



Podcast Episode 162
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“How Your Own Jealousy Can Keep You from Progress”

David Loy: Hi and welcome to *In the Loop* with Andy Andrews, I’m your host David Loy. Andy, once again, thank you for joining us.

Andy Andrews: Honored to be here buddy. Thank you.

David: We’re sitting across the table from each other again this week, and that’s always fun but you’re wearing a shirt that makes me smile. Your shirt fits you perfectly in so many different ways. But it’s got a little drawing, it’s little river, lake, or whatever you want to interpret it as. It’s got some trees, moon and some birds and everything. And then the text in the middle of all of that, that says, *think outside, no box required*. Now for you, obviously, and for everybody, this has meaning on multiple levels but you love the outdoors, you’re always outside. But you have, you’ve talked for years about how important it is to not think like everyone else, to think outside the box.

Andy: Right. In fact, thinking outside the box has become such a cliché, that it’s no longer outside the box, right. I talk to so many companies and teams and they say, we try to think outside the box, we want to think outside the box, and I’m like, well you gotta understand that if everybody’s thinking outside the box, then nobody’s thinking outside the box. I mean, really? Right? And so what I’m saying to most people is, I want, if you’re going to have an opportunity to have extraordinary achievements going on in your life, than you can’t just think outside the box, you gotta think way out of town, far away from the neighborhood that

has the factory that makes the boxes that everybody else is sitting around outside of. You know, we got to get way out there. And it's still, you're still chasing truth. I think, I really believe, and I've said this before, if Moses had had more time on the mountain, he would've come back with eleven. And number eleven would be, *thou shalt not kid thyself*. And I think most people are guilty of this, and I'm including myself in this, we're guilty of kidding ourselves but the more successful people among us manage to cut through that and kid themselves less.

David: Well, that kind of leads into a topic I wanted to bring up with you today, is that this whole idea of perspective and thinking outside the box, you work with a lot of different clients. We've talked about this before but there's corporations and teams and cities even, that you've worked with before, you got a call a couple of months ago from a company that was telling you.

Andy: Because you get the calls.

David: That's right. So I know exactly what call you got because...

Andy: Because you're the one that talked to them.

David: There you go. But they were describing an issue that they're going through and a lot of people are looking for, this outside.

Andy: Because and let's just make this clear, because these people were not yet a client.

David: That's right, yeah. Absolutely.

Andy: I speak to people, I write, I speak to groups, but we also have a few clients. And sometimes these people are calling and before they become clients, and they're talking to you about

David: About what's going on. We're trying to decide if it's a good fit, if we can provide a great service. So in that process, we're told of some developments that happened on a high level of their company. And we were told that one of their executives had decided to leave the company for an offer at another company. And the way that this potential client was positioning it to us, was that they could not match the offer that their executive had received.

Andy: Right. It was a big problem for their company because they couldn't match the offer.

David: And a huge ripple effect within their company that then trickle down to all different levels. And that's how they framed it to us. It was, hey, we've got this major problem, it's huge but we couldn't match the offer so we had to let him go.

Andy: So what did I say?

David: You told me, you said now,

Andy: Because I remember, I don't remember specifically what I said but I do remember your jaw kind of dropping and looking at me, like, what?

David: It did, it kind of shocked me, took me back. Because I think you said something to the fact, David, now, I hear what you said, it's not about you, but what you've just told me is not right. And at that point I'm thinking, oh, oh, what have I done. I've messed up somehow.

Andy: Not that you're not right but what they said, they may think it's true but it's not true.

David: And it goes back to their communicating their perspective, but their perspective is off.

Andy: Is off.

David: And that's what you started to talk about.

Andy: Yeah, and so many times, just because we believe something and just because everybody else thinks that way, does not mean that it's accurate. And so when we talk about thinking logically to incorrect conclusions, the reason people do that on a broad scale, and do it over and over again, is because of the logical part. They're not getting the results they would really like to have. And so they go back and they examine how did they even get here, how did they even start doing this. And they examine everything and they go, well, you know, that makes sense. You know, that's how I thought to do this and I still think that's right so I guess I just need to work harder. I guess I just need to come in earlier.

David: That's the assumption.

Andy: You know I should've fire him quicker. You know, I should've realized I couldn't afford this guy. So just because somebody believe something, remember what Jones told me? I mean, probably, it was definitely under top three most important things this man ever said to me, is he said, most people live their entire lives and never understand that you can't always believe everything you think. And so, in this particular case, they said that they could not afford him. Right, now let me ask you a couple of questions because I know the answers to this and

you know the answers to this, but I want people to hear this. Was this guy, like an NWP for the company? I mean, he was doing..

