



Episode 36: Small Shifts That Have a BIG Impact with Tim Furlong

E36 SMALL SHIFTS THAT HAVE A BIG IMPACT WITH TIM FURLONG

00:00 S?: Welcome to the Neon Noise podcast. Your home for learning ways to attract more traffic to your website, generate more leads, convert more leads into customers, and build stronger relationships with your customers. And now your hosts, Justin Johnson and Ken Franzen.

00:16 Justin Johnson: Hey, Neon Noise nation. Welcome to the Neon Noise podcast where we decode marketing and sales topics to help you grow your business. I'm Justin, and with me I have my co-host, Mr. Ken Franzen. What is going on today, Ken?

00:29 Ken Franzen: Not too much, Justin, how are you doing today?

00:32 Justin Johnson: I'm doing pretty good, no complaints. Excited to chat with our featured guest, today we have on Tim Furlong, who is a nationally recognized speaker, facilitator, and executive coach. Tim has a unique brand of edutainment that have impacted nearly every type of organization for nearly two decades. Tim is also the author of the book "Quarter Turns" and the creator and founder of Quarter Turns coaching program which enables leaders in any industry to identify small shifts in approach and behavior that yield highly impactful sustainable results. From CEOs of Fortune 500 companies to platinum selling recording artists, Tim's coaching and training programs have empowered thousands of individuals in organizations to achieve at their highest levels. Tim, thank you for being on Neon Noise, welcome.

01:24 Tim Furlong: Thank you Justin. Man, that was a mouthful there. You got through pretty good.

01:27 Justin Johnson: That was a lot, right?

[laughter]

01:29 Justin Johnson: Good stuff. Hey, do me a favor and tell us a little background about you and fill in any blanks I may have missed.



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01:36 Tim Furlong: Sure. Well, I actually got my start doing what I do as a touring musician. I was the lead singer in a band. And it's interesting because I was just at a conference the other day and I said that, and people always wanna know what the name of my band was and if you really think hard about that, you could probably too. If you knew the name of my band, Justin, we wouldn't be doing this podcast today.

[laughter]

02:01 Justin Johnson: Well then.

02:02 Tim Furlong: That was a good kinda pre qualifier because after that I went into sales, and I was pretty good at sales, actually. I always tell people being a musician probably trains you for sales better than anything else because you learn to handle rejection really well as a musician and that prepares you for sales.

[laughter]

02:19 Justin Johnson: So true.

02:20 Tim Furlong: And had a knack for sales, was good at it, and got asked to do some sales training and sales coaching by the organization I was with and it kinda just lead into a brand-new business. I started getting asked by more and more organizations to come do a sales training, to do coaching, and then that lead to speaking. And then I partnered with my sister back in the early 2000s who had an organizational development and training background, and launched a small consulting company based in Las Vegas that's still in existence today called the Simmons Group. So we do trainings all throughout the country and then I do speaking and obviously coaching and Quarter Turns is my brand.

03:02 Ken Franzen: Quarter Turns, awesome. So what was the band name, you gotta tell us.

[laughter]



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03:08 Tim Furlong: I told you if you knew the name of the band, you're not gonna know it. Back in the day it was called Something Wild, and actually I spoke at a conference here in my hometown of Ann Arbor, Michigan, and for the first time in probably years somebody said, "Were you in a band called Something Wild?" and I thought that was really... It kinda threw me for a loop 'cause no one knows it, right? So it was pretty interesting.

[chuckle]

03:30 Ken Franzen: So they recognized you?

03:32 Justin Johnson: We came up with our company name, was Ken's name, Ken's band name back in the day Neon Goldfish.

03:39 Ken Franzen: Well yeah, the band that never played, I think that Tim might have made an appearance on stage at some point.

[laughter]

03:45 Justin Johnson: I love it.

03:47 Ken Franzen: My band was... The extent was drinking beer and playing with guitars while watching Red Wings in the playoffs.

[chuckle]

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03:54 Justin Johnson: What's wrong with that?

[chuckle]

03:56 Ken Franzen: Nothing at all, we had a audience of zero. They loved us.

04:00 Justin Johnson: I love it.

04:03 Tim Furlong: That's great.

04:03 Ken Franzen: So, Tim, I have to ask you, you got your book "Quarter Turns: Small Shifts, Big Impact." Tell us a little about what is a quarter turn because you've got me curious.

04:15 Tim Furlong: The whole concept of Quarter Turn actually comes from my dad. We call my dad fuzz, and I don't know why we call him fuzz, we just do. When I was growing up he'd tell me, "You know, Tim, you gotta tighten up your chin strap a little bit." And as I got older, he told me, "Tim you're doing pretty well, but tighten it up one quarter turn." And that's kind of a philosophy I've taken into my business and my approach on coaching is that I think as human beings we're not designed for radical reinvention and a lot of people attend conferences or read books or go to trainings and they read it, and get all excited, and they go, "Okay, this is the day I'm gonna make those radical changes." The example I give is "Have you ever made a New Year's resolution?" And generally when people make New Year's resolutions they attempt to completely change their life. "I'm gonna work out seven days a week at 5:00 AM for four hours. I'm gonna quit eating chocolate, or I'm gonna do this or do that." And the problem with that is, it's just not sustainable. We go hard charging into these changes and within a week or even sometimes a few days, we just go back to what we know. We're creatures of habit; we do what we've always done.

05:23 Tim Furlong: Easy example of that is, have you ever left your workplace, you drive home from work, pull into your driveway and then you have no idea how you got there. You're just like, "Whoa, how'd that happen?" Because we just do the same thing over and over again. I've attempted to make those radical

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adjustments and the problem is even if I get a good result, it's just so hard to sustain because we just wanna go back to those habits and routines that are comfortable for us. So that kinda caused me to use this idea around Quarter Turns and so when I work with you either in a one-on-one setting or a large conference like I speak at or just even a small facilitation, I'm not asking you to make massive changes. I'm not asking you to radically reinvent your life. And I work with high performers for a living, so there's no reason to make radical changes, right? It's finding those little adjustments in the way you communicate, in the way you handle your relationships, in the way you handle your business, and the way you lead your teams. Those little adjustments can have a huge impact. And what I've learned is that if it's easy to do and you get a big impact, well then you're probably gonna keep doing it. And if you keep doing it over time, it becomes a new habit and that's really what creates sustainable and meaningful change in your life.

