



## Episode 2: “I Believe in You...”

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Rich: Welcome to 1 Insight, my name is Rich Litvin. I grew up in London, and I now live in LA. And this is a podcast for extraordinary top performers. You see I've coached some of the most successful and talented people on the planet, I see what most people cannot see, and I dare to say what most people wouldn't dare to say. What I know about success is that on the other side of it, it can actually be lonely, you can feel like more of an imposter, the more successful you become. And when you're the most interesting person in the room, you're actually in the wrong room.

I coach around insight. Life looks one way, something happens, the world looks different, and your entire world changes, it can happen in an instant. This podcast is called 1 insight, because a single insight can change everything.

Hi, Manjeet. Hi, Jordan, I'm looking forward to this conversation. As usual, I've got no plan for where we go, I like to show up and be in the moment and say, Where should we go? So Manjeet let me start with you today. What's on your mind?

Manjeet: Obviously, I'm feeling cornered right now, it's like having that conversation with you, and getting deep there, because I've been trying to connect some dots, and somewhere the word authenticity, awareness, everything comes to my mind where pretty much I've got two worlds and I'm trying to connect them together because I know that's the point where I'll get the insight I'm looking for.

Yeah, I think that's the first thing that's coming to my mind, I've got two different versions I'm trying to combine them together and then see what happens when I grind them up.

Rich: So there's a high level of abstraction, I actually if I'm really honest I've no idea what you're talking about.

Manjeet: I know. Yeah. So in my mind right now I have this whole consulting world, where I do contracting for retailers, in the capacity of a consultant. And then this other world I've created where I'm a coach, I've done some coaching certifications, which is fine. I've been on a learning curve for the last four years. The prosperous coach shifted my whole world in terms of the way I looked at coaching, and then making the whole book happen.

But for me, I'm struggling to get both the worlds together, it's pretty much like if I may say so, being married to two people or having two affair, so dating two women at the same time. I'm like, I really need to make a choice here because this isn't going to go, it'll only take me that far.

Rich: Huh. So I'm curious about it, I love it. You see what happen the moment you get out of abstraction into something concrete, now there's a place for us to go. And so it's really powerful as a coach to listen to your clients metaphors. I use this metaphor, right? I'm dating this woman over here, I dating this woman over here, how do I choose basically? Right? That's what you're asking me. But I've got a sense you got it the wrong way around what you didn't realize is that, that party girl over there that you love to go out on dates with, and it's really fun. And that girl over here who loves to go on adventures, perhaps on vacations and travel, it's actually the same person. And Why does it look like this, they're two separate things?

I love it when I meet a coach who has a background in consulting, because for me those are just tools in your toolbox. There are sometimes when I consult with people, and there's sometimes when I'm a coach, and there's sometimes when I'm a mentor, and there's sometimes when I just have a chat, and someone has an insight anyway. What if you didn't need to make this decision about do I marry her or do I marry her? And you say, "Hey, when I show up, what I bring is a background of years as consultant. I know from what in the notes you wrote to me, you've helped people raise millions of dollars for projects in the past, you've worked with really powerful coaching clients too, you've had a book published by a major publishing company. Why not be all of those people? What do you do Manjeet? Well, it's hard to explain, I'm a published author, I'm a highly successful consultant, I'm a coach, I'm a mentor, I'm a guide. Why not be all of those?

Manjeet: Because there's a massive... What I do know is one of the reasons why I'm successful in consulting, and especially in a tough market out there where clients do call me again and again. Because there are all these coaching frameworks that I'm able to use and offer in the consulting side that other consultants are not even aware of. And then

sometimes I wonder if these people knew the power of deep coaching and if they simply applied it in their business world, it would change the way projects are delivered.

That's one thing-

Rich: I've got no doubt. What I'm curious about is, why aren't you telling them?

