

S4E39 Eric M. Twiggs

SPEAKERS

Peter Margaritis, Eric M. Twiggs

Peter Margaritis

Hey, welcome back, everybody. My guest today, as you heard in the intro, procrastination just keeps jumping out at me. And I, I think this might be more than an interview. It could be a therapy session, because I've gotten better food suffered from my procrastination. But I am a licensed CPA, and the P and CPA stands for procrastination. So first and foremost, Eric, thank you so very much for taking time out of your scheduled to be on my podcast.

Eric M. Twiggs

Thank you for having me, Looking forward to it.

Peter Margaritis

I am too. In doing my research, I was listening to you very little part, the intro of your interview with Michael Sherlock on Shock to Your Potential. And she met you at a conference. If you said what really...you gave her your business card, and she gave it a double take. Would you happen to have a business card handy where you kind of show me? What I mean...what was it about this card that caught her attention?

Eric M. Twiggs

Well, I think it was, you know, my tagline. I'm your Procrastination Prevention Partner. And I think it was just a timing is everything like, Michael and I are great friends and we collaborate and all kinds of things. I think at the time, she was working on a project, and she felt like procrastination was really holding their back. And she asked me to get my card. It said, I'm your procrastination prevented partner, and was like, Oh my god, I need you in my life right now.

Peter Margaritis

Yeah, actually, I think she was working on her second book, if I remember cuz I was the first seven minutes of it. I caught that. But I didn't. I purposely made sure I didn't listen to what was on the card or what it said on the card, because I wanted to ask that, you know, here. But yeah, that's what... so you're the procrastination partner. And we don't go back but about 30 seconds, but I'm gonna hold you to that. Because I'm a pretty good procrastinator, even though I've written three books but I procrastinate through that. So, I do want to first start off and ask the question, you know, you've got this 'The What Now Movement.' What is The What Now Movement, and how did you come up with that name?

Eric M. Twiggs

So, it started at the beginning of the pandemic last year in like, April timeframe of 2020 when we started getting going. And it's sort of funny thing, myself, and my business partner and co-hosts Ted Fells, and Dr. Sharon H. Porter, before the pandemic, we were planning on joining forces and doing these conferences. We'd get a hotel. You get bring guests in. We want to work together. It's gonna be great. And the pandemic came, so you couldn't do anything that wasn't virtual. So, we started, "Well, what now?" We started asking ourselves that. And then, we started talking, and we started noticing that the people in our circles, there's several people who had plans and ventures and things like that, and they would say things like, "I'm going to wait until things get back to normal." And we said, "No, that, that's the last thing you should be doing. You should be asking yourself what now?" And that's when the light bulb went off. Oh, you know, we should call this the What Now Movement. You know what? We need to still work together. So, that's, that's how it came to be. So, I'm the president of the What Now Movement, and we help people to pivot instead of stopping, right? So, when you encounter a crisis, you encounter a challenge, you know, the thing that you don't want to stop. You may just need to pivot. So, we provide tools and inspiration to help people do that.

Peter Margaritis

I love it. What now I mean, I went through that exact same thing. Now, I'm in the world of leadership, and improvisation. In improvisation, we don't use the word pivot. We, we use the word adapt, and the same concept except I went to university Kentucky, so I got a little bit about basketball, horse racing , and bourbon. Back to basketball. I know you can't move that pivot foot, but you can go around to the circle, and I was kind of what Well, we're not really pivoting, but I get the whole concept. We need to move forward. And I love that how they came about. And please keep the crusade going. I'm part of your crusade, what now? Because that's what I kept telling myself. The main thing was 'Yes, and....' what do I need to do next? How do I need to get my business moving forward? How do I need... because I don't want to go back. You can't go back. So many people want to go back and say.. So, how does this, how does the What Now Movement and procrastination have in common?

Eric M. Twiggs

Oh, I think it ties... it ties in. Because a lot of times we stop, and we start to delay. We put things off, and you know, and you really need different things. You just need to pivot, and you need to if you ask yourself that I've just I've learned that a lot of times your success in life isn't necessarily about having all the answers. It's about asking the right questions. And you're asking yourself...Hey, I literally will have people just write down certain questions and they'll start coming out with answers. And it's like, if you ask yourself, okay, what now? And you just get quiet. A lot of times you start coming up with things. And that'll, that'll stop me from procrastinating. So, you can say, I don't know, I want to write a book, but I don't know what to do. What now? Well, let's see. I could call, I know, Peter, he's an author. He's written three books. I could call him and get some tips. I can start off with come up with a title. And when you really start to ask yourself that question, it can stop me from procrastinating. You figure out, okay, what can I do now?

