



**Christine Nielsen**

## The Secrets To Smart Risk-Taking Used By World Leaders

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Welcome back to the optimal performance summit. I'm your host, Dr. Patrick Porter. Today I have a very special guest. She's was nominated in one of the award with the woman inspiration 2019. She's the global Achievement Award winner. She's a trusted mentor. She's a stellar leader. She has built teams, she's an elite speaker. So we're very blessed to have her here today with us. She's an entrepreneur. So for those doctors out there wondering what it takes to be an entrepreneur. I'm gonna invite Christine Nielson, on to the summit. Hello, Christine, how you doing?

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Hi, Dr. Porter Thank you so much for having me today.

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Yeah, today, you're gonna help us with the secrets that smart risk takers use to use in their business, because risk is a big part of business. You know, we all have risks that we take. So tell me a little bit about what I mean. When I went through your bio. As I was telling you before we got on the call, you've achieved a lot and like you said, it's just beginning. So that's kind of the mindset of a risk taker. A lot of people would look at your stellar performance and say, Wow, I'm retiring. I'm gonna go off into the sunset. What drives you? What keeps you motivated?



01:07

I love that question. And I think the biggest thing that keeps me motivated is knowing my purpose. And knowing that my life is about impacting people. My business has always been about what difference can I make today? And how will I powerfully and positively impact people? So then everything that I do lines up right behind that, knowing who you are is pretty important in your business, whether you're a doctor, whether you're a dentist, whether you're have been an entrepreneur for years, or you're just transitioning into owning a business, knowing that part of yourself is really critical.

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I know it's difficult when you have something that's going really good but then another opportunity shows up something else. A lot of people are afraid to take that leap. What's the difference between a risk taker who knows how to evaluate those Someone who just jumps in doesn't even evaluate. Tell me a little bit about that decision making?

02:04

Well, there's there's a lot of different variables that go into risk taking. And the first part, why don't people take risks. So what's happening there is actually where we love to start. And often people don't take risks because they are concerned, they're, they're concerned what other people will think they're afraid of us losing faith or losing face. So their reputation could be on the line if they take certain risks. And that really stops people in their tracks from going for it. And what I call that is they're leaving the opportunity on the table, and risk takers of all times whether you're looking at large businesses or smaller businesses, they have to take a risk at some point. And otherwise your business isn't moving forward. Even if it's the simple thing of asking for help or asking where do I find funding I have this incredible idea, and I don't know how to move it forward. So for some people, the biggest risk is Asking for help. For others, it's sticking to their guns and knowing that I'm going for it. I have this incredible idea. I know it's going to work. And they don't listen to the naysayers or people telling them No, they just keep going. That's the risk. So they're they're very confident in their decision making process because they know how to move forward and calculate those risks. You asked about the variations. And I think we're always taking risks every day, you're making decisions non stop all the time. And that's where I think we get ourselves into trouble because we think making decisions is taking a risk, and they're different. They're very different things. You're always making decisions every moment of the day, what you're doing. When you actually take risks you want to evaluate, am I willing to lose everything that I'm investing in here? What's my palette, if you will, for loss for failure? If you're not taking that stuff and looking at it, then sometimes what happens for people is they get really anxious and they don't take the right levels of risk, because they're not evaluating it. Does that make sense?



04:11

Yes. How does it what's the role? I know that you've had mentors along the way, teaching you training you, you're a mentor to many people, teaching them taking them under your wing, showing them how to do it. What's the role of a mentor or someone you can at least go to with ideas or concepts tell me that role?

04:28

Well, I think coaching is critical in every element, and I had coaches my entire life. So from the time I was a competitive hockey player when I was a little girl, from the time I was six, I had a coach and understanding how to mitigate the risks by bouncing those ideas off of someone who has your back, who really you can trust will give you the not necessarily the answer you want to hear, but what you need to hear. And that's really critical in anything that you're doing as a business owner in any endeavor that you're looking At, you want to have those people in your circle that are kind of like your board of directors, and you definitely need that coach in your life to say, you know, this is off brand or this is in congruent, or I don't think this is going to have the impact that you intend? Or how are you going to execute on that? So it's very critical for me, I've always had coaches in my life, I have five now, I have a speaking coach, I have a business coach, I have, you know, coaches to help me run things. So I think it's really important.

