**Session 3 - 06.05.2025\_Transcription**

[Speaker 12] (0:00 - 0:00)

Hello everyone!

[Rachel Davies] (0:52 - 1:24)

This is your one-minute warning, ladies and gents, your one-minute warning. We're live on stage in one minute's time. Take your seats.

Ladies and gents, this is your 30-second warning. Get ready to put your hands together. We're live on stage in 30 seconds.

Take your seats, chaps.

[Speaker 11] (1:55 - 2:10)

Ladies and gentlemen, property entrepreneurs, please clap your hands and give a huge round of applause, and welcome to the stage, Rachel Davis.

[Rachel Davies] (2:13 - 3:56)

Yes, everyone's being fed. Everyone's feeling a bit lively. We need some more energy.

Everyone's feeling energetic? That's a good sign, because otherwise we could have a massage game coming on if we're not careful. Are we ready to get stuck into session three?

Looking forward to it? Fantastic. I just wanted to do a quick shout-out to our sponsors that are sponsoring PE.

From now on, we have got our lovely Ultimate FD and Joshua Keegan himself being the platinum sponsor. We've got gold sponsor Niger Accountants, who can help you with all your bookkeeping and accountancy needs, and they give fantastic tax advice, I have to say. And then silver sponsor is VaVaVoom, who a lot of you had a mid-week mentoring session with very recently.

So they're our sponsors. They're all the people that we know, like, and trust. If you are interested in becoming a sponsor of PE, then that is something on the inside front cover of your workbook, so please have a look at it.

And it's in the workbook, so please have a look at it and speak to Bianca or scan the QR code. Right, it's now time to talk, get up and give back. It's time to raise cash, isn't it?

We've got to that part of the season where money is what matters. So here to give us an update on how we're going to save lives this year, it's our one and only King of Karma Credits himself. Let's give him a bow.

Owner of Rover Homes and Rover Homes Property Mentoring, our very own get up and give back leader. He's one of our very own property entrepreneur advance members. Please give it up and give a massive round of applause while I welcome to the stage Mr Dan Norman.

[Speaker 12] (3:59 - 4:04)

Hi, there we go.

[Speaker 3] (4:04 - 12:43)

Thank you so much. Your introductions are getting kinder and kinder I'm going to be gutted when June happens because it's May already. Ladies and gents, how did that happen?

Number one, everyone who's involved in a challenge, a fundraise, whatever it might be, absolute hats off to you and you're in it now because it's May. So we've got the Yorkshire Three Peaks kicking off on Saturday or Friday as I told Josh, sorry Mum. We've got the Snowden happening on Saturday.

We've got the National Three Peaks week today, week and a bit today to the weekend after and Snowden after that. But I do need to give a couple of bits of, as I always like to, some massive recognition. First of all to our headline sponsors to Crowd Property.

Where's Kate today? Because Kate, I've got to say what you've done is the epitome of what get up and give back is about. You've promoted not only yourself and your business but you've raised a ton of cash on your raffle, on your Kate's Cakes, which I just think is inspired and you know I appreciate the dates didn't work out this year but you've still taken part.

So absolute hats off to you. Huge round of applause for Kate please. Just epic and also very well done on your fundraising as well Tina.

I know the dates again didn't work out so well but what was it 90 quid last night, 130 pound the other night at a gig. Brilliant, just epic. So what we do each year on get up give back is we give you the blueprint and this has been refined and refined and refined and refined.

It's very simple. This is a plan on each week a different activity and of course we're now in May which is fundraising month because while it's very important what we do for the charities for the cause and so on and so forth we're also trying to teach you a little bit of the process of the oversubscribed blueprint which is you don't do everything all at once. You take little bites and simple actions week on week on week on week.

This week we're building up the sales process. I'm going to allude to that very shortly. The week after that it's all very well to do all these steps, do all this stuff.

Kate could have been baking a load of cakes but if she didn't tell anyone about it what's the point. The week after that, re-contact. Why?

Because life gets in the way. People might have missed your message. They might have missed your call.

They might not have understood it. They might have been busy. Something might have happened at home.

So we follow up, we follow up, we follow up. Thank donors. The best way of getting more donations is to have social proof so you thank the people that you've already feathered the pot with.

Your existing customers, your existing clientele. Does that make sense? Because everyone wants to buy from people they like and people they know can deliver.

And then finally shake the tin. This is where we leave no stone unturned. We need no ankle twisted.

We leave no one unshaken because that's our last week. Now we'll give you a process for this and I'm going to show you that. So pin your ears back.

This is how we do fundraising. I'm joking of course because that is hardly subtle or intelligent. It's got a direct charm though hasn't it?

But we have a secret weapon and this is something that's been refined from a few years back and our secret weapon unfortunately isn't here today. Be Shiv Harrier. Because back in 2021 I won't allude to the story too much.

I'm going to post a little video in the Facebook group which is how Shiv raised a K in a day and we've refined that technique and perfected it because he did something very very simple. He just reached out to people he knew and this is the refining of the process. So very simply what he did one day when it was rainy, it wasn't this lovely weather we've got outside, a bit rainy and he said you know what I'm a bit behind on my fundraising because I've been telling him you're a bit behind on your fundraising.

So he made a little list. He listed out family, friends, suppliers, customers, associates. I'm pretty sure you probably know most of who your family are at least the ones you want to talk to.

I'm pretty sure some of you got some friends. Up and down for yes, side to side for no. Suppliers, if you can't make a list of 10 suppliers go to your zero contacts, your QuickBooks, whatever it might be and look at the people you paid the most money to.

Customers, oh but I've only got tenants as customers. Okay if that's the case, completely appreciate that. Have a better relationship with them so you can tap them up for 20 quid for donating to people's you know saving people's lives.

Alternatively, just do more suppliers. Okay and then finally associates. Associates are people you're in sports teams with, the people that your kids have parents with, the PTA, whatever you do outside of property entrepreneur.

But the point is to get these 50 names. We then send them a weekly message or if you want to go crazy, follow up real quick, a little bit quicker. We've done all the scripts so it's not a sponsor me, it's a bit more of a subtle way of doing that.

Hey a bit of a cheeky plug. I've started my fundraising, unfortunately I'm a little bit behind. My training is going fine so get up, give back.

You've probably seen it all over socials at the moment, absolutely no pressure. I was wondering if you could help me out with a bit of donation, encourage me along, cheer me from the sidelines, it'd be lovely if you could. Once again, must stress, absolutely no pressure, but here's my link.

Thanks ever so much. Nice and simple. I'll put my link in the group if anyone wants to put 10 quid in the pot after that little pitch.

We populate the sheet for accountability, we put those in our challenge groups because there's no point in doing all the walking, doing all the training, doing all the hoodies, doing all the rest of it if we're not going to take action. We post a screenshot each week. Obviously if you're doing Snowden on Saturday you might want to do things a little bit quicker, but this is all based upon a very, very simple get up, give back principle.

NA equals NR, MA equals MR. This stands for no action or negligible action equals no or negligible results. MA equals MR, which is modest action because if you're really clever you put it in a broadcast group and it takes you about 10 minutes and you bang it out and you just find out to 50 people at once. Who knew?

Isn't that clever? Good stuff. This is all in the challenge groups for the people who are doing get up, give back, but that is this week.

Just to get the names in the spreadsheet. Direct contact, i.e. sending out the messages from the 8th of May. Re-contact the week after, give people a little bit of chance.

They might donate, they might not. We then thank donors, maybe send a follow-up message and then we shake the tent. This is important to do alongside socials because people want to see the journey.

They want to see the trials, the tribulations, the trips, the actual topography, a lot of other things that end in beginning T. But the point being we're sharing a journey, we're sharing a process, we're sharing the challenges, we're sharing the causes and we're most certainly sharing the charities. June is the final stretch.

Grand finale is on the 5th of June. A little bit of news about that in a moment and then we have something called the afterburn. The afterburn is where we share and celebrate and applaud the sponsors, applaud the efforts, applaud the grand finale.

We raised 10% of our money, £14,000 in the afterburn last year. You're saying does follow-up work? 100% yes, it does.

Get up with your background finale barbecue and firework. Sadly this is sold out so if you've not bought your ticket yet you have missed out. But we couldn't have that so we're going to move to a bigger room.

So I'll put a post in the group if you wish to come along afterwards you're here anyway guys. So you can come and enjoy the barbecue, enjoy the firework should you wish to. It's optional, not mandatory but we've put that up.

There's 110 I think booked in already so it's a nice little do, a lot of fun. Leave you with one final thought. That is the cost of an emergency first aid course between 15 and 55 pounds.

A lot of people will have spent more than that on their coffees this week or even this month. So let's get out there, let's raise some funds, let's save a life because there's never a second chance. Thank you so much for your time ladies and gents, huge round of applause for Rachel.

[Rachel Davies] (12:47 - 17:18)

You're a superstar, thank you very much. I'm really looking forward to it. So what am I doing?

I'm climbing Snowdon on the 31st of May. It's going to be the sunny one, it's going to be the sunny one and I'm planning to do the firework at the event. So if now that's really exciting because it means that if those of you aren't going to the finale, the barbecue, then come and join us.

It's such a good social, let your hair down, have drinks, stay over in a hotel, doesn't have to be the Belfry. I know the Belfry is super expensive but you know there's loads of other hotels around that you can get into if you want to. So come and join us, it's going to be so much fun.

Oh there you go, hear that? Cheaper rate at the Belfry. So if you want to speak to Bianca, just if you're staying over it would make a lot of sense.

If you're going to be here all day, you might as well come to the barbecue as well and it'll be really good. Last year's do was absolutely amazing and the best thing in the world is watching Dan and the team give out the cheques to the charities. It's just overwhelmingly good and that leads me really nicely on to session three because session three, now it's time to start feeling good about things and we're going to spread some positivity and some energy and some kindness and that's what Karma Credits is all about because Karma Credits is all about the universal law of attracting wealth, health and happiness.

So it's time to get a bit more spiritual now because we're not just the sum of everything we do in business are we? Do you agree? Are you the sum of your business?

No absolutely not. Do you think that being a genuinely good person matters? What's that?

I agree, I agree with you, you're right and it does matter doesn't it? Being a good person, I think it genuinely matters. Who's got children?

Loads of us in the room, absolutely loads of us. Do we want to be a good person and show them the way and be a good role model? Absolutely and so this is what Karma Credits is all about and what's it like for most entrepreneurs though?

