

# The Great Game of Business – MVP

Howard Partridge ([00:00:03](#)):

I did three dream days in Destin in the last two weeks. And last week on Saturday actually, before I came back here to Houston, we had Lyle and Denise Prosser. If you don't know these people, man, they are phenomenal, just good people. And their daughter had won the dream day at the Destin dream retreat. And she was bummed out because she couldn't come, because of school I guess but anyway, we had a great day. We made some quick work of it and I posted this on my Facebook page and I don't know if maybe Facebook didn't like it or maybe people just didn't like it but Denise had ... Oh, sorry. Denise had won these glasses at karaoke. And so I decided to put them on for the picture. And I posted it on Facebook and asked for a caption because I couldn't come up with a good caption. Maybe you guys can help me with that. What do you think about when you see these eyeballs on HP, these phenomenal eyeballs? I'm sure Daniel [Maryann 00:01:28] could come up with something.

Anyway, while you're doing that, that reminded me that this little girl right here, who is now 12, started in the Inner Circle with her mom Elise, when she was five years old. She's been with us for seven years. And when she was about six years old, Elise used to bring her to the congresses with her and she walks into the conference and she goes, "You won't believe what Arianna said this morning."

I said, "What'd she say?"

And she goes, "Tell him."

And she goes, "It's a once in a lifetime, phenomenal day."

Now, how would you like to live your life like that? It's a once in a lifetime, phenomenal day. She has been participating in phenomenal youths, some phenomenal things are happening over there. These young folks are reaching their goals and they're learning the Ziegler iCamp philosophy and a phenomenal once in a lifetime phenomenal way of doing life and so be sure ... I'm going to post this testimonial video up on the Inner Circle site. We're only offering phenomenal youth to Inner Circle members right now. And the book, this is the book cover, should be. Our plan is, pray for this, that the publisher has it. The printer has it. And we're hoping to have copies for you at the conference next month. Yay for Arianna and phenomenal youth. Thank you, Sarah, Jamie, Hallis family, Maryann family, Daniel and Esther Mae for leading. You guys are making a difference in young people's lives.

All right, today is the next installment in how to master the phenomenal game of business, so that you can live your phenomenal dream life. At the conference, I'm going to share with you what mastery means and how to achieve that. If you have not registered yet, then be sure to do that right away. Virtual registration is now open. Those of you who are registered already for the in-person, you will automatically get virtual. And those of you who are not able to come ... If you're coming, you'll be able to get virtual for your team back home. And there's nothing that can replace in person community. And if you can't come for some reason, be sure to grab the virtual. Even if you can't be on the whole time, just come in and check in what's happening because it's going to be truly over the top. And I'm going to do a whole session on mastery. I'm going to show you how to systematically get better and better and better. I've been preparing this presentation and you're going to love it, okay.

This series starts with a game plan. If you're going to master the phenomenal game of business and it is a phenomenal game ... Why? Because it is a phenomenal vehicle, the most phenomenal vehicle to help you achieve your life goals. And what is in that plan? Well, step one, you need to have your vision, your vision of what you want to see in your company, your personal vision, your personal dream, your personal goals, because again, your business exists for one reason and one reason only, and that is to be a vehicle to help you achieve your life goals. That's the only reason it exists. And so you want to have a vision for your life. Then according to that, you create a vision for your company.

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Number two, is the assessment. You got to assess your business. And there's two parts of that on the simple dimple business plan. One, is the business systems assessment and the installment, the episode that I did a few weeks ago, I shared with you the SWAT analysis. I shared with you the organizational checkup from EOS. I shared with you the Q12 employee engagement poll. We have to assess all parts of our business. There's five levels here. Number one, is the personal level. We do that wheel of life assessment and see how we're doing personally. Then comes your business systems. Then comes your leadership. Then comes your team. Then comes your phenomenal dream life. And wherever you are in that process, you need to think about how you're doing in that area. And we're going to work on that at the conference.

Step three, is change the game. Once you assess where you are and you determine where you're going ... See, it's goals first. What do you want? What do you really want? And then it's reality, that's what assessments are all about. Where are you now, in relationship to where you're going? See, if you don't have a goal, if you don't have a vision, if you don't have a dream, then assessing where you are right now doesn't really have any context. There's no meaning there, right. Where are you in relationship to your goal? Now, if you want to have a predictable, profitable, turnkey operation so that you can live your phenomenal dream life, well, there's a way to assess that. There's a way to assess that. How are your systems? How is your leadership? How are your people? And you have a roadmap to get to turnkey. And then as we're growing, this is called the grow model, we've got to look at the options and what strategies, what opportunities are out there and which ones should we pursue? And more importantly, which ones will you do?

See, there's plenty ideas but there's a lot of emotional interference. The performance equation is performance equals potential. You have potential, you have potential as a human being. You have potential as a business owner. You have potential as a leader. You have potential as an entrepreneur. You have the potential to leave a legacy. And what keeps you from doing that, is interference. Performance is potential. The performance equation, is potential minus interference. The biggest interference is emotional interference. The biggest interference is emotional interference. This is why I wrote that book, Phenomenal Youth, that has seven lies in there. Those lies are emotional interference. And how cool is, I'm coming out with this Phenomenal Youth book and I have been invited to speak at Houston Baptist University. I've been invited to speak at a gala fundraiser for neighborhood kids club. And so it's started to happen.

