

Gino Wickman:

It's all about moving the needle, it's all about making progress. And so this isn't a switch you're going to flick. I don't want the audience to feel pressure that tomorrow, they need to be living their ideal life. Just make one little move in the right direction. If you just simply delegate one thing per quarter, you're going to look up five, 10, 20 years from now, absolutely doing stuff that you love.

speaker 2:

The EOS Life is.

Speaker 3:

Doing what you love.

Speaker 4:

With people you love.

Speaker 5:

Making a difference.

Speaker 6:

Being compensated appropriately.

Speaker 7:

With time for other passions.

Speaker 6:

The EOS Life.

Mark O'Donnell:

Hi, I'm Mark O'Donnell, Visionary at EOS Worldwide. And I'd like to welcome you to another edition of The EOS Life Podcast, where we explore the why and the how of entrepreneurs actively living their ideal life now, not later, and not in retirement. The world of entrepreneurial freedom, and the impact on those around you depends on it. Welcome to The EOS Life Podcast, where we explore the world of entrepreneurial freedom and living your ideal life. I'm Mark O'Donnell, and our guest today is Gino Wickman, author of The Traction Library, Entrepreneurial Leap, and including the title of this podcast, The EOS Life, available now. It's an honor and a privilege to have you as a guest on the show. Welcome, Gino.

Gino Wickman:

Thank you, Mark. I'm thrilled to be here, and I am looking forward to this conversation.

Mark O'Donnell:

I'm so excited that The EOS Life is available, and that I get to talk to you today about the book. You walk through five major points, in the book, that are essential for anyone to start living their ideal EOS Life.

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On a high level, would you walk us through each of those five, and explain why living The EOS Life is so attractive to entrepreneurs all over the world?

Gino Wickman:

I'd be happy to. And I like that you said ideal life, because in its simplest form, these five points describe the ideal life, which my partner, Dan Tinny, came to call The EOS Life, and so now tens of thousands of us are living our EOS Life. And so the five points are, doing what you love, with people you love, making a huge difference, getting compensated appropriately, and having time for other passions.

Mark O'Donnell:

What comes to me when you list out those five things... I think most of the world thinks all entrepreneurs are living that ideal life already.

Gino Wickman:

Yeah, yeah.

Mark O'Donnell:

And you ever hear the story of the entrepreneur riding a lion?

Gino Wickman:

No.

Mark O'Donnell:

The visual of an entrepreneur sitting on a lion, and people are looking at this guy, and they're like, "Man, he's got it all together. He's so brave and courageous. And wow, look at that." And the entrepreneur's sitting on the lion thinking, "Hey, I'm writing a lion. How the hell did I get on a lion? And what do I do to keep from getting eaten?" And that's an interesting thing, as you go through the EOS Life.

Gino Wickman:

If I can piggyback on that

Mark O'Donnell:

Yeah.

Gino Wickman:

... it goes back to why I started all of this, and why I realized that I was going to spend my life helping entrepreneurs and entrepreneurial leaders, is I was in my YEO Forum, now known as EO, The Entrepreneurs Organization, I was surrounded by these fellow entrepreneurs, and about a year and a half into the process, as we met every month as a group, I realized, "Holy cow, man, these guys are as screwed up as I am." And I saw opportunity. So that's exactly it.

Most entrepreneurs, they're great at that external façade, and presenting to the world that they got it all together, but the truth is, most are screwed up, and that's what sparked my passion. Because I knew there was a better way, I knew they could have a better life, I knew they could take control of their business, and so I set out, 25 years ago, to accomplish exactly that.

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Mark O'Donnell:

It's really interesting, because I've been reading in the news lately about entrepreneurs and their mental health. And it turns out that entrepreneurs, as a group, are really some of the most unhappy people on the planet. And the data is that they're two times more likely to suffer from depression, they're six times more likely to have ADHD, they're three times more likely to struggle with addiction, and 11 times more likely to receive a bipolar diagnosis. Has that been your observation, working with entrepreneurs all these years?

Gino Wickman:

Yeah, that that prompts a few things for me. The EOS audience, if you will, it's typically leadership team members. And right now, we're focusing on the entrepreneur, and I do think that that's the primary audience for EOS Life. But what I really want to make clear is that this is also for leadership team members. And for savvy leaders that really get this content, it's also for every single person in your organization. And so when we talk about this EOS Life, and this opportunity to live the ideal life, frankly, the entrepreneur does have the biggest and best opportunity to do that, the leadership team has the second best opportunity to do that, and the employees have the third [inaudible 00:05:08] opportunity. It's a little different, a little tricky. But again, when I when that audience is savvy enough, you can apply this to anyone on the planet.

And then coming back to your point about entrepreneurs, what you're describing, it's so near and dear to my heart, and tugs at my heartstrings, because most entrepreneurs are screwed up. I've said that 10,000 times, I am screwed up, you are screwed up. I know you well, you know me well. And so one little sliver is... There's a book called *The Hypomanic Edge*, that I'm very fond of. Because when I read that book, it was like a light bulb moment, because it helped me understand the brain of an entrepreneur, it helped me understand my brain.

