

S4S35: Ron Karr

SPEAKERS

Peter Margaritis, Ron Karr

Peter Margaritis

I am so excited for my guest today, Ron Karr. Now, as you heard in the intro as President of the National Speakers Association, and when he was turning over that gavel, I was in the audience. And the gift I believe the board gave to you was a guitar signed by Bruce Springsteen.

Ron Karr

Bruce Springsteen and the entire East Street Band, including Clarence Clemens before he passed.

Peter Margaritis

That's the way. And I got goosebumps then. And I just got goosebumps now, as you say that, because I'm a huge Springsteen fan. And I hope you have a security system at your house. Because you even showed it to me just before we started. And that's, that's pretty cool. And Ron, thank you for taking time out of your busy schedule to be on the podcast.

Ron Karr

Thank you for having me.

Peter Margaritis

So, you've written a new book, *The Velocity Mindset: How Leaders Eliminate Resistance, Gain Buy-In, Achieve Better Results-Faster*. What was the... When did you decide that you were going to write this book? Because this is your second book. What was going on in your life, or your thought process at the time that you said, 'This is what I want to write next?'

Ron Karr

But this actually my fifth book. So, when I gave up the gavel of NSA to talk about I had nine surgeries right after that. Mostly on my back my back. Know how Tiger had one level fused? I had 9 levels fused. So, for two years, it was a lot of pain, a lot of laying down on my back, no pun intended. And you start thinking about your life. You start thinking about all the things you successfully did. Then you think about the things you wanted to do and didn't get to it. And when I started thinking about those things, I realized it wasn't because of external factors I didn't get to them. It was because of my own fears and stories that I was telling myself. And at that time, I was 57. So, you know, the runways getting short. So, the need for speeding up things. You know, I was getting more and more. So, at the same time I brought down Chris West, who is well known videographer for speaker videos. I was giving a speech at the University of Texas in Austin. So, I came down to filming. And I told him, Look, you know, your job is not just to give me the video, but help me figure out the brand going forward. And then the next day he called me up because I got your brand. I go What's that? He goes *Velocity Mindset*, and it hit me

between the eyes. But I said, how'd you get that it? He goes, what do you mean how to get that? That's all you talk about. And you've talking about it for years, and you've been... You've been writing about it. And yes, because my value to my clients was how they grow their companies and get to the next level and the safest and fastest way possible. So, we started investigating the concept of velocity as a brand, you know, and then we trademarked it. And but, you know, I'll do it this way, Peter, when you hear the word velocity was the first word that comes to mind?

Peter Margaritis

Speed. Fast. Get there quick.

Ron Karr

Exactly. And that's what everybody thinks. But that's all we think about velocity, then you'll probably get burned out. See, the true definition of, the physics definition of velocity is speed plus direction. Now, their action is where you want to go. The way I define it, it's the outcome. The outcome of a sales call. The outcome of a conversation. The outcome of the year. The outcome of a life. Whatever it is you're working on. And I go back to all the work I've done with the CEOs. And I find that a lot of people are more task oriented than purpose oriented. They do so many tasks on a daily basis. They want to get it done at the end of the day. They're exhausted. They don't have time for anything. And they say what did I really accomplish? And CEOs are like that too, in a sense, because they keep working in the business versus on the business. And they're not taking time to think about where they're going. So, we take that word direction and replaced it with the word purpose.

Peter Margaritis

Okay.

Ron Karr

People need to be more purpose driven, not task driven. So, maybe a purpose driven then you'll identify the tasks you need to take and you'll use the right tasks to help you get there. And so many people need to figure that out from CEOs all the way down to everybody. Well, all leaders, okay? You lead your life. You lead your family. You lead people at work or whatever. So, we're all technically leaders. So, I started looking at what leaders do. And the book really is a work on how you can gain velocity in your efforts by looking at how you lead your life, how you lead others, and the three areas that we broke the book down into was mindset, alignment and destiny.

Peter Margaritis

So, what is that mindset?

