

## TRANSCRIPT

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[Intro]

Hello and welcome to *Success Left a Clue*, episode number 61. This is the weekly podcast where I your host, Robert Raymond Riopel, get to take and deliver life lessons that I gather from my travels around the world just watching my life and other people's lives. And so, I want to welcome you to episode number 61, which is *Own Your Mistakes*.

Again, it's interesting, I'm recording this in Berlin, Germany. I just finished recording episode number 60 just a couple of minutes ago, but when you're inspired, things are going to flow. I think I may even have another one or two episodes in me before I leave Berlin and I'm not here that long. And it's interesting how this one came about. It was a great reminder. Most of the time, the lessons that do come, they tend coming up and coming out in the most interesting ways.

So here I am, and I just finished doing episode number 60. Prior to that, I was coaching a video. One of the things that I love to do for my students because I love training trainers. People who decided to do stuff with me and take part of what's called, My Next Steps Program, is they get to send me a video of them teaching other people, presenting, and training. And then I will watch the video, coach them, let them know what I see that works in their presentation style and using to accelerate their learning, what doesn't work and then what I would suggest that they do differently.

And so, I get students that are sending me the videos, I put them into a queue and then as I have time on my trips, stuff like that, I'll end up coaching one, two, three videos, just going through them, going through the list keeping up to date as much as I can. But ladies and gentlemen, I'll let you know, like you, I am not perfect. I know I just shocked some of you. I know maybe I burst your bubble. But let me be clear, I'm not. By no way am I perfect, no not even close and guess what? I'm okay with that. I don't have to be perfect. As I tell people all the time I am perfectly imperfect, just as you are.

Well, what does that have to do with this topic today? So here I am and about a week ago, I got an email from one of my students that said "Hey, did you forget about me? Here is the link again." And going through the string of emails, I realized that by no fault of theirs I will totally take ownership for it. I'd actually miss doing their video and not even followed up and I told them I'll have it done in the next week and I missed again and I don't know how it happened, but it happened.

And so, that kind of leads to something that I've always believed in my life and that's one of the secrets to my success and that's why I wanted to make it a clue. Again putting it in front of other topics that I'd written down previously over the last few weeks of things I'd like to record on. Because again, this one is in the moment it happened. It's like wow, while I'm in that energy of what may be going on inside of me over the feeling of this, what am I going to talk about?

And so, here's what I'm saying, this is something that I've always naturally done. It's so easy to be conditioned that if something doesn't go right, to try to put the blame on others, to put the blame on other situations or you'll slap it off or sidetrack it. But the moment you actually start to take ownership, and I guess the reason I did hesitate a little bit during this podcast is because of the word mistakes. I don't like the word mistakes because to me there are no mistakes. Everything happens for a reason and that reason is there to serve me. So it's not that there are mistakes, there's feedback. So from feedback, you can make the changes. But if you own it as a mistake, that is a negative non-supportive belief that maybe holds you back.

So I titled it, *Own Your Mistakes*. And so, I did that for a reason. But let's get into it, it is feedback and here's the lesson. So I could have easily said "Hey, here's your coaching. Not a problem." I could have easily maybe just apologized. But in business, you want to go over and above and beyond, employing a way and impressing your clients and taking care of your customers. I've always done that since day one in our Domino's Pizza. If we made a mistake on a customer's order, first of all customer's always right and we would do whatever we could to correct it and that's how we got customers that were customers for life.

Let me say it like this, one of the most expensive cost in any business is getting new customers. Maintaining them is something that's often overlooked and one of the reasons people don't maintain their customers is because they don't own their mistakes if it happens. If it happens, own it, fix it and just be prepared for how you'll actually impress and possibly pull your customers and have them be customers for life. So that's what kind of instantly came to my mind when I got this email and I finally got to coach his video. Because I made the commitment, that you know what? I got the email about a week ago, I'm going to get it done, and I'm going to get it out to him.

As soon as I'm on this trip, I knew I was going to have some time. I'm going to make it priority one. So I coached the video, I took all my notes, I wrote the letter, I filled in all the stuff and set up the email to go back to him. I attached a letter but I also then thought, what can I do to really let him know, this person know that I am sincerely owning the mistake. And first of all, I didn't try to make excuses. I told them there's no excuse, I will own it, whatever word I used. But then I also offered him something extra because looking back again, I saw how long it had been going on and I thanked him for being tenacious, I thanked him for staying on it.

And I said, "Look, I want you to watch your video with my notes in front of you, so you can see what I see. I want you to make those changes, record yourself doing another presentation and then I want you to send that in and I'll coach that video as well." See when he signed up, he only got one video to be coached by me and my time is valuable. And the time it takes to coach a video and write it all out is worth a lot of money. But to me what's more important than that, is making sure that I deliver truly on what I'm promising I'm going to deliver, that I own my mistakes or learning curves or feedbacks, that I'm not just going to try just left him.

So I'm just going to encourage you to do that in your business as well. Ask yourself, how often do you try to candy coat something? How often do you try to divert the energy of something that hasn't gone quite right? And or how often do you say, you know what, I got it. Here's what I'm going to do to correct it and here's what I'm going to do to take care of you." The moment you do that, the moment you start doing that, watch your business life, your personal life, all your life change. Because, yeah I use examples in business but let me ask you this question ladies and gentlemen.

How often in a relationship, family, friends, spouse, children is your first reaction to go to excuse or try to deflect? Instead own it, make it right and watch how that more than anything will take it to another level. So I hope this makes sense. I hope you got some value from this. As always, if you're enjoying it, please do leave us a comment, share it with people. Let them know to follow our podcast. I love doing these and I'd love to hear what you have to think about it. You're amazing. I appreciate you and I look forward to having you on the next episode. Always live with passion. For episode number 61 of *Success Left a Clue*, this is Robert Raymond Riopel. We'll talk to you next week.

[Outro]