Manjeet: Suppose there is, fear is the one big thing. It's fine writing a book and everything else, it gets people excited, but making this shift happen while you're paying the bills, making sure that you're able to provide the bread and butter while you're trying to make the transition. And I'm being very honest, this is probably the biggest fear, and I'm going to go through it now, as in, the louder my coaching space gets on LinkedIn or Facebook or when I talk about the book and everything else. And when I talk to everybody who gives me in all the consulting space, they sometimes go, "Oh, are you shifting towards coaching now, do you not want to do consulting anymore?" Or sometimes in my consulting world I use coaching references when my energy levels are so high and only go, no, just bring it down a bit, tone it down a bit, let's just deliver this thing right now. We don't want something that's larger than life.

And while I'm going through this tussle, which I'm aware of, that's where the word authenticity comes to my mind, I'm trying to look for the authentic version of myself, which I'm like, yeah, this is me, and this is the state I want to be in.

Rich: I like it. You remind me of that song, This Is Me, and I forget the movie that was from, but it's so powerful to own who you are. Manjeet, you have a background as a consultant, and a background as a coach, and you bring it all into the mix. So be careful if your energy is getting that high, it might be a clue that you're more excited about something than they are, which is a great thing to catch. But what I'm talking about is not... I get the fear, you have two kids right now a little baby as well I get the fear of thinking about, if I leave this lucrative career and go to this new one, which is, who knows is very uncertain what will happen.

I'm not saying that, what I'm saying is, when you've got your next consulting gig, and you're sitting down with the CEO, or the leaders say, Hey, what I include in this is a one on one strategy session, where I work with you for an hour. That's all you call that. You don't say I'm doing a special coaching session, most people either don't know that word, so they're not familiar with it, or they know it too much because their auntie, and their sister have become a life coach online overnight, and it demeans it. So don't be like that. Hey, included in this consulting package is three one on one strategy sessions. I recommend that with the CEO or sometimes with a senior team, your choice. How would you like to use those sessions?

And start the prosperous coach approach, right? Sell the experience, not the concept. Don't talk about coaching ever, you have to be a secret agent of coaching in your industry. You're the James Bond of coaching, right? No one has to know you're a [inaudible 00:08:20].

- Manjeet: I do these deep coaching conversations one to one, as and when I get time out of the consulting space. I got invited to do a [crosstalk 00:08:33]-
- Rich: Slow down a second, I really want to catch this, bookmark that thought, but you just said outside the consulting space, we'll talk about that in a minute. I'm talking about around you all the time are extraordinary high level people running great organizations, where you remind... Steve Chandler used to talk about, there's a man in the desert and on his back is a container full of ice cold, crystal clear water. And he's walking through the desert and all around him are people saying I'm gasping for water, I'm thirsty, I need water. And this man's walking along saying, you know what? My self esteem is not high enough yet, I'm not sure I value myself enough yet to give it to you, I haven't got enough experience in this to give it to you. And people are dying of thirst all around him.
- Those people who you're consulting with, you do a great job for, I know that because you get called back again and again in a highly competitive industry, you just told me that. Do you have any doubt that if they spend some time with you, you won't call it coaching, but you'll be doing what we know as coaching, challenging their thinking, helping them to dream bigger, getting some of their blocks out the way. Do you have any doubt if they had 1,2,3 or more of those sessions with you, on top of a consulting package that things will be even more powerful than they are right now?
- Manjeet: Absolutely no doubt, I know I can make that happen.
- Rich: So I'm going to be provocative and say you're being really selfish right now. Because you're not letting them have access to that, it's one of the tools in your tool belt. You got the story around what it means, and it doesn't mean anything, it's no different to another consulting tool that you used for years. I've got no doubt if you had a system about processes or system about people or a system about products, you know I'd bring those systems in and say, hey, look, this is the process system that we use, it's one of our consulting tools. Well, you have another tool now, you've got to make up a name for it, don't call it coaching. We have the private consulting session, is included in the consulting package, so when would you like your private consulting session?
- Manjeet: It's quite interesting you say that, because I'm actually doing that very thing in the consulting world, whatever certifications a consultant might have around project management or whatever, when they go to a client, they don't talk about I've got this PMP or I've got this Prince2. The conversation is never about what frameworks or what tools I have, the conversation is always about what can I deliver for you? In the coaching world, yeah, if I copy paste that coaching world is exactly the same thing, forget the tools, it's about how can I serve you properly?
- Rich: Nobody cares, nobody cares about your systems and your processes, they really don't. They don't care if you're a transformational coach, if you've studied with Bob Proctor, if you studied with the ICF, they've never heard of these things. All they care about is here's my challenge, here's my dream, can you help me? Give them an experience to take them closer, and they go, "Oh my god, I want more of this for me, thank you." Keep