Ron Karr

So, mindset is about...well, we define mindset, what does it mean? You know, mindset is, is where your mind is at that given time. What you're thinking about. What you believe is possible. What you believe is not possible. So, the velocity mindset simply is how do I get somewhere sooner than later. And what's involved in getting there. So, in other words, do you have the purpose? Are you passionate about the purpose? Is it driving you so when you get knocked off the railroad track on the way to your future, it act like a magnet and bring you back up? So, for me, when I think of the velocity mindset, I'm

not looking at tasks. I'm looking at where does my client want to get to? Where do I want to get to? And what's the fastest way there? And when I speak to my client, I have ADD, so the good news is it serves me well, because my mind goes off in five different directions at one time. So, immediately, I go (whirling noise) looking for all the potential obstacles that can get in the way of where someone wants to go. And then we deal with those. Mindset is how you feel about yourself. Mindset is, is what you feel is possible, not possible. Mindset is what you feel you can create. The mindset is so important, because whatever your mindset is that given time, when you go into a conversation, whatever your mindset is, that's what's going to drive your actions and that's what's going to drive your results.

Peter Margaritis

You said something earlier, though, I wrote down. Fears, our fears tend to get into the way. Can you expound on that?

Ron Karr

Yeah. So, it's fears and stories. So, let me start with stories about caring for us.

Peter Margaritis

Please.

Ron Karr

So, someone says something to us, or does something to us, we then internalize as to what we think was meant. We create a story. So, all stories are fueled with emotion. Now, if the story serves you well, ie., a teacher said you would never amount to anything when you're a young kid. And then, you use it as a chip on your shoulder. And now, you excel at everything, and keep using it. It's serving you well. Now, if you use it too much, or you start sacrificing other things like your family, then you may have to modify things. But there was a positive story where the... the good juice and pushing forward, great. It's the stories with a negative juice, we have to worry about. The stories, you know, so another person was told the same thing by that teacher. And instead of using as a chip to drive them forward, they now have the story that they'll never amount anything. So, why should they even bother trying anything, I already know I'm going to be a failure. That's obviously not serving you well. Now, here's the difference. Ready, Peter?

Peter Margaritis

I'm ready.

Ron Karr

A story is not reality. Who can change the story? The person who wrote it. It's that simple. And when I coach CEOs, when I coach people on that all of a sudden they feel a relief, because they feel a prisoner. So, they go, "Oh my god, it's that simple." Yes. You just got to know what you want that story to be, and how you're going to change it. But first, you have to acknowledge that it's a story. Now, stories, sometimes a made up of our fears. You know, we know the word fear is, you know, something that prevents one because we think something happened and we don't want to have happen or whatever. So, the reason why we don't go forward in life, the things we want is a combination of our fears, and also the stories in which we operate in.

Peter Margaritis

Okay, there's a long pause there. And it's that because the audio paused, we're going to talk about, but that's just me reflecting on the stories that I have told myself over time, how I've tried to change those stories, and how I've been more successful than not, but I still have some of those other stories that keep holding me back. I just have to find a new way to...

Ron Karr

Yeah. So there's a couple of things. Sometimes, you can stop certain stories that will keep coming back to you. I mean, it's part of life. The question is, can you acknowledge that it's happening so that you change it? Now, it's very vulnerable as well. One thing I teach leaders is that vulnerability sells. So, if they know it, you've been in their shoes, you walk the shoes, and they're more likely to listen to you. You know, you and I belong to National Speakers Association. We've both seen speakers up on stage who are phenomenal. But they give the persona, like, they're so good. They never had an issue in their lives, and it's hard for people to relate to that. I don't believe in that. I believe in being real. I don't believe in doing therapy on the audience to my benefit. But there's a right balance that people can understand. So, when I grew up, I grew up in a very tough household. My father was a victim of the Holocaust, not in the German camps, but in Russian camp, and he lost his mother. What he went through this horrendous. It would damage anybody. It's been documented that people that were victims of the Holocaust tend to abuse the kid, the families. Not sexually but you know, physically, verbally. Why? Because they're kind of damaged. So the whole, the whole mindset is the story. But also, they went to something so horrible that they really love the kids and they want the best, and they'll do anything to protect them. And sometimes it's like, we created a prison at home. That's what my father did. He recreated a prison that prevented us from being natural kids, you know, going out with friends. And if you did one thing wrong, because it couldn't control his emotions, all of a sudden, that pleasant moment turns into a moment where you say things that you would never say, throw a knife at them or whatever, and it was just very tough. So obviously, you create stories is what that means.

