Peter Margaritis: Hey, welcome back everybody. Oh man, this is gonna be real low energy kind of interview. Not one bit. I'm so excited to have Allison Clark be a guest on my podcast, because

energy is all spelled in capitals in her world. And she's, it's bright and early in Oregon. Is it Portland, Oregon that you reside in?

Allison Clarke: Actually, I just moved to Bend, Oregon, but yes.

Peter Margaritis: Bend, Oregon, and so it's bright and early there. I don't think she drinks coffee. I don't even think she needs to drink coffee. She, she just needs a cowbell and then off running she goes. So, Allison, thank you very much for my podcast bright and early in Bend, Oregon.

Allison Clarke: Well, thank you so much for having me. I'm so excited, Peter.

Peter Margaritis: I know. We met three years ago. Our time's flying. You were part of the chapter leadership committee of NSA, and I was a newly appointed President Elect. I believe of the Ohio chapter. So we met and you're actually leading that chapter, the committee at the time.

Allison Clarke: I was, yes.

Peter Margaritis: Yes, yes.

Allison Clarke: We got to run a session.

Peter Margaritis: Yes. And I've always wanted to ask you this question because I mentioned it already about cowbells. How did that all start with your fascination? I'll use that word fascination. Cowbells.

Allison Clarke: Exactly. So my background was Dale Carnegie training and I was with Dale Carnegie training for 16 year. And in our classes after people would do their two minute talks, we would use the old school bell like this, and we would ring it and then people would be finished. Well, Oh! You have one too! So, we always use bells to get people's attention and so I did that for so many years, it just made sense to get people's attention. But when I started my own company 10 years ago, I really wanted to kick it up a notch. And I love the Saturday Night Live skit, you know, we did more cowbell. I can watch it today. I've watched it hundreds of times. It's still makes me cry laughing, like watching the other people in the scene, trying not to laugh. I mean, it's just hysterical. And also, most people know that. Most people know that the skit. So I always tell my group. It's like, Hey, I'm going to be controlling you, controlling you with cowbell today. And I was like, wow, I need more cowbell. So I use it really to get people's attention, especially with larger groups, as I do bigger training and keynotes. And then I also have done a lot of different running events, like Head to Coast is a big event in Oregon. It's the longest relay race.

Allison Clarke: Almost 200 Miles where you start at Mount Hood, and then you run all the way down to the beach. Well, during this they t would ring cow bell, just to encourage you know runners. So every running event that I've done. Cowbell really brings a lot of energy. And then I also got to go to the Olympics in Vancouver and not to participate, but to watch. In 2010 and actually I got my very own cowbell there and just I saw the power of cowbell to really encourage people. And so for me, when I think of cowbell. It's encouragement. It’s energy. And you know, it's funny with Saturday Night Live. So, I use it really with purpose to get people's attention, but I just love cowbell. As you know, because I sent you a cowbell.

Peter Margaritis: Yes, yes. I’ve got it right here. And this was given, she sent it to me, because our chapter did something really pretty cool. And we were voted chapter of the month, and she said this box of cowbells and all the, all these… I still have the microphone.

Allison Clarke: Oh good! Microphone award.

Peter Margaritis: Yeah. Yes. Still, still have all that stuff. But I love. But, you’re right when you think of cowbell, one…most people go to Saturday Night. And you know, ‘Need more cowbell.” but it is inspiring. I can, well, just completed, I believe, was it 100 days of running or something.

Allison Clarke: Yeah, so I'm one of those people, if I hear about something I'm very curious. I'm like, I have to do that. So, one of my friends was over, we were, one of my neighbors came over and she's like, ‘Yeah, I just did 100 miles in 30 days.’ I was like, ‘What is that?’ She said you either have to run or walk 100 miles in 30 days. And I'm like, I'm going to do that. It's actually started in April, and this was kind of fun. Because during this time, we really have to focus on what we can control. So, with everything being out of control. I just thought like I could control exercising for 100 miles in 30 days. So, I actually started in April and I did it for five months, because then I wanted to do 500 miles. The Proclaimers song.. I would run 500 miles. I wanted to do that. Um, so it was great. But I put it out on LinkedIn and it was fun because then other people. I'm like, ‘Hey, who wants to play with me?’ And then it was really fun to get accountability partners to be able to do that. So, I love, I love like goals, but also fun goals that you can share with other people. So yes, I did.