giving people an experience of what you do, do not call it coaching, you are now the 007 of coaching in the corporate world, in the consulting world.

Manjeet: I had got invited to do an intensive for about 30 women, and they were from different backgrounds. One was a 9/11 survivor, there were few doctors in there. I had designed a typical eight hour session, right? Self analysis, everything else with all the tools, and we have some technology issues. And at that time the words deep dive and intense is running in my mind, so I thought, you know what? I just take this completely [raw 00:12:43], and just at the back of that one statement, people know what to do, but they rarely know how you feel. Let's explore that, just with that one statement there's so much deep coaching that I could do when I walked out of that whole session after those eight hours on an epic high. Through Monday, Tuesday, Wednesday, an epic high, I was like this is me, this is what I want to do.

Then you just feel a depth, because it's bit of a past memory now, and then you're again looking for the juice, how can I create that experience for someone?

Rich: Well, so be careful, right? If you're looking for the highs to come from these experiences, you're going to go through ups and downs, got to take that out of the mix. The game to play is, and I love it, this is a story you can enroll clients for, for the rest of your life. I've been doing consulting for 10, 15, how many years you've been doing, you tell them your experience. The other day, I went into a room to do a consulting session with a team of people from all sorts of backgrounds, all sorts of levels of capability, some extraordinary people in the room too, and technology went down, so I couldn't use all those particular tools I had planned, I had to pull out some other tools and this are conversational tools, and we got to the heart of what was really going on for people, people shared in a powerful way, what was holding them back, what they were dreaming about. Because of that, they are flying higher than they would ever have done with those original tools. I'd like to give you a taste of those tools, I'd like to put on a half day session, I'd like to do a one hour session, I want to do a two hour private session with you, because these tools are so powerful. I've been selfish, I've kept them from you, I want to give them to you.

Manjeet: I can see the connection there, absolutely. It's interesting when you spoke about the desert and everything else, and I've just had that thought now, is probably the inset I've had is there are so many big retailers in the UK I'm doing consulting for, and everyone's going to the same type... There's so much happening politically and online is disrupting the whole retail market. Everyone's trying to figure out the right way to deliver a program or a project, and they're taking these prints to PMPs, all these different frameworks blending together, trying to create a localized version, and actually hiring consultants to make that happen. I know, and I'm aware of businesses who have tried that with two or three different consulting companies, and that's it, that Bennett next idea, next idea.

And actually, it's not that framework of project, it's about getting people together, and this is where I can see that's what they're actually looking for, the ice cubes. It's not

about what framework of projects I'm using to deliver it, it's more about the mindset and trying to connect people to what the business is trying to deliver.

Rich: Manjeet be careful your microphone is rubbing on your shirt. Yeah, thanks. So what you're telling me, what I'm hearing is they're afraid about the future. If you're in retail anywhere, you're probably afraid about the future, I really get that.

And they think there's a magic tool out there, if I get the right tool, the right system, the right process, the person with the right acronyms behind their name, I don't have to be afraid about the future anymore. What I know that you can bring is all that stuff that they think will help, and might at certain times, but you also have the ability to get behind their thinking. Because if you're afraid it doesn't matter what tool you're going to use, you're not going to make the best decision. If you're growing your business, but your relationship with your husband or your wife is not strong, or is in danger of falling apart, you're not going to make the best decisions. If you're making millions of dollars a year, but your kids aren't talking to you, you're coming in with all sorts of stress into the business. You know this, it's time to speak about this, because then you bring something that none of those other people with all their systems can bring. You bring something really unique, an understanding of human behavior.

