

WEBVTT

1

00:00:00.040 --> 00:00:01.570

Joe Donaldson: Menu there on chat.

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00:00:03.140 --> 00:00:09.890

Joe Donaldson: Thank you. And so if you take care of that, that would be great as well. We can communicate with everyone together.

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00:00:10.160 --> 00:00:15.370

Joe Donaldson: So it is the top of the hour. I know more people are are logging in, even as they speak.

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00:00:15.953 --> 00:00:19.710

Joe Donaldson: We don't wanna delay much longer. Give William plenty of time to

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00:00:20.270 --> 00:00:23.909

Joe Donaldson: to make his presentation, and I, you know

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00:00:25.130 --> 00:00:28.366

Joe Donaldson: we have been anticipating this webinar for quite a while.

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00:00:29.220 --> 00:00:40.320

Joe Donaldson: having read the book myself. I'm I'm excited to hear what what William has to say about portions of it, and how we can use this material and these concepts to become better coaches.

8

00:00:40.470 --> 00:00:43.189

Joe Donaldson: And that's really why we're we're all here today.

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00:00:45.270 --> 00:00:46.400

Joe Donaldson: we, the

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00:00:46.450 --> 00:00:59.750

Joe Donaldson: can community of coaches is hosting the webinar and and we've opened this up to even non members today, just because we thought the content was so vital, important to coaches everywhere, so so glad that you're here and joining us.

11

00:01:01.390 --> 00:01:23.330

Joe Donaldson: I think you can see us some of those other messages up there in the top of of chat for us. We do invite you to stick with us through the whole 90 min. There's a special offer we're gonna let you know about at the end. We are gonna take we we've scheduled. We're planning just brief breaks, couple of brief breaks at about half an hour and an hour in just to just keep things moving for everyone. So

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00:01:25.622 --> 00:01:32.399

Joe Donaldson: you know, it's our practice to start our webinars with. We're to purchase. I'm gonna just invite you to to pray with me.

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00:01:32.700 --> 00:01:34.640

Joe Donaldson: father. Thank you for today.

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00:01:35.081 --> 00:01:46.338

Joe Donaldson: For bringing us all together for these moments. I pray that you will use this time and use William to teach us and challenge us to become even better coaches and to serve your people.

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00:01:46.910 --> 00:01:49.369

Joe Donaldson: yeah, well, to serve them. Well.

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00:01:49.640 --> 00:01:51.230

Joe Donaldson: we pray this in Jesus, name

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00:01:51.370 --> 00:01:52.250

Joe Donaldson: Amen.

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00:01:52.250 --> 00:01:52.860

William Vanderbloemen: And.

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00:01:52.860 --> 00:01:53.613

Brian Miller: Hey! Man!

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00:01:54.470 --> 00:02:04.279

Joe Donaldson: I just wanna welcome Chad Hall. He is the president of Can. He'll be joining us as well. So there he is, waving nice. And and we've lost William. But it's okay. It's okay.

21

00:02:04.280 --> 00:02:04.959

William Vanderbloemen: Oh, I'm here!

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00:02:06.270 --> 00:02:06.925

Joe Donaldson: Yeah.

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00:02:07.720 --> 00:02:16.929

Joe Donaldson: So I'm I'm gonna go off camera and turn it over to William. Just give us a little bit of background about yourself and and and and

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00:02:17.340 --> 00:02:19.239

Joe Donaldson: just dig in. Glad to. Yeah.

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00:02:19.240 --> 00:02:31.469

William Vanderbloemen: Glad to. Glad to do that. Hey? A little hack for you coaches before we start. I have a new thing. I hadn't even installed it yet. I'm not gonna try now. I was fiddling with it. But if you haven't found center Cam, you guys look this

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00:02:32.050 --> 00:02:33.710

William Vanderbloemen: super. I've been.

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00:02:33.710 --> 00:02:34.280

Joe Donaldson: Yeah, it's.

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00:02:34.850 --> 00:02:56.680

William Vanderbloemen: Been living under a rock and didn't know. I'm always like looking down at my slides instead of looking at the camera, and this will help. So I don't. I don't think it was very expensive, either. It's like center cam, and they aren't paying me or anything like that. So yeah, yeah. Oh, well, listen, Joe Brian Chad, thanks for having me. I'll everybody needs a coach.

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00:02:57.190 --> 00:02:58.589

William Vanderbloemen: and I'll

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00:02:58.630 --> 00:03:21.220

William Vanderbloemen: you know the one to it. Tiger Woods tried for a little while without a swing coach, and his game went to nothing, and he's the greatest, maybe the greatest ever in his. It is craft. Everyone needs a coach. So thank you all for what you're doing to try and level people up and try and move them forward. I I got asked today. The 1st 5 people they asked couldn't be here. So I ended up being the

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00:03:21.620 --> 00:03:29.650

William Vanderbloemen: I'm kidding. These guys were nice enough to have me on. And why? Not? Because I'm entertaining, but because we've done a lot of research.

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00:03:29.780 --> 00:03:33.339

William Vanderbloemen: And that research has been driven by one question.

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00:03:33.470 --> 00:03:34.709

William Vanderbloemen: Here's the question.

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00:03:34.880 --> 00:03:36.439

William Vanderbloemen: how do I spot

35

00:03:36.490 --> 00:03:38.289

William Vanderbloemen: the very best people

36

00:03:38.820 --> 00:03:40.349

William Vanderbloemen: faster and better.

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00:03:40.950 --> 00:03:58.749

William Vanderbloemen: We're exec. We're an executive search firm. So we get paid by clients. People hire us to say, Find me. Maybe you've got a client that's a CEO or a pastor. I need a number 2 to run things that would be a normal call for us. So for us we had a very selfish question. We were asking, How do we spot the best of the best, quicker and better?

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00:03:59.500 --> 00:04:05.100

William Vanderbloemen: And maybe you've had this happen in your life? I think nearly everyone has. You meet someone.

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00:04:05.130 --> 00:04:06.630

William Vanderbloemen: and within

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00:04:06.720 --> 00:04:09.150

William Vanderbloemen: a minute or 2 you're like

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00:04:10.460 --> 00:04:11.819

William Vanderbloemen: that. One's different.

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00:04:12.060 --> 00:04:14.669

William Vanderbloemen: That one is a winner.

43

00:04:15.260 --> 00:04:21.799

William Vanderbloemen: and you're ready to sign up for their blog and their email, a list. And you're following them on social. And you're saying, should I hire them? Should I?

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00:04:22.040 --> 00:04:23.989

William Vanderbloemen: You've met those kind of people right?

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00:04:24.960 --> 00:04:27.430

William Vanderbloemen: What if you could see them coming a little sooner?

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00:04:28.060 --> 00:04:31.070

William Vanderbloemen: What if you could figure out what those people have in common.

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00:04:31.830 --> 00:04:41.060

William Vanderbloemen: So drop back with me. I started our executive search work in 2,008. In the fall of 2,008 I had quit my job

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00:04:41.800 --> 00:04:48.789

William Vanderbloemen: followed 2,008, if you remember, was just a brilliant time to quit your job. And when we when we

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00:04:49.400 --> 00:05:06.020

William Vanderbloemen: when I quit my job. The the reason was, I saw in the company that I was working for the CEO, a very large company, fortune, 200 larger than Starbucks. Kind of thing the CEO said. It's time to find my successor, and they hired this thing called a search firm.

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00:05:06.270 --> 00:05:07.440

William Vanderbloemen: and

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00:05:07.820 --> 00:05:32.520

William Vanderbloemen: 90 days later they had their new leader. Well, in the church world. That's not anything like what I was used to. So I'm like, could we build something that would help churches find their pastor better and faster, and that was the beginning of a long journey, and since then we have branched out. I mean, we still serve a lot of churches. But we also serve faith based schools. Faith based nonprofits even kind of the Chick-fil-a's of the world cause people who have a cause or set of values

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00:05:32.540 --> 00:05:35.310

William Vanderbloemen: that they want their talent to match.

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00:05:35.660 --> 00:05:38.904

William Vanderbloemen: And and so we've had a really interesting

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00:05:39.550 --> 00:05:48.550

William Vanderbloemen: seat in the kingdom, if you will, and over the years we've grown grown every single year until we get to that 2020 year.

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00:05:48.640 --> 00:05:51.489

William Vanderbloemen: you know, I learned a lesson in 2020.

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00:05:52.080 --> 00:05:56.929

William Vanderbloemen: If every one of your clients closes indefinitely.

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00:05:57.770 --> 00:05:59.590

William Vanderbloemen: it will free up your calendar.

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00:06:01.130 --> 00:06:26.569

William Vanderbloemen: It also changes your P. And L. For the year, and you have to change things to adjust that. That's a different webinar during the the pandemic, when all churches and schools were completely shut down, nobody was hiring, nobody was doing anything we had a chance to say, What are we gonna do? And and we did. It was a terrible time for us. We had to reduce overhead very quickly to be able to make what we thought would be a year and a half of hibernation, which is actually exactly how it ended up being.

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00:06:26.570 --> 00:06:43.570

William Vanderbloemen: And during that time we said, We're not going to be doing any real work. So let's serve our clients. Let's help them get their Ppp money. Let's help them figure out how to run webinars and online church and online school. And you know what we might not make any money. In fact, we might die as a business, but

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00:06:43.570 --> 00:06:54.750

William Vanderbloemen: that's a pretty good way to go serving during pandemic so great. Well, we did all that, and we even had some more time left over because there wasn't a whole lot to do. And

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00:06:55.540 --> 00:07:10.259

William Vanderbloemen: we said, Well, why don't we study what we've been learning? We've we've grown every single year for the last 12 and a half years. Why not study and see what we can learn while we've got a little bit of time out. And the and woman. That's when the question came up, how do we spot those people.

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00:07:10.470 --> 00:07:22.750

William Vanderbloemen: those those unicorns? How do we tell who they are? So we amassed as much data as we could. We said, how many really, best of the best people have we ever interviewed? Really, best of the best? We've interviewed hundreds of thousands.

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00:07:22.760 --> 00:07:34.889

William Vanderbloemen: but we got it down to the 30,000 finalists that we've interviewed over the years, all face to face, interviews, all long format all with a fairly similar rhythm. Right? Not a script, but a rhythm.

64

00:07:35.490 --> 00:07:45.170

William Vanderbloemen: And we were able to to get those 30,000 amassed, and see, are they doing well in their career? Are they not doing well? And then ask this really important question.

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00:07:46.850 --> 00:07:48.619

William Vanderbloemen: what do these people have in common?

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00:07:50.390 --> 00:08:01.069

William Vanderbloemen: So we we did the research, and we looked to see what they had in common, and the results were, on the one hand, really shocking, and, on the other hand, stunningly consistent.

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00:08:01.600 --> 00:08:06.370

William Vanderbloemen: So shocking! Why were this shocking? Well.

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00:08:06.570 --> 00:08:34.090

William Vanderbloemen: I don't know my my narrow mind, I think, assumed that if you're gonna be a standout a Unicorn. If you're really gonna be one that stands out in the crowd, you need to be probably 6 foot 2, 6 foot 3. What's the song now? 6 foot 5 blonde hair trust fund finance like like that is what I thought it would be. Quarterback head cheerleader went to the good school with the alumni network. All those things. It was none of that.

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00:08:35.150 --> 00:08:46.360

William Vanderbloemen: In fact, what we discovered is these 30,000 didn't have any racial, common denominator, no gender, no Age group, no education level.

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00:08:46.580 --> 00:08:51.609

William Vanderbloemen: All those things were off the table. Here's what it boiled down to. We identified

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00:08:52.070 --> 00:08:54.070

William Vanderbloemen: 12 habits

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00:08:54.350 --> 00:08:56.359

William Vanderbloemen: that the very best of the best

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00:08:56.580 --> 00:08:57.460

William Vanderbloemen: share.

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00:08:57.940 --> 00:09:02.999

William Vanderbloemen: And we picked that word really intentionally. Because here's here's the other thing about what we find. These common

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00:09:03.100 --> 00:09:14.519

William Vanderbloemen: denominators among 30,000 were actually things anyone can learn to do. And they're centered around this. They're centered around how humans treat other

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00:09:14.540 --> 00:09:15.580

William Vanderbloemen: humans.

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00:09:16.590 --> 00:09:18.840

William Vanderbloemen: human to human skills.

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00:09:19.050 --> 00:09:31.850

William Vanderbloemen: Now, I wanna dive into a little bit of how important that is right now, because your people you're coaching are are nervous right now, and you know that better than I do. The particular things that are nervous, but everyone's nervous. They're gonna get left behind right now.

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00:09:31.920 --> 00:09:43.820

William Vanderbloemen: left behind in the workforce left behind by AI left behind. And they're all wondering, how do I stand out? So what was super cool about our research was we did not uncover 12

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00:09:43.870 --> 00:09:44.890

William Vanderbloemen: traits

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00:09:45.360 --> 00:09:48.920

William Vanderbloemen: that people are born with. We didn't uncover 12

82

00:09:49.690 --> 00:10:12.870

William Vanderbloemen: birth marks that just were innate. We discovered habits. It's almost like we found the perfect treadmill that will get you in the best shape of your life. Now, all you have to do is use it. And that's when our selfish research project change pretty quickly into Oh, my gosh! This is a message. We have to get out to other people because it's not. Can we spot better talent?

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00:10:13.300 --> 00:10:18.360

William Vanderbloemen: Now, what we have is a manual for creating better talent.

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00:10:18.440 --> 00:10:31.749

William Vanderbloemen: So today I want to share with you a few things from the book. I'm going to share my screen. I'm going to get past the part where you can see what I'm ordering on Amazon, and we're going to go to how to coach up unicorns, because I think

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00:10:31.880 --> 00:10:37.170

William Vanderbloemen: these people, anyone being these people can be taught

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00:10:37.410 --> 00:10:38.640

William Vanderbloemen: to be

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00:10:38.860 --> 00:10:49.389

William Vanderbloemen: a unicorn, someone who stands out in the crowd. Now here, let's walk through this. I've got about 12 slides, and we'll we'll try and finish in plenty of time for questions.

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00:10:49.980 --> 00:10:51.100

William Vanderbloemen: Sorry.

