



MAXIMIZE BUSINESS VALUE PODCAST - EPISODE 36 Transcript

Announcer (3s):

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 (35s):

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. I'm so excited today in this episode, I'm going to welcome our guests. Chris M King. He is the principal at status flow where they help individuals and teams operate in the zone. I met Chris through provisors and network of professionals throughout the U S and knew instantly that I wanted to get him on this podcast to talk about pique performance. His grade school teachers called him disruptive, and that is exactly what high-performance executive coach and motivational speaker.

Tom Bronson (1m 18s):

Chris M King does. Chris works with professional teams and individuals to disrupt the subconscious psychological paradigms that hinder performance brings conscious awareness to them and realigns them. So clients can maximize their resources and dramatically improve their performance. So welcome to maximize business value. Chris, how are you today?

Chris M. King (1m 43s):

Fantastic, Tom. Thanks so much for having me. That was quite the introduction well done. I'm very impressed. I'm impressed with whoever your guest is. He sounds fantastic.

Tom Bronson (1m 52s):

Maybe, you know, since he couldn't be here, I'm glad you could join us. So tell us about your business status flow.

Chris M. King (2m 0s):

Thanks. Yeah. Status flow, you know, was, was my little brain child because we, we do take organizations and individuals from the status quo to status flow. And it all is about speed. It's about performance. It's about innovation and creativity. How do we make the impossible or even the unimaginable a reality in about one fifth, the time that everybody thought it would take to make it happen? Well, we can do that. So we consult with organizations on individuals and doing just that, but,

Tom Bronson (2m 31s):

Oh, I love that play on words from status quo to status flow. That is, that is, that's such fun. I mean, we can talk about that all day. So what's your, what's your background and what got you into this line of work?

Chris M. King (2m 44s):

Yeah, that, that's a very long story. So the, the very sustained

Tom Bronson (2m 49s):

We only have an hour.

Chris M. King (2m 50s):

Okay. Right, right. I'll, I'll be, I'll be brief. I was, I was born and raised in a little town called Santa Monica, and this was in the seventies, you know, and there's the Lords Dogtown, right? The, the birthplace of skateboarding. And, and, and so I got into skateboarding and BMX bikes, and, and later I, I, I was trained professionally trained to race cars. I

started with go-karts. I ended up playing ice hockey in school. So I, I had a very long and intimate relationship with what we call being in the zone. Now, I didn't know what this meant through the lenses of psychology or neuroscience or anything like that. I just knew what it felt like. And, and so I, I started in that space.

Chris M. King (3m 32s):

I became a marketing director in tech. I worked at a hospital for awhile. I did an education in, in spiritual psychology. And I basically put all of this together with my own personal history of completely disrupting and reinventing myself and my life. And I created a business out of it. And here we are today,

Tom Bronson (3m 53s):

But that's awesome. So a skateboarder, huh? All right. Well, that's it, you know, you grow up in the scars to prove it, you grew up in the right place. Right? So, Chris, when we recently talked, you said that you help people get into it, and you just mentioned it there too. You help them get into flow. What is flow?

Chris M. King (4m 15s):

Well flow is the, the delivery vehicle for what we do. You know, because again, we're, we're about, we're about achievement. What, whatever you want to make happen, whatever crazy idea you have. Yeah. Let's do that. And let's do it quickly flows the delivery vehicle for this. It is essentially an optimum state of consciousness where you feel your best, you perform your best. You've actually experienced this, you know? And when, when you have, when you, when you were working on something, maybe it was a project for work, or even back in school where you felt it, it felt like 30 minutes went by. And when you looked up two and a half hours had passed, you had this amazing piece of work product in front of you.

Chris M. King (4m 56s):

And you just had this moment of how great it felt to be in that space. That is what we call a flow state. This is what athletes call being in the zone or runners high. It's all driven by neurochemistry. And you can consciously access this pretty much whenever you want, if you train for it and you understand how to do it.