05:31

When you're thinking of characteristics of these risk takers and leaders in the world, really we're talking about because if you're going to be in someone out the front, you got to be willing to take the arrows in the back. So tell me, tell me a little bit about when you're looking at the characteristics, what are those? What would you say are the key characteristics that help you to achieve as on the world stage?

05:53

Honestly, on the road stage, people who don't care what other people think about them. They Take bigger risks. So let's take a let's do a variety of different leaders in the world. Let's take Madonna. Madonna is the queen of reinvention. She went against all the grain and she always is reinventing herself as a person. So she's willing to take those risks at every stage. So she goes against those things. A lot of the risks that she took, however, didn't always pay off the way she originally intended. So sometimes the risks that we take may have a different outcome. And when you're thinking about are weighing those risks, are you willing for different outcomes to happen? And are you willing to look at what is the measure of success? What does success mean for me? Other risk takers, everybody likes to talk about Silicon Valley, Bill Gates and Warren and Facebook and Mark Zuckerberg. Let's talk about the ways that they take risks. So one of the things I had the opportunity to visit Microsoft last year They have these rooms with



these booths that are set up at Microsoft. And they're called the shed. And you go into the shed and the shed has all of this knowledge, information, all of these tools that you can practice and really operate like you're a scientist, and there's no failure. There's no there's no fear of failure. You're inventing something. So you're curious. So companies like the Microsoft's of the world, the Facebook's of the world, they actually have these incubation tools and places where people are encouraged to fail. Now imagine if you're growing up, as you're learning, you're encouraged to fail versus being encouraged to get 100% perfect on that test. How more risk

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what's the brand looking for?

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Yeah, you know, how are gravitating towards those risks that are powerful would you be if you learn that failure is a good thing. And then it's okay not to get 100% on the test. But we have a bit backwards in the way we train ourselves coming up through our education. And you have find, learn some of those things where it's not always a test. It's more like you're a scientist in your business. And you're looking at what opportunities and really being curious. So I think those are very important distinctions. When you think about what does it mean to me as a business owner to take a risk and what's a powerful risk? And what am I willing for it to have happen? That's, that's great.

08:34

I think that's, that's critical. I know, in my grandkids, were just learning checkers. There's a game called takeaway checkers, where you play to lose, whoever can lose first wins. And so I told him while we were playing, and I said, you got to learn how to lose first, before you can learn how to win. Because if you don't, if you can't lose gracefully or you can't learn from your mistakes, there's got to be some big issues there. So I think you're saying the same thing there. So when when you're talking about the appetite, you Have for risk was in, you know, that profile we all have. How do you do that as a? I mean, with you've already successful you have maybe a nest egg and you can say, Hey, this is my golden parachute, I'm going to be hot, right? But if you don't have anything like a lot of entrepreneurs, they don't even know they're entrepreneurs until 10 years and during business and they go, Wow, why? Why am I failing? Because they never took a business class. They never got a coach. They never all the things that we know you need to do. What do you recommend somebody do to assess their risk profile?

09:29

Well, it's really interesting. Let's take the case this morning. I actually had a conversation with my dermatologist. I was at the doctor's office this morning. And we were talking about what I do.



