

LeaderImpact Podcast – Episode #18 – Importance of Family when Building a Business - Bruce White

Release Date – August 31, 2022.

Episode Summary:

Bruce enjoyed a 37-year career with PCL Family of Companies, a \$10 billion dollar international construction firm operating across North America and Australia. He specialized in developing next-generation leaders while leading high-performing construction teams delivering major commercial, residential, and healthcare projects. A widely consulted leadership mentor and construction subject matter expert, his projects have won many local, national, and international awards.

In 2021 Bruce founded ForALLI Inc., an international firm specializing in life and leadership coaching, mentoring young business leaders, advisory consultation to owners and developers, and construction expert consultation in legal disputes.

Bruce married his wife Sandi in 1984 and together they have served in various capacities including children's advocacy, community relations, committees, and governance within the faith community. Additionally, Bruce has served as director and board chairperson for industry and community arts organizations and as an international business and development advisor to NGOs in Zambia, Zimbabwe, Rwanda, and Cambodia.

Bruce's primary love is his family to whom he devotes significant focus to encourage their dreams as he joins their journey. He and Sandi have two married children, as well as three grandchildren with whom he shares his love of travel, lake life, and Lego.

Join us now for a conversation with Bruce about how important his family is in his personal, professional, and spiritual journey.

How to Contact Bruce:

- LinkedIn

Books Mentioned:

- *When Work and Family Collide: Keeping Your Job from Cheating Your Family* by Andy Stanley
- *Essentialism: The Disciplined Pursuit of Less* by Greg McKeown
- *The Joy Model: A Step by Step Guide to Peace, Purpose, and Balance* by Jeff Spadafora

Show Notes:

0:00 – Introduction of Bruce

3:28 - Bruce shares more about himself

- 4:00 - Growing up in Saskatchewan and in a construction household
- 4:47 - In 1984 he got married and started with PCL

5:14 - What it was like leaving the family company

- 5:35 - It was his intent to get some experience and then take over the family company.
- 6:00 - Five years into the process he was working on big projects. His dad came to visit and saw that Bruce was working on projects he dreamed of working on. His dad told him to stay where he was.
- 7:20 - The conversation with his dad to stay at PCL. It wasn't hard, and it was a relief for Bruce and his dad to have that conversation.

8:18 - Places and projects he worked

- 8:35 - Worked on the Regina General Hospital and then his son and grandson were born in that hospital!
- 9:38 - After working in Regina, SK he went back to Calgary, AB with a significant jump in his career as he moved into senior management, and looked after several projects at a time.
- 10:40 - Moved to Edmonton, AB after being in Calgary for 16 years. Worked on the Ice District, which transformed Edmonton's downtown core. \$2B of construction in a four-year period.

“Work and family is not a balance, but is an integration to try and make both work and both be successful.” ~Bruce White

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13:35 - How he integrated his work and family

- 14:38 - Reaching a point where he made a decision to make his family number one.
- 16:00 - What he learned was to take a look at his week and what he wanted to do and what he was doing in a week. He realized that he was trying to do 260 hours worth of things in a 168-hour week.

- 17:22 - He also learned that success with family is not measured with things but with time. He was investing a lot of time at work, but not being the father and husband that he should be.
- 18:00 - So he re-engineered his time. Made a physical break between work and home. Stopped bringing work home and got 2 cell phones, one for work and one for personal. When he got home he turned his phone off.
- 19:44 - A story of Joseph, that said that he was blessed whatever he put his hand to. This is what Bruce wanted. Once he made the switch, he was able to accomplish more in 60 hours than he was in 80 hours before.
- 22:33 - A book by Andy Stanley that helped change his thinking.
- 25:03 - In 2021, he walked out the door of PCL for the last time, and started building into his family in a greater way than when he was working.

“One day you are going to walk out the door of your work for the last time. What is on the other side of that door?” ~Bruce White

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26:49 - The 6 priorities/bucket Bruce has developed for the road map for his life.

- 27:23 - Starting with a mission statement
- 28:35 - Number 1 priority for him is faith and self. Faith in God is number one because if that is out of balance, everything else is out of balance then. He can't delegate taking care of himself, and if he doesn't take care of self he can't take care of the other things that have a lower priority.
- 29:35 - Second priority is his wife. The most vital important relationship to him on earth. How can he outgive his wife? Has a desired result for each bucket.
- 30:38 - Next priority is his family. His children
- 30:58 - Next is his grandchildren and in-law children.
- 31:08 - CRUF. Compassion. Respect. Unity. Fun. The values of their family foundation. These values will continue on through their children.
- 32:06 - ForALLI, his corporate entity. His lowest priority.
- 33:27 - Reviews his roadmap on a quarterly basis.
- 34:08 - Has a personal board of advisors, which is made up of trusted friends. His wife Sandi is the chairperson of the board. They meet twice a year to evaluate how Bruce is doing and get feedback. His kids have the right and permission to hold him to account and tell him how they think he is doing.

36:14 - The transition he and Sandi had when their kids left home. within 2 months they went from having kids at home to no kids at home.

39:23 - Bruce's spiritual journey

- 39:43 - Grew up going to church
- 41:10 - Made the decision when he was 16 to make it a personal faith.
- 41:23 - Has learned that this is a decision he needed to make every day because there is drift and there is a pull to move away from faith. Not just a church or religious thing, but a personal relationship with God.
- 43:18 - What Bruce does to stay connected with his faith. How he reads the Bible. Journaling. Prayer time.

46:02 - How Bruce got involved with LeaderImpact

- 46:25 - Attended an Athlete in Action event and heard about LeaderImpact groups and decided to take the challenge to check out a group for four weeks.
- 47:45 - Thought he was alone in things he was facing with his family. He shared with his group and others said they were going through similar things and he realized he was not alone.
- 49:04 - Went with LeaderImpact on a Global Exchange to Cali, Colombia

51:18 - What Bruce would like his faith legacy to be

- 51:38 - The desired outcome for faith in his road map is to hear God say, "Well done!" He used the things he has been blessed with to the maximum amount.

53:25 - What brings Bruce the greatest joy?

- 53:47 - *The Joy Model* by Jeff Spadafora.
- 54:11 - Doing life with his wife, kids, and grandkids.

“The source of true and deepest joy is having a lasting relationship with God.” ~Bruce White

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