Corey Andrew Powell ([00:02](https://www.temi.com/editor/t/a9PQVmd4HOGp3jNcLpPk0osJdvYqvG825vcmszcjobTUPUWou1Eae16Bz9HnXsKiTahhgsyQuNEOk4RezZEk5XT8rP4?loadFrom=DocumentDeeplink&ts=2.759)):

Hello everyone. I am Corey Andrew Powell, and I'm joined today by Ryan Leak. He's an author, executive coach, and motivational speaker who gets to inspire over 50,000 people every single month. That's a lot of folks. So he's the author of the USA Today best selling book, Chasing Failure, How Falling Short Sets You Up for Success. And his most recent book, Leveling Up 12 Questions to Elevate Your Personal and Professional Development, is a Wall Street Journal best seller. Ryan, welcome to Motivational Mondays.

Ryan Leak ([00:33](https://www.temi.com/editor/t/a9PQVmd4HOGp3jNcLpPk0osJdvYqvG825vcmszcjobTUPUWou1Eae16Bz9HnXsKiTahhgsyQuNEOk4RezZEk5XT8rP4?loadFrom=DocumentDeeplink&ts=33.01)):

Corey, it is an absolute pleasure to be here with you. And guess what? I didn't tell you this. My brother's name's Corey.

Corey Andrew Powell ([00:38](https://www.temi.com/editor/t/a9PQVmd4HOGp3jNcLpPk0osJdvYqvG825vcmszcjobTUPUWou1Eae16Bz9HnXsKiTahhgsyQuNEOk4RezZEk5XT8rP4?loadFrom=DocumentDeeplink&ts=38.52)):

Oh, really?

Ryan Leak ([00:38](https://www.temi.com/editor/t/a9PQVmd4HOGp3jNcLpPk0osJdvYqvG825vcmszcjobTUPUWou1Eae16Bz9HnXsKiTahhgsyQuNEOk4RezZEk5XT8rP4?loadFrom=DocumentDeeplink&ts=38.92)):

I have a special affinity for you, my borther.

Corey Andrew Powell ([00:41](https://www.temi.com/editor/t/a9PQVmd4HOGp3jNcLpPk0osJdvYqvG825vcmszcjobTUPUWou1Eae16Bz9HnXsKiTahhgsyQuNEOk4RezZEk5XT8rP4?loadFrom=DocumentDeeplink&ts=41.52)):

<laugh>. Is it the same spelling?

Ryan Leak ([00:42](https://www.temi.com/editor/t/a9PQVmd4HOGp3jNcLpPk0osJdvYqvG825vcmszcjobTUPUWou1Eae16Bz9HnXsKiTahhgsyQuNEOk4RezZEk5XT8rP4?loadFrom=DocumentDeeplink&ts=42.8)):

It is the exact same spelling.

Corey Andrew Powell ([00:45](https://www.temi.com/editor/t/a9PQVmd4HOGp3jNcLpPk0osJdvYqvG825vcmszcjobTUPUWou1Eae16Bz9HnXsKiTahhgsyQuNEOk4RezZEk5XT8rP4?loadFrom=DocumentDeeplink&ts=45.02)):

The thing is, when I see that E is missing, I'm like, you don't trust them. Yeah. So something's a little off when the E is missing, but, you know. Awesome. I have like a lot of friends who are gonna probably call me now and be like, yo, my, you know, my, my e is missing. But anyways,

Ryan Leak ([00:58](https://www.temi.com/editor/t/a9PQVmd4HOGp3jNcLpPk0osJdvYqvG825vcmszcjobTUPUWou1Eae16Bz9HnXsKiTahhgsyQuNEOk4RezZEk5XT8rP4?loadFrom=DocumentDeeplink&ts=58)):

All good.

Corey Andrew Powell ([00:59](https://www.temi.com/editor/t/a9PQVmd4HOGp3jNcLpPk0osJdvYqvG825vcmszcjobTUPUWou1Eae16Bz9HnXsKiTahhgsyQuNEOk4RezZEk5XT8rP4?loadFrom=DocumentDeeplink&ts=59.23)):

Well, also, man, well listen, let's start with your previous book, just to give a little background to what your, your, your focus and your writings have been. So your first book, as I mentioned, Chasing Failure. What was the inspiration behind that one?

Ryan Leak ([01:12](https://www.temi.com/editor/t/a9PQVmd4HOGp3jNcLpPk0osJdvYqvG825vcmszcjobTUPUWou1Eae16Bz9HnXsKiTahhgsyQuNEOk4RezZEk5XT8rP4?loadFrom=DocumentDeeplink&ts=72.28)):

There was something I wanted to do that I had always dreamed of as a kid, and that was to be in the NBA. You know what, what kid with a basketball in their hand doesn't think about that. And as I had gotten older and, you know, I played college ball, I was all American and but never pursued the pros and had an opportunity to get connected with Kobe Bryant. And it was one of those things where I was like, I don't wanna meet Kobe without knowing that I had like, tried to like really see what was in me. I think there was this thing in all of us that can sometimes scare us, and it's this word potential. And for me, before I leave the planet, I wanna make sure that I've tapped into mine. And so I just wanna get the most out of my life.