And she said, You know, I really could have used a coach in my life when I was setting up my my medical practice, because I don't know anything about running a business and medical practices are no different than the entrepreneur who creates some gadget that's going to go in your phone that's now going to replicate your voice all across. The world. So if you look at everything that we do as from the lens of a business perspective, as a doctor or a business owner, you would take someone who knows something about that along for the ride. So learning the skills and understanding what are your gaps. So when I retired, I have retired a few times. We have a we have three children, 17/16 and 7. When we have our youngest, I decided that's it. I'm hanging up my consulting hat, I'm done coaching, I'm going to be a mom for a little while. And while I was out of the workforce for those three years, the world changed. There was this whole new world where you could live in your home, never leave your house and build a business online through communities that you're reaching online. That didn't exist before. So I now have this new gap in my business when I decided to reinvent my business as a coach. There was number one a lot more of us than there were before I left. And then, you know, how do you compete? How do you know what good business sense it's going to make. So I needed to find the right coach and take the right risks and figure it out as I went along. And it did take a lot of risks through that reinvention in the last several years, and it's propelled the growth of my company. But it was fearless. I didn't care what other people thought, because I was willing to fail. I knew if I invested enough in myself my intention and my purpose, it will be fine. It will work out and all of my fears, none of them ever came to fruition. None of them. And my biggest fear was getting on big stages and speaking in large audiences alongside know Tony Robbins, JT Fox, all these big gurus that are out there. And when I accomplished that dream, it wasn't nearly as scary as what was going on in my imagination. So I think that's really important, to understand that your imagination is more scary than the actual risk that you're going to take.

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Right? And you've got to be a little psychic because you keep answering my questions before I get to them, which is really interesting. The within the I was gonna say, How important do you think it is that these, especially business owners, when we're talking about energy medicine, practitioners, chiropractors in these whatever, to be able to vocalize and speak, I've met so many I say, why don't you start doing some group classes? Once you you know, that's a risk for a lot of people. How did you learn to get over that? And then what what do you recommend? I always tell people, hey, one thing that's how I built my whole business when I was when I first started, I mean, I got out of college, of course, there wasn't a line of people at my door. I had to get out and start speaking. So in i don't know if i was any good. Nobody's gonna hear those talks. But the you know, yeah. But you learn by practicing, what do you recommend in that area?





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So there are several things and I'm so glad you asked that question. People think that I naturally love speaking because I've been doing it for a really long time and I did it corporately for a long time I did it publicly for a long time. And then, as I pivoted into this new role and reinvented the company, I'm doing it much more much more publicly. And the thing that I had to uncover was over the conscious what were unconscious decisions that I had made about speaking. So why are people so afraid of taking a risk and speaking and it often comes down to that fear of looking bad being laughed on, laughed at, you know, being left out, you know, all of these fears that got put together from a very young age conversation. Well, if we keep those fears in place, you will not have what you want. And from a very early age, I read a shocked ago on one of my favorite statements is feel the fear and do it anyway. And I love that statement, because none of my fears ever have actually come true. It was just my body having an emotional reaction, a little bit of adrenaline. It was exciting Maybe I was a little shaky at first. But then as we moved into it and was really into, you know, my message and being on purpose, which is making a difference, and if I make a difference for one person or 10,000 people, then I had a good day. Right? So it's really being willing to move through those fears. On the speaking piece. It is one of those risks that people don't like to take because they feel vulnerable. Well, guess what, you're not the only one. Pretty much every single one of us is busy judging ourselves way faster than other people are judging us. So if you can get over your own judgments of yourself, your own assessments, your own, you know, negative conversations, then you can actually have the dream that you want and the business that you want, and you can start to make an impact that you want. So don't sacrifice the impact that you want. For some made up fear. That's never really going to happen anyway. Because it's not true. We made it up. So we get to write a new story, we get to write a new script. And that's the fun part about moving through those things.

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It's great as a leader in having teams and businesses and guiding people in these seminars in it. How important is for a leader to have a clearly defined outcome for what they're doing?

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critical if you don't have a clear vision and a clear understanding of what game you're playing, and helping people understand where the goalposts are or where the net is, or what's the end result that your what is the outcome you're trying to accomplish, but impact as your business or your leadership Make. If that's not clear, then your ability to enroll people into your vision and have them engaged with you at the level of their purpose as well. You really miss the opportunity. And people wonder why people become so disengaged or disenchanted after you know, why do they want a new job after nine to 13 months? The biggest reason is a lack of understanding of where are we going and how do I fit in here? What How does my life purpose



that in the nine to five or the, you know, 40 to 50 hours of work that I'm doing on a weekly basis, how does it fit together? So a really great leader will paint that picture and hang the story of how their people fit into the vision and the impact that the company has.