It's this hypomania that most entrepreneurs suffer from, but it is a gift. Because the book is all about how this is a gift, and it goes through entrepreneurs over the last 200 years, and shows their hypomanic edge. Again, that hypomanic edge is periods of incredible energy and creativity, and then big crashes that come, and it's all about just managing that. And so, yes, most entrepreneurs suffer from that. There's a form of depression in there, there is a lot of addiction, and so it is heartbreaking, but true.

So yeah, the entrepreneurs aren't these perfect people; they're a little bit crazy.

Mark O'Donnell:

When you think about the company, and everyone in it, does the entrepreneur, the leader of that organization... do you think they need to lead by example in these disciplines of living the EOS life, their ideal life, before the leadership team can get on their path, and then the entire organization behind them?

Gino Wickman:

Yeah, that's a great question. Because that's what I mean by savvy, when I use that word savvy. I believe the fastest way that everyone in an organization can be living their EOS life, aka their ideal life, is by first,

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yes, that entrepreneur at the helm of the organization living their ideal life and their EOS life. Because if they are living their ideal life, they are the example. But also, they're combating all these issues you and I just talked about. They're a little less crazy, they're a little less manic. And so all of a sudden, they're this wonderful example from there.

Now, that entrepreneur is savvy enough to live their ideal life, they're an example to that leadership team, and that leadership team wants that life. And assuming that entrepreneur gives them the freedom to live that life, all of a sudden, they are then the example for their people that see them. And again, hopefully, they give the freedom to their people to live their ideal life. Again, the savviness is you really have to understand and get good at this before you can teach it to anyone. And so that's almost like the perfect chain of events.

It's never perfect, and so there will be an employee that picks up this book and starts a movement, there'll be a leadership team member that picks it up and starts a movement and reigns in the visionary entrepreneur to do it. So it'll start and spawn all different ways, but that would be the ideal scenario. And yes, the faster leader is the example, the faster it will spread. I'll jump all the way to the end of this book, and I have a dream, and that dream is that everyone lives their ideal life, but it's... the idea is, if you can I just do this, and motivate and inspire two other people to do this, and then they do the same and motivate and inspire two people, and they do the same, oh, what a world it would be. And so you're describing utopia, that I hope we can achieve here, and what I 100% believe is truly possible.

Mark O'Donnell:

As do I. One thing that comes to mind is that if you're listening to this podcast, and you're that visionary entrepreneur, in a lot of ways, you owe living your ideal life, you owe living the EOS life to your leadership team and to your people. Because if you don't, then they're not going to see the example. If they don't think it's possible for you, they're not going to think as possible for themselves, and it's going to just create a little bit of downward momentum, I think.

Gino Wickman:

Yeah. But now, let's, all of a sudden... On that point, let's go to what the biggest barrier in that happening is, and that is feeling they deserve it. So the reality of it is, what I just described to you and what the EOS life is, most human beings will have a negative of reaction. And that negative reaction is, wow, that seems selfish. Wow, that seems... So whatever it is, and I'm not smart enough... And I'm not a psychologist to understand exactly what's going on in that brain, that when you see something like this, your reaction is, "I don't deserve that." Or, "That seems selfish."

The reality of it is, it's the most unselfish thing you can do, because it is going to impact so many lives in such a positive way, you owe it to yourself to do this. And so it's not selfish, number one. Number two, with that whole point about, I don't feel worthy of this, there's something in there that happened to you in your life that you're feeling less than. And so I always impassionately say to anyone listening, you deserve it, you deserve it, you deserve it, you truly do deserve this. And so I hope that message will be heard, and we can break through that psychological barrier, so we can open up the floodgates to people living their ideal life and helping a whole heck of a lot of people.

Mark O'Donnell:

Was there any point in time where you were like, "I don't deserve it"? And what was the point in time where you made the discovery that you had to actually sell yourself on that this is possible for you?

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Gino Wickman:

I think I was pretty fortunate, in that... I had a lot of insecurities growing up, and I was a pretty insecure guy from 18 to 25. And so those insecurities, I don't think they ever made me feel unworthy. I'd lacked some confidence as a result of it, but I was fortunate enough to really grab on to the world of success, and really believe I deserve success, and I was ready to bust my ass to go find success. So, I think I'm cut from a little different cloth than most of the world that feels they're unworthy. So I really can't speak to that. But there is one story I always like to share that was a breakthrough moment for me. Because with that determination, and that success mentality, and wanting to be successful, all I did was freaking work in my 20s. I was a student, I was a fanatic about learning, and I worked my ass off.

So what happened is, married by 23, we were having kids by 24. And when my daughter was four years old, I was 28, plus or minus a year on both of those. I was leaving for work, I went out to my car in the driveway, opened the door, my daughter comes out of the house and comes up to the door, where I'm looking down at her, sitting in my car, and she looks up at me and she says, "Dad, are you going home?"

Mark O'Donnell:

Oh.