Well most entrepreneurs, they're running around looking for money, next shiny penny, focused on short-term results aren't they? They are, they're going for short-lived success, they don't always want to go for the win-win, they only want to win for themselves and that's kind of how they treat the world and we don't want that for you, we don't want you to be valuing transactions over relationships, we want you to play the long game and that's what we do on PE don't we? We play the long game and with this kind of, with Karma Credits, the whole idea is the longer we're in it, the luckier that we get and we build up credit through spreading positivity and kindness throughout the world and throughout all of the people that we touch as we go about our day and that is what this is about, it's about doing good things without expecting anything in return and that is what the principle of Karma Credits is all about. So let me give you some examples of how I've been walking the talk on this one recently.

So what have I done recently? I have sent a thank you card to Jackie Goodman because Jackie is my coach, she's helping me with one of my professional objectives, this is the thank you card, that's the message back, she's been, we've been making a lot of headway on my crushing the inner critic and I just wanted to let her know how valuable I'm finding it and how much value I'm getting from it and she was really blown away by that so that was great. I think some of you might have seen, I decided, I read a book this Easter, blew me away, it's called A Better Second Half by Liz Earl and I just wanted to share it, I was inspired to give it to other people so I gave it away for free for the first two people who responded in the community, Danielle you got yours this morning didn't you? She was the first person I saw when I came into breakfast, it was brilliant and she's got the new book and yours is a newer edition, you've got the gold version so there you go and then I gave it to Valerie as well, Valerie piped up and said she would like one so I'm meeting her for lunch in a couple of weeks and Valerie's going to get a copy as well and I did that not because I'm expecting anything in return but just because I was so inspired by the book I wanted to share it with other people so I gave out gifts expecting nothing in return and the aim of today's session is just to inspire you to become a better person because we should be kind whenever possible because it is always possible to be kind and who said that? The Dalai Lama. So here to introduce you to this concept, he's going to be absolutely fantastic at it, please give a massive round of applause while I welcome to the stage your last and final trainer for the day, please give a massive round of applause, raise the roof please while I welcome to the stage your head trainer, Mr Adam Gough!

[Adam Goff] (17:28 - 18:09)

All right good, I don't think I'm the best person for this topic, am I really? What do you think? You're not on the mic Rachel, no one can hear you!

I think Rachel was about to say something nice, I got a bit embarrassed, I'm only joking, I'm only joking, I'm only joking, you're about to find out, you can be your own judge in a minute. So it turns out I didn't answer or give enough detail on the picture, I did have some questions but I'm going to open the floor to questions. Anyone got a question about earlier that they're dying to ask?

Please raise your hand, let me know, I've got a mic here if you need me to get it across to you, anybody? Okay so some of the questions, Danielle did you have a question? Bianca?

[Speaker 8] (18:15 - 18:28)

So if you leave the community, god forbid, you can come back in to the advanced but at full price, is that what you're saying?

[Adam Goff] (18:28 - 19:23)

Yeah, so if you do decide to leave us, so that discount will hold it for as long as you stay part of the community, but if you leave and come back then you'll just pay the full price. So my suggestion would be if you want a break, that's why we have sabbatical, community, you know the reality is you shouldn't, if you've got value from the last year and you can see the merit, then hopefully this is the way you're going to run your life and your business for the rest of time. So the logic is you would at least stay part of the community because it would prompt you, remind you, keep you in this room and as you go further up the ladder of business, you know the air's thinner at the top, like the further you go on this journey, the more you'll value, not loads and loads of people, but less people that you actually trust and if anyone's been to like lots of networking events and stuff, you'll know that you just don't know what you're going to get, whereas actually what you want is people that you know have done it, been around the block, been in the community for years and years and years and that's why we're trying to build that community side.

[Speaker 8] (19:23 - 19:27)

Okay so the price promise is for all four levels basically?

[Adam Goff] (19:27 - 22:07)

Yeah the price promise stays even if you're just going to be like a community member and then you can go back in, you know if you wanted to just be a community member for a year, you know having a baby, taking a break, whatever, then you can then choose to come back another year and we'll hold your price. So good question. Any other questions?

Well people are thinking of questions, so the questions I had at the break was mark the partner, yes there is a partner discount, okay there is a partner discount, it's 50% the same as it was this year, so 50% off the price is what your partner would pay. From virtual, if you decide to become an advanced virtual member or you don't get an in-person place you can come to the super events and the prices, I'm going to write down the prices because there was quite a lot of confusion about prices, would that help if everybody, if I talked about the prices, okay if you want to be in-person in the room, these are the actual prices after your £9,000 discount, it's £11,995, okay so it's £1,000 a month plus Martin of 50% of that, so it's basically £18,000 if there's two of you, okay so that's basically £12,000 for in-person. For hybrid it's £8,250, so it's significantly cheaper, for virtual it's £7,750, so that's £11,995, £8,250 and £7,750, all plus VAT unfortunately, yes. Any other questions at this stage?

Yes, of course I can, yeah, so in-person £11,995, hybrid £8,250, virtual £7,750 and it's 50% for your current partner or if you want to bring a business partner and they're actually a business partner or a family member, they have to do the programme but then you can also benefit from a 50% rate, okay, so if you've got someone on the wings who you think you're going to bring to a Blueprint event and then they end up coming on the programme, you'll obviously still get a partner deal, you'll both pay slightly different prices but there is a discount if you bring someone else in, hopefully I'm not confusing things too much. So if you, yeah, if you want, just ask the question and then we'll just make sure we get everybody on board, including virtual, hey team.

[Speaker 7] (22:07 - 22:11)

If you have a partner or family member, do the first year?

[Adam Goff] (22:11 - 22:12)

Yes, the programme, yeah.

[Speaker 7] (22:12 - 22:17)

You do the second year, you're both going to get, you get about 50% off for them or something, is that how it works?

[Adam Goff] (22:17 - 22:20)

Yes, I'm not quite sure which one, Bianca will probably know which one.

[Speaker 7] (22:20 - 22:21)

One of you will get 50% off.

[Adam Goff] (22:21 - 22:22)

You get the deal.

[Speaker 7] (22:23 - 22:25)

You're paying £1.5 or something.

[Adam Goff] (22:25 - 22:41)

Yes, that's exactly right Everdeen, yes, so that encourages you to bring people on and that often happens, you know, one partner tries it and then the other partner's like, I don't know, I don't want her to do it and then, you know, that has a few people in here in that situation. Hi Nina.

[Speaker 4] (22:42 - 22:44)

Hi, you sounded so aghast.

[Speaker 10] (22:44 - 22:47)

No, no, I'm just, there's so many questions, I'm just like trying to, yeah.

[Speaker 4] (22:48 - 23:13)

Just because it, I know it's something that a few of us have talked about with this programme. Please, yeah. What would be, what are you trying to budget?

Yeah, like in your head, so like the AGM, the retreat, the, like the extra days and the summer clubs that are all like extra, which, what ones do we need to kind of think of?

[Adam Goff] (23:15 - 26:32)

Good question. Well, I mean, obviously coffee at the Belfry, that's £20 a coffee. I would say, I mean, obviously, so what would I budget for if I was doing it?

I mean, I think, I think the big decision you've really got to make is whether you want to apply to be part of a mastermind. You know, the mastermind is £12,000 on top of the advance fee. So I still think that's incredibly good value for money.

So if anyone is even thinking about that, just talk to me or Josh, let's have a conversation now. And that's what, that's going to get you, there'll be a, we'll do the brochure at the supermarket, but that's like a supper club, an afternoon together, and then one-to-one mentoring, WhatsApp. So there's a whole nother level.

If you don't want to do that, and you just want to pick and choose, yeah, I mean, the AGM will be slightly cheaper than it was this year, because advance get a bit more of a discount, another £100 or so. Supper clubs are less for advanced. They're more of a programme thing.

Generally, if you're in a supper club, you're in a mastermind. And you can only come on the barley retreat and stuff at the moment if you're in a mastermind or the board. So you're probably looking at extras at the moment is if you want to do Financial Fortress, you know, it's normally about five.

And then if you want to do the AGM, that's pretty much it. I mean, advanced should give you pretty much, the bells and whistles. And this is whether you want the one-to-one sort of more support of a mastermind group on top.

Probably. Yeah, there's no, it's not really like hidden charges. I know it sometimes feels like we run a lot of events, and there's always something we're kind of pitching or selling or something like that.

But it's just ultimately just extra bolt-ons. And there's quite a lot in the first year to try and get people warmed up to what we're doing. But in advanced, you know, everyone kind of knows the crack and just kind of get on with it, really.

Yeah. So other notes that I wrote down is, so someone also asked me, how much is content and how much is primetime workshop? So I would say that I don't have a percentage, but like, this is, say, 95% content.

I would say that advanced is probably more like 60% content and 40% you're doing it in the room. It depends on the day. Like some days, it'll be very heavy in the room, depends on the season, depends on the workshop.

Other days, it will be quite a lot of content, but there's always a bit of both. So you'll definitely leave with stuff done. And like I said, some people sit in the breaks and they get it done.

The other one is, we will ask you to pay a deposit at the super event. Okay. So if you want to secure that seat, you are going to have to pay a deposit.

And it will be less than what you paid to secure deposit for this. I don't have the exact number to hand right now, but it will be a deposit, but it won't be as much as you paid. How much did you guys pay this year for deposit if you paid monthly?

This year, was it 3,000? Was it 1,500 at the boopings last year? Yeah.

And yeah, it might be something similar or slightly less than that. So you're going to have to have a little bit of money on a credit card or at a bank if you want to take advantage of that offer at the super event, basically. Okay.

And it's on Thursdays. For you, Mark?

[Speaker 12] (26:32 - 26:32)

Yes.

[Adam Goff] (26:34 - 26:35)

You prefer Tuesdays, do you?

[Speaker 12] (26:36 - 26:36)

Yeah.

[Adam Goff] (26:36 - 27:32)

Okay. No, well, that's good. Whatever you need, man.

Anything else? Right. I'm running out of time.

So any final questions? Are we good? Okay.

Freddie, let's go. Let's get it done. For everyone's benefit.

There's a lot to take in. So Freddie. Sorry, Bianca.

So much trouble today. Yeah. The key thing is that we'll open up the checkouts at the super event and it's first come, first serve.

Okay. So you need to... Actually, some people tried to sign up just before when I did it, as you saw.

Yeah, yeah. So it's like, no, it's fair. We'll open it up.

That first break at the super event is probably when we'll open them. Just be ready to do it then. If you do it then, there's a very good chance you'll get a seat.

But yeah, there isn't enough seats, obviously, in the room. And that's important. So just be ready.

Make a decision and be ready to take action. Freddie?