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I know there's been a lot of research done on service to others, you know, when you're serving other people, you're not, you don't have the depression, the anxiety, the fears, and that in a lot of leaders, they have that purpose driven. You've mentioned a few times, how important is it to have almost a mission? Hey, I'm in this because there's a bigger, bigger why I guess you'd say, then whatever. Maybe you can speak about that a little bit.

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Yeah, a lot of people are now sometimes it's now become a bit of a marketing gimmick. We're a purpose driven brand. We solve the world problems. You don't have to solve the world problems. You have to solve a problem. And you solve that problem for enough people that you become masterful at Solving bigger problems and more problems. So I love being purpose driven. And I work with purpose driven leaders and purpose driven companies. But the reality is it has to be an authentic self expression. If there's no authenticity behind that purpose, it's a marketing gimmick. And that is something that I caution people on his we're so skeptical right now have you noticed the world has elevated its level of skepticism. And along with the skepticism has come some heightened levels of anxiety and stress. And that is often because people are misaligned or they're not congruent with their purpose. When you're aligned with your purpose and there's a natural self expression and it's authentic. You can build anything. If it's something that you're struggling with to articulate or tap into, then I highly recommend you get a team of people or coaches that can help you reveal what your purpose is so that you can enroll other people naturally into that and they will find out what your people will actually tell you in your business, where the gaps are and how to fill it faster than then you'll come up with the solutions yourself, if they're really engaged in what you're doing. So why is critical, and then understanding how to powerfully put great teams around you that have an aligned purpose for themselves. They don't necessarily have to have that big vision that you do for the company, but they can see themselves and the impact that they get to make on a day to day basis. People want one thing, at the end of the day, we want to know that our life mattered and that we added value. That's really what we want to know. And if you have created a culture in your company, where you're using acts of service, acts of gratitude, you know, just stopping for a moment and being grateful for the team or being grateful for something, you know, maybe people brought in coffee, or they, you know, get an extra high five or they tweeted something extraordinary about your company without being asked. You know, those are the small actions of Gratitude that makes the biggest difference in in any culture in any business.



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I know one of the biggest reasons people don't risk is they think that we all have our own capacities, we can only do so much work. But we're all being given this, you know, 84,600 whatever seconds every day or minutes. And so as we as we think about this, how do we learn to delegate? Because I think a lot of people that want to succeed, they think the capacity is just with them. And I think you've mentioned a few times about the team and the players jumping around, how can we start to learn to do that?

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I think the first thing is giving up the semblance of control, because number one, it's a myth. You you, you're clear about the vision and the purpose and you know what outcomes that you want created, and you're enrolling people around you and they're going for it and you want to get out of their way. The biggest thing for a lot of entrepreneurs is we want to hold on very tightly. And we have this myth called control control doesn't exist. It exists in a conversation, but it's not real. There's things that you want to be clear on. So again, you said how clear is your vision, you'd be extremely clear. Otherwise, people are going to go rogue and they'll start creating other things. Well, those other things might be fantastic. They're just not part of your core business. And you might not be ready to take those things on yet it might not be time to go to market with that. So that's where people get disenchanted is they're not there's a lack of alignment there. And there's a lack of clarity on how they fit. And then be willing, if you ask people to try things on and you're willing for them, are you willing for them to fail as well? So are what does it look like when they make mistakes? How do you react? Do you react the way your father or grandfather reacted to you and you fail? Because that's ingrained in your leadership? And you really want to rewire that? If you're trying to create a culture of risk and adventure and really allowing people to make decisions and own those decisions and be accountable then you have to check yourself and understand where are those inherited? have things come from your own reactions to risk because you're like, oh, feels uncomfortable. Okay, just read, you'll get through it and allow them to be bigger. Listen, Steve Jobs and Steve Wozniak put really smart people around them. Bill Gates hangs out with really smart people that know more about going to market and building technology. And Facebook, Mark Zuckerberg, really smart people around them. So if you look at, you know, the leadership teams of today, they have a clear vision, they know what they want, they let people know the expectation as well. So be clear about your expectations. And the way to make that happen and incentivize them to make it happen and have it be their own as well.