If you have a youth group or something like that you want me to speak at, I'll share with those folks, the seven lies that are keeping them from success. And these lies, that's emotional interference. By the way, one of these days, maybe I'll have the flip side for adults because we suffer, adults, because of our conditioning. Over time, we suffer from those same lies. I'm not good enough. I'm not smart enough. I'm not attractive enough. I'm not connected enough. I'm not important enough. I'm not rich enough. I'm not free enough to be successful. All of them are lies. The truth is, is you can do this. The truth is, is that you can learn anything you want. The truth is, is that to be successful, just be who you are. You don't need to try to be somebody else. To be successful and to be connected, it's called building your network and always building relationships. The truth is, is that you are important enough because anything that you do in your business, it doesn't matter ...

Man, my team was so proud when I went over there today. I can't wait to show you the pictures and the video and everything. Man, they had that place looking spotless. For those of you that are coming to the conference, if you haven't been on a tour of our company before, you're going to be able to do that. You can opt in on that. I think we sent you a text message on that but each one of them wanted to show me their place and they wanted to be noticed and recognized. And I was so happy, I was like a proud papa. I did a 17 minute video, which I'll publish probably after the conference. The

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point is, is that you can do this. You have the potential to do this. And what we need to do, is reduce the interference. Not just the external interference, there's things that we got to fight against, pandemic, weather and people and things like that but as we grow our skills and we start right here, how we think, and then we grow our skill and building systems.

We grow our skill in leadership, we grow our skill in organizational skills and building the team and bringing people up the org chart. And then we get a handle on once we're free ... This is about freedom. Once we get free, how are we going to use that freedom? One of my favorite scriptures is in Galatians, I think is Galatians 5:1. It says, "It was for freedom that you were set free, only don't use your freedom to serve yourself but use your freedom to serve others."

That's called significance, we go from success to significance. And when you get to that point, when you have a predictable, profitable, turnkey operation, great, go play golf, go sailing, go to the beach, go travel, spend time with your wife, do all those kinds of things. And think about how you can make a difference in other people's lives. See, phenomenal youth for me is a ministry, it's a movement. It's something that I want to do before I die. I want to get as many Arianna's, as many Esther Mae's, as many Maryann family and Hallis family, as many Sierras ... We haven't even begun to share with you what's happened at phenomenal youth. And that's my legacy, because I want these kids to get what you're getting, early on. I want to change the game. I want to change the game for kids. I want to change the game for small business owners. I want to change the game for leaders all over this world.

Well, you got to keep score. You got to know the score, regardless of what you're doing. When it comes to small business, the story is told on the income statement and the balance sheet, it just is. By the way, there's a webinar coming up on Thursday morning. If you'd like to join Ellen Rohr, she's doing a live ... We're doing a live webinar with Ellen Rohr this Thursday morning at nine o'clock. If I can get my team to post that on the Inner Circle website ... I may have already posted it. You can attend no charge. She's going to do a master class on pricing. And as an Inner Circle member, you have her stuff. You have all of our stuff on the Inner Circle site but if you're like me, that when I attend live, I have accountability, then I think you get 50% off or something like that. But we got to keep score, we got to know the score.

Today, what I want to talk to you about is step five. And that is creating your vision, or what we call the MVP. Your vision consists of three parts, your mission, your values, and your purpose. This comes from a book called Beyond Entrepreneurship. Now, this is a book that was written many years ago by Jim Collins and Bill Lazier. Bill Lazier passed away and Jim Collins rewrote this book, kept the entire book intact, and then added what he calls Jim's 2020 view. I'm telling you, this right here, this book right here is one of the best books ever written for small business owners. Now, the new version is about that thick but I'm going to go through this once we get done with coaching for performance. In our leadership group, we're going to go through this together. And it is over the top phenomenal. Chapter four talks about vision. Abraham Maslow said, "The basic question is, what vision do you aspire to?"

What did Jim Collins and Bill Lazier say in this book, "The function of leadership ... The number one responsibility of a leader, is to catalyze a clear and shared vision for the company and to secure commitment to, and vigorous pursuit of that vision."

As they discussed earlier in the book, this is a universal requirement of leadership. And no matter what your style, you must perform this function. It doesn't matter if you're a DIS or C or what your personality profile is, you can lead. You have the potential to be a phenomenal leader. Remember that our definition that we work with here, is that leadership is effectively communicating your vision. And it's about sharing that vision. How can I have a company that I never even go to? We were trying to

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figure out when was the last time I was even at my own company, my service company? A year, maybe. And even then, I just stopped by to say hello. I show up and take a team picture.

Santiago about made me cry though. I was doing this video and it has my name on the door of my office. Now, I'm never there. It's a conference room basically now but I have my Starbucks cup collection there. I got a wedding picture and different things on the wall and things that are special to me. And I said something like ... And I was just joking but I was like, "As long as I'm alive, I'll own this company more than likely. And as long as I'm alive, the name's going to stay on the door here."

And when I was leaving, that boy ... He was holding the camera the whole time. He says, "Chief, that name's going to stay on that door even after you're gone."

Yeah, that's legacy. That's legacy. The benefits of a vision ... Number one, Jim Collins says, "Vision forms the basis of extraordinary human effort."

