

Mike Paton:

Hello everybody. This is Mike Paton with the Lead Now Podcast. Today, I could not be happier to bring you two fabulous guests, Michael Ledo and Jaylon Smith. Michael is the CEO and founder of Rise Sports Advisors, a management consulting firm designed to empower professional athletes to become successful entrepreneurs. He's an established leader, founding and operating three sports organizations over his 15 years in the industry, and currently advises three top NFL athletes.

Jaylon is a linebacker for the Dallas Cowboys and ranked number 61 in the NFL's top 100 list. He's not only an unmatched athlete, but a leader, entrepreneur and philanthropist. With his own initiative and Michael's guidance, Jaylon has founded CEV, Clear Eye View Charitable Fund, and the Jaylon Smith Minority Entrepreneurship Institute, as well as a collection of high quality eyewear, real estate developments artisan distillery and more. Michael, Jaylon, welcome to the show. Thanks for making time today.

Jaylon Smith:

Thanks for having us. Thanks for having us. It means a lot.

Michael Ledo:

Absolutely.

Mike Paton:

So Michael, why don't you start, if you would, and give us a little two minute history of your founding of Rise, where you've been, where you are today, and where you hope to go? Then I'll ask the same question of you, Jaylon.

Michael Ledo:

Yeah, no, absolutely. So thanks again for having me on the show with Jaylon. It's an honor. My background is I'm from Indiana, like Jaylon, and I've always been a serial entrepreneur starting in college. When I was a collegiate athlete, I founded my first company and ran that organization for 15 years, and then worked with a \$2 billion hospital to help them develop a sports medicine program, which was the largest in the Midwest, and in the first company I had, I ended up divesting it with a private equity firm, and my uncle and mentor, who was also a relative of Jaylon's and a mentor of him, Eugene Parker, it was someone I gleaned from for a long time in my life. He represented people like Deon Sanders, Emmitt Smith, Larry Fitzgerald, and was a big impact on my life.

So when Jaylon was in college and he was the best college football player in the country and was coming out, we had had a long-term relationship, and I had been his mentor since he was 14, and I was getting advisory from the private equity firm that I sold my company to, and they were consulting and counseling me, and one of my good friends, Derek Smith, was their advisor, that happens to have a history with EOS. So when he had such a profound impact on my life and was helping me learn structure, process, helping me improve in my areas of weakness, God had kind of given me the vision that I wanted to be able to provide that for athletes. I wanted to be able to develop a firm that could help athletes develop their legacy beyond the sport, and really help them focus on strategy, exclusive network, and then accelerated wealth creation and protection.

So Jaylon was ... Who else can be a better first client, right?

Mike Paton:

Agreed.

Michael Ledo:

When you think about the talent, when you think about the mindset, the grit, all those different things ... So I was blessed to have him as a first client, still blessed to have him as a client and a friend and a partner. So that's kind of my history on why I got [inaudible 00:03:45].

Mike Paton:

Thank you. Jaylon, why don't you do the same? Help the listener understand your journey to become the business person and the professional athlete that you are today.

Jaylon Smith:

Yeah. So just since I was 11 years old, I've always been observing and curious ... When you talk about entrepreneurship and wanting to build generational wealth and things of that nature, I found out that there's a lot of information out there. You've just got to be willing to think and seek it. Mike being my mentor, like you said, since I was 14 years old, always challenged me on the work, and how can I better myself beyond the sport?

I always knew I was so much more than an athlete, but really just wanted to focus on finding the purpose. When you talk about entrepreneurship, it's about knowledge, it's about access, it's about trust and making sure you have the right people around you. So that's a lot of the reason why I wanted to focus on it. I wanted to meet experts who could help educate me on real business, whether it be alternative investing or just from a financial budgeting standpoint and just understanding the terminology to where I won't have key man dependency, and that's really what's led me to where I am today. It's just about seeking. So I'm blessed to be here, and knowledge is power. It really is.