06:40 Tim Furlong: And so that's kind of my philosophy and that's the idea around the book, and pretty much everything I do is branded around that Quarter Turns concept. And it seems to resonate with people 'cause it's simple. And look, I'm not that smart, right? If it's too complicated, I'm not gonna do it, right? It's gotta be something I can use and apply immediately. I'm just not gonna be able to do it.

07:01 Justin Johnson: Sure.

07:01 Ken Franzen: Sure. So who would the Quarter Turns' philosophy... Who does that best apply to? Is it the sales people? Is it business owners? Is it...

07:12 Justin Johnson: You and I with our New Year's resolution.

[laughter]

07:17 Ken Franzen: I [07:17] ____ experiments this year just so that they'd be...

07:20 Ken Franzen: Yeah. You had some experiments that you were doing there. How's that going for you, by the way? I don't think we've talked about that in a while.

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07:27 Ken Franzen: We haven't talked about it, so I did my one experiment which was this challenge and that went well. Did I win it? No, I didn't win it. I could've done better.

07:39 Justin Johnson: You completed it, right? It's good.

07:41 Ken Franzen: But I completed it and then my second challenge is running the Detroit Half Marathon in October and I've been training for that. So my experiments are...

07:51 Justin Johnson: We need some quarter turns for that.

07:54 Ken Franzen: What's that?

[chuckle]

07:55 Justin Johnson: I said we need some quarter turns for that.

07:57 Ken Franzen: Oh, my gosh. I think we need... Is there a smaller denomination than a quarter turn, Tim?

[laughter]

08:08 Tim Furlong: I'm kinda glad you asked that question, Ken, because it's not necessarily a strategy that applies to one area and one discipline, right? Anyone can apply a quarter turn whether you're a kid in high school or a kid in college or someone just entering the business world, or you're a CEO of a big company, right? It doesn't really matter what it is. It's more about identifying what those shifts can be that are gonna have an impact and that's really kind of I think the value around quarter turns is it doesn't matter what you

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do. At the end you really, you can apply them in work, you can apply them outside of work and I'm a big believer that... So many people tell me, "Well Tim, you know this is work and this is not work and I draw the line and they're different things." And I always called BS on that, right? Belief system, okay? Belief system.

[laughter]

09:01 Justin Johnson: It's not where I was going with it.

[laughter]

09:04 Tim Furlong: It's a PG 13 show so I keep it that way. But the thing is, what happens in the workplace, if things aren't going well that's gonna impact your life outside the workplace. And if you're struggling outside the workplace, that's gonna seep into the workplace. And what I tell people is, "You're only one person. You're not two different people. No matter what you say, no matter what you do, everything impacts everything so if we can apply a quarter turn somewhere outside the workplace and it has an impact, that's gonna impact your workplace by default, right?" So that's really kind of how I look at it. So it doesn't matter if you're in sales, it doesn't matter if you're in leadership, it doesn't matter if you're a stay-at-home mom or dad which I've coached both. It's about finding those little areas where you can have an impact and then applying it and seeing if you can move the needle a little bit.

09:54 Tim Furlong: And that's what's exciting for me is, people ask what I do and I help people get what they want. And the hard part is, people really, if you ask them, have a hard time answering that question. "What is it you really want? What do you wanna gain? What do you wanna achieve?" Once you get past the obvious, once you get past, I want more money, or a big house, or a cool car, or this, or that. Once you get past those obvious things very few people can tell me really what they want and that doesn't matter how much you've achieved in your business life. Those people still struggle just as much as somebody just entering the workforce because they haven't gotten present enough to figure out what's important to them. And that's really the goal behind this program is to get you present enough to figure out who you are, what's important to you and then put some serious clarity around what you wanna do and then how to get there. That makes sense?

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10:43 Ken Franzen: Sure, absolutely. How do you approach the individual who is anxious to get to the end results?

[chuckle]

10:52 Ken Franzen: Very quickly because the quarter turns, sounds like they're effective because there're small adjustments that are... They're attainable goals that they're not this radical change. But you're one of that individual who says, "That's great, but I need to be able to leap from one building to the next tomorrow." How do you manage that individual?

11:12 Tim Furlong: You've pretty much described everyone that's a high achiever. That's what it is.

[laughter]

11:17 Tim Furlong: "I want it and I want it right now." And the reality of it is it doesn't take forever, right? It's not like this is a grueling three-year process. But how quickly somebody gets to that point, it's really up to them, it's not up to me, it's not up to any program, it's not up to anything you read or look at. It's about how willing are you to look at yourself, be honest, open yourself up to the idea that maybe some of the behaviors and patterns that you're using and you've been using, maybe aren't working for you. That's what's exciting, is like if you have something you're doing and it's working for you, then let's not mess with that. That's working, that's cool. Maybe we can take that and bump that up a couple of notches, and get really even more exceptional with that.

12:00 Tim Furlong: But if there's an area where you feel like, "Man, I know I can do better," or "I know that this is an area that I wanna get some traction on." Once we zero in on that, and vet it out, and pull it out, and really think about it, high performers love that. Once you get a specific problem, high achiever just go right into focus and say, "All right, let's go get it done". It's the hard part is actually identifying what it is and once you do it, man, you can do some great stuff and that's not super 10,000-foot view stuff, that's real-world stuff. That's not a theory or an idea. Once you get clear on what you want your brain just goes into motion to figure out how to do it. It's kinda like... Have you ever been driving home from work, and you hear a song on

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the radio and you're like, "Oh, man, I love that song. It's an awesome song. I love it." But you can't remember who sings it. It stresses you out, you get all frustrated and finally you just give up. You ever have that happen?

12:54 Ken Franzen: Yeah.

12:55 Tim Furlong: And then like two days later you're having lunch, "I got it! It's Def Leppard."

12:58 Ken Franzen: Right.

[laughter]

13:00 Tim Furlong: This ever happen? Your brain likes a specific problem and if you don't have a specific problem or a specific task, your brain doesn't go into work. And that thing that I just shared with you, even when you stop thinking about the problem that you wanna solve consciously, subconsciously you're just going into hyper drive to figure out how to get there. And it's a really interesting process once you get it working for you. Once you decide what it is you want, what's important, what are the problems you need to solve to get there. The "How" presents itself every time once you figure out the "What".

