

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 their businesses. In this episode, I'd like to welcome our guest John Humphrey. Now you might recall that John was already on our podcast earlier this year as a part of our tales from the 17% club where we talked about his exit from the business. He co-founded Pari Veda. If you miss that episode, it's episode 105. Now it would be a good time to go back and listen, because of course our podcast episodes are evergreen.

Tom Bronson (1m 17s):

Now, today we're going to turn our attention to something that John talked about briefly at the end of that podcast. And it's really his passion, the subject of his book, connect for life network, your personal brand, and when so welcome back to maximize business value. John Thompson.

John Humphrey (1m 37s):

Great pleasure to be here.

Tom Bronson (1m 38s):

So, so happy to have you so we can dive a little bit deeper into this, into this great, great book. So before we jump into connect for life, remind us a little bit about your background.

John Humphrey (1m 51s):

Yeah, so I didn't, I wasn't raised in Texas, but I got here as soon as I could went to SMU, undergrad finance and economics started my career in banking, found my way into the restaurant business. Oddly enough, went got, went and got my master's in MIS and marketing at SMU about six years after that, and then got went to work for Accenture. And I've been a technology guy ever since started a company in oh three called party Veda, which we talked about sold my interest in 2012. And I have been basically helping small, fast growing services companies since then with their growth strategies.

Tom Bronson (2m 31s):

And I see you all over the place. I mean, I see things that, you know, new things that you're doing. I love that with what you're doing with small businesses, you and I share that passion for small businesses. So tell us exactly what is connect for life.

John Humphrey (2m 48s):

Well, that's a, you know, I've been thinking about this question because it's really an attitude and I wrote the book for introverts and technicians and people who probably don't you, when you look at them, you don't think maybe they're naturally geared towards selling or problem-solving. And so, so it's attitude about making a difference about helping other people specifically related to business and technology problems. But the backdrop is a set of skills and methodologies and tools to help that type of personality become successful.

Tom Bronson (3m 29s):

Well, that's really, that is super interesting. And I, for some reason, when I read it, I, I wasn't, I wasn't picking up that vibe cause it's just, I I'm about as extroverted as they come, John, you already know that, but, but I, I connect with the, with the content of the book as well. Are we not just talking about, you know, trying to get them out of their shell and, and go to just normal networking meetings, you know, where they're, where they're meeting or a happy hour and they're exchanging business cards with as many people as possible. Is, is that what it is

John Humphrey (4m 1s):

Not really? I mean, there's really three legs to the connect for life stool. If you sort of think about market facing activities and representing the brand, both your personal brand and the brand of the company where you rep that you work. And so the first would be connecting and that would be the notion of just helping people, whether they need a directions to a vacation spot, a new mechanic, or you read an article. That's interesting. Like I said, some sent somebody an article yesterday about home prices and the different cities across the U S where they're spiking and falling. And, and so it's just about helping other people in their journey.

John Humphrey (4m 42s):

The second leg of the stool is marketing, which is becoming involved in the conversation and becoming what I say famous for something, you know, a technician, if they're in the knowledge business, right, they have to share their knowledge or it's like the tree falling in the woods with nobody there. And so there's a whole series of things we do around that. And then the third leg of the stool is learning how to prosecute a deal through a discrete process once it's qualified so that you win or that you walk away sooner rather than later

Tom Bronson (5m 14s):

Prosecuted deal. You're the second guy in my life that use that terminology process. That's an interesting term, prosecute a deal. Cause I guess you really are right now. So I know this is sort of your philosophy. This is the way you work and you're sharing this. What was the Genesis of, of writing the book? Why did you decide to write the book?

John Humphrey (5m 39s):

That's a great question. So Bruce and I met at Anderson consulting before it was Accenture and decided we

were going to try to create a different kind of company and he was going to be sort of the architect and the finance guy. And I was going to be sales and marketing only. I'd never carried a bag. I was never in a commission sales role. So I quit Accenture as a senior manager and went into the enterprise software space in the mid nineties and really darn near starved to death for the first year. But I finally figured it out and a friend and a friend of mine, and I were sitting around thinking about that, you know, the oscillation between have a pipeline and don't have a pipeline. And how could we ensure that every time we finished a deal, one loser draw that we had more to work on.

