

LeaderImpact Podcast - Episode #10 – Focus on the 90% with Darci Lang

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Episode Summary:

Darci is an inspirational speaker, an award-winning entrepreneur, Canadian Association of Professional Speakers Hall of Fame recipient, a bestselling author, a wife and a mom, whose simple tool helps individuals reframe the way they look at, and think about their interactions and relationships with others.

And in a world where a plethora of self-help books, webinars, and podcasts teach us how to be happier, our guest, Darci Lang fiercely believes that success and happiness are simply a matter of focus. Focusing on the 90% positive aspect of our reality that can transform our lives.

A career spanning three decades, Darci has been sharing tough love with empathy, creating perspective shifts and having an impact on hundreds of businesses in diverse industries. She helps to transform cultures, employee engagement and in turn, boosts morale and profitability. From farmers, ironworkers and linesmen to medical professionals, educators and administrative professionals, her connection to her audience is astounding.

So, sit tight, and get ready for a conversation with Darci Lang as we chat about focusing on the 90% in your personal, professional and spiritual journey!

How to contact Darci – www.darcilang.com

Show Notes:

- A bit about Darci growing up
- She started working at a tuxedo rental store at 18 and at 24 she bought her own store
 - o Her bank manager asked her how she was able to own a store at 24. She told him about an idea she read that everyone has a magnifying glass in front of them and everyone chooses what they to focus the magnifying glass on.
 - o The manager then asked her what percentage of life she thinks is great, and she replied 90%. She bought her business on Monday and that Friday she gave her first presentation.

- She says she had a quarter-life crisis at 24. Those 24 years were not easy growing up, and she attracted negativity.
 - o Her dad was a grounding force for her and there were resilient people in her life she was able to learn from.
 - o Everyone has the opportunity to decide what they want. We can blame others or we can do the difficult thing and change ourselves.

"It's about every day turning the dial slightly!"

~Darci Lang

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- Darci's professional career
 - o Her pivotal moment was when her bank manager asked her to speak to his employees
 - o Do the jobs even though you think they will lead to nothing. The job will lead to what you are supposed to do one day.

"Be open to what God's plan is for you." ~Darci Lang

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- Darci's books
 - o First was *Focus on the 90%*. Allowed people to share what they had learned from Darci's presentation with others in their life.
 - o 2019 was her second book and it was about how she has had to live her message. People wanted to see proof her message works, and she says she is the proof about what she speaks about and more detail into how she has had to live her message.
 - o 2020 she wrote *Kind Leadership*. She has observed leaders at her presentations and she wrote about the 20 kindest leaders she has met.
 - o Working on a women's book and a fifth book about how to run a business

- How Darci was able to pivot during COVID
 - o Used the time to redefine what she did
 - o Focused on what was good and what she could control
 - o Not a reality to focus on the 100%.
 - o She has a 3 times complain rule: If she complains about anything more than 3 times, she needs to have a solution to what she is complaining about.
- What she is doing to stay positive and what she would recommend to others
 - o “Feed me first” – feed yourself (mentally, physically, spiritually, and psychologically) first, then she feeds those around her, then she feeds the world.
 - o We were often taught to feed and serve the world, and give the scraps to those around us, and there was very little or nothing left for ourselves.
 - o Happiness – look in the mirror and ask, What do you need to be rested and taken care of. Then you can fill from a place of fullness, not depletion.
 - o Taking care of yourself will allow you to be a grounding force to those around you

"We are far greater healers if we look after ourselves first. Believe you are worth taking care of." ~Darci

Lang

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- What Darci did to take care of her business during COVID
 - o Learned what she needed to keep her business viable. Adapting to what had happened.
 - o Learned that she had to be authentic and not do what others were doing but what had made her successful in the past. She tried her best to make a connection with her audience through the camera

- People who had impacted her
 - o Have had many mentors around her
 - o Now she is mentoring others around her
- What advice does she give to young leaders
 - o The basis of her new book, be kind.
 - o Young people will quit a job because the leader is unkind

"Kind leaders will change the world." ~Darci Lang

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- Darci's spiritual journey
 - o Didn't have any experience with church growing up
 - o Met a guy whose faith was important to him (she married him!) and learned from the new community she was a part of.
 - o She feels her life changed when she was baptized.
- Where Darci has combined her faith with her speaking
 - o She has been very open with her faith in her speaking. Some people have said she shouldn't mention God in her presentations
 - o She lives her life to show that God loves her
 - o Be thankful for what God has given you
- What Darci wants her faith legacy to be
 - o That she was kind. Always looking for how she can bring kindness to those around her
- What brings Darci the greatest joy
 - o To be alone. Different than being lonely.

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