

Now, today we are taking your questions. If ever you want to maybe possibly make it onto one of the next episodes of the Chris LoCurto show then go to the website and click on the side there's a thing where it says, send us a voice message. You can do that on your Iphone, you can do that on your Android whatever. You can do it on your computer. It's very easy, just click that button, leave us a question or a comment or whatever you would like and you just might make it on to the next show.

First up is a question from Nick.

Hey Chris, it's Nick, wanted to take the first part of this and thank you so much for the impact you have in mine and my wife's lives. Going through Life Plan and all the content you've put out. It's amazing to me that before Life Plan we thought we were living and now post Life Plan we are really living, like really living. Overcoming our root systems and not living in fear anymore, not living in anxiety, not living in stress but really thriving so thank you so much for doing that for us. The way you serve is awesome. Keep doing it. Really appreciate it.

Second part, I had a question concerning the previous podcast recently about having the difficult conversation. I have a field supervisor in commercial HVAC over me who is a very very immature high I. There's all kinds of chaos as a result of that immaturity that he doesn't even know is there, doesn't even know why it's there. But it translates into his decisions that he's making and how it effects work in the field, the guys in the field. My question is, how do you have a difficult conversation with an immature high I? I would appreciate it if you'd go into those details.

Thanks for everything.

Well, thank you Nick. I really appreciate the amazing compliments. It was fantastic doing you all's events, so thank you so much for that. Just to let everybody else know this is a great time to let you know that we've actually changed Life Plan. It's now Next Level Life. We have created this powerful journey, this amazing process Next Level Life where we go heavily into your roots system and help you to discover the things that have happened and the things that have influenced you. We look through toxic people, we look through healthy people, we look through all these different influences. We focus on some of the biggest most powerful transformational things that will change your life. We have gone through clients that have been with us for years looking at the transformation that we've done with them in their businesses, in their leadership, in their personal life and pulled this stuff together and made one powerful event. That is called Next Level Life and we are so crazy excited about that. If you would like more information on that then send an email to joel@chrislocurto.com. Very simple. Send an email to joel@chrislocurto.com and we will get you information on that right away.

Now, back to your question Nick. Again so glad that we've had the opportunity to get to know Nick and his wife and I believe we're even going to see them at the event coming up. When it comes to this high I leader, this immature high I leader. Now you guys that have followed me for long enough you understand the difference between mature in personality style and immature in personality style. A mature person in their personality style understands how they make decisions, how they receive information, how they give information, what it's like, how it impacts the other personality styles. It's a big big process. If you have not done your personality style yet, why not? Go to the website and get it

done right now. You've got to start learning about yourself. You've got to start learning what you do, why you do it, how you act, how you react. It's very very important to winning in life period with people, with business, everything.

When you have somebody who is mature then they understand these things about themselves. Most people are immature in their personality style. Why do I say most? Because most people have never come to a place of understanding why they act a certain way, why they react a certain way. A lot of them have not done the research, they've not dug in and discovered this information so they continue to do the very same things they've always done. It's force of habit, it's force of habit thinking. When it comes to high I's there are a couple of things that are huge when you're an immature high I.

Now, high I personality styles are people people. They love people, they love being center of attention, they love helping out, they love taking on responsibilities and doing things that show how much they care and how good they are at stuff. They love people, they love on people. They're the kind of person who wants to know how your weekend is. You know, how's your dog doing after their surgery? How's your mom and them? They are the people that love people.

Now that is fantastic. They really do mature I's make great team leaders. There's a couple of caveats and I'll get to those, I'll get to the bad sides as well. But for high I's a lot of them make great team leaders if they can fill in the weaknesses because they do such a great job of loving on people. They do such a great job of pushing people forward, getting them excited, making it fun, making it energetic. They can do a lot with leadership. Now, am I going to put them in as my accountant? Oh gosh no. There's no way. There's no way I'm going to take a high I, even a mature high I and put them as an accountant. Why? Because here's the bad sides of it. They are not great with details. If there's a high I on this planet that doesn't have a lot of c in them, that would be the 1. But if there's a high I on this planet who says, oh I am fantastic with details, walk away. Back away quickly.