Peter Margaritis

So, I have this is question. Were you a procrastinator early in life, or have you always been a non-procrastinator?

Eric M. Twiggs

No, procrastination was an issue for me. Yeah, going back. And so, one of the things is people always ask me, or how did you get to the point where you talk about procrastination? It started when I was in college, right? So, I had this I talked about this in the book. And I'm having this conversation with a friend of mine, named Darnell. We hit out a little different, like he was all about his purpose, and I was all about party. He'd always gave me a hard time. Man, you need to get serious. Figure out what you want to do. Focus. And I'm like, loosen up, man. We are still young. We got plenty of time for all that. Are you come with me to the frat party with me or not? And so time, time went by. We hadn't talked for a while. But then I got a phone call from his mother informing me that he was killed in a car accident.

Peter Margaritis

Oh, my gosh!

Eric M. Twiggs

Changed everything for me. That sent me a message. That sent me the message that maybe I don't have as much time as I think, to do the things that I want to do and need to do. And so, ever since I've really been thinking about how I'm spending time. You know, what can I do to be more productive? I've been hearing the clock ticking ever since that. But no, I'm not, I'm not immune from procrastination, you know, and I've, I've had my battles and struggles with the key is putting the disciplines in place.

Peter Margaritis

And just by saying that what, what now? Those...What now What now?

Eric M. Twiggs

Exactly.

Peter Margaritis

I love that. I love that. I love that idea. But still, it sounds like to me that you still fall into a little bit of procrastination these days, you're able to jump back on the wagon when you fall off a lot easier than you did maybe back in college or soon there after college.

Eric M. Twiggs

Yeah, so I think it's all about awareness. Right? And so, now I think my awareness is heightened. And like, I just know myself to where they're just certain things. I just don't like doing, right? I mean, let's be honest here, right? It's not that deep. It's not, you know, I just don't like doing it. And it'll be easy for me to put it off. But then I realized something that just because something has to be done, it doesn't mean that I have to be the one to do it.

Peter Margaritis

So, can you give me an example of something that you just don't like.

Eric M. Twiggs

Honestly, but I don't like the whole scheduling thing. Right?

Peter Margaritis

Okay.

Eric M. Twiggs

The details by scheduling it. Putting it on a person's calendar. I don't like doing it. It needs to be done. So in that instance, I've hired a great virtual assistant. And she handles that. That's just one less thing that I have to... So sometimes, I'm, I'm more of the big picture person. Like I'm your type A personality. I'm looking at the bottom line, the results. I'm more focused on it. So, it will be easy for me to procrastinate on some of the little minor details. That, the details need to be done. So, I mean, that's an example and that's something I have to after knowing myself a certain way, that way I can put certain things in place.

Peter Margaritis

I think the SWOT analysis in that conversation and silence has changed over time about weaknesses. The word from well you should probably work on those weaknesses. How can you correct them? Or it's now it's what are your weaknesses? What don't you like to do? Can that be outsourced? It's exactly what you said. Can that be outsourced? Now, you're type A personality. Would you consider yourself a controlling enthusiast?

Eric M. Twiggs

A control enthusiast.

Peter Margaritis

I was told not to say control freak by somebody, so control enthusiast.

Eric M. Twiggs

Sure, I mean I like, you know, yes. Okay, let's let's let's just say that yes, I can be and that caused problems because I was especially when I was supervising people, I was hesitant to delegate. Right? Because no, my thing was, nobody's going to do it like Eric. And I wanted to make sure I got done. And what the problem is, it wears on you, and I've been on the verge of burnout. You know, at different points of my life. I was a district manager. I had 500 employees. We were doing like \$50 million in revenue. And yeah, I was right there on that edge of burnout. And a lot of it was because there were certain things that I was doing that I could have just delegated, and just gave someone else responsibility for. Aain, but I'm glad you're bringing this up, because I know myself. And I know that I have to make an extra effort to make sure I'm, you're handling certain things off to free me up to focus on two main things.