John Humphrey (6m 24s):

And so we, we put together, I don't know, 10 or 12 items to, and then we just kept score. And so when, you know, fast forward to 2003, when Bruce and I decided to start party Veda, I said, I don't really want to have a Salesforce. Cause now I had seven years in direct selling sales management. And I was like, oh my God, that's just, that's really hard in the services business. And so I said, what if we just teach everybody in the company, how to do all these things from the moment they start, if they're a graduate from college, we're going to put them in a bootcamp and it just becomes the same. It's another swim lane. You know how to be a good consultant, how to learn new technologies, how to be a good developer, how to do projects in agile.

John Humphrey (7m 10s):

And so connect for life then called networking for life, became the thing. And, you know, we grew that business to, I don't know, 800, 900,000 people today and probably 150 to 180 million in revenue and they still don't have any commission salespeople. So I've taken that idea and I thought, well, heck this could work for others, whether they're salespeople hybrid model or seller doers. So I wrote the book a couple of years back. Well, it took me about 10 years to write a cheers, to write it and four years to figure out how to publish it.

Tom Bronson (7m 45s):

Wow. Well, there you go. And now where you, are you self published on this? I can't

John Humphrey (7m 51s):

Publish it on Amazon.

Tom Bronson (7m 52s):

Okay. Yeah. That's I use a KDP publishing for my book, in fact, getting ready to come out with my second book, but yeah, it's you did a, you did a great job on it. There's a lot of steps to that. I'm thinking, I'm thinking I might do a podcast one of these days on how to actually get your book published because there's, as you know, it's a lot of steps, right. And you kind of have to kind of have to keep working your way through it. Now that's interesting that you never had, you've never had a commission sales role,

John Humphrey (8m 23s):

Not until I, I quit Accenture and started it. That was at Lawson software, little company called copy Tron. And then I ended up at a Reba. And when I finished, you know, that was the.com bubble. And when that was over, I joined a little company called Tactica to build an Oracle implementation practice. And then we sold that to Tachi consulting.

Tom Bronson (8m 46s):

Wow. Wow. So, so you were actually in those consulting or the commission sales roles? Yeah. Yeah. Okay. Got it. Got it. Now I liked the way you kind of broke up the book, you know, it's broken into two sections, you've got part one, which is building connections and then part two, it gets into the, to the details on the kind of the practical advice of mastering the basics. In fact, in your, in the introduction, one of the things that I like about this, and it's something that I'm thinking about for, for my new book, it's a, how to, how to use this book, right? There's a, there's a little section in here on how to, how to, how to take this and, and take the data that's in here and put it to practical use.

Tom Bronson (9m 32s):

I love that. Thank you for doing that, but let's just, let's dive into chapter one. So because you actually start with this question and that is at a high level, why connect at all? What did, why connect?

John Humphrey (9m 49s):

So great question. So most people, and I'm speaking from the introvert engineer, architect, lawyer, accountant, right? When they enter that profession, nobody told them that the guy who has their name on the building is the guy that brings in the most business. And they think sales is like an experience they had at a car dealership or best buy or some, you know, experience that was, let's say, I'm not their favorite thing to do. They'd probably rather have at-home dental surgery. Right? So, so the whole idea of connecting was looking for ways to help people, whether those are individuals or companies.

John Humphrey (10m 32s):

And if you are curious, which most technicians are, and you're a good problem solver, which most technicians are, then you can apply that sort of in a craft that you have around problem solving to help people solve problems. And a lot of times the problems that you can solve for them are the services that you deliver to the marketplace. So if I could demystify this whole idea of connecting and helping and marketing and speaking that that client clients would actually raise their hand and say, Hey, John, tell me more about that. And that is, that's how actually most sales get done in the world, but most people don't realize that.

