

Doug Smith ([00:06](#)):

Hey leader and welcome to episode number 328 of the L3 Leadership podcast, where we are obsessed with helping you grow to your maximum potential and to maximize the impact of your leadership. My name is Doug Smith and I am your host. And today's episode is brought to you by my friends at Beratung Advisors. If you're new to the podcast, welcome, I'm so glad that you're here. And I hope that you enjoy our content and become a subscriber, know that you can also watch all of our episodes over on our YouTube channel. So make sure you're subscribe there as well. And if you've been listening to the podcast for a while and it's impacted your life, it would mean the world to me. If you would leave us a rating and review on apple podcast or Spotify, whatever app you listen to podcasts do, cuz that really does help us to reach more leaders and grow our audience.

Doug Smith ([00:45](#)):

So thank you in advance for that. Well leader in today's episode, you'll hear my conversation with Todd Henry. Todd is an author and international speaker consultant and advisor. He's also the author of five books, the motivation code, herding tigers, the accidental creative die, empty and louder than words. And in this episode, you'll hear us talk about his transition from the accidental, creative, being a side hustle, to launching it into a full-time company and going all in with that. So if you're a leader with a side hustle that you'd like to be full time, then this is a must listen episode for you. He walks us through his whole journey and what he learned and has such practical advice for those looking to go full time. We also talk about what it takes for leaders to lead creatives in today's world. Some fantastic advice. And I don't think there's ever been a more important time in our culture where we need creatives around us to help us creatively put out content.

Doug Smith ([01:36](#)):

And then we talk a little bit about writing books and podcasting. You're gonna love this conversation, but before we dive in just a few announcements, this episode of the L3 Leadership podcast is sponsored by bar tongue advisors, the financial advisors at Beratung Advisors, help educate and empower clients to make informed financial decisions. You can find out how Beratung Advisors can help you develop a customized financial plan for your financial future by visiting their website at [beratungadvisors.com](http://beratungadvisors.com). That's [beratungadvisors.com](http://beratungadvisors.com) securities and investment products and services offered through LPL financial member, FINRA and S I P C Beratung Advisors, LPL financial and L3 Leadership are separate entities. I also wanna thank our sponsor. Henne Jewelers there jeweler owned by my friend and mentor John Henne, my wife, Laura, and I got our engagement and wedding rings through Henne Jewelers and had an incredible experience. Not only do they have great jeweler, but they also invest in people. In fact, for every couple that comes and engage, they give them a book to prepare for marriage. And we just love that. So if you're in need of a good jeweler, check out [Hennejewelers.com](http://Hennejewelers.com) and with all that being said, let's dive right in. Here's my conversation with Todd Henry.

Doug Smith ([02:44](#)):

Hey Todd Henry. It's such an honor to be able to sit down and have a conversation with you. I'm excited to learn from you today and for our audience to hear you as well. And why don't we just start off. I wanna talk to you about, you know, you're well known for the company you've created accidental creative, you've written multiple books, you're a keynote speaker all over the world and and you're being, you're influencing people everywhere. But it didn't start there. You were actually, you know, you developed this company as a side hustle is what I understand. And I just want you to kind of share the story of how did you turn the side hustle into what you're doing today? I think there's a lot of leaders

listening today saying, Hey, I'm doing something on side currently, or I have a desire to, I don't know if it could be a full-time thing or not. I don't know the journey to get there. I think your story could help a lot of people.

Todd Henry ([03:24](#)):

Yeah. So I was a creative director at a nonprofit and I was leading a handful of dozen people as part of my, my effort there. So it was a very full-time job, like probably 60 plus hours a week, a lot of nights, a lot of weekends, you know, crazy hours. We had a couple small kids. We were in the process of adopting at the time. We were running a nonprofit, my wife and I, that was funding adoption. So we were, it was just crazy time. Right. And as part of my, my work, I started noticing that, you know, the people who seemed to be able to create on demand effectively, meaning they could go to work and they were just like the highest producers, man. They could just crank it out, crank it out, crank it out. They all seemed to have some practices in their life that they went back to over and over and over again.

Todd Henry ([04:11](#)):

And the ones who kind of struggled and burn out and were really not producing at the same level were people who were just kinda shooting from the hip, you know? And I also noticed that some of those high producers had been doing this work for a long time. I mean, for we're talking like years or even decades. So I started distilling some of those thoughts. I thought, man, there's, I just wish there was a place to share some of this and this brand new, almost like it was like the clouds part of like, oh, you know, and this brand new thing called podcasting had just been added to iTunes at the time. This was 2005. Okay. Wow. And apple just started supporting podcasting. And I thought, man, that seems like the perfect medium. Cause I had kind of an audio background. I was a musician in my early twenties.