You know why people do stuff? Because they want to. The secret ingredient of success is desire. How do we help ... How do we get ourselves inspired? See, inspiration is when the lights turn on, when the lights go on, when you finally see, "Man, we can do this."

You could have the vision, you could lay it out and you could say, "Well, I think this is what I want."

But when the desire kicks in ... See, the secret ingredient of success is desire and desire comes from a vision. And that's how you get inspiration, is when you not only see that vision, the lights come on, but you believe that you have the potential to get there. And that's why I'm here, is to tell you that you have the potential. Vision provides a context for strategic and tactical decisions. You're going to see in just a minute, how vision is so important, because it moves everything else. It's vision first, then strategies, then tactics. Too often in business, we think about the how first, instead we need to think about the why first then we need to think about ... We need to think about the what, the why, the who, and then the how. Shared vision, shared vision creates cohesion, teamwork and what? Community. See, a community is when a group of people are walking in the same direction toward a shared vision, a shared mission, a shared ... They share values in common. They share a common purpose.

Leadership is effectively communicating. Communicate and we create unity, that's called community. Vision lays the groundwork for the company to evolve past dependence on a few key individuals. Systems, systems. I love this word, framework. A vision framework. The word vision conjures up all kinds of images. We think of outstanding achievement. We think of deeply held values and beliefs that bond the people in a society together. We think of audacious, exhilarating goals. Wow, they got a typo in here. I wonder if Jim Collins knows that. It's very rare to see that in a book of this magnitude. We think of audacious, exhilarating goals that galvanize people. We think of something eternal. The underlying reasons for an organization's existence. We think of something that reaches inside us and pulls out our best efforts. And therein lies the problem, vision has a nice feel. We can agree that it's essential to greatness but what exactly is it?

This is why I love frameworks. This is why I love the systems that we have, that we can say there's five systems, there's five components of a system. There's seven steps in marketing. There's a seven step sales process. We can get our hands around it. There's four keys to implementation. There's 10 principles to live by. These are frameworks but what exactly is vision? And a number of CEOs have told us that they can't seem to get their hands on what vision is. They've heard lots of terms like mission, purpose, values, strategic intent, but no one has given them a satisfactory way of looking at it that will transcend the morass of words and set a coherent vision for the company. Out of this frustration, the Collins [inaudible 00:22:35] vision framework was developed. Much of the material in this chapter is based on extensive research at Stanford and the article, organizational vision and vision organizations

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from back in 1991. We don't need to go into all the theories and all of that and the background research, but here's the essence of it, that a vision consists of core values and beliefs.

Notice that word, belief. Purpose and mission. We found that people quickly grasp the concept of core values and beliefs. However, the difference between purpose and mission often causes confusion. I remember asking my early mentor that. I said, "What's the difference between vision and mission?"

He said, "Howard, they're essentially the same thing."

Well, we need to have a framework and what I did was tried to improve ... If you can improve on Jim Collins's work, how about this? I tried to take the academic high level work of Jim Collins down here to where I can live and I call it MVP but from Beyond Entrepreneurship, what are core values and beliefs, "A system of guiding principles and tenants, a philosophy of business in life."

Principles that are held inviolate, if I'm pronouncing that word the right way. An extension of the personal core values and beliefs of the leaders of the organization. Purpose, the fundamental reason for the organization's existence grows out of the core values. Like a guiding star, always worked towards but never fully attained. And it should serve to guide the company for a hundred years. Remember that this is about an enduring, great company from good to great. And then mission is a bold, compelling, audacious goal. It has a clear finish line and a specific timeframe. Once completed, a new mission is set. There's four types. There's targeting, common enemy, role model, internal transformation. We don't need to go into all that right now but let me simplify this for you.

By taking these three components of vision from Jim Collins, from Beyond Entrepreneurship, and notice that vision comes first, then strategy then tactics, but let me simplify this by calling it MVP, mission, values and purpose. By the way, one of the things I did learn from my early mentors, that vision plus vision equals division. See, there can be only one vision in a company. Sometimes when you have team members, certainly when you have partners, I had two partners and we had three visions of the way that this thing should work. Vision plus vision equals division, vision plus vision plus vision equals confusion. And when people are confused, they can't operate. They can't move forward. They can't get anything done. When we're working against each other, we can't get things done. Now, your people may have a different vision than you do. How do you solve that problem? Do you just sit them down and say, "This is our vision. This is where we're going and ... "

No, you get them involved. Guess what, maybe they have better ideas than you do. Maybe they see stuff that you don't see. Maybe because of the fact that they're on the front lines, maybe we should listen to them. The most important thing that a leader can do is think, and the fact is, is that we need other people to help us think. It's called shared thinking. Shared thinking, shared vision, shared mission, shared purpose. We share this MVP because if you have two people in your organization that have two different visions, agendas develop, and sooner or later there will be division. Let's talk about the MVP, this is the next step. And the way that I like to describe this in simple, lower Alabama terms ... Got an interesting email yesterday, must have come in last night because I just saw it this morning. Guy says, "Is this the Howard Partridge from Mobile, Alabama?"

I was like, "Oh, boy. Is this one of my old party buddies or who is this?"

And I was like, "Yes, it is. And how do I know you? Before we go any further, how do I know you?"