Mike Paton:

It really is. So as you know, this podcast is about deeply examining what good, great leadership looks like, and maybe sometimes not good, great leadership. So I want to go back to, for both of you ... I'm going to start with Jaylon this time. I want you to remember the first time you saw someone in your life leading and you recognized it as leadership, even if you didn't use that term. Who was that person, what were they doing, and what did you learn from the way they lead?

Jaylon Smith:

I would say I was 10 years old ... It's my mom, actually. She worked 14 years at a nursing home. She was an assistant nurse in, and since then, she had a dream of owning her own daycare. She's ran it for about 12 years, and I'm still trying to get her to retire. She won't retire. That's the first experience I've seen leadership come from. I'm a momma's boy, and I would miss her sometimes when she was at work. She'd work late, and I'd always call. I knew the number by heart, so I would call, and everyone at the nursing home knew who it was. They'd bring my mom to the phone, but just the energy of every time I went in there, the respect that they had for my mom, how she spoke to people, how she was able to really create dialogue and get the best out of the people that she was working for and working under, and just everything like that just influenced me on, "This is how you need to be, and this is how you can take a step forward whenever you're leading someone." So that was definitely the first.

Mike Paton:

What's your mom's name?

Jaylon Smith:

Sophia Woodson.

Mike Paton:

Sophia Woodson. So what do you think she was doing to make people feel respect for her and the desire to follow? Did she have a secret ingredient or a magic recipe for being a great leader?

Jaylon Smith:

She was able to remove her ego. She understood principles, and then from there, I just think it's the relationship she built with each individual. She knew how to speak to each different person, and I think that's key when you talk about leadership. I experienced it today as an employee and as an entrepreneur businessman.

Mike Paton:

Yeah, those are great lessons to learn, and my observation is the bigger space you create for your own ego. The less space there is for genuine caring about other people as well, so those two ideas are kind of connected, in my humble opinion. Michael, how about you? Tell us about the earliest moment you saw somebody else leading. Who was it? What did you learn?

Michael Ledo:

I can't pinpoint exactly the earliest, but I will say the most memorable, and as I was young, was my grandfather, and my biggest mentor, Clarence Fields. My grandfather was from South Carolina, and he moved to Indiana, he married my grandmother, my dad's mom. She had eight kids, and so he married a woman who had eight kids, moved to Indiana, dropped out of high school when he was a sophomore, he didn't get a college degree, and started his own construction company doing cement. Cement construction company. So when I go through Fort Wayne, whenever I go back home, I get to see a lot of the homes and communities that I grew up in and stuff. He built the foundation of the homes and laid the foundation.

I was never a Jaylon Smith, but I was a decent athlete back in the day, and when I was a freshman in high school, I thought I was big stuff at this school, because I was the first freshman to ever start varsity. So I was playing varsity football at this pretty good high school, and my grandfather was like, "Boy, let me get you out here and work in the summer. You want to make some extra money." So I went out and I worked with him doing the cement, and I'll never forget. We were at this addition right by Wayne High School, and it was called Colony Bay or something, right across from Wayne High School.

It's funny, when I see it now, when I went in their addition, there was no home. It was just slabs, gravel, and we're out there in the heat, and this guy was given a lot of guys who were locked up in prison, that didn't have degrees. He was giving them laborers jobs and giving them an opportunity, and he was ministering to them, and my grandfather wasn't much of a talker. He was a very humble, hard worker. When he was doing that stuff, hitting the stakes in the ground, it was like a competition, and it was just way too hard. So I quit in a week. I was like, "Bro, I'm going to go back to practice."

I think with my grandfather, what I learned was, and I kind of got this from him, he just set really high expectations for people, but in a loving way, and he would love you, but he would set the bar. He wasn't afraid to set the bar, and he was just an extremely hard worker, and I just think there's

something to say about hard work in life. People talk about entrepreneurship like it's the sexy thing, unless you've been through it long enough and you find out there's some negatives to it, there's some hard work, there's some grind, there's some responsibility, and so I'm just thankful for his leadership in that that has helped sustain me through some difficult times to let me enjoy the positive times.

