



Podcast Episode 176
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“Owning the Spotlight: How to Handle a Leadership Role Where People Look Up to You”

David Loy: Hi and welcome to *In the Loop* with Andy Andrews, I’m your host David Loy and with me once again Andy Andrews. Andy, how are you today?

Andy Andrews: Good David, how are you doing?

David: I’m fantastic. We are hanging out early here in the year and things are just going so quickly. I know you’ve been all over the place. We’ve talked about that over the last couple of weeks. But one cool thing for anybody that hasn’t heard, we did a podcast a couple of weeks ago with Jerry Jenkins. And the response we’ve gotten to that, has just been amazing. To hear two amazing storytellers, amazing writers get together and just talk about their journey. People are just really loving that episode. So if you haven’t heard that, go back, check that one out and I think you’ll really appreciate hearing Andy and Jerry talk. But Andy you’ve enjoyed getting to know Jerry, haven’t you?

Andy: Man, I had such a great time talking with him that we’ve actually talked, now, off the air sort of speak. And have emailed back and forth a couple of times. And I really, I really like Jerry. I think he’s an awesome guy. And I have really enjoyed going on his website, reading some of his blogs. I’ll tell you one that I really, really enjoyed reading. And just caught my mind, because here’s Jerry Jenkins, who wrote all *The Left Behind* stuff. And here’s his blog and it says, the day I received a call from Stephen King, or something like that. And it’s a hilarious

thing, that is very, very cool about how Stephen King called him and they had some, like a friend in common, you know. And so they started talking and Stephen King says, well actually Jerry, Jerry said first, he says, I know this may surprise you but you know, I've actually read some of your stuff and you know, I'm not really into the horror type of thing, but some of your short story stuff, and The Green Mile, are really like. And Stephen King says, well it may surprise you, I've read some of your stuff too. And then tells how they went to a Burger King and ate Big Mac's together. Can you imagine? So it's pretty good. Jerry's a great guy.

David: That's very cool. We're honored to have him on. And if you've missed that episode, make sure you go back and listen to it, it was very cool. Well Andy, we've got a great question that came in from Cam, via email today. So let me read that and then we'll get your thoughts. And then we can talk about it.

Andy: Ok.

David: Alright. Cam writes, dear Andy, first of all, I would like to thank you for mentoring me the past four years. I've read and own most of your books and I've given many as gifts to friends and family. I've had the privilege of seeing you speak in person, four different times, and I'm a big fan of the podcast. I'm sure you hear this all the time but you have added a tremendous amount of value to my life. I really appreciate it. I have a question that I was hoping you can answer. Andy how do you handle the pressure of having so many people watching and looking up to you. What do you do to keep your battery charged? I know personally, I'm pouring into others on a regular basis, between my two businesses and family, my social commitments. Sometimes I get exhausted. As a leader, I need to be strong and always have it together. Sometimes that's difficult. Any words of wisdom you might have would be appreciated. Thanks for all you do.

And again, that comes from Cam. Cam thanks so much for sending that question. Andy I think that speaks to the heart of what you talk about a lot. Which is, people that are in leadership positions, having to handle what seems like a heavy workload, and how do you handle that, on a daily basis? What does keep you charged?

Andy: You know, that is a great question and I appreciate Cam sending that. And you know, it's not just a great question because I think I can answer it. I think is a great question Cam, because it causes me to remind myself of what I need to do. And you know, because you asked that and I go, yeah, how do I do that? And am I doing it properly? You know, you say, how do you handle the pressure having so many people watching and looking up to you? One of the things, those are two different things in my mind, and I want to just tell you the thing about people looking up to me. I'll tell you how I handle that. I don't think about it at all. That's one thing. You know, the looking up to me, hey they're looking up to me. That is a specific thought while I know that it's probably true but that's true for everybody. Everybody has people who look up to them. I think that the people who become hyper aware that there are people looking up to them, somehow become people that we don't really want to look up to.

David: Right.

Andy: You know, but I am also as much as I do not think about people looking up to me, I do and I am very aware that people are watching, ok. And one of the things that I talk to a lot of leaders about, you know, I work with some coaches and CEOs and all, and that, the fact that people are watching. I mean, if you want to just get down to the needy greedy, I mean, that is something that affects your income. And it can affect it in a positive way obviously, but it can drop your income off the cliff if you do not remain aware that people are watching you. And

let me just kind of tell you a quick little thing about me Cam. You know, the four quadrants, the personality things that people talk about. There's the driver, then there's the more passive, that kind of stuff. And then there's that, what is that, the high eye, the extrovert, type of thing. And I really knew that I was getting a handle on the idea of how we act, despite how we feel. That you've heard me talk about this and you know that I really believe this feeling thing has gotten out of hand. And I think it really hurts society, and it hurts people because our relationships, our financial systems, it's all about how we act. It's not how we feel.

