



“One Little Thing That Keeps People from Success”

David: Hi, and welcome to "In the Loop" with Andy Andrews. I'm your host, David Loy. Thanks for joining us this week, and Andy, once again, always happy to have you.

Andy: Well, thank you, David. Always happy to have you too. Or I'm happy to be had, or however you want to put it.

David: Or whatever it is. Hey, I have a funny story for you real quick.

Andy: Tell me.

David: For those of you who have been with us for a long time, you've probably heard Andy and I, and Matt, we did an episode a few weeks back about Christmas, and Andy asked us a question, "What was your most memorable Christmas gift?" Or something along those lines.

Andy: Yeah, you wouldn't believe how many people have come at me in airport and said, "Really? Matt wanted construction paper and tape?" Matt's like, "Yeah, I know. It sounds weird to me too." Anyway, go ahead.

David: So many people have responded about that. They really enjoyed that episode. Well, one of the things you and I were laughing about was how Polly and my mother-in-law prefer to do Christmas presents on Christmas Eve.

Andy: Yeah, incorrectly.

David: Incorrectly. And I was in Dallas for Christmas, and I can not tell you how often my mother-in-law brought that up. She said, "Oh, well apparently we do things incorrectly and we should start doing it the correct way." And she didn't let me live that down the entire time I was down there.

Andy: That's a guilty conscience, talks a lot. I mean, you know, guilty conscience. She was just like overwhelmed. She knew she was wrong. It's just like you tell me, when we're off the air you tell me, "Boy, my mother-in-law is so wrong about so many things." Just like you said. This is just another thing she was wrong about, right Dave?

David: Ugh, Susan, I hope you're laughing as you're listening to this, 'cause she does listen. That's so funny, but-

Andy: Yeah, I'm just kidding. I'm only telling the truth.

David: Nothing like starting the new year off with your mother-in-law by offending her. Speaking of offense, Andy, we're starting to

get into ... That's a weird transition. I'm going to have a phone call with her at some point about this, but we're starting to get-

Andy: You sound very nervous.

David: I'm shaking right now.

Andy: Who's our sponsor?

David: Well, our sponsor again is "The Little Things". Again. Your new book, it comes out March 7th. Why You Really Should Sweat the Small Stuff. And we've been talking about this. We've talked about it on the podcast before. We've talked about it on social media. You've posted about it on Facebook and Twitter. But this is really becoming something that a lot of people are paying attention to and I wanted to ask you ... Of course, everybody can go pre-order it. You can go to Amazon, you can go to Barnes and Noble, Books a Million. Anywhere books are available, you can go pre-order your copy right now and we would encourage you to do that.

But Andy, some of the topics that you've covered in this book have people talking. They've got people ... People are scratching their heads, they're having conversations. And one of the-

Andy: Not many people have it, but there's a few people that have gotten early manuscripts, just in the publishing industry.

David: Exactly, and we've started to get the word out to some media outlets, and some of the people that have read it, they're very interested in your take on what's seemingly a more increasingly popular issue that society is facing, so I wanted to get you to chat a little bit about it today on this week's episode.

Andy: Okay.

David: And the general topic is taking offense, you know, being offended.

Andy: Yeah, I ... You know, I think I told you last week that the real reason I wrote the book is I realized I had had a lot of success in the last few years helping some teens and helping some companies really get an amazing jump. I just ... You know, incredible results. And I knew that it had come through some little things that most people are not looking at. And I realized one morning that my boys ... I didn't have any of this written down anywhere, that I wasn't out there talking about it a lot, so there were no recordings of it, and it kind of panicked me. I thought, "Man, if something happens to me, if I croak, my boys are gonna grow up and they would not know how this was done." And so I really started right away writing some of this down because most massive successes ... You know success, a lot of success happens through the same way, throughout industries. The massive successes come generally because of little bitty minute things that nobody ever really even thinks to look at. Right?

You know, if you look at the Dallas Cowboys this year, the amount of success that they've had, there's one thing pointed out to me one day. Dak Prescott, their quarterback, this is a rookie quarterback and you're talking about pros here, so how does somebody like that gain the respect or what is inside them? How did they ... There's so many dynamics in leadership and there was a moment this year that the cameras caught him on the sidelines. He was sitting on the bench, the defense was in so he was taking a breather, drank a cup of water, and just kind of over his shoulder he looked back and the garbage can was behind him and he crumpled the paper cup and threw it in the garbage can. Well, it missed. And the game is going on, there's thousands of people watching the game, and there's 500 janitors that work for the stadium and people that work for the team, and cleanup crews for the whole thing, but the quarterback of the Dallas Cowboys sat there for a second and then he got up and he picked up the piece of paper and the paper cup and put it in the trash can and then went back and sat on the bench.