Tom Bronson (5m 18s):

Well, I can't wait because you're going to talk a little bit about that. Cause the one thing that I live for is to be in flow then in the zone when I'm, when I'm skiing. Cause I love to ski and when I'm playing golf and I can tell you that when I'm, when I'm kind of in that zone, playing golf, you know, I can almost do no wrong. Or even if I do wrong, I can correct it very easily. But when I'm not in that flow state, then, then it's always a challenge. So I can't wait for you to tell us, you know, how to get into that flow state. So OU can get into flow, not just athletes, right? Well, it's, it's not

Chris M. King (5m 58s):

Athletes. They they've been studying this really intensely. It started in the sixties and seventies with a guy by the name of Mihai chick sent me. Hi, don't ask me to spell that he's out of the university of Illinois in Chicago and, and he really studied this. He's kind of what we call the godfather of flow. Now flow has its roots in positive psychology. One of my partners and colleagues actually trained was mentored by Abraham Maslow himself. So, so this goes, and it goes back before that William James, like, we go way back, you know, you know, in the history of it, they, they referred to this as like religious experiences. And then they noticed that, well non-religious people were having them.

Chris M. King (6m 40s):

So they started calling, calling them pique experiences. But as the, as the, the new studies have unfolded, they've studied Tibetan monks or plumbers, or like pretty much lawyers, any, any discipline there is. And it seems that anybody to go to my understanding of biologically normal brain are close enough to it. Anyway, can access flow, state high performance. You're hard wired for it. Everybody is hardwired for it.

Tom Bronson (7m 10s):

I love that. You know, I, I know that I have that same feeling when I'm working on projects and things. And so that's a great descriptor of it. And so anybody can get into flow. So, so here's the \$64,000 question. How can someone get into flow?

Chris M. King (7m 27s):

Great question. It's about setting conditions and behaviors to create an environment that is conducive to flow. There's what I like to call the flow paradox, because remember when you were working on that thing, you know, we talked about when, when felt like half an hour went by, there was no you in that moment, right? There was just the thing you were working on. That sense of oneness, which is a characteristic of flow, having that sense of oneness. So the, the flow paradox as I call it is the simple idea of, I am trying to get into flow. We'll keep you out of it because there's an I present. So it's a, the same way you might build your family around a value system or organized religion.

Chris M. King (8m 12s):

You can build your organization, build your life around flow and, and there are triggers for it or switches. You know, we'll call them flow switches. There's 22 of them that we know of. And they're, they're going to be things like autonomy. You know, people need to be able to do their own thing in their own way. You need complexity, you need novelty. So new things need to come up, you know, keep ideas fresh. There are, if you can incorporate as many of these triggers as possible into the way you interface in your life, you can create an environment that's highly conducive to flow States.

Tom Bronson (8m 52s):

That's awesome. So, so an individual can get into, and, and, and you've mentioned autonomy. You know, I've always been a big fan in running a business. Our listeners know that, that I have bought or sold a hundred businesses in my career. I've started a few, but, but bought or sold a hundred in my career. And I'm always fascinated by business owners who go out and really look for and find great people. And then they micromanage them and don't give them the autonomy. Right? My, my mantra has always been find great people, kind of give them the parameters, give, build the fences, right.

Tom Bronson (9m 32s):

But here's the, here's the where the pastor we want to play and then go and do your thing, right? I don't, that's the reason I hired you. If I was going to do it all, I would do it myself. So, so individuals can get into flow. What about teams? Can teams also get into flow?

Chris M. King (9m 48s):

Yeah, the it's actually my favorite story about flow. And this, this happened long before we called it that or knew what it was is in, in 1943, the war department contacted Lockheed corporation and said, we, we need you to build America's first jet fighter and Lockheed didn't know how to do it. And the war department said, look, here are the parameters. It needs to be 30% faster than anything we've ever built. It needs to carry this much ammo. It needs to have this kind of range. And, and we'll give you a little bit of money to see if you can develop it. We won't give you any physical space in which to build it. And we need you to deliver that product in 180 days. Well, Lockheed set up what later became known as the skunkworks.