Hey Manjeet, wrote a book about this.

Manjeet: And that's why the book was born, right? Because I had this high end job in the city at the age I was in, and making a really good pay package, I was living the dream, something I never thought I would achieve. And then just leaving and just saying, I quit and I just left, I just left the building. That's the reason why I wrote the book, and this is where I picked up something you had said somewhere. A book should be written because it needs to be written not because of sales and everything else. As I was writing the book, I didn't realize that everything that happened at that time wasn't about what was happening around me, it was more about the way I was responding to the events around me.

Rich: So someone just shared something with me, I just posted online that we've got 55,000 copies now sold of the Prosperous Coach, and people were saying congratulations, and this guy responded and he wrote, "I read somewhere once, you should only write a book that you'd be excited to talk about for the next three years of your life." And I realized, wow, I wrote that book in 2012 we started writing it, for seven years I've been talking about this stuff, because it excites me to this day. You wrote a book, and you're not talking about it man, because you're so afraid that this is what story about what's going on.

Again, it's time to be a secret agent, I don't say come in tomorrow and say, let me take off my disguise, I've been a coach guys. I'm saying be a secret agent, you have some really powerful tools that will help people, you're not afraid to use all the other tools, you made up a story that this one doesn't fit into the toolbox, it's just like they're, just

put it back into the toolbox, and when it's needed, call it out. I'm going to pause in this moment and let you sit with that.

Hi, Jordan.

Jordan: Hello.

Rich: Hey, hey, what do you get from that? Do you get an insight from any of that, that was going on?

Jordan: For me-

Rich: Yeah, for you. How does that [inaudible 00:19:36] your life? Yeah.

Jordan: Yeah, I mean, I definitely can relate that with something that I've gone through, because I was just working advertising and I was building a coaching business, and it felt like two parts of me. It was like, how do I merge the two? And they bleed together and don't bleed together. And just knowing from personal experience, sometimes when you remove that framework, and there is no clear division, now you have this nebulous blob, and it's almost more challenging to navigate because now you have to put it together in a new shape, and there's no rules or structure to it. Sometimes that is more challenging than you anticipate. So that's what I just know for personally [crosstalk 00:20:27].

Rich: It changing careers, right? And we make up all these stories, so a lot of my time when I work with, and I work with very top performers who are leaving one field and coming to this new field called coaching. So I just spend a lot of time messing with their thinking about the stories they've made up about what they can say, what they shouldn't say, what they should leave behind, and most of the time I'm encouraging them to what they should bring with. So let's play Jordan, how can I serve you in this moment? Want to make this a really powerful conversation.

Jordan: Yeah, I guess one thing that I've been thinking about of late is the concept of non attachment and navigating the emotional rollercoaster of life slash entrepreneurship. You have an expectation or somebody tells you, that they're going to do something or follow through on something and then I think it's just human nature, or maybe it's just how I was brought up, you get some level of excitement of like, Oh my gosh, this is going to be a thing, or I'm super excited to work with them, or I'm excited for this opportunity to pan out. And then it doesn't turn out the way that you wanted-

Rich: So make it real. Make it real for me, bring it to one story that I can help you with.

Jordan: When you talk to a client, and you're really excited that they're going to-

Rich: Jordan, make it real. I was speaking to Fred, he was so excited to work with me. Because this is what... We could talk generically about this happens to coaches all the time, so much as they want to work with us, and something comes up, maybe we didn't serve

them powerfully enough, maybe they got afraid about the money they'd have to invest, maybe they're not ready yet and they'd be a client in six months, and the money will be an issue. I don't want to talk generically, I want to see, how can I help you? Tell me about one specific issue that if I helped you with, you could create a client from?

Jordan: Well, I had a client that was excited to work with me in a mastermind capacity, and we talked several times, and I got really excited about it, and then it ended up not being a good fit, and it felt like it was building to something and then cascaded down, and-

Rich: How long ago was this?