89

00:10:51.190 --> 00:10:52.220

William Vanderbloemen: shameless

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00:10:52.250 --> 00:11:00.979

William Vanderbloemen: slide put in by my marketing team. Follow there. If you want to see things that I talk about for coaching and career and all those sorts of things.

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00:11:01.390 --> 00:11:29.449

William Vanderbloemen: here's the book. Here. Is it an important link? The unicorn book.com. You're gonna want to use that or the QR code, because@theunicornbook.com, it's not just a link to Amazon. It's a link to a lot of other resources. We have some, some video, some bonus content, and also a software tool that I'll tell you about as we as we move along the unicornbook.com. This is the culmination of our research. Now, you're not going to read this research and say, William is curing cancer.

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00:11:29.920 --> 00:11:40.209

William Vanderbloemen: Yeah, you're not going to say he's a quantum physicist. No, this is supposed to be easily digestible by everybody, because they're habits that are easy to understand.

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00:11:40.210 --> 00:12:00.700

William Vanderbloemen: but hard to apply. You ever sit in church and say the longest 6 inches in the world from here to here? Well, it's it's similar with these habits. You can get it. But will you put it into action? So we'll talk more about a software tool later. But go to the unicornbook.com and check out resources. Now let me tell you why your people

94

00:12:00.720 --> 00:12:03.320

William Vanderbloemen: are nervous, anyone you're coaching right now.

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00:12:04.400 --> 00:12:05.979

William Vanderbloemen: It's crowded out there.

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00:12:06.440 --> 00:12:08.430

William Vanderbloemen: and it's uncertain out there

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00:12:09.210 --> 00:12:25.920

William Vanderbloemen: used to be if you did a few good things you got noted, and that was that. Now you say the wrong thing. You get canceled because you have an interconnected and hyper connected world. Not just that, but you have a more crowded world. So for the 1st time in us history.

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00:12:26.030 --> 00:12:39.929

William Vanderbloemen: we have more generations sharing the workforce than ever. So let's just look at this. Generations in the workforce, right? 2,019. When we 1st started looking at research was 2020. You had 1, 2, 3, 4

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00:12:39.930 --> 00:12:57.910

William Vanderbloemen: generations in the workforce. And and there are even some builders that are in there, and we're quickly moving to 2025 millennials, and Gen. Z's being the dominant force in the workforce. Let me tell you a secret. The millennials and Gen. Z's are sitting around saying I can't ever get into the big boy room.

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00:12:58.580 --> 00:13:05.579

William Vanderbloemen: and as a chauvinist it's set adjective. But like I can't get in the room with the real leaders, because I'm just a young

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00:13:05.680 --> 00:13:19.959

William Vanderbloemen: guy. If you look at the people right now who are boomers or Gen. X. We're like, Oh, my gosh! Here come to young people, and they're going to replace me. It doesn't matter what part of the pie chart you belong to. People are nervous because it's more crowded than ever

102

00:13:20.050 --> 00:13:34.749

William Vanderbloemen: and more complex people communicate in different ways, generation to generation communication. We could do a whole webinar on what we're learning about that. But for now, just take away this one, thought. The people you're coaching feel crowded out.

103

00:13:35.010 --> 00:13:46.660

William Vanderbloemen: and they also feel uncertain. Here's a listing from a recent study of a major consulting firm. That shows what percentage of each occupation will be replaced by AI in the next 10 years.

104

00:13:46.800 --> 00:13:48.139

William Vanderbloemen: You just take a look at that.

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00:13:48.530 --> 00:13:51.449

William Vanderbloemen: It's a visual of how your people

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00:13:51.730 --> 00:13:53.220

William Vanderbloemen: are feeling.

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00:13:53.560 --> 00:13:55.619

William Vanderbloemen: even in pastoral ministry.

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00:13:55.760 --> 00:14:12.289

William Vanderbloemen: even in any form of work. Everyone's saying, Are we living in the Prequel Determinator? How do I stand out in the crowd. There's so many people there's so many generations. There's a 6th generation called not Jen A, but Jen a I that's threatening to crowd me out.

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00:14:12.320 --> 00:14:35.109

William Vanderbloemen: How can I stand out in such a noisy, uncertain world? Your people are wondering that, and I think I can share a few things to coach you on how to coach them up into a standout position to coach up unicorns, and I think the book will probably help them as well, let's take a look and tour through some things. How can your clients stand out

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00:14:35.170 --> 00:14:39.549

William Vanderbloemen: in such a crowd and in such an uncertain workforce?

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00:14:40.420 --> 00:14:49.139

William Vanderbloemen: 1st thing I tell you, is Coach what I call ridiculous responsiveness. If you look in the book you'll see. And here I'll show you

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00:14:49.564 --> 00:14:55.230

William Vanderbloemen: if you look in the book we found 12 habits. Guess how many chapters there are.

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00:14:55.300 --> 00:15:22.920

William Vanderbloemen: you know, right there. They're pretty simple, and there are 12 of them, and in each chapter we just made it really simple for people. It's a look. Here's a case study of someone in the business world or leadership world that embodies this one of the 12 habits. And then let's hear from all the unicorns we interviewed and studied about what they're doing to improve their effectiveness in this habit. And then let's talk about how you can apply these things in your life. The very 1st chapter

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00:15:22.920 --> 00:15:28.509

William Vanderbloemen: is a of a habit that we noticed in unicorns called the fast.

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00:15:29.660 --> 00:15:31.750

William Vanderbloemen: You know. You say way of

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00:15:32.080 --> 00:15:48.539

William Vanderbloemen: you said they're not inborn traits. Speed is inborn. Yeah, no, I you know what truth is. I'm not fast. I tell people I'm not fast. I'm Dutch. We're built for wind. We don't move very quickly. And what what if I were using a more precise

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00:15:48.800 --> 00:16:04.780

William Vanderbloemen: chapter title. If this were a dissertation and not a book that I'm trying to get you to keep reading, I would say, the number one trait of unicorns is that they very quickly and very intentionally get back to people.

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00:16:05.440 --> 00:16:29.619

William Vanderbloemen: And that sounds so simple. You're like, Get back to people, and that I grew up hearing my mother say you need to write a thank you. Note. You need to call them back. You need it. This is this doesn't sound like wisdom. This sounds like Mom, here's the here's the joke around the office. If you read the table of contents in those 12 traits you'll realize our second working title. And this is this is probably not fair for me to say, but we really had to wrestle a little bit to get Unicorn in the title Long story.

119

00:16:30.170 --> 00:16:32.130

William Vanderbloemen: The second title was, Well.

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00:16:32.260 --> 00:16:33.790

William Vanderbloemen: I guess Mom was right.

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00:16:34.860 --> 00:16:40.870

William Vanderbloemen: because most of these things are things many of us heard growing up. Do you get back to people.

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00:16:41.110 --> 00:16:54.510

William Vanderbloemen: And and here's the second piece of that. It can't just be getting back to people. It has to be intentionally getting back to people. Chat bots, get back to people right away. Instant replies from Siri. Get back to people right away. And how do those leave you feeling when you get them

123

00:16:54.880 --> 00:17:07.199

William Vanderbloemen: terrible. What we're after in each of these habits is that you, as a human, are interacting with other humans in a way that makes them walk away, saying, Oh, my gosh! I just met a unicorn, and you can do that

124

00:17:07.390 --> 00:17:20.490

William Vanderbloemen: by getting back to people intentionally and quickly. Let's dive into a little bit of what that means. 1 min in response. Time can make all the difference in the world. What do I mean when I say that

125

00:17:21.630 --> 00:17:31.329

William Vanderbloemen: I'll give you an example we use at our company. A software. It's a inbound marketing software, which is a big old term for people to say which really means

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00:17:31.370 --> 00:17:38.260

William Vanderbloemen: people go on a website. If they need help, they fill out a form. The form comes through a software and says, somebody's interested in you helping them.

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00:17:38.370 --> 00:17:42.750

William Vanderbloemen: Okay? So I'll be a marketing lead. Right? So here's a question.

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00:17:43.500 --> 00:17:45.339

William Vanderbloemen: how much difference does it make

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00:17:46.870 --> 00:17:51.599

William Vanderbloemen: when you get back to people quickly or slowly. In other words, does response time

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00:17:51.750 --> 00:17:55.429

William Vanderbloemen: affect the ability to continue the relationship

131

00:17:55.810 --> 00:18:20.210

William Vanderbloemen: you see in sales? If you're coaching pastors, you can use the word evangelism, because that's sales. Sorry guys, church leaders don't like that word, but call it eternal fire insurance call it whatever you want. But evangelism sales, and everybody who does evangelism now knows it's changed. It's it you. There used to be a day where you went out in teams. You knocked on a door and said, If you died tonight and Boom, we've got brand new Christian. That's not the way the world's working now.

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00:18:20.320 --> 00:18:35.299

William Vanderbloemen: and it's not just evangelism. It's all sales. It's no longer always be closing. That is not the point of evangelism is not the point of trying to get someone to church. It's not the point of any form of leadership. Here's what the new strategy for sales is.

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00:18:36.660 --> 00:18:38.430

William Vanderbloemen: Create one more conversation.

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00:18:39.140 --> 00:18:51.990

William Vanderbloemen: You just want to move the ball forward. A lot of evangelism studies, I read say, it takes, you know, probably 17 interactions for people to start to consider saying yes to the gospel. Same's true in sales.

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00:18:52.350 --> 00:19:04.359

William Vanderbloemen: People need a lot of interaction. So when people in a business setting fill out a form on the Internet, and it comes through the pipeline and the the team that's trying to create business gets that form.

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00:19:05.410 --> 00:19:06.870

William Vanderbloemen: What are you trying to do?

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00:19:07.150 --> 00:19:09.009

William Vanderbloemen: Have another conversation?

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00:19:09.500 --> 00:19:17.800

William Vanderbloemen: So the question becomes, does the the speed with which I respond affect the likelihood that I'm going to have that next conversation.

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00:19:18.070 --> 00:19:30.310

William Vanderbloemen: And here's our the results of a very large study that we found tens of thousands of companies that are paying lots of money to have inbound marketing software fill out a form. And we'll respond, okay, what found was.

140

00:19:30.860 --> 00:19:41.389

William Vanderbloemen: if a form comes in. You could call it a visitor card at church. You could call it someone filling something out on your church website, your school website, whatever it is. If someone fills out a form

141

00:19:41.880 --> 00:19:43.900

William Vanderbloemen: and it comes through a main engine.

142

00:19:44.090 --> 00:19:45.080

William Vanderbloemen: and

143

00:19:45.450 --> 00:19:52.289

William Vanderbloemen: that person who fills out the form gets an intentional human response. Within 60 seconds

144

00:19:52.690 --> 00:19:56.870

William Vanderbloemen: there is an over 98% chance

145

00:19:57.030 --> 00:20:23.199

William Vanderbloemen: that you'll have another conversation with that person, 98% conversion. That's amazing. Money in the bank, new customers, new members of church 1st time, donors converted to longtime donors. You can use this rubric for nearly anything when it comes to human, to human relations. And how do I stand out in a crowd? You stand out by getting back to people quickly. If you get back to people within 60 seconds with an intentional response.

146

00:20:23.960 --> 00:20:30.010

William Vanderbloemen: You have a 98% chance of another conversation and moving the ball down the field. Now what happens if you wait.

147

00:20:31.650 --> 00:20:34.799

William Vanderbloemen: Study went on, to find that if you waited 20 min

148

00:20:34.850 --> 00:20:36.150

William Vanderbloemen: instead of 1 min.

149

00:20:36.320 --> 00:20:46.689

William Vanderbloemen: just like 19 min, 20 min after the form comes in, you still have a 60% chance of talking to that person of having that next conversation.

150

00:20:47.530 --> 00:20:52.389

William Vanderbloemen: That means in 19 min you went from a 98% chance to a 60% chance.

151

00:20:52.810 --> 00:21:00.390

William Vanderbloemen: Now, there's some forms that filled out that you're okay with a 60% chance. But if you're smart you'll know how to discern. This is one I better get back to.

152

00:21:00.440 --> 00:21:01.460

William Vanderbloemen: Right away.

153

00:21:01.580 --> 00:21:03.550

William Vanderbloemen: Coach your

154

00:21:03.810 --> 00:21:04.890

William Vanderbloemen: clients

155

00:21:04.940 --> 00:21:08.249

William Vanderbloemen: to respond quickly and intentionally. Listen to this.

156

00:21:08.780 --> 00:21:12.029

William Vanderbloemen: 1 min, 98% chance of another conversation.

157

00:21:12.600 --> 00:21:15.790

William Vanderbloemen: 20 min, 60% chance of another conversation.

158

00:21:15.860 --> 00:21:18.420

William Vanderbloemen: If you wait, I could go through a lot of different

159

00:21:18.650 --> 00:21:27.880

William Vanderbloemen: time gradations. But if you wait 24 h to get back to my one day. I'll be back to you within 24 h. That sounds like a big promise. Guess what the stats show

160

00:21:27.980 --> 00:21:29.589

William Vanderbloemen: you wait 24 h.

161

00:21:29.610 --> 00:21:33.850

William Vanderbloemen: You have a less than 1% chance of ever talking to that person again.

162

00:21:34.640 --> 00:21:44.679

William Vanderbloemen: It's going to have to be somebody you've already got a relationship with, or would excuse it, or or it's an off thing. But there is a 99% chance. You will never talk to them again if you wait a day.

163

00:21:46.300 --> 00:21:50.219

William Vanderbloemen: Now, here's the super big punchline of the study.

164

00:21:51.660 --> 00:21:56.470

William Vanderbloemen: What's the average response? Time of all these tens of thousands of companies to the forms that come in

165

00:21:57.620 --> 00:21:58.880

William Vanderbloemen: 42 h

166

00:22:01.920 --> 00:22:19.789

William Vanderbloemen: within a minute, 98% chance of having another conversation within 20 min, 60% chance more than 24 h, less than 1% chance, and the average is even lower than that. Here's why I'm telling you this long story, these traits, these habits

167

00:22:19.810 --> 00:22:21.730

William Vanderbloemen: that unicorns practice.

168

00:22:22.580 --> 00:22:27.169

William Vanderbloemen: there are things any of us can do, but nearly all of us choose not to do.

169

00:22:27.760 --> 00:22:29.409

William Vanderbloemen: For one reason or another.