Chris M. King (10m 28s):

And this is where the Sr 71 and all the stealth planes came out of, right? This is, these is the brainchild of those places. What they had done was they set up an organization within the organization, the skunkworks, right? And, and it was rich with flow triggers. They basically separated these people from the rest of the company, gave them a direct reporting line to, to the people in charge. No lawyers, no HR, no nonsense, no interference, no distraction. And they ended up with a little organization that was ripe with flow triggers. And that is how they produced America's first Jed fire fighter, the XB 80 shooting star 37 days ahead of schedule. And it's because they got their teams into flow States.

Tom Bronson (11m 8s):

Wow, of course I'm based here in Dallas. So we've got a huge installation for Lockheed Martin. In fact, a producer on this podcast or her husband works for Lockheed Martin. Now, now I've got a little piece of trivia, I didn't know before. So thanks for, for sharing that. But so some teams seem to achieve that flow status, but others don't why, why does some achieve it and why don't some achieve it?

Chris M. King (11m 36s):

Yeah, there, there are a lot of barriers to flow. And, and I, and I like to say that flow is really expensive because it's going to cost you. It's going to cost you the friction that

happens between people in teams, it's going to cost you, your ego is going to cost. You being right. It's going to cost being absolutely certain about things. It's going to cost you being an expert, right? If you look at everything through the lens of being a student, it affects neurochemistry in a certain way. If you are married to something, and this is the way to do it, I am the expert. You're locking yourself out of creativity and it affects your neurochemistry. It affects how your brain works. So it's all about leveraging, understanding your brain, understanding how it works and removing the barriers to flow States.

Chris M. King (12m 22s):

Distraction is another one. We have this Pavlovian relationship with our phones. You know, it goes, ding. And we get excited because there's, there's a chemical in the brain called dopamine. And you're getting a dopamine hit, which is a pleasure chemical. So we, we hear that notification. We get a little excited. It feels really good. So you have to wean yourself off the drug addiction to dopamine and get yourself more attached to something else. And, and that's something else is flow. Flow is the most. And the way I heard it said best was autotelic experience that humans can have. And autotelic is a scientific, fancy word for addictive because in that community, they don't want to use that word.

Chris M. King (13m 2s):

So, so if what I, what I tell clients is you stick with me, I'll give you the best drugs in your life. You know?

Tom Bronson (13m 9s):

Well, that's exactly right. I mean, that does, that does kind of create that euphoric experience. Autotelic thanks for explaining that because I was going to ask you what that means. You know, somebody who's so well read, like you, you know, you're right. When, when we hear the phone, ding, when we see an email pop up, you know, it is, it is constantly distracting us. I remember a story back in my old advertising days. One of the businesses that I was in many years ago was, was media advertising. And like, I'm trying to remember who it was, but there was an advertising executive, one of these big guys, I mean like David Ogilvy, kind of, you know, level of person who, when he was in a

conversation, of course this was back in the 70 sixties and seventies and we didn't have voicemail.

Tom Bronson (13m 57s):

We didn't have email back at the time. That was long before Al Gore invented the internet. And so we didn't have those things. And so, so if you didn't answer your phone, there was no machines either by the way, to take a call. And so if you didn't answer your phone, you didn't know who called right. There was no caller ID or any of that stuff. But he was famously sitting in his office one day, having a conversation with somebody in the phone behind him started ringing. And he just continued on with the conversation. And because he had brained himself, but that's not a trigger for him, but the other person was getting more and more uncomfortable while the phone was ringing. And finally said, are you going to answer that?

Tom Bronson (14m 37s):

And he goes, if it's important, they'll call back.

Chris M. King (15m 2s):

Flow is all about behavior modification. And that's the tricky part, because what we have to do is very counterintuitive to create the kind of performance that we're, that we're trying to achieve. So I'll give you an example of what I'm talking about. My favorite example, cause everybody gets it working more hours to get more done, right? How many people are working more hours to get more done? That is the same thing, Tom, as using your credit card to buy more stuff, right? That's the hamster wheel. And it is going to get you into trouble at some point, you know, it's like, it's fine in an emergency, but if that emergency becomes the norm, you're going to go bankrupt.