Mike Paton:

Yeah. A common theme I hear on this show is great leaders don't expect anybody in their organizations to do things they wouldn't do themselves, and so if you expect work ethic from your people and you don't display it, that's a pretty tough message to be sending to all your troops, so kudos to him.

Your grandmother must've been quite something. Eight kids, moving from South Carolina to Fort Wayne. What a great story.

Michael Ledo:

She's still living.

Mike Paton:

What's her name?

Michael Ledo:

Mary Fields.

Mike Paton:

Mary Fields. Okay. Thank you, Mary. Thank you Sophia, for your impact on these two fine young men.

Let's talk about your experiences with leaders as you've grown into leaders yourself, and I want to start with the positive. So who's the best leader you've ever worked with and for Either of you can start.

Jaylon Smith:

I can definitely speak on Jerry Jones, that as an owner and building a \$5 billion company in the Dallas Cowboys as the most storied franchise in the world, or the most valuable franchise in the world. I think him just delegating, staying in this sweet spot. He's mastered selling, he's mastered how to get people to work for him and how to get people to believe in his vision. He's the ultimate visionary. Me being an employee of the Dallas Cowboys, I'm seeing it firsthand, so I would say Jerry Jones is one of the most prolific leaders that I've been around.

Mike Paton:

Yeah. Great answer. I'm glad you brought him up. Let me ask you, Michael, before I spend a little more time on this topic. Who came to mind for you?

Michael Ledo:

I thought about it long and hard as Jaylon was talking about Jerry. It would be my uncle, Eugene Parker, that I talked about. When I was at his funeral ... When you were at his funeral and you got to hear Curtis Martin, Rod Woodson and Deion Sanders and Larry Fitzgerald all talk about his impact on their lives as well as mine ... He was just a very meek but powerful man that was very wise. I'm a little bit more

passionate and aggressive by nature, but just like when you think about the EOS world, I was naturally a visionary on the ward chart, on the accountability chart, but I have such an appreciation and a value for the integrator role, and so it's kind of changed my Myers Briggs and my thought process. I would say him. He just had a way to impact and influence and just had wisdom. That's what I see.

Mike Paton:

That's twice you've mentioned Larry Fitzgerald, and I'm required by law as a resident of the Twin Cities to mention that he's a fine product of the Twin Cities.

Jaylon, let's go back to Jerry Jones, and one of the things we talk about frequently on this show is leading is lonely, scary business, and when you put yourself out there, there are all kinds of naysayers and attackers and haters, and Jerry is certainly somebody who polarizes. People tend to either love him or not love him. So how do you think he continues to be a visionary and delegate and focus on the future and excellence and all that stuff when he's very publicly often attacked by people who don't know any better?

Jaylon Smith:

I just believe he understands his purpose, and regardless of if someone's not saying anything bad about you, then there's something you're not doing right. I definitely think it's a little bit of that. He's completely confident in everything that he tries to achieve and attempts to achieve, and he gets the job done. I think it's his conviction, that it beats out anything else, and that's what I love.

Mike Paton:

Yeah. Is the feeling in the locker room ... Do the players and the coaches sometimes feel like he's taken bullets on their behalf? Just curious about whether that permeates the organization he's created.

Jaylon Smith:

I don't know about any really specifics to that, but what I do know is whoever he hires, he believes in and they're there for a reason, and if they can't get the job done, you'll be replaced.

Mike Paton:

Yeah. Confidence in your ability to get results, but at the end of the day, the results matter. Yes?

Jaylon Smith:

Results matter. Absolutely. Absolutely.