[Speaker 13] (27:32 - 27:42)

So with the vault, does that include everything that we're doing this year, the programme and everything? And typically people will refer back as they go along to the previous year's content?

[Adam Goff] (27:42 - 28:03)

Every bit of content we've ever talked about, we've ever done since 2022. And you'll get all of the programme next year as well. So as we do workshops, it gets uploaded.

So you can re-listen to the programme again, the latest version, if you want to. So the idea is that you just become a student of it and you get the up-to-date information.

[Speaker 13] (28:03 - 28:04)

Brilliant. Sounds good.

[Adam Goff] (28:04 - 33:00)

Yeah, the vault's really good, to be honest. It's a game changer. Okay, good.

Well, hopefully that's filled in a few blanks. Everybody knows where they stand. So we're going to do something now as well, something which I thought would be a good idea.

So you've been developing your business now for eight months. This is the eighth month. We're in May.

When Dan Norman said that, I actually had to check my phone. I was like, wow. So we're in May.

We've done eight months of business development. This is something which we do do on Advance. So I thought I'd share it with you now.

If you go to page 49 in your workbook, I'm going to get AV to put some music on. This is a test now. You thought we were going to watch some content about Karma Credits.

This is going to be great. No, you need to do a little bit of work. Sorry, Haral.

So you've got to do a little bit of work. It shouldn't take you more than a few minutes. Okay, five minutes max.

It's called Rate My Business Now. It's something we do on Advance to see where your business is at. How does it stack up against our blueprints?

So I'm going to get some music on now. Get your phone out, scan the QR code and just answer. There's not a huge amount of questions.

I want you to answer these questions and it's going to give you a score as to how you're doing with your business development now that you're on Workshop 8. Off we go. Thank you so much.

Stay focused on the task at hand. Don't be checking your WhatsApp or your Instagram. Page 49, yeah.

Or you can go to ratemybusinessnow.co.uk if some people are having a problem with the QR code. You having a problem with it? Bianca will post it in the WhatsApp for you.

Ratemybusinessnow.co.uk. I think you'll find this very valuable. Sorry about the data capture at the start. Take your time with it, please.

But when you have done it, or if you have done it, then you can look at your results or even just put your phone down when you're done.

[Speaker 14] (33:02 - 33:05)

Have you done it before?

[Adam Goff] (33:54 - 51:59)

There's a lot of very sheepish faces. There's a lot of very sheepish faces. Yeah?

They're supposed to be direct. I got 95%. If you've done it or when you've read the scores, please put your phone down so I can see everybody's on track.

Probably have the last 30 seconds anyway, if that's okay. Mandy's having a laugh. We're doing virtual.

We've all done it? Some happy people. Thumbs up if you're happy.

Thumbs down if you're not happy. Thumbs down from Liz. Yeah.

Catriona's on the phone. Are you happy, Catriona? Are you talking to yourself?

Sean, how'd you get on? So-so. So-so.

Francine? Still doing the test? Still doing it?

Wait a second. Yeah. All right.

Just out of interest, we'll kill the music. Yeah, thank you. Just out of interest, who got...

Well, raise your hand if you got 10% or more. Keep it up. 20%.

30%. 40%. 50%.

I'm looking at you, Virg, as well. Pretty good. 60%.

70%. 80%. Okay, that's pretty good.

Nice. Interesting. Yeah, good.

Cool. Very interesting tool. Very interesting tool, right?

This is... But, you know, coming out of winter, every year you will have levelled up your business, right? Because you've put in a lot of those systems that those questions are asking.

The building of the business. Everything is a block. Everything's a brick.

And every time you build a system, or you put a new process in place, or you do something business development, you're building the house that is your business, to the point where it does have, actually, all these systems. You have clarity over all these numbers. And running the business becomes a lot easier.

So, just some food for thought, now that we're eight months in. Just imagine where you're going to be in 18 months. In 80 months.

You know, that's the whole point. So, good. All right, let's move on to Karma Credits, because this is a great session.

And, as Rachel said, we're now going to shift into a bit more personal development, I would say. This is more leadership development. And, actually...

So, we can all put our phones away, just to confirm. Adrian, you can put it away now. So, probably a large part of why you're here, and you're in this room, is something to do, whether it's consciously or subconsciously, about the fact that we share some values.

And the fact that Dan chose to write a book, when he could have written about anything. Deals, properties, business. He wrote his book on karma, and being a good person.

I think, hopefully, speaks a lot of volumes about what we're about. And certainly, how Dan operates. And I think, whilst this might be a little bit woo-woo, and there might be some people here already going, I'm not going to enjoy this.

I can tell there's a Buddha on the screen. And I don't like it already, and it's going in the feedback. So, before you give me negative feedback, just humour me, all right?

Because, as Rachel said, business is about much more than pounds in the bank account. It's about having an impact, doing good in the world, and being a good person. And business is a vehicle to become a better person.

That's what a business is. The reason us entrepreneurs are so obsessed with personal and professional development is because we have to become better versions of ourselves to be successful, to add value to others, to get paid for it. So, honestly, without a doubt, I would say that this is a trait of the most successful people that I've met.

I think it's the secret to success, but not only to success, to happiness and fulfilment. Because I see a lot of very successful people online, but I can tell that they're not happy. There's an itch they haven't scratched.

They're not at peace. They're not getting joy out of the things they're doing. They're just pushing and pushing and pushing.

The whole thing of karma is that you won't step over someone else just for your own benefit. If you do good in the world, good will come back to you. That is the whole thing about karma, and being a good person means that good things will happen to you.

So, this is the session. Now, honestly, I would say that the secret to success is being a good person. These two people, Garrett Pearce is one of our longstanding board members, and he's by far and away the most successful person that I know in loads of areas of his life.

But he is the kindest, most giving, most conscientious, careful man that you'll ever meet. And you would not know, meeting Garrett, how successful he is. You have no idea, because he's just a kind, nice, humble person.

And the more and more time I spend hanging around with board members and people at these crazy chairman level businesses who've done really well in my life, you consistently see that these people are actually incredibly patient, incredibly kind. They'll do anything to help you, and it's no surprise that they've been super successful. Yes, there's the odd person who is all about the money, and they just go, go, go, but you can spot them a while off.

But for the most part, people sense if you're a good person or not, and that brings good things to you. So, yeah, when you hang around people like this, you start to realise that this actually could be the secret to success. So I'll take you through these six steps, and everybody can get a really good idea about what to do with karma.

And there's going to be a bit of homework to do with it as well, through the month. So let me just explain what karma is. Well, so obviously, Newton said that every action has an equal and opposite reaction.

And this is the same thing with the law of the universe, is that everything you put out in the world, you're going to get back. So if you start understanding that if you're putting out negative vibes, if you're all about you and not about them, and it's transactions over relationships, and it's me, me, me, guess what you're going to get back? You're going to see that back.

You're going to see greed. You're going to see like selfishness. And you wonder why bad things always happen to you.

Well, maybe it's because you're not actually a good person, but potentially, but maybe you're just putting bad energy out to the world. So you need to think about that when you go about your days. Karma actually means the sum of all your actions.

Like if you, your karma is the sum of all your actions. The Buddhists believe that if you, you know, first of all, we're humans, because we have good karma. Because if you had bad karma, you'd be an insect or a rat or something like that.

But what happens to you karma wise is how you act in the world. And if you believe in karma, you believe that you're judged based on your actions. So if you're judged based on your actions, and all your actions have consequences, everything you do, cut someone up in traffic, whatever you do, you know, don't pay a business partner that extra hundred quid that you think you'll never notice, or whatever, you know, you cheat the ticket man or the dinner lady or whatever, all these things have a consequence.

If you believe in karma, you believe that it's the universal law of justice. So in other words, as I just said, if you put good things out, good things will happen. But equally, if you do bad things, bad things will happen.

And so like, basically, when people say, yeah, karma will come and get him or karma will come and get her, that's what they're talking about. It's the universal law of justice, it will, it will do the deciding for you, you know, karma will come and bite you in the ass, as they say. So external action and internal impact.

Alright, so obviously, you do things externally. But you feel good inside. Okay, equally, if you do bad things, then you're going to start to feel bad inside.

So karma is about how our experience of our quality of life is determined by the actions that we do. And so that's really important for your happiness. Good means being selfless.

So good in karma's eyes is when you do something, because there's no reward in it for you. You're not doing it because you expect something back, you're doing it because it's genuinely like a gift, or something good for someone else. And you have no direct benefit, you're not doing it to get something back, you're doing it because it's the right thing to do.

That's really important to recognize. Bad means it's selfish. It means that you're doing it for yourself.

It's self serving. You're putting yourself first. And this is this is the, you know, the direct meaning of selfish.

This is a picture of this is a picture I took back when I first moved to Bali, I was spending a lot of time in a place called Ubud, which is in the middle of the island, and it's the spiritual center. Who's seen Eat, Pray, Love here? Yeah, Eat, Pray, Love.

Maybe you've been to Ubud. Only two people have seen Eat, Pray, Love. Okay, cool.

Yeah, right. Good. Okay.

Yeah, get on it. Get on your action list. All right.

But obviously, in Bali, they, you know, they believe a lot in the East, karma is very well known, you know, and people believe in karma. And one of the things that struck me about Bali was first of all, how just kind everyone is. But coming from the West, I was, how should we say, like, I have a really big natural self defense system against people helping me.

Because when people help you in the West, what do you think they want in return? Something back, right? Money.

All right. So when I was in Bali, I remember that I was driving around. And I had this scoopy scooter, if anyone knows what it is.

It's not a good scooter. All right. It was just cheap.

I don't know what I was thinking. Driving around, and it broke down. And it breaks down.

I'm thinking, how, who am I going to get to fix this? I have absolutely no idea. And this person comes straight up to me.

And they're like, do you need help? And I'm like, no, no, I'm fine. I'm fine.

And like, literally, this happened. And then he was like, no, no, I want to help. And I was like, no, no, I'm cool.

I'm cool. I'm cool. And then he obviously fixed my scooter.

And I'm just thinking the whole time, I don't know what I'm going to have to pay this guy. He's obviously going to stitch me up. He's going to claim he wants like 50 quid.

And you know, in my head, I'm like working out all the reasons why this person shouldn't have helped me, or he's doing it for the wrong reasons. And at the end, you know, he just helped me. And I was like, okay, cool.

How much do I owe you? And he was like, no, no, no, you don't owe me anything. It was just, just help.

Just help. And I was just like, I don't really, I don't really understand. I felt really like bad.

This happened three times. This happened three times with the same bike. I know, I did.

No, trust me. I've now got a much better scooter. Thanks, Marianne.