Peter Margaritis

Right.

Ron Karr

So, I dealt with that, you know, because I had no confidence when I got out of college. You know, and I did have my own therapist, and it went well, and I worked on it. But I never got rid of it completely, you know. So, someone said go see this wisdom teacher, and I went a few years ago. And that's where I learned the concept of stories, because it was a five session deal. And in the last session, she said to me, Look, whatever your father did for you, to you, he did for his own reasons which you do not know. We assume. But you in turn took it as to what you feel and meant. Maybe he didn't love you, or whatever. That's what you mean by story. Now, when something's so significantly happens, you just don't forget stories like that, that you create that and driven you all your life. But the trick is, knowing that they can still show up sometimes. How do you at least acknowledge when they're showing up, and when they're not serving you well? So, at least in that instance, you can rewrite it so that you can have a different story driving you for whatever it is you're trying to achieve.

Peter Margaritis

And changing that mindset.

Ron Karr

Yes.

Peter Margaritis

To realign that mindset, into the more positive aspect.

Ron Karr

Exactly!

Peter Margaritis

Or what do you want to accomplish?

Ron Karr

I've got my own issues with confidence, you know, sometimes. So, the way I do it, I have a mantra that I'm more than enough. I know, I'm more than enough. I see it in my testimonials. I see it in everything else. And. And so, when I get myself thinking about that story, it changes my physique. It changes my energy. It changes the way I look at things and how I make decisions, because the stories also affect our decision making ability.

Peter Margaritis

Right.

Ron Karr

So, CEOs face that. Managers face that. Coaches face that. We all do, depending on what stories we've created for ourselves.

Peter Margaritis

So, thank you for that the story around the mindset and how it's much more complicated. But it also to your point, it's also very easy. It's just putting our mind to it and changing that narrative that we have going through our head. You said the book was in three parts. The second part, if I wrote it down and remember was alignment, how does that fit in?

Ron Karr

Well, if you're going to be a leader, and you want to gain velocity, you can't do everything yourself. You got to do it to the support of everybody. So, you got to align yourself with other the people. The problem with alignment, people don't understand what goes into that. So, they usually come from a self-focus mindset, which doesn't get people to align with you, because people do it for their reasons, not yours. And then, I understand that as a leader, and you really want to influence others, the first thing you have to do before you even give an argument, you have to create a safe environment for them to want to talk to you.

Peter Margaritis

Yes.

Ron Karr

So, I stumbled upon this in the like around 2000, when I was brought in by a financial services company, because they wanted to reduce the sales cycle from five to three calls to get a new investor on board. And so, I stumbled onto the process of how to do that. And then, about 10 years later, the neuroscience came out that explained it. And now, we combined both of them so you can really understand how the brain works and how to engage others. So, the first thing you have to do and you want to align with somebody is you have to create a safe environment. So, we know there's a hormone our brain called cortisol, the fight or flight hormone. You don't get rid of it. But if it's not at the right level, then you don't get people engaged. If it's too high, like over 6-7-8- 9-10 people are agitated. They're stressed, and are not listening to you. You only want them at a four or five. If they're at a one or two, they're not stressed but they're not really engaged. You need people maximum engagement. So, you go back to this financial services firm. Their market was retirees, and conservative markets who didn't trade a lot. That's where their market was. So, I went on a couple calls with financial advisor outside of Chicago. And on the first call, we went into this nice couple's house and he spent 12 and a half minutes, I counted on my watch, doing all sorts of chit chat about the kids, the grandkids and the pictures, the players and all that other stuff. And I can see in the couple's eyes, they're being very polite, but they're like, what are these two guys doing in my house? And then, after 12 and a half minutes, where you can see the cortisol does going up? He asked the question, "So, who here knows their stocks and bonds?" Now? We've thought about it, they probably had somebody already, so why is he talking about stocks and bonds? So, the cortisol goes up more because now they're saying, "I don't even have a need for this."

Peter Margaritis

Right.

