



MAXIMIZE BUSINESS VALUE PODCAST - EPISODE 37 Transcript

Announcer (5s):

Welcome to the Maximize business value podcast. This podcast is brought to you by mastery partners, where our mission is to equip business owners, to maximize business value so they can transition their business on their terms. Our mission was born from the lessons we've learned from over 100 business transactions, which fuels our desire to share our experiences and wisdom. So you can succeed. Now, here's your host CEO of mastery partners, Tom Bronson.

Tom Bronson (36s):

Hi, this is Tom Bronson and welcome to maximize business value. A podcast for business owners who are passionate about building long-term sustainable value in your business. In this episode, this is the first of a three part series. That is my gift to you. As we finish out this year And get ready to for what really lies ahead in 2021, this three part series will be short, actionable things that you can do to really move the needle in 2021. In this three parts of this series, you'll learn quick lessons on how giving is so closely related to receiving how finding clarity, where your future will improve that future.

Tom Bronson (1m 29s):

And then finally taking massive action to accomplish your goals. So let's start today by talking about giving. If you think back to your childhood, what's the first thing you learned about giving. If you're like me, my parents and grandparents just drilled into me that it's better to give than to receive right now. That's a difficult concept for a ten-year-old to wrap his little brain around, especially at this time of year now, frankly, I don't think I really understood that concept until I was much older and to many.

Tom Bronson (2m 13s):

It's still sort of sounds counterintuitive. Now, if you're a regular listener to this podcast, you already know that I am a voracious reader. I read dozens of books each year. One of the books I read earlier this year is the go giver by Bob Burg and John David Mann. A go giver of course, is a play on words. Now, do you know someone who is a go getter? I was surprised to find a definition of go getter in the dictionary. It defines a go getter as an aggressively enterprising person.

Tom Bronson (2m 54s):

In other words, someone who works very hard and who very much wants to succeed, you know, someone who has a soul, so they do things or they get things done and are passionate about succeeding. Do you know someone like that? Perhaps it might be the way others describe you. The go giver is a short book written in parable form. Think of others or business classics like Ken Blanchard's gun-ho or raving fans or, or fish by Stephen London, Paul or Harry Paul and John Christensen.

Tom Bronson (3m 40s):

These are classics. And if you haven't read them, I would encourage you to do so. And we'll have a link to each one of them in the blog post coming this week, the go giver tells us a story of an ambitious young man named Joe, who yearns for that access or a success. Joe is a true go getter. Although sometimes he feels like the harder he works and the faster he works, the further away his goal seem to be that does that sound familiar as this? The story begins, Joe is having a bad quarter, which would be the third miss in a row.

Tom Bronson (4m 23s):

And he's desperate to land a key account to save the day at the last minute. So throw a little hustle and throw a little go, getting he gets run a legendary consultant referred to by his many followers. Simply as the chairman over the following week, the chairman introduces Joe to a series of go givers restaurant who are a CEO of thing, national advisor or real estate broker, and then connector, who brought them all together. These friends of the chairman teach Joe the five laws of stratospheric success.

Tom Bronson (5m 8s):

And they help him to open himself up to the power of giving over the course of that week. Joe learns that by changing his focus from getting to pudding others' interests first and continually adding value to their lives, ultimately leads to that. Unexpected returns. These five laws are one giving value two compensation, three influence four authenticity, and five receptivity deploying the methodology spelled out in this book.

Tom Bronson (5m 53s):

These five laws genuinely spell stratospheric success. The law value means that you are, that your true value is determined by how much you give in value. Then you take how much more you give in value than you do and payment. In other words are you adding value to every interaction, not just transaction, but to every interaction that you have. How are you adding value? The law of compensation says that your income is determined by how many people you serve and how well you serve them.

Tom Bronson (6m 37s):

So if you need to make a lot of money, then you need to serve a lot of people. And if you may need to make a lot of money fast, then you need to find a way to serve. A lot of people fast. The law of influence states that your influence is determined by how abundantly you place other people's interests. First, the law of authenticity says that the most valuable gift that you can ever give anyone and else is yourself. And finally, law of receptivity, which States that the key to effective giving is to stay open to receiving.

Tom Bronson (7m 25s):

It sounds counterintuitive, doesn't it? So when you, you learn and genuinely practice and apply these five laws, you'll learn the types of relationships that you will want to have with anyone you do business with. And it will be based on excellence and consistency and attention and empathy and appreciation. In essence, moving from an iFocus to an others focus is potentially the most profitable thing you can do to improve value.

Tom Bronson (8m 6s):

So all you know that I am a servant leader. My definition of servant leadership is someone who gives without any regard receiving. I know that others have poured into

me. And now I am passionate about paying that forward. I can't describe the joy. I feel when I give to others without worrying about what I will get in return. The simple fact is that the more I pour value into to others, the more I always receive in return, the blessings just continue to flow.

Tom Bronson (8m 48s):

In fact, this podcast is all about sharing my knowledge and insights with you, because I genuinely want you to learn these lessons each week and apply them to your business. And I just can't describe the joy and satisfaction that I get. When I hear from listeners or viewers who tell me that they really get a lot of value from the lessons that they learned here, and it's all free. So are you a go getter or are you a go giver by the way? It's okay to be a go getter so long as you are both.

Tom Bronson (9m 30s):

So long as you focus on delivering value and your focus is genuinely on others. So that's my gift to you. Go be a go giver. This is the maximize business value podcast, where we give practical advice to business owners on how to build long-term sustainable value in your business. Be sure to tune in each week and follow us wherever you found this podcast and be sure to comment. We love comments. So until next time I'm Tom Bronson reminding you to be the go giver while you maximize business value

Announcer (10m 17s):

Thank you for tuning into the maximize business value podcast with Tom Bronson, this podcast is brought to you by mastery partners, where our mission is to equip business owners to maximize business value so they can transition on their terms. Learn more on how to build long-term sustainable business value and get free value building tools by visiting our website, www.masterypartners.com that's master with a Y mastery partners.com. Check it out.

Tom Bronson (10m 46s):

<inaudible> that was perfect. I wouldn't make any changes on that.