Ryan Leak ([01:56](https://www.temi.com/editor/t/a9PQVmd4HOGp3jNcLpPk0osJdvYqvG825vcmszcjobTUPUWou1Eae16Bz9HnXsKiTahhgsyQuNEOk4RezZEk5XT8rP4?loadFrom=DocumentDeeplink&ts=116.86)):

And so I started thinking about this question, what would you do if you knew you couldn't fail? And when I answered that question on, well, I, I said I'd be in the NBA. And so, um, I went out to try and figure out if I would indeed fail. And my, my thought process was, I'm gonna let failure give me its best shot and I'm gonna give it my best shot. And let's see who comes out on top. Let's just see what happens when we try stuff. Here's the other thing, and most people don't even really think about the top companies in the world have what's called an R and D budget. Billions are spent every year of them just trying stuff. Why wouldn't we expend some of our resources bigger or small at the level that we're at on trying things as well? It's the only way I believe that, uh, you can really grow and, and really step into elite territory. And so that was the genesis of chasing failure.

Corey Andrew Powell ([02:56](https://www.temi.com/editor/t/a9PQVmd4HOGp3jNcLpPk0osJdvYqvG825vcmszcjobTUPUWou1Eae16Bz9HnXsKiTahhgsyQuNEOk4RezZEk5XT8rP4?loadFrom=DocumentDeeplink&ts=176.98)):

Well, you know, that drives home another point too that I've heard you make, which is that sort of like, you know, the, the journey is where you learn everything. Right. You know, so if you try to like sidestep that part of it.

Corey Andrew Powell ([03:10](https://www.temi.com/editor/t/a9PQVmd4HOGp3jNcLpPk0osJdvYqvG825vcmszcjobTUPUWou1Eae16Bz9HnXsKiTahhgsyQuNEOk4RezZEk5XT8rP4?loadFrom=DocumentDeeplink&ts=190.79)):

Mm-hmm. <affirmative> to have success or to reach success, uh, chances are it could be short-lived because you didn't really learn anything along the way because you didn't try stuff, you didn't fail. Right. And learn from those mistakes. I see a direct correlation there as well.

Ryan Leak ([03:26](https://www.temi.com/editor/t/a9PQVmd4HOGp3jNcLpPk0osJdvYqvG825vcmszcjobTUPUWou1Eae16Bz9HnXsKiTahhgsyQuNEOk4RezZEk5XT8rP4?loadFrom=DocumentDeeplink&ts=206.11)):

Absolutely. You know, I think that there's this massive gap between what you can do and what you will do. And I think the people in this world that are making things happen, they've just closed that gap. So a lot of people can get in shape. They have the ability to do so, you just don't do it. Mm-hmm. <affirmative>, there's a lot of people that can write a book, they just don't do it. I've just decided I wanna be one of those people that we're not just looking at potential. After a while, you start looking at track record to say no, like, we did it. Did I feel like writing a book? No. <laugh> like, not at all. But did I enjoy it? Do I enjoy the results of it? Do I enjoy the fruit that go a Absolutely. And can I make a difference in people's lives? Absolutely. And so I think sometimes you have to be willing to do the thing that most people won't do. And I think what most people aren't willing to do is they're not willing to fail. And I'm just willing to fail stuff that most people are afraid to try.

Corey Andrew Powell ([04:32](https://www.temi.com/editor/t/a9PQVmd4HOGp3jNcLpPk0osJdvYqvG825vcmszcjobTUPUWou1Eae16Bz9HnXsKiTahhgsyQuNEOk4RezZEk5XT8rP4?loadFrom=DocumentDeeplink&ts=272.85)):

Yeah. Yeah. One of the successful things, or one of the, the main denominators I see between successful people, uh, very often it is that trait of they were given an opportunity and they didn't even know how to do what they were asked to do a job, opportunity, a task, and they said, yes, <laugh>, of course I'll do it. And then they were like, okay. Now how do I <laugh>? And they made sure they found the right people to help them figure it out, or, you know, they, they stepped into the unknown and were not afraid to try. It's a trait between the most successful business people or people who were just successful.

Ryan Leak ([05:14](https://www.temi.com/editor/t/a9PQVmd4HOGp3jNcLpPk0osJdvYqvG825vcmszcjobTUPUWou1Eae16Bz9HnXsKiTahhgsyQuNEOk4RezZEk5XT8rP4?loadFrom=DocumentDeeplink&ts=314.93)):

I get to work with a lot of elite, very successful people. Fortune 500. I was with a Fortune 80 company yesterday. I don't wanna put they business out in the street, but <laugh>, I just, I just wanna encourage somebody, don't nobody know what they're doing. Uh, like there is this facade, I got this. No, they don't. Hmm. I think the pandemic was a great reset for everybody because it, it gave people freedom to go, I don't know how to do this. It's like, you didn't know how to do it before a pandemic. <laugh>.

Corey Andrew Powell ([05:48](https://www.temi.com/editor/t/a9PQVmd4HOGp3jNcLpPk0osJdvYqvG825vcmszcjobTUPUWou1Eae16Bz9HnXsKiTahhgsyQuNEOk4RezZEk5XT8rP4?loadFrom=DocumentDeeplink&ts=348.7)):

Yeah. Don't try and use Covid.

Ryan Leak ([05:50](https://www.temi.com/editor/t/a9PQVmd4HOGp3jNcLpPk0osJdvYqvG825vcmszcjobTUPUWou1Eae16Bz9HnXsKiTahhgsyQuNEOk4RezZEk5XT8rP4?loadFrom=DocumentDeeplink&ts=350.63)):

But, but, but, but Covid gave everyone the opportunity to go, okay, we're all in this thing together. And it gave people permission to be honest about the, the things that they just, uh, that they just don't know. Yeah. And so a lot of people have, you know, faked it till they made it, it so, so to speak. But, but I, I, I think that behind the scenes of some of the most successful people in the world are little boys and little girls who are scared out of their mind, were given a role, we're given something, and they figured it out. I couldn't tell anybody. But when you take away their armor, you take away some of their awards, they would go, no, we, we, we, we tried some stuff. I read some books, got a degree, I'm educated. But at the same time, we're trying to figure these things, these things out, record inflation.