Todd Henry ([04:56](#)):

I'm like, I knew how to record. I knew how to like do the tech stuff. So I put this podcast together called the accidental creative as a side hustle and kind of, I put it out, just, you know, put it out and, and listed it on the iTunes store, put out like three or four episodes about, you know, creating on demand and conceptual versus concrete. And just some things like that. Right. They were really, really bad by the way. But you know, is what it's <laugh> about a month later I was looking for podcasts to listen to, cause I was really into podcasts, you know, this new thing. And there was one called the accidental creative. That was one of the top podcasts on iTunes. And my first thought, Doug, for real was, oh no, I stole someone else's idea. I can't believe I didn't check first.

Todd Henry ([05:36](#)):

Like, somebody else already took this name, but it was my podcast and it was one of the top podcasts on iTunes. And so I realized, okay, there's something here and that's for any, any business owner, anybody you think about starting something like that is the first moment where you realize, okay, I need to start putting some effort behind this is when you realize it's kind of starting to take off even on its own without a lot of effort when that happens, you know, you've got something. So I started kind of formalizing, there wasn't even a website, there was no business strategy. There was nothing. Right. Cause this is just a little fun little side hobby. So I started putting together something a little more formal in the background and started spending really from like five to seven in the morning and like seven 30 to nine 30 at night after the kids went to bed started working on this, trying to pull it together for probably about three years.

Todd Henry ([06:27](#)):

You know, and that, that involved putting like a little business model together where I could make a little bit of money in the background. You know, it involved starting to, you know, put some, get some quality you know, web design and you know, other stuff, cuz at first it was just like me basically creating all the art and everything. And so I started pulling some of that together and really working a lot in the mornings and evenings. And then this is kind of where the story takes a, a bit of a left turn. My I had been interviewed for us news and world report by the business editor there because she had listened to the podcast and she was doing an article on creativity in the, in the marketplace and her literary agent found out about the podcast and said, Hey, would you like to consider writing a book?

Todd Henry ([07:17](#)):

Is that something that is ever of interest to you? And so I said, sure, I like reached through the internet and like signed right there on the dot. And so we started putting a book proposal together and at that point I was starting to get invitations, to go speak at some companies and things like that. So I was, we were using all of our family's vacation time for me to go like fly to California, to speak at Mattel, right. Or to fly, to, you know, speak at a conference somewhere. And basically that was kind of like what we were doing. I would fly out, speak, fly back, take a red eye, you know, get off the plane and like go to work basically crazy stuff. But it's what you do right. When you're doing stuff on the side and I was starting to see, okay, this is where I'm headed.

Todd Henry ([08:00](#)):

I need, I know I need to be moving in this direction. There's a lot of traction. I've got a, you know, now I've got a, a book, a book deals gonna ha is imminent. And so I was kind of in this place where I started talking with my wife cuz I mentioned, you know, we, we have three young kids. I had a very full-time job. She had left her job when we adopted our youngest. In order to be, be able to help, you know, with now having three kids, it was a little different than having two kids. So I was the provider now this whole provider financially for our family. And so we had a really in depth conversation about what will it take for you to feel comfortable with me doing this? And we basically decided together, here's what runway looks like for us.

Todd Henry ([08:42](#)):

This is what we need in order to make it work. And so I now had a, you know, basically had a, an objective, a goal, which is when I get to that amount of runway, when I get to that amount of savings, then we can make this leap. And so took about a year and a half, almost two years to get to that point. And that was when I basically, you know, decided it's time to time to step out on my own and make this happen. And so now that was well over a decade ago now. And then basically writing books and teaching and traveling all over the world and helping people to be prolific brilliant and healthy ever since then. So I've now written six books taught, you know, on multiple continents spoken in, you know, some of the biggest conferences in, in the world, which has been a blast. And books have been translated now to over a dozen languages. Podcasts has, you know 15 million downloads, something like that now. So, you know, we've been now we're at a place where it feels like we're experiencing the impact side of it, but it all started with those five to seven in the morning and seven to nine in the evening, you know, work sessions, trying to pull it all together.

Doug Smith ([09:56](#)):

Wow. Well, that's an incredible story. Just outta curiosity, you know, did, when you launched, did it all of a sudden go up into the right and you never really had any more risk or times that you didn't think you'd make it or did it take you a while to, to get that traction going after you launched?

Todd Henry ([10:10](#)):

So when, when we actually stepped out, when I actually stepped out into it we had, I think \$11,000 of booked income. That was it. Which you know, is not a lot, it's not enough to really sustain a family. But it, but it seemed like it was the right thing to do. You know, it was, it felt like there was momentum and it felt like the right thing. It felt like there was opportunity there. And I knew if I don't do this, I'm gonna, I'm gonna regret it for the rest of my life. If I don't try to make it happen, I'm gonna regret it for the rest of my life. And I think, you know, you kind of get to a point where you feel like you've got one foot in the boat and one foot on shore and it's fine to get in the boat and it's fine to stay on shore.

Todd Henry ([10:52](#)):

But if you keep a foot in the boat and on the shore, you're gonna end up in the water. And I felt like the boat was separating from the shore and I needed to make a decision. And the decision I knew I would regret more, was staying on the shore and watching the boat go. I knew I couldn't keep doing it part-time I either needed to do it or not do it. And so that was kind of the, that was the point. That was where I was. And, you know, to your question about, you know, did, did it ever feel like did it ever feel like there were any hardships? I mean, yeah. You know, every, when you're in business for yourself every year feels like, okay, is this the year it's gonna fall apart? Right. I was fortunate that my first two books did really, really well and that afforded me a ton of opportunity.