Gino Wickman:

And my heart just sunk, and it was like I got punched in the face. And I looked at her and I said, "Sweetie, daddy lives here. I'm going to work." And so that was my aha moment, where all this hard work... that was my wake up call, that I needed to now balance this with a personal life, and that changed my life. So, little different than what you're asking, but that definitely put me on a course to really and truly live an ideal life, as opposed to working really hard, making a ton of money, which I would have been deemed successful, for most scorecards, but the balance of life wouldn't have been there. And once I added that balance of life, amen, and hallelujah, it was truly an ideal life from there.

Mark O'Donnell:

So I think it's interesting, because you talk about your dad a lot in the book, and you mentioned having this success language, if you will, growing up, throughout your life. Do you think that is sort of... You were already tuned into that world. Is that really where that's coming from?

Gino Wickman:

Yeah, it's interesting. I don't know exactly, because I really didn't know what my dad did until I was about 21 years old. That's when I really started to understand. And he was an incredible... he is an incredible entrepreneur, he's still with us. I made that sound like he wasn't. An incredible entrepreneur, built an amazing sales training company, number one real estate sales training company in North America, he's a Hall of Fame speaker, the National Speakers Association.

So, there's no question... How do I not feel that energy in a household for 21 years? But it wasn't until I was 21, till I knew what he did. And once I saw what he did, man, I wanted to be a part of that, learn that world. So I think it's certainly in my genes that I had that, but it's not like he was teaching me every day, every week, every month at home as my dad. He was just working hard, being an

entrepreneur, and something rubbed off on me.

Mark O'Donnell:

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Yes.

Gino Wickman:

I had this burning desire to be successful.

Mark O'Donnell:

Yup, yup. So looking at the five points, going back to the EOS life, number one is doing what you love. For the listener, could you just take us through how they should be thinking about doing what they love? And what's the discipline? I think all these five things are disciplines, that it is a journey, it's not a destination. What would you have the listener do as they think about doing what they love?

Gino Wickman:

Yeah, great. So I want to create a little context, because now I trust we'll go through each of the five right now, and I want to accomplish maybe two things inside of each one. And one is to share with the audience the EOS tool that helps them be successful in that particular point of the EOS life, then I want them to kind of score themselves as to where they are. But to back up to the context, I think what's important to know here is The EOS Life is a byproduct of implementing EOS in your business, and it's something I never intended. It's not like I... when I was creating EOS, I anticipated that it would help people live their ideal lives, it just happened. And it was a discovery that we made, and it was ultimately my partner, Don Tinney, who saw it clearest. He's the one that name those five points.

I kept shrugging it off for years and years and years, because I was just focused on business, let's help these people have the best run businesses on the planet. So, anyway. Long story short, what I realized was happening is we were helping people to live their ideal life. And the way I like to describe it is that we trick you to live your ideal life, because we teach you a tool, we force you to implement this tool, and the byproduct is a better life. And so I want to share what those tools are, because I'm trusting we're talking to an EOS audience here. So I'll share the tool with you, and then we'll rate where you are.

And so to answer your question now directly, doing what you love... There's a lot of things that happen in EOS, but there's really two key tools that we force you to do what you love. The first is called delegate and elevate. That's that four quadrant exercise, where you're listing everything you do, and deciding which of the four quadrants all you do goes into. And again, that upper left quadrant is all the stuff you love to do and you're great at, upper right is like to do good at, bottom left is you're good at it, but you don't like doing it, bottom right is, don't like doing it, not good at.

So let's not get too caught up in all that detail, for those of you listening. But if you just picture to signing out of the laundry list of stuff you do, putting it all in its appropriate quadrant, the idea is to get the things to bubble to the surface, that are the things that you absolutely love to do and you're great at doing, so you start spending more and more and more time there. So just please take that tool very, very serious, we make every client fill out that tool. And again, we're forcing them, tricking them, pushing them toward living that ideal life, doing what they love. Part one.

And then part two is the accountability chart. When we then decide all the seats in the organization, all those functions and roles, and making sure that everybody that's sitting in that seat gets it, wants it, has the capacity to do that particular job. So all of a sudden, we're putting everyone in this

sweet spot, they're aware of doing what they love and what they're great at. And all of a sudden, you look up one day, and you're going, "Holy cow, I'm spending some percentage more of my time doing the stuff I love than what I was doing a year or two ago."

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And then the last little contextual point I want to share, as we go through each of the five, is that it's all about moving the needle, it's all about making progress. And so this isn't a switch you're going to flick, I don't want the audience to feel pressure that tomorrow, they need to be living their ideal life, just make one little move in the right direction. If you just simply delegate one thing per quarter, you're going to look up five, 10, 20 years from now, absolutely doing stuff that you love. So that's what I would say there.

And then to pin it down, I would just ask the audience, right now, to rate themselves on a scale of one to 10. So of 100% of your working time, what percentage of your time would you say you're spending doing the stuff you love, and you're great at doing? And if 50% of your time is spent doing that, you're at a five. We're trying to get you to 100%. You'll probably never reach 100%. But if you can go from 50% today, to 52% next quarter, you are heading in the right direction. And so there's the nuggets around doing what you love.