Tom Bronson (11m 17s):

Yeah, they think that, that the guy just talks in and convinces people to

John Humphrey (11m 22s):

He, or, you know, tries to trick you into buying something. You know, like, like all the guys that are trying to

sell you a warranty, extended warranty on your car, that you have an odor lawyers,

Tom Bronson (11m 34s):

But

John Humphrey (11m 34s):

That anchors in our psyche, because it gives, it's such a negative force that we think, well, I, you know, I'm just gonna do my thing here. I'm going to do write code. I'm going to read books. I'm going to do whatever it is I do. And I'll let somebody else sell. And a lot of times those guys get into a place in their career now where that are. And so I get them a lot of times when they're managers, senior managers, principals, directors, and they want to get in the partner or the VP club could because the compensation is substantially different. And you have to say, well, to get into that club, you have to go build relationships and generate revenue. And so that just nobody's ever taught them how to do it.

John Humphrey (12m 17s):

So that's what I spend most of my time doing is teaching coaching, helping,

Tom Bronson (12m 22s):

Ah, I love that, you know, it's all, to me, it's all that relationship building. Right? One of the things that I used to ask, of course, as you already know, and many of our listeners probably know I started my career in sales, right? And through the years I've built, I have built in destroyed thousands of sales careers in my life and built a number of really large sales teams. And in my last company, you know, when I bought it, we had three or four salespeople. And when I sold it, we had 50, some odd salespeople.

Tom Bronson (13m 2s):

So not a huge team, but what I used to ask salespeople when they were hired, I would say one of the questions, I would ask them during the interview. And I'm trying to remember exactly how I word it, but it was, how are you going to feel about telling your family that you're going into sales? You know, it's not, especially if you're hiring young people, right. Because it is very telling about the psyche of the person that, that you're thinking of putting into sales. Oh, I, you know, I, I don't know that the ones that I hired for sure, where my parents are both in sales, they're going to love this, right. It's well, it'd be ashamed to tell them, well, that's, that could be a problem.

Tom Bronson (13m 45s):

Right? And so it, sales has that bad reputation. And, but, but as you point out in the book, it's all about really kind of building those connections and, and

John Humphrey (13m 55s):

Well, all things being equal, people would rather buy from people they know and trust. And I had some of

that inherent because I started as a delivery consultant. So I had to understand managing a project. And once I figured out that a sales cycle is really a work breakdown structure, and you gotta do the same things in the same order. It was like, Hey, I can do this. And I had was very, I worked for some amazing people. I mean, I, I mean guys like Eddie Marshall and Michael Fox and Mark Brady and, and, you know, those are names that people know mark went on and he took me over to a Rebbe with him. And we just had the biggest time. And I worked, I thought I was pretty good when I showed up.

John Humphrey (14m 36s):

And, you know, they had gone out and recruited like the top people at Oracle SAP and, and Lawson. And I was like standing at the feet of these giants. And what I, what I learned was that they weren't smarmy at all. They were looking for problem solving. They were creating a value proposition. They were articulating that value proposition. And, and then they were delivering on it. I mean, you know, a Reba is one of those.com companies now is owned by SAP because they did such a nice job in the procurement space.

Tom Bronson (15m 8s):

Yup. Yup. That's a, that's a, wow. That's a, that is a litany of great people that, that you were able to kind of study right at the feet of some of the masters. Right. And so, you know, it's so many people don't realize that sales really is, is what you've described here. It's a process, right? I mean, it's a, I used to describe it. It's paint by numbers, right? I mean, you do these things in this order and you don't skip a step and you don't, you don't paint yellow where they're supposed to be green paint, you know, and you it's it's, but it's a process just like anything else in business, it's just like help desk and just like an attorney and just, you know, it's, it's a process you've got to follow a process.

Tom Bronson (15m 59s):

And I, I love the way you're kind of demystifying that for the, for the folks that wouldn't normally find themselves in sales, but you're right. The people with their name on the building, the people that rise to the top are the salespeople. I know many attorneys who go to work for a firm and the way to become a partner is demonstrate that you can bring in new business. So, so that's, you know,

John Humphrey (16m 28s):

And you probably have experienced this before. You know, you have all this methodology and you teach it and you train it. And then when you're doing it for yourself, right. You'll think, oh, I know this guy really, really well. I can skip step number six and it never works.