170

00:22:29.580 --> 00:22:43.989

William Vanderbloemen: We put things off, we procrastinate, we wait, we get distracted. And you can understand how this works. I mean, if I fill out a form on an email. You know, I am on email at that moment. If within a minute somebody responds, chances are I'm going to see that

171

00:22:44.050 --> 00:22:59.039

William Vanderbloemen: you wait 20 min. I'm off to the next thing, or I'm on LinkedIn, or I'm over in another platform, or I've gotten dragged into a meeting or a phone rang, or what have you? There's so many ways to get distracted. If you don't respond right away, you're throwing away your chance to stand out in the crowd. But if you

172

00:22:59.070 --> 00:23:01.030

William Vanderbloemen: will respond.

173

00:23:01.870 --> 00:23:03.920

William Vanderbloemen: you will stand out in the crowd.

174

00:23:05.130 --> 00:23:12.870

William Vanderbloemen: This got burned in my head, and I'm taking longer with this one than any other trait, because this is the easiest one to fix and coach. As you know, this

175

00:23:12.880 --> 00:23:15.489

William Vanderbloemen: momentum is a leader's friend.

176

00:23:15.570 --> 00:23:29.410

William Vanderbloemen: You want to make a life change, make a life change where you see immediate results, and that'll encourage you to make more life change. So I'm picking. It's why it's the 1st chapter in the book. This is the easiest one to modify, and you'll see some momentum.

177

00:23:29.710 --> 00:23:41.350

William Vanderbloemen: When I 1st started our business in the fall of 2,008, the brilliant time to start your business when you have a you know Adrian and I just gotten married and blended our families. And oh, my gosh! We had 6 kids in a house we could barely afford. It was

178

00:23:41.400 --> 00:23:46.269

William Vanderbloemen: the dumbest idea ever, but we did it mainly because, she said, Let's give it a try.

179

00:23:46.310 --> 00:23:57.240

William Vanderbloemen: And and you know, when you're kind of back against the wall, and you gotta feed all these people. If somebody wrote into me in those very early days, I got back to them within 10 seconds

180

00:23:57.280 --> 00:24:00.030

William Vanderbloemen: a. Because it didn't have a lot going on.

181

00:24:00.160 --> 00:24:05.720

William Vanderbloemen: But B, because I if I didn't go get something done, we didn't eat.

182

00:24:07.040 --> 00:24:08.950

William Vanderbloemen: What I found was it worked.

183

00:24:09.240 --> 00:24:16.629

William Vanderbloemen: and even after a year or 2 we got really good momentum going. People just kept saying, you know, the reason we hired you is you got back to us.

184

00:24:16.840 --> 00:24:19.980

William Vanderbloemen: Do you know how uncommon it is for people to get back to us.

185

00:24:20.630 --> 00:24:32.959

William Vanderbloemen: and we found it's uncommon everywhere we found it like we went to the the dating site like the Og. Of dating sites, is eharmony, and a lot of you're too young to even know what that is. You're just swiping left or right, or you know people that do

186

00:24:33.080 --> 00:24:43.269

William Vanderbloemen: none of that. This is the the original. You filled out your profile. They would send you potential matches, and the folks there told us when we send potential matches out, people wait forever to get back to us

187

00:24:44.490 --> 00:24:45.910

William Vanderbloemen: think about that for a second.

188

00:24:46.000 --> 00:24:47.970

William Vanderbloemen: This is a website

189

00:24:48.190 --> 00:24:51.370

William Vanderbloemen: populated almost entirely

190

00:24:51.660 --> 00:24:54.769

William Vanderbloemen: by lonely people who are really dying to get connected.

191

00:24:55.630 --> 00:25:05.980

William Vanderbloemen: And then they find some prospects, and they wait. The human nature is to put things off for tomorrow. We'll see more of this in another habit I'm going to share. But you know

192

00:25:06.030 --> 00:25:15.239

William Vanderbloemen: I took quite a bit of Latin. Those degrees behind me are not in business. It's religion and philosophy, and in Latin there's a word that means tomorrow, you know it is

193

00:25:15.540 --> 00:25:16.730

William Vanderbloemen: Crastina.

194

00:25:17.010 --> 00:25:39.989

William Vanderbloemen: Now, does that sound familiar? If you put things off for tomorrow, you have procrastinated, and that's what everyone tends to do. Who here hit a snooze button today? That's pro. Whatever the Latin word for 7 min is. But it's the same dynamic we tend to put things off. You can stand out in the crowd if you just won't put it off.

195

00:25:41.910 --> 00:25:44.450

William Vanderbloemen: Coach up ridiculous responsiveness!

196

00:25:44.710 --> 00:25:52.330

William Vanderbloemen: That means same day. Follow up on everything that means hiring. We're we're going to go backwards. We're going to talk about same day. Follow up.

197

00:25:52.420 --> 00:26:07.269

William Vanderbloemen: Let's let's talk about one other example. Here. A massive study done by a generosity company that many of us would know if I named them, and they were asking the question, How what's the best way to turn 1st time donors into regular donors.

198

00:26:07.490 --> 00:26:09.680

William Vanderbloemen: Okay? Great question.

199

00:26:09.740 --> 00:26:13.960

William Vanderbloemen: Massive shift in how we communicate has happened used to be

200

00:26:14.060 --> 00:26:27.249

William Vanderbloemen: that people don't want to know. They don't want to be invaded the number one way. Here's this is worth the whole webinar right here, the number one way to convert a 1st time donor into a long time. Donor is for the person who preached on that day in that church

201

00:26:28.220 --> 00:26:30.910

William Vanderbloemen: to text message the donor.

202

00:26:32.900 --> 00:27:02.739

William Vanderbloemen: That sounds crazy. That would have sounded invasive to me years ago, but not anymore. Here's the reality. I'm bombarded with 500 emails a day. I'm bombarded now with some spam phone calls. That guy potential spam keeps calling. I don't know if you know him, and and every now and then text. But to get a personal text from someone that I chose to go to, and then I chose to invest in. Well, that's something I mean, you know, you don't have to put the dollar amount. There's smart people that want to know who gives what and smart people who don't. I'm not. I'm not in the middle of that is just, hey?

203

00:27:03.360 --> 00:27:13.399

William Vanderbloemen: I saw you made a 1st time gift to us today. I can't tell you what it means that you would invest in our cause. Thanks so much, really appreciated you being there and trusting us.

204

00:27:14.040 --> 00:27:39.759

William Vanderbloemen: That will convert same day response, not from another team member, not from a delegation from you. The leader of the organization works in schools, works, and churches, works in nonprofits. You do the calculus on how it works in your organization and text that 1st time donor. The same day they give. I guarantee you it will convert more 1st time donors to long term donors than any other method right now

205

00:27:40.290 --> 00:27:46.530

William Vanderbloemen: and then. Finally, coach your coach, your people to hire for these habits.

206

00:27:46.910 --> 00:27:57.699

William Vanderbloemen: What do you mean? Wave, I mean, set up the interview to test whether or not they have what we call as a core value for us ridiculous responsiveness.

207

00:27:58.120 --> 00:28:01.585

William Vanderbloemen: It's not necessary in all parts of our company if our

208

00:28:02.060 --> 00:28:11.019

William Vanderbloemen: hr person doesn't get back to you in a day or 2. That's probably good news, right? But but if the sales and marketing people don't get back to you right away, that's a problem.

209

00:28:11.080 --> 00:28:29.660

William Vanderbloemen: Any any church staff, school staff you can figure out what this is in in schools, the director of development or advancement. They need to have ridiculous responsiveness in church is the Greeder team, the people in charge of welcoming new members, your dream team. They need to have ridiculous responsibility, and you need to hire for that.

210

00:28:29.660 --> 00:28:50.780

William Vanderbloemen: I know I'm taking longer on this than the others, but this is so important, and I'd rather get through one really well than just blow through a bunch of them. So hear me out on interviewing for responsiveness. You as a leader, need to identify. Where are the roles in my organization that demand that kind of responsiveness sales and marketing, outwardly facing things. And you say we're a church.

211

00:28:50.810 --> 00:28:55.849

William Vanderbloemen: Think hard, and you'll figure out who those people are in your staff. Right

212

00:28:56.620 --> 00:29:07.989

William Vanderbloemen: then, when you're interviewing for those roles even volunteer roles which, by the way, if you're not coaching your clients to interview for volunteers as hard as they would for staff

213

00:29:08.310 --> 00:29:14.630

William Vanderbloemen: man. You can save people a lot of headaches because most volunteer problems go back to a hiring problem.

214

00:29:15.360 --> 00:29:33.550

William Vanderbloemen: And and WI know I've done it. I was terrible at recruiting volunteers, and I ended up with people that were more harm than good. And how do you fire a volunteer, I mean, Jesus never fired anybody professionally, so why would he hire fire? A volunteer? Yeah, you can prevent all that by interviewing for the job now, interviewing for responsiveness.

215

00:29:33.910 --> 00:29:59.579

William Vanderbloemen: I'll tell you how we did it, and it borders on entrapment. So please don't share with people that might get upset. Actually it. I totally fine with what we did. I've gotten skewered for it, writing about it in business journals, business insider wrote this article about me a couple of years ago in in their European outlet. And apparently this doesn't work as a hiring practice over there. So if in Europe don't do this, but everywhere else.

216

00:29:59.630 --> 00:30:12.390

William Vanderbloemen: Hey, we're going to have Joe in. He wants to come work for us. We're having him in for a day of interviews. We fly him in for the day. We fly him home the same day, so he can be with his family. We're all about, you know, balancing work and life

217

00:30:13.390 --> 00:30:15.040

William Vanderbloemen: when Joe lands

218

00:30:15.870 --> 00:30:16.970

William Vanderbloemen: back home

219

00:30:17.290 --> 00:30:19.529

William Vanderbloemen: and let's call it 10 o'clock at night.

220

00:30:20.310 --> 00:30:24.579

William Vanderbloemen: We've been known to have someone from the office send a text.

221

00:30:24.780 --> 00:30:27.109

William Vanderbloemen: Joe gets a text from a number he doesn't know.

222

00:30:27.370 --> 00:30:37.860

William Vanderbloemen: Hi, Joe, my name's Ben. I work at Vanderblo, and I was on the road today, but I heard you were in the office. Sounds like you're amazing. I'd love to catch up with you sometime. Can we connect

223

00:30:38.400 --> 00:30:40.980

William Vanderbloemen: at 10 PM. 11 PM. Whatever it is.

224

00:30:41.650 --> 00:30:44.659

William Vanderbloemen: if Joe doesn't respond, he has not lost the job.

225

00:30:44.740 --> 00:30:48.860

William Vanderbloemen: Okay, just to be fair. This is not entrapment. However.

226

00:30:49.730 --> 00:30:52.209

William Vanderbloemen: if Joe responds by the next morning.

227

00:30:52.500 --> 00:30:57.910

William Vanderbloemen: saying, Oh, man, I got in late, but I'd love to connect what works for you today. We're like, oh, that's fast.

228

00:30:57.950 --> 00:31:02.210

William Vanderbloemen: That's faster than 42 h, by a long way faster than average.

229

00:31:02.220 --> 00:31:04.030

William Vanderbloemen: Well, within 24 h.

230

00:31:04.040 --> 00:31:07.120

William Vanderbloemen: That's pretty good, and we can teach him some of the rest.

231

00:31:08.090 --> 00:31:10.720

William Vanderbloemen: If Joe gets back to us that same night.

232

00:31:10.960 --> 00:31:16.819

William Vanderbloemen: Hey, man, I'm just pulling into the house. Let's talk tomorrow. I'll text you with some times

233

00:31:17.510 --> 00:31:23.930

William Vanderbloemen: now. Now Joe might have the same kind of crazy compulsion that we do to get back, and if he does it within a minute.

234

00:31:24.100 --> 00:31:25.160

William Vanderbloemen: Oh, my gosh!

235

00:31:27.350 --> 00:31:29.350

William Vanderbloemen: That shows you right away.

236

00:31:29.540 --> 00:31:58.270

William Vanderbloemen: Joe has ridiculous responsiveness, and you have far less coaching to do, because there's some people that simply will not adopt a habit, no matter how hard you coach them. Some people aren't wired that way. So when you're looking for your key roles, say, which of these 12 habits is absolutely critical to this role. And how do we find a way to interview for that? Using a format? That's not during the formal interview you can interview anytime you interact with somebody while you're considering hiring them.

237

00:31:58.270 --> 00:32:21.810

William Vanderbloemen: How can you build an interview that would test for response of this? I'll leave you with that question. I bet you come up with better answers than I have, and I'd love to hear them. Please email me your answers. It's just william@vanderbloeman.com. I'm the only one that reads it, william@vanderblond.com okay. Spent half our time on the most important lesson for today. We're gonna fly through a few others and leave some time for questions.

238

00:32:23.010 --> 00:32:46.519

Joe Donaldson: It was as as as we transition now to this next part. We just wanted to made me take a pause here. If we could, just for a few few seconds. We did have one question. IA lot of people have responded to, and I just wanted to bring that to your attention. They asked, how do we respond within 60 seconds with something of quality, and get other work done and not lose our minds.

239

00:32:46.700 --> 00:33:10.959

William Vanderbloemen: Yeah, yeah. And and you know what? When you're coaching this to your clients, here's something important. So when when we started and in the phone wasn't ringing very much, to use an old term it was pretty easy, right? But then you start building out a business where I

don't even I don't do any searches anymore. Our team does. I'm not. So when do I respond when don't I? And and I think that's where you need wisdom, and as a leader.

240

00:33:11.380 --> 00:33:17.570

William Vanderbloemen: if there's anything I pray for, it's every single day it's you know. Lord, let me get more wise.

241

00:33:17.620 --> 00:33:20.629

William Vanderbloemen: and you know you go back to Jesus as a boy.

242

00:33:21.000 --> 00:33:35.580

William Vanderbloemen: Very few things talked about about his childhood, but we learn in Luke 2, 42. This is my prayer every day it says, the boy, Jesus grew in wisdom, stature, and favor with God and among people. Okay. Question for you. Was Jesus born perfect or not.

243

00:33:36.750 --> 00:33:37.590

William Vanderbloemen: Yes.

244

00:33:38.120 --> 00:33:39.440

William Vanderbloemen: Second question.

245

00:33:40.150 --> 00:33:40.670

William Vanderbloemen: how

246

00:33:41.060 --> 00:33:42.910

William Vanderbloemen: does perfection grow?