Mike Paton:

Okay. One of my favorite leadership quotations is by Simon Sinek, who says the one thing all great leaders have in common is followers. So what are some of the leadership attributes you've found? Let's broaden our conversation from sports, community leadership, business leadership. You guys are surrounded by leaders from all different walks of life. What are some of the attributes that make people want to follow a great leader, if you could sum it up in a couple of words or phrases?

Michael Ledo:

For me, it would be, and I think about this ... In my opinion, I think the greatest leaders are the most criticized leaders. Very often do you find someone of great influence, and I think it comes from authenticity, I think it comes from ability to connect with people. So one of my favorite people is Malcolm X. He was highly criticized, but his influence and his impact, I think when you find somebody, like Jaylon was just ... The whole thing about Jerry. I don't think if you're not criticized highly and judged and disliked by people, you're not comfortable with being disliked by people, you're not going to have great influence or great impact as a leader. So I think it's the authenticity, I think it's the courage, I think those are the things that [inaudible 00:15:42] great leadership.

Mike Paton:

Great observation. Jaylon, anything to add to that?

Jaylon Smith:

I would agree. I would agree. I'd just say that the best leaders, from my experience, what I've seen, what I've read, there's going to be people that criticize. You've got to be able to look in the mirror and understand who you are and what you want to accomplish, and as long as that belief capacity is right, you'll be fine.

Mike Paton:

Yeah, if you don't believe in anything and you don't make decisions and you don't take stands, nobody gets angry with you, right?

Michael Ledo:

Right.

Mike Paton:

So let's flip the coin a little bit. I'm guessing you've all seen less than highly effective leadership in your careers as well. You don't need to mention names here if you don't want, but point to the kinds of things ineffective leaders do that lose their teams, lose the people that they want to follow them. Tell us about the worst leaders you've ever seen.

Jaylon Smith:

What I've seen is not a clear focus from a team standpoint. When you talk about just in business or in anything, whoever the leader is, if there's not a clear focus or clear objectives on the mission that we need to accomplish, there could be some problems. I've seen, over my life, leaders letting their egos get in the way, not listening when you need to listen. Just because you listen, don't mean you need to agree. It's just a matter of understanding different perspectives that could potentially help you make better decisions from a leadership standpoint. I guess those are couple things.

Mike Paton:

Really well said. Hear this listener. When you're listening to the people on your team, you don't need to agree. You just need to really hear and understand the perspectives they're sharing, because it will help you make better decisions. Really good stuff.

Michael, what about you? What are some of the leadership mistakes you've witnessed in your illustrious career?

Michael Ledo:

I would say that, like Jaylon, I think that the biggest issue I've seen in leadership permeates from ego, inability to manage the ego. I would say people who are really good people, some who have good intentions, but they don't have clear communication or clear expectations. You talk about clarify, simplify, execute, some ELS language, and I think sometimes they have the inability to do that. I think that people that focus on being right instead of effective, their whole focus is to be right, but not effective, and so if you're focused on being effective, it means you can be wrong sometimes, and somebody else's idea is better. Then I would just say some people lack empathy. They lack empathy for other people and what they're going through to really lead and understanding people.

Mike Paton:

That's another really great point, is empathy is not pretending you care, it's actually caring, enough to listen, and it comes right back to what Jaylon said there too.

You two are dedicated to helping people who want to be successful entrepreneurs do so, and so I want to come at that from a couple of different angles. Jaylon, I want to talk about the Minority Entrepreneurship Institute, and Michael, I want to talk about your aggressive plan to help professional athletes transition from their role as sports leaders, to successful business leaders.

Let's start with Michael. Tell me about where your passion for this initiative comes from, and what you're doing specifically to help more athletes become great entrepreneurs.

Michael Ledo:

Yeah. Well, what we're doing is we help develop and manage legacy strategies that will help elevate professional athletes to world-class entrepreneurs, and one of the things that requires for us to do is very labor intensive. So in this industry, it requires a lot of mentorship, it requires a lot of structure and a lot of education and empowerment, and a lot of people with these athletes, they don't want to take the time to really educate them. They want to have a very passive approach with them. It's very passive. They engage them, they do things, but they're very passive with it, and so for us, the reason why, for me, with the athletes ... I work with all athletes, but very passionately, the minority athlete I'm very passionate about, because I think the psychology ...

