

TRANSCRIPT

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Welcome everybody! This is Robert Raymond Riopel with "Success Left A Clue". This is episode number sixteen and again I've got to pinch myself. I cannot believe it is already sixteen episodes. Sixteen episodes. It seems like just a couple of days ago, I finally got started and being the procrastinator that I help people on stage. I will admit. I am a procrastinator and so being a procrastinator, the fact that I got started, the fact that I'm going, the fact that I'm doing this is so awesome because now we have something called momentum. And that's not what today's podcast is about. But that could be a whole another episode in itself. Something called "Momentum" because momentum is very, very critical. But I'm kind of tied into what today's is about, because today's is what I have been looking forward to actually doing and getting done.

Let me set the tone. Couple of days ago, I returned from a trip where I was in India teaching a powerful, powerful program and the next weekend I was in Ho Chi Minh teaching a powerful program, and so all of a sudden, I had to travel home. It was a thirty-one hours of travelling to get from Ho Chi Minh to get home, where I am right now. I'm actually back in my office. I've got my yeti mic up on the boom. I've got the spit guard in place. I've got everything ready and rocking and rolling and I'm actually doing one of the few podcasts the I actually record from home, which is kind of cool. It's kind of exciting as well.

And what's neat though is when I left Ho Chi Minh, I left plus thirty Celsius temperature. Plus thirty Celsius. And thirty-one hours later I arrive in Calgary, where I live, to minus thirty Celsius weather (and for those of you who use Fahrenheit, I don't know the... I think it's like in the eighty's close to ninety's when you are plus thirty. Fahrenheit when you come to minus thirty Celsius, that's actually getting close to minus thirty because at minus forty both Celsius and Fahrenheit actually match. They come together.). Just kind of giving you little idea of I went from one extreme to the other for me.

And so now it's a beautiful...we are definitely going to have a white Christmas this year. As you can tell I am recording this before Christmas. Here we are. I'm looking out my windows. I see the snow and the frost on all the beautiful trees. It is stunning. It is gorgeous and so it is a beautiful day. It maybe cold right now (it's about minus twenty). So, maybe cold but that's okay because there is warmth inside and today's episode is going to be something that kind of can warm people up, especially when times seem uncertain. Especially when times are not positive of what will things be doing? How will things be looking? Do I have a bright future in front of me? All that. So that's kind of what today's podcast is going to be about.

Let's get rocking and rolling into this. Before I do, final thing: I want to thank everybody who has been listening, who has been downloading the podcasts, the episodes. I have been having a blast doing them. The interviews the ones that I have done with Ken Courtright and then I just did one with Garry Rahman episode number twelve. I'm inspired that I'm going to actually be doing more interviews as well because I find when I'm imparting information I am learning. But when I get someone where I'm actually being able to have a conversation with them, have a blast with them, just have a lot of fun, I'm learning more because I'm listening to their perspective,

their side of things. It's like when Garry and I actually did episode number twelve, where we talked about the ten things that keep you drifting, that the devil uses to keep you procrastinating, that was magical. We are getting amazing, amazing feedback from that one. And so if you haven't listened to twelfth yet, sure it's an hour and twelve, hour and thirteen minutes long but it will be well worth it because of the information. If you haven't listened to the interview, the other one that's almost an hour long with Ken Courtright, I believe it's episode number eight. Ken Courtright one of my mentors. This gentleman is amazing. I was able to just off the cuff give him some of the greatest lessons he has taught me to get his insight. I didn't prep him. I wanted to hear what he would say in the moment and he did a rocking job. So I'm going to look at bringing more of those to you because boy do I have a rolodex of people that I believe you can learn from. And so I'm going to make it my mission to bring them to you right through this podcast to just keep delivering value, value, value because that's what we want to do is deliver a lot of value to you. That's what this podcast is all about.

So, tomorrow morning I actually fly down to Florida for my last event of the year. Jazzed about that as well because not only will I get to little bit warmer weather, but this event is going to be something that is going to light sparks in people for making 2017 just be the most amazing year ever. Beginning of this year, 2016, I did a webinar called "Make 2016 the most epic year you have ever had" and I'll tell you from doing that episode, I cannot believe from that webinar, how it actually set me up for a epic, epic, epic year. And it has been phenomenal.