247

00:33:45.310 --> 00:33:47.570

William Vanderbloemen: The boy Jesus grew

248

00:33:47.780 --> 00:33:49.040

William Vanderbloemen: in wisdom.

249

00:33:50.580 --> 00:34:10.520

William Vanderbloemen: so that just left a mark on me years ago and made me say, if Jesus needed to grow in wisdom, I do, too. So that's my prayer. Every Lord, let me be able to tell what's what. Give me discernment. It's actually the 1st job of the priests in the Old Testament. After all the sacrifices. And Leviticus offer this for this offer, this for that offer, this for this.

250

00:34:10.520 --> 00:34:22.969

William Vanderbloemen: The 1st thing, after all the sacrifices is you priests are in charge of figuring out what is sacred and what is not. In other words, what's permanent and what's not what needs attention right now, and what doesn't.

251

00:34:23.780 --> 00:34:46.310

William Vanderbloemen: When I was 1st considering going into executive search, I met with a friend of mine who actually runs the energy practice for the largest search firm in the world. He's an absolute rock star at what he does. And I was saying, hey, Bruce, I I don't know if I'll be any good at this he said. Oh, yeah, you will. This is 2,008. So the these were just out. I didn't even have one yet. Right, and I'll

252

00:34:46.469 --> 00:34:52.189

William Vanderbloemen: I so he said. So pretend with me. You're on a 1 on one trip with your daughter skiing.

253

00:34:53.340 --> 00:34:58.740

William Vanderbloemen: and you're on the ski lift, and you're in a really nice conversation with her and your phone rings. What do you do?

254

00:34:59.480 --> 00:35:03.080

William Vanderbloemen: And I said, he said, do you answer? And I said.

255

00:35:03.270 --> 00:35:05.090

William Vanderbloemen: Well, it depends on who it is.

256

00:35:05.830 --> 00:35:07.490

William Vanderbloemen: he said. You're gonna do fine.

257

00:35:07.960 --> 00:35:13.069

William Vanderbloemen: I said. Why, he said. 1st of all, you had your phone, which was a little weird back. Then.

258

00:35:13.210 --> 00:35:27.519

William Vanderbloemen: secondly, you took time to look and see who it was, and thirdly, you use some discernment about whether to deal with it right now or not. So this is where this is an undeniable habit of unicorns that get back to people as fast as they can intentionally.

259

00:35:27.990 --> 00:35:33.979

William Vanderbloemen: and they have the wisdom to know when it's not important. When is it okay to let it drop to a 60%,

260

00:35:34.210 --> 00:35:53.860

William Vanderbloemen: right? And and when is it okay to? And and then when is it? Oh, my gosh, that person wants to talk to me. I have a 98% chance I need to act now, smart leaders will put in their brain. Does this need responsive this right now or not? And smart leaders will have the discernment to know the difference as a leader, though

261

00:35:54.240 --> 00:35:57.289

William Vanderbloemen: you gotta be really careful teaching this to your team.

262

00:35:57.921 --> 00:36:08.310

William Vanderbloemen: Good friend of mine, Chris Hodges, he's pastor in Birmingham giant Church of the Highlands. They he took his staff through, I think it was a 6 month.

263

00:36:09.051 --> 00:36:12.260

William Vanderbloemen: Learning on this one chapter.

264

00:36:12.430 --> 00:36:24.249

William Vanderbloemen: and they had to focus all across campuses about how we get better at responsiveness. And you also have to build in guardrails where your staff doesn't say, I can't respond to everything all the time. Here's how we do it at our office.

265

00:36:24.580 --> 00:36:26.490

William Vanderbloemen: If you email me

266

00:36:26.610 --> 00:36:30.289

William Vanderbloemen: inner office inside the staff, if you email me.

267

00:36:30.720 --> 00:36:35.850

William Vanderbloemen: I will get back to you next time I'm on email. Some of us are night owls. Some are in the morning.

268

00:36:35.910 --> 00:36:39.429

William Vanderbloemen: and it will happen within 24 h. Okay.

269

00:36:39.540 --> 00:36:46.590

William Vanderbloemen: if you email me after hours, that's the answer. If you slack me after hours, and if you're not using slack.

270

00:36:46.660 --> 00:36:50.390

William Vanderbloemen: I could spend an hour telling you why you should use that instead of imessages. But

271

00:36:51.570 --> 00:36:56.879

William Vanderbloemen: switch to slack email at me. If you want more information on that.

272

00:36:56.980 --> 00:37:10.319

William Vanderbloemen: if you slack me after hours. That's a message to me that like, Oh, wow! Okay, this needs my attention, not during dinner with the kids. But as soon as that's over tonight, not tomorrow. A slack has been sent. That's that's important.

273

00:37:11.080 --> 00:37:15.689

William Vanderbloemen: If you text me after hours, that's the next level. That's

274

00:37:16.470 --> 00:37:26.710

William Vanderbloemen: sorry, Babe, I know we're eating dinner, but I gotta stop and answer this. If you call me after hours, the building is on fire. Something really serious is happening. Answer right

275

00:37:26.750 --> 00:37:27.790

William Vanderbloemen: now.

276

00:37:28.300 --> 00:37:55.569

William Vanderbloemen: and that that demands a lot of respect from one another, and some trust that your team will discern how to use that. But if you can set up like you can call it Defcom 1, 2, 3, 4, or you can say, Oh, we wish Batman were here. Oh, there's the bat signal, or, if you're old enough to remember, Commissioner Gordon just picked up the red phone. And this is real. Find a way to build guard reels where your staff knows. Ha! This is an importance level of answer now, or answer tomorrow.

277

00:37:55.570 --> 00:38:07.519

William Vanderbloemen: and and then just ask your people to be discerning how will responsiveness help the organization move forward. Some things need it right away. Some things don't. That's a long, winded answer to a very astute question.

278

00:38:09.960 --> 00:38:10.760

Joe Donaldson: Thanks, William.

279

00:38:11.440 --> 00:38:12.250

Joe Donaldson: yep.

280

00:38:13.800 --> 00:38:19.408

Brian Miller: Let me jump in here, William, and I'll give a little advertisement for our community

281

00:38:20.520 --> 00:38:22.949

Brian Miller: share my screen here real quick.

282

00:38:23.150 --> 00:38:24.700

Brian Miller: Think people can see that.

283

00:38:24.910 --> 00:38:31.559

Brian Miller: So this is brought to you by the community of coaches at coach ministries. It's a it's a membership

284

00:38:31.700 --> 00:38:38.929

Brian Miller: that has several benefits to it. One is member only webinars. This is a member only webinar, and we've opened it up

285

00:38:39.090 --> 00:38:47.880

Brian Miller: to everyone because we're very kingdom oriented. And we just let this one. It's just too good. But more webinars like this. One can only be found monthly

286

00:38:48.230 --> 00:38:49.860

Brian Miller: at the community

287

00:38:50.230 --> 00:38:57.159

Brian Miller: business development. I lead a group that meets twice a month. Right now, if you wanna grow your coaching practice.

288

00:38:57.600 --> 00:39:04.369

Brian Miller: we're very serious about it. We're very dedicated to. It's a group, and we share ideas and encouragement and accountability.

289

00:39:04.922 --> 00:39:15.507

Brian Miller: That means twice a month discounts on cam training learning labs where you can learn more about the the competencies. The lcf Chad and Laura Stevens read.

290

00:39:16.358 --> 00:39:27.320

Brian Miller: spend once a month really dig into those the coaching exchange. If you wanna get coaching experience through a bartering system we have that built into the community.

291

00:39:27.840 --> 00:39:36.259

Brian Miller: You can get up to 40 HA year of paid coaching experience, not paid, barter it. It's counts as paid

292

00:39:36.859 --> 00:39:42.779

Brian Miller: all in the community. And just even just you note on the screen here that

293

00:39:43.158 --> 00:40:10.240

Brian Miller: July 11th Chad's gonna be leading a learning lab on growing your practice using the core competencies that's that's worth. I mean, I that's pretty exciting. And then both of these are Chat Hall. Not everything's chat all in the community. But you get some chat hall, which is great thing, but coaching is a practical ministry tool, but we just wanna present that to you. And and we're gonna have a I'm gonna send an email out man. I hope it's fast.

294

00:40:10.804 --> 00:40:15.159

Brian Miller: I sent the email out. William's got me sweating.

295

00:40:15.969 --> 00:40:25.210

Brian Miller: But you are a priority to me, and and I'll send you out a discount coupon code. After the webinar so that you can

296

00:40:25.600 --> 00:40:31.120

Brian Miller: get into the community if you'd like, at a at a discount, and we so much appreciate that.

297

00:40:31.170 --> 00:40:34.149

Brian Miller: So, William, I'll bring you back on here.

298

00:40:35.053 --> 00:40:37.799

Brian Miller: I love this. And while we're just segwaying.

299

00:40:37.860 --> 00:40:40.260

Brian Miller: let me just say how good the book was.

300

00:40:40.670 --> 00:40:43.665

Brian Miller: I read the book. There's just so many

301

00:40:44.270 --> 00:40:50.710

Brian Miller: authors that have, you know, like 15 pages of good stuff. And then to write a book, you have to have a hundred pages. So you just put

302

00:40:50.980 --> 00:40:54.769

Brian Miller: other stuff in the book to make it longer.

303

00:40:55.440 --> 00:41:00.109

Brian Miller: But your your anecdotes, your examples, your case studies.

304

00:41:00.947 --> 00:41:05.470

Brian Miller: Your example of sitting with a former President, United States in your office.

305

00:41:05.670 --> 00:41:09.640

Brian Miller: but having a little conversation, I just was just personally, I was just

306

00:41:09.880 --> 00:41:14.430

Brian Miller: sitting there with you. Just kind of. I think you were stunned that he was sitting in your office.

307

00:41:14.570 --> 00:41:18.059

Brian Miller: but I was stunned with you, and you wrote you write so well.

308

00:41:18.896 --> 00:41:24.429

Brian Miller: I just. I've just really enjoyed the book, and I wanted to throw that out there for those who think.

309

00:41:24.520 --> 00:41:27.210

Brian Miller: you know. Maybe the book's optional and.

310

00:41:27.210 --> 00:41:28.850

William Vanderbloemen: That was great. I wasn't.

311

00:41:28.850 --> 00:41:40.950

Brian Miller: The audio audible. So and you you did it yourself, and and you're such a good speaker as well, so I'll jump back off here after giving you all these accolades and building you up a little bit. Give you a little boost.

312

00:41:41.140 --> 00:41:42.839

Brian Miller: and we'll hear more from you.

313

00:41:44.750 --> 00:41:55.539

William Vanderbloemen: Well, thanks, Brian, I appreciate it way, too kind. The book was super fun to write, and it does have a lot of data, but it also has stories. And and we really wanted the book to be simple.

314

00:41:55.900 --> 00:42:00.629

William Vanderbloemen: There's a reason because these habits are not hard to grasp.

315

00:42:00.960 --> 00:42:09.940

William Vanderbloemen: They're just very hard to implement, and we didn't want the book to be a barrier to that. So thanks very much. Also one other response I was reading through the chat history while we were there.

316

00:42:10.290 --> 00:42:21.480

William Vanderbloemen: Somebody's asking, I'm sure you know responsiveness drives profit or growth. But is it wise? Presence is underrated in a distracted world that is so well said.

317

00:42:21.520 --> 00:42:36.989

William Vanderbloemen: and being one on one with people, you'll see these 12 habits dance together, and they require wisdom as to when to add this one, when to add that one. What I want to point out with responsiveness is

318

00:42:37.330 --> 00:42:39.190

William Vanderbloemen: almost nobody does it?

319

00:42:40.300 --> 00:42:49.770

William Vanderbloemen: And your clients are worried. They're not standing out in a crowd. They will stand out in a crowd if they respond. Because this is a distracted world.

320

00:42:50.090 --> 00:42:56.580

William Vanderbloemen: No one ever gets back to me. I got 12 platforms. I got to check between LinkedIn and tick talking insta, and

321

00:42:56.610 --> 00:43:06.790

William Vanderbloemen: I don't ever know what's going on. If somebody gets back to you intentionally and quickly. It will make a difference. The the trick is using the wisdom to know when you're sitting in your office and someone's pouring their heart out to you.

322

00:43:06.970 --> 00:43:28.589

William Vanderbloemen: Be present enough to know that you can't really break away from that to respond unless it is like a serious emergency. So so great point, and I don't at all want to take away from the need for presence. I do wanna highlight that of the 12 habits we saw in 30,000 case studies.

323

00:43:28.990 --> 00:43:33.439

William Vanderbloemen: Responsiveness was the easiest change to make, and one people don't like to make.

324

00:43:34.490 --> 00:43:45.610

William Vanderbloemen: So if you're doing your responsiveness, and you're saying I can't do it right now, because this is more important, more power to you. But my guess is, most people don't respond are just being lazy. Sorry.

325

00:43:45.980 --> 00:43:47.439

William Vanderbloemen: So how you know.

326

00:43:47.990 --> 00:44:00.539

William Vanderbloemen: adopt responsiveness, and then figure out how to use it in a judicious way where you're present for your people all the things are important, but when it comes to responsiveness it will cause you to stand out in the crowd.

327

00:44:01.280 --> 00:44:02.120

William Vanderbloemen: Okay,

328

00:44:03.070 --> 00:44:21.460

William Vanderbloemen: also. Thanks for the mention on Audible. I like to go on long runs, and that's when I how I do most of my book reading. I think right now for the next week, all of audible, not just Williams book, but all of audible, is having a massive sale for like beach reading, or whatever is like 50% off. And

329

00:44:21.460 --> 00:44:33.230

William Vanderbloemen: I don't know. They sent me a thing yesterday, so you might go to Amazon and look at the audible copy, because it's as cheap as it'll get today. And for that matter, any other book you want is also as cheap as it will get

330

00:44:33.230 --> 00:44:41.470

William Vanderbloemen: today. So there's there's my little infomercial all right. Moving on second habit I want to talk about in our time is

331

00:44:41.670 --> 00:44:46.720

William Vanderbloemen: coach your people to get stuff done, and you're like.

332

00:44:47.464 --> 00:44:50.239

William Vanderbloemen: William, that's all we do.