David: Doing some big things, absolutely.

Andy: Right, I mean, he was providing some amazing stuff, right.

David: Absolutely. Very unique and not just anyone can fill those shoes.

Andy: Right, I mean, they're going to have, well they hadn't filled it.

David: Right.

Andy: Right. And they're.

David: That was the problem.

Andy: Yeah, that was the problem. They're gonna have really hard time filling it. If you look at the past five years, has that guy been instrumental in bringing that company from point A to point B?

David: Absolutely.

Andy: Ok. And so here's the truth. The truth is not that they could not match the offer from the other company. The truth is they chose not to match the offer from the other company.

David: And there's a huge distinction there.

Andy: Right. Now you know, I would look at them and say, ok, your issue is not that you couldn't match the offer, your issue is that you chose not to, which means that your deeper issue, the thing that you really do have to figure out, is what is in you, what is in your belief system, what is in your plans for the future, what is it that causes you to choose not to match that offer? Right? Because see, here's some of the things that it could be. And so because if you chose not to match the offer, because you know some stuff that this guy has started having some, but see we ask this questions right? But we're just laying this out. If you chose not to match the offer because you knew that this guy had started having some habits that had led to an addiction. And you're looking and man, this guy is going to crash and burn. And we need to distance ourselves, now, before it really happens. If that's why you chose not to match the offer, then good for you. That's probably good thinking. That's doing good for your shareholders, that's being responsible to your company as a whole. The people, if the guy crash and burn, they would probably lose their jobs. You know, so you're protecting more

David: Exactly.

Andy: So you're protecting. If you chose not to match the offer because the guy had peaked, he'd done everything he was going to do. Ok, and you saw that. Now see there's the thing.

David: And the Peter principle kind of thing...

Andy: Right. Or that, or you know, there are jobs, there are positions where there is a certain thing people do, you know, in entertainment, the book business, there is kind of saying, that hire a publisher, I mean, a publicist for a year. Because they get out and they do, they call everybody they know and they do everything they know to do. But after a year, they've already called everybody they know.

David: Once they've gone through their list...

Andy: So you might as well get another publicist who knows some different people.

David: Yes.

Andy: And let them call. So if you didn't match the offer because you look at the guys skill set and you look and you realize, well, he is kind of, he's peaked out, he's done what he's going to do and he was huge for us. But now he can go be huge for somebody else. And we've got to go a different direction. If that was your thinking, then good for you. Unfortunately, what you and I found out, with the answers that we received, is, and this is a huge danger in thinking, is that they didn't match his offer because, holy cow, that was a lot of money.

David: That's right. And there's no, if you're wrong in that thinking process, because of something you incorrectly believed years and years ago, then that's a dangerous precedent to set for future decisions.

Andy: Right. I mean, there is, you know, you want to examine value very closely. That's what you want to do. You want to produce value with your life, you want to increase your value, ok. But you want to watch with the people that you work with and you want to, keep an eye on their value. And if you got somebody that's hugely valuable, that, you know, like, there is a reason that a relief pitcher gets paid x amount and a starting pitcher that can throw a hundred and one mile fastball, with a lot of motion on it and has an unbelievable off speed pitch, that wins 20 games consistently. There's a reason there's millions of dollars as a gap, between those. It's because, one of them brings a value that almost nobody else can.

David: Right, very unique.

Andy: Right. And so, people look, I mean, I'm not gonna get into who's worth it and all like that, but when you look at the money that some of the sports people are paid, you know, you want to say, well nobody's worth that. Well, you know, you may wish nobody was worth that, but the numbers say, that the guy is worth it, ok. Because when he is on this team and this team wins a certain amount, because of what he does, and that brings in endorsements and that brings in, you know, fans. And that brings in this and that brings in that. It's just like, I know a coach and most of you know a coach, or you know this name, but this guy has paid millions of dollars. Alright now, less than ten, more than three, ok. Which for coaching, it's like, are you kidding me right? Ok, and so it'll be tempting to say, no one's worth that. And yet, the head guy of the whole educational system, for the State, says, that guy, is the best investment that this University has, that the University system. We couldn't put our money anywhere because it brings in so much in return.

David: It's about so much more than just what takes place on the field.

Andy: Right. And so don't let your feelings get in a way there.

David: Absolutely.

Andy: When you're dealing with somebody like this.