13:36 Ken Franzen: Interesting. I've read where some people like to ponder problem solving before they go to bed with the idea of letting their subconscious sleep state help them work through the problems and I would guess that they seem to find they magically wake up with the answer. I don't know if it's that crystal clear but it sounds similar. Am I right?

14:00 Tim Furlong: You're kind of on the right path and there's been books written about this. Some of you may have heard of that book called The Secret. I don't think it's a secret, right? There's some really hard science to back this stuff up now. Every second there's about four billion bits of information coming at us. The human eye can only take in about 200,000 of that. And consciously your brain can only hold on to about 50 pieces of information in any given time. And so what that means is what you load up your brain with, what

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you start thinking about consciously, that's kind of where your start gonna go. Your brain is looking to prove in the external world what you believe in the internal world. Here's the thing and this is what's... I think the biggest quarter turn that people can learn is, very few people can tell me what they want in their lives, in their businesses and their relationships, but you know what they're absolutely crystal clear on?

14:49 Ken Franzen: What's that about?

14:51 Tim Furlong: What they don't want. [chuckle]

14:54 Ken Franzen: That's true.

14:54 Tim Furlong: Everybody can list off alphabetically, chronologically everything they don't want or everything that they're not good at, or everything that they feel like they're not getting. And the problem is your brain does not understand the difference. That's one of those 50 bits of information that your brain is focusing on, and it doesn't know the difference between what you want and what you don't want, it just knows what you focus on. And it's really interesting the data coming in. Look, I'm not a neuroscientist or anything like that, I just like reading about this kinda stuff and they've learned more about our brains in the past three years than they have in the past 300 years. It's just really kind of an interesting process. That's a big difference between high performers and everyone else. They just are crystal clear on what they want and they will not accept no for an answer and they will not allow those obstacles to get in their way.

15:39 Ken Franzen: Yeah. So with that, you make it sound like these high achievers are more goal-oriented in what they do want versus what they... Their focus is on what they don't want.

15:54 Tim Furlong: Mm-hmm. Well...

15:56 Ken Franzen: So, goal setting, I guess that... I think it's something that we all say we do but I don't know that we all do it, do we? I mean do you find that most people that you work with properly set goals?

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16:07 Tim Furlong: You know, it's the most talked about thing in achievement and development and it's probably the least practiced. Everybody knows it works, but very few people do it. And in fact people say, "Oh, yeah, I used to kind of use goals but I don't do it anymore," because we get so busy and we start filling up our lives with busy work. And we start telling ourselves, "Oh, I'm so busy. I'm so busy. I'll get to it." And the great part about it is when you get clear on what you want, you think about it, you write it down and then more importantly you actually have someone holding you accountable to it. If you get that kind of clarity around what you want, you virtually will guarantee that what it is that you wanted to have happened will happen. But the thing is, if you don't believe it's possible internally, it doesn't matter what you say, you can say, "Oh, yeah. I'm gonna do it". But if internally you're like, "No, it's not happening." Guess what? Internal always wins because that's kind of what you're projecting out there. It's kind of an interesting process and we would talk about it for a week if we wanted to but it's just part of the process. Right? This isn't just a goal setting exercise, there's much more to it, once you get past that idea but once you get aware of who you are, how you show up, what's important and get some clarity, man, the rest of the whole process is a lot easier.

17:23 Ken Franzen: Sure. Okay. Yeah, I look at my goals sometimes and I say, "Okay, these are great," and I'm really just fooling myself. The goals I have written down here probably aren't as elaborate or as good as they could be so I could see how... I think even the accountability point would really help and just having someone hold your feet to the fire because I think that's something, a step most probably don't take is "Hey, this is something I'm focused on accomplishing here in 2017," for my instance, this is running the half marathon and the furthest I've ever ran is a 5K and me announcing it on this podcast, it's gotta be the accountability factor. [laughter] It's real...

18:01 Tim Furlong: Oh, it's accountable now, my friend, people are gonna be asking about it.

18:05 Ken Franzen: When October rolls around and I don't do this, if I don't do this or I don't prepare well and I die and you guys read my obituary [laughter] that I didn't fulfill my goals so...

18:16 Justin Johnson: Oh, man. [chuckle]

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18:17 Tim Furlong: Yeah, that's good. That's kind of interesting but what you said is perfect. When you throw it out there into the world, now you got all kinds of people that are emailing you, texting you, "Hey, Ken, are you doing it, are you doing it, are you doing it?" And it causes you to decide, do you really wanna do it? Or be it also cause you to decide, is that really my goal? People a lot of times kid themselves in that they have these goals that they think they're supposed to have that they think they're supposed to want but really they're somebody else's goals. And going through this process really kind of vets that out to say, "You know what? That's not really what I want, maybe that's what I wanted five years ago or 10 years ago, but that's not what I want today." And that's really an empowering thing, too, is to get rid of all that baggage of "I've always said I wanted to do this, or I should do that, or I should do this, or I need to, or I should, or I should." And when people start should-ing, I say they're should-ing all over themselves and everybody else. [laughter] Should-ing does not work when it comes to doing something amazing.

19:10 Justin Johnson: I love that. [laughter]

19:12 Ken Franzen: There you go, Justin is gonna use that little nugget again. I'm sure I'll hear that.

19:17 Tim Furlong: Go ahead, steal it, take it, do what you will with it.

19:18 Justin Johnson: That's great.

19:21 Ken Franzen: And you mention core values in your book and I wanted to really... 'Cause I think everyones like, we have core value, I kinda get it. Can you touch a little bit on exactly what a core value is and why is it important that we understand what our core values are?

19:37 Tim Furlong: So as I was bringing it up I talked about getting present and aware of kinda who you are and what you stand for. And when I talk about values what I really mean is what is your brand? We all have favorite brands that we frequent, that we like. I'm personally a huge Starbucks fan. I love going to Starbucks and the thing is it's not because I think the coffee is that much better, all right? The coffee is the coffee I can get that coffee anywhere. What I like about Starbucks and their brand is how I feel when I leave Starbucks. I feel better, and that's a brand that I'm willing to pay extra for and I know that... I value it, because of it and I'll

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seek it out and I'll look for it wherever I'm at just so I can have that. When I talk about your personal values or your brand, I would ask you, "What type of an experience do you create for people when you come into contact with them?" And as a result of those interactions do people feel better or do they feel worse? Do you know somebody right now that when their caller ID shows up on your phone you're like, "Oh, God no, do I gotta deal with that person?" [chuckle]

20:40 Justin Johnson: Who doesn't?