Well, he's a leadership consultant, just wrote a book, Phenomenal Christian and everything. And he told me how he knew about our family and how they moved away and this and that but it was nice to run into somebody like that. And I noticed that he was an adjunct professor at the University of Mobile.

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I'd like to speak there. Growing up on welfare in Mobile, Alabama and being able to be blessed like I am today, I'd like to go speak there. I'm going to speak to these college students at Houston Baptist University and I'm going to ask them a question, a lot of questions. But one question I'm going to ask them is, "Did you come here because you're looking for the truth?"

I never got the opportunity to go to college but one thing that I've learned, is that even if you go to college, you might fall in the trap of one of these seven lines. I didn't go to college but I have spoken at Cambridge University, one of the most prestigious universities in the world. I have done a TEDx talk at Texas A&M University, I was invited to do that. And now, I'm speaking to you here at Houston Baptist University. If you're looking for the truth, let me share it with you. Our mission, and this is what need to create for our company and then share with our team, and get them to help you create it. Number one, our mission. What is it? What is it that we're doing? What do we do? I'm going to give you some examples in a minute. Your mission is what you do, what your company does. And I don't mean services and products. I mean, what experience do you create?

Values, this is who we are. These are the standards. These are the beliefs. These are our ideals. And as Patrick Lencioni says, "There's two kinds of values. There's aspirational values and actual values."

Our aspirational values is who we want to become. We might not be there yet but you adopt those values now. It's like an affirmation. Zig Ziegler said that, "Affirmations are telling the truth in advance."

The fact is, is that ... Talk about vision, one of the things I shared with Lyle and Denise during our dream day is that ... And this might be you. If you're having trouble dreaming, you're just seeing the problems instead of the possibilities, what you got to do is you got to live there. Whatever that dream is, you have to live there because that's what creates the emotion, the positive emotion. That's when you start to see it, when you start to feel it. When I moved in my dream house in 2017, been working on it for 20 years, and somebody came over and they were looking at how beautiful everything was, everything brand new. They said, "Wow, how long have you been living here?"

I said, "20 years."

"I thought you just moved in."

"Well, I did."

"Well, why'd you say 20 years?"

"Because I've been living there in my mind for 20 years."

What do you want your company to look like 20 years from now? What do you want it to feel like? What values, what mission do you want to accomplish? What values do you want your team to live by? And why do you do what you do? The mission is what your team does every day, it's the strategy to reach the vision. The mission guides every decision that you make in your company. It determines what equipment you buy, it determines what people you hire, it determines what marketing you do. And the mission establishes your desired culture. Give you a couple of examples. Our mission here at Phenomenal Products used to be to help small business owners stop being a slave to their business. And we changed that to help business owners and their teams achieve phenomenal performance. Because we know that if you start performing, you're going to stop being a slave to your business. We know that if you perform, you're going to get freedom. Our mission at our service company, is to provide the most outstanding service experience ever. It's going to be wow, it's going to be drop your jaw.

On the Inner Circle site by the way, there is a ... I hope everybody is taking advantage of those frequently used documents that we have on there. And we have our manual on there. And you'll notice that the first five pages of that manual has to do with our mission. There's a whole five page dissertation

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of what the most phenomenal service experience ever looks like. Guess what, the technical piece of it, doing the job right, doing the job correctly technically, is just the minimum standard. It's really all about how people feel when we leave, when we're finished with the job. It's how people feel when they call our company. It's how people feel when they buy from us. It has to stand out, it can't be average. It has to be wow.

We're working on a speaker for one of our upcoming conferences, hopefully in February. And this man is ... He's studied. I can't put it in the right words right now but he's researched and studied the whole essence of experience. And he breaks it down. It's really amazing. How many of you would agree that the experience that your company delivers, is what's going to set you apart from your competition? Is that right? If you're on video, go like this. Yeah. Other people may be able to do what you do technically. Oh, well they do the same. No, no, no, no, no. I was at an event a couple of weeks ago and Tony Robbins spoke there and being in the room with Tony Robbins is an experience, talk about experience. I'm talking about that work, that was an experience. And he told a story about how he went to Canada to hold a seminar and he couldn't hold the seminar because the authorities came and said, "Hey, you don't have a work permit."

And I thought, I don't feel that dumb because when I first started trying to do seminars, I went to see a client up there and they asked me at the border or at customs, what I was doing there. I said, "I'm coming to work with a client."

And they said, "Do you have a work permit?"

And I said, "What is that?"

They said, "Well, you can't come in and just work in our country and take jobs away from our citizens."

And I just didn't know. Tony Robins didn't know. And now foresight for me, I just had a client that I was visiting and I was able to talk them into letting me come into the country. Unfortunately for him, he had to bus a couple hundred people across the border and find another hotel the day of. And so I didn't feel as dumb but I said, "Well ... "

I said, "First of all, this guy has already paid me. And this is just part of the membership program."

I said, "Secondly, nobody in Canada does what I do."

Get this. I convinced this customs officer in Canada, that nobody in the whole country can do what I do and she bought it. And it's true. Guess what, nobody can do exactly what you do and how you do it either. But it's one thing to have that, it's something else to be able to communicate it.