I was, I was, I was a kook. I didn't know what I was doing. I was green in Bali.

I didn't know what I was doing. The thing is, the thing is, I can't really describe it. I would break down and then people would just come up to me.

It wasn't like I had to ask for help. It was like I would break down and be sat on the side of the road and people would just come up to help. And my first reaction was, can anyone relate to what I'm saying?

Like defensiveness. I don't want any help. Is everything all right?

And I'm like, yes, it clearly wasn't. My bike was broken. But I'd rather say yes and like fend for myself than actually be vulnerable and ask for help.

Because I think they're trying to scam me. Now, if you go to some countries, they will try and scam you. Like Morocco, for example, I got scammed left, right and centre.

And I think this is like one of the, one of the problems we have in the West is that we don't really think that people are going to be selfless. Like because we think everyone's selfish. It's all about me, me, me.

And what can I get? There's actually an Instagram video going around right now. Have you seen those like videos where people do amazing things for people so that they'll trick them?

They'll be like, I need to borrow so that they'll go up to someone who's clearly not got any money. And they'll be like, I need to borrow 50p. And this like person will give them 50p.

And then they'll be like, it's the last 50p they've got. And then they'll be like, actually, I didn't need 50p. But here's 500 quid as a thank you.

Have you seen those videos? Yeah, there's one going around in Bali right now of a guy who said, I need to pay the bill. And they were 50,000 short, which is like five to three pounds, like four pounds, one of that.

So I'm, I don't have some 50,000 short. And this waitress says, okay, don't worry. She goes away.

She gets her wallet. And she gives him the 50 to make up the bill. And that's half a day's wages that this girl that this girl did.

And it's going around by that just shows how kind people are. That is because they believe in karma. They just want to make you happy.

They want to do a good action because they know God's watching. And it's the universal law of justice. And if they do good, good things will happen to them.

And that's so alien to us. But to them, it's so normal that give half a day's wages without even blinking. So this is kind of the mindset that we want to get it in business.

If we act like this in business, our whole world is going to change. Talking about changing worlds. This book I put on your action list is called The Untethered Soul.

If people are interested in what I'm talking about, this is what started me on my spiritual journey. This book is about spirituality. It's about life.

It's about death. It's about how to be happy. And this changed my whole game.

You know, when I read this in 2016, it really changed everything for me. And it's when I went on my journey of, you know, spending time with the monks in monasteries, which I've done twice, meditation retreats, and just realizing that I didn't need all this material success to be happy. I was actually a really happy person.

And I just needed to find a bit of peace through meditation, through giving, through like being selfless, basically, to people in my life that I loved. And it brought me a lot of joy, you know, spending a lot of time. I started to spend more time with my family, giving them things, taking them on holiday, doing things for them like experience based, because actually, they were the most important things to me with my family, I didn't really care about anything else.

And it brought me a lot of peace. Now, a lot of you have families, and you know what I'm talking about. But I was quite a selfish little person, I think, you know, 10 years ago or so.

And this was the thing that changed was reading that book and starting to give, you know, this is me with the first time I went to the monastery, he was there, I went seven years later, he was still there, he recognized me, gave me a nice little necklace, and I managed to get a photo with him, which is quite hard to do, this happy monk, which was great. So yeah, so that's karma. So let's talk about this thing about being noble and being a good person.

Ultimately, we all want to be someone that you can be proud of. How often do you ask yourself the question, am I someone that I'm proud of? Am I proud of myself?

Like, I don't think we ask that question enough. Like, am I doing enough in the world to be proud? Now, obviously, if you're a parent, you might be doing a lot more.

But it's something we should keep in our conscience. This is a picture of us, by the way, they get up and give. For those people that aren't booked on the grand finale, I'd really recommend getting on it.

Because what Rachel said about how moving it is when you give the money to the actual charity, it's going to, you know, they're going to see the impact. It's not going to like some random charity through just giving that you never see. It's like, you actually meet the people and it'll like, it'll change your whole perspective.

And they're like, Oh, my God, you know, this is gonna, we're gonna build a kitchen or we're gonna have all these new, it's like, it's really real and it will make you feel very special. So, to be a noble person, to be someone you can be proud of, you need to have some fine personal qualities. Everyone's got different qualities in this room.

You need to really think about what is it that makes me special? You know, what are my personality traits that I want to hold the standards I want to hold myself to? You know, I'm, for example, I know that I'm always 100% committed.

Whatever I do is just full on, 100% committed. I'll always be optimistic. I'll always try and be, you know, I'll always try and add like a sense of humor to things.

I'll always try and be kind. You know, being kind is a big thing that I've taken from the last 10 years of personal development. And that's something that I really do value and will always be kind.

Doesn't matter who you're talking to, I'll be kind. You need to have morality as well. You need to have some high moral values.

So, my moral values are like integrity. I'm just brutally honest all the time. Whether that's giving, I'm giving feedback as a mentor and I'm just telling you how it is, even if you don't want to hear it.

Or whether I'll, you know, in the army they always said integrity is what you do when no one is looking. Yeah, and it's like when I think, oh, I could just get away. No, you know, it's like, boom, the standard goes in.

And I always treat everyone equally. You know, like my dad always told me, it doesn't matter if you're talking to the cleaner or the queen, you treat them the same. You know, don't you dare ever look down on someone because one day they, you know, they might be looking down on you.

And that's really important to me. So, you want to ask yourself, like, what are my, what are my, the qualities that I'm proud of? And what are my moral values that I'm going to hold myself to?

And also, are you going about your life trying to add value to others? Are you genuinely interested in helping, helping other people, seeing them succeed? Like, are you happy for people when they do well?

Or are you a little bit jealous? You know, if you've got that jealousy in you, like, why, why have you got that? Maybe you could get curious about it, or you could work on it.

Like seeing other people succeed is one of the joys in life. And you want to try and add value and help others grow. A really good one, I think, to like change a bit of a paradigm, which you can actually bring into your day to day life.

Because a lot of this stuff, you might be doing journaling in the morning, you might ask yourself these questions, you know, on a Sunday, when you've got your journal out, and you're doing Sunday science, and just thinking about the week and life and reflecting, that's what I like to do. It's just ask people how their day is going, rather than say, hey, how you doing? Or, hey, how are you?

Or what do they say? What do they say in Birmingham? They say, you're right.

It's like, it's like a random sort of say, you're right. I would say that you're right. Because everyone's around here says it.

You're right. You what? No one here is from Birmingham?

A normal? Yeah, but it's like a rhetorical question. It's not a real question, is it?

It's just, it's like, you're right. Yeah, right. Yeah.

It means, you're right. So actually, next question, Josh, smashed that, didn't I? Smashed it good.

[Speaker 10] (52:02 - 52:08)

Ask people, thanks, David, you bring me down. Ask people, how is your day going? How is your day going?

[Adam Goff] (52:08 - 59:06)

Not, are you all right? Ask them, take a genuine interest. This will change the whole, this will change the dynamic.

You ask the checkout lady, you ask the taxi driver, maybe not the taxi driver, because he'll never shut up. But just ask people how their day is going. And you'll actually get a different response.

Oh, yeah, it's pretty good. I had a really good day. Or it's been really boring, but I'm off in an hour.

And you're like, okay, cool, what are you doing later? And you start to actually engage with people and take an interest in their lives. They might just be the checkout lady or the dinner lady or whatever, but they're a person and you can just actually brighten up their day by getting to know them.

And that's that curiosity and that kindness is more selfless. And I think that goes a long way in life. And there's things you can do for people.

Open the door for them. Open the door for them is like lost art of opening the door, which I think is just a no brainer. Letting people out in traffic, not being that guy or that girl who's always fighting to get ahead.

Why not be the random idiot that actually lets out 10 people? Next time you're in Clapham Common at the traffic lights, you're like, actually, I'm just going to let out 10 people. Why not?

Might take me five minutes, but who cares? There's 10 karma credits right there just for letting people out. And when people start buzzing, you know, beeping, that's all good.

Don't worry about it. Yeah, picking up some rubbish, and smiling at people. Okay, I know it's a little bit in London, it's seriously perverted.

If you smile at people, people call the police. They're like, why did you just smile at me? It's like, you know, but no smiling at people.

Smiles make the world go round. So why not smile at people, you know, say hello, like do some good, like put some good back into the world, basically. Just be friendly to people.

At the Belfry, I remember when we first started doing events here, we had a decision to make, you know, we come here all the time. We're busy, we're stressed. You know, the Belfry work for us, we could have easily taken the attitude, like everyone that works here, you know, it's like, maybe never get to know their names, like sort of ignore them.

But no, like we don't. We like, literally, I know, I know, all the concierge, John, Phil, Jamie, Dave's just started, you know, we've got Sam, Marik, like, these people have been Paul, Tracy, Maureen with the purple hair, you know, these people actually, like, we could have easily taken that view, we just didn't get to know these people. Now, I've known these people for like seven, seven years, and it's just a lot of them are the same people.

But I've invested in those relationships. And actually, it's really great, because now it feels like home here. But I know all these people, and I, you know, I make an effort with them.

And I think that helps, in a way, you know, they seem to look after us. We always seem to get the table we want. And I never have to queue for breakfast anymore.

You know, Maureen used to make me queue, like, obviously, like everybody else. Now, she just waves me through. You know, before, it was like, I was, she didn't like me, you know, I could tell she didn't like me.

She's like, wait over there, get in the queue sort of thing. Now, it's like, I walk in, she's like, Adam, come on, like, what are you doing? Just go.

She'd be like, serve me, but you're like, yeah, just go, Adam. Adam, you're good, you're good. So I just think, I don't know, like, good things happen if you're nice to people.

Another thing you can do to be a good person is write some Google reviews for people. You know, what's Alex Ormosi says, like, if you want to give an entrepreneur a Christmas present, it's like, buy their products and write them a good Google review. It's like, a thankless task, like writing a Google review.

Like, a lot of staff get bonus, by the way, if you write a Google review. If someone's nice to you, if a waiter's nice to you, someone does an exceptional job, or you just want to say thank you to someone, just write them a Google review. Like, that is a karma credit right there.

That goes a long way in the world, and you'll make someone's day. Picking up litter, you know, leaving the world a better place, in a better state than we found it. It's really important, if anyone's ever done that, you know, donating some of your time to go picking up litter, depending on how bad the litter is where you are, is a really good way to earn some karma credits.

Okay, so how to have a good experience in your life. Like I said, the harsh reality is wherever you are in your life now, whether you're super happy and everything's amazing, good for you, well done, or whether, you know, you're at a tough time, you're having a tough time financially, emotionally, spiritually, friends, whatever, health, you know, chances are that a lot of it is the result of where you've been. Okay, you are today, where you are today is the result of yesterday's thousand thoughts and actions.