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When you're talking about controlling a lot of people think I gotta get it right every time or I'm I'm a failure or whatever. And I know in system logic they talk about the most flexible part of a





system controls the system. So How do we become more flexible so we can allow the evolving. This is an evolving time. I mean, if you told me last year that I was going to be in my home all this time and not traveling and doing those things I would have been, our business is gonna fail. But our business is actually thriving because of this. So tell me a little bit about how you can build in that flexibility.

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Foremost, you want to build your flexibility by understanding your own gaps. So when you know what your gaps are and what your natural reactions are, so for people who are extraordinarily analytical and love to get everything done very, very well, engineers typically fall into this category. It has to be just perfect. It has to be just so the processes, the systems and safeties that ended up and they can't be anything outside of that. But they they make great things but they don't necessarily make great entrepreneurs, because they can't be flexible enough to take that to market and enroll people into it if it's 98% done. Now, there's also this part where you want to be able to fail forward and test it to see, you know, some companies, if you think about it, they have people who go around and look for failure. They go into a system and they try to break it. Who in your company is trying to break your stuff? If they're breaking it, that's where your gap is for growth, because you want to look for the failure and where a flaw could be and where it could go wrong, and then solve those problems as you move forward. It's not like, you know, they didn't launch the first iPhone and say, here it is, it's set for life. And this is the phone you get for the next 30 years of your life. Every year we get a new version of the iPhone, and we're all very patiently wait when we get the update and we get the upgrade. Same with Samsung or any of these other phones on the market. They all have updatable versions. That's because we know that it's not 100% if you're waiting for 100% perfection, it's not going to happen. And then you'll leave you'll leave on the table, everyone thing you dreamed up in a vision because you just weren't willing to take the risk and go for it.

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Perfect when we when I was researching a lot of things, because we have some patents. So I was researching that I came across an article that said in 1913, somebody wrote an article that said, everything that would ever be invented has been invented, we should just shut down the patent office. There's nothing new under the sun. And there are people out there running around thinking that today. So what do you say? I mean, people have to think of this field as a field of possibility, not limitations. How do we do that in a world where I mean, you know, we can be so far ahead of the game. Nobody understands what we're doing and things like that. So tell me, how do you kind of bridge that gap?

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I love this question. And I think it points to there's a lot of information and data points that are



coming out on a daily basis. But without context, you're going to make mistakes you will miss interpret the data and you will miss interpret the information. And context is really the story that you're reading. Creating around the information for your business need information to be able to understand your business and how it runs and where your clients are and what pivots you need to make in your technology. You always need that information. But you also want to be very careful where you're getting the information and the context around the information is just as important as the data point itself. We're seeing so many companies being data driven, and people are not data machines. People are complicated. They are messy, they get messy, they think messy, they're intuitive, they're impulsive, they have all of these other extraordinary qualities that allows for breaks from thinking. And if you're only worried about the data points, you've missed all of the really great stuff that is actually going on in your business which is critical thinking, discerning information, understanding any patterns of behavior. yourself as the leader has or that your company has it could potentially be holding you back. What are the blind spots? Where aren't you looking? And where Aren't you breaking things so that you can reinvent it so that it actually becomes better? So living in the gap is what I would call that you want to always be creating a new gap for yourself. Does that answer your question? Yes.

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Yeah, that's great. Now, I was fortunate before Charlie, tremendous Jones passed on. I had taken some trainings and spoke with him a lot of different stages. And he would always say that we're the sum total of the five people we hang around with the five books we've just read. In. Basically, we upgrade our computers, like you said, we upgrade our phones, how important is it for us to keep upgrading our relationships, our business, our mindset, and all of those things to stay ahead of the curve of this risking every day.