Ryan Leak ([06:44](https://www.temi.com/editor/t/a9PQVmd4HOGp3jNcLpPk0osJdvYqvG825vcmszcjobTUPUWou1Eae16Bz9HnXsKiTahhgsyQuNEOk4RezZEk5XT8rP4?loadFrom=DocumentDeeplink&ts=404.45)):

Uh, you, you begin to look at where the economy is at, where things are politically, socially, technological, environmental, you look at some of the key indicators that businesses rise and fall on to pretend that you're an expert in any one of those is somewhat humorous. And so I think what I've been able to do over the past few years, being a guy that has waived the failure banner, I get people to be honest with me. Like, I get people to raise their hand and go, we're actually not doing as well as people think we are. Mm-hmm. <affirmative>, but we are just afraid to look like a failure. It's just like, well, no. Like what if we were dishonest about it? So the more honest I am about my failures and my setbacks and my mistakes, it's amazing. Who comes out of the woodworks and says, yeah, well me too. I've been in, I've been in that boat too. Yeah.

Corey Andrew Powell ([07:34](https://www.temi.com/editor/t/a9PQVmd4HOGp3jNcLpPk0osJdvYqvG825vcmszcjobTUPUWou1Eae16Bz9HnXsKiTahhgsyQuNEOk4RezZEk5XT8rP4?loadFrom=DocumentDeeplink&ts=454.15)):

Yeah. Which also is aligned with another trait of leadership that we discuss a lot at the ls, which is the accountability piece, right?

Ryan Leak ([07:41](https://www.temi.com/editor/t/a9PQVmd4HOGp3jNcLpPk0osJdvYqvG825vcmszcjobTUPUWou1Eae16Bz9HnXsKiTahhgsyQuNEOk4RezZEk5XT8rP4?loadFrom=DocumentDeeplink&ts=461.67)):

Yeah.

Corey Andrew Powell ([07:42](https://www.temi.com/editor/t/a9PQVmd4HOGp3jNcLpPk0osJdvYqvG825vcmszcjobTUPUWou1Eae16Bz9HnXsKiTahhgsyQuNEOk4RezZEk5XT8rP4?loadFrom=DocumentDeeplink&ts=462.9)):

I mean, that ties right into you cannot move forward unless you accept the stuff that you don't know need help with. Oh yeah. Your shortcomings, right. All those things. That's the accountability piece that then, um, allows you to at least own it and then say, okay, how do I move beyond it? For sure. Which is, yeah. Well that's amazing. I mean, so, you know, and I also will just bring it back to, uh, so I'm in the midst of writing two books. One, I'm almost finished. Right. Ok. And one I haven't started yet, but I have a great outline and I'm also trying to get back in shape to get rid of like this 15 covid pounds that, you know, I have no excuse anymore cuz the pandemic's been over for like a year. So it's funny that you just mentioned <laugh> book writing and going to the gym.

Ryan Leak ([08:23](https://www.temi.com/editor/t/a9PQVmd4HOGp3jNcLpPk0osJdvYqvG825vcmszcjobTUPUWou1Eae16Bz9HnXsKiTahhgsyQuNEOk4RezZEk5XT8rP4?loadFrom=DocumentDeeplink&ts=503.62)):

I wasn't trying to call you out. <laugh>

Corey Andrew Powell ([08:25](https://www.temi.com/editor/t/a9PQVmd4HOGp3jNcLpPk0osJdvYqvG825vcmszcjobTUPUWou1Eae16Bz9HnXsKiTahhgsyQuNEOk4RezZEk5XT8rP4?loadFrom=DocumentDeeplink&ts=505.19)):

I feel attacked. I'm just gonna say I feel attacked. But we gonna move on. But, uh, and I'm gonna go to the gym after this interview. So your second book though, your current book Leveling Up 12 questions to Elevate your personal and Professional Development. Also something we're interested in because our whole platform here at the LS is both building character professional development. Yeah. So, uh, so share with me your inspiration behind that book and what you hope people take from it.

Ryan Leak ([08:51](https://www.temi.com/editor/t/a9PQVmd4HOGp3jNcLpPk0osJdvYqvG825vcmszcjobTUPUWou1Eae16Bz9HnXsKiTahhgsyQuNEOk4RezZEk5XT8rP4?loadFrom=DocumentDeeplink&ts=531.67)):

Uh, you know, throughout a pandemic I saw that there were people that thrived in a pandemic and other people who simply survived a pandemic. And what I began to notice was that there was just a mindset difference. The people that thrived in a pandemic, uh, were often self-starters. They were not waiting for someone else to come save them. I almost entitled the book, Nobody's Coming Almost, I was this close to like, give driving home that idea. Nobody's coming to save you and nobody owes you anything. You owe it to yourself to take things to the next level. And so what I discovered is that the people that were thriving the most were people that just said, you know what? They, they led themselves well. So it's, it's considered a self-leadership book. And these are, uh, questions that we designed in our executive coaching practice that we discovered could help people go to the next level if they're continuously asking the right questions.