333

00:44:50.720 --> 00:44:54.090

William Vanderbloemen: Fair point. But let me point out how uncommon

334

00:44:54.430 --> 00:44:56.160

William Vanderbloemen: the doers are.

335

00:44:56.210 --> 00:45:05.587

William Vanderbloemen: and the simple steps that you can coach your people toward to be able to be a doer, and this, you know, this is spurred on a lot of places.

336

00:45:06.340 --> 00:45:20.009

William Vanderbloemen: I mean, I could tell the 1,000 stories, but but one that's been in my head lately is a great little video clip. You can look it up on Youtube, preferably not while I'm talking. But it's at search. President Obama gets stuff done.

337

00:45:20.330 --> 00:45:34.139

William Vanderbloemen: and it's an interview with him about career advancement. And he says I'm always amazed I'd play the clip for you, but I don't want to take our time with his 3, 4 min long. I'm always amazed how rare it is to have people who say I got this.

338

00:45:34.490 --> 00:45:35.750

William Vanderbloemen: I'll get it done.

339

00:45:35.960 --> 00:45:40.549

William Vanderbloemen: he said. I've worked with a lot of people who are really good at naming problems.

340

00:45:41.140 --> 00:45:44.789

William Vanderbloemen: but the rare find is someone who jumps in and says, I'll solve it.

341

00:45:44.880 --> 00:45:46.179

William Vanderbloemen: I'll get it done.

342

00:45:46.970 --> 00:45:53.779

William Vanderbloemen: and and he finishes the talk by saying at the end of the day, if you just get stuff

343

00:45:53.930 --> 00:45:55.070

William Vanderbloemen: done.

344

00:45:55.250 --> 00:46:08.069

William Vanderbloemen: you will stand out in the crowd. It's a great way to assess your team. By the way, who's getting stuff done? Well, what filter William? I got? People are getting stuff done, and I don't even know whether it matters or not. Here's here's a filter. Okay, I have 7 children.

345

00:46:08.410 --> 00:46:37.229

William Vanderbloemen: And no, we're not Catholic. And no, we're not from Utah. So 7 kids, and they've all come to me for advice like, How do I be the best at what I'm gonna do. And I've got one. That's a a consultant one that works in software, one that's studying audiology, getting a doctorate for cochlear implay. They're they're all doing different things, he, if you do these things you will stand out in the crowd as a doer. Okay, if you do what you said you were going to do

346

00:46:37.660 --> 00:46:41.900

William Vanderbloemen: fulfillment of a promise. The the Biblical word people use here is that's integrity.

347

00:46:42.080 --> 00:46:47.450

William Vanderbloemen: I did what I said I was, gonna do. Are you delivering on the promise?

348

00:46:47.926 --> 00:47:02.649

William Vanderbloemen: I don't know. Maybe your church doesn't have a promise, but when I was a kid growing up we were Presbyterians and churches from 11 to 12, and you know the Holy. This is how Presbyterians worship right? And if we have a big Holy Spirit moment.

349

00:47:03.350 --> 00:47:09.629

William Vanderbloemen: that's it. That's all you get. But the Holy Spirit moves for 59 min and 30 seconds every Sunday

350

00:47:10.160 --> 00:47:11.389

William Vanderbloemen: like clockwork.

351

00:47:11.650 --> 00:47:17.589

William Vanderbloemen: and and we always joked that we got to lunch before the Baptist because the Baptist didn't know how to let out on time.

352

00:47:18.370 --> 00:47:47.039

William Vanderbloemen: Maybe your church didn't have a let out on time. But think about the meetings. You're running where you say, well, 1 h meeting, and you're not finishing in an hour, or you're showing up late, cause you're the leader, and you had something important to do. Do what you said you were going to do. The promise delivered. Very few people do this. Secondly, do it on the schedule you promised, and this is back to getting out at 12, and not 12 0, 5, or 1210. This is as simple as showing up on time.

353

00:47:48.510 --> 00:47:53.350

William Vanderbloemen: I think the number one way to Crater an interview is to show up too early or too late

354

00:47:53.910 --> 00:47:55.630

William Vanderbloemen: on time means on time.

355

00:47:55.960 --> 00:47:58.290

William Vanderbloemen: Your appointment schedule.

356

00:47:58.450 --> 00:48:12.190

William Vanderbloemen: Whether you want to admit it or not is a set of promises you've made to other people. I remember I used to show up a few minutes late, and you know, invariably I'd show up a few minutes late for me with a fresh coffee in hand, which is like

357

00:48:13.200 --> 00:48:14.829

William Vanderbloemen: hit time to get the coffee.

358

00:48:14.910 --> 00:48:22.970

William Vanderbloemen: and I got dressed down by one of my mentors one time I walked in 2, 3 min late they hadn't even really started, and he said, well, I guess we can start now that you're here.

359

00:48:24.400 --> 00:48:31.669

William Vanderbloemen: And I said, Well, I sorry. He said, Yeah, okay, sorry's fine. But let me tell you what's going to happen if you keep

360

00:48:31.750 --> 00:48:32.910

William Vanderbloemen: leading

361

00:48:33.370 --> 00:48:35.770

William Vanderbloemen: and showing up late for meetings.

362

00:48:36.110 --> 00:48:38.120

William Vanderbloemen: people will question your integrity

363

00:48:38.290 --> 00:48:43.579

William Vanderbloemen: like, what are you talking about? He said. A calendar appointment is a promise.

364

00:48:43.870 --> 00:48:45.750

William Vanderbloemen: and if you break it

365

00:48:46.340 --> 00:48:49.819

William Vanderbloemen: you've broken. Trust you do it enough times.

366

00:48:50.150 --> 00:48:51.200

William Vanderbloemen: People will

367

00:48:51.250 --> 00:49:03.069

William Vanderbloemen: question your integrity. Think about anytime. You've done a project at your house, adding on something in the basement, or pouring a new driveway, or even if you built a house before, how many builders actually get done when they say they're going to get done.

368

00:49:03.460 --> 00:49:05.849

William Vanderbloemen: None, I mean, like

369

00:49:05.860 --> 00:49:25.659

William Vanderbloemen: 1%. I don't know none. And there's always an excuse where the weather was bad, and we've had a certain supply chain this and that. No, no, no! Look for people who do what they say. They're gonna do you, as a leader. Do what you say you're gonna do. If you're going to an interview, don't show up late. Don't show up early.

370

00:49:26.010 --> 00:49:40.720

William Vanderbloemen: You show up 10 min early to an interview, and you're sitting in the lobby. Somebody's got to take care of you, and it was not on their calendar. You can show up in the parking lot early, so that you walk through the door on time. That's fine. But do what you said. You're going to do do it on the schedule you promised.

371

00:49:40.800 --> 00:49:44.209

William Vanderbloemen: do it on the budget you projected

372

00:49:44.360 --> 00:49:50.749

William Vanderbloemen: and focus on solutions, not problems. If you do those 4 things, people will walk away saying.

373

00:49:50.900 --> 00:49:53.689

William Vanderbloemen: that's that'd be President. Obama will say

374

00:49:54.260 --> 00:50:08.659

William Vanderbloemen: that that person can get stuff done. They said they were going to do it, and they did. They said they were going to do it at this time, and they did. They said they were going to do it for this amount of money, and it didn't run over and it didn't run under. And they always focus on solving the problem.

375

00:50:08.720 --> 00:50:10.920

William Vanderbloemen: It's important to name problems. But

376

00:50:11.100 --> 00:50:25.719

William Vanderbloemen: solving the problem, it's a whole nother habit is the solvers, and we go through that. And as you go through these 12 habits and be the unicorn, you're you're gonna see? They're all kind of intertwined. They're all one person in 12 habits, and and

377

00:50:25.720 --> 00:50:55.420

William Vanderbloemen: people are better at some than others, but they all sort of link, because the doers are solvers, and the solvers are people who are driven by purpose, and they all sort of get back to people on time. So coach up doing. You know, my, our youngest, the 7, th has to speak up to get anything heard her 1st sentence in life. She was in one of those bouncy things, you know, with hanging the doorframe, and they bounce up and down, and her favorite toy was across the room, and she looked at me, and she hadn't said a sentence for her life. She just looked and said.

378

00:50:56.160 --> 00:50:58.939

William Vanderbloemen: Do it and point it over to the toy.

379

00:50:59.680 --> 00:51:02.560

William Vanderbloemen: She's good at getting what she wants, but

380

00:51:02.620 --> 00:51:10.400

William Vanderbloemen: do it. There's no procrastination that will help. Your best chance to respond is right away. These are all intertwined.

381

00:51:10.770 --> 00:51:15.469

William Vanderbloemen: Thirdly, if I can get my slide to move, and it doesn't seem to want to.

382

00:51:17.380 --> 00:51:19.599

William Vanderbloemen: You would think I know how to do this.

383

00:51:21.420 --> 00:51:22.889

William Vanderbloemen: Okay, I'm all

384

00:51:23.150 --> 00:51:27.850

William Vanderbloemen: escape out of there. I'm going to go to coach virility

385

00:51:30.430 --> 00:51:32.859

William Vanderbloemen: coach for agility. Now, what do I mean here?

386

00:51:33.530 --> 00:51:39.729

William Vanderbloemen: I mean that you need to coach your people to stretch themselves

387

00:51:41.870 --> 00:51:43.519

William Vanderbloemen: of the 12 habits.

388

00:51:43.790 --> 00:51:45.439

William Vanderbloemen: This is the one

389

00:51:46.020 --> 00:51:47.779

William Vanderbloemen: that goes away with time.

390

00:51:48.950 --> 00:51:54.509

William Vanderbloemen: you say, oh, yeah, go ahead. Time. I'm I'm I'm always agile. No, you're not. You're less agile today than you were yesterday

391

00:51:54.830 --> 00:51:55.970

William Vanderbloemen: case in point

392

00:51:56.558 --> 00:52:08.960

William Vanderbloemen: years ago. I got to the point where, if I was gonna keep running, I had to start a rid really serious, structured stretching program as I was getting where injuries were happening and recovery was slower and that sort of thing. So

393

00:52:08.960 --> 00:52:31.249

William Vanderbloemen: I started stretching. And frankly, the the you know, being a Dutch Presbyterian, we're a little rigid, some would say, and the stretching was harder than the run. So I'm sitting there in a standing in our den, and I here the little one walk in, and the 7, th and there she is next to me, and she's, you know, just

394

00:52:31.270 --> 00:52:45.830

William Vanderbloemen: barely not even up to my waist, and she's looking at me stretching, and I'm sweating like crazy. And she says, Oh, nothing to me! And she sits down on the floor, and she ties herself into a human pretzel that she knows I can't

395

00:52:46.600 --> 00:52:48.810

William Vanderbloemen: looks up. It means smiles.

396

00:52:49.960 --> 00:52:51.739

William Vanderbloemen: untied herself from the knot

397

00:52:52.520 --> 00:52:55.720

William Vanderbloemen: and walked out of the room. Not one word said.

398

00:52:55.870 --> 00:52:57.180

William Vanderbloemen: laughing.

399

00:52:58.770 --> 00:53:03.040

William Vanderbloemen: Hey! Here! I'm just trying to touch my toes, and and it dawned on me. Oh, my gosh, William.

400

00:53:03.990 --> 00:53:05.539

William Vanderbloemen: every day you're alive.

401

00:53:06.010 --> 00:53:07.660

William Vanderbloemen: you get less flexible.

402

00:53:08.670 --> 00:53:20.449

William Vanderbloemen: you know. They say babies bounce. They're flexible. Toddlers can tie themselves into impressal. They're flexible. Every day you are alive you get less flexible.

403

00:53:20.970 --> 00:53:22.030

William Vanderbloemen: and there's

404

00:53:22.210 --> 00:53:37.209

William Vanderbloemen: thousands of coaching opportunities. With that line you can say, every year your organization has been alive. It's less flexible. That's a transferable principle. Every day the team has been together as one team with no new people, it gets less flexible.

405

00:53:37.340 --> 00:53:40.840

William Vanderbloemen: Agility dissipates with time.

406

00:53:41.210 --> 00:53:46.580

William Vanderbloemen: And so around here. We don't call it agility. We call it ever increasing agility.

407

00:53:46.650 --> 00:53:56.709

William Vanderbloemen: And I think if if people are taking the time to pay you guys to coach the coaching moves to say, what are you doing to stretch yourself? Think back to the shutdown and the pandemic?

408

00:53:58.430 --> 00:54:05.740

William Vanderbloemen: Probably the most valuable people on your team were the ones who could do that thing that I would call a 4 letter word now they could pivot.

409

00:54:06.420 --> 00:54:14.920

William Vanderbloemen: Well, that's only going to happen more and more. I made a note of calcification here. I actually already covered it. We get stiffer as we get older.

410

00:54:15.420 --> 00:54:24.300

William Vanderbloemen: I think when you're interviewing you interview for agility by saying, What's something new you're trying in your personal life or your professional life. What's what's a new thing

411

00:54:24.910 --> 00:54:41.599

William Vanderbloemen: that'll show you whether somebody's consistently working toward adapting and changing. You know, I read a study sometime back credible source. I read it on the Internet. So it's true right now. Credible study that said up to 2,010 to 2,020,

412

00:54:41.710 --> 00:54:44.120

William Vanderbloemen: experienced more change

413

00:54:44.540 --> 00:54:52.929

William Vanderbloemen: than any decade in the past. In fact, it went on to say, probably more change in that 10 years than in the 100 years prior, which is pretty big statement.

414

00:54:53.010 --> 00:54:56.980

William Vanderbloemen: But the study went on to show lots of different reasons, and this is before the pandemic.

415

00:54:57.600 --> 00:54:59.040

William Vanderbloemen: The next 10 years

416

00:54:59.670 --> 00:55:01.880

William Vanderbloemen: we'll have more change than the last 10 years.

417

00:55:02.680 --> 00:55:16.579

William Vanderbloemen: which is frightening, but also true. So the ability to pivot during the pandemic. Why did that shine on your staff? Because we were facing something new we'd never faced? And there's some people who rise to new challenges, and there's some people who run away from them.