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So every day you want to be mind fitting in a new way. So don't keep doing the same things over and over. If you watch the same news channel, you'll hear the same conversations view to the exact same Filter and Lens that you did the day before, change up the information that's coming at you don't always go on one line of thought, pick something that is completely different and irrelevant to your business. So I'm in the business of consulting and helping companies turn around. And what does that look like? Right now? There's so much information available on everybody needs to pivot. Most people don't even know what that means. And it's not really do you really need to pivot? Or do you need to weather the storm? What does it actually mean to create opportunities in your business? And what are those opportunities? So if you keep listening to the same five people every day, you will have the same results that you did tomorrow? Yesterday. So that's what we call having our past in our future. So meeting new people, having conversations with people like yourself, where you're really curious, and you're



don't necessarily know the answers. If you're the smartest person in the room. They say this all the time. And you're in the wrong room. And so you always want to be looking at who's done something that I'm really excited about how can I talk to that person? How can I study them? and picking up different sources of information is very important, but mind feeding is critical. Also mind cleanliness. So how clean is your thoughts? Like what are you doing from mindfulness? And how are you bringing your thoughts into focus into a discipline, that where it's quiet enough that you can have creative thought about what you want? Knowing the time of day where your brain works, the best is actually really important. Mine is in the morning, I'm an early morning person, I get up and ready to go. And I know that my most creative thoughts will happen between probably 5:30 and 7:30. So I need to find tools and ways to capture that creative thought so that they can get executed on do you have things in place that execute you're really creative thinking, you write it down. Are you putting it in your voice memo? Those are all really important things that you can revisit, what are the things you're going to action? And what are the things that you're not going to touch today?

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All right, well, you did it again, because I'm still gonna ask you a question. When when you think about growing yourself growing your own mental brand or your own life experience, your self improvement as they call her self care. How important is that too, because a lot of entrepreneurs, they get to the end of the game, and they retire and expire. You know, they've never taken care of themselves. How do you make that balance happen in in life in in your purpose?

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I love this because, number one, most people who retire at the age of 65, there's there are statistics that show that the majority of them passed within the first five years of retirement and I've seen it happen with my own grandfather and my father, same thing. They work, they work, they work, they retired, there was nothing to live for. It works. So I always ask the question, What are you retiring into what new future new adventure, new creation Are you retiring into your life is about your future, not your past, you can't change any of those things. And all of those things are useful. And they've created experience and knowledge that you never want to let go of. But you want to always be reinventing. And what I call is setting a new intention for yourself. What am I going to be accomplishing in the next 90/60/30 days in the next year? What does this look like for me? And how will I make that happen? So your question was interesting, because every day I choose different ways to have practices that helped me invigorate that. And I happen to be someone who uses Brain Tap a lot. Mostly because I have a memory issue. I have memory loss.



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I've had five concussions.

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Female hockey player, I've been concussed five times. So I have to find tools and techniques that allow me to remember nouns, people, places and things. They'll just see Without my husband, I'm like, What was I saying? Well, as a speaker, it can be very scary when you're standing on a stage or in front of a zoom now speaking and you lost your words, well, here's something that if you'd be vulnerable and include that and let people know, listen, I have this thing. I hit my head a few too many times. But here's the practices that I have in place that really helped me. Other people go, I have that too. I didn't ever have a concussion. But I can't remember now. So you become relatable, just by being vulnerable. That's the risk taking part. I think entrepreneurs think risk is financial. It's, you know, having a big injury idea and sharing it with a bunch of venture capitalists. No, the risk is how vulnerable Are you willing to be today to let people know what you're dreaming or where your what your fears actually are or where your shortcomings might be and how you might need help with those things. That's a risk and the more you can be vulnerable and take that risk of vulnerability with people. The more you have Actually, will find that the results and the people around you become much more heightened, because we talked about that network and your network and all of those things elevating back in. That's how it's creating powerful relationships with people and being vulnerable.