You know, we are the sum of our actions. We got ourselves in this situation. So if you're doing good, congratulations.

If you've got things you want to work on, well, it's time to, you know, to take control and start doing some better actions. So one of the ways to start putting some karma credits, another way to put some karma credits back in the tank is something we call random acts of kindness. This is where you go out of your way to do something nice for people.

Right? Some of you, this will be normal. Some of you, this will be completely alien, and you'll be like, what the hell is he talking about?

So just bear with me. With these random acts of kindness, the goal is to put positive vibrations into the world. So if we believe that everything's energy and what you get, what you put, you get out, you get back what you put out, then we want to put out good things, get some good vibes going, get the energy flowing in the right direction, and some selfless acts.

So selfless acts means no obligation. You're not expecting anything back, and there's no expectation. That's what you want to do.

You want to be, these random acts of kindness should be selfless acts, nothing in it for you or anything else. They can be personal or private. So in other words, you could do it to someone, like one-to-one, or they could be something that no one ever sees, like anonymous.

So you can do these random acts of kindness, like I said, to someone you actually know, or someone that you maybe never know. Some ideas is next time you're sat on a plane or a train next to someone, why not, and the drink service comes around, why not buy them a drink? Why not just say to the person next to you, I mean, you're going to sit, who just laughed then?

If you're going to sit next to them on the train for two hours, and the dinner lady comes around or whatever, I don't know why I'm so obsessed with dinner ladies at the moment. Words are escaping me, but dinner lady seems to be top of my head. So the dinner lady comes around, and she's offering drinks, you say, would you like a drink?

People look at you like you're from Mars, but it's like, why not? If you're going to sit next to them on the plane journey, you might as well buy them a drink, have a conversation, who knows? You might enjoy it.

Obviously, you could offer your chair up to people if everyone's standing on the train or people are coming on, there's no space. Why not be the bigger person and do something nice? Give up your chair, certainly if there's someone not as able-bodied as yourself.

Well, this is a good one. The buying a coffee for someone behind you in the queue trick. Anyone ever tried this?

You tried it? Tell us the story.

[Speaker 9] (59:09 - 59:30)

There are some coffee shops that are doing it. They had a sign on the window. If you buy a coffee, then you pay for two coffees, and one coffee goes on the board, and people who can't afford a coffee can take the coffee off the board and get it.

So it's anonymous, and it gives me a really good feeling, and it doesn't cost that much.

[Adam Goff] (59:30 - 59:32)

So it's actually a thing now.

[Speaker 9] (59:32 - 59:34)

I didn't know that. It's growing bigger and bigger.

[Speaker 6] (59:36 - 59:50)

Keeping on the coffee theme. Last PE, I was going home and there's a fantastic service station on the M5. It's like a farm shop, and I was going in for a coffee.

It's absolutely amazing. It's like Daleswood organics.

[Speaker 10] (59:50 - 59:50)

Oh, nice.

[Speaker 6] (59:51 - 1:00:24)

Anyhow, I was in the queue for coffee, and I looked behind me, and there was one of the members of staff, and I said, do you want to go in front of me? Because I thought he's on his break, and he went, oh, okay, that's really kind of you. So he went in front of me, and he wanted an ice cream.

Anyhow, he paid for his ice cream, and then I got in the queue to pay for my coffee, and he dabbed his card in to give me a discount off the £4.20 coffee I was about to pay for. That's nice. So I just felt, you know, you just do that little thing, and immediate payback.

[Adam Goff] (1:00:24 - 1:00:26)

That's what it's all about. Good vibrations.

[Speaker 6] (1:00:26 - 1:00:26)

Yeah, absolutely.

[Adam Goff] (1:00:27 - 1:01:40)

Random acts of kindness come straight back to you. Isn't that amazing? Well, I didn't know that this coffee thing was becoming like a proper thing now, but it's been around for a while.

When you're at the coffee shop, just say to the cashier, say, listen, I'll pay for the person behind me's coffee, and then sometimes that will start a whole chain reaction, where the person behind you will pay for the person behind them, and it could go on like 5, 10, 50, could go on all day, could go on forever, who knows, right? But like, that's just a nice random act of kindness. You can do little things you can just practice now that are really good, that just add...

You'll go in, your homework, by the way, is going to be to earn some Karma credits. So these are just ideas for you to think, well, what can I do this month, just randomly, random acts of kindness that I wouldn't normally do, but I'm going to go out my way to do, and they might become just second nature. Every now and again, I'll be at a coffee shop, and I'll remember, and I'll just do it.

And it'll just make me feel good. Giving always makes you feel better than receiving. Yes, Nina, do you mind checking the mic to Nina, if you can?

Nice, good. Oh, good hands.

[Speaker 4] (1:01:41 - 1:02:47)

So I don't know if it's worth sharing for anyone who's kind of like, random acts of kindness is something we've done in my family for quite a long time. Nice. So people will know this.

It's all right. You're getting embarrassed. I am a little bit.

But like, because my kids were getting really entitled because their birthdays were at Christmas, I decided to implement it in the family too. And because they're so young, they didn't really get the idea of just paying for something. So a really easy way to do it is to have little business cards that just say random acts of kindness.

So we've got some for Fuller Beans and some for Fuller Beans family. And you just like, give them out randomly. But our aim is like, 10,000 this year, 3,000 business, 7,000 as a family.

And it can be anything. So like, it's just a really good reminder if you aren't used to doing it. Because you see them in your wallet all the time, you see them in the front of your car, you see them by the door.

If you've got like a set amount you want to do, like buy 1,500 business cards for a tenner. And then you're like, right, I have to do that in a year. It's quite a good way to like, put almost like, it sounds silly, but almost like a KPR on it.

[Adam Goff] (1:02:47 - 1:02:48)

Track it. No, no, of course.

[Speaker 4] (1:02:48 - 1:02:50)

So that's quite a nice way to...

[Adam Goff] (1:02:50 - 1:02:54)

So what do you do? You give out the card or... I don't understand.

How does it actually work? Sorry.

[Speaker 4] (1:02:54 - 1:02:55)

Yeah, so...

[Adam Goff] (1:02:55 - 1:02:56)

Do you give someone the card?

[Speaker 4] (1:02:57 - 1:03:52)

So, no, I don't like to like, physically give the card. No, that's weird. But like, sometimes I'll buy drinks and just say, can you give one of these out when you like, give out the drink?

Or sometimes like, if we pay for someone's fuel, just be like, can you just give them this card and say it's paid for? Or like, shopping. Or my son will often do it at like, ice cream vans or something.

Nice. Or he'll like, he'll sometimes buy gifts now and he'll like, take them to a playground. If you see the kids that's upset, he'll like, get on from the back of the car and he'll give them like, a little car and a card and the parents will be like, no, no, it's yours.

And we'll be like, no, no, this is a thing. It's like a real thing. Nina, that's really nice.

So that's kind of, it's just a really quantitative way. Like, it should be selfless business. I do have like, my Instagram handle on the back, like, full disclosure.

But like, the family ones, we don't. We write like, a little note on the back for service sometimes and stuff like that.

[Adam Goff] (1:03:52 - 1:04:12)

Quite a lot of people, I think when we gave you your, when you signed up, did you get the Karma Credits jar? Yeah. Yeah.

So quite a few people on Advanced would create a, that was an idea that was stolen because people would create a Karma Credits jar and every time they did something, they'd write it down and put it in their own jar. You know, like, keeping a scorecard of, it's a bit like what you're doing. You're trying to track your Karma Credits.

[Speaker 12] (1:04:12 - 1:04:13)

Yeah.

[Adam Goff] (1:04:13 - 1:08:01)

And it's quite a nice way to like, you put it in your own piggy bank. You're like, I did something nice for them today. I'm going to write it down.

Bang, goes in the jar. And at the end of the month, end of the year, you're like, actually, I've did all those nice things for people. So that's a nice way of sharing.

Thank you. Yeah. Another way is another thing you can just randomly do if you're staying at the Belfry tonight or a hotel is, you know, just tidy your room before you leave.

You know, leave the room in a nice, tidy state rather than leaving it in a complete mess. All right. Huh?

No, they don't. They don't. Trust me.

If you talk to housekeeping, they're like some of the stuff housekeeping, you should see Josh's room when he checks out. It's disgusting. I had to stop sharing the room with him because it is just foul.

All right. Talking about, talking about, talking about that, I don't know. Right.

So this is just reminds me of another board member, a story from a board member. We just come back. It was actually this time of year.

We just finished the May bank holiday. And he told us a story about how the most humble guy I ever meet, by the way. So he didn't tell the story to Shafi.

He was just like, he wanted to share a karma credit story in a closed group that he felt embarrassed about sharing, but he wanted to share it. He says he was at the checkouts. It was the Sunday and they were going to close for that mad rush.

Waitrose. And it was barbecue weather. So everyone was there.

It was like whatever, five to four. The shop was about to shut. And there's a guy in front of him who had, you know, like a trolley full of stuff, put it all through the checkout, got to the end and realized he'd forgotten his wallet.

The guy forgot his wallet. It was obviously bank holidays. Mrs. was going to kill him if he didn't get all this food. And this chap who were very nameless said, oh, it's fine. I'll pay for it. It was like a few hundred quid, this bill.

The guy was like, no way. There's no way. He's like, no, it's absolutely fine.

I'll get it. Like, don't worry about it. And, you know, when I heard this story, I was like, that's pretty crazy, to be honest, that someone would just do that out of kindness.

He didn't want the money back. But it was just an example of just when your natural reaction is just to do something kind, you know, very successful guy, but just wanted to do something nice. You know, I think that's how we should all be, hopefully.

Really nice story. Very, very warming. So Jim Rohn, you know, said ultimately, you know, never arrive without a gift.

If you're going to someone's house, always bring a gift. If they're going to host you, if they're going to go out of their way to give you their time, give you their energy, always arrive with a gift. It's just basic manners.

OK, so let's talk about recognizing these random acts of kindness and just the fact that there is so much joy in giving. When you give a genuine compliment or when you give to charity or when you give for someone, you feel so much better, right? It's not just me.

It's like it's much better to give a gift than receive a gift, correct? Only me and Mark think so. It's much better to give a gift than receive.

Selfish. Selfish. It's good.

I'm preaching to that. I'm doing God's work. I'm preaching.

People that need to hear it. You know, it's like I got a lot of karma credits today. I was like, wow, that group needed it.

You know, they needed it. There is a lot of joy in giving. There is a lot of joy in get up and give back.