Jordan: This was last week.

Rich: Okay. What was their first name?

Jordan: Jennifer.

Rich: Okay. Tell me about Jennifer.

Jordan: Jennifer, she's a business professional, she works as a consultant ironically, and she's transitioning into coaching, so it's a similar concept. She's been building her business, and we've connected, and she had a few different things, she was wanting to focus on in her business and it seemed like it would be a good fit. And the objection part sometimes becomes challenging, and then we had a few conversations and [crosstalk 00:23:12]-

Rich: Let me slow you down, because I need to find more about her. So you've been on this path, right? You can be a mentor and a guide for her, you've transitioned from the corporate world into this world of coaching, and someone wants to follow you on that path, it could be a great relationship there. You've got wisdom, you've got coaching ability, you've got experience, could be a great fit. There's a little clue for me in I was really excited to work with her, you said that more than once. So watch that.

I remember once I had someone come to me and asked me to coach him, because he had an opportunity, he called it an opportunity of a lifetime, because he was an actor, and he was a top Hollywood film director, one of the A-list directors wanted to potentially consummate a movie, he was auditioning, and he said it's an option of a lifetime Rich, you got to help me. I spend the next half an hour messing with his thinking by telling him, "What? This guy could be terrible, this could be his worst movie ever, everyone laughs of this movie, it happens to even A list directors, and you'd be out of the film industry forever, because it was such a bad movie. Maybe he doesn't like you, and he does something to harm your career for the rest of your life, which has happened recently with the Me Too movie, we found out that sometimes directors do that.

So I spent 30 minutes messing with his thinking, so when he went into that audition, it wasn't an opportunity of a lifetime, and he was more excited than the director, it was

like, I'm auditioning you to, I want to check out like, do I really want to work with you? Don't care what other people say about you and your reputation? Do I actually want to spend the next six months working on this movie, and it really helped ground him and slow him down. So when I hear someone say, I was so excited to work with a client, I want to do the same thing, hey, let's slow it down, did she actually meet all your criteria for a dream client?

Let me ask you this, is she ready to hire a coach? What I mean by that is, do you have knowledge or evidence? Has she ever had a coach before?

Jordan: Not a private coach, but she's been in programs.

Rich: Has she invested much time, energy and money in her personal growth and professional development?

Jordan: Yes.

Rich: These are the questions for people to ask, sometimes we miss this when we jump straight into let me coach you and we haven't checked in. So she's invested in herself, never had a private coach before, so there may be a gap in her thinking there that's not something she's able to invest in, willing to invest in, hasn't really experienced it enough yet to know what's the right time to invest in.

Jordan: So I guess my question to you is, because not getting excited is in the camp in my opinion of the non attachment. So how do you stay grounded in, I mean, I have moments where I'm good at it and moments where I'm just terrible at it. How can I get into a mostly constant like 80% or more of non attachment of expectations. I go back and forth, we don't want to not have an expectation or protect yourself and not get excited about something, so that balance.

Rich: I'll give you two ways. No, no genuine excitement is okay. I did it earlier today, I coached someone, and then I looked them in the eyes and said, "I would love to work with you." I don't say that very often, but once in a while I do, is a chapter in my book never proposed to a woman 10 days after you met her, I wouldn't recommend it, but I did to my wife, we've been married for 12 years this year. We have a normal relationship with ups and downs, but I just knew, and sometimes it's okay like, Hey, I would love to work with you. And it's okay if you are no, but I don't want to hold back from saying that. That's great. Feeling all that excitement and not saying it, that feels off, because they can feel that energy. They don't necessarily get it up here, but something they feel, and they don't know what it is, so it feels creepy.

So you can call yourself out on it, that's an easy thing to do, to be really authentic, hey, Fred, I just caught myself. I love that vision you've got, I love the dream that you've got, those blocks that you shared with me. I work with people on them all the time, and I realized, I'm really excited at the thought of us working together. But I'm calling myself out instead of hiding it, because it might not be the right time, you might not be ready,

you might decide you don't need a coach right now and you don't need a coach. But if you'd like to work together, I didn't want to hide it from you, I'd love to, I think we can create something amazing together.