Ryan Leak ([09:57](https://www.temi.com/editor/t/a9PQVmd4HOGp3jNcLpPk0osJdvYqvG825vcmszcjobTUPUWou1Eae16Bz9HnXsKiTahhgsyQuNEOk4RezZEk5XT8rP4?loadFrom=DocumentDeeplink&ts=597.91)):

Uh, We're coaches, not cops, is a line we use often. In other words, I'm not gonna tell you what to do and arrest you when you don't do it. I'm not gonna pull you over and give you a ticket. Now I'm gonna give you some tools to go in the right direction. And then when I'm not in the room, hopefully that tool is still guiding you. So, for example, one of the questions in the book is, uh, what's the right thing to do? I'm not gonna tell you what the right thing to do is. We could actually argue about what the right thing to do is. But the people we work with, people we live with, the people that we love, be our colleagues, our friends, our neighbors at least should be able to, to understand and see that you and I are asking on a consistent basis.

Ryan Leak ([10:39](https://www.temi.com/editor/t/a9PQVmd4HOGp3jNcLpPk0osJdvYqvG825vcmszcjobTUPUWou1Eae16Bz9HnXsKiTahhgsyQuNEOk4RezZEk5XT8rP4?loadFrom=DocumentDeeplink&ts=639.72)):

What's the right thing to do. I'm not saying I'm always going to get it right, but my family, my friends, people that work for me, the people that work with me, they know push come to shove, Ryan's going to try to do the right thing. And that's the integrity question. So I noticed that when I would equip my clients with that question, it changed their conversation in a lot of boardrooms to go, Hey, what's the right thing to do? Which is different than what's the most profitable thing to do now? What's, what's the right thing to do? What's the integrity question? The interesting thing about integrity is you can't always prove integrity. It's felt, you can tell when someone's genuine and when something's some, some, some, uh, sums off about them as it pertains to diversity, equity, and inclusion. You can tell someone who talks about DEI versus somebody who lives the E and I, right? Right. There's an authenticity. There is a genuine, and I can't prove that you're not walking the walk. I can just feel it. And when I just have that feeling, I just don't trust you and I may never even voice it.

Corey Andrew Powell ([11:59](https://www.temi.com/editor/t/a9PQVmd4HOGp3jNcLpPk0osJdvYqvG825vcmszcjobTUPUWou1Eae16Bz9HnXsKiTahhgsyQuNEOk4RezZEk5XT8rP4?loadFrom=DocumentDeeplink&ts=719.309)):

Right.

Ryan Leak ([11:59](https://www.temi.com/editor/t/a9PQVmd4HOGp3jNcLpPk0osJdvYqvG825vcmszcjobTUPUWou1Eae16Bz9HnXsKiTahhgsyQuNEOk4RezZEk5XT8rP4?loadFrom=DocumentDeeplink&ts=719.87)):

Right. And so again, it's, I call every question in the book a loaded question. Cause they all lead to more questions. They're not just surface questions. They're, it makes you think consistently, well, well what, what's the right thing to do? And I got offered to, uh, go to Barcelona and speak, but it was during my son's spring break and due to travel, it, it actually would basically take up all of his spring break and he would not be able to go, well, for me, I just, what's the right thing to do? And again, someone else can make the argument that the right thing to do is to go make a bunch of money in another country. Sure. And, and someone else is going to make that decision. But for me, in light of the future that I wanna have as my family and my friends, I felt like's the right thing to do is to stay home.

Corey Andrew Powell ([12:54](https://www.temi.com/editor/t/a9PQVmd4HOGp3jNcLpPk0osJdvYqvG825vcmszcjobTUPUWou1Eae16Bz9HnXsKiTahhgsyQuNEOk4RezZEk5XT8rP4?loadFrom=DocumentDeeplink&ts=774.95)):

Yeah. That's so, uh, powerful because it really lines with the, the idea that you have to always sort of be impeccable and, and have integrity in what you believe in. And you're right. It's no, there's no wrong or right. It's about what's right for you. But I think that when you lead from a place of consciousness thinking about other people other than yourself, like in that moment you just shared, it was almost like I was thinking, what if your son didn't wanna go to Barcelona with you? Or what if he did? And then what if his, what if he had plans for his spring break or his break? He was gonna hang, just hang out with his friends and be a kid. That was his memory, his time to have that moment. And you made a choice that you weren't going to interfere with his memories of childhood. Right. It was like, that's deep. That's deep.

Ryan Leak ([13:44](https://www.temi.com/editor/t/a9PQVmd4HOGp3jNcLpPk0osJdvYqvG825vcmszcjobTUPUWou1Eae16Bz9HnXsKiTahhgsyQuNEOk4RezZEk5XT8rP4?loadFrom=DocumentDeeplink&ts=824.74)):

And, and again, next year I could be in the exact same position and like you said, he could be at a camp or maybe he's going to go do, he has plans of his own. So it's, it's not a one size fits all answer. But I do think it is a one size fits all question because it's, again, you, you don't, I don't think I'm ever going to arrive at this is the exact. And my other son who I have an eight year old and a three-year-old, they have two completely different personalities. And what they need from me versus their mom is, but we're consistently just what's the right thing to do?

Corey Andrew Powell ([14:21](https://www.temi.com/editor/t/a9PQVmd4HOGp3jNcLpPk0osJdvYqvG825vcmszcjobTUPUWou1Eae16Bz9HnXsKiTahhgsyQuNEOk4RezZEk5XT8rP4?loadFrom=DocumentDeeplink&ts=861.67)):

Yeah.

Ryan Leak ([14:22](https://www.temi.com/editor/t/a9PQVmd4HOGp3jNcLpPk0osJdvYqvG825vcmszcjobTUPUWou1Eae16Bz9HnXsKiTahhgsyQuNEOk4RezZEk5XT8rP4?loadFrom=DocumentDeeplink&ts=862.35)):

Mm-hmm. <affirmative>.