Tom Bronson (16m 42s):

So

John Humphrey (16m 43s):

The process is there for a reason, it's there to actually save you money and time. It is the shortcut. I tell

people,

Tom Bronson (16m 49s):

I'll be honest with you, even in my business now. And, and as our listeners know, I we're in the consulting space that we help people build a exit strategy. Even I who have spent an entire career in sales, got away from the process when I first started this business and this consulting practice, which I have other partners in. And, and I, I was only having sort of intermittent success until someone slapped me around and said, w what's your process? Are you following your process?

Tom Bronson (17m 29s):

I went, oh my gosh. You know, I've been doing this for 40 years for crying out loud. So I sat down and I completely redesigned my process. And now I have to fight people off with a stick because I'm using the process. Right. It's sort of, it sort of pisses me off because I think about all these opportunities that I've lost. Cause I wasn't using my process. Right. So, all right. So why is this approach that you're, that you're teaching in this book in, through what you do with small businesses? Why is it more relevant today than it was say 20 years ago when you started party beta solutions,

John Humphrey (18m 6s):

All dumb luck, really? You know, I don't know when LinkedIn started, but it was oh two I think, or, oh

Tom Bronson (18m 13s):

Three somewhere in there.

John Humphrey (18m 14s):

Yeah. And so I read Hoffman right. Sold to Microsoft. And so when you look at what's happened to social media and pay per click advertising and web and content marketing, I mean, if you're an introvert and you think that, that I'm talking to you like listen up, right? Because this world now is built for you because it's not about some slick sales cycle it's about being found. You know, do you know anybody that answers a phone anymore? Do you know anybody that answers a cold email anymore? No. They raised their hand when they read something that's relevant. And so companies are starting to actually elevate their market, facing people with content at posts and blogs and white papers and interviews and events and panels and, and they're, and the experts are being found.

John Humphrey (19m 11s):

And so it's, it's more relevant today. Gartner published a report that said 89% of buyers, not only research the individual seller, but do all their research on the offering and the company before they ever engage anybody from the enterprise. HubSpot says 52% of selling is based on social selling. You know, you can go down, you know, the challenger sales method, they've got a huge number on expertise in industry. And so, and so expertise, knowledge, content. That's why I always say, what are you famous for? And it's working,

you know, th this is, you know, I it's is part of my, my game that I, you know, I've had to expand and get partners and helpers because if the company doesn't have a good content engine, if they're not telling the world how awesome they are and the things that they do and posting on LinkedIn and commenting on other people's posts, you're never going to get found.

Tom Bronson (20m 7s):

Yeah. That's, you're absolutely right. And, and, and having a strategy to do that. It's funny. I, I guess it was by dumb luck. I did years ago. I did well, not that many years ago, probably 2017. So five years ago, I had the opportunity to go to Tony Robbins' business mastery program. It's immersive for basically four days. And, and it's almost sleep deprivation, right? I mean, it is go, go, go. That man is, non-stop the benefit of having one of the speakers at that conference was David Meerman Scott.

Tom Bronson (20m 49s):

And he is one of the sort of pioneers of modern marketing, where he says, give all your stuff away for free. Just give it away for free. Let use your content as a draw for your audience, because when people are ready to buy, they're gonna buy from the people that they've been reading about it. And they've been getting free information from. And so I frequently tell prospective buyers of our service and say, you know, why should we do this? My, my stock answer is if you adjust, go to my website, listen to all my podcasts, read all my blog posts, download the 10 or 12 eBooks that we have and spend \$15 on my book.

Tom Bronson (21m 33s):

You could do all this stuff on your own if you want to, but you won't, you need help. You need somebody that's going to hold you accountable to do that. So, so yeah, I'm a big fan of getting out there and providing that content. And so, so once, you know, I know you've written this for the introverts, the consultants, developers, architects, lawyers, strategists. If they, if they follow this, you know, what is the implication for them in the marketplace? Well, you know, they can get unstuck in their careers. They can make more money, they can become entrepreneurs. You know, a lot of those guys have that bent to be on their own.

Tom Bronson (22m 15s):

And, and all of those require relationship management, sales skills and the like we've been discussing for the last 20 minutes. Yup. Yup. Gotta have those skills. Look, we're up against a short break. We're talking with John Humphrey. Let's take a quick break. We'll be back in 30 seconds.