So that's a really genuine way that has them go, Ah, that feels good, even if they're not interested, that's one way to handle it. Another way to handle it, frankly Jordan, is to make sure you've got other clients coming in. If you don't have some part time gig that can bring money in, or find another way to generate money whether it's property or whatever it is, other things that you can do to generate money, so you just never need that client. It's okay to want a client, when you need one that is felt on the other end.

So let's go back, remind me of her first name again.

Jordan: Jennifer.

Rich: Jennifer. How did it end? How did that conversation end?

Jordan: That we would check in towards the end of the year.

Rich: Take me back before you said, "Well, let's check in before the end of the year." What was the thing that was said before that?

Jordan: Let me remember. She was just like, "I need to integrate where I am." And I said, "I totally understand, sometimes if I've been in a lot of programs or something like that, I need to pause for a minute and digest it and integrate it, because if you just keep going and going and going, you're just consuming all the time, and you don't actually put it into practice. And so I said, I totally understand and wanting to take some time and space to integrate where you are, and then we'll meet up in a few months, and we can see where you're at.

Rich: I find it really powerful in those moments to call it what it is. So Jennifer, let's call this a very clear no for now. So that you don't need to feel any guilt or obligation on your end, that we need to even speak again, it really helps them to relax on their side, because most people are not doing this, most are like, let's check in a few months, let's see... Maybe they don't want a coach right now, maybe you remind them of their sister, and doesn't matter how powerful you are, you're not going to be their coach because there's something that's just not there. And it's hard to say that, so we say, I'm interested, let me integrate, let me think about it for a couple of weeks. I'd love to work with you but the timing is not right, we make up all these stories.

I literally did it myself a few years back, even though I teach this stuff, there was somebody who I was really interested to work with, I got on a call with him, and I was really underwhelmed, it wasn't the right coach for me. And he said, "Would you like to work together?" I said "I'd love to." I just couldn't say, "No, thank you, you're not serving me very well, you've missed something that was important to me, you couldn't see it." I'm human, right? I couldn't say it. And we must be doing the same to other people

sometimes, right? So by calling it, "Let's call it a no for now, Jennifer." And that's fine. Sometimes people are not ready to work with me the first time we spend time together, is a lovely phrase to use. Let's call it a no for now. Would you like to check in, in a few months? Would you like me to call you in a few months? Would you like to put a date on the calendar? Or should we just leave this and say we're complete for now? All of those are great options.

It's feel so nice. Ah, you know what John let me just leave it for now, I'll call you if I want to. It feels so nice, because you don't often get that in sales, people are always trying, they call it handling objections in sales training.

Jordan: I know, I hate them, just I don't like handling objection.

Rich: Well, I'll tell you what, I do have another phrase, I call it honoring objections. "Hey, Jennifer, if this isn't the right time, then I agree with you. You shouldn't do anything further on this until you've taken all the time you need. Maybe we're never meant to work with one another, and that's perfect too." It really feels nice to have your objections honored. And if they were, some [inaudible 00:31:52] we're intellectually testing someone, and we really did want it, we're like, "Actually, could we check in a couple of weeks?" You know [inaudible 00:32:01] get that today.

Jordan: Right, yeah, that makes sense. I mean, there's so many different ways to approach sales and some feel good and some don't. The open space to me feels better.

Rich: The other thing you could do now is actually reconnect. "Hey, Jennifer, I was thinking about you, and I realized that from everything you told me, this really isn't the right time for you to begin coaching. And I really want you to know, I respect that decision. All right, I honor that decision, or I think that's the right decision for you at this time. And I'm not going to reach out to you first, because I want to make sure you have all the space that you need. And if you do want to reach out to me, I'll be here for you, whether you want to jump on the phone for a 10 minute chat, or have a deeper conversation, I'll be here for you, but for now, I want to leave you all the space that you need, because it sounds like that would be really valuable to you."