There is so this is why it's the most meaningful thing you'll do all year. You know, it's just the way it is. So the joy of giving.

Practice, you know, the joy of giving to people that matter to you, right? Like people that you care about. Practice saying thank you and not thanks.

I think that thanks is just so like so Josh, you know, I just think you should say thank you. Like say the full thing. Like say thank you.

You know, I really mean it. You could send a thank you card.

[Speaker 12] (1:08:02 - 1:08:10)

I mean, I got a round of applause.

[Speaker 10] (1:08:10 - 1:08:26)

Bloody hell, guys. Good. Josh is clearly the crowd favorite.

I know. I know. I know he'll be playing to Josh's mastermind, everybody.

God, that's what I thought. I feel quite bullied.

[Adam Goff] (1:08:28 - 1:10:09)

Quite alone all of a sudden on this stage. Yeah, say thank you. Like make an effort.

If someone's made an effort to do something, then say thank you. Like really put your heart and soul into it. When you're recognizing someone and you're saying thank you and you're being appreciative, it's sentiment, not size that counts.

It's the it is the thank you card. It's the genuine note of appreciation. It's the text message to just go out your way and say thank you.

You know, like the people that actually thanked me for changing their life, for helping them, for hiring a PA. And that was really nice. Thank you very much.

That was really, really good. I really appreciate that. Those people that haven't done it yet.

Don't worry. There's still time. OK, we've still got till 530.

So just just just remember that it's the sentiment that counts. And of course, again, you're doing it without expectation. You are not sending a birthday card or a thank you card because you expect to get one back on your birthday.

Or, you know, next time you do something nice, you know, you're not that's not the game. The game is just to give, give, give and then just trust that the universe will take care of the rest. And obviously you can do things like cakes.

People send little cupcakes to people. Thank you. Cakes, cards, as Josh pointed out, nice little messages, leaving a tip.

Tips are very much appreciated. Obviously, if you get them right, you know, depends on the culture, depends on where you are. But it's super important.

I think things like that, they can go absolutely long way. Reviews obviously is is another one. I think thank you cards are an underutilized resource.

Like I think thank you guys are genuinely. Yeah, we've got a question. Yeah, I think thank you cards go a long way.

Actually, Sonia, do you want to just chuck the mic to everything?

[Speaker 7] (1:10:09 - 1:10:35)

Yeah, well done. In my community, there was a discussion about like gifts for teachers and what people can't afford it and whether, you know, they don't buy the gifts. My teacher wrote in and she said, it doesn't need the gifts.

But when a child writes or a parent writes and says, you know, what they what they appreciated through the year, that means more than any gift. So when I had young children, I used to make them like make them write letters to their teachers at the time and give gifts.

[Adam Goff] (1:10:36 - 1:10:38)

That's really nice. I agree. It's thoughtful.

[Speaker 7] (1:10:38 - 1:10:39)

It's really meaningful.

[Adam Goff] (1:10:39 - 1:30:46)

It's meaningful. Like it warms your heart. It makes you feel good.

It put hairs on your hair, stand up on your doesn't put hairs on your chest. But it makes your hair stand up. You know, like we get a good get a good feeling.

Right. God. God.

It's almost home time. It's almost home time. So it's almost stick with Adam.

Tell this. Tell the Mulberry story. OK, cool.

So this reminds me, you know, when I was in my transition phase between selfish, narcissistic young man to the beautiful man that you see in front of you today. Yes, I was trying to practice giving. And I remember this story from one of my first managers.

And she started off with me as a as a lessons, you know, like the entry level 22. You know, she came right through and ended up basically running my company for me. But when she was doing really well in the early days, she always, you know, she she said that she was doing so well that at some point I should buy her a Mulberry handbag.

You know, this was just a fact that she declared to the whole office because she was absolutely smashing it. She was quite a little mad, but she was great at her job. And, you know, we should do something amazing.

I don't know, we'd be full for Christmas or she'd get a new property on or something. She'd be like, Adam, I've just earned the M, by the way. That's the M of Mulberry.

And then it would be like a few months. I've just got the U. I'm on U now.

We've got to L. Right. We're kind of working our way through this Mulberry thing.

And I was thinking, God, this isn't going to end well for me because it's getting quite close to this. Anyway, one thing or another, she sort of stopped counting around E. I don't know why.

Maybe because she didn't want to put me in an awkward situation. And, you know, years went by and she elevated right up and she was now basically the manager of my company. And she was a really good egg.

And I really appreciate it. She did a lot for the business and for me. And then she decided she wanted to become a teacher.

She was like, I'm going to change careers. I'm going to leave. You know, there was a slow handover.

She gave me about six months notice. And I just thought I've got to get her something. But there's only one thing I can buy her.

It's got to be a Mulberry handbag. Now, I didn't know how much Mulberry handbags actually cost at this stage. But I went to a Mulberry shop, got her a nice handbag and just decided that I would just do it as a private thank you.

You know, so I took her to lunch and, you know, I still remember it. It was just such an amazing moment. I took her for lunch and said, I want to thank you so much for everything you've done.

And just genuine, obviously, gratitude. And I've got you this present. And of course, she completely melted, crying, never been bought anything like that before in her life.

And it was a very, very memorable moment for me. And it made me feel fantastic. Of course, she then went back to the office and told everybody.

Which makes things a little bit complicated. But no, and then I started to, you know, the fact is, these people were helping me grow my business. And then I started to recognise people in the company.

And I would, I actually did, I did a private thing for everyone in that team, because my team absolutely smashed it. We had a team of about six or seven people, and they all killed it. And we got to where we wanted to get to.

So I did things like individual things for each person I did that I knew they would appreciate. I didn't tell anyone about it. It was just a private gift to them.

And I don't know, it just made me feel good. I'm sure they felt very valued. And it just, you know, the other day I ran into one of these these people in Bali, and we're still friends, you know, and like it was a magical moment that we created growing a business.

And then the fact that I recognised their help and stuff like that, I'm sure it, I'm sure it did me some good in terms of karma. So yeah, I would really recommend you recognise the people. It's the people closest to us that we don't recognise the most.

It's our partners, it's our friends, it's our business partners. It's the team that work for us that we don't recognise the most. We take them for granted because they're close to us.

And I think that's super important. Obviously, our talks about tips, giving tips is also, you know, a really nice way to show genuine appreciation. We'll come at the end if that's okay, because I just want to make sure I get through this, because all my jokes have been, I mean, we're running out of time.

So let's talk about guilt. Let's talk about if you're not feeling great, or you've got negative energy, or you're feeling a bit weighed down or whatever. I think a sentiment that I would take in, that I take into life is don't leave any crumbs.

So what that means is don't leave any crumbs behind. If you've made mistakes in your life, if there's things that aren't resolved, there's relationships that, you know, haven't broken and things that were left on bad terms, that's crumbs. I think these things catch you out.

I think they're bad energy. I think they weigh you down and it's baggage. One of the things I did for a period of 18 months is just to dress all of the crumbs in my life.

Any friendship where we'd fallen out, anything, any business, a business partner that I'd split up with that I hadn't spoke to in six years, because we were still kind of a bit frosty, anything. I went and reached out to those people and made an effort to actually mend it. And I'd felt a lot lighter afterwards.

So I'd really recommend that this is something that you think about doing. If you've made mistakes, or you've done stuff that's not great in your life and you're not proud of, just accept that this is what life is. Life's about making mistakes.

Accept the fact you made a mistake and just go with it. This is how we learn in life. We learn from doing things and we might make some mistakes along the way.

We all make mistakes. I'm still making mistakes on a regular basis. And the most important thing is that I just recognise it and apologise as soon as possible.

Quite often I'll be on stage and I'll say something really stupid and upset everyone in the room. And then it'll just be my mission to have to go and say sorry to absolutely everybody, because I've made a mistake. It happens.

But that's just who I am. I like to push the boundaries sometimes. Sometimes I make a mistake and I'm not saying I'm proud of it, but I'll own up to it and I'll try and do right.

Normally people will appreciate the fact that you've said sorry, that you're being genuine, and it might just have been an honest mistake. And we all make mistakes because we're human. So this is really important.

If you're in that camp and you feel guilt or bad or you feel a bit ashamed of something, then you just need to accept it and go about putting it right. Thoughts become things. So you don't want to be thinking negative thoughts.

You don't want to be thinking badly of yourself. You don't want to be obsessing about that mistake you made and how maybe you stitched someone up or you shouldn't have done that thing or you ran that red light or whatever. You just don't want to be obsessed with those negative things.

So you just need to get that out as soon as possible. You don't want negative energy. You don't want to carry it with you.

As I said, this negative vibe, this bad energy, like this happened yesterday. So this tradesman took me for about £5,000 about three years ago in London. And he was actually a friend.

I'd worked with him for over 10 years, giving him loads of business. And I paid him up front for something for the first time. 10 years, I'd never paid him up front.

I paid him up front because I trusted him. And guess what? He didn't deliver the job.

And I just lost £5,000. And then I saw he was looking at my Instagram stories the other day. I thought to myself, shall I say something, try and make him feel bad?

Or shall I just put in like a money claim now that he's back on his feet and try and get the money off him? All these things were going through my mind. I was like, it's £5,000.

It's quite a lot of money. And I just thought to myself, this is just bad energy. I was like, let it go, man.

It was three years ago. It doesn't matter. The karma's going to get him, bless you.

I just let it go. I had probably about a minute of thinking about it and just let it go. Or I could have chosen to pursue him and make him feel bad.

And let's do a money claim. And I'm coming after you. And months, maybe even a year of just negative energy.

You don't need it. Just focus on bringing in positive energy in your life. Don't worry about the negative energy.

When something bad happens, obviously your main goal is to damage limitation. If I say something stupid on stage or upset someone, I go into damage limitation mode. I can't change what I did.

But what I can do is try and limit the damage. Like try and, what do you call it? Stop the rot.

Try and nip it in the bud. That's what I'm trying to say. Just nip it in the bud.

Just deal with it early and it doesn't compound into this big thing. Actually, like I said, most people are pretty understanding. Or if it's just you dealing with something, you've got to try and deal with it as soon as possible so it doesn't manifest and become this negative thing.

And this is a really good leadership piece. Rather than be egotistical and embarrassed to say sorry, which is what a lot of people are like, especially men in the room, actually, this is something that Dan taught me, is actually learn to take pride in apology. Pride yourself in the fact that you are the one that can say sorry first in your relationship with your significant other, in your business relationship, in your friendships.