Announcer (22m 34s):

Every business will eventually transition some intermediate employees and managers and some externally to third party buyers, mastery partners, equips business owners to maximize business value so they can transition their businesses on their terms. Using our four-step process. We start with a snapshot of where your businesses today. Then we help you understand the way you want to be and design a custom strategy to get you there. Next, we help you execute that strategy with the assistance of our amazing resource



network. And ultimately there'll be able to transition your business on your terms. What are you waiting for more time, more revenue, if you want to maximize your business value, it takes time.

Announcer (23m 15s):

Now is that time get started today by checking us out at [www.masterypartners.com](http://www.masterypartners.com) or email us at [info@masterypartners.com](mailto:info@masterypartners.com)

Tom Bronson (23m 27s):

We're back. And we're talking with John Humphrey about his book and his passion connect for life. I'm going to give you, by the way on the website this week, there'll be a link. So you can go buy his book, right, right. From our website, you can go get it at Amazon. So, John, what have you been working on lately to enhance the value suggested in the book?

John Humphrey (23m 54s):

That's a great, that's a really great question. Thanks for asking it. So, you know, I have this concept called touchpoints. It's the 15 categories of, of touches. And if you Google that word, it's a lot about human development, child development. It really, it confuses people, right? So I'm sort of morphing this concept to connect points and I have updated and redone the point association. So each one of the there's three categories, five, five sets of activities in each category, all of which have different point values. And that is in my estimation, the relative value of doing that activity versus doing something else.

John Humphrey (24m 37s):

So when you said giving away advice for free that's number one under connect, which is advice, which has given away, you know, and when they go to do it, they'll give you a call. And so the next thing is, is that if you, when I try to implement this at my clients, everybody wants to put it in the CRM and they want to make it an activity. And they want to track all that stuff. But, you know, sales people are notorious for not being able to record anything like their expenses or, you know, they can barely keep up their pipeline and you've done that. So you understand it. So I'm building a piece of software called connect points. In fact, I just got the beta, I just got the beta this week.

John Humphrey (25m 19s):

It's a very easy to use mobile app web app that says I would talking to Tom Bronson. That was a interview. So I was speaking and my followup is X. And it keeps track of goal setting by week, quarter, month, year. There's a dashboard that you can go to, to see all of the history of your points week to week. And then if you're part of a team and you're part of an organization, there's a gamification module where you rank people's points against one another. And then you can challenge. I can say, I'm going to challenge Tom this week and see, you know, who can, who can buy the beer on Friday afternoon. So really excited about it.

John Humphrey (25m 60s):

It's I've been using it all week. It's made me realize how many more points I do a week than I realize. So I would say that the points are slightly different. The scoring slightly different than what's in the book. And I'm PR I've got a primer that I think you can get off of my website at connect for life. That sort of updates. You know, if you just give me your, your name and your, your email, I'll send you an updated version of that.

Tom Bronson (26m 25s):

Oh, perfect. Perfect. That's a, that's a great place to go and get that. So, so by the way, anybody that knows me, you know, this is just demonstrates, you don't know me as well as we thought you did, John. I don't drink beer on Fridays. Thursdays are made for beer. So thirsty. Right? So at a, at a group at my old company, it was our senior senior team and some of our mid-level managers. And we had thirsty Thursday, every Thursday, I went to a craft brewery, but if we couldn't make it on Thursdays and we would do wet Wednesdays and sometimes 10 Mulan Tuesdays. And so, you know, just having to Fridays now, not so much.

Tom Bronson (27m 6s):

So I know that you're also working on, you just mentioned the software, the connect points software that's coming. When is that coming? And I know you're also working on a workshop. Yeah.

John Humphrey (27m 18s):

So I've always had my connect for life workshop, which I'm now going to be recording and putting it online and then things that are going to come or sort of a primer on connect points itself, the software. And then the workshop is going to be a combination of kind of an interview style where I will get with somebody like you. And then I will have all these stories from people in my network that like you talking about, why do you give away advice for free? Or why is speaking important and why is it important to publish a book? And, you know, you told me once I didn't publish a book because I wanted to publish a book. I wanted to have a very expensive business card. And I tell that story all the time. And so, so the bootcamp is going to end, it's all going to be online.