Ron Karr

So, I took him outside, I said, Look, you know, cut the chit chat to 30 seconds. Go in and say, Look, you know, there's not about stocks and bonds. And say they probably got somebody. That's not what I'm here for. I'm here about your future. Can I ask you an important question? And he tried out in the next house? And the question I told him to ask was, "When it comes to your future, your financial future? What are the three things that are most important to you?" I noticed some that also the eyes will go up. And it was a pause. And then, they get into their own zone about them. Their demeanor changed. And then, they started giving us the answers, what's important to them. And it happens on every call, we went on after that. And so, we did a study, and they had a closed circuit TV booth in our headquarters, and we had the top investors come in. They signed waivers. They knew they were gonna be on video. And to a person when that question was asked, everybody's eyes went up. Left, right, whatever. And so, when I wrote 'Lead, Sell, Get out of the Way,' in 2009, we talked about this, as where sales people are going wrong, they would ask status based questions. Who you're using? What are you using? Why would you make the cortisol of go up? Because why would you make a customer educate you when there's no value to them? But when you ask them, where they're trying to go, and issues based question, all of a sudden, you that to our attention. So, what we found that is that, and I started

interviewing people, cuz I do it on stage, when we do this roleplay. Someone will, you know, the audience will see a change in a conversation. And firstly, the way most salespeople do it, or leaders, then a second way, one of the most important things, I see a change, I'll ask the person playing the role of the customer, the employee, when that question was asked something change in your brain describe what happened. They go, Yeah, you know, I was annoyed in the beginning. And they want to be sold to. I was like, what is the person doing here? Then all of a sudden, when I was about me, and when I was trying to go, I calmed down. I started thinking about it. And I said, Well, did you start trusting me more? And they said, Yes. And I said, well, trust is earned. So the brain hormone for trust is oxytocin, the love and trust. Now, trust is earned. So, you don't get trust immediately. But still, for someone to give even three answers to the question, they have to trust you a little bit. This means a little oxytocin is released. But they won't do it if they get out there for yourself and not for them. And by changing that mindset for them as to where they're going, all of a sudden, without even talking about the value offer. They are saying, wow that person is really here for me. It's about where I'm going. So yeah, I'll tell them three things that are important to me. And then I'll ask the person playing the customer. Did you feel better about the call? They said, Yeah. So, you're feeling good? Yeah, that's dopamine. But the dopamine only rides of oxytocin. So, we figured it out. We figured out the, the way the hormones work. We figured out explain what I was doing up to that point. And then Scott Howford, a PhD now, in North Sciences, also from Medicite. We're good friends, and I sat down with him. And he kind of sketched out. And it's funny, he endorsed the book. But he thinks I'm the brilliant one, because he's never seen anybody apply it to sales and leadership like I did. And yeah, he's the one to help me. So, go figure.

Peter Margaritis

Wow, wow, that was one hell of a story, Ron. And you're right. I mean...

Ron Karr

Let me explain how fast that works. So, that company actually reduce the sales cycle by to three calls. Think about the velocity. But I was in the headquarters working with the senior partners one day, and they had a class and have advisors who in the field for four to seven years, I said, Can you do an hour for the class? So, I did it one day at 5:30, you know, after they were done, and we're all staying in the same hotel. And so, that night, one will call me up at 11 because I'm sorry to wake you up. I kind of talked to you. I go, What's wrong? He goes, I tried what you said on the phone. I had two widows. Both had 100,000. One I'm working with six months. One for four months. And I couldn't get them to budge. So what do you do? So, I called them both up and I said I was remiss. All I did was talk about stocks and bonds. I never asked the most important question I should have. Can I please ask you that question? And they said yes. And he asked the question. Well, in your future what are the three things that are most important to you? One widow committed the funds in that phone call. The other widow gave him another appointment. That's how instantaneous the results can be. Now, I'm gonna go back to the other stuff that I do and now I'm gonna look at through your lens. Wow. And I've done some research on the brain in one of my previous books, but never to the degree that what you just laid out. That is, that is remarkable. And if something, do you know about... but you but you actually watched the person's physical movement with the eyes going up and around and seeing that they became more relaxed. Be yourself a second, okay? Don't do anything. I just wanted to be natural. Okay?

Peter Margaritis

Okay.

Ron Karr

I'm going to do two calls with you. Okay?

Peter Margaritis

Okay.

Ron Karr

Let's suppose that I'm a speaker, like you are. Supposed to have a meeting coming up, okay? Hey, Peter, how you doing?