418

00:55:16.710 --> 00:55:32.950

William Vanderbloemen: I think the the gold standard for staffs and teams going forward is people who are willing and embracing of new ideas. So I think, as you're interviewing your team, any position you want to interview for people and ask, what's a new thing you've tried

419

00:55:33.160 --> 00:55:35.360

William Vanderbloemen: now some jobs you don't want

420

00:55:35.670 --> 00:55:40.859

William Vanderbloemen: too much new like marketing or creatives. You want new right? Your bookkeeper

421

00:55:40.990 --> 00:56:04.280

William Vanderbloemen: don't maybe have you read a new book, but not. Is there a new way to do accounting? You know I joke here in Houston, where I've lived for 23 years. We've got innovation in sports. We built the astrodome because it's super hot in the summer. First, st Astro astro turf is

from Houston, right? We've got innovation in medicine, we have the best cancer center in the world. This is the best marketing line ever

422

00:56:04.460 --> 00:56:07.049

William Vanderbloemen: making cancer history.

423

00:56:07.517 --> 00:56:19.600

William Vanderbloemen: We've got innovation in technology getting oil out of the ground, building computers, compact start innovation everywhere. The one part of innovation that didn't work for Houston. We tried innovation in accounting.

424

00:56:20.780 --> 00:56:22.720

William Vanderbloemen: and it was called Enron

425

00:56:22.910 --> 00:56:31.950

William Vanderbloemen: didn't work so agility and newness. You don't want people who are going to break the law. But you want people who tried things new. And here's how you hit it. What's something new you've tried?

426

00:56:32.320 --> 00:56:50.709

William Vanderbloemen: During the shutdown I was doing an interview I was doing a search for a chief marketing officer for a very large organization, and it was a multi-generational donor based thing. So you had older donors, younger donors, and you had to communicate very different ways like direct mail. If you remember that that's still a thing print.

427

00:56:51.050 --> 00:57:12.609

William Vanderbloemen: you know, Media still there and then oh, we better get on, Tiktok. So we needed somebody. Omni Channel was the the word that I learned during that search, and I was talking this woman remotely because we were all shut down about interviewing for the position, and is a very innovative organization. And I said, What's something new you're learning?

428

00:57:12.900 --> 00:57:14.359

William Vanderbloemen: And she said French.

429

00:57:15.100 --> 00:57:18.519

William Vanderbloemen: and she's from Southern California and live in Texas. So I'm like.

430

00:57:18.740 --> 00:57:33.099

William Vanderbloemen: well, that's really interesting. But like, how practical is that you live in Southern California, where there's a very large Hispanic Latino population, it'd be super helpful to learn Spanish for sure. I live in Texas. I live in the same world. Why, French.

431

00:57:33.300 --> 00:57:39.420

William Vanderbloemen: she said. Oh, it's personal, what? Tell me? Well, I'll

432

00:57:39.820 --> 00:57:44.880

William Vanderbloemen: promised my daughter she's class of 2020 that I'd take her to France for a graduation. Well, we're not going anywhere.

433

00:57:45.010 --> 00:57:49.840

William Vanderbloemen: and I bet we don't go anywhere next year. So it's going to be a couple years. And we decided, I tell you what.

434

00:57:49.890 --> 00:57:52.139

William Vanderbloemen: I'll double the length of the trip

435

00:57:52.650 --> 00:57:55.570

William Vanderbloemen: if we both learn enough French to get by while we're there.

436

00:57:56.430 --> 00:57:58.550

William Vanderbloemen: So when we're there we'll speak French.

437

00:57:58.640 --> 00:58:00.389

William Vanderbloemen: and she's learning a new thing.

438

00:58:00.730 --> 00:58:07.280

William Vanderbloemen: and it actually had some purpose in her life. Can you interview your team for what's the new thing you're doing

439

00:58:07.360 --> 00:58:31.290

William Vanderbloemen: now? You you gotta be careful. Sorry. Some of your clients are senior pastors. I'm guessing someone out there today is coaching a senior pastor, and you're walking away saying, I think they're ad a lot of them are. You don't want somebody whose favorite book they've ever read is the one they just finished. It's not agility that's like either shiny object, syndrome, or add, or one really good book. But the the wisdom

440

00:58:31.290 --> 00:58:45.470

William Vanderbloemen: that you should seek every morning your clients should seek would say, How do I test for somebody who embraces trying new things, not runs away from them, and in a way that's controlled and disciplined and not just scatter shot. Oh, what's the newest, latest, greatest?

441

00:58:45.790 --> 00:58:59.799

William Vanderbloemen: Beware of what I call shiny object syndrome. Also beware of people who don't know how to make their slides do what they say, I'm going to leave you with one more slide, and and it's this.

442

00:58:59.950 --> 00:59:01.730

William Vanderbloemen: and we'll just play it.

443

00:59:02.689 --> 00:59:10.349

William Vanderbloemen: It's a bad resolution. But but here's the thing. By the way, if you want a great summer read and you like long biographies.

444

00:59:10.620 --> 00:59:22.330

William Vanderbloemen: Walter Isaacson's biography of Da Vinci is fascinating, not just because he invented a bunch of stuff, but he lived in in a time of unprecedented change.

445

00:59:23.180 --> 00:59:29.779

William Vanderbloemen: thrived and embraced it, and came up with new things. A Renaissance, I've always said, wouldn't it be cool to live

446

00:59:29.810 --> 00:59:31.889

William Vanderbloemen: inside a Renaissance?

447

00:59:32.420 --> 00:59:34.660

William Vanderbloemen: And the reality is we do.

448

00:59:34.970 --> 00:59:40.439

William Vanderbloemen: I'll in fact, I think time will show that

449

00:59:40.810 --> 00:59:47.110

William Vanderbloemen: the Renaissance we're living in with AI and everything else kind of makes Leo's Renaissance a bit of a non-event

450

00:59:47.512 --> 00:59:54.499

William Vanderbloemen: we're we're in maybe the most exciting time. And you say, well, actually, it's anxious, and I'm crowded, and I feel all those things we talked about at the beginning.

451

00:59:54.540 --> 01:00:02.929

William Vanderbloemen: Hey? Here's a great line for you to take to your clients when they're concerned, that everything's moving too fast, and it's all too much change.

452

01:00:03.900 --> 01:00:16.050

William Vanderbloemen: If you study church history and I have I. In fact, I almost did. A Phd. In the the history of doctrine tells you how much fun I am to go on vacation with right. But I'll if you study

453

01:00:16.150 --> 01:00:27.799

William Vanderbloemen: church history like the big breakthroughs, not oh, we started using drums in church cool but like seminal every 500 years breakthrough you'll see a common theme, and here it is.

454

01:00:28.590 --> 01:00:31.969

William Vanderbloemen: Every great kingdom breakthrough

455

01:00:32.050 --> 01:00:35.840

William Vanderbloemen: happens right after a communication breakthrough.

456

01:00:37.180 --> 01:00:40.599

William Vanderbloemen: and you can. You can connect the dots. You think back like

457

01:00:40.710 --> 01:00:50.390

William Vanderbloemen: there's a million different languages out there in the Mediterranean world. Well, Alexander takes over the modern world. We have one coin, a Greek, and we finally get a New Testament.

458

01:00:51.480 --> 01:00:55.559

William Vanderbloemen: Rome builds roads where people can travel all over, and

459

01:00:55.810 --> 01:00:59.249

William Vanderbloemen: Paul goes and plants churches, and writes 2 thirds of the New Testament.

460

01:01:00.573 --> 01:01:05.529

William Vanderbloemen: The printing press happens. Luther puts a Bible in everybody's hands of reformation starts.

461

01:01:06.370 --> 01:01:29.549

William Vanderbloemen: Now you can. You can argue that, you know, if you're old enough to know that Al Gore invented the Internet, that the Internet invention, you know, was was that breakthrough. But but innovations take a while to get accepted, and the pandemic was actually our friend. It was the great accelerator, my mother's church of a couple 100 in a really cool, small town in North Carolina. They're doing online church now. Never would have done that before.

462

01:01:30.150 --> 01:01:34.220

William Vanderbloemen: We're on the heels of the greatest communication breakthrough

463

01:01:34.350 --> 01:01:37.300

William Vanderbloemen: in human history.

464

01:01:37.380 --> 01:01:39.019

William Vanderbloemen: And that tells me.

465

01:01:39.320 --> 01:01:43.100

William Vanderbloemen: We're at the dawn of the greatest kingdom breakthrough

466

01:01:43.720 --> 01:01:44.750

William Vanderbloemen: in

467

01:01:44.780 --> 01:01:46.760

William Vanderbloemen: human history.

468

01:01:47.170 --> 01:01:58.869

William Vanderbloemen: despite all the the confusion that's out there, despite all the angst about fitting in, I think you, as coaches, have a really great message to share, that this is the greatest time to live.

469

01:01:59.020 --> 01:02:00.129

William Vanderbloemen: This is it

470

01:02:00.350 --> 01:02:27.529

William Vanderbloemen: so? You know. Enjoy the breakthrough and be a part of it, and my hope is that the Unicorn book will have resources for you. It'll also give you to give to your clients. There's an assessment that we've built that's at the Unicorn book. It's a software assessment. It's kind of like a disk inventory or an enigram. It lets you take the unicorn, and you can. You can see which of these 12 habits am I good at? How do I measure up against unicorns? How do I measure up against normal people.

471

01:02:27.670 --> 01:02:45.149

William Vanderbloemen: You can even take it as a team and say, Where are we strongest? And what do we need to work on most. It's a great development tool. Wanted to mention that before we left I'm gonna stop my screen sharing now and return to Webinar and take whatever questions we have. So Brian or Joe, if you want to guide me, that'd be great.

472

01:02:46.440 --> 01:02:52.475

Joe Donaldson: Yeah, Brian's gonna jump in here with a another brief commercial break, and

473

01:02:54.200 --> 01:02:56.485

Brian Miller: Let's do a little another quick one on the

474

01:02:57.140 --> 01:02:58.949

Brian Miller: on the community here.

475

01:02:59.280 --> 01:03:04.579

Brian Miller: So as I share about the I think you can, I don't think you saw my slide last time, but we could see it this time.

476

01:03:04.610 --> 01:03:26.438

Brian Miller: So one thing that's starting up in the community right now is the coaching exchange which I mentioned before. But Tc. Is a great way to gain 10 h of a real coaching experience with real clients, and you can count those hours as paid coaching, and you get 10 h of coaching from someone else who's coaching as well. So it's a kind of a round robin.

477

01:03:26.760 --> 01:03:36.760

Brian Miller: and it starts every quarter. So one starts July first.st And so you need to be a member and registered with us before June 21.st So another great reason.

478

01:03:37.528 --> 01:03:41.310

Brian Miller: To get in the community a great value for that.

479

01:03:42.140 --> 01:03:43.467

Brian Miller: and if you

480

01:03:46.340 --> 01:03:53.620

Brian Miller: well, you have been listening to a great presentation and a great way to reinforce this learning is, go into the chat

481

01:03:53.990 --> 01:03:59.470

Brian Miller: and write down your biggest Aha! From what William has said

482

01:04:00.190 --> 01:04:04.489

Brian Miller: so far for me, there was certainly one on responsiveness

483

01:04:04.680 --> 01:04:12.019

Brian Miller: on you, you know, not only one time, but you need to talk to them again. And oh, my gosh!

484

01:04:12.360 --> 01:04:18.290

Brian Miller: Just you know. Tip me right between the eyes like I get it. I get it. I get it.

485

01:04:18.440 --> 01:04:24.330

Brian Miller: Chad, jump in here and give us some reflection from you is as we move into this QA. Time.

486

01:04:26.110 --> 01:04:28.251

Brian Miller: Hope you gotta be unmuted.

487

01:04:30.130 --> 01:04:32.030

Brian Miller: I think I can do it for you.

488

01:04:32.380 --> 01:04:34.389

Brian Miller: How about that? Can you, on mute now.

489

01:04:34.920 --> 01:04:35.947

Chad Hall: Yup that worked.

490

01:04:36.290 --> 01:04:36.820

Brian Miller: Perfect.

491

01:04:37.185 --> 01:04:45.950

Chad Hall: William, thanks, man, not only will I recommend the the book, but Vander Blumen group has helped our church here in hickory.

492

01:04:46.332 --> 01:04:51.919

Chad Hall: We're interviewing a great candidate next week. So if you're in the search business, for

493

01:04:52.530 --> 01:04:56.260

Chad Hall: if you're in the place of needing a search firm, that's what I'm trying to say.

494

01:04:56.420 --> 01:05:00.370

Chad Hall: I can't recommend these guys highly enough.

495

01:05:00.852 --> 01:05:10.720

Chad Hall: William, which of these have you applied in your own life? Which one was the stretch where you're like. That's a habit that I need more of.

496

01:05:11.200 --> 01:05:14.120

William Vanderbloemen: I'm I'm really bad at self awareness.

497

01:05:15.120 --> 01:05:16.410

William Vanderbloemen: really bad at it.

498

01:05:17.203 --> 01:05:18.710

William Vanderbloemen: And interestingly.

499

01:05:18.850 --> 01:05:42.609

William Vanderbloemen: we we interviewed the the unicorns like. So we did survey right, and we had long survey, and they were very gracious to respond, and part of the survey was, could you force rank these 12 habits like, what do you think you're best at, or you think it were, you know. So one through 12. So it's, you know, there's a mix of what was first, st second mix in the middle. It was almost unanimous about the worst one, and it's self awareness.

500

01:05:42.670 --> 01:05:47.869

William Vanderbloemen: And and here's the irony. Here's the irony. The unicorns are more self aware than most

501

01:05:48.892 --> 01:06:09.390

William Vanderbloemen: right. So that is so. We interviewed 250,000 other people. Just general like, get a baseline kind of survey right? And we asked lots of things. One of the things we asked was, Where are you on a 1 to 5 like way below average, below average medium. You know that sort of thing on the following traits. So when we asked about self awareness.

502

01:06:09.700 --> 01:06:12.170

William Vanderbloemen: 93% of everyone

503

01:06:12.370 --> 01:06:15.790

William Vanderbloemen: said that they're above average on self-awareness.

504

01:06:17.950 --> 01:06:21.570

William Vanderbloemen: Now, I'm not like a statistician.

505

01:06:21.890 --> 01:06:22.210

Brian Miller: But.

506

01:06:22.210 --> 01:06:35.870

William Vanderbloemen: But I'm pretty sure 50% of a group is above average and 50 is low, and there's no changing that. So so. And I thought, that can't be right. But then I remembered. Oh, my gosh! I remember. Do you remember the 1st time you heard your voice recorded?