Peter Margaritis

So, for my audience, you guys out there, you accountant, you finance people, just I'll just talk to you directly real quick, you have this issue. You don't want to let things go. You think you're the only one that can do it. Listen to Eric, delegate it. It takes yes, it does take more time to teach somebody how to do it. But also in the short term. In the long term, it frees up your time to do the things that are more important.

Eric M. Twiggs

Now, that that's great.

Peter Margaritis

I still struggle with that. It wasn't until last year, maybe '18, like two years ago, that I got a VA to help to help me. Virtual Assistant to help me. I was doing everything else. And it's gotten to the point now that I had a conversation today with another virtual assistant, but I need to let go of some things that open and just pass it off. Because I struggle from that as well. And I think a lot of us do and work we just yeah, we think we can do it. But then we'll burn ourselves out. When you said you almost go through a couple of burnouts in the day ahead, how did you recognize that you are on the verge of a major burnout?

Eric M. Twiggs

Well, like for me, like I would just wake up every day at like three o'clock in the morning and just not be able to go back to sleep. That was that was one sign. And I just got to the point where, I remember, I remember feeling that I didn't want to do anything. I just don't. And an interesting thing is that I'd like to go vacation. And I came back and felt like a completely different person. It was when I came back. I was like, wow, you know, it's like... I needed that. And but, that taught me something that I even teach today that how you have to factor in recovery into your plan. Like, like if you look at these peak athletes, elite athletes, their coach... recovery is just as important as the running and the lifting of the weights. They literally build that into the plan. You look at something like the LeBron James. He literally has a recovery specialist that he pays like seven figures to and like someone LeBron is walking off the court, the guy had handed him a special shake. I mean, they literally have a this, this is how long you're going to rest each day. It's all built in. And I think that that is so important, especially, especially for the type A personality. Our tendency, we'll just keep working. He would just keep going. So, you really have to be mindful of that and make sure that you're factoring in recovery to your plan.

Peter Margaritis

I'm looking in the mirror Oh my god, this is terrible. But when I first started this business, we have a timeshare down on Sanibel Island for two weeks. Did I take two weeks off? No. I would get up early in the morning, I'd walked into the family would get up. Spend the morning, early afternoon and then late afternoon, I would come and do this. I did this for eight years. That wasn't getting it. I wasn't recovering. And finally when, yes, I can do an hour day and that's it. Check email, and I actually got rest. I actually felt like I had a vacation. It's amazing. But to your point, Type As we just literally have to have a come to Jesus meeting and say, I need a break. I need to get away from it. Because at that point, I don't think you can't see the forest for the trees, right? So, I know you're a certified life and business coach. What about 28 plus-1000 people in your...you don't look old enough. I'm sorry to say that you just say that you've done 28,000 coaching company executive leaders. I mean, I looked at that, and I saw your your headshot and I went, "No. He's got to be a lot older than that." But you don't look like it. Yeah, how did you get into the life and business coaching? What was the preface of moving to that direction?

Eric M. Twiggs

It's kind of evolved. And so, you know, when I would be doing speaking engagements, you know, people would ask me about it. You know, it is interesting side. I'd be like you coach? You're like the coach we need. Yeah, I like you to be my coach. Oh really? So, it just kind of, it just kind of evolved over time, but I think people had, people, yeah it's one thing to hear the theory behind overcoming procrastination and, you know, yeah you can even implement the tool but it helps to have a coach. And I just recognize this the need and value of coaching. Again, you go back to the athletes, there's no accident or coincidence that the top athletes in the world, they all have a coach, right? Because there's just a level you need that person outside of you. You need that accountability. Need that person that can see your blind spots. It helps to have somebody that's been where you're trying to get. So, I truly value the need for a coach net, I think that's why I've, that's what's helped me to be an effective coach. And that's why I do it now.

Peter Margaritis

That is a big change in mindset, especially for those who are in corporate America, because they feel like the performance review process is that feedback mechanism that we get to become better. However, we all need a coach. You know, and I've been trying to I keep an eye have a number of companies over the years to help me with a variety of different things because I want somebody else who is like you said, who understands what I do, who can pick up on the nuances and see my blind spots in order for me to get better. And without that person, and if we're relying on the performance review process, we may never uncover those blind spots.