Corey Andrew Powell ([14:23](https://www.temi.com/editor/t/a9PQVmd4HOGp3jNcLpPk0osJdvYqvG825vcmszcjobTUPUWou1Eae16Bz9HnXsKiTahhgsyQuNEOk4RezZEk5XT8rP4?loadFrom=DocumentDeeplink&ts=863)):

Yeah. And it's funny cuz you only get like one time sometimes to mess up with a kid and <laugh> and it's like, it can like derail so many things like that they'll never get over. And you know, we've all been there as children. So I mean, you're, when you have a chance as a parent to actually be more conscious of that, you know, that's powerful. And, um, I think that's commendable. Cause you know, I might've just taken the money and ran personally myself, but I'm not a dad. <laugh>. I'm not a dad. So I can easily say that too. But, you know, let's get to your keynote topics because, uh, so as I mentioned a lot about you, you being an author, you were also a very, very sought after, uh, keynote speaker. Yeah. As you just shared, uh, story, how you were invited to Barcelona, you have so many amazing topics you covered in your keynote. So I wanted to go through a few that really stood out to me. And, um, the first one that I absolutely just love is about, uh, self leadership, but leading by example. And you gave this example of, you know, you can't, um, what was it? Oh yeah. You don't wanna be the type of leader that says leaders or readers, but then you don't read yourself <laugh>. Sure. You know, like that was so, uh, just, it's simplistic and uh, it's profound at the same time. But share a little bit about that philosophy.

Ryan Leak ([15:40](https://www.temi.com/editor/t/a9PQVmd4HOGp3jNcLpPk0osJdvYqvG825vcmszcjobTUPUWou1Eae16Bz9HnXsKiTahhgsyQuNEOk4RezZEk5XT8rP4?loadFrom=DocumentDeeplink&ts=940.99)):

I I think we have to, um, especially when you're in, in any kind of leadership role, there is this idea of practice what you preach. I like to think of it in terms of practice before you preach. By the time you get up and say something, it's a reflection of who you already are. But if you're trying to communicate a message to other people and then try and get your actions to catch up with your words, you are losing influence. Not gaining it by the time you get up and say, you know what, this is how we should behave. Or here's where I think the culture should go. Or I think we need to usher in a culture of feedback. You, you should have already been modeling a culture of feedback before you request a culture of feedback. So it can't be this thing of, oh, I think we should change today and I'm gonna lead the charge.

Ryan Leak ([16:46](https://www.temi.com/editor/t/a9PQVmd4HOGp3jNcLpPk0osJdvYqvG825vcmszcjobTUPUWou1Eae16Bz9HnXsKiTahhgsyQuNEOk4RezZEk5XT8rP4?loadFrom=DocumentDeeplink&ts=1006.37)):

Mm-hmm. <affirmative>, no, you gotta leave the charge. And in practice practicing it. And so I've just seen in my travels and coaching practice, people sort of regurgitate some of these, you know, famous quotes or leadership I idioms that mm-hmm. <affirmative>, you know, kind of float around that people don't really live out. I think we've all met people in our life that felt like they were a great leader, that when you talk to their team, they're not actually following them. They follow them because they have to, not because they get to. So I think it's very important that we practice before we preach.

Corey Andrew Powell ([17:24](https://www.temi.com/editor/t/a9PQVmd4HOGp3jNcLpPk0osJdvYqvG825vcmszcjobTUPUWou1Eae16Bz9HnXsKiTahhgsyQuNEOk4RezZEk5XT8rP4?loadFrom=DocumentDeeplink&ts=1044.369)):

And so when it ties to the, the movement to be more diverse and equitable and more inclusive, <laugh> uh, and more inclusive, um, you know, that's also another one of your keynote talking points. Yeah. Which I love when you say, uh, it's one thing to give a historically marginalized person a job, uh, it's another thing to give them a voice of influence. Correct. A decision making table. And that is the big, big difference. So, and you, and you kind of alluded to that earlier. You were talking about sort of like people who think they're doing the right thing with de and I, but are they really? So, so expand a little bit about that within organizations, this notion of like, you know, thinking you're doing something and actually doing so.

Ryan Leak ([18:09](https://www.temi.com/editor/t/a9PQVmd4HOGp3jNcLpPk0osJdvYqvG825vcmszcjobTUPUWou1Eae16Bz9HnXsKiTahhgsyQuNEOk4RezZEk5XT8rP4?loadFrom=DocumentDeeplink&ts=1089.23)):

Well again, I I think one of the, the threads through a lot of what I teach is, is, uh, this thing of authenticity, of just being real. And especially as it pertains to diversity, equity, and inclusion. Any historically marginalized person is going to smell a fraud coming a mile away. <laugh>, it's not hard. It's every historically marginalized person has a superpower. They can smell a fraud. It it, it's, it's the same every time. And so what I, the way I teach diversity, equity, and inclusion is I used to teach people how to talk better. I used to teach how to upgrade your website to be a little bit more diverse. Hmm. After about five years of doing that, if I'm honest, I think I may have done them a disservice. Hmm. Because I changed how they look on the inside, but their thinking remained the same.

Ryan Leak ([19:16](https://www.temi.com/editor/t/a9PQVmd4HOGp3jNcLpPk0osJdvYqvG825vcmszcjobTUPUWou1Eae16Bz9HnXsKiTahhgsyQuNEOk4RezZEk5XT8rP4?loadFrom=DocumentDeeplink&ts=1156.92)):

So now they had the appearance of being diverse, equitable, and inclusive, but nothing had actually changed. And what I began to realize was that professional DE and I can't happen until there is personal DE and I, you are not going to just turn on an inclusion switch at work. Right. And then go home and be privately, whoever you want to be. That just doesn't work. And so I think it's vitally important that a person does the work of DE and I when they don't have to mm-hmm. <affirmative>, I think that, that, that's vitally important. And so, um, I was just having a conversation with, uh, C-suite executive at, at an organization. And the other funny thing about DE and I is every company's kind of getting acute with how they do it. Some people are like, no, no, no, no, no, no, no. It's D I E <laugh> cause we want inclusion to come before equity. You're like, okay. And then some people are like, no, no, no, we're doing I D E.