Nobody's ever going to give you the job because of how you feel. And so, so I knew that I was getting a handle on that, in my own life, when people would comment on my personality and they would say, you're just so happy, you're lucky, you know, you're just, gosh, just kind of fun, just whatever. And I knew that I had to handle that because I knew that that's the kind of person that people really like and so that's how I wanted to always be smiling and always wanting to be happy and fun and approachable, and that kind of thing. But it was funny because in circles, very close circles to me, my very close friends go, oh yeah, you're Mr. fun and games. Because I am very focused and I am you know, serious about what I do. And I can get if I don't watch myself, I can get very direct and I can become, I am intense. David, you know that.

David: Oh yeah.

Andy: You've seen it. I'm intense, alright.

David: Absolutely.

Andy: Now, I have to be aware that people are watching me because if people see a glimpse of you here and there Cam, they tend to take that glimpse as the whole

deal. They think that's just how you are. And people are watching you Cam. I remember there's a friend of mine who is now, he is, well, let's just put it this way, he is a very high level government person. He's an elected person. And there was a time that I really thought he was unelectable. I really thought that. And I told him, I said, you know, dude, of you don't change how you act and you don't understand how people are watching you, right no, you're unelectable because of how he appeared. You know, the guy just, he had a hard time smiling, he was so intense, he was so serious about changing the country and this kind of stuff. And I remember being in a room with him, with a thousand people, that were there, a fundraiser for him. And he and I were over kind of in the corner. And I had my back kind of to the group, over to the corner. And he's in the corner facing out. And he's talking to me, talking to me, and I interrupted him and I said his name and I said, hey, hey. And he said, what? I said, smile. He said, what? I said, smile at me and I smiled. I had my eyebrows raise. I said, smile. He said, what are you talking about? I said, dude, there are thousand people that are kind of keeping an eye on you right now, and they all think you're mad at me. I said, they have no idea that we're not even talking about anything but football, but they think you're mad at me. And it was a good lesson for both of us. Just to be aware. And Cam, you know if you're in a position of leadership, it is very odd, it's an odd thing to know and I have this, this reminder, many occasions, at least once a week, this happens to me. That I'll have somebody that will come up to me somewhere, on an airplane, in an airport, in the grocery store, or whatever, and I have somebody come up and they will say to me, hey, I just wanted to say that I read your books and appreciate you but I wanted to tell you something. I've always been a little suspicious of people like you. And I've been on five or six flights with you and I just watched you very closely to kind of see how you treated people and see how you treated the flight attendant, and see how you acted. And just, you know, I just wanted to say hi because I think my mind is made up about you now, and we kind

of laugh. Or I've had people you know, I remember standing in a line in Wal-Mart with Austin one day. And we were behind these two ladies and there was a guy up ahead of them and the guy was like, I mean, we were in a hurry and he was like talking to the lady and he was arguing with her, and you know, to the cashier. And he didn't have his stuff right, he didn't know how much, I mean just like going on and on. And I was fuming. And Austin kind of looked at me and I raised my eyebrows and I smiled at Austin, you know. And I kind of turned toward him and made sure nobody's looking at me, and I gritted my teeth. But we turn around and waited and waited. But man, I was so tempted to say, hey dude, leave her alone. You know, there's other people in the world beside you and we'd like to get out of here. I was so tempted to say that. And I didn't. And when we came out of the Wal-Mart, that guy was standing there and I guess it was his wife, and she had seen me and she made him wait and said, this is the guy whose book you read, this is him.

David: No way.

Andy: And I'm going, hey, how are you? And I told Austin when we got to the car, I said, we've got to be so aware that people are watching us. Because we, whatever it is that she was trying to change in him, she was trying to help her husband change. I said, I could've blow it for her right there. Because I could've said something and then she pointed me out and he said, well I am never reading that guy's books. So anyway.

David: Right.

Andy: A longer answer?

David: No, that's really good. Let me follow up and we've only got a couple of minutes left here. But I think Cam brings up a good point that in a leadership position, there are certain areas where you're a specialist, you're an expert. And Andy for you that comes into either writing a book but specifically at an event, you've done this for so long, you know exactly what it takes to make a live event as successful and as meaningful for those attendees as possible. And I know you've encountered issues like that before, where people are watching you and you're just trying to make sure that everything is right. You might be intense but it's for a purpose. So how do you approach those areas in your life, where you are the expert, you know exactly what needs to happen? But you still got to balance that with the fact that people are watching?

Andy: I know the situation you're referring to David. That just happen didn't it, recently. And also don't let me forget to answer that part of his question about what I do to keep my battery charged. But when I'm the person that knows and I'm the person, you know, it's my reputation at stake, and it is the event at stake. You know, a weird example would be, that a lot of times as a speaker, people don't really understand why you ask for certain things, ok. And one of those things would be, for me, would be, the first row within like five or six feet of the stage. That's one of the things that I ask for. And because people just read that in my materials and just ignore it, that's part of why I developed that walking of the stage thing that I do. And so, occasionally I'll come up to a situation where somebody will say, well you can't walk off the stage, I know you walk off the stage, you just can't walk off the stage, because you're walking to the cameras and bla bla bla. And you know, of course you look and they've got the thing set up where the stage is 50 feet away from the front row. And so here's what happens. I try to connect personally with people when I'm on stage. I'm not doing a show, I'm not doing a speech, I'm having a conversation with somebody and I'm looking for a

way to connect with them, that I can learn something by what we're discussing, to help people in the future and that they can learn something that might change their family or change the trajectory of their child's life. And so, I'm trying to connect. Well you go stand somebody on the other side of the street and then try to have a conversation with them. You can't have a conversation with somebody who's 50 feet away from here. And so, audiences react as a group. And they do not react well, they do not react in a personable manner, in a relaxed manner when somebody's that far away. There are a lot of things that affect them. People being sat away from each other, scattered throughout the place. You know, the sound being little too hard to hear, you know, you have to struggle to hear. Or the lighting, where they can't really see well or a light lightening their eyes. So the thing that happens is, that these things, I know, that these things make a huge difference to what they're gonna get out of this event.