Eric M. Twiggs

That's true. And I can tell you like I've invested money in coaches that I didn't really have these, this money just laying around, you know. I didn't have \$1,000. But, I saw you relate to that. But yeah, and I've just sucked it up and invested. And I can tell you, I've never regretted it. I've never gone away, and felt like, "Yeah, I shouldn't have done that." No, it's helped me to level up. I mean, I've had coaches as far as speaking. Right now, I'm working with a couple of podcast coaches. I'm in a couple of programs just to just to help me level up there. Because here's what happens, it's easy to get into the hamster wheel thing, right? Work, and your Type A. You work and you're doing things, but the needle isn't moving. It could be, you know, you need that someone to say you know what, instead of doing it this way, you may want to think about this way. Now, maybe you said this word, instead try this word. And then all of a sudden, you get a different result. So no, I just think that coaching thing is critical.

Peter Margaritis

Yep. You said a really important word there. You didn't use the word cost. It cost me 1000s of dollars. You used the word investment. And that in itself changes people's mindset. Well, we can I'm investing in myself, and then it's okay then what's the return on investment? Well, that can be measured over time. But at least in making that investment into oneself, and I think a lot of people don't look at it that way. They look at the overall cost, and that's the short term piece. Looking it as an investment. How am I going to grow? How am I going to become better? How am I going to become better by hiring Eric as my coach, if I could be quit procrastinating and become a better public speaker or whatever? And where will that take me? Versus what it's gonna set me back? I think it's critical in changing people's

mindset to realize it. For those of you who are listening right now, think about every one of you guys need a coach in some way, shape or form. Invest in yourself.

Eric M. Twiggs

Yeah, so like, the thing is, too, is I think you... it's about the version of yourself, right? That you have to become, like to get to that next level, you have to become that type of person. So, if you're, let's say your business is doing 500,000 and you want to have a million dollar business. You have to do it, has to be, you have to become that person who can handle a million dollars. You know, and it's next to impossible to get there on your own, without some mentors, without coaches without, I mean, so that's really what it's all about becoming that, becoming that better version of yourself.

Peter Margaritis

Absolutely. Yeah. And I've made a lot of investments over the years, and that and those coaches, and I would not trade it for anything. They've brought so much value. And sometimes I'll even go back to the couch or I might find somebody who might have a little bit different perspective. Just to get a little bit of a different look at it. But I think it's really critical. As well as helping me quit my procrastination. Back to procrastination, I will say, you know, the pandemic did almost cure me of procrastinating. Because it became, all of a sudden, I'm a speaker. We have similar backgrounds in what we do, and all my business kind of dried up. It allowed me to stop and think about my business, and how I need to structure it in order to survive the 18 to 24 months. And what will come after that. And it was weird, because I didn't know what it felt like to stop and just not have to jump on another airplane, go on another another speaking engagement, or get home at three o'clock in the morning. And I recognize that as you don't know how long this is going to last. You're going to be back on that hamster wheel. No more procrastination. You got to put some plans in place.

Eric M. Twiggs

Yeah, I mean, I think that that quiet time or that downtime, it forces you to revisit your business model. And think about, you know, think about how you're doing things. And I think that one of the key things, there's a reason that a lot of the Fortune 500 companies will birth during some type of downturn or pandemic, right? If you look at most of them where they started, you know, there is some type of crisis, you know. And it because, it gives you that, the crisis gives you that opportunity to rethink and really focus, and you can really come out a whole lot better than you went in.

Peter Margaritis

Yes, and I know a lot of speakers who took that approach, like this is gonna be short term. I'll never go virtual. They were a little bit late to the game, but they finally get in the game, because they will see things were drying up. It wasn't moving in the direction that they were hoping that it was moving. Yeah, it's...go ahead, please.

Eric M. Twiggs

So, every day, like, my goal is to either devoted to, I want to create distance, and I want to close distance. Every day, I'm looking to do that, right? So, I'm looking to, I really haven't shared this my podcast before. But this is just something that I've really been thinking about here lately. And so, I'm looking at the people that are behind me on the say, the developmental track, you know. I want to

create distance by certain habits or disciplines in place, but also want to close distance for people who may be ahead of me. Who, so, what I'm seeing is that with this pandemic, I think the opportunity is there to close the distance. So, some of the people who may be going into the pandemic may have been ahead on the development track, but maybe they like okay, I'm going to wait until things get back to normal. I don't know what I'm going to do. didn't really make the pivots. That's an opportunity to close distance. You know, you're making the pivots. You're doing those things. That, that, I think it's a question of the creating a closing distance. That's the way I look at.