John Humphrey (28m 2s):

And I haven't really figured out how to work the subscription yet. I'm going through a sort of a SAS process to assess what the, what the value is. But every company that has implemented this, that I've worked with over the last several years, you know, they get 50% increases in revenue. Even if they have a direct Salesforce, if their technicians start getting engaged in the community and you start tracking it, I mean, there's just something magic about tracking it. So those things will be coming over the next six months. I would imagine the next 60 days I'll be putting the, the beta out by the next week or two with my, with three of my clients, you know, had a number of people say, yeah, when can we get that?

John Humphrey (28m 42s):

I'm tired of using this spreadsheet. And so I'm excited about that.

Tom Bronson (28m 46s):

That's excellent. I love the fact that you've put that into a mobile app that they can use. Cause you were bang on a few minutes ago when you said, you know, high performing salespeople, don't like to do the paperwork they don't like, and they just won't. Right. And so I learned years ago that if I really wanted that stuff to be done right. With my high performers, that I needed to give them somebody that would do that stuff for them. So yeah.

John Humphrey (29m 10s):

Yeah. Or you have to, you know, one of the things I was doing and we've all ended software development where we heard about minimum viable product and you know, now that I'm doing it for myself and paying for it, as opposed to doing it for a client, it's like, okay, what is the minimum? How do I make it so simple that, that even I can use it. Cause I'm the acid test. I've never worked for a company that didn't make money on my expenses because I just don't submit them. So if I figured if I could use it and it works for me, anybody could use it. It'll work for them.

Tom Bronson (29m 43s):

Wow. That's a, that's awesome. Right. Hey, Hey, if you don't ever submit your expenses, you want to, if you're looking for extra work, come on over. So, so you mentioned a minute ago as well that, you know, keeping score in gamifying, these acts, why, why would you do that? What is the value of keeping score and gamifying the process? Well,

John Humphrey (30m 5s):

But what I learned back when Matt Olson and I were playing with this idea at Lawson, is that the competitive juices, it didn't matter whether it was a golf game or a cold beer on Thursday or lunch on Friday, competitive people like to win. And I think that's why a lot of salespeople are former athletes, right? They have that training. What I learned at party Veda because we had a very similar platform called sonar, stood for sales, operations, networking, and results. Of course, when I left, they stopped using it, but that's something else. Now I would notice a lot of people on a Sunday, cause at midnight, you know, the score for the week finished and they would go back to their calendars for the week and make sure that they had entered everything that, that they, that they had actually done.

John Humphrey (30m 56s):

And what you learn is the there's about five or six of the categories that are actually physical meetings, either virtually physical or, or, or in-person. And you can always tell if you're getting any malicious compliance, because somebody is doing a lot activities. That's not leading to meetings and it's not generating pipeline. They're not winning any business. And so they're just, you know, the 11th commandment, right. They'll have shout out kidney south. And so I think keeping score is really important and it's, it's important for me to be able to do it cause I teach it because I'm in the same process that all my students are in. You know, I have

weeks where I don't do very well. I go on vacation or I get distracted or I have a big project I'm delivering.

John Humphrey (31m 38s):

And it's just a reminder, you know, and later in the book I have a chapter on forgiveness, which is like, forgive yourself, you know, get back up, give it a go again. This is a tool for you. This is not the bat for the sales management team. And that's what I tell all my clients, when they, when they want to implement the system, this is a, this is a tool to make your people better. And if you'll leave them alone and let them grow, they'll get better. It might take time, but they'll get better.

Tom Bronson (32m 5s):

Yeah. I love it. I love it. So is there potentially another book in the future?

John Humphrey (32m 13s):

Yeah, I think because I call connect points, touch points in the book. I'm thinking about a book around connect points. I also run into I'm a, I'm a huge advocate for women in it. And so this concept of work-life balance, which there's been a lot written on. I have a paper I wrote called the Y the wobble debunking the myth of the work-life balance that may turn into a may into a book. But you know, I have other ideas too. So I don't know. It's, you know, it's hard to find the time to write. And when you're working,

Tom Bronson (32m 50s):

I'll tell you what, the hardest thing for me, you know, is the first book just pouring out of me. And I, and I got that done very quickly. The second book I wrote pretty quickly, but I am stuck in the editing process. I've done the right thing. I've hired a professional editor and, and she's now she's asking me, she's like, are you ever going to respond to my edits? Right.