I happen to be, I am one. I am a high I, I've got a lot of I in me as well. I've got a decent amount of D, I've got a lot of S in me as well. The thing about me is I absolutely understand that I don't have a ton of C. I have little C, I think I've got lot like 35% C in me. I have enough to cover my back side, and I force that. I make it happen. I learned that decades ago that I have to force myself to cover myself in the area of details because I don't do well with it. A smart person, somebody who really understands their personality style fills in their weaknesses. That's why I have C's that work for me because I know I can't do it. It's not my strength, it's not where I belong. I don't belong in that place. I need somebody who is really good at it and I need to be able to lead them well.

With that, what Nick is talking about when I hear Nick explaining this what I am hearing is somebody who is causing a lot of junk on the job site. When you have an immature I there's a few things that are bad that you can see that are going to happen. They will take on too much. We talked about the good sides of the high I, let's go ahead and talk about what Nick probably is experiencing. They're going to take on too much. High I's are the kind of people that tend to people pleasers as well to make you happy they're going to take on a lot of stuff. For a lot of D's and a lot of I's they're the kind of people that make them happy because they'll say hey, can you get this done? Oh yeah oh absolutely. Oh great. How about this thing over here? Yeah definitely can get that done too. Huh, how about these 17 other things? For sure, we'll make it happen. Oh that's awesome. Until you find out that things start falling apart. Why? Because they will take on too many things.

By the way, of all of you that are listening to this right now, the I is the personality style that cannot stand to hear bad things about themselves. I's, if you're mad at me right in this moment just stick with me, okay? These are things that you need to learn about you so that you can make these adjustments. D's, S's and C's, can hear bad things about themselves. They don't like it but they will receive and they will try and make some adjustments in maturity. I's can't stand to hear it. The people that come to the Next-Level Life the least would be high I's because they don't want to come in and hear bad things because they don't realize that they're actually going to come in and hear phenomenal things, get phenomenal direction, get phenomenal change for their life.

The thing that they assume and imagine is, oh gosh that's going to be so painful because it's going to be all about me and it's going to be a bunch of bad stuff about me. That's not maturity, that's not the way to think. The information helps you grow and change and have a phenomenal life. Unfortunately somebody is immature is going to look at the situation and go, I don't want to hear it. Take that put it in the leadership role, put that in the role like Nick is experiencing. This person cannot stand to hear bad things about themselves. If they're failing in leadership, which it sounds like they are because there's chaos, there's bad stuff happening. If they're failing then the last thing they want to hear is how bad they're doing. They don't want suggestions from other people, they don't want input from other people. They want people to do what they think they should do and just get it done.

Unfortunately, when you do give them information, if you do fill in stuff and say hey listen, I don't think this is going to work out. You push back on the immature I what tends to happen is they become a victim. They will feel like they are being attacked. I can promise you this. One of the things I help a lot of I's to do when we are working through tough situations is I will ask them, do you feel attacked right now? The answer almost always is, I do. Then I keep walking them through. Well why? What is it about this that's making you feel attacked? I just don't like, it's pressure. They'll fill in a bunch of information. I'll say, is anything I'm saying to you about fulfilling my own self worth, my own needs? No. Is anything I'm saying to you telling you that you're a bad person? No. Is anything I'm saying attacking any part of you? No. No it's not. Okay, good to understand.

Are you being attacked or are you hearing things that you need to work on? Gosh it's just stuff I need to work on. All right, can we move forward? Yes. That is vitally important when I'm working with a high I is to help them to understand, I know you feel like you're being attacked right now but you're actually not. Now, with that said, there's plenty of high I's that do get attacked and get their heads ripped off. But in this situation with Nick, how do you deal with this?

You have to understand that they're probably going to bite off more than they can chew. They're probably going to feel attacked if you give push back. They're probably going to miss out on details. Those are probably the 3 biggest issues that are going to affect you and the rest of the team. What do you do about it? You can offer suggestion, try and make it something that they come up with themselves. One of the things that I teach people to do all the time. I have leaders that come through, I have entrepreneurs who come through, I teach all the time is help other people discover things about themselves. Don't tell them. Don't tell them that they're screwing up, don't tell them that they're wrong, don't tell them. Help them to see. Guide and direct them.

