

LeaderImpact Podcast Ep. 3 Howard Olsen

How to connect with Howard:

- howardolsen.com
- high-output.com

Show Notes:

- What makes a great conversation?
 - Conclusions we jump to often begin with assumptions we start with, and the assumptions we have are usually wrong.
 - Ask a question and let them answer it.
 - Once they have heard, that you have heard. Once they understand that you understand, a lot of the friction in conversation can be mitigated because false assumptions on both sides have disappeared.

“Go into the conversation with insatiable curiosity!”

“Everyone hungers to be heard and *profoundly* understood.”

- Selling is nothing more than a positive influence of people.
 - Selling is not a transactional activity. We are selling ideas.
- How do you use hope and encouragement in sales training?
 - People have great ideas, but they don't know how to commercialize them
 - Problem with traditional training is theory only leaves you with theory
 - He gives them practical application and processes they can repeat and coaching to harness what they just learned and apply it in the real world and their lives.
 - Mindset, skillset, and encouragement. What to. Why to. How to.
- What is unique to Howard's business
 - Excels at showing people how to use their knowledge and skills. Make sure people know how.
- Advice on the words we use
 - Get rid of using negative language patterns
 - I can. I will. I choose to.

- The subconscious is recording what the conscious mind has just done and anchors it. One of the ways we create our reality.
- You will eat the fruit of your words, whether they are positive words or negative words.
- Use your words wisely. If you want a different outcome, speak a different outcome.
- Example: I can't negotiate with that company.
 - Turn it to: I have so far been not been able to negotiate with them, but I will give it my best try.
- Give yourself the self-confidence to move forward.
- Avoid: I should. I'll try.
 - These are disempowering words because you give yourself an excuse.
- Get "can't" out of your vernacular

“The words we speak create what we go into!”

“Change your language, change your world.”

“What I speak today creates the tomorrow I walk into.”

- What Howard has learned through the pandemic
 - 18 months of his calendar got wiped out
 - Have been talking about creating content for online courses. Focused on what worked with an audience and what would work through live streaming.
 - Was conscious of what worked through a camera and what didn't.
 - Was an incredible blessing because it forced him to do the thing he found a reason not to. He now has a bigger and wider reach.

“There is a blessing in everything if you are willing to look for it.”

- Howard's spiritual journey
 - Video: “Meet the Howard Olsen you don't know”
 - Grew up in a conservative home but didn't go to church.

- Climbed up the corporate ladder quickly. Moved to Vancouver. The CEO he worked for got fired, and then he got fired.
- Was unconcerned because he thought he could get work. But he couldn't find work and went through 2 years of tomorrows. He ended up losing everything.
- Became depressed and can't remember 6 months of 2002 when he had a series of supernatural encounters where God spoke to him to give hope and encourage people.
- God is talking to us but we are too busy to hear him. We need to slow down, tell God we want to know him and he will show himself to us.

“God is not into religion but into relationships.”

- How Howard brings faith into his work and conversations
 - He is bold in his faith and he will work his faith into conversation. Everything has a context in how he does it.
 - He doesn't push his faith onto people but looks for opportunities to share his faith. He creates opportunities for people to ask questions about his faith.
 - Use natural language and ask them to pray for others.

“I am bold about what I believe, but I am not forceful with it.”

- The legacy Howard wants to leave
 - The only thing we have when we leave this planet is the reputation we leave.
 - Wants to live his life with truth, trust, and integrity. He wasn't always right, but if he believed he was right he wouldn't compromise on his beliefs
 - Wants to be know to help others live a better life
- What brings Howard the greatest joy
 - Knowing that someone was positively impacted by interacting with him