John Humphrey (33m 19s):

We ought to do a podcast on how to publish a book. Cause there's, there's ways to trick yourself into doing it, whether that's blogging by chapter or writing the outline first. I mean, I've got the outline to both the wobble and the connect points written. So I know what goes in it. It's just now it's like, do I want to spend my weekends and nights doing that?

Tom Bronson (33m 38s):

I know. I know. And so what's so very important though, if you want to get this out, you know, and again, mine is a very expensive business card, but it also gives credibility. Right? When you hand somebody, your book, right after this recording this podcast, I'm going to meet a prospective client for the first time. And after we talked for a while, I'm going to hand her a copy of my book and that gives you some instant credibility as well. And so I love that. Well, as we sorta come around the bend here, one last business question, and that is, of course this podcast is all about maximizing business value. John, what is the one most important thing you would recommend business owners do to build value in their business?

John Humphrey (34m 25s):

I think instill in all the employees that everybody is responsible for the company's brand, it doesn't matter whether you're the guy on the floor and the warehouse, or the person interacting with clients or the person taking the phone call to support it, or some accountant in the accounting department, we're all responsible for the brand. And at some level we're all responsible for selling. And if you get that sort of institutional culture, so like amazing things will happen.

Tom Bronson (34m 54s):

Yes. I, I worked for a company at one point that the mantra of the CEO and we had 13,000 employees, is that everybody's selling everybody is selling. And so, and it, and it made a huge difference, right? Very rapidly growing a business that, that did really well. So this is a spot in the podcast where we normally ask the personality trait question, but since you've already answered that question in episode 1 0 5, I want to go just a little bit, a different direction here. Now, as we wrap up this podcast and at the risk of going down a little bit darker path, John recently shared me that, that he is a, a sexual abuse survivor from when he was between 11 and 13 years old.

Tom Bronson (35m 46s):

Now, I really appreciate your courage to allow me to ask a question about that, but also to, to share with me what you've shared over the last few days as we've been preparing for this. And so, and I appreciate your courage to just share your story here in hopes that it might encourage or help someone else who happens to be listening to this podcast today. So can you share with us a little bit of that story and kind of what you're doing today about that?

John Humphrey (36m 18s):

Yeah. Thanks Tom. It's, it's taken a lot of years to get to where I can tell my story. I had a reading problem in elementary school. My folks sent me to a private school that had a boy scout troop. It turns out my boy scout leader was the assistant principal of the school, my band leader, and my soccer coach. And over the period of three years, I was abused over 200 times. And then I left that school. My hair fell out. I've been bald ever since I left. And I went into a phase, I called repressed memory. I didn't tell anybody about it. I never thought about it again. I thought people who went to therapy were weak because look at me, I'm fine.

John Humphrey (37m 2s):

Well, it turns out I'm, you know, I wasn't exactly fine. And back in 2017, I was reading an article about, and it was a picture of one of my classmates back in seventh grade, the sixth grade. And it was an article about him telling his teenage son that he had been abused as a child and warning him about, you know, being safe and all those kinds of things. And so I called Ray and well, I pinged him in LinkedIn and he called me back and we spent three hours on the telephone. And then I got involved in this case against the school that I was at. And one thing led to another. When the boy Scouts decided they were going to declare bankruptcy, my

attorneys asked me to go to Delaware, to interview, to be on the tort claimants committee, the tort claimants committee, and a bankruptcy is a debtors committee that is on the other side of the assets.

John Humphrey (37m 55s):

And so I did that with about 125 other men, and I was selected as one of nine men. And then that group elected me chairman. So for the last two and a half years, the nine of us in the torch claimant's committee shortly, we call it the TCC about halfway in. I, I elevated the co-chairman that Doug Kennedy to, or vice chairman of co-chairman and we'd been leading this happy band. And, and then in that whole process, I got approached by a director of documentaries to do a documentary called leave, no trace. And it, it, it was picked up by Tribeca two weeks ago.