Peter Margaritis: Actually, I was gonna send you a note and go, I'm not a runner because my, my knees don't really work that well on pavement, but I'm a biker. I like to cycle. I'm just like, well, 100 miles on the bike in a month is not that hard to achieve. So what's the conversion rate from miles to biking miles?

Allison Clarke: You know, I've had some biker friends either do two miles or three miles per mile. Like it depends on what you do. But I think the whole point is just like, move your body. So whether that is, you know, stretching with yoga or running or walking or biking, just like moving is so important right now.

Peter Margaritis: Right, because the 19 in COVID-19 stands for the minimum amount of weight you'll gain during this period of time.

Allison Clarke: Right. Exactly.

Peter Margaritis: Why couldn’t it be COVID-5?

Allison Clarke: You could change the name.

Peter Margaritis: Exactly. And you do have a wide variety of talents. You are an author.

Allison Clarke: Yes.

Peter Margaritis: You've written two books.

Allison Clarke: Mm hmm.

Peter Margaritis: And your very first book intrigues me.

Allison Clarke: It was different.

Peter Margaritis: *What will they say? 30 funerals in 60 days*. Help me. I tell me what…

Allison Clarke: I know.

Peter Margaritis: I've read the background on it and why you did it, but I want to know more.

Allison Clarke: Yes, I'm, you know, I'm gonna blame the National Speakers Association, because my very first conference, you can probably relate to this. I show up, you know, and I'm meeting people and they're like, what do you speak on? What's your book on? I'm like, I don't have a book and they're just like, “What? You need a book.” I was like okay, I need a book. And so I you know for years I've coached people to set goals to show appreciation, you know, to have meaningful relationships.

Allison Clarke: And so, and I'm like I said, if I hear something I and I'm intrigued by it. I want to check it off my list. So, I have 100 things I want to do in my life before I die. I call it a Live List instead of a bucket list because while I'm alive I want to do these things. And so, I was flying on a plane. I was actually checking off five other states and it just hit me. I'm like, the only way that you can truly tell how someone's lived their life is going to a funeral. And some people might say, like, well, they only say like, you know, the nice things. And I said, I get that, but you can tell the energy. You can tell who shows up at the funeral. What they say. So I just started asking people, like, ‘What do you think if I went to 30, I crashed 30 funerals and 60 days?’ And most people would look at me and be like, ‘Actually, I think that's kind of brilliant.’ Okay, so then I reached out to the funeral industry and I started talking to them. You know, just about ideas and then they just told me, like, the best way is probably just to read the obituaries and decide who you go to.

Allison Clarke: So I just, I would read the obituaries and I would, I mean sometimes I had two a day, like I would go to two funerals in one day. And I was, I would just sit in the back, and I would absorb what that person's life meant to other people, you know. And it was really powerful. Actually, people asked me, ‘Wasn't a depressing?’ And I thought, it like I cried at probably seven of them because I wished I would have known them. But I, I was always inspired when I left it was like, we're still alive. And I also think during this time it's really important to remember the human connection is needed more today than ever. You know, loneliness is at an all time high, depression, suicide.

Allison Clarke: And so, going to these funerals really made me think that I don't think these people knew how much influence they actually had. Because so often, people would start off like, I never told Bob that... Do you know and it's like, so it's like to tell people now how you feel about them. So. it was actually a really fascinating. I wish it could be a movie because I wish that someone could have been there with me, because you didn't know what was going to happen. Liked I’d open up the church or the funeral doors and I'd be like, ‘Okay, what's going to happen at this funeral?’ So, it was it was fascinating. It made me think differently about life and about mentorship and volunteering and getting involved in your community because of your life matters so much to other people.

Peter Margaritis: Wow, that's pretty incredible. And so, you said you cried at seven of them because you wish that you knew them. Did you at any point during this…did anyone come up and ask who you are, what side of the family you were on? I’m just what a funeral crasher, but

I’m just here because I’m learning.

Allison Clarke: Right, Yeah, so it's interesting. So out of 30. How many, how many do you think asked me?

Peter Margaritis: Oh, um 29.