You get a message like that, that feels really solid and great.

Jordan: So I geuss through the space that's how you create the non attachment?

Rich: Is the distinction between wanting and needing. I get you want her as a client, she'd be an awesome client, you're letting her know you don't need her. I mean you're human right and non attachment is a wonderful thing to aspire to practice years of meditation sitting in a cave in the Himalayas and maybe you'll get to no attachment, people have been inspiring to that for millennia. And you can practice aversion and non attachment, by letting them know I don't need you.

Let me check in with Manjeet for a second. Manjeet, what do you get from that? Anything for you that comes up?

Manjeet: I think the want and need that was coming at me again. And am I being needy, to try and create the coaching space instead of actually focusing on what I really want? So maybe I'm saying I need the coaching space, I need the consulting space for earning money, but what do I really want? I want these two to come together if that's where I focus my energy. That's where I think the real magic will happen.

Rich: Yeah, I agree, I wouldn't leave a lucrative career you have right now with a 15 month old, I wouldn't leave it, but I would learn how to build on it. There are not many coaches who make the kind of money that you do in the consulting world, and it is definitely possible, I've helped many do that. But for now, somebody said to me once, having little kids is like running a startup. So you've got four businesses right now, three of them are startups and one successful, don't let go of the successful consulting practice, to focus only on the three startups. Have them all be part of the mix.

Manjeet: Look, there is an element to it where I've given more than a decade to the whole consulting side. I do get a buzz out of delivering things and everything else, there have been times when there was a break between two consulting assignments I'm doing, and I choose to go full throttle on coaching at that time, having as many conversations as possible, but at that time, I do feel have spent more than 10 years understanding an industry, understanding the art of delivering projects, and there's so much I can give back to the industry, I just can't park it aside like that. The other thing which I just realized was, I'm having conversations about what's the next book that I want to write? Not in terms of getting the result out of it, but what's the next journey I want to be on, where I can create something, while writing the book and learning? And all the stories that I get are from being on ground and actually being a part of that whole clan, being a part of that consulting world where action really happens. So it's never going to go away.

It's more about how do I bring the whole coaching aspect of things without not coaching, but what's beyond coaching? How do I integrate that?

Rich: Yeah, yours is job of integration, that's the perfect word, is an integration word, integration concept. It's, what you do in organizations, you also do with individuals. It's called consulting, it's just a word somebody made up. What do you do? You go and spend time with them, you find out what their problem is, you find out what their dreams are, you find out what's holding them back, you bring some tools in, to get them past their blocks, and move them forward. That's exactly what you do in coaching. We just made up these two names, and you think they're two different characters, it's the same thing Manjeet.

Manjeet: Sometimes is a flip thing where you pick up a consulting framework, a typical project management tool, and you apply that in the coaching space, and it just works.

Rich: Nice. So what you just told me is what I'm finally hearing, is that there is not Manjeet the consultant, Manjeet the coach, there's just Manjeet with 10 years of experience in all sorts of frameworks and tools, and bring that with you wherever you go my friend, you're a powerful man with a powerful background with the potential to change organizations and change individuals lives forever. That's powerful man.

Manjeet: I get that, that really hit me hard, I'm like, yeah. Feel the connection with that statement, absolutely.

Rich: Awesome. Awesome. Jordan, what's your takeaway from all this today?

Jordan: Oh, I love what you said about the integration, because I think that we can definitely, sometimes there's shame or guilt of, I'm this person and I'm that person, but when you realize it's all just you, and there's different needs and facets and desires that you have. It's okay if it takes a different shape, one day you may feel more could coach, one day you may feel more consultant, and I think if you-

Rich: [crosstalk 00:38:18] a similar background, right? you have, you got a background in the corporate world, you got your understanding of advertising, you've got an ability to look at an individual and know about their brand, how they market themselves, you can do the same in organization, you can work with them on their mindset, you could also work with one of their websites. You can do it all, that's amazing, there are not many people who have that ability to span the entire spectrum. I really encourage you to start speaking about that in the world, because it makes you very unique.