Peter Margaritis

I like that analogy being a horse race. Thinking about a horse race. But it's what you're doing. You're chasing the Secretariats of the world, and what have you done to strengthen yourself? Close that distance and distance yourself from the competition. I love that. Will definitely make use that as a quote in the social media means that we send you to help promote it. But so let me ask this question. As someday we will be out of this pandemic, it'll be somewhat in the rearview mirror. How do you maintain that reality in a new normal?

Eric M. Twiggs

It's good to diversify kind of your approach, so you're not dependent on one medium. Like you're not just dependent on, you know, getting in a hotel room. You learn to diversify. So, I don't like for example, I don't think the virtual is going to ever go away. You know, I think that that's just going to be a part of what we do. So, I think a lot of people have tightened up their virtual game, right? You know, I think like if you look at it at the beginning of the pandemic, people's the lighting they weren't right. You know, that can you really hear? The sound wasn't good on virtual but now the expectation is that your virtual game is tight. You know, you need to... the lighting needs to be good, the sound should be good. So, I think that focus on to after the pandemic, yeah, we need to think about your your business model. So, that is not dependent on just one thing. So, if another pandemic came, you know, or something else came, you know, how would you be able the way you're set up, you know, what would you do? How would you be able to flourish? I mean, if you have to maintain that mindset, so you can continue to move forward.

Peter Margaritis

It was interesting when, when the pandemic hit, I'd been dealing with Zoom for about five years, so I can do it inside and out. I went to a bunch of my clients and said, if you need help, I'm here to help you. Not gonna charge you anything during the pandemic, let me help you just assimilate into this new product. And it was, it was funny at first to see how foreign it was, because it wasn't that foreign to me. I was trying to remember back when I first got it, but you're right the lighting was bad. If I talked to another person on a Zoom call on their phone while they're driving while the phone is in your lap, and I'm looking up the nose, it'd be one too many more times. We all forgot, even self awareness. We never do half the stuff that we do on Zoom in real, face to face, but it's like we've... it's gotten better, but you know.

Eric M. Twiggs

Yeah, I mean, absolutely. I just think we had to be thinking about, you know, kind of the next things, you know, how do I diversify? How do I, I don't know, what's the big thing for me. And I, my thing was I like

doing the in person events. That was my thing. And I get in front of people. You know, I've gotten a lot of opportunities. I'd go to an event, and I meet somebody and that would lead to a series of speaking engagements. Yeah, so you kind of lose that a virtual world, but you definitely, but I'm starting to see ways in opportunities and the virtual atmosphere as well. They say you just have to reach bottom line, he's had to rethink your approach your model and your philosophy.

Peter Margaritis

So, I don't know this answer. But I do know that you mentioned it, but you didn't mention the name. You have the weekly inspirational podcast title, The 30 minute Hour?

Eric M. Twiggs

Yes.

Peter Margaritis

When did you start that?

Eric M. Twiggs

Well, we started that in 2019. So, we started that in February of 2019. And so, I'm a host and then have a co-host Ted Fells who's also my business partner. And so, interestingly enough, we would record the episodes at Ted's office, right? And we record them and then you know, put them out there but then the pandemic came. And you couldn't go in the office, so that's when we started doing what we do now. We started using Facebook Live. So, we went from recording our episodes to doing all of it kind of a What Now Moment. Yeah, What Now. So, we went to doing the rest of our episodes. They all the episodes we do live. We end up recording them and send them out. To not recording, but everything is done live on our podcast. And it really was it's been a positive game changer. My following has grown, and you know, like now, we wouldn't be talking to people in Australia, England, all places all over the world have been interviewed on the podcast. Well yeah, so as far as the pod that they read our we always say it's not your everyday podcasts. Because we I mean, it's it's fun. You know, Ted and I, we bring a lot of humor to it. We crack jokes with each other. We crack jokes with the guests. But we also leave people with nuggets and things that they can actually implement in their businesses in their lives.