John Humphrey (38m 35s):

So I was at the premier in New York. And, you know, once you get past the pain of telling your story, cause it is cathartic at, at the beginning, you realize you're not alone. I think anybody that's been abused you're if you're like me. And just about 90% of the other people I've talked to is like, you thought it was just you and a few people. You didn't think that it was just rampant. You know, my abuser, Ted Alton abused over 150 boys over a 20 year period. And, you know, spent two years in jail in New York. And now as you know, out living as a registered sex offender. So, you know, what I want to do is give people hope.

John Humphrey (39m 16s):

I want them to realize that they're not alone. You know, in the boy Scouts case 82,000 people came forward and imagine the people that didn't. And so

Tom Bronson (39m 28s):

It's just astounding. It's

John Humphrey (39m 29s):

Astounding though. They were expecting 7,500 and the numbers just kind of kept on going. And, you know, like some of that was driven by marketing and yes, but I think the point is we need to really start having a dialogue in this country about boy hood sexual abuse, because it's happened, you know, in churches, almost every denomination it's happened in university. We've got the USA gymnastics example. We've got, you know, the boy Scouts example. And so, you know, I just, I want to give people hope. I want to have a voice where I help people get to the other side, because you can go from victim to survivor to thrive her.

John Humphrey (40m 10s):

And that, you know, that's ultimately, you know what we're put on this earth for, but you know, a lot of people get stuck. They, they had that voice in their head that just wears them out and tells them they're not worthy. And that I call it a guilt pie. You know, when a young boy is, is a abused, it's not like it's a female being raped. It's not a violent activity. It's a seduction by a grown man who's way smarter than you. And so I've

learned a lot about pedophilia, but mostly I've learned about the disparities. A lot of men have and you know, I want to give them hope

Tom Bronson (40m 47s):

And I, I really can't thank you enough for being brave enough to kind of share this story because when you and I talked about it, I shared with you that I, that I knew somebody else that recently told me a story similar to that. And it's so important for, for men to realize that they're not alone here. I mean, you think about that 82,000 claimants in the, in the boy Scouts case. And that's probably not all of them. Right. And so, so, so it is more common and you're right. We need to have some dialogue about this.

Tom Bronson (41m 27s):

The movie leave, no trace just released by Tribeca, right at the, at the festival on Hulu. It's on Hulu. So, so available to see, and I would encourage anybody to go and, and do that. Thank you for, for being, having the courage to, to share with us today. So whether it's regarding that and someone who might want to talk with you or about your book connect for life and the processes you described there, how can our viewers and listeners get in touch with you? Well, I have a website connect for life.com that they can find me and I'm on LinkedIn and my contact information is out there. So you should be able to track me down and ask me questions.

Tom Bronson (42m 8s):

And I'm definitely open to talk about any and all subjects. Awesome. Thank you again, John, for being our guest today. Thanks Tom. It's been a real pleasure. Enjoyed it. You can find [johnHumphrey@connectforlife.com](mailto:johnHumphrey@connectforlife.com) or on LinkedIn, or of course you can always reach out to me and I'll be happy to make a warm introduction to my good friend. And as I mentioned, we're going to have a link to his book. I think there actually already is a link to his book on our website, but we're going to point it up again this week on Wednesday. And so I make sure that you go and get a copy of this book and encourage him to come out with the second book. I'm excited to read that when it comes, 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.

Tom Bronson (42m 59s):

Be sure to tune in each week and follow us wherever you found this podcast. And give us a comment or a suggestion. If there's something you want to learn about in business, let me know. I bet you, I can find an expert and we'll talk about it on this podcast. So until next time, this is Todd Brunson, and I'm reminding you to build the right connections while you maximize business value

Announcer (43m 28s):

Tuning into the maximize business value podcast with Tom Brunson. 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 on how to build long-term sustainable business value and get free value building tools by visiting our website, [www.masterypartners.com](http://www.masterypartners.com) that's master with a Y mastery partners.com. Check it out.

Tom Bronson (44m 13s):

That was perfect. I wouldn't make any changes.