David: Well and that's what I was going to say, that this is, this is just a corporate example of a much bigger issue. And you already nailed it on the head by saying, you know, the eleventh commandment, I love that, thou shalt not kid thyself. That's fantastic. And you can't always believe everything you think. And so I think

that overarching theme of this is that, to really analyze, ok, why was their reaction the way that it was? Why did they make the decision that they did? And at the core, root of all of that, what's their thinking process?

Andy: Yeah. And let me lay out one more quick thing about that corporate situation. And why that may have happened. And then I wanna bring this personally to you.

David: Ok.

Andy: The listener, I want to tell you what you can personally do with this to make more money, to provide more for your family. Here's what I suspect happened with that company, is, there is the jealousy about it sometimes. And so people go, wait a minute, you know, I mean, I'm the one in the position of hiring and firing. I'm the one who started this company, I'm the one whom, my name is on this thing. And this guy, I mean, if this guy keeps going in this direction, he could make more money than me. He could do better than me, or people are like giving him credit, or people are looking him. And so I want to urge people, that the highest levels of business and society here, what people are doing, I want to urge you, don't get in your own way, alright. I mean, don't get in your own way. I mean, if what you and this is just a little nothing example but if you make a \$100,000 a year, and you've made a \$100,000 a year forever and ever and ever and ever. And you know, it just kind of got, cost a living, whatever. And if you see the opportunity that this guy, if you put this guy on the team, yeah, his bonuses and everything that he could actually make 350 000 dollars a year. But it would bump you to 175. Well don't be stupid.

David: Exactly. There's a pride issue there.

Andy: Right. I mean, come on here. I mean, it's great for the company, it's great for you. And so, but here's the very, very bottom, bottom, bottom line with everybody listening, is that there are ways to increase your value. You can, I mean, you and I, if you're listening to this, you probably don't pitch, even though Tim Hudson does, Tim listens to this.

David: So Tim this part is not for you.

Andy: This is not for you dude. But you and I don't pitch for a living, and yet there are many ways with what we do, with who we are, there are many ways we can increase our value. You know, I was talking to the boys the other day and we went through in Publix, where we live, in Orange Beach, we shop there. And there is a lady there who is one of the cashiers. And she is awesome. I mean, she is awesome. And they might have seven or eight or nine cashiers on Saturday, when all the tourists are checking in, whatever, and the place is crowded. But we always go to her line. Alright, now.

David: No matter how crowded the store is, you're going to her line. Ok.

Andy: Right. I mean, they're all kind of relatively, but we know that she's so good that even if her line is slightly longer, we will reach her much faster because she's so good.

David: She's so efficient.

Andy: She's so efficient. She's so good, she's friendly, she's happy. Alright, so one of the things that, I'm not, you know I'm the only one, Benny, who is the manager of the Publix. Benny is an awesome guy, he has this place cooking. It is just an awesome atmosphere, great culture. Well he knows that too. Ok, so at some point,

I mean, who knows what happens with the economy and at some point, Benny has to go from, you know, don't have any cashiers, let's say he has to go from ten to eight. Ok, well, she's not gonna be one of the two.

David: She's not one of them, exactly.

Andy: Yeah. I mean, and if, and then if there is money to be shared and somebody is gonna get a raise, it's going to be her. We want to make sure, because she's so valuable that man we don't want her going to Winn-Dixie, we don't want her, we don't want Piggly Wiggly to poach our great.

David: Our top performer.

Andy: Right. So this person just by, and the value people create is usually more in who they are, rather than what they know.

David: Or what they do. Yeah, absolutely. That's fantastic. Wow, well, kind of a different episode today Andy. we kind of took things a little bit of a different direction. But I think there's true value there. And that's outstanding.

Andy: By the way, you've done an excellent job with this podcast so here's another glass of water for you.

David: Excellent. Thanks so much.

Andy: See how that worked.

David: There you go. Alright, make sure you're following Andy on twitter @andyandrews, make sure you're friends on Facebook. There's so many things

that we're doing that are exclusive to those medians. And as well on our email list, go to andyandrews.com, sign up. You'll get several free downloads and free videos. And just to stay plugged in, to what's going on, Andy you and I know there's some major announcements coming up soon. New book coming up in the next few months, that, hint, hint, parents of young children will be thrilled about. More details to come there. But just make sure you're plugged in, to what's going on. And we're excited to have you here. Share this podcast with your friends.

Andy: Please do.

David: And tell other people what we're trying to accomplish. And we will talk to you again next week Andy. Thanks for your time.

Andy: Thank you buddy.

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