Ryan Leak ([20:35](https://www.temi.com/editor/t/a9PQVmd4HOGp3jNcLpPk0osJdvYqvG825vcmszcjobTUPUWou1Eae16Bz9HnXsKiTahhgsyQuNEOk4RezZEk5XT8rP4?loadFrom=DocumentDeeplink&ts=1235.21)):

Okay. Like, like they're trying to figure out the word. And now some are doing D E I A, I'm like, can we chill with all the letters? Like, like, except like, can we just calm down? Okay. We know what we need to talk about. But one group had me do a diversity and inclusion talk, and it was specifically diversity and inclusion. I said, so y'all just got DI we ain't got no E here, <laugh>, you know, and I made that joke. Everybody kinda like, yeah. And they said, well, we're working on the E. And I said, okay, how do you define E? They go, well, we actually feel pretty good about, you know, being equitable in our organization. We actually had an outside company come and look at everyone's pay and, and, and it actually is equal pay across the board. So we feel really good about that. And I said, yeah, I mean that's one way to define equity.

Corey Andrew Powell ([21:28](https://www.temi.com/editor/t/a9PQVmd4HOGp3jNcLpPk0osJdvYqvG825vcmszcjobTUPUWou1Eae16Bz9HnXsKiTahhgsyQuNEOk4RezZEk5XT8rP4?loadFrom=DocumentDeeplink&ts=1288.22)):

Mm-hmm. <affirmative>,

Ryan Leak ([21:29](https://www.temi.com/editor/t/a9PQVmd4HOGp3jNcLpPk0osJdvYqvG825vcmszcjobTUPUWou1Eae16Bz9HnXsKiTahhgsyQuNEOk4RezZEk5XT8rP4?loadFrom=DocumentDeeplink&ts=1289.54)):

Another way to define it is if they have an actual voice, who cares if we make the same, but you still dictate everything. We might get the same paycheck, which is nice, right? But there's, I wouldn't call that equal. Is there equal influence? There's many different ways to define that. And so, so I, I think the DE and I conversation is, uh, is very, very, very challenging on, on a lot of sides because, um, in, in my, uh, humble opinion, I don't know that there's a whole lot of honesty from either side. And what I try to do when I step into an organization is I try and get people to be honest first, and I don't tattle on, you know, both sides. But I can just tell you from working with a lot of people who are Caucasian, what they have learned from culture is how to not get canceled. And the way you, you not get canceled is you just say nothing.

Ryan Leak ([22:30](https://www.temi.com/editor/t/a9PQVmd4HOGp3jNcLpPk0osJdvYqvG825vcmszcjobTUPUWou1Eae16Bz9HnXsKiTahhgsyQuNEOk4RezZEk5XT8rP4?loadFrom=DocumentDeeplink&ts=1350.53)):

You just got quieter. So one person might go, oh, they woke, they with us. No, they're not. They're actually asleep, they're tired. They're just not saying anything. And so because they haven't said any, they've just, they've, what we've taught them are the landmines not to step on. Doesn't mean they change, doesn't mean. And so there's a conversation, a real conversation that I think has to happen beneath the, the typical DE and I conversations because there's, and again, I I just speak to so many people on all sides of it. And, and some places there's real change. And then there's other places where let's just say they get really great websites. <laugh>

Corey Andrew Powell ([23:13](https://www.temi.com/editor/t/a9PQVmd4HOGp3jNcLpPk0osJdvYqvG825vcmszcjobTUPUWou1Eae16Bz9HnXsKiTahhgsyQuNEOk4RezZEk5XT8rP4?loadFrom=DocumentDeeplink&ts=1393.32)):

<laugh> Yeah. Well, you know, that's again why it was so important for what we do here at our organization. When the George Floyd situation happened and all the protests were happening, and a lot of brands and organizations decided to speak up, a lot of 'em did say, you know what, Hey, you know what? We, we can do better. We haven't maybe done what we could. Let's we'll make an effort to try. Right. And we are such an inclusive organization to begin with from who we have employed, even our 1.5 million like, you know, members in the community. But we really thought something that was tangible, let's do scholarships specifically for particular demographics. And you know, they're part of this equitability, but you're right. Those are actionable things. Those are things that people can really do. As opposed to just checking a box to change a few words in the website to say, we are an inclusive organization.

Corey Andrew Powell ([24:04](https://www.temi.com/editor/t/a9PQVmd4HOGp3jNcLpPk0osJdvYqvG825vcmszcjobTUPUWou1Eae16Bz9HnXsKiTahhgsyQuNEOk4RezZEk5XT8rP4?loadFrom=DocumentDeeplink&ts=1444.44)):

You know, what, what have you done to really try to help a marginalized group in some way? So that's to be commended though, for anyone who does at least want to have the conversation, but then they have to do the actions or else it's really just lip service, which is, you know. Yeah. It also reminds me of that really, and the world of advertising so many bad things. Uh, I'd say mistakes are made. One of the most embarrassing was a couple years ago, the Kendall Jenner, uh, diet Coke commercial where she likes, she, she ends racism with a diet Coke. She infiltrates the <laugh>, the riots, and she hands a guy a diet coke. And like it was the most horrendous commercial insulting for anyone who's ever been, you know, really in the throes of racism. Um, but diet, you know, but Coca-Cola got dragged for that. She got dragged, they pulled the commercial. And I was like, you know, I bet there was no black people in that creative meeting.