If you fall out with a mate or your wife or your husband or your business partner, you be the one who says sorry. Be proud of the fact that you're a better person and you actually can do that. Because not a lot of people can.

It sets you aside from everybody else. You can put ego and everything aside. You can just say sorry.

Of course, if you've just genuinely done something wrong, then it's a very good leadership play to be able to say sorry to a team member or a senior manager or something like that and say, you know what, actually, Freddie, I got that wrong earlier. I shouldn't have said that to you. Or I didn't mean to say that.

Or I apologise, but I thought that about you. That was wrong. And that goes a long way.

And your team, look, actually, Freddie's an all right guy. And it goes a long way. So it's good for you, good for your soul, good for your team.

If you're in Alcoholics Anonymous or something, one of the steps is actually going back and not leaving any crumbs. It's like putting right all the wrongs you did. So this is like a proven technique for letting go of bad energy if anyone's carrying some demons with them or some negative energy.

Never write something about someone that you would not want them to read. Who remembers WhatsApp before you could delete messages? That was the worst.

That was the worst. Never say or write something about someone you wouldn't want them to hear or to read. Simple rule of life.

Don't leave crumbs. OK, do not leave any crumbs. So let's talk about your life.

So success and failure are very predictable. If you do these things and you go around collecting karma credits, you are going to feel more happy, more secure, more confident in yourself because you're genuinely being a good person. Like, you know, you'll suddenly just feel lighter and happy.

You'll wonder where it all came from. That's what these karma credits will do for you. So go out and actively seek karma credits.

Like, this is going to be your homework for the month, is to try and think about how can I gain a karma credit every day for the next 30 days? Why don't I do some good in the world and actually see if I can walk the talk? We like to think of this as our insurance policy.

If it all goes wrong in business, which it's not going to do, and you lose everything and, you know, you haven't got like anything to your name, at least you'll have a lot of sofas to sleep on because you've been nice to the people in your life. All right. Just think of it as your little insurance policy, your spiritual insurance policy, that actually things probably won't go wrong because you've done good in your life, because you've been a good person.

I think these things are a nice little thing to have. When it comes to acts of kindness, just think about the compound effect of this stuff. You start doing stuff today, you do things for people in your life, you do things for random people, these things grow.

Relationships flourish because you start leading from a place of giving, of good, of abundance, and then your relationships will start to do a lot better. And actually, you can completely change the dynamic of a relationship by just giving. Like, you might have a frosty relationship with someone.

You could come at it from a completely different angle. And rather than you attacking them and start attacking each other, you could just start to say how much you appreciate them in business, and it could completely change the tone of your relationship. So it can have a real impact on your life.

Always do the right thing. This is something that you need to apply in business. When you've got a customer, or basically this is a test that I use in business all the time, is like, just do the right thing.

Even if it costs you money, whatever it is, just do the right thing. So you could be in a sticky situation, and if it means that you've got to refund them all their money, or you've got to go out of your way to do something, just do the right thing. If you do the right thing, people will seriously respect you.

And then reputation is everything. So they'll remember that forever, and that reputation will go a long way. And always play the long game.

You know, this is something that Dan has been really big on, and really drilled into me, is like, Dan will often make less money in the short term to play the long game. He says he could have made a lot more money in his life if he'd always been thinking about trying to maximize every transaction that he went into. Instead Dan, and obviously us now, because we all live by this mantra, would rather take less now and play the long game.

We see that the benefits in life come from long-term games with long-term people, so we're happy to take less. We're happy to play the long game, because we know we're going to be in this for three, five, eight years. And if you take that view, rather than, it's all about me and this one deal, which is how most of us are programmed, you'll actually get a lot more out of life.

Because it's all about this law of attraction. Do you remember, I shared with you Chris Moss's boat that he fantasized about, and when he went to Dubai, and he was like, that's actually the same boat that he put on his phone. Do you remember the story that I shared with you at the Blueprint?

Absolutely crazy, because we get what we attract in life, me selling my business at age 37. And then this from Neeraj last year, I said to Neeraj, I'm thinking of, you know, building my villa in Bali. He sent me this, he said, this is you man, in your new villa in Bali.

And then two months later, I rented a villa, and I was like, it was weird, I was like sat at this desk thinking, that's weird, it looks like my photo that Neeraj sent me. So all these things just happen in life, and we attract them into our life by law of attraction, karma credits. Final story, before I just do some top tips, and we'll finish off, was this time last year, I'm not even joking, I was just about, actually not this time last year, it was last month, I was about to prep the karma credit session.

Obviously, I prepped the session every month. And I was about to prep it, I was getting on the plane, and I'd massively messed up. I'd thought I had a big baggage allowance.

I thought I was in the business class baggage allowance. For some reason, I wasn't, I'd booked the wrong ticket, and I suddenly didn't have the baggage allowance I had. Anyway, long story short, I had 50 kilos worth of luggage, and a 20 kilo allowance.

And I was at the airport, and I had 10 minutes till check-in. So I was like, right, this is a bit of a problem. I was like, how much is it going to cost?

They were like 800 pounds. So I sat there, I got 10 minutes. I was like, what can I do?

I was like, 800 pounds. I was like, oh, god damn it. So I went over to the, they were, oh yeah, just go and see, they can send, you can send it over there.

So whenever that was like, can I send this? And they were like, yeah, it's good, it's going to take two hours. And I was like, okay, I've got like 20 minutes until I need to get in.

So I was like, okay. So I went back to the lady, I said, listen, I said, I'm just going to have to pay this 800 pounds. And she looked at me, and she was like, okay.

And I was like, just before I do, is there anything, anything at all that I can do, or anyone I can talk to? And she was real stonewalling me before, you know, I had this whole story about how, listen, I was supposed to be running a business, and I'm really sorry, it was a genuine mistake. She was like, it's 800 pounds.

I said, is there anything you think you could do? She went and got a manager, she spoke to the manager for about five minutes, and then the manager said to me, we're going to let you off this time, it's absolutely fine. And I was like, I was so happy, I was just like, what?

And I remember saying, like, are you serious? And he was like, yeah, I was like, you're not going to get in trouble. He was like, he was sort of like, just don't, he was sort of, shh, don't say anything kind of thing.

And then, so I was thinking about it, and I was thinking, wow, that was like really nice. And then I got on the plane, and I opened my laptop, and I was there, I was due to prep karma credits, and I was like, this is freaky. This is weird.

This is really weird. I was due to prep karma credits, and this just happened, and this is life. It's weird like that, that's how it works.

Okay, so let's talk some tips, and then we'll get Rachel up here, and we'll send you on your way. So this, for some people, they're loving it, it's how they live their life. But actually, when you start doing random acts of kindness for people, or saying thank you, or smiling, or tapping Josh on the bum when you leave today, it's a little bit awkward to begin with, but it becomes addictive.

It's a little bit awkward to begin with, but it becomes addictive, trust me, all right? That's why he's standing by the door, all right? He knows this is coming.

Every year, he stands by the door, he can't wait. It's like Chandler being in Friends, it's like, bing! So yeah, so it's a bit weird when you say thank you, or smile, or let someone out in traffic, or whatever, buy their coffee, but it does become addictive.

How's your day going? You think that's weird? But just push through, trust me, for those people that aren't believers, just trust me.

Obviously, we talked about scorecards, how you might track this. This is like your internal scorecard. No one's gonna see this, it's not a KPI you put on it.

I mean, obviously, as we said, we can track karma credits, really, but this isn't something necessarily that you're gonna shout about or track. It's not for anybody else, it's for you. It might be nice to track it this month, might be nice to track how many karma credits you get, but it's not for everybody else, it's for us.

It will help you be happy, it'll help you achieve a feeling of oneness, it will make you feel good, guaranteed. Guaranteed, this will make you feel good, and it's about being consistent, it's about doing small things often, it's not about once a month paying for someone's dinner and being like, well, that's 10 karma credits nailed. Right, on to next month, it's like, no, it's about daily, daily little nice things for people, making someone a cup of tea in the morning, letting someone out in the traffic, saying good morning to everybody in the office, getting out of your way.

These are all things that really matter. And just remember this saying that I've got, which is the grass isn't greener on the other side, the grass is greenest where you water it most. So you need to like, charity starts at home, so like, look after the people close to you, like, don't go looking for some happiness somewhere else, just fix what's right in front of your face, the five people you spend the most time with, you talk to the most, always in your WhatsApp, be nice to them, do like really good kind of stuff to them first, like, water your own garden that's at home, and it'll improve. So this is going to be your homework, okay, to try and go out and collect karma credits, or as ChatGPT thinks, karma credits, okay. ChatGPT hasn't quite got spelling yet, it will, all right, but you know, just give it a break, all right.

So I want you to go and collect these karma credits, and through this month, I want you to say to yourself, and you can get your kids, if you've got kids involved, you can get your kids involved in this, every time you earn yourself a karma credit, I want you to say, cha-ching, okay, cha-ching, the kids will love this. You start telling your kids about karma credits, and then you start doing them at home, they'll be like, cha-ching, daddy, cha-ching, mommy, woo, okay, that's what you want to do, you want to get in cha-ching, and I want you to share, because we are allowed to share in our Facebook group, I want you to also share in the group any karma credits that you've earned, okay, not because we're doing it to show off, but because we hold each other accountable, because we support each other, not because we're trying to do one up on each other, because the homework is to collect karma credits and say cha-ching. For those people thinking I don't know what to do, obviously I've given you lots of ideas, this is a pretty good place to start, this is a pretty good place to earn a lot of karma credits, you know, I've known people randomly donate a couple of quid, or five or ten to people who are raising money anonymously, okay, obviously you could give, you could support, or, you know, you're going to raise money yourself, so this is a great way to be someone you can be proud of. Any final questions before we invite Rachel on stage? Chris, yeah, got a mic, where's the mic?

Sonia, oh no, everybody's got it, yeah.

[Speaker 5] (1:30:50 - 1:32:24)

It's more a comment, Adam. Sure. I don't know where I've read this already, my youngest son who's 21, he's been quite closed for years, what I say, like, he's closed eared, he doesn't listen, and when you offer help to him he never accepts it, okay, and I think one of the things I've said to him in the past, you know, if you want to be a contributing human in the future and contribute to society, you have to be able to give, but before you can give you have to be able to receive at the same time, because if you just give, give, give, you're unlikely to, well, sorry, if you always refuse refusal, anybody wanting to help you, so if somebody offers me a drink and I don't really want to drink, I will never say no, I'd have to be with a glass of water, whether I drink it or not is a different question, but at least I've said yes, and I try not to say no to any offer of help, and I've been trying to get that across to my children, one of them's really taking it on board and his life is absolutely taking off, the youngest doesn't really take it on board and his life hasn't took off, and of the two we always would have thought his would have took off because he was way more intelligent and just got a lot more gifts than the other child, but the other child, when I say child, the young men, the other child has just listened more and has took those things on board and he gives and he receives, I think that's just a lesson to everybody really.