Allison Clarke: Okay. Here's the reality when we die, which we're all going to die. You do not know who's going to show up at your funeral, because you don't know who you've influenced. It could be someone that works at Starbucks that you're always kind to you know that might want to come to you, you really don't know who's going to come. So there were a couple awkward times. There was one where the woman was 104 and a half. There were 10 of us there. And so that was awkward because people just kept kind of turning around, like, Who is she, but they didn't ask me. I just smiled and you know when on my way. And then I had… it was an all Vietnamese service. And I was the only person who was not Vietnamese. And so, they came up and they just said, ‘Hey, can we help you?’ And I mean I did say, I'm actually, you know, observing. It's beautiful and they didn't mind. And then, there was a there were just two other ones where people actually asked me. And one of them, so then I started getting text messages from my friends like, ‘Hey, you know, friend of mine died. You want to go to the funeral?’ And I was like okay. So, I actually could say like, it was actually a friend of a friend who invited me here. But you know, it's just people don't know who's going to show up. So they didn't, you know, and I didn't like crash the After Party.

Allison Clarke: I would only be there to observe. I'd sit in the back and then I would leave. I go to my car and immediately, just think of what was one action that they did that we all could do to live a better life, but also more meaningful life with other people. And it's simple things, like teaching someone your favorite recipe. You know, like we heard a lot about recipes that were passed down. And you know, celebrations and meals. And taking the time to go to the conference, you know, of their step father who always made time for stepchildren. So, it was really doing the small things that matter.

Peter Margaritis: And I do. I imagine that had a major impact on your life, moving forward after having gone to these 30 funerals and 60 days.

Allison Clarke: It really did, you know. And you know, so then I started training the funeral industry so dignity memorial is one of my clients I worked with them for about five years. And then I had a whole, I have a whole different appreciation for that industry. How kind and passionate they are because it's the last opportunity to really serve that family member. But also I was clueless. And I think a lot of people are clueless. We're in a different space now because the funerals, don't look the same now because they have to be socially safe. But back when I did this, if you were to drive by a church. You know, let's say on a Wednesday at 10 o’clock in the parking lots, packed. Most likely that was a funeral.

Allison Clarke: And I was kind of in my own world. And I never really paid attention to that. So, you know, and I think it's also really important to remember that every day someone is thinking about an anniversary of someone who is gone now. You know, just to be really more kind of compassionate to people overall. But that also really hit me that they're going on all the time. Like there's loss around us all the time. And just to be more aware of that and get out of your own bubble.

Peter Margaritis: So I’ve attended a lot of funerals. And you know. I leave and I go, ‘I’ve got to do some things differently.” Where's the challenge? I get back stuck in that rut again. And I don't think about it again, or I do, but I haven't given it the weight that it needs for me to actively change, for the lack of better term, change my mindset and start looking at things differently. I think what you did you’ve ingrained that into you, because of the repetition amount of it that it's stuck with you and you keep using this one word. It's a four letter word. Kind. And we're not talking about the bar, the energy bar, Kind. About kind, and your second book *The Kindness Habit: Five Steps Customize Your Happiness and Impact*. And you are very much… You're coming from a place of being completely authentic because you are very kind.

Allison Clarke: Well, thank you.

Peter Margaritis: We were at the CSP Summit last year in December. It happened to be my birthday.

Allison Clarke: I remember!

Peter Margartis: And out of all the people that I knew there. You're the only one that came up and bought me a cocktail. Thank you very much again.

Allison Clarke: You are welcome.

Peter Margartisits: And you and Ann sang happy birthday to me.

Allison Clarke: Mm hmm.

Peter Margaritis: Now that was a blast. I was, I was like, wow, okay. That was nice. But I also follow you on social media. And then I remember at one point time you are leaving candy bars and bottles of water out in front of your house for UPS drivers and stuff like that. Have you always been this kind or you've always been kind, but you've not taken it to a whole new level?