Mark O'Donnell:

What's your current number right now?

Gino Wickman:

I would say that I am spending about 85% of my time doing the stuff I love and I'm great at.

Mark O'Donnell:

Yep, yep. For me, I'm about 80%, as well.

Gino Wickman:

And then the other little fun thing, I like to share this point about delegating one thing per quarter. If the audience were left with one thing in this particular point, just delegate one thing per quarter. I've been doing that for 25 years, and it just keeps getting better and better and better and better.

Mark O'Donnell:

So if you're delegating one thing per quarter, I'm assuming then, that you're going to rate yourself, and you're going to create Get the laundry list, and do the categorization according to delegate and elevate once per quarter, as well? Right?

Gino Wickman:

Yeah. I'm a teacher at heart. And so what I hope is somebody can listen to this, and it's going to create such awareness and context, that they're going to start moving the needle. It's really hard. After what we just said for the last five minutes, how do you not get that? It's such a simple premise, and it's so common sense.

Mark O'Donnell:

And to your point earlier, this could be anyone, anywhere. You could be a college professor, you can work in construction, whatever it might be, this would work for anyone, really, at any stage of life, as well.

Gino Wickman:

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100%.

Mark O'Donnell:

So let's go to number two, with people you love. Describe the tool, describe what it is, and what it feels like to work with people you love, and the energy, and how that feels.

Gino Wickman:

Yeah. Fantastic. So I'll do a little bit of a riff here with the tools, and then you dig a little deeper, if you feel like we need to. So, with people you love, the two tools that get you there, in EOS, are core values, discovering your core values, and the people analyzer. And so simply put, right now, in this conversation, we're talking about working with people you love working with. And so hopefully, you have discovered your core values as an organization, and everyone in your organization has your core values, i.e, the people analyzer, and everyone is at or above the bar. So, again, we will start with clients that sometimes 20 to 40% of the company are wrong, people don't have the core values in that culture, just feels icky, to give you a scientific word.

Mark O'Donnell:

Hard.

Gino Wickman:

And then all of a sudden, shoot forward in time, a year later, all of a sudden, the culture is alive, and energy is flowing, and people are smiling. Well, that wasn't magic, that was simply getting rid of people that just don't fit and have those core values, and finding people that do. So when you surround yourself with people with your core values, you're going to be happier, there's going to be more energy, you're going to feel better. And so those are the two tools. Core value, people analyzer.

So to take it one step further, though... The way I always describe it, it's this simple. When you are interacting with a person in any aspect of your life, you either go away from that interaction feeling uplifted, or drained. And if you're feeling drained, that's an indicator that this is probably not someone you should surround yourself with. But let's pretend, though, as a client, we got you to a point where 100% of your people are all the right people, they have the core values, the culture is strong.

My impassioned plea, because I personally believe that's the easy part, is to expand your circles. And the first expansion is to then make sure that all of your vendors and partners are all in alignment with your core values, and pass the test on the people analyzer. And then, I urge you to widen that circle even further to all of your customers and clients. Oh, what a world that is. And then from there, I urge you to expand that circle even further to your personal life, your friends, your family. Sadly, you can't fire all of your family members.

Mark O'Donnell:

[inaudible 00:23:15] try.

Gino Wickman:

Exactly. Here, here. Because what a life it is. And we talk about this in the book, and there are some great stories from people who did some really powerful things in their personal life. But what a life it is, when all the people you're touching in your life are in alignment with your core values. And then one

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other little nugget I'll give. I always love to share... I'll hold it up, these wonderful core value cards by Think2Perform, is the organization, you can buy them online.

But for someone who's trying to figure out their personal core values, it's 52 cards, 52 core values. And through a process of elimination, you go through those cards, and you figure out what your five core values are. Three to seven is what we believe. Ultimately, it shows you how to get to five. So if you don't know how to figure out your core values, your personal core values out there, that's a powerful tool to do that.

Those are the tools, that's how we trick you, force you into surrounding yourself with people that you love. At least in business, I urge you to expand those circles. And so again, here we go, rate yourself one to 10. And so 10 is that... And I really want you to apply all circles to this, not just business. Let's take you all the way to utopia. And I want you to think about all of the people you interact with in every aspect of your life. A 10 is, 100% of the people in your life are all in alignment with your core values. But most importantly, you feel they are uplifting, you look forward to being with them, seeing them, being around them. Again, if you're at 50%, your rating is a five, and just move the needle. And there's some great insight in the book for how to move that needle, and things like that.

Mark O'Donnell:

What's your number now?

Gino Wickman:

So, my number is pretty darn high. I got to say my number's 90%. It's got to be 90%.

Mark O'Donnell:

I would say for me, it's probably about 85%. One thing that is interesting to me is, you think about your personal core values. So if you are... let's say you're an employee in a company, and you didn't set the core values for your organization. You like them, you believe in them, but you didn't uniquely create them. Would you encourage people to go and create their own, or see if they can almost be consistent and adopt what they've been attracted to with their organization or their company?