Chris M. King (15m 43s):

And the same is true with your time. So if you want to be more effective and we look through the lens of leverage, right? Input to output ratio, this isn't about efficiency or productivity. This is about leverage. And if you want to move the needle and get things done, you do the counterintuitive. Instead of working 50, 55 hours a week, you work 35 hours a week and you learn how to prioritize and really get things done and move the

needle. And if you need proof of this, I can give you a simple example. How much stuff did you get done Monday through Thursday? When you knew you were going on a two-week vacation Friday morning.

Tom Bronson (16m 23s):

Got it. Lots.Lots. Right? I love that. Yes.

Chris M. King (16m 28s):

Right? So you get real good at filtering through the nonsense. You get really good at delegating deferring or deleting the things that do not make the impact and you are shameless about it.

Tom Bronson (16m 43s):

I love that. I I've always had a saying and now you've now you've articulated to me why I've always said this. I tell folks, Hey, work today. Like it's the last day before your vacation, because I I'm like everybody else. If I'm going to go on vacation, I want to go with a clear conscience, right? That I've gotten everything done. And, and that's proof that you can train yourself to prioritize and get those things done in a shorter amount of time. So, so I totally totally love that. We're going to take a break. We're talking with Chris M. King. Taking a quick break. We'll be back in 30 seconds.

Announcer (17m 22s):

Every business will eventually transition some intended to 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 business is today. Then we help you understand where 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 they'll be able to transition no 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 (18m 3s):

Now is that time get started today by checking us out at www.masterypartners.com or email us at info@masterypartners.com to learn more.

Tom Bronson (18m 15s):

We're back with Chris M. King. We're talking about getting into and staying in flow. So Chris, what are the benefits of flow?

Chris M. King (18m 27s):

Well, there, there are many, as you know, when, when you know, we talked about how you were working on that project, that felt like time just slipped past. There was no stress. There was no sense of overwhelm. No, no sense of burnout. There was no sense of panic in that moment. And so that's, that's a huge benefit because feelings drive actions, basic neuroscience, feelings, drive actions, actions, produce results. What are the actions you're going to take when you are panicked? What are the actions you're going to take when you are feeling that good? Right? So you're going to get performance improvement. You're going to get a major decrease in stress. You're going to get all kinds of creativity in measuring this.

Chris M. King (19m 8s):

We have seen increases of anywhere from 700 to up to 3000% in creativity and innovation while working less hours and dropping stress to zero. It sounds too good to be true, but you have experienced this. You know what that's what that felt like when you, when you crush it that day, we do that every day.

Tom Bronson (19m 30s):

I love that. No stress, you know, our listeners know that I'm an avid reader. I probably read, you know, 40 to 50 books a year in a book that I read, I don't know, a year or two ago. And, and refer back to frequently is a one by Jen Sincero. And she talks about in there, why are you stressing? She's like, why? You know, you're stressing that you need to get something done and you're not doing it. And you're stressing about it. Why are you stressing? You know, you're going to get it done. So stop stressing about it. If you want to go play golf, then go play golf because you know that you're going to meet the deadline. And I love that.

Tom Bronson (20m 10s):

That when, when talking with that, you know, talking with folks about that, I used to get stressed when I did play golf, because it's thinking about all the things that I needed to be doing, but I could calm my nerves by going. I know I'm going to get them done. So stay out here and enjoy the day it's going to recharge my batteries so that I could go out and do that stuff. So you talk about operating at P I Q U E. You're a pique performance coach and that's different from P E a K. So where our listeners, you know, it sounds the same pique and peak, but P I Q U E.

Tom Bronson (20m 49s):

What exactly does that mean?

Chris M. King (20m 53s):

You know, that's a great question. And, and, and not, not always does it come to be that people notice that that difference. It is intentional, but peak. And its definition is about the, the upset and the disruption. This work is very uncomfortable. Like I said, it requires behavior modification. We are going to challenge your very notion of reality. And that's going to get upsetting. Cause I'll give you the roadmap of how your reality has been created to this point, because we can reverse engineer it. The, the way that it unfolded is that, and this is basic neuroscience. Everybody has an operating system in their head, just like a phone or a computer.