What normally would happen is a situation would come up and somebody go, hey look at how bad this is. What are you going to do about this? What's wrong with this? Fill in the blank. Instead, what you can do Nick is you can say, hey listen here's a situation that's come up. I'm wondering, what do you think we

should do to solve this? What is the best route to go? Now I have some suggestions that I think might work but obviously I want to get your input on this. Try and see if you can't guide and direct. Now if they say something that you know is not the answer, feel free, it is OK to say help me to understand how that's going to solve this. Just so that I know. Don't be a smart alec, you're goal is to win with communication here. Your goal is not to attack your leader and make them feel like an idiot. Your goal is to suppress the chaos. Your goal is to try and put out some of the fires without creating more fires.

Help me to understand that because I'm not seeing that. What about this? Can we do this over here? Would that help out at all? Do your best to try to lead them into that position. What they will start to see is, that you don't want to rip off their head off. You don't want to attack them and treat them like they're an idiot. They will start to have a little bit more respect for you.

Now keep in mind, what everybody wants to do is go, you're an idiot this is wrong. Fix it. You're the leader, solve the problem. Here's what I can tell you, Nick, that is never ever ever ever ever ever, especially from a team member's point of view or a team member's position going to solve the problem in the long run. It doesn't do anything for you as a leader or a future leader. If you want to lead people well then guess what? Attacking people and just telling them solve the problem, fix this stupid thing, you screwed it up. Doesn't do anything. Instead you have to lead. Yes, you can lead from your position. Yes, you can lead from a team member role. You can help them see, guide, direct, get them to a place of solving the chaos.

It's not all on your shoulders. At the end of the day they still are the leader, do the best you can. Do your work as unto the Lord. Do your work as if you're going to be that leader someday. As you're going to be that entrepreneur someday. How would you want to solve this problem? How would you want your team members to work together with the leader that they put in place that wasn't doing a great job? Think through all of that stuff as you walk through this process. At the end of the day if none of it's working, keep doing the best you can.

Focus on being the best version of you that will solve a lot because the thing that you have to understand is, God is watching all of us. He's not surprised at this person who's in that role. He's not surprised that you're somebody who wants to actually help and lead that person and stop some of the chaos. As you do this, and you treat His kid like he is His kid and God will be very pleased in that process. Help His kids out, God will help you out. Think about it. You're not doing this to prove anything to this leader but you are doing this to prove something to your Father in heaven because as He sees that He sees, okay I can trust you with more, I can trust you with leadership, I can trust you with more stuff.

Hopefully that answers that question for you. Thank you again for the amazing compliments and look forward to seeing you. I believe I'm going to see you at the event coming up so I'm looking forward to seeing you there, come talk to me when you get the chance.

Up next is Javier.

Hey Chris, here's Javier and I have a quick question for you. Working in launching a new program or business that revolves around strategic planning consulting and leadership development for non profit organizations in Texas. Now the reality is, I have a lot of experience, I have a great deal of knowledge both academically speaking and in the trenches leading. I know I have a lot of value to give and I know leaders know it too, but given the industry and my target segment I am facing the issue that not

everyone is really willing to pay for my services. They do find the value in it but they don't necessarily want to pay or have the money to pay it. Would you mind speaking into that? Thank you.

Hey great question, Javier. Whew this is going to be a fun one to answer, okay? There's many pieces to this and probably going to answer it in some ways that you were not expecting. Now, since you are talking about non profits I'm assuming that you're talking about churches, I'm assuming that you're talking about probably Christ based or Judeo Christian based businesses. That's my assumption, I could be wrong. But here's the thing that you have to ... This is the way that I look at it.

First and foremost, there are a couple of things I believe. This is working with non profits, this is working with profits, for profit businesses I should say that instead or if you're working with profits they probably already know the answer. First and foremost there's a couple of things that I absolutely believe that I've learned over the years from phenomenal leaders like Zig Ziglar, like Rabbi Daniel Lapin, there's 2 things that you have to get. The first is, if you help enough people ... Now Zig would say, if you help enough people the money will come. If you help enough of God's kids, if you do a great job helping His kids, guess what? He's going to get money to you. He's going to make a way for money to get to you. If you help enough people the money will come.

The second thing, money is abs-stinkin-lutely spiritual. If you've listened to any of Rabbi Lapin, and he's going to be at the event coming up in May. He's got a powerful lesson or a couple of things he's going to be doing, as matter of fact one is in the VIP experience. If you've listened to him at all then the one thing that you know is, money is absolutely spiritual. One of the things he talks about is, it's not like a cake. Money is not a cake. If I cut a big chunk, now all of a sudden there's less for you. Instead, money is more like the light on the candle on top of the cake. If I have my candle and it's lit, I can lit yours as well. Money is a spiritual thing.