We worked for a little while with a company called RestaurantOwner.com. And they created this mission statement format. And so they said, "You fill in the blanks, what you do best or what you want to provide. And you list a key customer. And then you say, [to our buyer 00:37:48] through the outcome or the result."

Okay. For example, their mission statement is to educate and inspire what they do, what they provide, independent restaurant operators, here we go, key customer, to create restaurant success stories. Well, how do you create restaurant success stories? Well, that's going to come into your tactics. They do a lot of education and they provide a lot of documents and materials and things like that, systems and training and those kinds of things to help those restaurant owners be successful. The outcome, the result is restaurant success stories. We help small business owners stop being a slave to their business, so that you can have a predictable, profitable, turnkey operation and have more freedom in your life. [Mary Kay 00:38:58] had a mission. Their mission is to enrich the lives of women around the

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world. Did they do ... Have they done that? Yes. Starbucks has a mission statement, "Our mission is to inspire and nurture the human spirit, one person, one cup, one neighborhood at a time."

Now, there's two things about this mission statement that you need to understand. Number one, it says nothing about coffee, which they're really known for, because they don't want to be limited just to coffee. The second thing is, is that Starbucks is a different company today than it was when I used to teach this stuff. I have a whole training on experience that probably most of you guys have never even heard because I haven't taught it for years. Maybe I'll bring that out. Before too long, we started doing marketing again. But then they have six guiding principles. Now, regardless of what you think about Starbucks politically and socially and their social agenda and everything, which I'm totally against, the fact is ... The fact is ... I got somebody that needs to be muted, team. The fact is, is that Starbucks created a multi-billion dollar corporation without advertising, by creating an experience around a commodity that's been around for thousands of years, that you can get anywhere.

See, one person might be able to build a website. I'm looking at Tim right now. Someone else creates an experience around that core product that you can get at lots of places. You can build your own website. What's the unique experience? The unique experience that Howard Schultz found by accident, was when he was ... He didn't even own Starbucks at the time. He was in Milan and he was ducking in and out of espresso bars and get this, he realized that something other than drinking coffee was happening in those espresso bars, community was happening. This was neighborhood central. They ended up calling it a third living room. If you study Dr. Joseph Michelli And you read the Starbucks experience and the books that he's written about Starbucks, you'll learn that. They created an experience around a commodity that's been around for thousands of years. What kind of mission is this, to inspire and nurture the human spirit? Okay. I don't know about you, when I drank coffee, I get inspired but that's a different inspiration.

All right, values. They're the standards you live by. Values define who you are or who you want to become. Values are how you act. Your values support the mission. Now, are we going to be able to deliver consistently, the most outstanding service experience ever without good values? Are we going to be able to really help small business owners and their teams achieve phenomenal performance in all areas of life and business, without good values? Nah, because here's one thing that happens when you don't have good values. You get a lot of infighting. If you don't have good values, guess what kind of people you attract? Guess what people without good values do? They in fight. Does that make sense to everybody here? If you're on video, give me a nod. Tell me you're listening. Okay. Values support the mission. Values define your actual culture.

Now, here are our company values at my service company, reputation. That means you can be trusted, experienced, you know what you're doing, training. You're on the cutting edge, you're not doing things the old way. You're staying on the cutting edge. People know what to do when they serve you. Systems, you're going to be effective and efficient. You could buy ... You could get somebody who has the best product in the world but if you can't get them to install it, what's it worth? If you can't get them to show up, what's it worth? If their equipment breaks down every 10 minutes and it takes all day, what's it worth? And then as a service company, these are the five values. These are the five things that you want to market, that will set you apart and will help you to raise your prices, to get better clients. This is what high-end clients want. These are five things that people will stand in line and pay a higher price for.

Guarantee. If you're working with high-end clients, they expect you to guarantee your work. Now, you may not be able to offer a guarantee so you may change the last one to commitment or follow up or something like that. At Phenomenal Products, our fifth one now ... We recently changed this, is growth, because we do mostly coaching. And guess what makes coaching work, training and coaching,



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guess what makes that work? You. We could do our job but if you don't do the work, you're not going to happen. One of our values is growth. We're going to help you grow, help you mature, help you move up that performance ladder, help you to ... We're going to be there for you, okay.

And that brings me to the last one, which is purpose. The purpose is why you do what you do. How does it make a difference in people's lives? What would happen to your customers if your business didn't exist? Have you spent enough time thinking about that? I know what would happen in our service company ... In our community here in Houston, if our service company didn't exist. People would have to rely on companies that don't show up on time. They cut corners, they don't train their people, they don't have good systems. And ultimately, even if they somehow got the same product end result, they missed that experience. That experience might be brightening someone's day when they're having a bad day. I'm not saying that there's no other company that can do some of this but there is no other company that I know of, that does it all and does it as consistently as we do.

What about Phenomenal Products and Inner Circle? What if we didn't exist? What's one of our uniques? Community. Why is it that people don't understand that? I've had people literally cry when I confessed that I almost quit back in 2009, that I almost quit Phenomenal Products. And I ran into somebody at this conference and we were talking about what we do and everything. And she said, "Well, how many people do you have on your team?"

And I told her the size of our Phenomenal Products staff. I said, "We just got a handful of people but I have a lot of volunteers."

She said, "Volunteers. What do you mean by volunteers?"