Chris M. King (21m 33s):

You have an operating system, you are the author and architect of that system. And you finished creating it when you were about six years old. So that's how long that system's been running and verified. So your system, we call it a belief system. Your belief system generates every single thought you have. Once you have that thought, you experience it as a feeling, your feelings, drive your actions, your actions produce results. Now here's where people get weird. The results that you produce are unconsciously predesigned to validate the system that started it.

Chris M. King (22m 14s):

It's a feedback loop going around and around. So essentially people are going out into the world and unconsciously seeking to validate a system they don't know anything about. So we are going to call on them, right? It's well, once you've written that system, you'll call it reality. You'll call it your worldview. This is your understanding of the world. I'm going to call that into question and say, maybe you're wrong. Because once we do that, we start decoding and recoding that system. We align it with an entirely new reality. I am not being grandiose. When I say you can renegotiate your existence on this planet.

Tom Bronson (22m 57s):

I, I totally agree with you. You know, as I many times in the different businesses that I've had, I've hired new salespeople and I always kinda ran sales, training myself for parts of it. And one of the things that I constantly remind salespeople is, is you've heard this over and over. And I don't know where the quote originated, but whether you think you can or you think you can, you're right, because our brains liked to be right. And, and if I walk into a situation and I already know I've predetermined in my brain, that the outcome is going to be bad.

Tom Bronson (23m 39s):

And when the bad outcome comes, regardless of how bad it is for me, I get the happy trigger because I, right.

Chris M. King (23m 47s):

Yeah. And the go ahead, it's more than it's more than your brain liking to be right. Your brain doesn't like to be right. Your brain needs to be right. Your ego likes to be right, but the brain needs it. Because if all of a sudden you go out into the world and reality is not what you thought it was. Imagine, you know, the matrix taking, taking the pill. And instead of waking up in your bed, you wake up in a, in a pod and with all these tubes and you get flushed into reality, right? That's going to freak you out. You cannot live and function in the world in a constant state of threat response, right. Fight or flight. So your brain needs to believe that all of this is as I expect and want it to be.

Chris M. King (24m 32s):

And we spend a lot of our energy proving that we're right, because we need to feel safe in the world. If you can get comfortable enough in being unsafe, without triggering threat response, magic happens.

Tom Bronson (24m 47s):

So you teach people kind of how to reprogram these thought processes. I'm guessing. So how, I don't want to put words into your mouth. How do you work with your clients? What does that look like?

Chris M. King (24m 60s):

Yeah. You know, it's, and that's a great question because I, I I've, I've walked down this path. I mean, I was a psychological shit show. I would, I would say that I had a dysfunctional childhood, but that implies, there's another kind, you know, but in order for me to realign myself with an entirely new reality, and this is everything from business success to romantic partnership, like I, like I could not succeed at anything until I completely deconstructed my entire inner world and my being and realigning it with a new outcome. And so what we'll do with whether it's a team or an individual is, you know, day one, question one, what do you want? You know, we get very clear about this. What do we want and what are our resources? And then we're going to spend the next minimum of six months boxing our compass to that magnetic North.

Chris M. King (25m 45s):

And we're going to align everything in this work. There's no good or bad. There's no right or wrong. There is aligned or misaligned through the belief system, to the thoughts, the feelings, the actions, the results, it's an alignment problem. If we don't have what we want. So it is about aligning all of that with your, with your physical, being, with your energy, your attitude, your mindset, and even your neurochemistry. We are aligning this to whatever the outcome is that you desire.

Tom Bronson (26m 14s):

I love that. And so how long does it typically take you say, you know, six months, how long does it typically take to kind of get all of this stuff working and get into flow on a regular basis?

Chris M. King (26m 25s):

Well, that depends on the issue. I'll answer that like a lawyer. It depends, you know, it depends on a couple of things. Number one, what do you want? And number two, it also depends on how willing you are to what I like to call, let go of the side of the pool. If you want me to train you to swim like an Olympic champion, I can do that. You're going to have to let go of the side of the pool. It's scary and uncomfortable and weird to remember. Remember when you learned how to swim. It was terrifying when we let go of the safety and the security of the side of the pool and put ourselves in an unfamiliar environment where we're no longer, you know, vertical or horizontal. And now I got my face in the water that could kill me. Like it's terrifying.