So, this year has been phenomenal and been epic and now I want to build on that. I want to take 2017 to a whole new level but here is the cool thing: not just for me. See, one of the things that made 2016 epic is because of the number of people I was able to bring on that journey with me. Number of people I was able to step up and assist. By going more into what I am passionate about, I was able to draw more passion and out of more people and actually be able to help them. So, 2017 is going to be about you. How can I help you in more ways? How can I take the knowledge I have, the knowledge my friends have and be able to impart it on all of you, to help you have 2017 be just even more incredible than you ever dreamed. And that actually ties right into what we are going to talk about today.

So, today's podcast episode, if I go back into my name Robert Raymond Riopel. one of the things that I have been doing for branding myself for the last little while is talking about the three R's in my name. And not just that they are for my initials but they each actually have a meaning behind them: real, relevant and repeatable. And I have talked about these three R's from stage all over the world and on the podcast. Today I want to focus in on one very specific one, and that is the middle one. It's kind of interesting because also when I started deciding to brand myself more and talk about this, one of the things that I did do is for my name, for years I only went by Rob Riopel or Robert Riopel and my wife actually said let's add in your middle name Raymond. And for years I kind of resisted it but with the rebranding of who I am in 2016, taking it to another level, stepping up into actually showing and helping more people, we decided to add the Raymond and so that one is...

It's interesting that the word that came out for that one is relevant. There is a reason why I maybe hadn't added my middle name earlier. Even though I was doing great work around the world helping a lot of people, one of the things I'm very clear on ladies and gentlemen is I'm no

different than anybody else that might be listening to this podcast right now. And when I was coming up for what the three R's could stand for real, relevant those ones popped out really quick. The repeatable we came up with a different word. It didn't feel right and also we replaced it after a while. So, that one came with a little bit more of process, little bit more of thinking. But the real and the relevant those ones popped in.

We will talk about real why in a little bit. But the relevant I just finally got it. You see, I just recorded last week a webinar for some of my students. And on the webinar, it was about how to make success in your life real, relevant and repeatable. And when I was doing the kind of background, little more checking, little more into it, understanding what the word "relevant" means and all that. It hit me between the eyes and I got it. See even though I've helped lots of people all around the world, tens and hundreds of thousands of people, one of the things that has held me back in my life is wondering if I'm actually relevant. And that might be interesting to hear but that's again there is a saying that says "That which we need to learn the most, we teach". And one of the reasons I teach is because I go through struggles mentally, emotionally, physically, just like anybody else, and one of those struggles is sometimes is that self-doubt. That do I feel relevant. And so also how beautiful that as I add my middle name that word comes up. And that's a key thing.

So that's what today's episode is going to be about, is about relevant. And when we talk about being relevant what I want to do is I want to go actually into the definition of relevant. What exactly does it mean? Why is it important to understand the journey that you are on? Well, according to the Oxford English dictionary defines relevance as a "state of being closely connected or appropriate to the matter at hand" the matter in hand. That's the actual dictionary Oxford English dictionary defines "relevance" as "the state of being closely connected or appropriate to the matter in hand". To be relevant is just to be important but the term implies more than just that. See that's the key.

So when people don't feel relevant, they don't think that they are important. They don't think that they are connected or they don't feel that they are connected closely. And so that's why in business, in the business world to be relevant means being an integral part of your organization or your company, of the economy and the future. In fact, it means to me being the kind of person to whom others depend on whether for leadership expertise, acumen, or emotional support or let me put it in another way to you. Being relevant means never worrying about losing a job or being able to find another because you are valued, because you are relevant. Let me just let you sit with that for a moment.

Especially I live in Alberta. The economy rate now right here with oil prices being low, there is a lot of people freaked out. And the people will tell you, I'm not going to say this is true for all of the people, but there is heavy layoffs and the majority of the people being laid off. I'm going to guarantee one of the reasons that they were one of the first ones being laid off, as the company started downsizing (unless there was like a union involved or whatever, where it goes by seniority, and so low personnel on the total [12:15] gets laid off first). I'm guaranteeing it when companies start laying people off, they lay off the people who aren't relevant. They lay off the people who just there collecting a pay cheque. And look ladies and gentlemen! In Alberta, when oil prices are up, an eighteen-year-old can graduate high school and be making a hundred

thousand dollars a year. Right out of the gate in the oil field and for that money they are really not having to do a lot and so they get into a level of mediocrity. So, when the cut start happening when the economy goes down, because they don't have the relevance, some of them they don't put in the extra effort to have relevance. So that if times get tough people want to keep them around. And that can only come from experience.