Peter Margaritis

I'm doing great. How you doing?

Ron Karr

But hey, I see you got a meeting coming up. And I'm a keynote speaker. And I've I've spoken in front of, you know, 50 audiences a year for the last 30 years. And I can really come in and energize that meeting. And I would love to talk to you about what I can bring to your meeting. Right, now the audience can't see you. But I'm going to describe what you react. I'm going to describe the reaction in a second. Now, let's do it again. Again, okay?

Peter Margaritis

Okay.

Ron Karr

Hey, Peter. How are you doing?

Peter Margaritis

I'm doing great. How are you, Ron?

Ron Karr

I'm doing great. Hey, I hear you got the responsibility of setting up this next conference. And it's probably gonna be stressful to you, because I'm sure that you want to make that a huge success. Would you mind if I asked you a question?

Peter Margaritis

Sure, go ahead.

Ron Karr

When you think about the success you want to achieve at this conference, what are the three things you want your audience walking away with? You can stop. Your eyes just went up.

Peter Margaritis

They did?

Ron Karr

Yes.

Peter Margaritis

You're right. They did, because I'm thinking what would those three things be? Wow.

Ron Karr

And you're not thinking about me.

Peter Margaritis

No.

Ron Karr

Now, in the first of roleplay, you are nodding your head. Your eyes stayed at me. But you're not buying anything. You're... Oh my god. Right? Well, you describe. What was it like the first time for you?

Peter Margaritis

Yeah, he's selling me something. He's telling me all about him.

Ron Karr

Was your stress going up?

Peter Margaritis

Yes.

Ron Karr

And the second time?

Peter Margaritis

In the second time, it wasn't about you. It was about me. Try something accomplish together. What do I want my attendees to walk away with?

Ron Karr

And did you start trusting me because I laid that out.

Peter Margaritis

Yeah. Yeah.

Ron Karr

That's how it works.

Peter Margaritis

That's remarkable. Oh, my God, I got work to do after this thing is over with, after this interview is over with. So, take me down the third, I think you said third pillar, whatever is Destiny?

Ron Karr

So, it's funny, because it's really should be the first thing you talk about. But we left it for the last, because we it's so important. We want people to end with it. The destiny is that purpose. That destiny is that their action. Remember, if you just have speed without direction or purpose, you probably will miss where you want to be in life on a certain goal. So, when you think about destiny, what we talked about that section, we talked about the clear piece of paper exercise. So, a lot of people were saying I've had the same problem, you know, visualize what you want. So, I can't visualize. Well, allow yourself. Well, one of the reasons why they can't visualize is because what they have in their mind is what they know the world to be. Their past experiences, their biases and everything else. And so, what happens is when people visualize, they tend to visualize what they think is possible and not possible based on how they know the world to be. And therefore, they shoot too low, or they recreate the results they already had. And they want to know why I'm not getting anything different. If you're truly going to visualize a path forward to achieve something you haven't done, you have to put the past aside.

Peter Margaritis

Right. Mmmhmm.

Ron Karr

Forget the past. You need to think about a passion. What's going to drive you? You know, what's gonna be strong enough that if you get knocked off that track on the way to your future, they'll act like a magnet to bring it back up? So, allow yourself to dream. Allow yourself to think about what really is going to get you moving in every core of your body. And so, when you...that's the clean piece of paper exercise. So, an example. I was brought in by a multi-national chemical manufacturer. I spoke with several individuals in the early 90s. One division took 20 years to create a reagent that cut in half costs of mining copper. When they brought it out. 20 years later, the sales shot up. They actually saved the cooper mines from going bankrupt in the 80s. So, their market share grew like this. And now competitors see you making money so what do they do? They reengineer. Come out with a similar... not as good as yours. So, the only way they can compete is price. We know the drill, right?

Peter Margaritis

Yeah.