Ryan Leak ([25:01](https://www.temi.com/editor/t/a9PQVmd4HOGp3jNcLpPk0osJdvYqvG825vcmszcjobTUPUWou1Eae16Bz9HnXsKiTahhgsyQuNEOk4RezZEk5XT8rP4?loadFrom=DocumentDeeplink&ts=1501.69)):

A hundred percent. And everybody knows it.

Corey Andrew Powell ([25:04](https://www.temi.com/editor/t/a9PQVmd4HOGp3jNcLpPk0osJdvYqvG825vcmszcjobTUPUWou1Eae16Bz9HnXsKiTahhgsyQuNEOk4RezZEk5XT8rP4?loadFrom=DocumentDeeplink&ts=1504.3)):

Right. There's no way that would've seen the light of day if there had been other people at that table. Which is exactly what you're saying too.

Ryan Leak ([25:12](https://www.temi.com/editor/t/a9PQVmd4HOGp3jNcLpPk0osJdvYqvG825vcmszcjobTUPUWou1Eae16Bz9HnXsKiTahhgsyQuNEOk4RezZEk5XT8rP4?loadFrom=DocumentDeeplink&ts=1512.88)):

And they coulda got somebody to sit at that table for free.

Corey Andrew Powell ([25:15](https://www.temi.com/editor/t/a9PQVmd4HOGp3jNcLpPk0osJdvYqvG825vcmszcjobTUPUWou1Eae16Bz9HnXsKiTahhgsyQuNEOk4RezZEk5XT8rP4?loadFrom=DocumentDeeplink&ts=1515.41)):

Mm-hmm. <affirmative>. Sure. Street Team.

Ryan Leak ([25:17](https://www.temi.com/editor/t/a9PQVmd4HOGp3jNcLpPk0osJdvYqvG825vcmszcjobTUPUWou1Eae16Bz9HnXsKiTahhgsyQuNEOk4RezZEk5XT8rP4?loadFrom=DocumentDeeplink&ts=1517.58)):

I ain't say, go pay Tyler Perry <laugh>.

Corey Andrew Powell ([25:21](https://www.temi.com/editor/t/a9PQVmd4HOGp3jNcLpPk0osJdvYqvG825vcmszcjobTUPUWou1Eae16Bz9HnXsKiTahhgsyQuNEOk4RezZEk5XT8rP4?loadFrom=DocumentDeeplink&ts=1521.38)):

Right. Just get some black folks.

Ryan Leak ([25:24](https://www.temi.com/editor/t/a9PQVmd4HOGp3jNcLpPk0osJdvYqvG825vcmszcjobTUPUWou1Eae16Bz9HnXsKiTahhgsyQuNEOk4RezZEk5XT8rP4?loadFrom=DocumentDeeplink&ts=1524.18)):

Like you could have put a, a, a random black person off of the street and said, Hey, what do you think this is an idea before we shoot it before, before we get hair and makeup.

Corey Andrew Powell ([25:32](https://www.temi.com/editor/t/a9PQVmd4HOGp3jNcLpPk0osJdvYqvG825vcmszcjobTUPUWou1Eae16Bz9HnXsKiTahhgsyQuNEOk4RezZEk5XT8rP4?loadFrom=DocumentDeeplink&ts=1532.77)):

Yeah. Here's a storyboard. Does it make sense? You know, and uh, yeah, you're right. Cuz they could have totally. Shoot, give somebody a couple, uh, six packs a Coca-Cola. We'd have been cool. But yeah. So, so anyone listening, please have some people at the table who look like the demographic you are marketing to. And so another one of your, your, uh, keynote talking points, this is the one I told you earlier. I got goosebumps. I said, this is the one. Oh my gosh. Never give up ish.

Ryan Leak ([26:00](https://www.temi.com/editor/t/a9PQVmd4HOGp3jNcLpPk0osJdvYqvG825vcmszcjobTUPUWou1Eae16Bz9HnXsKiTahhgsyQuNEOk4RezZEk5XT8rP4?loadFrom=DocumentDeeplink&ts=1560.24)):

Hmm.

Corey Andrew Powell ([26:00](https://www.temi.com/editor/t/a9PQVmd4HOGp3jNcLpPk0osJdvYqvG825vcmszcjobTUPUWou1Eae16Bz9HnXsKiTahhgsyQuNEOk4RezZEk5XT8rP4?loadFrom=DocumentDeeplink&ts=1560.7)):

Man, when I tell you, because it is so true. Um, well, I, I'll let you talk about it and then I'll share why it resonates so much with me. So please explain. Never give up ish.

Ryan Leak ([26:11](https://www.temi.com/editor/t/a9PQVmd4HOGp3jNcLpPk0osJdvYqvG825vcmszcjobTUPUWou1Eae16Bz9HnXsKiTahhgsyQuNEOk4RezZEk5XT8rP4?loadFrom=DocumentDeeplink&ts=1571.67)):

Well, a as a keynote speaker, there's a line that it's, it's like you have to use it at some point. Never give up and it, it feels good. But one day I just thought about it and I'm, and I was just sit with some friends who had some ideas and I was like, no, you need to give up. Please give up for the, for the sake of your future and family and wife and kids. Please give up. You know, I got friends with rap dreams and, and some of of 'em cold with it, that's great. But some of 'em not that cold with it and they still hold on to it. So it's, it there is the, yeah, never give up ish. So we created this rubric, um, that is outlined in my book, Chasing Failure of going, Hey, how do you know when you should try again?