Allison Clarke: Mm hmm. What's funny. Yeah, because I wrote the book five years ago. And I joke with people, I say like I was nice before five years ago, btut I am more intentional now. So, every single day for five years, I've done a kind act. And kind act could be as simple as holding the door for someone or writing a kind review for a company, you know, on Yelp or on Google. So, it doesn't have to be that you buy something for someone. But what I found is when I wrote the book doing some research that how much it affects you and your own mindset and your energy like when you give to someone else. When you do a kind act for someone, there's first a dopamine release in your own brain. But then also what it does to your attitude. So selfishly, like I mentioned, I just moved to Bend, Oregon. And I put a and I still do. I still give me mail carriers and I haven't set it up here yet, but I do set up a station a hydration station as well as putting granola bars and Kind Bars out for the delivery drivers. Because during, I mean I used to just do it during the holidays, like I'd started in November and put it out because they work so hard. But now with COVID, like they're working. There's so many people who just shop online. They're working so hard. And then also with the fires in Oregon being more sympathetic to the people still working out there . So, for an example with my mail carrier here in Bend, when it was really smoky, I left him a gift certificate and then a bottle water in the mailbox. And it just said thank you so much for working in the smoke. We appreciate it.

Allison Clarke: Well, this was fun. And I don't do it to get a response back. But he wrote me on the back of an envelope. He's like, ‘Thank you so much for the water and the gift certificate,’ and he wrote his name, Sean. Well, here's the reality. Like now, I know that his name is Sean, I think all of us should know what our mail carriers name . I think any delivery person that you see a lot. We should know what their name is, and thank them, and see them as humans, and how they help us. So getting in the habit of thanking people who make your life better, not only helps them but it helps you just live a life of more gratitude. Like you have to be more aware of why am I so grateful today and who made my life better. And it's people that I think a lot of people take for granted. The trash people. I always give you know, instead of just like the holiday tipping them in December. Like I give them at least quarterly, I would put out something fun for them, you know, it normally includes gift card, bottled water, you know, like some sort of granola bars to some sort of snack.

Allison Clarke: They could have but like think about if we didn't have trash people. They make our life so much better. So yeah, I just, I really got in the habit of it. And then also there's research behind businesses with productivity, you know, loyalty. When you treat people well, they will stay for you which save you a lot of money. But also people who feel appreciated, are going to do better work for your company. It just makes sense, but a lot of people take people for granted, you know, at work, but also at home. I think that's why a lot of mean I'm I got divorced and that was one of the reasons, you know, like I didn't feel appreciated. I feel like that's also a reason why relationships fail is because of appreciation.

Peter Margaritis: Absolutely. I saw stat once that 73% of people who leave their job, leave because of lack of appreciation.

Allison Clarke: Oh, yeah.

Peter Margaritis: And a simple Thank you. Thanks.

Allison Clarke: Exactly! Right.

Peter Margaritis: And I've never, I've never understood why when we hire people… Yeah there's gonna be attrition, or there's some we've all made bad hires, but the overall attitude of a culture of an organization is we don't trust you. I still remember ‘I can never have people work at home, I don't know what they're doing.’ Whoa. Why don't you try trusting them first?

Allison Clarke: Oh, yes.

Peter Margaritis: Oh, and by the way. Now we threw everybody working from home. And then they may find out, well, this is actually worked really well.

Allison Clarke: Exactly. Weird

Peter Margaritis: Right. Weird.

Allison Clarke: Yes. You know, I read an article that productivity is 40% higher, 40% stayed the same, and only 20% has dropped down since this time when people are actually working at home. So, you know, productivity, because if you think about an office environment how many distractions are. There are distractions at home, too. And I think it's interesting. You're right, it goes back to like trusting the people that they're getting their job completed, and also we're seeing some cases where it's actually going up.

Peter Margaritis: Trusting and also you said your main thing that when you speak is about communication, and the ability to communicate effectively to another person and not assuming that they know what they think that you know that you know that they think that you should know, you know.

Allison Clarke: Right. Did you know?

Peter Margaritis: You know, and taking that time to sit and make sure that they understand what you're trying to communicate to them versus giving them 5% and you come back. Well, this is right.

Allison Clarke: Exactly.

Peter Margaritis: And maybe now that we're having to do more of that. And we're not running per se from meeting to meet all those other distractions in an office. Maybe management is getting better about communicating during this pandemic maybe more than ever before.

Allison Clarke: Yeah, when those companies who are thriving are communicating, they have to communicate. They have to be able to use tools like this to turn on Zoom to see people's faces.