Ron Karr

So, they get a hold of me after I spoke for the team, and the guy says well, the largest copper mining company is Feldspars. We only have, you know, 25% of their demand. And we have a big meeting with the sourcing team next week. We want to use your your skill set to change our fortunes. So, would you come out and practice essentially? So, the first thing I do when I got into the conference room is to ask them a question. What do wants my intervention? And a way that industry bought is they always bought on a bid for lowest price every three years. So, the answer was we want to win the bid. I said, that was not my question. You're answering based on how you know the world to be and what do you think's

possible, and your heart was talking. What would you really want? And also that passion comes out? Well, why do we have to bid? We save them. I said, what do you want? An ability share of the agreement. I said great. They buy every three years. How long? 10. Fine. You have 25%? What do you want? 75%. So, let me repeat what you just said. You want a 10 year deal negotiated for 75% of the demand. They said yes. And I said you can do that and if you want, but the first thing you have to understand that take a different set of actions to get to that spot than it is to win a bid. And then, they asked him that fateful question. How are we going to do it? My answer, I have no clue. And they go, "Whhhaat?" I talk about intuition in the book. My intuition was telling me, I think there's a lot of room for us to get close to that. I can't tell you we're going to get there, but we're going to get something a lot better than what you got now, if you start doing what I'm saying. But what I'm also teaching them is when you get a vision like that, and you haven't walked the journey yet, how can you have the answers up front? It's not a realistic expectation. And so, when you look at leadership and the real leaders, when they forge all that, like Elon Musk, you know, wants to go up into space. He wants to develop an electric department funded by the... Do you think he had all the questions? No, he was married to the vision. But then the leaders have to be comfortable not having the answers upfront, and most people are not. They think they have to have the answers up front. Number one. A leader's job is to pave the path forward. And then as you let that vision sit in your mind, and you ruminate, it leads to what questions then you find out who has the answers, and you keep filling in the blanks until you have the picture enough that you're going to act on it. So, you and I know a common individual. He wrote the forward of my book, Dr. Nido Quebein, President of High Point University. He and I go back 30 years. Nido came to the United States at 15 years of age of \$15 in his pocket from Lebanon. His mother sent him here to have a better life. He didn't know anybody. He settled in High Point. So, I said, Nido, you had a vision. And he said, Yes. But he had a great distinction. And that's why he likes the book. And he supported. I had a vision, but I didn't have clarity of vision. Clarity of vision only comes from walking the journey. So, it goes with what I'm talking about not having the answers upfront. The answers, your clarity will develop as you go through the journey. So, as we started with this chemical manufacturer, we would raise what we know, what we don't know. Forget who we got to ask questions. They go out and every quarter come back, assess the information, see what else we need to find out until eventually, we developed the strategy a year later. And 18 months later, they were awarded a 10 year \$200 million deal. The first ever deal that kind of industry. We changed the way that industry bought, but it started with somebody having a different vision of what they want to achieve. And they weren't married to what the past has always done.

Peter Margaritis

That's going to be extremely challenging to divorce yourself from the past. And the thought process as you create a vision. There's a lot of people, I guess depends on their level of risk, will revert back continually to the past and and to try to...

Ron Karr

Well, the reason they go to the past is because they can see it. They can feel it. And that's what they have to get comfortable with. But if they allow themselves to think about it, and dwell on it. So, there's a book written in 1915 called, 'The Science of Getting Rich' by Wallace Wattles, and he evaluate all the industrialists who made it big and the rest of the world who didn't. What was the difference? And they zeroed in on a couple of traits. One trait is called the thought and formless substance. The big idea.

You have a big idea. It's an idea. It's not thought out. There's no form, right? That's the thought and formless substance. So, the way I can explain it, you know, when I was in New York in the 80s, and a lot of neighborhoods are dilapidated, like you know, 90th Street, 110th Street. You're gonna have 20 people driving down the block that are saying 100 Street, at the bottom of Harlem, and see a dilapidated building at their down trodden neighborhood. 19 people say, Oh my God, this building could really become something. But it's such a big idea that I have no idea and they keep driving by. But not that one person. The 20th, who had the same idea. The difference is they didn't have to have the answers upfront. They kept driving by for the next two months. It was in their mind. They kept thinking about it and thinking about it. And then eventually they had an idea that fleshed out. They went to an architect who got the idea, put it on paper night and see it feel it. Then they got figured out how to do it. They get ahold of contractors. They ask questions. Get the answers before they know it's developed. That's what he meant by the thought and formless substance. That was a difference between the people who made it or people that didn't like Elon Musk, like Steve Jobs, and doesn't have to be these people that high level could be anybody who sells more than you do. You know, has a different idea on how to attack a market or whatever. It's exactly the same thing we're talking about. It's having it... it's allowing yourself to have that thought and formless substance. Think about it. See what you can come up with, get more questions than answers and walk that journey, so you can start creating it. What we focus on is what we create.