20:40 Ken Franzen: Yeah.

20:40 Tim Furlong: That's what their brand is for you. They've created a brand for you. And I ask, Are you that person for somebody right now when you call them or you text them, they're like, "Oh, God, do I really have to talk to Ken? I gotta deal with these guys again, I gotta talk to Justin, oh man really?" That's a brand that you've created and when you get crystal clear on what your brand is, and what you stand for, or what do you value, what's important to you? Then it makes some of these tougher decisions easier and a lot of people say, "Well Tim I don't even know what my brand is." The problem with that sort of thinking is everyone else has already decided what your brand is based on their experience with you. They've already got an idea of what they believe you stand for. And if you do have an idea of what your brand is, I would ask you if I interviewed everybody around you, if I interviewed your team or if I interviewed your family, your friends, your spouse, your coworkers, would they agree? Would they say, "Yeah, that's absolutely Ken's brand," or would they say, "Not so much?" Right, I don't really agree with that.

21:41 Ken Franzen: Sure.

21:42 Tim Furlong: So just getting that clarity on kinda who you are and what you're about is very powerful because that then sets that anchor for you to decide where you wanna go and more importantly how you wanna do it. So a good example is, I coached a CEO who, his whole goal in life was to become the leader of this big company and he did it. The problem is in order to get there he felt like he had to sacrifice so much of his brand and his values that when he got there it wasn't what he thought it was. And he had sacrificed his relationship with his wife, and his family, he'd become this type of a leader that was super hardcore and he kinda burned and churned through people, but he got that goal. He made the CEO. Conversely, I coached another gentleman who achieved the same level of success, right? Another major company you heard of and

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yet he didn't sacrifice any of his brand to get there. And I can tell you, for him, getting to that kind of mountain top was absolutely so much more rewarding and so fulfilling because he had everything he wanted. He still had his family intact. He had this team that was willing to die for him versus a team that was slowly dying under him and he created this really great culture that is still thriving today. That's kinda how powerful it is when you know what your brand is and what you're unwilling to negotiate. That makes sense?

23:08 Ken Franzen: Sure. So it's really deciding or understanding what you're all about. What really matters and seeing if that's what you're projecting in your everyday actions?

23:19 Tim Furlong: Yeah. And if not, what are you gonna do to change it? If your brand is integrity and serving my customers to blowing them away, well, are you behaving consistently every day in a way that supports that? Or are you cutting corners and doing things that doesn't support that? Because you can't say one thing and then be another, 'cause that's a violation of your value. The reason you know it's a value is when something happens and it just kinda rubs you the wrong way. That's generally because something that has happened in that interaction is a direct violation of who you are and what you stand for. And getting clear on that really helps you, it doesn't make it easier to deal with that stuff, but at least it helps you understand why this person rubs you the wrong way or that person what they said or that decision that was made by a higher-up has really caused some internal friction for you. 'Cause once you get clear on the why, well then you can develop a strategy on how you're gonna deal with it.

24:21 Ken Franzen: True. Very interesting. Very interesting. You start to look internally and say, "Okay, I motor my core values, and do I practice what I feel?" I guess, is that the proper phrase, practice what I feel? Practice what I...

24:38 Tim Furlong: Yeah. Pretty much. My practice is what I believe in. Again, this all sounds 10,000-foot view stuff. The actual process to do this, I've developed over trial and error over the past 20 years of doing it, to come up with a system that really helps people get in tune with that. And some people get there very quickly and some people takes a while to crack through the outer shell and figure that out. And so that's why I enjoy one-on-one work so much, because everyone's different. You two are different in your way that you wanna run your businesses and your companies. Your families are different. The people that work for you are different. When you can work one on one with somebody, it's really... I don't wanna say it's easy, but it's much more efficiently, we can get right to the core of what some of those challenges are and we can apply some small things that help kinda manage through that and you see immediate the results, and that's what

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you talked about, "Boy, does this take forever?" It doesn't take forever, if you're willing to do the work. If you're just thinking you're just gonna phone it in and be like, "Oh, yeah, whatever?" Good luck with that.

[chuckle]

25:43 Ken Franzen: That's true.

25:47 Tim Furlong: Just like anything. You gotta dive into it.

25:50 Ken Franzen: Now you also have the, I was gonna bring this up, intention versus impact. This is a really interesting comparison that you reference and one that I think we definitely should touch on. Talk to us a little bit about the difference between intention and impact.

26:11 Tim Furlong: Well, one of the things I really believe in when I'm coaching people is hey, let's get intentional about what you want, what you're doing, how you're spending your time, who are you spending your time with and really get intentional about that. But as human beings, what I believe, and I'm sure others do too, is that we're probably living, breathing double standards and that we have our intentions, but then we have the impact of those intentions. And I'll kind of give you an example. Let's assume that I make a decision and I do my due diligence, I do my homework and I make a good decision based on what I believe is gonna be best for my company, or my life, or people around me and I have really good intentions going into that decision. I have good intentions. Sometimes, and you can probably attest to this, both of you, isn't it true that you make these decisions with good intentions but they negatively impact certain people either in your company, or customers, or clients, or somebody. Does that ever happen?

27:11 Ken Franzen: Of course.

27:12 Tim Furlong: So, in that moment, if you're honest, do you judge yourself based on the good intentions you had going into it, or the impact you had on those people? What would you say?

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27:24 Ken Franzen: I would say the intentions we had.

27:27 Tim Furlong: Yeah. Because we know our good intentions. We live in our intentions and even if you feel bad, you might say, "Hey, I'm sorry. That's not what I meant. This was my intention." Here's the challenge with that. Let's assume someone does the same thing to you, or someone does the same thing to me. You make a good decision based on your good intention and it negatively impacts me. Do I even care about your good intentions in that moment?

[laughter]

27:53 Ken Franzen: No, not at all.