And that little bitty thing gives us such a huge clue to who this guy is, and to his attention to detail and his respect for other people and his ability to lead, showing people he's not going to ask anyone to do something he does not do. And that he wants the best. There's just so many clues that brings out, but it's a tiny little thing, that not only can you look at it and extrapolate

from that the kind of person that he would be in other areas, so these little things make a big difference.

Well, one of the little things that I see in life that keeps people from successful relationships, success financially, from successful influence, from just ... I mean, this one little thing is just a packet of dynamite that destroys any chance people have of success in so many areas of life and it's just taking offense. Just taking offense. Several years ago I was working with BYU and their athletic programs, and I was in a hotel and went back that evening and read the local newspaper, and the Canyon School District in that district of Utah had just built a brand new high school. Beautiful brand new high school. And they mailed ballots. The Board of Education mailed ballots to allow future students of the school, Corner Canyon High School ... I was in a town called Draper, Utah. And they had mailed ballots to allow these future students to vote and choose the new school's mascot. And by an overwhelming margin, these kids chose cougar. Which, you think about it, sounds great. Right? You know, the Corner Canyon Cougars. It's not a shocking choice.

In Utah, where BYU is the fourth largest employer in the state and they've had cougar as its mascot for a hundred years, and BYU Cougars have won a national championship in football and different sports. And another reason that the mascot seemed so obvious: actual cougars live in actual Utah canyons. Okay? There is a ten thousand acre tract of uninhabited land in

Utah that is protected by the Bureau of Land Management and its official name is the "Cougar Canyon Wilderness". And so, you think, oh cougars, yeah okay. But get this: the Board of Education did not allow those kids to have "cougar" as a mascot. They refused to let them have that. And the reason ... I'm telling you the exact reason. Because, this is what the superintendent of the Board of Education said, "Because the word has a derogatory connotation and might be offensive to older women." I mean, really? Oh my gosh. Seriously?

Anyway, just too often these days, the tail is wagging the dog. Right? Because anybody that claims to be offended, they're immediately afforded this media platform that is simply unavailable to hundreds of people that are apparently just too boring to offer anything more than common sense. So this consensus of leaders who have proven their common sense and value over time, they're no longer allowed to make decisions without threats and demands from people who take offense and who claim they might one day be offended. And these people say, "What I believe is just as valid as anything you or anything else believes. I will not be marginalized." It's just ...

David: Andy, so you're great, but that made me think that is a trend. So how do we reverse that trend of society when it's becoming so common that people are so easily and increasingly offended by everything? How do you change that?

Andy: Here's the thing. You've got to explore this. You got to understand. 'Cause I have found in my life, David, if you just kind of say ... If I just stopped there and said this to people, people would, "Ah, you're right, that is crazy. That's, oh my gosh." But I need to make I think a solid point here, and in the book, I do. In the book, I write it out, I detail it, and detail the thoughts because if you don't logically take people along this thing ... It's almost like we're the "boiling the frog" thing. You know? That you put a frog-

David: Right.

Andy: -in boiling water, he'll jump out, but if you just put a frog in water and just slowly increase the temperature. We're being boiled. Because people are going, "Yeah that's crazy." And it gets worse and worse and worse. Those people like, "What I believe is just as valid as what anything you believe". Well, most of these people, they obstruct traffic, or interrupt a meeting, or pitch a tent in the doorway of somebody's business. Just because they do that, they're invited to share their beliefs on television. And even more incredibly, their behavior, a lot of times, it leads to funding by government programs. And it's interesting to note how consistently they're treating with tolerance by the very people whose lives they're disrupting.

Okay, but probably craziest of all, at least to responsible parents, is the awareness that there's a dangerous irony awakening in the minds of our children. As young people watch

adults on television who are being financially rewarded and they're becoming famous because of their behavior, our children cannot help but see if they acted that way, they'd be punished. And these people are getting rich and famous because they're acting that way.