I said, "Well, for example, I have one lady who does coaching for us and training. And she fills in for me."

And she's like, "As a volunteer."

I said, "Yeah."

And I said, "In fact, I have a coach that works with me and he worked for me for six months without pay, to make sure this is going to be the right fit for him."

And she was just shaking her head like, "How does that happen?"

Community, community. That's the thing that people are missing, community. This is the motivation, the inspiration, the big why, that together ... For example, we can help a whole bunch of kids around the world have better lives, which means they're going to be better team members, better business owners, better leaders, better parents, better spouses. You see it. That's what our purpose at Phenomenal Products is, to help small business owners live in freedom every day, to live in freedom every day. We don't have to be stuck. We don't have to put up with that interference. We can perform, personally and professionally. I think it was Southwest Airlines, had a television commercial and they had that ding that comes on an airplane when it's okay to get up. And, "You're now free to move around the cabin."

Or something like that. The commercial was, "Ding, you're now free to roam the country."

Or something like that. I say, "Ding, you're now free to become the person that you had the potential to be. Ding, you're free to build the company you've always wanted to build. You can do this. Let's get rid of the interference. Yeah, it's going to be ... You're going to have to study. Yes, you're going to ... But you know what? The time's going to go by anyway."

Our purpose at our service company is to protect our clients from unscrupulous service companies. It just burns me up. It makes me so mad to hear about somebody who went in and did a

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remodeling job and not only left the thing unfinished for weeks and months but stole stuff from the client. It makes me so angry to find out that people aren't telling the truth. That affects our community, it makes people not trust others. I don't know if this is true or not but my wife is in on all the news. I can't find it on the constant negative news but she told me that they just passed a law in Austin, Texas, that if you get broken into or you get in an accident or whatever, don't call the police. They're not going to come. You're telling me that somebody can break into my house and steal my stuff and I can't report it to the police. Maybe we're the ones that are going to have to step up to serve and protect. That's what we do at our company. We're going to help you stay away from the bad guys.

I don't know, maybe we should change our logo to a badge, right. Police uniforms. Okay, one or two last final lessons here. Simon Sinek wrote a great book called Start with Why. Watch the subtitle, "How great leaders inspire everyone to take action."

Leadership is about inspiration. How can you have influence in someone else's life? Because you're inspired see. I learned that from my coach, Rick Jones last week. He created what he called the golden circle. You go to a networking group and people say ... Or you ask your team at any ... Ask a team at any organization, "What do you guys do?"

They'll give you the what. I love to use the accounting one, where's Michelle? "Bookkeeping, accounting. I'm a CPA."

Some organizations know how they do it. These are the things that make them ... That set them apart. That's called service, the service experience. The service experience. That's how you can set yourself apart. That's how you can charge higher prices. That's how you can get better clients, which means you're going to get better team members, right. But very few organizations know why they do what they do. Why is not about making money, that's the result. Why is a purpose, a cause or a belief. It's the very reason your organization exists. See, when we know what someone believes, we know what a company stands for, we're like, "Man, I want to support that company."

That's a why company. Okay guys and gals, we're getting down to the wire. If you're going to register for the conference, especially if you're going to come, we need to hear from you so we can prepare for you, help you get in the game. Now, look at this, how to create rapid financial results and lasting cultural change. It's money, it's people. It's both. It's not just money, it's not just people. It's both. You do not want to miss this guy live, period. If you can't be there, then be sure to get on virtual, be there in front of the computer as much as possible, build your bunker. The one thing he talks about where you got your snacks, you got your water, your family knows where you're going to be, that you're going to be at work. Go somewhere else if you can and get on virtual, all right.

If I can get my team to put in the link for the conference, I appreciate that. Okay. I'm telling you, this is not the one to miss. This is going to be over the top. Okay, let me get some feedback from our coaching team and then we'll take whatever questions you have as well.

Cheri Perry ([00:56:47](#)):

I have something to share, Howard.

Howard Partridge ([00:56:49](#)):

Yes, ma'am. Please.

Cheri Perry ([00:56:52](#)):

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I'm reading this book called Persistence, Pivots and Game Changers, which is a really great book, lots of great stories in it. And this reminds me of what you talked about today as far as reducing interference. It's called stuck in the messy middle, "Many times, larger pursuits and goals often have equally large and demanding challenges associated with them. A solid vision helps us see our way through to the desired end result but somewhere in between the start and the finish, we all find ourselves stuck in the middle. And that is why and where so many people find themselves giving up. In the closing scene of the movie, the Martian, astronaut Mark Watney ... "

If you haven't watched that movie, you should watch it. It's very good, "Tells a class of aeronautics students, 'You will encounter problems. And if you solve enough of them, you get to come home.'"

The messy middle refers to all of the challenges and problem solving that must happen between the start and the finish of any goal, without the vision of the future. In Mark's case, getting home, he most likely would not have problem solved his way off of the planet Mars. And so here's Henry Ford's quote, "Obstacles are those frightful things you see when you take your eyes off your goal."

You're talking about reducing interference by getting a solid mission, vision, purpose, and being able to do the things that you want to do with your family and the legacy that you want to leave but life is filled with so much distraction. It's why we need our community in the Inner Circle, to keep bringing us back to center, keep bringing us back to center, keep bringing us back to center so we can do what we got to do. I loved it today. It's going to be fun to talk about.