When I was eighteen, I got hired on in a factory that just opened up in a small city just north of me called Red Deer Alberta. The factory opened up, I got working inside of the factory. Working in the quality control. From quality control, I moved into working in shipping receiving into running it inside sales. I was on my way up thinking I was making myself relevant but I didn't understand what relevance was. So, when they got [13:29] time to all of a sudden, two and a half years after being hired on they started or decided to shut the factory down. I was one of the first ones laid off and because I hadn't created relevance. They could have easily promoted me over to one of the other forty or so factories around North America but they didn't. Because ladies and gentlemen even though I wanted to advance, I was doing just enough to get by. Not enough to become relevant what they were looking for.

And I'm actually just really getting that. I guess I've got it but on the level I have not really getting it to like I am now. So now, my goal is I will continue to have relevance. I will continue to have relevance. That's why I tell people design your own economy. Don't be relying on economy of the city you live in, the province or state you live in, the country you live in. If the economy is good you are doing good. If the economy is bad you are doing good. And that ties you into this relevance.

And so, I was reading an article and when I was doing the kind of background checking for this, the article came up and it said there are four things that you can do to be more relevant in life. This is not just in business. This is in life in general. When I read them I instantly agreed with them and that's one of the reasons I decided to do this podcast on relevance. And number one of course, it hit hard because it is right in line with the first R real - being real. And so, the actual tip is be more authentic. You can't be more real than that. Being authentic keeps you real and being authentic entails knowing who you are to the deepest level. Being the person in your internal thought process that you are on the outer process you have got to be without a pretense or phoniness. Authenticity is the validation of relevance. So the question I have for you is what parts of your life are you not being real with yourself? You not being real with others? You not being authentic? Because it does come down to courage to speak the truth sometimes, without signing up for how you think others might perceive you. What else can I say on that.

Second one is achieve more mastery and I totally agree with this. See this was it. Even though achieving learning, I wasn't achieving mastery when I was younger. I was doing just enough to just get by and so I was doing just enough to get to the next level. When achieving mastery it means throwing yourself in. One of the reasons I'm able to travel around the world today, training thousands, tens of thousands, hundreds of thousands is because I committed years ago to mastering being a trainer.

And I will let you know ladies and gentlemen, there is times where I actually step back and I coasted or sometimes it's called forded in. Not at events but in between events, in really do I

need to get prepared for the next level or can I just walk in, be me and rock it? And yeah, I can rock it. But there are times in between where I have now even more committed myself. This is why you want to be a student. No matter how successful you are, what level you are at, be a student. This year alone, 2016, one of the reasons that made it more epic for me is because I was a student in the audience of different trainings twenty-six days this year. Twenty-six days. And the reason I committed to doing that this year is because there is years I didn't. I wasn't a student at all. And looking back, I can see those were the years I struggled or slid. That's the key.

So, one of the things I now teach students from the stage, if you learn from someone one of the questions I want you to ask them is "How much are you doing in your own learning each year? This year how many days did you spend as a student?" Because the answers may shock you. It's easy when you get into that position of authority, being looked at as the expert, all of a sudden you go "You know what, I don't need to learn anymore." Eeeeen. Wrong answer. Achieve more mastery. Achieve more mastery. That's the key. So I'm glad that that's number two.

Number three it says this be more empathetic. Be more empathetic with people. And empathy is the capacity to recognize and to some extent share feelings such as sadness or happiness being experienced by another being. This is the source of compassion, caring for other people and the desire to help. It means the ability to experience the same emotions that another is feeling with, listen to this, with unnecessary oh sorry, without unnecessary judgement. How often can you be there fully supporting someone, feeling what they are feeling? I'm not saying you have to get emotional with them. I'm not saying that you have to, if they are really angry you have to get angry, if they are really sad you have to get sad. How often are you able to really kind of connect with your energy they are in the moment.

And I love from the article I was reading, they are saying that in business there are actually three levels of empathy. And this actually opened my eyes. It says the first is what's called on demand empathy, which is the ability to sense what the customer wants. So, on demand. In the moment. Checking in with your customer. See, I do this from the stage all the time. I'm connected with my students and I can actually guide them through processes where they are at. Because I'm on demand empathy I trust it. I don't think about it in advance. I just trust in the moment, I'll get something. If I do I do. If I don't I don't. And that's okay. So that's the first level.