So it's the wise voices among us who are being marginalized. See, by our silence, we're allowing those voices, the wise voices, to be shouted down by fools who rule their own lives, and increasingly they rule our lives, according to the ebb and flow of their emotional lives. Okay, 'cause this is a societal problem. I know I'm on the soapbox here, but it's a societal problem on a lot of fronts. And the first reason is because offended people often feed on their offense and become progressively angrier over time, and we all know, angry people are among our least effective fellow citizens. Angry people do not make great employees. Angry people do not make great employers. Angry parents raise angry children. Angry teachers don't inspire or encourage. Angry doctors make mistakes. Angry police go overboard. Angry teammates attract penalties the whole team has to deal with.

And so the uncomfortable truth is this: Angry segments of society, I don't care how great their numbers are, angry segments of society always collapse and they crush the innocent along with the guilty under the weight of all that anger and action. So there's nothing that wields as much negative power as taking offense. So I want to tell you, in case you have

to bring somebody to your senses in your home, 'cause you can avoid this all together and if you can, you should, I want to tell you three things. Three things about taking offense. One is in the scheme of life, things don't get much smaller than an offense. You can choose to be offended. You can choose not to be offended. It really is that simply. It's not necessarily easy. It's simple. But it's a choice that's completely within your control. You can choose to be upset, you can choose to hold a grudge, squander time. You can choose to waste energy. You can choose to repel opportunity. You can choose to stagnate professionally. You can choose to ruin lifelong relationships. Or you can choose to grow up, laugh, shrug, forget about it, and move on. You can choose not to allow the choices and actions of somebody else to dictate your choices and your actions.

Number two. Here's the second thing. When somebody says, "What I believe is just as valid as anything you or else believes", you've got to recognize that statement for what it is. That is a declaration that is not only childish and untrue, but it's easily refuted. Because mature people understand that while you're entitled to your own opinion, you're not entitled to your own facts. It's true that you're free to believe anything you want to, okay? But the rest of us should not be expected, and certainly not compelled, to recognize or respect or pay for your foolishness just because you believe it.

You can believe that trees have feelings if you want to. You can believe that trees dance together and talk to one another. You

may even believe it sincerely. But in reality, that only makes you sincerely wrong. All right, and that said, understand, if you want to believe trees talk to each other, fine. Most of us don't even care. But if you assert that because you believe trees talk to each other, I can't cut down a tree in my own yard, then we've got a problem. Furthermore, if you manage to convince 10% of the world's population that trees talk to one another, and now, because your group believes it, the rest of us can't use our own property as we wish, or everyone's required to pay additional tax on wooden furniture or lumber companies or prohibited from harvesting timber without your permission, I'm sure you see where this can lead people.

And so ... Let me just kind of slam this with a sledgehammer, cover the slightest possibility that you don't get why this is a big deal. The majority of Americans never even consider threatening anybody. They don't consider blocking traffic or disrupting meetings to get their way. The majority of Americans are reasonable people. And the hallmark of reasonable people is that they tend to assume that everyone else is reasonable too. Even the tree talkers. And because the majority of Americans are reasonable, and because they assume that the responses and behaviors of everyone else will be reasonable too, they're very tolerant. And patiently, they project their own expectations of rational behavior and measured responses onto the tree talkers. The misguided, or the deceived people, just like them. Get this, the reasonable majority, by behaving kindly and tolerating lunacy,

unconsciously create a cultural acceptance of a very dangerous fiction, and that is that the emotional beliefs of tree talkers are equal in value to society and to the future of our country as the principled beliefs of the reasonable majority. So this is devastating because there isn't any comparable value between the two beliefs.

An accommodating tolerance from reasonable people generally results in a collective decision to do nothing that has no basis in reality. None. And this is how majority of otherwise rational and productive people yield their leadership to a small group of people they quietly believe to be idiots, and subsequently, the large group of reasonable people enable the idiots to steer everybody into a ditch. So don't overlook the fact that the reasonable and productive majority are now the ones ultimately to blame for all the damage because the majority actually allowed an incredibly intolerant group of people to bully and ... I'm so fired up, my mouth ain't working. The majority, at this point, think about this, the majority has actually allowed an intolerant group of people to bully and manipulate everybody else to tolerate decisions and behavior that they already knew were wrong.

And so then, number three, the third thing ... Take a breath here. The third thing is an offense taken, when we take an offense, this only produces a feeling. Only a feeling. It's a moment of emotional confusion, and throughout the course of your life, nothing will prove to be less important than a

momentary feeling. You have been created with a will that is stronger than your emotions. You can choose how you act, despite how you feel. If people are paying the slightest bit of attention, it's clear that we live in a world that is increasingly obsessed with how people feel. Corporations change policy affecting fifty thousand people because of how seventeen of them feel. A joke can get you fired. You know? When people ...