Howard Partridge ([00:58:31](#)):

Awesome, awesome. You rock, give it up for Cheri Perry. Yay. Hey listen, Cheri Perry is speaking at the conference.

Cheri Perry ([00:58:44](#)):

Yes, I get to speak, so excited

Howard Partridge ([00:58:47](#)):

And last time she spoke, everybody was like ...

Cheri Perry ([00:58:54](#)):

It's because I told the truth about the business journey Howard, that we all know we're on, right.

Howard Partridge ([00:58:59](#)):

Hey, just like I shared that I'm going to talk to those students about this, is a ... You guys can't see my screen right now, right.

Cheri Perry ([00:59:15](#)):

We cannot see your screen.

Howard Partridge ([00:59:18](#)):

Okay. I was pulling up a link that Daniel Maryann sent me. Those students at Houston Baptist University, are you here looking for truth? Cheri Perry shared the truth and I have a feeling she's going to share the truth again with you. And it's got to be fun, right.

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Cheri Perry ([00:59:40](#)):

Yes. We're going to have fun. There's a game involved, it's going to be a lot of fun.

Howard Partridge ([00:59:45](#)):

Awesome, okay. All right. Get registered for the conference. Which one of my coaching team wants to share next?

Rick Jones ([00:59:56](#)):

I'll go next, if nobody's going to volunteer.

Howard Partridge ([00:59:59](#)):

Okay. Let me get Mr. Rick Jones to the front of the room there.

Cheri Perry ([01:00:05](#)):

[inaudible 01:00:05]. A fenderous round of applause for Mr. Rick Jones.

Rick Jones ([01:00:13](#)):

[inaudible 01:00:13] that.

Howard Partridge ([01:00:13](#)):

Hey, so I'm going to play that Chicago song, Feeling Stronger Every Day.

Rick Jones ([01:00:20](#)):

That's right. That's what [inaudible 01:00:22].

Howard Partridge ([01:00:21](#)):

That was my theme song during my recovery.

Rick Jones ([01:00:28](#)):

Yeah, I'll tell you what ... By the way, my vision is get a shirt like yours that you got on. You took my shirt.

Howard Partridge ([01:00:36](#)):

We had effectively, I believe, delegated that to Michelle. She will get you taken care of, sir.

Rick Jones ([01:00:42](#)):

Okay. Vision, couple things. The most-

Howard Partridge ([01:00:45](#)):

Oh wait, you got a shirt on right now.

Rick Jones ([01:00:49](#)):

Yeah, this is the old one I've had for three years. It's shrunk to a medium from all the washings.

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Howard Partridge ([01:00:56](#)):

You sure it's not that vanilla ice cream and cookies at night.

Rick Jones ([01:01:02](#)):

We'll skip that part. Okay.

Howard Partridge ([01:01:03](#)):

I stayed at your house, I have a couple of stories.

Rick Jones ([01:01:07](#)):

I bet you do. Okay, vision. The most powerful force in life is the force of vision. I want [inaudible 01:01:14] quick story. Young man did a college paper in his economics class on his vision. The professor took a red pen and gave him a C and wrote, "Do not dream of things that cannot happen."

The young man left school and started a company called Federal Express.

Howard Partridge ([01:01:35](#)):

Wow.

Rick Jones ([01:01:37](#)):

All right. Bottom line is this, your vision will determine your destiny. When you can see what is possible and believe it can come to pass, it makes you capable of doing the impossible.

Howard Partridge ([01:01:50](#)):

Yes, yes.

Rick Jones ([01:01:50](#)):

I remember a little post office down in Destin, Florida, right. And what do we mean? The key word there, he says, "When you believe."

The Bible says, all right, if I may say, "Faith is the substance of things hoped for, the evidence of things not seen."

That's a vision. You've got to have the faith once you get the vision. Now, just real quick, what does vision do for you? It's a future focus and makes you think ahead. I typed all these down just for you, Howard.

Howard Partridge ([01:02:24](#)):

Thank you.

Rick Jones ([01:02:24](#)):

Vision makes you think ahead, it's an inspired view of the future. Vision is the ability to see things as they should be. As a result, it will demand change. And vision will dictate your priorities. It'll give you direction. You'll know what to read and what to study. It is your flight plan, it will take you to your destination.

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Howard Partridge ([01:02:46](#)):

Love it, love it, love it, love it. Yeah, your dream determines your destiny.

Rick Jones ([01:02:53](#)):

You got it.

Howard Partridge ([01:02:54](#)):

Live there. Live there. Live there in your mind, live there in your heart. That's the problem, is that we start thinking about all the things that are wrong. We do have to face reality but man, what gives you the inspiration, what gives you the energy, is to live in that vision. It's a skill. And that's what I do at the dream day, is talk about how to live there. Okay. Anybody else want to share. Elise, thank you for leading the Monday leadership group yesterday. Yay. Oh, by the way, are you guys still selling girl scout cookies? Or nuts or whatever, chocolates?

Elise ([01:03:41](#)):

Yes, Arianna's still doing our fall product. It's healthy nuts and candies and magazines. And I posted it on my Facebook, if you guys are friends with me.

Howard Partridge ([01:03:51](#)):

If you have the link, stick it in the chat real quick and you can put it on the Inner Circle Facebook too.