I'm reading this great book right now called The Psychology of Money, and it's gotten me ... You know how you read some books and it's just got you going? I'm just going, bro, and this book is why I started Rise. It's because I want to change the psychology of the athlete. It's not about just the formulas and how you evaluate and you look at the EBITDA of the company or whatever it may be that you're looking at, your metrics. It's the psychology, it's the way they view money. It's why they make excuses on why they want to go buy a lot of chains when they're really not that rich.

It's their psychology, and this book is breaking it down for me where I will go be in their environment, and I try to have empathy. I swear, I do, Mike. I try to have empathy, but I go and I look at the situation, and their psychology is so off, because the sports and entertainment culture is so strong. I was talking to one of my clients who's a superstar in this league, not the one on this call, but another one, and we were talking about how well he does with his budget and how he does in the off season. You know what he said to me the other day? It was powerful. We had a great conversation. He said, "Mike, I do well because I don't hang out with athletes in the off season." He said, "I can't, man. Their lifestyle's too expensive."

For me, it's really helping them, empower them to be ... When you see Jaylon Smith ... Working with Jaylon inspires me every day, because it's like looking at what motivates you to continue. You know

what I'm saying? You see somebody, I see him, how he handles criticism, I see how he handles success, and all those different things in his passion and desire to want to help other people. It's awesome. Most of the time, I've got to stop him, because he wants to just help everybody.

So that's why we do what we do. I think we're changing the game. I've dealt with some very big agents lately that said, "I've never seen anything like this," and so we're just going to continue to try to let our results speak by ... Their success is our success. Their failure is our failure, and so that's why I do what I do.

Mike Paton:

Thank you, and I appreciate you letting us hear your passion in that answer. Jaylon, what about you? This has been something you've been thinking about for many, many years. We've talked about this before. Talk to us about the Minority Entrepreneurship Institute.

Jaylon Smith:

It has everything to do with my purpose beyond athletics. I've been so blessed to gain access to quality deal flow, to have relationships with the right people, to receive the knowledge from experts on business, finance, and I'm learning each and every day, but for me, it was about, "Okay, well, how can I help people that look like me get this type of access as well, and this knowledge?" We don't learn about it. I never had a budget growing up. I ever knew what a IRR was or EBITDA and gross sales and things. I never knew about none of that type of terminology and how it really relates to life and building your true financial freedom.

For me, it was just about, "Okay, how can I help people that look like me get this?" Two to three percent of venture dollars in this entire country is going towards minorities. That's it. So for me, it's, "How can I help close the economic and educational gap?" That's how MEI came about. I brought it to my team. Mike, we manifested it and I was able to bring it to life. So that's really my purpose beyond athletics. Trying to close this economic and educational gap. We can't have true equality in this world without economic equality, so I've got to start it somewhere.

Mike Paton:

I'm a firm believer in the fact that access to real opportunity is the key, the individual ability to access real opportunity in the world is just so powerful, and maybe we're going to debate this in a second, but in my opinion, that access to opportunity takes all of the control from the government or big organizations and gives it to the people with great ideas, great passion, great work ethic, and says the world really can be yours for the taking, you just have to execute, and that's what it seems to me you're doing with MEI, and I'm excited about it and excited for you to lead it.

Jaylon Smith:

I appreciate it, man. Appreciate it.

Mike Paton:

So how many entrepreneurs to date have you attracted to the program and helped along on their journey, if you had to estimate that?

Jaylon Smith:

I'd say we had over 300 applications in the past two years for MEI and our venture pitches and access to this cash flow. What's the number that we said that we've selected? Is it six? I believe it's six.

Michael Ledo:

Eight right now, Jaylon.