27:55 Tim Furlong: No, I'm too busy being pissed off about the impact and here's the thing that I've learned over the years is that people don't care about your good intentions and if you wanna lead an organization or build a great life with your family or people around you, throw your good intentions out the window. I assume that you have good intentions. I have to. If you genuinely don't have good intentions, if you genuinely like hurting people and throwing people under the bus? There's a whole another program that you can subscribe to.

[laughter]

28:27 Tim Furlong: That's a whole different program.

28:29 Ken Franzen: Sure.

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28:29 Tim Furlong: But the intention, yeah, I assume they're good intention, but what is the impact of those good intentions? And is it the impact you want? And one thing I've learned in being able to work with high achievers and high performers, is they're are 100% dialed into the impact. They just know that this is what they want to have happened and that's the impact they want. And they do everything they can to ensure that that's the impact they're gonna have. It doesn't always work out, but they think impact first and so that's why I talk about intention and impact a lot. And that's why if I'm coaching you, I'm gonna challenge you, "Hey, let's get intentional, and let's make sure that those intentions match up with the impact we want," and it's really an interesting topic. You guys are touching on some good stuff and obviously, I talk for a living. I can talk all day long about this stuff.

29:20 Tim Furlong: It's interesting, I ran into an old teacher of mine 'cause my kids are getting older, but I ran into a teacher and I was speaking at a conference and I used to always get in trouble for talking too much in class. [chuckle] My grades were always like, "Tim's really smart, he does a great job. He just talks too much." And I had to stay in for recess and write papers about I shouldn't talk so much, I shouldn't talk so much and I ran into one of those teachers that really used to give me a hard time, at a conference that they were attending and I spoke at. And I went over to them and I couldn't resist. I said, "Hey, that speaking thing, that talking too much? It's kinda worked out for me."

[laughter]

30:00 Justin Johnson: You're doing all right with that.

[laughter]

30:05 Ken Franzen: What was the response?

30:06 Tim Furlong: Just kind of a funny look. I don't even know if they remembered how much they would get on my case for talking so much. But I was having fun with it. I like that fun. And by the way that's one of my core values and part of my brand, one of them is fun. I absolutely, I'm gonna have fun every day and some days it's harder than others, but I'm just gonna do that. I'm gonna have some fun and make it fun for people I

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work with, and we deal with some touchy topics and some challenging topics but there's always an opportunity to smile and have a little fun and enjoy yourself.

30:37 Ken Franzen: Yeah, I think that the days that you can smile and have fun are more enjoyable than the ones where you don't.

30:46 Tim Furlong: I'm asked to go on organizations, I walk through the building, I can see there's not a whole lot of fun going on.

30:51 Ken Franzen: Oh, I bet, I bet. Now Tim, you do quite a few conferences that you speak at, how many would you say that you do in a year's time?

31:00 Tim Furlong: Gosh. Well, I'm on the road about two hundred days a year, so if I go back to my musician days, I tell people I'm still a touring musician, right? The only difference, they give me a mic, and they give me a stage and the other day there was probably 300 people in the audience. The only difference I tell people is that, I actually get paid now, you never get paid as a musician.

[laughter]

31:20 Ken Franzen: Big benefit to that one there.

31:23 Tim Furlong: So, I'm on the road a bunch and, it could just be a small leadership group, a group of executives or senior leaders and that could be a group as small as five or 10 or 15 or 20, or it could be a large conference that you might attend. I might be a keynote or a breakout speaker. And so I'm fortunate that I get to do what I'm passionate about. And then obviously I do a lot of one-on-one coaching; right now I'm coaching about 25 senior level executives, sales people. I still have a soft spot for sales and I still coach sales people 'cause I enjoy that.

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32:00 Ken Franzen: Now you coach, or you help people with presenting their presentation skills as well, am I correct?

32:07 Tim Furlong: Oh, yeah.

32:08 Ken Franzen: All right.

32:08 Tim Furlong: In fact, just yesterday I was with a government affairs individual and we were working on presentation because this person is responsible for helping his board members of his company go and present to congress members and attempt to get some of their legislative initiatives passed. So spent an entire intensive day on what I call presentation boot camp, which is something I'm super passionate about. And I've been performing in public now for over 30 years. It started with my band and kinda moved through that and then moved into training and speaking and it's really been nonstop. And I can tell you, in that time I have made every mistake you can possibly make in front of a large audience. Right? You name it...

33:00 Justin Johnson: Nailed it.

33:00 Tim Furlong: I have done it. I've face-planted in front of 5000 people. All right? [laughter]

33:05 Ken Franzen: Really?

33:07 Tim Furlong: Oh, yeah. That's a fun one.

33:09 Ken Franzen: Yeah.

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33:09 Tim Furlong: Almost knocked myself out with a microphone one time in front of that same group of 5000 people; punched myself in the face with a microphone. I could taste blood in my mouth, right?

33:18 Ken Franzen: Was this at the same, like, back-to-back occurrences, or two different...

33:23 Tim Furlong: It was a similar venue, but it was within about the same week or two, it was one of those weeks where things just weren't working out. But that was interesting. But beyond that, I've had things break, something doesn't work, I've been late. I've shown up an hour late for my own presentation, you've ever done that?

33:45 Ken Franzen: No, I haven't.

33:45 Tim Furlong: Not something I recommend. That's a mistake I only will make once, right?

33:50 Ken Franzen: Sure, sure.

33:51 Tim Furlong: You name it, I've probably made that mistake. And about 10 years ago, one of my clients said, "Hey, our executive team went to a conference this past week and they were just atrocious and I'm wondering, we like the way you present to us, do you have some sort of a course that you can train us on around presentation?" And at the time I didn't, but of course I said, "Sure I do." And it forced me to sit down and trace back kind of my path and come up with the steps that create a really great presentation and it's led me to a new product I wanna launch called Present Like a Pro. And I'm really excited about it because it can be an online thing. I don't have to come visit your company. I'm happy to do that if you want me to come do that for your company, but this is something that anybody can subscribe to. And within a few hours and some videos and just a little practice, the commitment I make to you is that your next presentation is gonna be night and day better than the one you just gave and that's something that I'm really excited about because you know the number one fear of most Americans is, right?

35:00 Ken Franzen: Waking up. No. I know. Maybe I guess public speaking. Right?