Peter Margaritis

Absolutely. And for a speaker, I'm usually not at a loss for words, Ron, but this I, I, you know, I've come into these, these interviews, not knowing what to expect, a lot of times I'll do my homework and research. But I will have to admit, I've done over 200 episodes been through this five, six years. This one, I probably thought more during the interview about what my guest was saying. And it's kind of take me a little bit off my interview game but it's it's absolutely brilliant, fascinating, that I will relisten to this episode a number of times. And I'm not done with the interview. I still have a few more questions I want to ask, and I know you've got a meeting coming up in a few minutes. The velocity of my mind being blown away is just tremendous right now. So, you talk about the art of the pause. And I think about the art of the pause on stage, and then let the audience catch up or you that's where you would deliver maybe a humor line, that pause. What is the art of the pause as related to velocity?

Ron Karr

It's the same concept. We pause on stage. Why? Because what we want is to create an environment so people, the message lands. And if we say it too fast that people can't keep up, it doesn't land. So, we wasted our time. We didn't give a last thing again, getting what we want. We didn't achieve it. So, I'll give you a visit example. So, when I my first sales job was selling copiers, 1980. I was hired by Robus Machines. Because when they first came out that first pint bottom copier. No more liquid toner that's for your clothes and all that. They were seducing me, 15 crisp copies a minute. I said where's the collator? Don't worry about it. It will be here in six months. Where's the duplicator? Don't worry about it. It will be here in being six months. So, I got seduced. I got hired. I couldn't sell a damn thing for two months. Every company I cold called on, "Well, can you do what the big Xerox machine on the third floor does?" "Well, no." "When you can, come back?" You know, now a premise of the book. The Velocity Mindset is what would the world look like if everybody was a leader, and not a victim of circumstance? So, when a lot of people in that position I was, what would most people do? You blame everybody else. Blame the

company for not coming out and all that. But I said, Wait a minute, I can blame the company all I want to. The bottom line is it's not coming for two years, I gotta make a living now. So, I took a pause. Sometimes the game velocity, you have to stop or pause. Because if you keep being task oriented, and doing things that don't make a difference, you're not achieving anything, and you're actually adding resistance to velocity. Drag. So, I decide to have a board meeting with myself. Me, myself, and I went to a diner. And I said, Okay, let's pause. Let's focus here. What are you doing? Now, one more thing, a question that is central on that book for every leader, whether it's your kids, your family, business, whatever. And the leader when something happens, they don't immediately blame other people, even though there could be other people to blame. The first thing they do is they say, what could I do differently next time? That's what that board and it was all about. So, I looked at what I was doing. I'm selling copiers. Where you doing it ? Position copiers as a working note. Why? Because Xerox has all this other stuff. Can you compete? No. So, why are you doing that? So, then I had to come up with a different angle. So I said, What is the copier do? It's communication vehicle? Well, let me try that. Next call. I go in. I met an office manager. I said, Would you agree with me that a copy is nothing more than communication vehicles? She goes absolutely. So, when it comes to this vehicle, what do you think of this challenges? And oh my god, I was like she got on the therapy couch. Just started opening up. She says, Oh my god, Jim or Sally has one copy that make on the first floor. By the time they get upstairs, wait behind all those big jobs, come back down and chit chat. I could take two hours. I said how often is that happen? She goes, the equivalent of two full time employees. I go, Wow, you like them back? She said, how are you going to do that? Look, I'm not here to compete against Xerox machine on the third floor. It's a great machine. Keep it. But I'm here to fill in the gaps. And right now, I can give you back those two full time employees, as this great copier does 15 copies a minute, everything you want for those one and two copy jobs. They don't have to go on two hour excursions. I would suggest you put one on every floor. I started saying three at a time. That only came because I paused.

Peter Margaritis

Yeah.