And here's the thing, when you consider the attention to feelings thing, the worst part of it is this: it's a lie. Our whole societal focus on feelings as life's most important factor is a lie. It's a lie that has greatly damaged the prospects of a generation already, and it threatens to destroy the fabric of our nation because, other than our family or closest friends, despite laws and regulations, the truth is, nobody cares how you feel. They may swear they care. They may even have convinced themselves that they care, but they don't. The bottom line truth of this is people only care how you act. That's the way the world has always worked and it's the way it will continue to work.

Don't be discouraged. If you ever believed otherwise, you're about to understand the truth. Okay? You're about to be empowered to create a life of your choosing in a way that will never be possible for people who don't figure this out. It's not complicated, it's just a fact. Our human system of relationships, our nation's economy, neither one functions positively or negatively, according to how anyone feels. Both the economy and relationships are moved only by how we act, by what we

do. Your life's always worked this way. From the time you were a child. Not one significant good thing in your life ever happened because of how you felt. All the increase you enjoyed were dividends paid according to how you chose to act.

Just think about it. David, every girl you liked, every teacher that gave you the benefit of the doubt, every coach that said, "You made the team. You're starting Friday night." None of this had anything to do with how you felt. It was your body of work, it was what you did, it's how you acted. Did you ever start a game because your teammates thought it'd make you feel good? Did your parents loosen up on the family rules because you felt bad. "Well, when we discipline him, he feels bad, so let's just don't, let's loosen up here." In high school, did anybody give you A's because your teachers knew that C's made you sad? I mean, think about it, when you grew up, did anything change? No. To this day, have you ever had a job interview where somebody said, "Hey, if I give you this job, how are you going to feel?"? Nobody cares.

Your acceptance, your opportunities, your finances. It's all part of a sliding scale that yields increases or decline according to your body of work, what you do, how you act. The bottom line is this ... I'm about to run out of gas here. I'm so fired up by this, I can't wait for you to read. I put this in the book but I did the words much better than what I'm telling you now because this something you read to your family and get across to your kids, get across to your co-workers. The bottom line is when it comes

to being offended, you are in total control. You can choose to take offense or you can choose to take action. You can choose to laugh. You can be offended or you can be cheerful. You can examine your feelings or you can examine the results of how you have treated people. You can examine who you have become and what you've accomplished.

See, an offense taken is such a little thing, but when it's been hoarded and fed, an offense is a lot like an actual atomic bomb. The damage it causes immediately and over time is so much greater than its initial size could have ever led you to believe. It's a huge deal.

David: Wow, Andy, that's fantastic. I love when you get so fired up about something and I can hear the passion. I know our listeners can as well, and I want to challenge people on two fronts. Number one, if this resonates with you, if you like what you're hearing and you want to read more about it, go pre-order the book right now. It's available anywhere books are sold. It will release March 7th, so you'll have it early that month, depending on who you order it from. But go ahead and pre-order it now. That helps us out tremendously in the marketing effort, the publicity effort, for outreach to media outlets, for printing purposes, through the publisher. All that stuff. A pre-order helps us tremendously, so we'd greatly appreciate it if you'd do that.

Secondly, if this is resonating with you, the book contains Andy's take on over a dozen other similar topics, and if this is something that's lighting your fire as well, we're assuming you've got other people that would benefit from reading and discussing some of these topics. So tell others about it. Share this podcast with somebody. Let them get to know Andy and his passion and his perspective through this episode. This is a great introduction point. This is something free that Andy offers, that we've always done, that he loves doing. And if you're looking to help somebody or show somebody a new great resource, point them towards this podcast. We'd greatly appreciate it.

But Andy, thanks for your thoughts. I'm excited to hear from people as they start receiving the book and as they start reading it. I know questions are just going to pour in, so I'm excited for over the coming weeks and months to continue to address more and more of these topics that you cover in "The Little Things", and I know you're looking forward to that as well.

Andy: True, yeah. I can't wait. Can't wait.

David: Yeah, but check it out. "The Little Things: Why You Really Should Sweat the Small Stuff". Go pre-order that right now and if you've got any comments or questions, shoot us an email. Intheloop@andyandrews.com. Our producer, Matt, fields all of those incoming emails and we'll try to get to your question on a future episode. All right, Andy, that's all the time that we have

for this week, but we'll let you get some rest and we'll come back next week and see what else you have to say at that point. How's that sound?

Andy: All right, great. Great. I had a great time, as always. Thanks much, and I'll talk to you soon.

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