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35:04 Tim Furlong: Of course it's public speaking, by far. And that probably doesn't surprise either of you. What surprises me is what the number two fear of most Americans is, which is death.

[laughter]

35:14 Tim Furlong: Now, statistically speaking more people would rather be in the coffin...

[overlapping conversation]

35:22 Tim Furlong: They'd rather be the subject of the eulogy than have to present the eulogy.

[laughter]

35:27 Ken Franzen: Unbelievable.

35:29 Tim Furlong: And obviously that's... I think when people really think about that's not the case, but people really have a huge, deep-seated fear of that and the goal of this is to, whether you're a beginner, just kinda getting up there, or you're someone that's kind of a seasoned pro is to give you some, you know what I call them, quarter turns, little tips, things that you can apply, that are gonna instantly make your presentation better and give you a little more confidence to go up there and be great. I'm not gonna turn you into Tony Robbins in a couple of hours, but we can certainly spend a little time with you to help you improve whatever it is you doing and get better at it. I'm really passionate about that.

36:11 Ken Franzen: So Tim, the course sounds exciting something that someone can go through and follow along at the convenience of their own time, but is this focused on just executives or people speaking at conferences, I mean, where's the benefit, cause I think that, I don't know, I know that I present, I guess, if you

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really think hard enough about it, I present constantly all the time, on Monday mornings in front of our staff meetings, I guess I'm presenting, so who would be good candidate for your course, is it just limited to these executives or can you think of other uses?

36:50 Tim Furlong: Absolutely not. And you know, if you think about what you do all day, whether in business or your life, you're constantly communicating, that's what we do, it's what we do. We always have to communicate, phone, e-mail, text or face to face, we're communicating and if you really think about what a great presentation is, it's being able to effectively convey your message to people in an engaging way that allows you to make the connection with them and more importantly causes them to leave that interaction and actually take action. Right, so if you think about your situation in just having a weekly conversation with your team about what's going on in the workplace and what you're doing, well that's not necessarily a massive presentation in front of a huge audience with a microphone and a PowerPoint slide, but let me ask you, do you think it's important to effectively communicate your message to them, yes or no?

37:47 Ken Franzen: Well, absolutely, because if it's... I mean, if my message is not received and it's a giant [37:51] ____ time and [37:52] ____ the meeting.

37:54 Tim Furlong: And do you think it is important to kind of connect with them at that level that's gonna cause them to take in what it is you're sharing with them? Yes or No? And finally probably most importantly, isn't it kind of important that when they leave that interaction, they go take some action?

[laughter]

38:10 Ken Franzen: Yeah, they gotta be able to take action otherwise we got bigger problems to worry about.

38:16 Tim Furlong: So to answer your question, what makes people great at presenting, whether it's a large audience or small, are the same concepts. So this is just as effective if I'm sitting across the table from you in a one-on-one conversation or there's 500 of you in a room. And I think there's where people get in their heads about presenting, they're like, "Oh, my God," it's the sheer number of eyes looking at them that completely blow them up and a lot of what I get people to think about is imagine that you are just having a

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conversation with somebody in your office or a friend of yours, how would you do that, and they always want to say, "Oh, no, I wanna be this way, or I wanna be that way, and here's what I will share with you. Have you ever seen a movie with really bad acting, have you ever seen that?"

38:58 Justin Johnson: Lot of times.

38:58 Ken Franzen: Yeah, lot of them.

[chuckle]

39:01 Tim Furlong: You see it and you just know, it's not believable and the acting is awful. You wanna know why you know it's awful? Because being a good actor is really hard. [laughter] There's not that many of them out there, right? So acting is hard and the thing that I share with people is you're not a trained actor or actress. So for you to think you can get up in front of a large group of people and be something you're not, good luck with that. That's never gonna work. And you know when someone's not being genuine. Just at the conference I was at the other day, there was a guy and he was the keynote and he was up there kind of giving his speech like he was selling you a car and checking it out and, "Hey, have you had it done like this, and have you done it like that?" I'm like, "Really?" It's so hard to connect with that because I believe that that's canned and it's not genuine. I think he had a good message and I think that ultimately he's probably a good presenter, but no one's bothering to give him his feedback that he's coming across like Slick Rick trying to sell me a timeshare or a car, right? And you know most people don't get that feedback.

40:05 Ken Franzen: Yeah, true.

40:07 Tim Furlong: And it's a shame because it is a good message, but you give it over and over and over again and it's easy to make it sound kind of canned.

40:16 Ken Franzen: But is it... You think about public speaking and you get this idea in your head, and you get this large group. So, what you're stating... 'Cause yeah, if I was looking at, I'm gonna go in front of a group of

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5000, I would think in my brain that I need to have some level of showmanship or acting that I need to present. And I guess what you're saying is I shouldn't approach it any differently than we're talking to you right now?

40:41 Tim Furlong: There are some mannerisms that we can share with you. Everything is a little bit bigger and you probably gonna have to slow down a little bit. But here's the thing, if you're not a trained performer and you haven't been on stage in front of a lot of people then for you to think, no matter how much prep you do, to get up there and be something that is completely different than what you normally do, how easy do you think that's gonna be for you to do, especially in front of 500 or 5000 people looking at you.

41:07 Ken Franzen: Right. Sure.

41:09 Tim Furlong: Whereas when you can learn to be yourself and be in that moment by being yourself, then you don't have to fake anything, then it's just about let's focus on your content and your message and what it is you wanna convey versus you being something you're not, right? Unless you're a trained actor or actress and you're comfortable with that, I think you've got a better shot of connecting and that's the most important thing. If you don't connect with somebody, then doesn't matter how great your message is. So you got a much better shot of connecting by being yourself than you do being any other version of yourself, and you don't have to fake it. [chuckle] Believe me, people's fake-it meter and things that are disingenuous is on super high demand right now. People just know. Do you know when you see someone up there and they're just not genuine, do you know that?

41:54 Ken Franzen: Sure.

41:54 Tim Furlong: Of course you do. And so to fake it, it's just too hard and you don't have that long to connect either. That's the problem. A lot of people ease into their presentation, I think the biggest mistake people make is they come on so weak, they're like, "Oh, hi, I'm Tim. Hey, today you wanna talk about this..." It's funny, accounting people do this all the time. "We're gonna talk about accounting, I know no one wants to talk about that, but I'm the boring guy." And they're like, "Really. You just announced that. Way to go."