Ron Karr

I took responsibility for myself, what could I do differently? I evaluated was doing, what wasn't working. Try to figure out a different angle, tested it and it worked. Now, sometimes it doesn't work, so you keep testing. But that's what we mean about pause. If something's not working, or you're not happy with what's going, take a pause. Now all of us had a forced pause with COVID. And that's why when we all pause, a lot of people started looking at that purpose. And that's why a lot of people started making significant changes. So, we're could look at COVID something really bad Is there a lot of people that died and a lot of people that still have long term things that I feel for them. So, it's not a good thing COVID. Don't get me wrong, but it does have a silver lining. It's all those other people that realize that maybe they could do something different. Realize that we can have the best plans in life. But you know, when we do God just laughs at us. So, they started realizing what's really important, and they started recalibrating lives.

Peter Margaritis

Absolutely. And that's... I know, a lot of my colleagues did that. And maybe after the first couple days, two to three days, but also know a few people within our association who were reluctant to making those changes early on.

Ron Karr

I'm doing it. I'm moving to Florida. No, no, seriously. Because I thought out, I'm 64 I said, You know, I lost a lot of money from those surgeries when I make the money back. I'm 70. And so why wait the 70? You don't know. Why don't you go down to Florida now. You've got the business, you can redesign it and enjoy life now. Same thing.

Peter Margaritis

So, transparency to the audience. You... This is the 11th of August, and you said two weeks from today

Ron Karr

Two weeks from Friday.

Peter Margaritis

Friday, you will be relocating to Florida.

Ron Karr

And am I scared? Absolutely. I've lived here for 64 years in a New York metro area. It's what I know. It's my umbilical cord. Now, my daughter's up here, the closest thing to me, I love her, she loves me. But she wants me to go well be happy. I need a better lifestyle. Do I have the answers what it's gonna be like down there? How can I do it? No. But I'm trusting that it will work out. And you just walk the journey.

Peter Margaritis

And you change that mindset?

Ron Karr

Yeah.

Peter Margaritis

Yeah. And you're looking at it from a positive lens. And all the good that's good. I mean, it does get hot down there.

Ron Karr

But not, but not fluffy lens. You know, I mean, I'm aware there may not work out but then I'll come back.

Peter Margaritis

Yeah. Always come back. I'm blown away by the Velocity Mindset, what you've written, how you've achieved it, the stories that you've told. So, what's one thing that you could leave my audience with, to make them... I heard this phrase recently, about a year ago, how you eat an elephant? One bite at a time. So, when you want to make a change like this, you can't just gulp the elephant down. You got to

go at it at slow paces What can you advise my audience as they listen to this, probably hopefully, if you drive and pull off, listen to it before you get back on the road. Keep them on that journey. And changing to this velocity mindset.

Ron Karr

People do things for their own reasons. So, number one, make sure you're doing it for the right reasons for you. You're passionate about it. You're driven by it. And it's something that you want to do. And then remember, when you need to align yourself with others, they're not going to do it for your reasons that I do for theirs So, just remember that people do things for their reasons. Make sure you are true to your reasons. And make sure you have empathy and finding out other people's reasons. Because the key influence is well, simple. It's not giving somebody an argument as to why they should do something. It's giving them an argument in context to what's important to them.

Peter Margaritis

Wow. Ron, thank you so very much. Good luck in your journey to Florida. I know our paths will cross at an NSA event, and I want to talk to you more about this. I'm actually looking forward to reading a copy of this book. Get my hands on it.

Ron Karr

It's on Amazon.

Peter Margaritis

I know it's on Amazon. It's on Amazon. And it's an E- book form.

Ron Karr

And Audible. I did it.

Peter Margaritis

You did the work behind and read that? Good for you. I did one book that way and that's harder than people believe.

Ron Karr

No, I love it. You know why? It allows me to bring the words to life.

Peter Margaritis

Yeah, yeah. I really has to.. if you could do Audible, the author should read it because they bring that extra passion in. So, thank you so very much and I look forward to our paths crossing soon.

Ron Karr

My privelege. Thank you for having me.

Peter Margaritis

I want to thank, Ron, for his time and discussing the Velocity Mindset and sharing his powerful stories to enhance its appeal. I will conclude this episode was an improv quote. And you may have heard me

say this from before "Listening is not merely hearing, listening is reacting. Listening is being affected by what you hear. Listening is active." Be safe.