Jaylon Smith:

We have eight? Okay, yeah, we have eight people in our eight companies and [inaudible 00:24:38] minority companies under our portfolio right now, so it's going strong.

Mike Paton:

That's exciting.

Jaylon Smith:

We're having our showcase 2021 in Tampa, Florida, I have a lot of business out there, a lot of great connections out there, and we're looking forward to opening the Florida market.

Michael Ledo:

Not only that, Mike, but Jaylon has done a great job with the showcases, with closing the gap with over 300 applications, eight portfolio companies, invested over \$800,000 into those eight companies in [inaudible 00:00:25:07], but then also, tomorrow we have the first ever virtual MEI summit, which is to close the educational gap, and you have the likes of Charlotte Jones himself, [inaudible 00:25:21] Solomon Burke on this virtual event, and right now today, there's over 300 people, viewers that are going to be registered for this event across the country to close the educational gap.

Mike Paton:

That's terrific. So the good news is we've got thousands of listeners who want to help. So tell us how we can help you two succeed in your mission to provide more opportunity to people of color, entrepreneurs of color.

Michael Ledo:

There's a couple of different ways. One, we look for impact investors. So we have a great partnership with an organization out of Indianapolis called the Sagamore Institute that works with us, led by Jay Hein, a great human being, and one of the things we do is we use a mechanism with the donor-advised funds, where you can use your donor-advised fund to do impact investing with MEI where you get tax benefit to invest through our "fund" into minority entrepreneurs. That's a mechanism that very few people that are sophisticated don't even realize is available. So MEI is a leader in that.

To help us, we're hiring our first executive director for the organization, and so operational costs are growing as Jaylon's reach is growing and everything he's doing. So the sponsorship dollars to help us just cover our budget from operational costs is a thing that can happen. People can obviously donate, corporately or individually, in that form, and then just quality deal flow. Recommending minority entrepreneurs, brown, black and female to our pipeline so that we continue to build the marketplace.

Mike Paton:

Yeah. Great. Thank you. Anything to add there, Jaylon?

Jaylon Smith:

I would say to all the minority entrepreneurs that's growing and coming up, being able to get through the ELS and the MEI model and structure, we can get them access to books on how to operate their companies and things of that nature. If we can get some Gino Wickman, some subtraction books out to all of the guys and all of the girls, that's really trying to build their confidence.

Mike Paton:

I think that's something that great leaders do and it doesn't get a lot of attention. Great leaders are not afraid to ask for help. You are not in this alone, and there are lots of people in the world who may want to help you, and you may need to get 15 doors slammed in your face to find the 16th person who's willing to be a mentor, but that mentor may change your life, and so I would add, please, if you have a great idea and passion for something and work ethic, and you need help, ask, and if you don't know where to start, start with one of the three of us. We'll direct you to the right resources for sure.

Michael Ledo:

I love the fact, Mike, that you say that, because that's one of Jaylon ... If you listened to what he said in the beginning, that's when he displayed this attribute. When we talked about curiosity and since he was a little kid and just his ability to be humble enough to say when he doesn't know something, and there's not this insecurity stopping it. It's just amazing how you see people pretend like they know when they don't, and so they've lived there forever.

Mike Paton:

So before we conclude, I'm going to go to a little bit of a dark place for a second, but there's a reason I'm going to do it. We're at the tail end of 2020. This has been as tough a year on 50 different fronts as I can remember in my lifetime, and I'm at least twice as old as you two. How do you stay positive and focus on the positive impact you can have in the future when you seem to be surrounded by all these negative inputs?

Jaylon Smith:

It's deeper than me, it's deeper than us. Think about who came before us. All the people that suffered and gave their lives to get us to where we are today. Even though it's still not where it needs to be, that's not an excuse to stop. So it's just that everyday drive of trying to help my people, trying to help this world.

Mike Paton:

Thank you. Michael, anything to add to that?