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[laughter]

42:27 Tim Furlong: You got about 30 seconds to a minute, to get someone's attention anymore. And here's my new statistic: However long you're willing to wait on your computer screen or your smart phone, when you click on a website and the little spinny thing is downloading it... I don't even know what you call the spinny thing, whatever that is. However long you're willing to wait on that, before you get frustrated and click away, that's your attention span right now.

42:48 Ken Franzen: Sure.

42:49 Tim Furlong: And so for most people...

42:50 Ken Franzen: Not even...

42:51 Tim Furlong: Thirty seconds, a minute, two tops.

42:53 Ken Franzen: No way...

42:53 Tim Furlong: If you're lucky.

[laughter]

42:54 Ken Franzen: Yeah.

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42:55 Tim Furlong: So if you don't do something right away to have me put down my smart phone, and engage me right off the bat, then good luck with that. And you don't have to be something you're not, you just have to have a technique that's gonna suck people in right off the bat. And there's where a lot of the Present Like a Pro work can come in, is how do you start strong, engage your audience, be yourself, get comfortable, and then end strong. Look, I told you I was a touring musician, I think a good presentation's a lot like a rock and roll concert. [chuckle] And people are saying, "What are you talking about?" How does your favorite band come out? Do they come out with a whimper? Do they just walk up and say, "Hi. How you doing?"

43:33 Ken Franzen: Yeah...

43:33 Tim Furlong: No. They got the lights go down, explosions are happening... You know that something cool is gonna happen. Then, once they got your attention, then guess what they do? They play all their new material, which nobody cares about, and no one pays attention to anyway. [laughter] Right?

[laughter]

43:49 Tim Furlong: So you can do whatever you want in the middle: Good, bad, poor, sad. Hopefully it's good, but it doesn't have to be. But then how does your favorite band always end?

43:57 Ken Franzen: With the best songs.

43:58 Tim Furlong: Yeah, the best stuff.

44:00 Ken Franzen: We're gonna have fireworks going off in our office on Monday morning.

[laughter]

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44:06 Tim Furlong: But then you leave going, "Man, that was awesome." And you wanna go buy the t-shirt, and go to the next one. And I would say the ending is your final chance. You can screw up everything; you can screw up your intro, you can screw up your middle part, you can screw up everything. As long as you end strong and say something great and compelling right at the end that kind of ties it all together, and causes me to leave wanting to do something or take action, that's your final opportunity. And so many people blow it right there; they're just cranking along and then they just, "Okay, any questions?" And you're like, "What?" [laughter]

44:39 Ken Franzen: What are some common mistakes? And I think we've all had... Now we've identified... We've all presented in, there's different venues, or sizes of audience, but what are some of the most common mistakes you see individuals making when they're presenting or speaking in public?

44:57 Tim Furlong: Well, I already gave you that first one, and that first one is come out strong. And the thing is, a lot of people don't... 'Cause a lot of times you're not... It's not like you're coming from backstage. You're already sitting there in the audience, or you're kind of somewhere where people kind of know you're coming on. So people are already making their assumptions about you, just based on that first glance. How do you look right then and there? Are you looking shy? Are you looking frazzled? Are you on your phone the whole time? Or do you look present and engaged? So people have already decided for you, at some point, before you even come on to the stage. So there's an opportunity for you right there to build some good will, so just coming out strong. I think the other mistake that people make is they don't really have a compelling message. They don't really have any sort of compelling "Why", as to why they're actually giving this presentation. And I think that that, more than anything else, throws people for a loop. Most people, this is how they build their presentation. They create a bunch of slides, and then they add in the message later. And look, that leads me to my third thing is death by PowerPoint.

[chuckle]

46:10 Tim Furlong: Have you been to one of those lately?

46:11 Justin Johnson: Yeah. [laughter]

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[laughter]

46:13 Ken Franzen: Yes.

46:14 Tim Furlong: Have you delivered one of those lately guys?

46:16 Ken Franzen: Well, I mean, not that... I can't say a lie, I've had some PowerPoint presentations, that I've kind of sat down and like, "Wow, I'm just reading this off to this person."

46:23 Justin Johnson: They must be really excited about this.

46:25 Ken Franzen: And they can read, so this is...

[laughter]

46:27 Ken Franzen: Yes.

46:28 Tim Furlong: The thing about it is nobody ever leaves the presentation saying, "Man, those were great PowerPoint slides."

[laughter]

46:34 Tim Furlong: Nobody.

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[laughter]

46:36 Tim Furlong: They don't. And so the thing about that I would challenge you with, is create your presentation, know what your points are first. What is it you... What do you want me to walk away with? People on average, will remember two or three things about your presentation, that's it. So what are they? Do you know what they are? Have you crafted that message. Well, you're gonna start with the end point in mind, and then build your presentation around that. Create some outcomes around that. And do yourself a favor, don't put in any slides at all, until you've actually gotten that part of it done. And PowerPoint, if you think of the name of it, Power Point, it's to extenuate a powerful point. [laughter] Right?

47:21 Ken Franzen: Sure.

47:21 Tim Furlong: And too many times you see guys, with all of their messages, up there on the PowerPoint slide. And then they read the slide, they just read the slide. How does that work for you when you see that?

47:31 Justin Johnson: Not very well.

47:33 Ken Franzen: Oh, that's... I look at this, and I'm like "This is a great presentation; I'm being read to, like story time."

47:40 Tim Furlong: PowerPoint is such a problem. Just when I told you I was with a gentlemen yesterday, and his slides were confusing him, he was actually getting on a roll and then, you may have done this before, you click on some slide you forgot you had and you're like, "Oops." Now you gotta talk about that, and it totally discombobulates you. And that's why, it just makes so much more sense to add your slides in once you're comfortable with what you wanna say, and...

48:04 Ken Franzen: Okay.

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48:05 Tim Furlong: It's a simple thing to do, but again, very few people do it. They build their presentation around a slide deck, and then they fill in talking points later, and it doesn't usually work.

48:16 Ken Franzen: Now I can see how that's more fitting.