Gino Wickman:

So you're saying you have a company that has discovered their core values, and let's pretend they're an EOS client, so the leadership team discovered the core values, and now they're out there hiring, firing, reviewing, rewarding, recognizing around those core values.

Mark O'Donnell:

Yep.

Gino Wickman:

And you're an employee in that company. And so you're asking, from that perspective, what do I do? So I'm going to answer what I think you asked, and then you tell me. Because the reality of it is, you can't go change the company's core values.

Mark O'Donnell:

Right.

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Gino Wickman:

So don't even bother trying to do that. Because if they're a great EOS client, that's not negotiable. So what you have to do is you have to decide, do you fit with those core values? And let's pretend that company has five core values. Those five may not perfectly be your personal core values, I wouldn't get caught up in that. But you have to look at those five core values, and you have to say, do those light you up? Is that the kind of business and company you want to work for? Does that get you excited?

Now, as an individual, you have your own personal core values. And I would urge you to not like hold your five into their five, come up with your own five. It's okay, in your personal life, as an employee of that company, to have your own set of core values. I just would hope that there's an alignment there, again, where those company core values absolutely fit with you, sit with you well, you feel good about that. But you may have three to seven core values of your own after using these core value cards, and that is perfectly appropriate, and what I would suggest is ideal.

Mark O'Donnell:

Yeah. Now, do you have two separate sets of core values expressed differently, one for your

Gino Wickman:

I do.

Mark O'Donnell:

... personal, one for your

Gino Wickman:

And what happens, my wife and I, we went through the exercise, and we have seven. Don't put me on the spot, because I couldn't [inaudible 00:27:21].

Mark O'Donnell:

That's okay.

Gino Wickman:

But in our personal VTO and our family VTO, we absolutely have those seven core values listed there.

Mark O'Donnell:

And for those of you who don't know, VTO is vision traction organizer. It's the two-page strategic plan

for businesses, and there's also a personal and a family version.

Gino Wickman:

The last nugget I'd love to share is... So I can't help but think of this. And so I think somebody out there listening, and they, in the next seven days, have a meeting set, a get-together set, where they're going to go have a drink with someone, or a coffee with someone, or a meeting, or whatever it is. But in the next seven days, they're about to go spend an hour with someone, that is going to absolutely drain them, that is going to zap their energy, that is going to suck all of their energy, and make them feel less than, not uplifting. Why would you do that? And I beg you to cancel that meeting fast.

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Mark O'Donnell:

Yep, yep.

Gino Wickman:

You do more of that. Because the less you spend time with those kind of people, and the more time you spend with people that are uplifting, you are going to be a different person.

Mark O'Donnell:

Number three, making a huge difference, or making a huge impact. Tell me about that one.

Gino Wickman:

Yeah, yeah. So a couple things here, I would say. So impact is all relative. And when in doubt, see the VTO, so your company vision traction organizer. Because that is how and where a company is making an impact. And so you'll see the customers and clients, they make an impact on the core focus, it shows the impact they're going to make on the world. So when in doubt, look there, you'll see the impact that you're going to make in your 10-year target, et cetera. But it's all relative. Because from that standpoint, and that entrepreneur at the helm of that business that they own, that's the impact they're making on the world. But there are so many other ways to do it.

And so if you're a leadership, team member, heading up operations, and you have 40 people in operations, you have an opportunity to create such an amazing department, and have such an impact on those 40 people. As an employee in a company, think about the customers and clients you're working with, and the opportunity of impact there. In your personal life, the opportunity to make an impact, it might be a nonprofit that you work with.

So there are lots of different ways to make an impact. And so the question that you have to ask yourself here is, how am I making an impact? You just have to ask yourself that, and makes sure that you're making the impact you want. For me, it is all about entrepreneurs, and then indirectly, those entrepreneurial leadership teams... But I'm here to make a huge amount impact on entrepreneurs, and help them live their ideal lives. That's what I've been doing for 25 years, it's what I will be doing for the next 25 years. And so just a question, you got to decide how you want to make an impact. I just don't want you out there to think, well, I'm just the head of marketing, how do I make an impact being the head of marketing? You have such an opportunity to make such an impact on the world.

Mark O'Donnell:

This specific tool, so the company vision traction organizer, the VTO, personal, family, that's really the tool to get really clear on how you want to have an impact?

Gino Wickman:

But that's why I say when in doubt, see the VTO, because the VTO... Again, when we talk about tricking you, that's the tool we're tricking you into saying, what are your core values? What's your core focus? What is the passion and the niche of this organization? What is your 10-year target? All of those answers are really talking about the impact you're going to have on the world, on people, on your customers, on your clients. So it's all in the VTO. And then yes, to your point, it's almost like expanding those circles. [inaudible 00:31:04] if you want to expand that, the personal VTO, the family VTO, those are great tools to do that, as well.

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And then there's one last thing I always like to share, because I'm so fond of this quote. And I won't get it perfectly right, but there's a great quote that says, you're not... you can't consider yourself a leader until you've created a leader that has created a leader. So if you understand that bouncing ball, the impact you have, the opportunity you have, if you are truly a leader, a leadership team member and entrepreneur, is to create other leaders in the world. And you can't consider yourself a leader until the leader that you've created has created a leader. That's when you've completed the circle. And so just realize the opportunity that you have just to do that over the next 10, 20, and 30 years, and hopefully, that will light you up in terms of making an impact on the world.