Jordan: Can you explain that a little bit more?

Rich: I will just repeat myself. What you do, Jordan? Well, you know what I spent over a decade in the corporate world, I worked in high level advertising, I understand marketing and branding, I work with organizations that are high level. I've also got years of experience and understanding human behavior, I do the same with individuals, I help individuals get past the blocks to hold them back, turn their dreams into reality, and sometimes I frankly help them do the things that are needed to make that real, create a brand, market themselves in the world and sell what they're up to. I do all of that.

Jordan: Yeah, well, [inaudible 00:39:30] I have all these different parts that I do and learning to see that as an asset as opposed to a detriment of I should just do one thing. And from a strategic standpoint sometimes becomes more challenging in the marketing, because you're like, well, do a lot of stuff and I have the ability to lean into a lot of different areas with someone and see that as a benefit versus oh, I'm a hot mess because I can do [crosstalk 00:39:57]-

Rich: [crosstalk 00:39:57] one more time because I don't think it's landed. I want to see if you can take this in and then afterwards I want you to listen back to this.

What you do is extraordinary Jordan. You've got this background in the corporate world, you've won awards for your work, am I right?

Jordan: Mm-hmm (affirmative), yes.

Rich: You've got a level of success in understanding how to take a concept and put it out in the world and have it be sold. To go from nothing to something making lots of money, am I right?

Jordan: Yeah.

Rich: That's a really powerful and unique skill. You can do it in organizations, and you can do it for individuals. And I would start talking about that, I would say, I got a background because I understand advertising, marketing, branding, how to take something that doesn't exist yet into a world that makes a lot of money. I can do it for you as an individual, and I can do it in your organization, is that of interest?

It will go, I don't know what that means. I know your people, [crosstalk 00:41:10] that's exactly what I need, then let's have a conversation. And I wanted to say it that way to see if it can land, because I get the story about this is a hot mess and all these things. No, it's not, it's really, really powerful. And to have all of that in one person is incredible and very, very rare.

Manjeet if we had more time, I would have held that silence, if we weren't on a podcast, I would have let Jordan sit with that silence, because it could have gone for a long time, because that's the moment when I saw for the first time it was beginning to land.

I think frankly, Jordan, if we were coaching together, I'd probably need to say that to you, almost word for word, on a regular basis for six to eight weeks before it really begins to sink in.

Jordan: I'll just put you on a loop, and listen to [crosstalk 00:42:07].

Rich: I would highly recommend it, because you got to let it sink in, because we can't see this. This is what I call zone of genius, this is the stuff that you two do so well you can do in your sleep, you love it, it makes you on fire, Manjeet you it once in a room full of people, and you were on fire for five days.

It's so close to you that it's like doesn't everybody do this? Or I feel like a hot mess. No, it's absolutely extraordinary.

I'm grateful to the two of you for spending time with me today. And I want, if you're going to take one thing away from this conversation, it's these words. I believe in you. I believe in you, I think they're the most powerful words in coaching, you can't fake them, you can't make them up. But when you mean them and you say them to somebody, and you really mean them, they feel that.

Whether or not you get it, that it's true for you, I'm pretty sure each of you will get that I mean it about the other one, right? So, just take it, Jordan, if you get how much I mean it for Manjeet, that I probably mean it for you too. And Manjeet where you get that I really mean that for Jordan, because you would see that in how extraordinary she is, I probably mean it for you too.

Thank you both for spending time with me today, thank you for sharing yourself so openly. I'm really in awe of who you are and what you've done in the past, and I've got no doubt about great things coming down the road.

Manjeet: Thank you.

Jordan: Thank you

Rich: Thank you. For most of human history, it wasn't called coaching, it was called leadership. And it's what I love to do, to coach people, to lead people and to mess with people's thinking. If you'd like more of this, or if you'd like to learn more about our community of extraordinary top performers, go to [richlitvin.com/1insights](http://richlitvin.com/1insights).