

SHOW NOTES

LeaderImpact Podcast Ep. 2 Braden Douglas

How to connect with Braden:

- crewmarketingpartners.com
- bradendouglas.com

Books mentioned:

- *21 Irrefutable Laws of Leadership* by John Maxwell

Authors mentioned:

- Patrick Lencioni
- Jim Collins
- Henry Cloud

Show Notes:

- Braden's personal life
 - o Worked with Frito-Lay after university
 - o Moved onto a non-profit organization
 - o Started CREW in 2007
- How he plays a positive role in the people around him
 - o It comes to the people you are with and getting to know them. How are you creating value for them?
 - o Move from just trying to get something out of them to how do I help them? Understand how you can really help them. Have empathy. Care about them as people first and the ROI will follow.
- The impact of your story
 - o No one else has your story
 - o Have a good story! Look at how you can tell a great story.
- How to get the energy needed for your life?
 - o You need to take care of yourself physically. Work out. Eat well.
 - o Grow spiritually.
 - o Mornings are critical because if it doesn't get done in the morning it probably won't get done during the day.
 - o Try and become a morning person. Do you want it bad enough?

“You won't accomplish what you really want unless you do it!”

- How to use influence in your professional life
 - It is about intention. Who do you want to help? What organizations do you like working with? What activities do you want to do? Integrate these things into your story.
 - Be intentional about using your platform in a different way.
 - Having a social impact will help your brand, but it has to work with your story and your passion. You can't fake it.

“Impact happens when you sacrifice for the benefit of others!”

“Use what you have to make a difference!”

- Who has made an impact on his life?
 - Had a manager who pushed him in a fun way.
 - How do people feel when you walk into a room?
 - How to rally people around an issue. Look at the opportunity and not just the challenges.
 - Be someone who people want to work with.

“People hate change, so give them an attitude and belief that you can do it.”

- Mentoring doesn't have to come from one specific person
 - Look for people who speak into your life and you can speak into their life.
 - “Look at mentorship in a community setting, who you surround yourself with.”
 - Look at people already in your life and ask them questions.

“Mentorship is about the intention of you to seek out advice and to then also pour out into others...Who you surround yourself with is absolutely critical.”

- Failure or mistakes Braden has learned from
 - How do you learn and move on from mistakes?
 - The company was doing very well and he became prideful. Then some large clients left and revenue dropped.
 - Realized he didn't control a lot of the success but God's hand in his life.
 - Had to lay off people. Then people started to resign.
 - Had to look at where he found his identity.
 - Did he find his identity in his business, being a good person or as a Christian, did he find his identity in God?
 - Forced him to evaluate himself and realize that it is about loving God and loving others.
 - You will run into difficult times and you may have to lay people off but how you do it is crucial.
 - How you do the hard things is a reflection of your character.
- Braden's spiritual journey
 - Grew up in a Christian home after his mom became a Christian when she was pregnant with him.
 - As he grew older and more involved in other activities, saw Christianity as a crutch, and didn't go to church when he moved away from home
 - He came home from work one night, and realized that what he was chasing was not fulfilling.
 - He knew there was more to life, but didn't enjoy going to church
 - Went to the Meeting House, a church for people who weren't into church!
 - Then went to a young adults group, was able to ask questions that mattered to him.
 - Researched and read the Bible and read who Jesus was. Yes, he is God's son and he really loved people.
 - His friends saw that he was different. Thought it was odd, but they liked it!
 - Be a Christian that other people like what they see in you. Not about church or denominations but about loving and knowing God. Try to understand who God is.
 - If you have had a negative experience with Christians take the time to discover God.

- Braden’s involvement with LeaderImpact
 - A friend who went on a LeaderImpact Global Exchange introduced him to LeaderImpact
 - Not a lot happening with LeaderImpact in the Vancouver area, so he started a group with 7 or 8 other people.
 - Went through “Bursting Your Bubble”. (This is a resource used by LeaderImpact to help people tell their faith story and how to bring spiritual topics into a conversation.) Then invited others to join them. 20 people came
 - Met in a boardroom and studied *21 Irrefutable Laws of Leadership*.
 - Divided into 2 groups after that study and quickly grew to more groups
 - Studied other books and wrote content and curriculum and was the start of the “Integrated Life Series” for LeaderImpact.
- Braden’s book *Becoming a Leader of Impact*
 - Approached LeaderImpact and said they needed their own book and not just study the books of others. They need their own book that discusses their philosophy.
 - They asked him to write the book with the concept of personal, professional, and spiritual life coming together as the focus.
 - Professionally - be great at what you do. Learn and challenge yourself.
 - Personally - relationships. Mastery over yourself and your external relationships.
 - Leaders often look at the masses and forget the really important relationships right in front of them. We have been given spheres of influence. Invest in their lives and help them achieve what they want to achieve.

“If you can’t impact those around you, those closest to you, you’re not going to impact others.”

- Spiritually - professional and personal life will become self-focused if you do not have a spiritual life.
- Combining all three aspects will help you be a leader who has impact.
- What brings Braden the greatest joy?
 - He loves to play, especially with others!