Mark O'Donnell:

Very good. So the fourth one, being compensated appropriately.

Gino Wickman:

Yes. So, by the way, let's go back to the rating, because we didn't

Mark O'Donnell:

Oh, yeah, we didn't rate.

Gino Wickman:

And you and I being two visionaries and fact finders, we're going to forget some of these things.

Mark O'Donnell:

Yep.

Gino Wickman:

So just rate yourself. So on a scale of one to 10, how close are you to making the impact, the difference you want to have on the world? And if you're 100% believing you're making the impact you want, you're 10. And again, going back to that 50% mark, if you feel like, Ah, you're kind of there, you're kind of making an impact... So just score yourself. And again, it's just all about moving that needle. Because on that, I feel like I'm pretty darn close to 100% on that one, if we're if we're scoring ourselves. Where would you put yourself?

Mark O'Donnell:

I'd put myself as a 10, as well. Now, there's some quarters where it might drift down to an eight. And to be open and honest with that, the reason it drops is because I said yes to things that are outside of that VTO. And so it starts to impact my energy and time, and so I just can't... I'm distracted. So when you get distracted, you stop making the impact that you want to have.

Gino Wickman:

As you're talking, I'm thinking about this. Right now, my like... every meeting, every conversation, every project, this podcast, every single one of those things, is all perpetuating making an impact on entrepreneurs and entrepreneurial leaders. So it's heaven, and possible, for everyone listening out there.

Mark O'Donnell:

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Yeah, totally possible.

Gino Wickman:

So now let's go to the fourth point

Mark O'Donnell:

Yep, yep.

Gino Wickman:

So being compensated appropriately. So let's start with the question. And so zero to 10. 10 means you are getting paid exactly what you want to be paid, you're making enough money to achieve your financial goals. And so let's start there, because anyone that rates themselves low, I want you to be faced with that reality, and then I want to give you a gentle nudge, if you're frustrated with your current situation. So, let's hope you rated yourselves at a 10, and you're good, and that's wonderful.

But if you're at a five, you got some work to do. And so first thing I like to say here is, if you're not making enough money, if you're not making what you want to make, you have to create more value in the world, you have to add value. So there's a direct correlation. And so the tool that we trick and force is delegating and elevate. So we're going to bring you right back to that tool. And it's scientific, at this point, that the more time you spend in that upper left hand quadrant, the more time you spend moving all of your activities into the things that you love to do and you're great at, there is a direct correlation to you making more money.

The VTO is also a part of this, where as the organization executes that VTO and grows... A rising tide floats all boats. And so people tend to make more money as the business is more successful. So, if you're not, you've got to add more value. And then the last little point, I'll come back to what I said earlier, is delegate one thing per quarter. Like I said, I've been doing that for almost 25 years now. I have 30X'd my income in those 25 years. Not to brag or toot my own horn, what I'm saying is, that's the science that just says, as I keep pushing off what I call \$25 An hour work, and elevating myself to \$1,000 an hour work, you make more money.

So, going right back to the point, if you rated yourself a five, or something less than a 10, look at the value you're creating. Because as an employee, you just have to look at the impact and the value

you're having on your department, on your customers, on your clients, on your boss. Is there a way you can help your boss make their life better, make them more productive? Again, you will earn more money. As a leadership team member, building a great department, becoming more efficient, making a huge impact there, adding more value. You're going to get paid more.

And then certainly, that entrepreneur for their organization, the more value they add in the world, the more customers and clients want them, the more valuable their product and services, they are going to make more money. And just as quickly, if the entrepreneur doesn't feel like they're making enough, they're just not creating enough value in the world, they're not driving value. So hopefully, that all made sense.

Mark O'Donnell:

Oh, it makes perfect sense. And I'm guessing that's going to be a little bit hard for some people to hear, because it's a little bit of a moment of truth to say, well, maybe I am making \$25 an hour or less, and I want to get to 1,000. It reminds me of Napoleon Hill, and Think And Grow Rich, and I think that, to me,

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that book, in general, creates a great context for ways to create value. I didn't know that book is on your list.

Gino Wickman:

Top three for any success-minded person.

Mark O'Donnell:

Yeah. And I would encourage anyone who's like, "Ugh," on that \$25 an hour work, and don't have the luxury of delegating, to go read that book, Think And Grow Rich by Napoleon Hill. And there's really easy ways that you can start adding value to other people, and

Gino Wickman:

And I'd love to jump on that. Because here's something that's really important, if you're out there, and you're making \$15 an hour... And I'm trying to do fast math, but 15 bucks an hour, what does that get you these days? 30 grand a year.

Mark O'Donnell:

Yep.