507

01:06:36.990 --> 01:06:39.030

William Vanderbloemen: Oh, it was. Yeah, I was like.

508

01:06:39.410 --> 01:06:49.159

William Vanderbloemen: I don't know who that guy is. But hey me! Cause I listen to me all day, and I sound like this, not like that, turkey. And you know that's the Blind Spot. That's it. Right there.

509

01:06:49.160 --> 01:06:49.790

Chad Hall: Hmm.

510

01:06:50.000 --> 01:07:00.910

William Vanderbloemen: And I'm trying to learn more about and work on. And the good news is we've never been in a better spot for developing self awareness. In fact, when we saw the results that self awareness was

511

01:07:01.030 --> 01:07:16.179

William Vanderbloemen: ranked the lowest. But people think they're the best. That's when we said, we've got to build a software tool for people to get an honest look at how they're doing the Vander Index. I think you can go to vanderindex.com, and and you'll be there but it, it.

512

01:07:16.630 --> 01:07:43.379

William Vanderbloemen: the more self aware you get, the more you know you need to know more. And and since we've got a church audience, if you don't mind a little little quick story. So I was bit of a theology nerd at Princeton, where I went to seminary, and I took an entire class in Galatians from the president of the seminary, and it was the hardest class ever took. But I got to know Galatians and and it I'll never forget. I know everyone here has Galatians memorized. But this is probably the earliest letter Paul wrote

513

01:07:43.470 --> 01:07:46.830

William Vanderbloemen: in the New Testament. Okay. How does he start?

514

01:07:46.840 --> 01:07:48.309

William Vanderbloemen: He describes himself.

515

01:07:48.560 --> 01:07:49.670

William Vanderbloemen: Paul.

516

01:07:50.000 --> 01:07:51.210

William Vanderbloemen: an apostle

517

01:07:51.330 --> 01:07:54.010

William Vanderbloemen: called by God, not by men

518

01:07:54.800 --> 01:08:05.720

William Vanderbloemen: like that's pretty good, like no self-esteem issues from this dude. Right. You get to the end of his life! And one of the last things he wrote, that's in the Bible. And what does he title himself?

519

01:08:05.960 --> 01:08:08.200

William Vanderbloemen: I am the chief

520

01:08:08.510 --> 01:08:09.850

William Vanderbloemen: of all

521

01:08:09.880 --> 01:08:10.950

William Vanderbloemen: centers.

522

01:08:11.880 --> 01:08:15.140

William Vanderbloemen: so like the closer, longer you walk with the Savior.

523

01:08:15.140 --> 01:08:15.800

Chad Hall: Hmm.

524

01:08:16.390 --> 01:08:19.789

William Vanderbloemen: The more self aware you get of the grace of God.

525

01:08:20.029 --> 01:08:27.560

William Vanderbloemen: and that, oh, my gosh! He cares about me even with all my! What did Tim Keller say? The tombstone should say, fully known.

526

01:08:27.760 --> 01:08:28.960

William Vanderbloemen: fully loved.

527

01:08:29.958 --> 01:08:44.679

William Vanderbloemen: and the people who walk longest with Jesus don't decide. I'm a champion. They decide. Oh, my gosh! Jesus is pretty amazing! And he loves me anyway. So that's a bit of a sermon. Sorry, recovering preacher, but self awareness is the one i i really need to get better at.

528

01:08:45.729 --> 01:08:49.089

Chad Hall: That's great. Well, and that's I'd see some of the comments that

529

01:08:49.129 --> 01:08:54.639

Chad Hall: you know would as we're coaching, not just leaders, but especially leaders.

530

01:08:55.839 --> 01:09:00.539

Chad Hall: I think one of the things we're always challenged with as coaches is facilitating

531

01:09:00.689 --> 01:09:06.059

Chad Hall: awareness about anything, but especially self awareness. And sometimes the awareness.

532

01:09:06.239 --> 01:09:11.819

Chad Hall: you know, is maybe along the polling line of hey? Might wanna

533

01:09:12.279 --> 01:09:16.809

Chad Hall: take it down a notch but then, a lot of times, too, it's the self awareness of

534

01:09:16.829 --> 01:09:22.029

Chad Hall: you don't recognize how great you are at this, because you're so strong in it, or whatever it is.

535

01:09:22.119 --> 01:09:22.566

Chad Hall: So

536

01:09:23.460 --> 01:09:24.490

William Vanderbloemen: Really, say yes.

537

01:09:24.490 --> 01:09:25.210

Chad Hall: Good.

538

01:09:25.210 --> 01:09:30.729

William Vanderbloemen: What do they say humility isn't thinking less of yourself. It's just thinking of yourself less often.

539

01:09:31.330 --> 01:09:32.789

Chad Hall: Yeah. Napa

540

01:09:33.090 --> 01:09:33.920

Chad Hall: yacht.

541

01:09:33.920 --> 01:09:41.945

Brian Miller: As we transition here. If you want to put a question in for William Vanderbool, and let's put it into the chat. There's just

542

01:09:42.370 --> 01:09:45.680

Brian Miller: lots and lots of people here. We might not be able to bring you on

543

01:09:45.740 --> 01:09:51.770

Brian Miller: to ask live with voice and video. But if you'll just put a question in

544

01:09:51.850 --> 01:09:56.712

Brian Miller: for William Vanderblum, and I'll watch the chat, and I'll I'll relay it in

545

01:09:58.580 --> 01:10:06.920

Chad Hall: It it. And just to reinforce, you know, read this book the client I was with just before the webinar

546

01:10:07.354 --> 01:10:12.870

Chad Hall: was talking about the very things that you just brought up that she's got a key.

547

01:10:13.160 --> 01:10:17.520

Chad Hall: She's the executive director. She's got a key director under her who

548

01:10:17.950 --> 01:10:26.569

Chad Hall: isn't as responsive, isn't really a doer. She's a lot of activity. But I'm trying to remember. I think you had

549

01:10:28.513 --> 01:10:32.079

Chad Hall: anyway, not as results driven

550

01:10:32.120 --> 01:10:34.569

Chad Hall: lot of activity, but not really

551

01:10:34.700 --> 01:10:46.279

Chad Hall: kind of connecting it to doing things that create results. Man, these are I. I'm since I read the book. I'm just seeing so many of these habits

552

01:10:47.170 --> 01:10:50.449

Chad Hall: over as well as standout people, you know.

553

01:10:50.450 --> 01:10:52.859

William Vanderbloemen: We've not done a great job of

554

01:10:53.260 --> 01:11:08.649

William Vanderbloemen: advertising or selling the software tool. We're kind of getting enough reps under our belt, but we're ready now, and one of the cool aspects of it. You'll hear more about it as we kind of roll it out, for the world is teams can take it in a 3 60 fashion

555

01:11:09.100 --> 01:11:12.160

William Vanderbloemen: which solves that self-awareness. So like.

556

01:11:12.170 --> 01:11:40.949

William Vanderbloemen: you know, the people, the guy I work for would take it about me. The people below me would take it about me, and then I take it about me, and that will show me my Blind spot. And then the book is non sequential. You don't have to read the 1st to get to the second chapter. You just go to the chapters. You need make those a long term focus and and go from there because it's it's I think it could be a powerful resource for coaches going to their clients fairly inexpensive way to get a a honest look at how things are going.

557

01:11:41.710 --> 01:11:46.530

Brian Miller: I was thinking about. You know you you said the the title, and it really struck me as Mom was right.

558

01:11:46.610 --> 01:11:51.399

Brian Miller: you know, and and when I've been working with strengths with leaders.

559

01:11:51.720 --> 01:11:55.770

Brian Miller: the the number. One thing I think I find is maturity.

560

01:11:55.990 --> 01:12:02.050

Brian Miller: There's an immaturity or a maturity, and and and I don't know if that does that resonate with you that there's a lot about.

561

01:12:02.050 --> 01:12:02.520

William Vanderbloemen: Yeah.

562

01:12:02.520 --> 01:12:03.630

Brian Miller: Pretty in these.

563

01:12:03.890 --> 01:12:17.920

William Vanderbloemen: Well, I wonder you know, as you say, that I'm a verbal processor, Brian. But I wonder if what they say if you have a good root, then you have good fruit, right? And am, I wonder? Maturity is the root, and these 12 habits are the fruit.

564

01:12:18.260 --> 01:12:19.160

William Vanderbloemen: Right? Yeah.

565

01:12:19.160 --> 01:12:19.950

Brian Miller: Yeah, and yeah.

566

01:12:19.950 --> 01:12:26.009

William Vanderbloemen: I need to get more of it. What is it? Why is youth wasted on the young, and wisdom on the old right.

567

01:12:26.370 --> 01:12:37.869

Brian Miller: I was thinking of a particular leader that was very very social and and kind of dominates all conversations, and her maturity. Conversation with me was, I just need to learn to shut up.

568

01:12:38.300 --> 01:12:40.380

Brian Miller: and I'm like, no.

569

01:12:40.740 --> 01:12:46.159

Brian Miller: you need to learn how to use it, to draw others out and to help others be included. And

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01:12:46.360 --> 01:12:51.370

Brian Miller: no, I mean. So when we just say what I need to mature is to not use my gift.

571

01:12:51.810 --> 01:12:57.489

Brian Miller: you know, not to dominate, to not dominate a maturity issue, you can still participate.

572

01:12:58.080 --> 01:13:00.249

Brian Miller: it gets brilliant. Let me ask you some questions here.

573

01:13:00.250 --> 01:13:11.059

William Vanderbloemen: And and and just sorry, Brian, to follow up one quick line. All of these habits flow out of out of out of one motive. If you, if your clients can think this way, they'll be able to adopt these 12 very much quicker

574

01:13:11.380 --> 01:13:13.500

William Vanderbloemen: when you're interacting with other humans.

575

01:13:13.670 --> 01:13:15.399

William Vanderbloemen: quit trying to be interesting.

576

01:13:15.830 --> 01:13:17.280

William Vanderbloemen: be interested.

577

01:13:18.450 --> 01:13:18.890

Brian Miller: Yeah.

578

01:13:18.890 --> 01:13:19.460

Chad Hall: Hmm.

579

01:13:19.460 --> 01:13:27.539

William Vanderbloemen: If you're interested in others, you'll respond to them quickly. If you're interested in others you will show up on. If you're interested in other, and then

580

01:13:27.710 --> 01:13:30.260

William Vanderbloemen: you will become interesting. Promise.

581

01:13:31.010 --> 01:13:39.249

Brian Miller: Certainly, introspectively. I ask myself, you know, I think oh, I want to say this, I think, is this important and and 90% of the time, I think. No.

582

01:13:40.001 --> 01:13:48.800

Brian Miller: just be quiet. Listen, so let me. Here's a question from Bert Jones. Can you further explain the term Unicorn? How do you define it?

583

01:13:49.160 --> 01:14:11.349

William Vanderbloemen: Yeah, there are a lot of lot of definitions out there the one in the book. I'll just read it, Unicorn. Something that's highly desirable, but it's difficult to find or obtain, and I and I'd go farther to say, if you see Unicorn, you're like I had never seen anything like that, and it's they did that doesn't show up very often. And, man, I wanna know more about that. That's what a unicorn is as a person. You see them within 5 min like

584

01:14:11.530 --> 01:14:18.810

William Vanderbloemen: that, one's different. It's really uncommon. And I want to get to know that person and and guess what you can become. One.

585

01:14:19.880 --> 01:14:23.299

Brian Miller: Yeah, I competent people are not

586

01:14:23.500 --> 01:14:24.740

Brian Miller: in plenty.

587

01:14:24.900 --> 01:14:29.749

Brian Miller: And so if you can just show up as competent people, you know my wife was a waitress, and

588

01:14:29.870 --> 01:14:32.889

Brian Miller: and she's like, well, they love me. I'm like you show up every day.

589

01:14:33.550 --> 01:14:34.120

Brian Miller: It's not.

590

01:14:34.120 --> 01:14:35.579

William Vanderbloemen: It's the. It's those.

591

01:14:35.580 --> 01:14:38.789

Brian Miller: She is good, but the level of competency is not hard to.

592

01:14:38.960 --> 01:14:42.720

William Vanderbloemen: I don't even think his competency as much as deliverability.

593

01:14:42.950 --> 01:14:45.980

William Vanderbloemen: Show up on time. Do it at the price you said.

594

01:14:46.020 --> 01:14:58.970

William Vanderbloemen: Do what you said, just follow through. And you will be. I've told everyone, my kids, you will be in the top 5% of your business world. Yeah. And when I get around top. Ceos are like, you're wrong, William, like, what do you mean? They'll be in the top 1%.

595

01:14:58.970 --> 01:14:59.560

Brian Miller: Yeah.

596

01:14:59.670 --> 01:15:11.620

Brian Miller: yeah. And you can move them to the top half. If they do, they've listened to some of your unicorn descriptions. Here, let me give you another one from Eileen Price. William, which one of these findings surprised you the most during your research.

597

01:15:13.143 --> 01:15:16.410

William Vanderbloemen: You know a pleasant surprise for me, and I don't know about the most

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01:15:16.825 --> 01:15:19.659

William Vanderbloemen: I'm I'm I'm getting older, and I'm

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01:15:20.360 --> 01:15:33.319

William Vanderbloemen: kind of shying away from superlative questions, like the most, the best, the worst, you know. I but one that certainly hit me in a great way, was unicorns are driven by a purpose.

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01:15:34.460 --> 01:15:40.659

William Vanderbloemen: and you you can look through human history and see anyone who's gotten anything significant, done, good or evil.

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01:15:40.870 --> 01:15:42.599

William Vanderbloemen: They were driven by a north star.

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01:15:43.150 --> 01:15:54.729

William Vanderbloemen: I mean, take the worst example that I can think of thing, Hitler. He had a north star. It was a really really bad one right, but he got a lot. Now what happens when we studied these unicorns is

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01:15:54.990 --> 01:15:59.469

William Vanderbloemen: the more noble, or maybe call it the higher the North Star.

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01:15:59.570 --> 01:16:01.709

William Vanderbloemen: the more the people stood out in the crowd.

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01:16:02.440 --> 01:16:12.370

William Vanderbloemen: So if the North Star is, I'm gonna be best salesperson in the company. I'm gonna make enough money to buy my kids. We're gonna have a beach house and this kind that's great. You've got a goal, because if you aim it, nothing, you're sure to hit it.