Elise ([01:03:55](#)):

Okay.

Howard Partridge ([01:03:55](#)):

Here's why. What is the secret weapon in referral marketing? Goodies, okay.

Elise ([01:04:07](#)):

Goodies, yes. There's little smiles fruit slices, we're calling them Who smiles for Christmas for Grinch, to be creative and ...

Howard Partridge ([01:04:16](#)):

Yes, okay. Get you some nuts and some chocolates and stuff like that. I did not know that you and I were competing, I learned that from the dream day. And so if you ever need me to tone it down a little bit, if you have a budget, I'll stay under it, okay. Because you never know, I might haul off and do something the big one of these days.

Elise ([01:04:37](#)):

Oh, that's okay. That just makes me up my game, find something creative to do with the product.

Howard Partridge ([01:04:43](#)):

Yeah, she revealed to me that when I order, that she has to order more than me. I didn't know that. Okay. Anyway, Thanksgiving is coming up. Go ahead and get this stuff in. And instead of doing Christmas

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cards and getting lost in the shuffle of everybody else, be first. Do Thanksgiving cards, do thank you cards. Get those goodies out there before Thanksgiving and you'll be first out. Make sense. Just an idea. Okay, anybody else want to share. Jim McDonough, you want to share today. Anybody have questions that you want to ask today, any comments that you want to make.

Jim McDonough ([01:05:33](#)):

I am smart enough not to make comments and chew up people's time after Cheri and Rick speak.

Howard Partridge ([01:05:40](#)):

Maybe what we need to do is work on yourself image, sir.

Jim McDonough ([01:05:44](#)):

No, no. My self image sir, is perfectly intact. Okay. It's just like having Yoda, when Yoda speaks, the junior Jedi master, Jedi in training, just doesn't jump up there and take over the stage.

Howard Partridge ([01:05:59](#)):

Yeah but can I ask you a question?

Jim McDonough ([01:06:01](#)):

Sure. Go ahead.

Howard Partridge ([01:06:03](#)):

Are there things that you know that I don't know?

Jim McDonough ([01:06:06](#)):

Oh, absolutely. Sure.

Howard Partridge ([01:06:08](#)):

Are there things that you know that Rick doesn't know?

Jim McDonough ([01:06:11](#)):

I'm sure there are. Absolutely.

Howard Partridge ([01:06:13](#)):

And if I'm sitting on this side and you're sitting on this side of a situation, could you possibly see things that I can't see from over here?

Jim McDonough ([01:06:26](#)):

There is no doubt, we call that the view from your foxhole. That's right.

Howard Partridge ([01:06:30](#)):

See, I didn't know that. The view from your foxhole.

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Jim McDonough ([01:06:34](#)):

Yeah, that's how people see things. You could have two people sitting right next to each other observing the exact same thing and everybody knows this, I think. And they see the exact same thing but based on their experience and how they process, they see a different ... They see things differently. Absolutely.

Howard Partridge ([01:06:52](#)):

You pulled your company out of \$270,000 worth of debt in a little over two years.

Jim McDonough ([01:07:00](#)):

Right.

Howard Partridge ([01:07:00](#)):

How did vision play a role in that?

Jim McDonough ([01:07:04](#)):

Okay, all right. You're drawing me out here. Very good, nice. Well played, Howard. The great thing is, we started laying down our vision, mission and purpose, to get to the next level. And we had to define what that level was. Stop the bleeding, the financial bleeding ... The bathtub was leaking all over. Patch the bathtub, that was number one. And then we had to get to the next level after that. Number two, reach up and turn the faucet on and get the business coming in, get the marketing going, get the sales going. Close more sales, more profitable sales, okay. And then we'll get you to the next level. What was the steps that we had to get to \$250,000 in gross income? And then what got us there, was not going to get us to 500,000, so we had to retool the business plan. What got us to 500,000 was not going to get us to a million. You had to retool that. Dreaming and gold casting to the next level.

Howard Partridge ([01:08:05](#)):

Yeah.

Jim McDonough ([01:08:05](#)):

Define your level. Where are you at? Where do you want to go? Build a plan to get there.

Howard Partridge ([01:08:10](#)):

Yes, yes, yes. And yes. Okay, anybody want to ask questions or share before we close? All right. Okay, looking forward to seeing you either in Sugar Land, Texas. Or on the screen for a virtual at the conference. And let's close with this quote from Mr. Zig Ziegler, that Cheri Perry just typed in, "Go as far as you can see, and then you'll be able to go farther."

You'll be able to see farther, therefore be able to go farther, right. You can't see everything right now. Patch the holes ...

Jim McDonough ([01:09:04](#)):

Turn on the water, turn on the faucet.

Howard Partridge ([01:09:06](#)):



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Yeah. Fix the sales. But before you do anything, set the course. Where are you going? The vision doesn't change, the goal doesn't change. Unless you set the wrong goal, that's fine. But you know where you want to go, you know what you really want and you set that vision. Strategies change, tactics change. We have problems. Now, we've got a leak in the boat. That's priorities. We got to do that first before we can do anything else. Make sense. Yes and yes. Yay. Okay, everybody have a phenomenal day. And enjoyed been with you as always. Take care everybody. Bye-bye.