Because without that human connection, you're really missing a lot for the communication part. But really staying in touch with your teams is key to success right now because you don't walk by people's desks anymore. So, you have to be able to still stay connected, and let those people know you know that they are still making a huge difference and you appreciate them.

Peter Margaritis: Absolutely, and also understanding that we've thrown them into an environment that they're not accustomed to. We're giving them tools that they're not used. I mean, there's still some bad Zoom etiquette there that we’ve had. And but having the patience with them versus you going to do this. Why did you leave the cat in there? Why did you... meow! Well, that's just what happens these days.

Allison Clarke: The cat.

Peter Margaritis: The cat! And it goes back to being kind.

Allison Clarke: Mm hmm.

Peter Margaritis: And when I hear the word kind and I'm going, Okay, so I think, in order to be kind in the genuine sense and show gratitude, you've got to set your ego aside. And that is so hard. Because the bigger… the I just wrote a doing some soul cast now and I've got one coming up about let go of my ego. Um, and about it because if we don't become very…There's healthy egos, and then there's overdeveloped borderline narcissistic, or full blown narcissism. And you look at those companies, like Uber. It was Uber. It was Papa John's. And it was the CEO of Wells Fargo. That the products were fine. Their egos got in the way and almost killed the companies. And if you can't separate that you're creating a very toxic culture and in those toxic cultures, you are not kind. Not one bit.

Allison Clarke: Right. No for sure. No, any culture when one person is taking all the credit is not going to work out very well.

Peter Margaritis: Maybe taking all the credit and not taking any of the blame and pushing the blame off on to others.

Allison Clarke: Yeah, exactly. Yeah yeah.

Peter Margaritis: That's not a very healthy culture, period.

Allison Clarke: No, no.

Peter Margaritis: So how do you, how do you change them? How do you get people to be kind and drop their ego? How do you show more gratitude? I mean, if there's a point in time that we need more gratitude shown, it's during this time and maintaining that habit, as we as we continue to move forward.

Allison Clarke: For sure. I do believe that, and I haven't read any statistics on this, but I do believe that people are grateful now for things that we used to take advantage for. You and I were chatting before this call with the fires in Oregon. I never appreciated air. And so, like being able to, we were some people had to stay in their house over 11 days. In this area, we're in a house for seven days because the hazards air. It's like I've never appreciated air before. So now when I go outside, I take a deep breath and be like, Oh my gosh, thank you so much. I can breathe. So, that's a really extreme but I think also people took people for, you know, we take we take advantage of people we don't really appreciate them. So, I feel like this time has made everyone, slow down. It's made people spend time with people in their house, more than they ever have good or bad, like you're gonna have to start looking differently. And then also just being grateful. So many people are being affected differently in different ways, like they've lost everything. You know, during this time. Maybe they've lost all their financial support. They could have lost their homes. You know, so it's just being grateful every day for what you have today. So it's, it really is a mindset exercise. And I read a book called 1000 Thank Yous. I'm trying to see if I had it. My bookcase. But this guy has a cup of coffee in New York. And he's drinking a cup of coffee, actually he did a TED talk around it too. And he is drinking the coffee. He thinks the variety of stuff. And then he's like, you know what, I want to go deeper. Like I want to figure out like, where the coffee came from and who made the cup. So he thanked 1000 people and like went down to the person who made the pallets.

Allison Clarke: But during this time he just was grateful for the small things that made his cup of coffee possible. So. I think also, if you go deeper. But in this book, one idea that I grabbed which I do quite often. I was doing it last night is you do an alphabet gratitude. So what you do is… Daily you think about something you're grateful for every letter of the alphabet. So, A-Air. You know, like B- I'm so grateful for my Business. C-my Cat, Charlie. Whatever by be changing it daily. Like today, what were you grateful for. And so, some of my clients when they say they can't sleep. I say try this exercise and now a lot of people do it. To try to get to sleep and like I can't make it past N now. I'm like see works, but I used to do it like in traffic or, you know, on airplanes, which I haven't been on an airplane since March so I don't do it then. But it's getting in, you know, and that's kind of a fun game to play with your family, friends, I do it with my clients like as a warm up, but just the alphabet gratitude game makes you intentional a noun, like Z. A lot of people are like, I'm grateful for zebras. And I am like, are you? One person's like zippers. And I was like, yes, yes! Actually true. Like think about if we didn't have a zipper, you know, have you ever been grateful for a zipper. Probably not.