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01:16:12.530 --> 01:16:18.460

William Vanderbloemen: But what happens when you raise that goal and say, I don't want to be the top salesperson. I want to change more lives

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01:16:18.950 --> 01:16:27.219

William Vanderbloemen: than anyone in the history of this company has done, and that I'm going to get that done by convincing them to buy our product or to do our buy Jesus, for the you know, whatever the

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01:16:27.710 --> 01:16:43.370

William Vanderbloemen: if the North Star is high, the person will rise to that height, and that was really a a pleasant surprise. I kind of worried that this would all be about productivity, but the people who really stand out are driven by a higher purpose. And that's good news for for pastors.

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01:16:44.820 --> 01:16:45.809

Chad Hall: Leave that out!

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01:16:45.980 --> 01:16:48.339

Brian Miller: Is there particular reason? Kayla Kerner asked

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01:16:48.990 --> 01:16:51.620

Brian Miller: the reason for the order. You have them in the book.

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01:16:52.330 --> 01:16:58.310

William Vanderbloemen: No we started with what we thought would be the easiest to adapt

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01:16:58.540 --> 01:17:24.099

William Vanderbloemen: in terms of, you know, change. And then, you know we have an editorial team. Well, this flows better. This flows better. If it were easiest to hardest self awareness would have been last. But I guess the preacher in me wanted purpose to be last. So people could leave

with a nice high note. And like, Yeah, I'm gonna raise my north star a little bit. So so the 1st chapter was definitely a practical. How do we build momentum step? And and then from there it was what flows best.

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01:17:25.490 --> 01:17:26.250

Brian Miller: Not you?

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01:17:26.710 --> 01:17:31.529

Brian Miller: Yeah. The as a coach, when I think about the fact is, 12,

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01:17:31.720 --> 01:17:37.799

Brian Miller: that's an overwhelm. Right? So if I think, okay, hey? We're gonna coach you up on 12,

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01:17:38.220 --> 01:17:47.370

Brian Miller: I think, one a month, or you know, how. How would you get? At which one to start with much time to spend on it.

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01:17:47.380 --> 01:17:49.790

Brian Miller: We, the weakest one, the medium.

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01:17:49.790 --> 01:17:50.110

William Vanderbloemen: Yeah.

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01:17:50.110 --> 01:17:52.839

Brian Miller: Really need right this minute. What do you think.

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01:17:53.590 --> 01:17:54.530

William Vanderbloemen: Well.

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01:17:55.180 --> 01:18:02.820

William Vanderbloemen: you guys are coaches, so you know these things better than I do. But I guess I'd start with the question of how long does it take to embed a habit into a person

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01:18:03.370 --> 01:18:22.159

William Vanderbloemen: right? And and what I've read over and over, it's not just Biblical. It's actually, psychologically sound to say 40 days is how long it takes to build a habit into a person. And there there are a lot of smart people that say 30 or 50, or whatever. But whatever that block of time is that habit? So which habit? Well.

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01:18:22.950 --> 01:18:24.530

William Vanderbloemen: I think I'll

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01:18:24.550 --> 01:18:28.479

William Vanderbloemen: I think, taking the assessment and seeing where am I strong? Where am I weak

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01:18:28.620 --> 01:18:40.610

William Vanderbloemen: would be a great starting point. And frankly, if you're a leader, I'd have a whole team. Take it so as a team we need. This is back to Chris Hodges at Highlands. He's like, we're pretty responsive if I text him, he text me right back.

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01:18:41.520 --> 01:18:52.379

William Vanderbloemen: But they recognized as a team. This is an easy win for us. We could up this, and they spent 6 months studying that one habit and putting it into place, and he said, It's completely changed.

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01:18:52.390 --> 01:18:58.400

William Vanderbloemen: All the the metrics they were trying to change with engagement, with return visitors, with with all those things. So

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01:18:58.410 --> 01:19:20.670

William Vanderbloemen: take the assessment and figure out some coaches. Say, let's figure out what we're strongest at, and build that out first. Well, you could do that. That's fine other coaches. Say, what are the 3 that you could, you know, if you improve these 3, you'd be a whole new person. That's fine, too. But at least you have an order, and the book was intentionally written in a way that you can compartmentalize each chapter

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01:19:20.670 --> 01:19:36.551

William Vanderbloemen: and and work from there. I think it takes longer than a week or 2 to make a change. If you don't believe me. Go to the gym on about January 15, th right? January one to 14. People can fake a habit. You go on the 15, th you get the treadmill back right.

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01:19:39.172 --> 01:19:48.139

Brian Miller: Yeah, I like the idea of using this as a framework and maybe saying the 1st session, we're gonna take the assessment. And we're gonna pick 3

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01:19:48.844 --> 01:20:05.939

Brian Miller: of these to work on over the next 3 to 6 months. And I think of like gap coaching. And the nice thing about your book is, it describes very well the competency of responsiveness. So we know coaching is from where you are to where you want to go, and you've told us where we want to go.

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01:20:06.310 --> 01:20:11.940

Brian Miller: so we need to identify where we are and what the gap is, and coach them through the gap into

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01:20:12.110 --> 01:20:18.542

Brian Miller: being as responsive as they need be, and and staying with it long enough to make it a habit. Not just. I love that

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01:20:18.980 --> 01:20:19.520

Brian Miller: that piece.

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01:20:19.520 --> 01:20:21.930

William Vanderbloemen: And if you're really, if you're really brave.

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01:20:21.990 --> 01:20:30.240

William Vanderbloemen: take the 360 of the assessment, and then you'll find out what your peers are saying you're good at and not good at, and and that that might help you.

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01:20:31.140 --> 01:20:40.150

Brian Miller: In ask, working with the person and not the problem. We want to empower our clients to move forward and have greater self awareness that brings them to a newer and better place.

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01:20:40.240 --> 01:20:45.630

Brian Miller: However, if my focus is toward the shiny new thing, am I more focused on the thing or the person

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01:20:47.990 --> 01:20:49.197

Brian Miller: he's talking about.

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01:20:49.790 --> 01:20:50.420

William Vanderbloemen: Right.

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01:20:51.434 --> 01:20:52.129

Brian Miller: Orientation!

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01:20:52.130 --> 01:20:54.680

William Vanderbloemen: Right. Well, I you know.

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01:20:56.110 --> 01:20:59.580

William Vanderbloemen: What did Aristotle say? Excellence is a habit.

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01:20:59.660 --> 01:21:00.880

William Vanderbloemen: not an act

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01:21:00.930 --> 01:21:30.329

William Vanderbloemen: right? So you're trying to develop the person into excellence and not just a targeted goal. But I think as coaches, you're trying to to create positive change in your clients, and that has to happen in bite size portions. So you know, like the How do you eat an elephant question right? One bite at a time. So identifying those key areas to work on and then making measurable goals for it. I I don't think that loses side of the person. Of course you can become

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01:21:30.510 --> 01:21:39.099

William Vanderbloemen: so eaten up with whatever the new metric is. You forget the person altogether. But that's where you guys are coaches, and you have to use wisdom. None of these habits work.

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01:21:39.340 --> 01:21:42.420

William Vanderbloemen: If you don't exercise wisdom in your life.

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01:21:42.840 --> 01:21:51.279

William Vanderbloemen: nothing. Wisdom is everything. But here are 12 ways to exercise wisdom that will cause your clients to rise up out of the crowd.

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01:21:51.790 --> 01:22:05.739

Brian Miller: Hmm, hmm! Can you tell us more about cat? What Cap Watson ask? Can you tell us more about the shiny new thing mentality, and why that is not desirable, but embracing new things is, I think, might tend to be a shiny new thing. Person.

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01:22:06.000 --> 01:22:18.719

William Vanderbloemen: Yeah, so here's something I'm learning. We have a sad story. But we have a family member who has some struggles with mental illness. And so I've been learning about this right? And talking to.

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01:22:18.750 --> 01:22:42.019

William Vanderbloemen: you know the family that was dealing with doctors, and they said, Well, he's on a spectrum. They're like 6 things he's on a spectrum for, and I'm like, Oh, my gosh! And they said, No, no, the doctor said, we're all on a spectrum for these 6 things. It's just what's healthy and what's not right. So trying, the new thing is a healthy thing. The the aberration of it is when it's always the new thing

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01:22:42.360 --> 01:22:49.179

William Vanderbloemen: right? And again, we're back to wisdom. But, like, you know, you've probably got some of you have clients out there who are narcissists.

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01:22:49.280 --> 01:22:50.690

William Vanderbloemen: That's okay.

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01:22:50.770 --> 01:22:59.709

William Vanderbloemen: As long as they're not borderline narcissistic personality disorder, which is a very bad thing. But it take, you know, when narcissists

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01:22:59.810 --> 01:23:03.979

William Vanderbloemen: honestly believe they can bend reality to their will.

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01:23:04.490 --> 01:23:09.650

William Vanderbloemen: and there is no way a new church gets off the ground without some of that in the leader in the visionary.

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01:23:09.690 --> 01:23:16.679

William Vanderbloemen: So there's a spectrum, and there's health and unhealth. And I think that's the question. And it gets back to, you know.

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01:23:16.880 --> 01:23:18.490

William Vanderbloemen: Ask for wisdom.

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01:23:18.770 --> 01:23:24.400

William Vanderbloemen: You know. You don't want people like, oh, we've never done it that way. But you also don't want people like, what new thing do we try today.

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01:23:24.440 --> 01:23:40.200

William Vanderbloemen: So it's it's all. How do we measure within a spectrum? What's healthy was? It's like responsiveness. If people responded all day without actually doing anything. Well, that wouldn't be helpful, either. So it's all a spectrum. Where's the healthy part? And where's not? And that's where you, as a coach, have the wisdom to figure that out.

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01:23:41.070 --> 01:23:45.039

Brian Miller: Chad William Vanderblum just called you and I, narcissist, did you catch that.

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01:23:45.040 --> 01:23:48.790

Chad Hall: I. I am fully embracing of that title.

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01:23:49.090 --> 01:23:52.915

William Vanderbloemen: We'll we'll start a support group. I can be the team team Captain.

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01:23:53.580 --> 01:24:04.319

Brian Miller: We both planted churches. So you you described us exactly. Well, man, we really appreciate this chat. Any last thoughts here as we move into the end. Here.

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01:24:04.570 --> 01:24:09.649

Chad Hall: No, it sounds like this is very rewarding for folks who have attended. And.

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01:24:09.660 --> 01:24:16.180

Chad Hall: Joe, thanks for inviting William and William, really appreciate your work and your willingness to share it with us today.

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01:24:16.610 --> 01:24:20.679

William Vanderbloemen: Sure thing, sure thing, and the Celtics are definitely going to win.

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01:24:21.770 --> 01:24:35.539

William Vanderbloemen: So I see in the chat. Sorry, Gary Irving, you know he quit his. Here's a line you look at that player for Dallas. He left Boston poorly. If you leave your job poorly, it will come back to haunt you no way that.

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01:24:35.540 --> 01:24:36.099

Brian Miller: Left, and go.

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01:24:36.310 --> 01:24:36.520

William Vanderbloemen: He.

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01:24:36.520 --> 01:24:39.820

Brian Miller: Poorly, and then he left Boston poorly. You know he.

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01:24:39.820 --> 01:24:44.429

William Vanderbloemen: That's what I mean. He left Boston poorly, and they hate him. There's no way they're gonna let.

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01:24:44.430 --> 01:24:49.630

Brian Miller: Oh, particularly Boston. Yeah, because now they want him to lose more than they want to win.

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01:24:49.880 --> 01:24:52.820

William Vanderbloemen: Yes, anyway, neither here nor there.

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01:24:52.820 --> 01:25:08.769

Joe Donaldson: Hey, hey, William, we're so excited that you were able to be with us today that we've sent you a gift. It's gonna arrive in the office sometime today. We think it'll help you in your leisure. Times come from Dick. Sporting goods so just alert your office to be be aware of that delivery sometime.

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01:25:08.770 --> 01:25:12.779

Chad Hall: Wait a minute, Joe. I I do these webinars all the time.

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01:25:13.090 --> 01:25:14.240

Chad Hall: and.

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01:25:14.240 --> 01:25:16.379

Joe Donaldson: Yeah, that's true, Chad.

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01:25:18.690 --> 01:25:19.820

Joe Donaldson: I'm leaving someplace.

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01:25:19.820 --> 01:25:22.629

Chad Hall: What I'm looking for is what the what.

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01:25:22.630 --> 01:25:27.059

Brian Miller: When Chad gets a New York Times best seller we will send him something from Dick sporting.

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01:25:27.870 --> 01:25:30.417

Chad Hall: Hmm! I'll be on the I'll be on the

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01:25:31.170 --> 01:25:33.359

Chad Hall: edge of my seat waiting for that.

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01:25:34.610 --> 01:25:49.769

William Vanderbloemen: Well, thank thank you all for what you're doing. You know, the kingdom won't get better without coaches, and if if you guys are helping the church move farther and faster. Then we're knocking down the gates. A hell quicker. Right? So thank you for what you're doing, and thanks for letting me be a part of it today.

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01:25:50.610 --> 01:26:02.202

Brian Miller: And thanks everybody for joining us. It's an hour and a half out of your time, and and I I put it out there that this is the one this is worth it. You should sign up for this. You should come, and

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01:26:02.510 --> 01:26:07.550

Brian Miller: here this guy speak, and hour and a half later. I am

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01:26:08.720 --> 01:26:09.520

Brian Miller: exonerated.

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01:26:10.242 --> 01:26:11.389

Brian Miller: I was right.

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01:26:11.520 --> 01:26:13.029

Brian Miller: I was right. So

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01:26:13.453 --> 01:26:14.080

Brian Miller: for sure.

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01:26:14.080 --> 01:26:14.880

Joe Donaldson: Absolutely.

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01:26:14.880 --> 01:26:21.518

Brian Miller: Alright! Everybody will hear from me in an email here pretty soon, and my responsive rate 60 seconds. Probably. No, but

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01:26:22.340 --> 01:26:25.030

Brian Miller: I'll do it as soon as I can. Thanks everybody.

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01:26:25.620 --> 01:26:27.660

Joe Donaldson: Yeah, thanks everyone for coming. Thanks. William.