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Right? It's been said that business is a game, right? You've said it kind of a few times. I mean, sports analogies in that. How important is it that we think of life as being something fun, something that we're not just we're not sitting here to be imprisoned? You know, that we're having this is? last

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the last four months? Right? Yeah, no, I love that. You asked that. Because if life is a game, you're always winning at the game you're playing. And your job is to figure out what's the game I'm playing? am I playing a game called I want everybody to like me, which is comfortable and safe. Or am I playing a game called I have this vision and I want to impact people in a powerful way before My time is up on this planet. And what am I doing that's consistent with winning that game? Where are the goalposts? How do I measure that? What does that look like? Is it you know, doing webinars? Is it writing a book? Is it creating another company? Is it what does it look like for you, and then you define it, and then you make sure you're clear about it. And I think it's really important to also have fun. I have a bit of a dark side, very sarcastic, kind of people don't always get my sense of humor. And I play with



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that,

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because people don't see it coming. They don't see this dark, sarcastic humor coming out. But that's my way of expressing humor. And so finding different ways to express your humor or express your joy or express different things. And be vulnerable

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is actually very risky.

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Right? Well, I'm from Michigan, I played a lot of hockey and I can tell you I never saw a girl on the ice. So you're probably shocked him when that happened. Yeah, but we didn't like playing the Canadians because they would always school us. We always said they were born with, you know, skates on when they were born. You know, there was little they come over from Windsor and we always Didn't we didn't like that too. But we were like playing the the people in Detroit better than the people over in Windsor. So but when you're when you're thinking about having this kind of unfair advantage in your mindset, where you don't, you're you're kind of playing your own rules, you're, you're you're setting your own expectations, and all of these things. How do you what's How does the entrepreneur mind gauge that with reality? Like, where's the reality check in that? Because we can't I know, I know some that are they, they basically don't know when they're doing bad and they're, you know, they just like a bull in the china cabinet. They just go through it. And I've heard you use the term enroll quite a few times, because I think that's very powerful. Because a lot of people think they need to sell people on ideas and do this, but you're talking about, we use this analogy to enroll people into a lifestyle. We don't sell them anything. So explain that what you mean by that as well.

35:00

Two questions there. So I'll go with the first one. And the biggest part for me is when you have that bull in the china shop, that means you're forcing something. That means your vision and your purpose aren't necessarily clear for other people. When you are enrolling other people, they get it and they step into whatever possibility or offering whatever opportunity shows up. And they try on yes, even if they're skeptical, and they don't necessarily trust it at first, they believe you because of the authenticity and they see the vision, they see what's possible, and they want that for themselves. The difference between selling and enrollment is when people take the action that they want, because they want to see a change in their life. If you're selling something and you have to force somebody to do it, you're probably not being as authentic and





you're going to get resistance in that. And they're very different ways of coming at the same thing. And so it really comes from what's my position Who am I willing to be? And what impact do I have? And is this person, someone that I can make an impact with? But then the other part of it is when people are authentic, and they know that they can make a difference?

36:17

Do you want to hang out with them more?

36:20

And you know, when someone's trying to sell you or get you to do something that you don't want to do you put the brakes on, right? Or like, hmm, there's something all right here. But you know, when someone's being authentic, and they really have some intention that you can see. So I think that's really important. I'm not sure if I answer both of your questions because my phone my watch rang. And

36:41

no you did that was great. So a lot of people think there's a special person that's born and gifted with this thing called charisma, and they get people to follow them and all they have to do is speak in the world bows and they do this. That's not been my impression. What do you think about that? What's your opinion on that?