Peter Margaritis: But now you will be right.

Allison Clarke: And so, I always and I do this myself. It's like, right, and actually writing down has a different reaction with your brain, even if you did. Write down five things you're grateful for every day get in that habit. And it has a huge impact on your attitude. How you show up. How you see other people and also being grateful for other people around you. You know, like who is making your life better today.

Peter Margaritis: Right. That's a great point. A friend of mine, wrote a book called *Gratitude Marketing*. And one of the things he was a financial advisor for many years. My name is Mike Sciortino. Every day he would write three thank you notes, handwritten thank you notes. And would send it to three of us clients, prospects, people, and consistently did that every single day. And here's what I've learned about myself. Because I can, I can get into these habits. But once I missed that day. I have a hard time getting back into it. Because I was doing the same thing three a day. First thing I get up, boom. Something happened in my life. Oh no, I forgot to do it. And now I did… Dan Thurman came to our chapter and love him.

Allison Clarke: He's great.

Peter Margaritis: And he was juggling. I'm like ‘Oh my God, it’s been like 30 years since I juggled.” So I started juggling every single day. I got up to, I think, at 390 times without dropping the ball. And then I didn't drop the ball. I missed the day. Um, and I still have my… But I got out that habit. And I think it's really important to maintain that, and work on your own. Okay you screw up, you missed one. Just jump back on, get back to it.

Allison Clarke: Yeah, and that's human like we are not perfect. We are human. One of my favorite quotes is “One day or day one. You decide.” So one day, you can do it. Or today. I'm going to start, you know, because so many people say like, Oh, well, one day, I'm going to, I'm going to try to juggle again, you know. Or Peter today, you could actually start juggling again, you know, so it's just like it's a choice, every day, how we wake up. Like, what do you want to do today. We have all dropped habits that are healthy for us, you know, and picked up bad habits, you know. No human that I know it's never picked up a bad habit. Let's be honest. But it's cool, because every day we get to choose how we live. What we do. So even if you used to do something that really worked well, and you're like, I should do that again. Start today, like it's you can do whatever you want. That's the cool thing about life. Like every day is an opportunity to do something different.

Peter Margaritis: That's a very good point. That is a very good point.

Allison Clarke: Like too many expectations on themselves, you know. It's just like, well, I missed a day so I'm not going to do it. It's like, No, do it again, you know, to be kinder to yourself and just pick it up again.

Peter Margaritis: Yeah. With the juggling. I did. I started…I tell people that I have to start the habit again. But yeah. Somehow I got sidelined it on it. I didn't go back and revisit something you said earlier about when you wrote the book. The kindness and here's, here's what I've said something and help raise the awareness that the daily awareness to being kind. And you became, not kinder, but you had a higher thought process as relates to kindness and becomes baked into your DNA and become very sensitive when you see things. So, there is a curse to writing books.

Allison Clarke: Because it stays in our brain.

Peter Margaritis: It's it stays in our brain. And we see a lot of things that people are doing that we're out there trying to make that change. And I've found that it has created a little bit of a mental curse. That it's like we've talked about this. And things are still happening in a certain way and I think I I become hypersensitive around certain things. As it relates to some topics that have been in my book. Have you become hypersensitive to some things since writing the book five years ago.

Allison Clarke: I would use the word more accountable to myself. So, if I have written a book on being kind and I am not demonstrating being a kind person. And that is, I'm going to lack integrity, that's going to affect my reputation. So, it almost like pushed me to… It's like you have to live what you coach other people. And during this time, you know, when I lost, like you, like all of our business was gone, because those professional speakers and trainers that just happened you know in this in the space. And so, I had to demonstrate what I had taught my clients. So, I had to remain positive I had to take care of myself. I had to control that, ‘Yes, I can walk 100 miles in 30 days’ as I'm starting to rebuild my business. I can be kind during this time. I cut roses in my yard and go give them to my neighbor who needed them that day. So, to be more accountable to yourself. And my license plate, I got the license plate rim and it says, ‘Be kind to one kind act a day.’ And so, when I'm in… If I go through a drive through, I’d like you have that on your car Allison, and I would say 50% of the time or more, I pick up the tab behind me, because I'm thinking about this person staring at my car, like, Oh, that's a good idea that I'm like, I want to show them that I'll do this, you know. So, it makes me even more accountable to what I said I was going to do. So yes, we think about it more, but I think that's a good thing. Because if we are passionate and we're coaching our clients to do something, then we have to live and have current examples, you know, every day of what we've done to actually do this.