Chris M. King (27m 7s):

But if you can let the sooner you can let go of the side of the pool, the safe and the familiar, the sooner you're going to swim like a champion.

Tom Bronson (27m 14s):

That's awesome. I don't remember learning how to swim, but I'm in the, and probably the minority when I was, when I was born, my parents lived in an apartment complex that actually had a pool in the Washington DC area. And my parents were so terrified that I was going to fall in the pool and drown that as an infant, they put me in the pool, you know, threw me in and it was instinctive. So I learned that even before I was conscious of it. And so I'm a big fan of that. We should just go out and throw our babies in the pool. So, but you know, for, as we get older, you have to learn these things and holding on the side of the pool, you know, you know, that it's danger.

Tom Bronson (28m 0s):

That's, that's really important. I call that kind of coachability, right? Are you going to be able to really let go of the side of the pool? I love that analogy. I hadn't thought about that before, but I do the same thing when I'm, when I'm talking with clients, when I'm having that initial conversation, I'm trying to assess how coachable is this person. Cause I'm going to have to coach them into doing new things that are perhaps uncomfortable or that are time-consuming. And if they're not coachable, then it's almost

impossible for me to do my job. What happens if somebody is not coachable in your world?

Chris M. King (28m 38s):

I, I just don't take them on as a client. I mean, and, and, you know, and, and because we are talking about behavior modification that just doesn't change overnight, you know? And, and, and I don't tell clients what to think. I don't tell them what to do. I don't do advice. I'm not in the advice business. You know, that's not my job. My job is to facilitate the alignment, you know, and that just doesn't happen overnight. So we tell clients, look, it's going to be a minimum of six months. Most of our clients hire us for around 12 to 18. If we're doing our job, right, you don't really need us after this. You know, I've had clients that, you know, one of my favorite testimonials was from a client that said, Chris, I got more out of work in three months with you than I got out of two years of therapy.

Chris M. King (29m 20s):

And it's not that it's not, that one is better than the other. It just solves a different problem. Right? So, so, so it, it, it's very personal to everybody. It's very intimate. It's very connected and it's very nuanced.

Tom Bronson (29m 36s):

So this podcast is about building value. So business owners can exit their on their terms. So why would someone who's thinking about their exit strategy, which might be most of our audience here, even, even if it's years from now, right there, they're thinking about it. And they're defining it years from now, which we tell our clients that we need at least three years to be thinking about this. And we've got clients that have a much longer runway, but if they're thinking about that, then why would they even care about getting into flow?

Chris M. King (30m 9s):

Right. Why, why do I need to perform so well if I'm, if I'm basically packing up and moving on? Well, we, and we have not done a whole lot in the exit strategy space until recently, because we're getting a lot of younger organizations, CEOs in their thirties that are like, we want to sell this thing in three to five years. Now, here's the deal about the

exit the world today. Ain't going to be the world in three to five years. And here's the kind of math we're talking about. Ray Kurzweil came up with this and I learned this from Steven Kotler at the flow research collective 1920 is to 2020 as 2020 is to 2030.

Chris M. King (30m 51s):

You're going to see a hundred years of advancement in the next 10 40% of fortune 500 companies. Today don't exist in 10 years, the top paying jobs in 10 years. Aren't a thing today. So if you want to be out of your business in three to five years, that's like saying, Oh, it's 1920. You want to be out of your business. You need to think in terms of, Oh, 40 years later or something like that, right? I mean, the world is gonna, it's moving so fast. You need to be able to exit to maximize. However, you're getting out to a world that doesn't exist today. So it requires speed and creativity.

Chris M. King (31m 34s):

And that is what we do at, at status flow. It's all about velocity and innovation. That's the intersection. We, we practice that.

Tom Bronson (31m 43s):

So if you're going to give one piece of advice, the most important thing that you're talking to a business owner, you want to give them the most important thing that they should do to build value. What would that be?