[Adam Goff] (1:32:24 - 1:32:33)

Yeah, I think that's a really good point about I'm really bad at receiving help, my natural reaction is no, I'm fine, like the motorbike story, yeah.

[Speaker 5] (1:32:34 - 1:32:35)

That's just the same with Jack.

[Adam Goff] (1:32:35 - 1:32:42)

But it's just letting go and actually no, I am going to let that person do something nice for me and I'm getting better at it, but it feels very alien.

[Speaker 5] (1:32:42 - 1:32:52)

Instant reaction is no, I'm okay by myself, because he's a steel and he's a total island, so his initial reaction is always no, I'm fine thanks, when clearly he isn't fine.

[Adam Goff] (1:32:52 - 1:32:57)

But you're being closed, yeah you're not open, yeah you're not open to it, that's a nice comment.

[Speaker 5] (1:32:57 - 1:33:00)

Just being open, yeah, the more open you are the more kind you'll be.

[Adam Goff] (1:33:01 - 1:33:08)

Agreed, 100%. Good, yes, Danielle, can we get a mic for Danielle and then we'll invite Rachel on stage.

[Speaker 8] (1:33:11 - 1:33:30)

Yeah, this goes back to Culture Club as well, when somebody leaves your team after a period of good service, the rest of the team is watching how you treat them, so it's not just your income or credits that are affected there, but the whole environment you're working in, so it's really important to make sure you treat someone well when they leave your business as well.

[Adam Goff] (1:33:31 - 1:34:05)

100%, mulberry handbag. Good, okay, so podcast Be Someone Worth Remembering, episode 70, if you want to hear Dan talk about this, being a good person, and of course the Karma Credits book, which you can keep by your bedside this month to remind you to go and collect some Karma Credits. Did we enjoy that session?

Yeah, good stuff, you've been good fun, thank you for today, I've really enjoyed it. Let's invite Rachel Davis back on stage, thank you.

[Rachel Davies] (1:34:05 - 1:46:45)

Thank you very much, great session, do we all feel good now? Got a bit of a feel-good energy going on, excellent, and what top tip from me on this, you don't need to spend loads of money to get started, because as Jim Rohn says, one of the greatest gifts you can give to anyone is the gift of your attention, and Adam alluded to this earlier, but the Belfry staff, when I come in on a morning, I get hugs, Sam and Mario are really pleased to see me, everyone says hello, I get treated like royalty here, and that's because the only reason is because I've paid them attention, I've asked them how they were, I've been interested in their lives, and I've just given them a bit of attention when I've spent some time with them, and it can make a massive, massive difference to somebody's day.

I was in a coffee shop recently in Marlow, and it was a really busy coffee shop, it was lunchtime, this girl was raced off her feet, they were obviously short-staffed, and she was running around all these tables and serving people, and when she got to me, I just said to her, you seem really busy and stressed out, and she said, yeah, I am, and I said, are you all right, and she went, well, I will be when I finish, and I went, well, I hope you have a really good day, and it finishes quickly, and you can get home and relax, and when I was leaving, after we paid the cheque, which I did give her a tip, by the way, I heard her say, no one has ever asked me how I am when I work, I actually heard her say the words, so what a difference it can make to somebody's day, just for that moment, you don't change their lives, but it's a really nice thing to pass on, and it's absolutely free, and it won't cost you anything, and we've all been there, haven't we, do you think of the times you've been in a rush, you've been in the coffee shop, and you've ordered a coffee, and you're looking at your phone at the same time, and you've not even looked in the person's eyes, anyone done that? I know I have, we've all been in those moments, but this is where you need to raise your face, look them in the eye, thank them for the coffee, or ask them how their day is going, this is where it can really make a massive difference, so think about this quote from Jim Rohn, when you're out and about, and just give people a gift of your attention, it can make a massive difference, and as Adam said, this is about giving, being kind, spreading joy and positivity, and then expecting nothing in return, and there is, if you guys can turn to page 65 in your workbooks, you'll see, we're not going to do it now, but I just want you to notice, there is a section there for you to write down the things you think you're going to start with, so have a think today, what are the one to three things you're going to do next week, you know, like Adam said, if you don't smile very often, start smiling at people, if you don't ask people how they are, ask them how they are, who suffers from Roderidge?

Any of the guys in here, like my husband who suffers from Roderidge? Let some traffic out, you know, like just let go of it, and just be kind, yeah, I imagine nobody put their hands up there, but I imagine there's a few of you, right? So just do things like that, and then you can buy, if you haven't got a copy of Karma Credits, you can buy it on Amazon, so that's something that you can do, you can order it and get it downloaded, and like Adam said, put it on your bedside, so that you can remind yourself what to do.

So just finishing that session off, the homework is read or re-read Karma Credits, then make a list of crumbs that you've left behind, and address at least one of them, then collect some Karma Credits each week, so Adam's already given you this homework, just say cha-ching to yourself in your head, you do not need to say it out loud, but if you've got kids it might be fun, and then try and do at least one random act of kindness each week, and then post it in the community and tell us how you're getting on, yeah, as Adam said, it's not there for you to be showing off, it's just so that we can all do more of this together, that's what it's all about, being in a community. And then Book Club, alongside Karma Credits, we have got Delivering Happiness, and this is the story of how Zappos became Amazon, it's a lovely story, it's a really good feel-good book, it's by Tony Hsieh, so I recommend that you get that on your book list and read it, it's an excellent, excellent read.

So that's the Book Club, you know what the 28-day challenge is, random acts of kindness, cha-chinging all the way along, if you do get up and give back, that's one massive cha-ching, but let's start making other people feel good. Midweek Mentoring this month, we've got a great line-up for you, because of the Blueprint Summer Retreat we're just moving things on a little bit, so we've actually got the first one is Mid-Month Mentoring, and that's on the 14th of May, and that's with Shiv, so any team challenges you've got, any challenges with the homework, any troubles you're having pulling the trigger, then go to the QR code, I think it's on page 68, 69, and you can have 15 minutes with Shiv, he's got lots of experience as an entrepreneur and as a team manager, so he's a really great one to tune into, so make sure you put that on your action lists. Then we've got, as I mentioned earlier, Chris Dornanin to do Management Model on the 21st of May, he's a real heavy hitter on Adam's Mastermind, he's a very, very successful guy, he's a great mentor for you to learn from, so don't miss that one, and then Josh is going to finish and continue your training on Culture Club on the 28th of May in week three, so that's the line-up, remember it's Wednesdays at 12 noon, don't forget to tune into these, because you can get some highly valuable help putting these blueprints into practice, and that's what these are all about, you learn the theory here, and then you go out and put it into practice. Just a reminder, on the Championship Super Event, it's on the 5th of June, I've got that right haven't I, I had a panic there that I'd got the wrong date, it finishes at 5.30, it's when everybody comes together, so it's going to be a really big event, it's got the grand finale after it, so just remember if you're staying for the grand finale, book into a hotel and have a fantastic night with us, because it's going to be so much fun, and remember as Dan said, there's more tickets isn't there Dan, so if you were wanting to come and you couldn't get in, now is the opportunity to buy some more tickets, and then we've got something lined up for you that's really lovely, we've got PE Parents this May, it's on the 12th of May at 12 o'clock, 15th of May at 12, and it's our very own Claire Reid, she's on the board, if you don't know much about Claire, she is a female entrepreneur and mum, she works with her husband managing a seven figure manufacturing business, and if you want to hear a little bit more about her and PE Parents, then I'd recommend you listen to one of the podcasts on the Blueprint, Six Rounds with Dan Hill recently, she was on there, so if you haven't listened in to that, it's a really great one, and PE Parents is just a supportive Zoom group for all of us who've got children who are going through the Blueprints together, and I don't know if you noticed on the Facebook community, she put a post up about adolescence, about the digital screens and social media and the impact it's having on our children, we've got one of our young adults who'll be coming on called Finn Mowat, he's also one of the masterminders, but he's going to be talking us through his experience growing up with digital screens and social media, so for all of us who've got children, I think it's going to be a really great one to tune in.

So you can't get onto that, it's not a live recording, it's not something you can just watch back, it's a live recording, so you have to register to attend, so it's in the QR code in the workbook, at the back of the book, near the homework page, so just get yourself onto that if you think that's going to be good for you, that's PE Parents. Sunday sanity, we're tracking this, 10 o'clock Monday is when you need to get it in by, decide when it works for you, for all those of you who've been struggling with this, just choose a different day if it's not working for you on a Sunday, but get it done by the deadline. Buddy up, so you should have all been given a buddy in the Facebook community, so it's now time to make sure you swap numbers, check in with each other, if you haven't done that already, make sure you do it before you leave today, and if you don't have the person's phone number, then speak to Bianca, I'm sure she can help with that, can't you Bianca?

Give contact details to people for the buddy up. Right, now it's time to get your phones out for me please, it's time that you rate us out of 10, so please give us an NPS score, get your phones out, I'm going to put some music on in a second, just make sure that you give us some written feedback about today as well, let us know how workshop eight went for you, we want to put this feedback into place, you should have a form linked to a Google form on WhatsApp, so Sam, could you just put some music on for two minutes, thank you very much, I'll leave you the time to do that. Right, when you've finished, can I ask you to put your phones down so I can tell that you're finished, really help me move on to the next item. Okay, thank you for your attention, thank you for taking the time to fill in the feedback form, we really do appreciate it, and we do try to put the feedback into place as soon as we possibly can, so thank you for everyone's attention there.

As you know, we've got networking now till five o'clock, teas and coffees are still available, everyone you need is in this room, so make sure you spend some time networking with people if you can. And that was Lead from the Back everyone, this month it's been all about creating high performance teams, amazing places to work, becoming a better person in your work life and in your business life, I want you to go out there this May, and I want you to level up your businesses, level up your lives, it's now time to start smashing it, good luck to all of you, all of those of you who are doing Get Up and Give Back, who are doing Steps, who are climbing mountains and all the other things that we're doing to raise charity, that's a massive karma credit in the bank for you already. It's time to finish hiring now, it's time to bring on our dream teams, we've given you everything you need to succeed now, are we ready to smash May?

I said are we ready to smash May? Yes we are, and we're going to have, you're all going to have an absolutely fantastic May, I promise you that. Let's finish today on a huge round of applause, thank you everyone, well done you all.