Peter Margaritis: Yes, absolutely. Um, I know that a lot of people asked me. So how have you maintained your sanity? I’ve said, I have an improvisers mindset. And they go, what is that? Well, I can't do anything about yesterday, can I? In this environment, our landscape is changing on a daily basis. So, I have to be able to adapt that daily change if not, same thing.

Allison Clarke: Oh yeah.

Peter Margaritis: So it's interesting that, yes, we walk the talk. We have to higher degree but then we're also setting examples.

Allison Clarke: Exactly, yep.

Peter Margaritis: And as we've gone through this conversation, I just want to say that you're probably one of the most you by far are one of the most perfect leaders that I've met.

Allison Clarke: Woah! Thank you!

Peter Margaritis: And it goes to a quote that I've heard and I don’t know who I heard it from. But it goes, ‘Leadership has nothing to do with your title, your authority. Leadership is the positive effect you have on another person.’ So in that context, by far, you're a very strong leader because you purposely have a positive effect on people, and that makes you by far one of the top leaders in the world. In my mind.

Allison Clarke: Right. Well, thank you so much.

Peter Margaritis: And that quote from came from Simon Synic. I heard it and I've taken that, I tried to take that to heart as well. But kindness goes a long way.

Allison Clarke: It really does. And that kind of goes back to my funeral crashing. We saw. I saw the positive impact that all these people had another people and that truly is leadership. I tell all my clients that you don't have the title of like you're a manager and then you're a leader. I’m like every single person is a leader. I've been passionate about that my whole life and I've seen it. And you're absolutely right, because the way we treat people the way we lead people even the way we leave people's minds. You know your podcast is all about the mindset. Changing our own mindset, but also having the influence to change other people's mindset. Giving a person a compliment that maybe they've never heard before that totally changes the way they feel about themselves. That switches the way that they see themselves. We have the power to do that. It's free and it's powerful.

Peter Margaritis: Absolutely. And we all should be doing this every single day.

Allison Clarke: Mm hmm. Well, yeah. And like I said selfishly, it makes me feel good. You know, it's just like I like being kind to people because it gives me energy.

Peter Margaritis: Yes, I love making people laugh. I love making people smile. And yes, there's a little self-serving there because it makes me feel good, but also makes them, it makes them feel better.

Allison Clarke: Exactly, yes.

Peter Margaritis: Wow. I am so….we could talk for hours. I am so happy that I was able to get on your calendar and interview you because it has been on my mind to contact you for a while And one day I went, you know, I'm looking, I gotta call Allison.

Allison Clarke: I was so excited that you reached out. Thank you.

Peter Margaritis: And I can't let go yet, because one last thing that everybody needs to know that you too are a podcaster.

Allison Clark: Mm hmm.

Peter Margaritis: And the title of your podcast is *Cowbells and Conversations*

Peter Margaritis: And where can they find your podcast.

Allison Clarke: So you can just go to YouTube and enter Cowbells and Conversations, and then also I have a Facebook page. I have a couple Facebook pages. But if you want to follow my kind acts. It's called The Kindness Habit. And so I post kind acts on that. I'll post articles about kindness. And then on LinkedIn, I'm also very I post quite a bit, just on Articles and different ideas for people to do that. And anything that affects them in a more positive way at work.

Peter Margaritis: So search her out on all social media and she spells her last name CLARKE.

Allison Clarke: Yes.

Peter Margaritis: And I've been following for a few years. And follow her. I'm just saying. There’s a lot of this stuff. And thank you for taking time out of your busy schedule and I hopefully someday. Hopefully next year, in July, we’ll able to reconvene at Influence and in person. Let's hopefully it's at least by then.

Allison Clarke: Cross our fingers. Yeah.

Peter Margaritis: Thank you so very much. Allison. I greatly appreciate you.

Allison Clarke: For having me as a guest. It was so fun this morning. My face hurts from smiling. I love it!