Gino Wickman:

So if you're out there making 15 bucks an hour, you're making your 30 grand a year, and you're happy... In other words, you scored yourself at 10, I'm thrilled with this, please, I am not knocking that, Amen, and hallelujah, and we need lots of those people in this world, and we have lots of those people in this world. But if you're sitting there making 30 grand a year, and you're saying, I want to make 75 grand a year, it is a very simple formula. The job you're doing right now is not creating enough value, and therefore, nobody is willing to pay you the \$45 an hour, or whatever the quick math is, 40 bucks an hour, that you need to make to make your 75 grand a year.

And so, first of all, swallow that bitter pill, because you can't work your 35 or 40 hours a week, do as much as necessary, and expect to make more money. So you've got to go add more value. And so

it's the awareness that is going to raise your radar to see, wow value, where can I create more value for people? And when you go and do that... And there's great examples in the book of how employees have done that. And a lot of times, it might be time... You may have to go somewhere else. You may be limited with where you are, and you see clearly where you can add value. Go add that value over there and get paid what you're worth. It's all relative. There are people that are thrilled making 50 grand, and there are people that making \$5 million a year is just not enough. It's all relative, we all get to choose. It is a free world.

Mark O'Donnell:

For sure. So don't forget to rate yourself.

Gino Wickman:

Ah, rate yourself. Yeah.

Mark O'Donnell:

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What you did in the beginning. So that worked for us.

Gino Wickman:

Yeah. And for me, I'm a 10. But I am a capitalist, and so I'm happy generating more value. I'm constantly creating new things, I'm constantly generating new revenue streams. So I'm going to continue to do that until I keel over.

Mark O'Donnell:

Yeah. So I'm also at a 10, I'm also at a 10, so... And again, that 10 is relative, it's just a feeling, and

Gino Wickman:

I always like to describe it, as you're making enough money to achieve your financial goals.

Mark O'Donnell:

Yep.

Gino Wickman:

So, whatever that means. If you want to retire with \$100 million, do the math, and you're either on track. If you want to retire with \$100,000, do the math. But again, it's the traveling you want to do, it's the way you want to take care of your family, it's the lifestyle you want to have. And so roll all that into one big number, and are you generating enough to live the life that you want? And if not, score yourself, add more value, you'll do well.

Mark O'Donnell:

Right, right. Okay. So the last one, and time to pursue other passions. So do you want to start with rating again this time round?

Gino Wickman:

No, let's save that for the end.

Mark O'Donnell:

Yep, yep.

Gino Wickman:

And I think I'm starting to read early, so we don't forget.

Mark O'Donnell:

Yes.

Gino Wickman:

Let's save this one for the end, because I want to create a really nice context, so that people can score themselves correctly. So, time for other passions just simply means that you have enough time to do things you enjoy doing in your personal life. And so the way we trick you on this one is with something that we call EOS time management. And so we force every client to think about their 100%. And so we

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go to the accountability chart, you picture your seat in the accountability chart, and you decide, what is 100% of my working time? And everyone's different.

I've got clients, they are 35 hours a week people, and I've got clients, they're 85 hour a week people, everybody's different. I'm a 55 hour a week guy, that's what I've been for the last 25 years. That's, for me, a balanced life. That gives me enough time to be very productive at work, and have plenty of time for my family. And so you just have to figure out your 100%. And so we take every client through that process, they ultimately determine their 100%.

And let's just pretend, hypothetically, you're a 50 hour a week person. What that simply means is you should not be working one minute more than that, because every minute over that is time for your personal life to pursue other passions. Now, every once in a while, you'll work a little more, you'll work a little less. But the point here is, you've got to start to take control your life. Because if you don't establish some boundary, it's just going to be this ever expanding thing, where you're going to work till you keel over, burn the candle at both ends, burnout, all that wonderful stuff that you hear about.

So, with that said, that's the tool, start with your 100%. With this time that you have, you need to list all the things you love doing. And what's important understand here is, this is not earth-shattering stuff. There are people that love gardening, that is their passion, and now they have enough time to garden, and that lights them up. It doesn't mean you have to fly rockets, go heliskiing, go shark hunting. Passions don't be race car driving, but

Mark O'Donnell:

They could.

Gino Wickman:

... some people do [inaudible 00:42:30]. It absolutely could. And so again, for me, it's so simple. It's bike riding, it's spending time with my wife, my kids, my friends, it's going for walks, it's going to the movies, it's golfing, it's traveling. So again, you just have to know the things that light you up. Most people already know, but what's happening most of the time is, you're just not carving out time to spend time

on those things. And so that's what we mean, that's how we force you to free up time for other passions. And so, with that context, I think it's fair to now rate it. And so

Mark O'Donnell:

Yep.

Gino Wickman:

... you listening out there, you watching out there, so just think about 100% is that you have enough time to do the things that you love doing in your personal life. And so for me, I'm absolutely a 10 on this one. I'm a fanatic about managing my time. I work 40 weeks a year, 55 hours in those weeks. And then the rest of the time, I'm taking off, and doing all the things I love to do. But when I'm working, inside of that time, I am busting my ass. I love working hard, I love being productive.

Mark O'Donnell:

Yep.

Gino Wickman:

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But when I'm not, I love doing all of my passions. How would you score yourself?