36:59

No. Actually, sometimes we confuse charisma, people having charisma with leadership. There's a lot of really great charismatic personalities in the world, but they don't necessarily have the ability to lead and to powerfully evoke change, or powerfully create a business. Just because you're charismatic and you're out there and you're loving people and all of those great things. When they probably had to work at that, too. They might be compensating for something, some conversation about not being enough, or whatever their version of it is. And then three, if you're constantly comparing yourself to other people, like I wish I was as charismatic as Tony Robbins, no, I will never be as charismatic as Tony Robbins, number wise, almost seven feet tall. He's also a man, I need to be me. I need to be the best authentic version of me. And if I keep comparing myself to him, guess who I'm missing? My authenticity, my ability to go What's my lane? What impact do I want to have? If I keep looking out at the world and comparing myself with everyone else, then I might not want to get it a bit. And I think having charisma is something that, you know, people think the loudest person in the room or the person that's dressed the best is the most charismatic, actually, it's often the people who are really quiet and engaged. They're inquisitive about, what are you up to? What makes you tick? Why did you start this business in the first place? How did you get involved in this? And I think that's way



more important than having a lot of charisma now, do you need charisma to engage and enroll people? If you never open your mouth, it will never happen. So yes, you push yourself outside of any kind of, you know, conversation that you don't have that present and create your own. stay in your lane. And I think it's really important to stay in your lane and be yourself your version of whatever that looks like.

38:58

Make sense?

38:59

Yes. Christine, you've shared some wonderful tips for us and I want to just tell the viewers remember this video is available for free for the next 24 hours. If you have anyone out there that's needing to take a risk or a risk taker or an entrepreneur, please get them this link to the summit. Get them to watch Christine's video here. Learn the tips from a world leader here. She's been in business, she's helping businesses, this is something they can take away. So where can we find Christine in the future? What are your What is your goal for the next year five years? Where are we going to find you and besides on the cover of the USA today and all the other Time magazine what else are we gonna see?

39:37

You will find me on stages eventually back on stages you will find me on you know all the social media channels, it's coach the official. You will find me on LinkedIn and contrast results group is the name of our company. And you will find me very soon as we launched the coaching Brain Tap kit because I'm really excited to be able to coach people and use the technology tools that I work with and then have that really distilled down. So that's really that's, that's my next big thing. And I'm excited for that. So that's great.

40:09

So, wait, how are you recommending if people want to learn more about Christina what she's up to? What are your social media handles in that that we can share with them?

40:18

Instagram is the official contrast results group on all social media channels. So Facebook is Christine Nielsen, and it's spelt the Danish way. Nielsen and I did marry a Dane, although he's Canadian, Danish. So there's there's those ways and then also, if you just had Twitter, it's coach the Official on Twitter. You can find here as well. I'm pretty much everywhere except for Tick tock, I really don't get the tick tock



40:45

tick tock, My kids love it. I'm not I have it, but I'm not really using it. But

40:49

again, in contrast results group is where you'll find me.

40:53

Okay, great. So I know that we're going to put something together in the VIP section. So if you want to go over there, you're going to see what Christine puts together for you in the VIP lounge, and you can start to learn from her. I appreciate you being here, you've shared a lot of great information. I mean, taking time out of your busy schedule. I know that's your raving fans wanting you on your watch to get back to them. But I mean, you're incredible what you've accomplished. You're, you're an inspiration to people. And I think you've made things that seem complex to people very simple if they follow those steps. So we're going to get this out to the summit people and they're going to get it out to their family, their friends, their co workers so they can learn about you what you're doing, how you're changing. you're flipping the script, really on what it means to be an entrepreneur and be out there as a purpose driven leader. And, you know, doing what's necessary to change the world by stepping out of your comfort zone, which I think is very, very good mission. And you're doing it in a lot of different ways. So we didn't even have time to scratch the surface. I mean, like I said at the beginning, if we could have went over your Well, we might have to have a master class to go over your bio. You know, everything.

42:00

They'll do a masterclass. We'll make it available for the summer.

42:02

That'd be great. All right, well appreciate you and what you're doing now if you're waiting for the next summit speaker, please stay tuned. They'll be right along with you just click the button, and we'll be right with you. Thank you, Christine, for being on the summit today with us.

42:15

Thank you. Pleasure.