When it comes to helping people, God has His ways of getting money to you. It's His economy, He has made it. It's His way of doing stuff. If you help His kids and you understand that money is spiritual, it's going to come your way. Now, with that said, the market that you're in or the industry that you're in is a tough place to sow your goods. That is the belief system, that is what people experience. The reason why people usually experience that is because they're not doing a good job in pricing themselves and selling themselves. I can tell you this, that you have to be right priced for the market but it doesn't mean that you have to be low priced for the market.

I have had churches and non profits pay for our strap plan. They have gone through our very big expensive event because they knew it was worth way more money than the price itself. They knew me, they knew what it was going to do for their church, they knew what it was going to do for their non profit organization. They knew that spending this money was going to come back way more in benefiting their organization. They came up with the money, paid for it, with through it and made huge changes.

If they ultimately don't buy what it is that you're selling, then understand this, they were not sold well. They do not see the value in the very thing that you're offering. What that means is, whoever I have multi-decka million dollar businesses that work with me, I have small mom and pop's that work with me, I have churches, I have non profits that work with me. All of them see the value in the thing that we are doing, but it's not like they just stumble upon it and go, oh well look at that. That looks good I'm going to pay that much money. Instead, we do a great job of telling them how it's going to benefit them. We do a great job of them seeing how this is going to impact them, hearing from other businesses,

understanding what other leaders have done, understanding what other entrepreneurs have experienced. All of those pieces ... You just heard a piece from Nick coming through one of our processes and how impactful it was and how powerful it was. That right there tells you I should do these things. I should do this event. I should do this process. I should do this, fill in the blank whatever it is.

Understanding that if you have not sold them on the value, it doesn't matter who they are they're still not going to pay you. For us, the reasons why people pay for our services no matter what it is, and again we tackle with the huge strap plan bring your leadership team down here, rip the business apart, put it back together, show you all the things to explode your business. We have got people that literally this is actually become something that is funny in our business. We have got leaders that are telling other leaders and entrepreneurs you have to go. You have to go do this event. They stay with us for years and they continue to do the events over and over again, we redo the events with them because it continues to bring tons of change to their business.

They will send people down and it's been a joke amongst our team is, we have to find out oh did this one leader send you? Yeah. You have no clue why you're here? No, Troy just told me that I needed to get down here. We absolutely love Troy because he is one of our biggest advocates out there. We love our clients and people will show up knowing that what we did impacted him greatly and there's no way he's going to put his name on something if it didn't so they show up. They come down and do the events.

Javier, that is what you are wanting. Every business, whether you're working with non profits or for profits, the thing that you want is this huge trust factor. You have to have that. People have to know that what they are going to experience with you is going to be incredible. They have to have the trust factor, they have to know that you're not just some Joe Schmo out there. You've probably seen there's been bad information for about a decade or so where at least one supposed thought leader says, hey go listen to 3 podcasts, read 4 blogs and you're now an expert, sell your expertise. No you're not. That is the thing that people are afraid of. People are afraid that if they come to you, they're not going to get the change that they need. They're not going to get the change that they want.

The trust factor is huge. You shared that people know that you've got the experience but they need more. They need to know, how are they going to get that information? It could be from you giving out more free content, like this right here. Right now, I'm walking you through a process of how to go get money out of these people. The biggest pieces that you need to focus on. Knowing that I know that can I help you on when you come in and do our Mastermind group? Can I help you when you come in and do our strap planning group? Of course I can. This is information that is helping you to trust me, otherwise you wouldn't have left the question in the first place.

Knowing that they know stuff about you what else do they need to hear? Do you have a platform that's reaching them? Do you have a podcast? Do you have a blog? Do you have stuff that's getting in their hands and saying, Javier knows exactly what he's talking about, I trust him. I've seen what he's done, I've experienced what he's done. That's the first huge part.

For those of you that have been to my events in the past, you know how powerful they are. You know how much information there is, you know how much it's going to change your business. I've had accountants during tax season that trusted me, came to the events and said, this was the most difficult decision to go during the height of our season but we knew we had to come right now and get this

information and we are so glad that we did. That is what you're looking for. That trust factor of, I'm going to go during the most busy time of my industry because I need that information, I've got to have that information and I know Chris isn't going to let me down. You need them to say, I know Javier isn't going to let me down.

