the most practical thing I've ever read about trying to achieve whatever you're trying to achieve and I said well thank you very much because that's what we hope to do, that's the chord we hope to strike and secondly people have loved the spotlight stories. Yep, different people in the first eight chapters, because the last chapter doesn't have a spotlight at the end of it, that's the end of the book and those nine are in the first eight chapters. Those are the two things that people have highlighted to me the most. What I would encourage anybody to think about is this, is the only way that I know how to digest something is to read it using your sight, write it using your touch, listen to it, our audible book will be out they think this week but maybe next week, our audible book will be out, listen to it to embed these concepts into your brain through your different senses so you truly tap whatever emotional chord it might touch for you because at the end of the day humans are emotional beings. We make decisions based on emotion, almost all the time. That's what I would encourage people to think about.

We will put all of the details so that people can get all of those various versions for themselves and a bit of the background for both of you, so that they can be in touch with if they so choose. We really do appreciate the time and the contribution that you have shared with us today, it's been great talking to you and hearing this. We wish you well and we'll, of course, be waiting with baited breath for book two of the combined authorship.

Oh it's coming already. Yeah we're already talking. So Steve doesn't know yet, but I have a

title a week that comes up in my head. (Yeah he'll figure it out.) Thank you Kim, thank you so much for inviting us on and having us be able to visit with your listeners. We really appreciate it. It'll be something, "Becoming Invaluable As Something", we'll figure it out.

So now it's going to be a series? It's going to be "Becoming Invaluable as X"?

Absolutely. It's this generation's chicken soup, I understand.

What a great discussion that was with Dr Terry Lyles and Stephen Bowen. Join us for another episode of Inside Exact, for now I'm Kim Baillie she's Fulyana Orsborn.