Mark O'Donnell:

I'm going to give myself a six on this one. It's a little bit... Some quarters, I do really well, and some, I don't, really depending on what's going on. But what I am finding is that it's a little bit like Parkinson's Law. Parkinson's Law, everything expands to the time and space allotted. So if I'm not staying strict to that container, well, everything just goes to crap, and the work life starts to take over, and I'm passionate about it. So it is a little bit about pursuing other passions, but it's not doing justice to the other side of my personal life.

Gino Wickman:

Yeah. And I so appreciate you being honest, because I would have had to call you out on your own podcast. [inaudible 00:44:24]. Because I know you so well.

Mark O'Donnell:

Yeah, yeah.

Gino Wickman:

For those that don't know, I was the visionary of EOS Worldwide all those years. Mike Payton took over for me and was my successor as visionary. You're Mike Payton's successor

Mark O'Donnell:

Yep.

Gino Wickman:

... so you're a third generation visionary for EOS Worldwide. And so I know you well, and I know how you just get so caught up, and you're so passionate, and you can't turn your brain off.

Mark O'Donnell:

Yes, I cannot.

Gino Wickman:

This is your biggest opportunity.

Mark O'Donnell:

It is.

Gino Wickman:

And, you're about a year into the role, you've got this dragon by the reins, and your reigning it it.

Mark O'Donnell:

That's for sure. Dragon as a good way to describe it. And what I think people... what I neglected to do is, how do I pick myself back up? And these five things are disciplines. They're a journey, you're rating yourself every quarter, life changes. And so sometimes you fall off the wagon. And so for you, what are

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those things that knock you off, and could take one of those things from a nine or a 10 to five? And how do you get back on the track?

Gino Wickman:

Yeah, no, that's really good. So that the most important context in that question is for everyone to understand that, you will... that needle will start moving, and you'll keep getting better and better and better, and then there are quarters that it slips back. So it's never perfect, it's never linear. What you're describing is absolutely going to happen, and you got to be careful not to beat yourself up. And so you're describing as picking yourself back up, that's not too far off, because you don't want to get caught up in some kind of depression that you're failing, all of a sudden. It's going to happen. That's the most important message. So lots of ways to do it.

But if I think about the five, I want to try and give you one or two really good examples. So with doing what I love, and, and what I'm great at doing, where I catch myself falling back is when I took on a project that is not what I love, and I'm great at. And so all of a sudden, I made a commitment, and all of a sudden, I'm stuck and mired in this project that is zapping time, taking away from the things I love to do, zapping my energy. So that's one example of how it happens.

And then how I get back to it is, there's a great saying that says, it's okay to live out of life, or live out of balance in life, as long as you know for how long and why. And so when that happens, I go, "Man, I effed up this one." So I say, "But here's the good news. In two months, I'm going to finish this project, so I'm going to be at a seven for the next two months, and this one." And so I just give myself permission that I screwed up, and I'm going to honor that commitment. Because you can also figure how to get out of that commitment, but I'm talking about an example that you can't get out of that commitment.

Mark O'Donnell:

Yep.

Gino Wickman:

And then I think another example would be... So let's go to... with people you love, and I'll give you three quick examples there. You hire the wrong person, you marry the wrong person, that's it a big one, or you start hanging out with a new friend, that you realize is just an asshole, or something like that, I don't know.

Mark O'Donnell:

Yeah, right.

Gino Wickman:

But all of a sudden, you brought someone into your life that is just zapping your energy. So it's one of those three things. And so with that, it's the same thing. You guys say, "Whoops, I screwed this one up, now we got to figure out how to get out of this." And you got to be very selfish, and not feel guilty about getting that person out of your life. And so obviously, if it's a bad hire, you got to fire that person, and you got to replace them with somebody that's the right person. If it's a friend, you got to figure out how to get out of that as nice as you can. But to sacrifice yourself because you don't want to feel bad or guilty, and continue to hang out with that person for another six months, that's a mistake. And if you marry the wrong person, try therapy. But if you're convinced you're the wrong person, life is too short-

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Mark O'Donnell:

Too short.

Gino Wickman:

... to live the next 10 years in misery, with the wrong person.

Mark O'Donnell:

Yeah, for sure. For sure.

Gino Wickman:

Now, I've never married the wrong person, so that is not a personal experience. So far, so good. 35 years into this relationship, Kathy and I are doing just fine.

Mark O'Donnell:

That's amazing. I'm in the same boat with you there. Gino, this has been a wonderful conversation. I encourage our listener, if you want to live your ideal life, if you want to do what you love with people you love, make a huge impact, be compensated appropriately, enough time to pursue other passions, please pick up a copy of The EOS Life. It's available now at oeslife.com. Thank you again, Gino, for graciously joining us on the very first episode of The EOS Life Podcast, and thank you for listening. It's people like you who are the reason why Gino and I get up in the morning and strive to live our EOS life every day. Thank you for listening to the podcast. I hope you got value from today's episode. Remember to ask yourself, how long will you wait until you demand the best for yourself? How long will you wait

until you live your ideal life, the EOS life?

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