David: Yes.

Andy: And I do this over and over and over again and have for years. But usually the people running these things have done it once or they do it once a year. And they do what's easy or what the hotel tells them to do or what kind of makes sense, if they don't know the full picture. And so sometimes I have to go in and I have to change things because I know that nobody's ever gonna walk out of there and gonna say, well you know, the light was in our eyes and we couldn't really hear him well. And of course he was so far away. And that really, I mean, nobody walks out saying that. They just walk out going, I don't know what the big deal is with this guy, I don't know why everybody likes him. He was ok but you know. And further, that kind of reaction from an audience gets back to the person who set it up and soon, I'm not allowed to do these things. Because word gets around, you know, he's not that good. And all of a sudden, I'm not gonna do it. And it's because I didn't, now get this, because I didn't figure out a way to tell the truth.

Ok, so remember the two things required for change. What's in it for them and proof beyond a reasonable doubt. So I connect right away with, hey look, I know that your focus is that these people absolutely raise the roof and when they come up to me afterwards and say, man, it was great. I say, well that's the guy to thank right there, because he's the one who set it all up, he's the one who invited me. I know that this is your focus, to change the lives of these people. Now there's a couple of things that are gonna get in a way today, and we can fix them quickly. So I just explain it and it makes a total sense. So it's what's in it for them and I've told the truth. So I guess that's the answer to what you're asking.

David: Yeah, absolutely. Well and trying to find that, trying to make sure that even in the areas that you are the expert, that you do find that way to tell the truth, tell it with a smile.

Andy: And I'm aware that people are watching me do it too.

David: They're definitely watching. Who knows who's in that room. And Cam, hopefully you can apply that to your situation as well.

Andy: Because I have absolutely been around speakers, entertainers, artists, I mean, I was some place fairly recently, well I tell you exactly where it was. It was that big monster place in Indianapolis, that, where ever that dome is.

David: Oh yeah.

Andy: And they were like, you know, it's for a big, big event. But they were like, I could tell everybody was kind of nervous. Are you ok, you got this? Is this set

ok? And I'm like, hey, let me ask you something. And I'm laughing, I said, what has happened to you people that you think that I am. And they said, well we just had, what's his name, he was, John Cougar, John Cougar Mellencamp, then John Mellencamp, something like that, I don't know. And somebody and it wasn't him but that's another thing. You know, you and I work together for a reason because I know you're great, and I know that you are good with people. But somebody on his crew pointed out something in that stadium up there, that box right up there, that light, that exit light up in that VIP box. If you don't turn that off, he's not doing this concert. You know, I mean, there's another way of...

David: Without him even knowing.

Andy: And of course he didn't know. And then he gets the reputation he's hard to work with. You know, and he didn't even know what's going on.

David: Yeah, that's crazy. So surround yourself with people that you trust.

Andy: Yeah. Very quickly, let me finish Cam's question. What do I do to keep my battery charged? You know, Cam, there are two, there are three things. I read, and when I say read, I read specifics, ok. Second thing I do is I make sure that I have time around people who I am totally relaxed with, who make fun of me, who, you know, will say my nose is big, you know what I'm saying. They're going to say I'm goofball. I've got five or six friends, that they're always, they're up for that challenge. And then the other thing that I do occasionally is, I have to be by myself. Now sometimes that may mean I got to go in here for an hour, and be by myself. I'm coming up, you know, I've got situation coming up where I'm going to go be by myself for five days. And I mean, by myself, ok. I mean, I'm out of internet service, cell service, I'm away from everything. There's a hard line to the place but you know, I'm by myself and that's what I do to recharge.

David: That's really good. That's a great reminder too, the importance of carving out that time specifically. Cam thank you so much for that question, that was fantastic. If you'd like to have question answered by Andy on a future episode of *In the Loop*, email us intheloop@andyandrews.com. Or give us a call 1800 726 2639. That's 1800 726 Andy. Tell us your name, where you're calling from and leave a question and we will try to get to that on a future episode. And make sure that you're plugged in on Facebook and Twitter, stay up to date on everything that's going on related to Andy Andrews. Andy thanks for joining us and we will talk to you next week.

Andy: Hey buddy, thank you very much. And guys, if you will, please pass these on. Really, we would appreciate your help in bringing people on to the listening audience of this and have them add their email into the website, so that we can send these to them every single week. Just andyandrews.com. And you know we're not going to do anything crazy with anybody's email. And we would appreciate the opportunity to help in any way we can. Thanks.

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