Michael Ledo:

Yeah, I think ... One, it's your relationship with God as the higher power, it's knowing that, but then just hope. For me, when you see the recent change in our government recently, and I'm celebrating Kamala Harris coming up to Mary J., and I told someone this the other day, and I think about EOS with this. Someone asked me, "Well, Michael, what'd you think about the previous president's platinum plan, and

the terms and all this stuff for the black community?", and I said, "Listen, man. Hopelessness is the enemy to justice."

So when you look at EOS, EOS is about culture, it's about structure. It's about all those different things. Jaylon's, every day, trying to improve the culture in his locker room. It matters when you go in that field. The culture matters. You run a company, someone can help you get the best bottom line and the best profits, but if your culture is horrible ... So at what point in this country is everybody concerned about their taxes versus the culture ... I told the person, you can have the best game plan, but if Jaylon don't have the culture to go execute it, why does it matter? You can have the best strategical plan, the best EOS structure, whatever, but if you don't have the culture to go execute it, what does it matter? So for me, it's having hope and focusing on what we can control and focusing on the good people like you. You're always going to have that negative, but if you focus on that, you focus outwardly instead of inwardly, then the outwardly can affect your energy.

Mike Paton:

I think I read something into what both of you said, I'm going to combine your inputs into one thought for me, because I feel very hopeful about the future. I'm frustrated with the present. I think if you're not, you're not paying attention, but I'm hopeful about the future because I'm surrounded by entrepreneurs, and entrepreneurs wake up every single day and have had something served on their plate they don't control, and in many cases, that's something they don't want to eat, and yet every entrepreneur wakes up every day knowing that there's nobody else to turn to but themselves, and they say, "What can I do? What can I do tomorrow to make the following day better than yesterday?"

I believe that if all of us just own that responsibility to make a little bit of progress every day, take the first step ... We don't have to do it all tomorrow either. You just have to take the first step, and so that's what I hear in your thoughts, is both hopefulness and purposeful action to make the world a better place, and working together, we can get there. I hope you'll agree.

Michael Ledo:

100%. I love what you said at our symposium, when you said athletes are entrepreneurs, and you broke that down, and I think about Jaylon. Not trying to boast up Jaylon or anything, but when you talk about being alone, me and him were having a conversation two weeks ago, and he told me with conviction, he said, "You focus on the business stuff, you do what you do. I'm the only person that can change what's happening on the field," and that is what you're talking about with entrepreneurship, is you're backed up against the wall, sometimes all you can do is look at you. What he's doing right now with the Cowboys is the best training. He doesn't recognize it until he gets out of there. What they're going through this year? You're going to go through that in business. Every year is not a record year.

Mike Paton:

So Jaylon, Michael, what a great pleasure to spend time with you today. Please tell our listener where he or she can go to learn more about you two. Jaylon, why don't you start?

Jaylon Smith:

Thanks guys, for taking time. You can learn more about myself at [jaylonsmith.com](http://jaylonsmith.com), [meicapitalfund.org](http://meicapitalfund.org), Instagram, Twitter, whatever, and I'm always here to learn and to educate, so I appreciate you guys.

Mike Paton:

This transcript was exported on Dec 10, 2020 - view latest version [here](#).

Yeah. Thank you, Jaylon. Appreciate it. Michael, what about you and Rise?

Michael Ledo:

Yeah, risesportsadvisors.com or @risesportsadvisors on Instagram, LinkedIn is the best way to find out more about us as well.

Mike Paton:

That's it. All right. Everybody, this was Mike Paton with the lead now podcast, what a great episode. Thank you both for being so generous with your time. Good luck for the rest of the season, Jaylon, and good luck to both of you for all the cool things you guys are doing to help great people have access to great opportunity.

If you're interested in applying what you've learned today in your own business, the five books in the traction library can be helpful resources on your journey. You can learn more about those five books and actually order them at a deep discount by visiting [eosworldwide.com](http://eosworldwide.com).