The second big piece of this, of why people pay for our services is the value. They are absolutely certain that the information they're going to receive is going to make a much greater impact than if they had not spent the money. Listen to that carefully. A lot of people say, oh well you're going to get more out of this. This is worth way more than what you're going to spend. Of course it is, sure it is. That should be, if somebody trusts you that should be a given because your content should be like that. I can say that about every single thing that we put out. There is nothing that you're going to spend money with us on that is not going to be worth way more than you spent. But here's the bigger thing, it's got to make a much greater impact in their business, in their organization, in their non profit than if they did not spend the money.

What is the cost to your clients if they don't bring you on? If they don't experience your strategic planning? If they don't experience your leadership development? How much does it cost them? We have leaders and entrepreneurs telling us all the time how much we've not only impact their business but how much we've helped them to explode their revenues. The greatest piece, the thing for us that is the best piece, we love hearing the numbers. We love seeing what's happened, we love seeing what happens inside the leadership teams. We love seeing the team members that are talking about how great their leaders are now. We love seeing all that. What we love seeing is those leaders coming back to us and telling us how much it impacted them personally and how much it's impacted their families.

They feel they have been given permission with our information to succeed in their business, succeed in their families and permission to take care of themselves personally by growing them and taking time for themselves and doing the things that they need to be healthy and strong and smarter in what they do. Have more knowledge, have more wisdom. Those are things that we absolutely love, but on top of all of that what we hear over and over again is leaders telling us how much they would have hated not coming because they would have been in the same place doing the same stuff with the same problems and the same chaos in the same backstabbing and the same gossip and the same team members who aren't working well and the same team members who don't have buy in our ownership. All of the junk that they are experiencing right now in their business and every single leader or entrepreneur out there and team members that are listening to this episode, you know exactly what I'm talking about. You know exactly what I mean.

All of that will continue to exist and get worse had they not come to us. That is even more powerful than hearing them talk about the great thing that it's done is that they are not there living in the junk, hating what they do. We just had one of our clients at one of our companies just came through strap plan last week and leaving was saying, they were so excited because what they learned and discovered in that event for them specifically was that they could go and do the very things they love and remove some of the junk they don't and make more money and help more people and change more lives. When you see that and you go, oh my gosh Chris you just gave us the permission to go do what we love and make money with it and change lives with it. That's powerful. That's what you want to hear.

At the end of the day, Javier, yes they know that you have experience. Yes they know that you know this stuff, but they have to have a huge trust factor with you. Do they trust that you are going to change

their business? They don't need to even know that you're going to change their personal life, that can just be a fantastic benefit. Do they know that you're going to change their business? Do they see the value of your stuff that it's not just worth way more than they're going to pay for it? But instead, that it's going to cost them a heck of a lot more if they don't do it. If they don't get with you, if they don't spend that money with you, if they don't experience the greatness that comes out of your information then it would have cost them a heck of a lot more.

Once again, like I said in the beginning, I have worked with tons of non profits, tons of churches that when they see the value they have no problem spending that money. They have no problem writing that check. At the end of the day, are you going to have people that just can't afford it period? Of course you are. If you have time to help and gain more experience, do it. Get out there, get more experience, get more testimonies, get more people that see you. Use them as case studies. Bring them on to your podcasts, put them on your blog so that you can get more people trusting you. Trust me when I say this, there are plenty of non profits out there that can and are willing to write that check if they trust you and they absolutely see that value.

Thank you Javier for that fantastic question, I hope that helps you out brother. I know you got a lot ahead of you but understand it's all about helping people and it's all about understanding that money is absolutely spiritual so God will make the way. Help His kids, He will send it your direction.

Hopefully that helps you guys out. Do not miss out on our May event. Do not miss out on the Next-Level Leadership Live event here in May. Now, many of you are listening to this and you know I'm talking directly to you just the same is I am Javier and Nick. This is information that you need. This is the stuff that you need in your leadership, this is the stuff you need if you're an entrepreneur. You've got to get to this event because it is going to absolutely change the way you lead your team, the way you lead your business. Go to chrislocurto.com, click on the big banner or click on live events. Get all of the information, there's a ton of stuff there for you to look over to see what we are going to be walking through and teaching. Come join us in May.