Peter Margaritis

And they can find you on Facebook Live. Are you on Apple podcasts? Are you taking that content and throwing it out there? Okay.

Eric M. Twiggs

Yeah. So yeah, they can go they can listen on Apple podcast, on Spotify, all those usual places that people like to listen.

Peter Margaritis

So, as we wrap up, the thing about our conversation, and we have a whole bunch of procrastinators listening right now, what is there a simple step that they can do to begin to fight this procrastination disease?

Eric M. Twiggs

Well, one thing would be just that I always say this that you can't allow perfect to become the enemy of progress.

Peter Margaritis

Oh, that is outstanding!

Eric M. Twiggs

So, the big reason that people procrastinate is because they feel like they need to have everything figured out before they start, right? So, they'll go, yeah, I'm going to start a podcast. Oh, yeah. But I don't know what microphone to get. I don't know which medium to use. I don't know which, I don't know, I don't, I'm not a techie, you know. I don't know how I'm going to edit the episodes. So, the key is focused on the next step. Like what can you what was the next step you can take? Again, you can call a successful podcaster. You can start listening to episodes. You got a lot of things you can do, just let the steps build upon each other. But that's so important. I think just that alone. If you get out of this perfection, doesn't have to be perfect. Have to have it all. And you're not. Anytime you've got a major project, starting a business, starting a podcast, writing a book, you're not gonna have it all figured out at the beginning. If you did, you wouldn't need faith, right? It takes a level of faith to do those things. You have to step forward in faith, not knowing what the end exactly, what the end will look like. But I think if you just focus on taking the small steps, what's the smallest next step I can take? You to overcome procrastination.

Peter Margaritis

I have to ask this question. Have you ever gone back and listened to some of your early podcast episodes?

Eric M. Twiggs

If able.

Peter Margaritis

I started mine back in 2016. And I started listing some of them, and I'm going, "Man! I learned a lot!" But it was, it was pretty painful.

Eric M. Twiggs

So even even that, right? So, like Ted and I we're the example of what not to do when you're starting a podcast. What not to do. It literally we, like we just turn the microphone on and hit play and just started talking. That was the extent of it, right? We just started talking, and then we had a guest. And it just evolved over time. And I think we got more structured as we went, but I think we started.

Peter Margaritis

So, how can people get in touch with you? And where can they find your book? And just, oh, 'The Discipline of Now.'

Eric M. Twiggs

Yes, so the book is 'The Discipline of Now: 12 Practical Principles to Overcome Procrastination.' You can go to my website, EricMTwiggs.com. That's EricMTwiggs.com. You can pick up the copy of the book right there. It's in audio. It's in paperback. And it's also in ebook format as well. Go right to the website, pick up your copy.

Peter Margaritis

So, Eric, now that they know where to find a copy of a book, the person who helped put this together sent me a note and said that you have like a special offer for my listeners. Would you like to share what that is?

Eric M. Twiggs

Yeah, actually. So, for the first five people who respond will actually give you a free download of the audio version of the book, 'The Discipline of Now.' Guys, you got to get on this right away. So, the first... you can't procrastinate, right? You can't put it off. First five people that reach out, you'll get a free download of the audio version of the book, 'The Discipline of Now.'

Peter Margaritis

Okay, so to do that, then they they'll need your email address.

Eric M. Twiggs

Yes. So yeah, so they can email me Eric@EricMTwiggs.com.

Peter Margaritis

And put in the subject line Change Your Mindset Podcast, Special Offer. So, you know, where it's coming from. First five, not six, not seven. I was doing my LeBron, sorry. So, I can't thank you enough. It's a pleasure meeting you. I'm glad Michael put us in contact. I've enjoyed this conversation, and it's hit home in so many ways. And keep saying What Now? I absolutely love that concept. And I'm gonna do a better job of not procrastinating.

Eric M. Twiggs

There you go. Yeah, this is a pleasure. Thank you for having me on your show.

Peter Margaritis

Thank you, sir. I want to thank Eric for his time and discussing how to overcome procrastination and The What Now Movement. I've taken this to heart, and have a number of What Now? sticky notes around my office in my house. I will conclude with an improv quote that is fitting for this interview. Thinking about especially because of procrastination and beating procrastination. The hokey pokey, think about it at the end of the song. What do we learn? What is it all about? It's about putting your whole self in. Thank you very much.