Chris M. King (31m 57s):

Well, as I said, I don't really give advice. You know, that's, I'm not in the advice business, but I would trick you into it. Right? Right. I, I would say challenge your assumptions, you know, challenge where you think you're going to be in three to five years challenge, what you think is valuable in your business right now, you know, what is the future value look like? You know, I, I think there are so many ways. If, if you are not continuing to build your business and create an innovate while you're trying to get out, you're not going to have something worth having when it's time to get out. Cause it'll be obsolete. The technologies that we, that we're designing right now are even obsolete.

Chris M. King (32m 52s):

Yeah. So going back to like the military, right? We're up to six generation fighter jets now. And the ones that are, that were in development, like if we're not thinking about seventh gen already, they're going to be obsolete by the time we produce them. So it, it really is about how do we continue to make sure that we create so that whatever we have in three, five, 10 years from now has even more value.

Tom Bronson (33m 18s):

Okay. You're not going to like hearing this, but that is great advice.

Chris M. King (33m 25s):

It's merely a suggestion I will offer for consideration.

3 (33m 29s):

I get it. Sorry.

Tom Bronson (33m 31s):

Time listeners know that we always, they always listen all the way to this point because they want to know the answer to this next question. I always ask a bonus question.

What personality trait has gotten you into the most trouble through the years? Oh man.

Chris M. King (33m 46s):

And I it's my, what my father would call my recalcitrance nature. I, you know, which is which again, my father is an electromagnetic compatibility engineer. So these are the words he would use when I was a child. You know, you're so recalcitrant is like fancy word for stubborn. Okay. Got it. But I think that has been really useful because I tend to be the rebel without a cause I tend to be disruptive. Like I said, in, in grade school challenge, anything that was spoonfed to me, you know, I always wanted to know why explain this justify. Cause if you can't make this make sense to me, I'm not receiving or accepting it.

Chris M. King (34m 26s):

And so I think that constant bucking the system daring to be wrong, daring, to challenge them to be wrong. And, and especially to challenge myself to be wrong, which was the hardest part I had to, I had to eat a lot of Crow and, and I am the, all the better for it.

Tom Bronson (34m 45s):

Well, good for you. Just like me. You know, I've sat in the CEO shoes for so many years and that resonates with my clients. You also have gone through this process yourself and that gives you credibility. So, so well done, sir. How can our viewers and listeners get in touch

Chris M. King (35m 1s):

With you? Thanks. They can go to Instagram is a great place. You know, the it's a, @thestatusflow. You can catch us on our God awful website, which I encourage everybody to do because the idiot that built the last four websites was mate. And now we have, now we have ax. You know, we have marketing people, website people as, as one of my good friends said to me, advice that he got from his dad, let the plumbers plumb. So we're going to let the website, people do website stuff and you know, so statusflow.net is the website. The, the old one that was built by me, the new one should be out before the end of the year. It's very close to done.

Chris M. King (35m 42s):

And it's very cool. So statusflow.net.

Tom Bronson (35m 45s):

Well, before you release that, I would encourage you to go back and read story, building a StoryBrand. It's a, it is a great book about being able to get your message across. I wasn't gonna make any disparaging comments about your website. I thought it was. I thought it was absolutely exceptionally good.

Chris M. King (36m 6s):

It is really good enough for the moment, you know.

Tom Bronson (36m 10s):

Well, thanks. This has been a great conversation. I really enjoyed talking with you. Thanks for being our guest today, Chris. My pleasure.

Chris M. King (36m 17s):

Thank you, Tom. So you can find chris at statusflow.net.

Tom Bronson (36m 22s):

I would encourage you to get there before the new website comes out. You can find him on LinkedIn, Chris M King at LinkedIn. And of course you can always reach out to me. I will be happy to make a warm introduction. 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 subscribe or follow us wherever you found this podcast. We love comments and we always respond. So until next time I'm Tom Bronson reminding you to get into flow while you maximize business.

Announcer (37m 6s):

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 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 masterypartners.com. Check it out.

Announcer (37m 35s):

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