48:18 Tim Furlong: So, those are just a few of them and then, obviously, I talked about how do you end strong. But there's just so many components to those things that I take for granted that I think everyone knows. But the reality is what I've learned is most people don't know. And the thing about this is, like I said, it's something that I wanted to help people that are giving a presentation, whether it's maybe they're speaking at their friend's wedding and giving the speech for the best man or the best... They don't call them the best woman, they call them the maid of honor, right? Or you're doing something for a reunion, or you're speaking at your church, or you just wanna become a better communicator in general. I mean, that's what this is really designed to do, is help you gain a comfort level to feel like when you're doing that, you're hitting the mark, you're creating some impact, and you're having people leave with that kind of messaging that you want them to leave with.

49:12 Ken Franzen: Sure. Now I think that tells them, that last component there, the most value because we don't always, unless you're Tim Furlong, and you're on the road for 200 days a year which just still blows my mind. Most of the time we're not formally presenting, but we are always communicating. I think that this, what you're talking about here are some of these pointers, and I'm looking forward to checking out the course. What was that called again?

49:39 Tim Furlong: Present Like a Pro.

49:41 Ken Franzen: Present Like a Pro.

49:43 Tim Furlong: Present Like a Pro.

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49:44 Ken Franzen: Just because of the... Just to become a better communicator, I think we all could benefit from that. We communicate every day, and I think that it'll help alleviate some of the intention versus impact as well so we can communicate better.

49:56 Tim Furlong: Well, that's the goal, right? That's the goal.

49:58 Ken Franzen: So normally, this is the point in time where I ask you what you're working on now, and what has you really excited, and I'm gonna guess it's the Present Like a Pro program, right?

50:06 Tim Furlong: It is. It's something that I've been working on for a while now, and I'm ready to kind of launch into the world. And my goal that I've had for myself, I've set for myself several years ago is I want to impact the lives of one million people, right? And I know that that comes from when I was in a band, I always wanted to sell a million records and go platinum. [chuckle] So...

50:28 Ken Franzen: Sure.

50:30 Tim Furlong: The only way for me to do that is to develop some online training products and some online coaching that I think can impact people just outside of me having a one-on-one discussion with you, or you visiting my event. And I'm excited about that, and I do have virtual coaching programs that let me do that. This is a kind of a newer program that I'm really excited about 'cause I think a lot of people will benefit from it. I'm pretty excited about it.

50:58 Ken Franzen: Awesome. Do you have an idea when that'll be available?

51:02 Tim Furlong: I would love to have that launched here this summer. And that's a big goal of mine. We're filming some of the segments right now, and I'd like to get that launched this summer.

51:14 Ken Franzen: Exciting.



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51:15 Tim Furlong: Stay tuned. [chuckle]

51:15 Ken Franzen: So, summer 2017. Awesome. Good stuff. If we link to your website and the show notes for the podcast here, then they'll be on the lookout for that, through your website?

51:25 Tim Furlong: Yeah, absolutely, absolutely. And on that website I publish a Quarter Turn article twice a month, and those are free, and there's free coaching on there for you. It's just things to get you engaged and things to move you down the path that you wanna go. And whatever that path may be, work, non-work, it doesn't matter to me.

51:44 Ken Franzen: Awesome. And what's the URL for your website?

51:47 Tim Furlong: It's www.myquarterturns.com.

51:52 Justin Johnson: Good, good stuff. Hey, Tim, if you had one piece of parting advice for our listening audience, what would that be?

51:57 Tim Furlong: Well, a lot of the things that I talk about and I coach people on are things that you probably know inherently, you just haven't been practicing. And what I've learned is that it's easy to get discouraged and get frustrated and say, "Well, you know, that's not gonna work for me," or "That must be... Only that person could do it," "I've tried that stuff before." I hear that all the time, "I tried that," or "I did that and it didn't work." And the reality of it is people that are successful, that you admire, that have done things that you are excited about, that you think, "Man, that person got it," they didn't get it perfect the first time. They didn't just do it and everything worked out perfectly. They tried and screwed it up.

52:45 Tim Furlong: The only reason I'm able to put out a product like Present Like a Pro is I've made every mistake you can make in front of people. And so the hardest part is controlling that conversation with

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yourself, and sitting down and saying, "What do I want? What do I wanna do?" And then getting over that internal objection you have that says, "You can do it," because once you shift that mindset and, "Hey, this is something that I can do, and I know I could do it," and maybe it's not gonna go perfectly, but that's not the goal here. We're not in this for perfection, we're in this to have some results. And I coach that a lot with people in the workplace. You're not paid for perfection either. You're paid for results. And if you can get a good result, and you like it, and it feels like it's easy for you to do, then keep doing it. And it takes a little time, but it doesn't take years and years and years. It can take very quickly once you make that decision. So I guess the biggest message there that I have is don't get discouraged when it doesn't work out the first time. Stop, evaluate, learn the lesson, and make, as I call, one quarter turn to your approach, and see if you can get a better result the next time.

53:56 Justin Johnson: Love it. Go out and start making your quarter turns, right?

54:00 Tim Furlong: That's the name of the game. I still got plenty more to make myself.

54:04 Justin Johnson: One quarter turn at a time. All right, good stuff. Hey Neon Noise nation, we hope you enjoyed our conversation today with Tim. Be sure to go over and check out his website at www.myquarterturns.com. Tim, thanks again for being on the show today. Lots of valuable information.

54:21 Tim Furlong: Thanks so much for having me, guys. I really appreciate it.

54:24 Justin Johnson: Absolutely.

54:24 Tim Furlong: You guys got some good stuff out here.

54:26 Ken Franzen: Appreciate that. It was a pleasure.

54:27 Tim Furlong: Thanks.



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54:28 Justin Johnson: Perfect. All right, guys. The show notes will be available today at neongoldfish.com/podcast. Until next time, this is Justin, Ken, and Tim, signing off. Neon Noise nation, we will see you again next week.

[music]

54:42 S?: Thank you for listening to this episode of the Neon Noise podcast. Did you enjoy the podcast? If so, please subscribe, share with a friend, or write a review. We wanna cover the topics you wanna hear. If you have an idea for a topic you'd like Justin and Ken to cover, connect with us on twitter @neongoldfish, or through our website at neongoldfish.com.