The second one is called solution empathy which entails understanding a customer's problem and figuring out how to address it. And then the third is called transcending empathy where you create solutions to problems that customers don't even know they have. That is cool. That is awesome. And that's why one of the things I love, I know a lot of people in this industry transforming lives, impacting lives, doing a lot of things to help people. And the ones that are the greatest are the ones that are able to slide between all three of those. All three of those levels of being empathetic which is cool.

Number four: take more action. Come on. You have heard me say this a lot of times especially if you have been living, or listening sorry to these podcasts. You can have the greatest dreams in the world. You can have the greatest mentors, greatest people to model from but if you don't take action, you are dead in the water. So, you have got to be able to take action but not just take

action. What's going to make you more successful in 2017 than you are in 2016 is to actually take more actions. More consistent actions. Actions. Actions. Actions.

It is easy to get caught up. This is why I want you to listen to episode number twelve. Garry has insights into these ten steps that the devil uses to keep you drifting, or again procrastinating. Those are the things that are powerful. So when you understand them, when you are able to get through them, that's going to help you take more actions. When you are able to identify "Ohh! This is why I'm sitting here watching my fourth or fifth hour of just TV, when really I know I want to do a couple other things. What's one little thing I can do?" That's why that episode is so powerful. Because guaranteed if you take more action and I'm not just taking "Well Robert, I'm really busy. I'm taking a lot of actions." No. Focused actions.

You want to make sure that you, because I love in this article again I'm going to go back. It says action is four elements: impetus, vector, acceleration and velocity. Impetus determines whether you consider the action important enough to take.

Vector is the direction your action takes: either towards your goal or away. So let's be clear. There is some actions that people are taking they are actually taking them away from their goal. So you have got to make sure that you are checking in with your vector. Are you going towards or moving away? And if you are moving away, adjust and make sure you go towards. So, direction your actions takes you either toward the goal or away from it.

Acceleration reflects your level of commitment and how much action you are willing to take. Oh my goodness! When you are committed, when you are actually in that velocity, or sorry that acceleration stage, oh my goodness! Acceleration could be exciting. Acceleration is what then gives you the velocity. It's the energy that carries you forward even when you are not fully aware of it. So, think of accelerating. You step on that accelerator, you get that energy, takes a little more energy. You start that vehicle moving forward towards it's goal whatever it is.

But then velocity is where now you are able to let your foot off the accelerator and the vehicle keeps moving, it actually keeps pulling and then you can press a little bit to give a little energy to maintain. Little energy to maintain. Little energy. Once you are up the velocity, now the actions it's the little things that can keep you moving forward really, really, well.

So, you want to make sure that you are, even when you are not fully aware of it, that you just trust that by taking those actions, checking in on the vector, checking in are you in acceleration? Are you in velocity? Checking in the impetus. Is the action important enough to take? I can go on for hours about this. But that's the key of those four things if you do it you will definitely make yourself more relevant. And even think about, not just in business, not just towards your goals but think about it in relationships. In relationships, be more authentic. Really study what it takes to have an amazing relationship. Mastery could be being there for your partner, lurking for their needs and be willing to be able to... If your partner loves home cooked meals, maybe you don't enjoy cooking but are you willing to learn it? Master it to really strengthen that relationship? Having, being more empathetic with your partner. And taking more actions to really live the life you want with your family, with your partner, with your relationships. That's the key.

So ladies and gentlemen, I just felt I wanted to really get this episode out. I wanted to record it. I thought I was going to record it a couple of weeks ago, when I was in either India or Ho Chi Minh. It didn't happen but everything happens for a reason and that reason is there to serve me, and so it was relevant for the time, for it to be done today.

So, I hope you have enjoyed this episode. This is Robert Raymond Riopel for "Success Left A Clue", episode number sixteen. Always live with passion. Be relevant in all areas of your life and watch how that helps you in your area, which you could use some assistance when it's time to just allow that coasting to happen because there is times in life for that to happen. So always live with passion. I look forward to having you on the next podcast. And again, thank you from the bottom of my heart, my heart to yours for being amazing and listening. And will talk to you on the next webinar. Thanks everybody.