Ryan Leak ([26:59](https://www.temi.com/editor/t/a9PQVmd4HOGp3jNcLpPk0osJdvYqvG825vcmszcjobTUPUWou1Eae16Bz9HnXsKiTahhgsyQuNEOk4RezZEk5XT8rP4?loadFrom=DocumentDeeplink&ts=1619.84)):

Cause everybody experiences failure, but when should you get back on the horse versus nah, you need to leave that horse alone. Cuz I, I've just seen some people try to pull off things for 20 years and I'm going, I don't know if you wanna stay in that line. And so I think really trying to figure out what is your sweet spot? What is the thing that you love to do? Where's your passion? Secondly, like, where's your skillset? And those two are so far from one another. Some people confuse passions with skillset. I love this does not mean you are good at it. <laugh>.

Ryan Leak ([27:42](https://www.temi.com/editor/t/a9PQVmd4HOGp3jNcLpPk0osJdvYqvG825vcmszcjobTUPUWou1Eae16Bz9HnXsKiTahhgsyQuNEOk4RezZEk5XT8rP4?loadFrom=DocumentDeeplink&ts=1662.609)):

And some people also confuse skillset with their passion. You are really good at it. You hate your life. I can't tell you how many athletes retire early. They're just tired. So I have passion for the game anymore. They're really good at it. But now they're like, I wanna move on to real estate. You are not good at real estate. <laugh>, you're good, you're good at football, you're good at baseball, you're good at basketball. Now you gotta surround your, that self-awareness piece of going, okay, should I keep going? Should I not keep going? So I I, so I, you know, a couple boxes you gotta check, am I passionate about this? Do I actually love this too? Am I good at it? And and has that been verified by other people? Who do other people go, you're so good at this besides your mom because your mom tell you everything because she going always say, baby, you are good.

Ryan Leak ([28:37](https://www.temi.com/editor/t/a9PQVmd4HOGp3jNcLpPk0osJdvYqvG825vcmszcjobTUPUWou1Eae16Bz9HnXsKiTahhgsyQuNEOk4RezZEk5XT8rP4?loadFrom=DocumentDeeplink&ts=1717.95)):

Sure. Yeah. Yeah. The third box that I think has gotta check is, do you have opportunities to do that thing that you love, that you're good at? Are people asking you to do it? Some people go, oh, I don't wanna start a podcast. Has anybody else asked you to start a podcast game? Are you a great interviewer? Are you a thought leader? Has it been verified by others? Do you have an opportunity to do that? Sometimes you gotta create your own opportunity. But is is there an opportunity that meets passion? That meets skillset? And in the fourth box that I think it should check is, do you feel like it's a God-given purpose? Do you feel like you were put on planet to do it? I gotta introduced to speak a couple days ago, and this is what the guy who introduced me said, he goes, I heard Ryan speak two weeks ago and I'm confident that today when you hear him speak, what's gonna go through your mind is God put this man on the planet to communicate.

Ryan Leak ([29:28](https://www.temi.com/editor/t/a9PQVmd4HOGp3jNcLpPk0osJdvYqvG825vcmszcjobTUPUWou1Eae16Bz9HnXsKiTahhgsyQuNEOk4RezZEk5XT8rP4?loadFrom=DocumentDeeplink&ts=1768.64)):

And I honestly, I I can't think of a better compliment. Not, oh you did great. Not, oh, you're really good speaker. Not, oh I loved your book, but for you to be walking in the purpose that God has given you on the planet. Think I was born for this man. You check all those boxes. Yeah, you should keep going. Three out of four. Okay. Two out of four. Sometimes you're failing for a reason so that you know what not to do. Mom was talking with a, uh, an executive yesterday who their CFO came to them and said, if you want to be CFO someday you are going to go, need to go get, uh, a degree in accounting. She had a degree in in finance but not accounting. So she went back to school for accounting and she had to take a, a test to get a particular license to even be considered for future CFO roles. And she failed a test and she was like, thank God I didn't wanna be CFO anyway. Yeah, yeah. But it took her two years of taking those classes to go. I don't actually like accounting and accounting is far from just being over finance. It's like so, so, so understanding that like no, sometimes you do some things to figure out what you're not gonna do. And sometimes I think discovering your purpose and discovering what you were born to do is process of elimination.

Corey Andrew Powell ([30:57](https://www.temi.com/editor/t/a9PQVmd4HOGp3jNcLpPk0osJdvYqvG825vcmszcjobTUPUWou1Eae16Bz9HnXsKiTahhgsyQuNEOk4RezZEk5XT8rP4?loadFrom=DocumentDeeplink&ts=1857.24)):

Mr. Ryan Leak, author of Leveling Up 12 Questions to Elevate your personal and Professional Development. We appreciate you being here today on Motivational Mondays. Thanks a lot.

Ryan Leak ([31:06](https://www.temi.com/editor/t/a9PQVmd4HOGp3jNcLpPk0osJdvYqvG825vcmszcjobTUPUWou1Eae16Bz9HnXsKiTahhgsyQuNEOk4RezZEk5XT8rP4?loadFrom=DocumentDeeplink&ts=1866.23)):

My pleasure.

Corey Andrew Powell ([31:08](https://www.temi.com/editor/t/a9PQVmd4HOGp3jNcLpPk0osJdvYqvG825vcmszcjobTUPUWou1Eae16Bz9HnXsKiTahhgsyQuNEOk4RezZEk5XT8rP4?loadFrom=DocumentDeeplink&ts=1868.47)):

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