Todd Henry ([11:39](#)):

My third book did not sell as well, and that was like cold water in the face. Right. Cause I thought like, oh, I've got this all figured out, you write a book, you talk about it and people just go buy it. That's what happens, right. This is super easy. Why doesn't everybody do this? And then the third book did not sell as well. And I realized, oh, I'm making some assumptions here that are not valid, that are not accurate. And so we corrected those with the fourth book, which, you know, sold well and, and so on. But then, you know, the pandemic came and we had to pivot because live events were not exactly thriving during the pandemic. And so, you know, I had shunned virtual events for pretty much my entire existence, my entire business career, because they felt like they were, they would intrude on the core business, which is live events being in rooms with people never in a million years that I think that virtual will become a core part of my strategy, but once forced to have to innovate, you know, suddenly you realize, oh, there are different ways of doing things.

Todd Henry ([12:38](#)):

And so yeah, so I mean, I think every year has brought these, it's like unwrapping presence every year. Oh, what's gonna happen this year. Oh, what are we, what's gonna, you know, what, what are we gonna discover this year? Or what's the, what's the hurdle gonna be this year? It seems like every year there's one or two of those. But I wouldn't trade it for anything. I mean, it's been a tremendous journey and we just feel incredibly blessed to be in a position where I get to do what I love. I get to impact people and I get to meet people like you and talk about something that matters deeply.

Doug Smith ([13:10](#)):

Yeah. So, so what I'm hearing is one, you know, on the front end, obviously develop something on the side, work in the hours that you're not at your, your work. See if that develops traction, if it does, you know, figure out what will this take to actually jump. Obviously it sounds like you did the right thing. If you're married and have a spouse, make sure they're on page and what make their sure. They're on the same page. And then once you feel like you have one foot on and one foot on the, the shore and one foot on the boat, you have to make the decision to jump any O other advice that you would give entrepreneurs looking to make that jump.

Todd Henry ([13:39](#)):

Yeah. So I think, well, the key thing about that, that you mentioned about the making sure your stakeholders are aligned is really, really important. When you're young and you have no commitments responsibilities, you don't have stakeholders, you know, when you're sort of in that position, often it can feel like you have the most to lose in those moments, which is the, the strange irony, right? Like I, I talk to a lot of people in their twenties who are like, well, I really wanna start something. But, but boy, I just don't know. Like I don't know if I should, you know, because you know, what if you know, what if it fails and everybody else is getting ahead and I'm, I'm being left behind. And I'm like, what compared to what? Like what, what are you talking about? Like you have, like, you could literally survive on peanut butter sandwiches.

Todd Henry ([14:30](#)):

Like, you could literally survive for like three years on that. If you had to, you know, like you have nothing to lose now is the time to go do it, man. If you have any idea, go do it go, you know, like those jobs will be waiting for you on the other side because people want interesting, talented, driven, resourceful people. And if you've, you've been out chasing something, trying to make something happen, you can always come back to the job market. But when you're 35 and you've got a mortgage and you've got a spouse and you've got a family and you've got these other commitments you know, you have to be much more calculated about how you approach those decisions in those moments. Because you know, when you're in that situation, you have stakeholders who are dependent on you. And so you have to make sure your stakeholders are aligned.

Todd Henry ([15:15](#)):

And that was the, that was the big thing for us was just making sure that we were aligned on what it would take to make that happen. But to your point, I think you have to be in a position of believing deeply in what, what you're doing. You have to have a vision for where you want it to go. You don't have to know where you're gonna land, but you have to have a vision for the direction that you wanna go with it. And I think most importantly, you have to understand the people that you're serving and what you're trying to provide for them, because the more precise you can be and how you talk about what you do, the more likely you are to resonate with other people, you have to understand, to be able to communicate with precision, the things that you're trying to communicate or the product or whatever is the problem you're trying to solve. The better you can communicate the problem to the people you're trying to solve problems for the more likely they are to trust you.

Doug Smith ([16:06](#)):

That's so good. You've mentioned you've written multiple books. You have a new book coming out pretty soon called the daily creative. Talk to us about it. Why do you write this book? And, and what do you want people to get out of it?

Todd Henry ([16:16](#)):

Yeah, so, you know, it's funny cuz I've been writing books now for whatever a decade. And the, the one consistent bit of feedback that I get from people is, wow, where do I start? Right? Like there's all this. So the accident creative was about how this structure your life to make sure that you're positioned to have ideas when you need them. Most consistently was about making sure that you're doing the work that matters louder than words is about how to make your work resonate with other people. Hurting tigers was about how to lead talented, creative people, motivation codes about discovering what drives you. And I mean, all of those are really big meaty topics and people would be like, I still know where to start. And so I thought during the, during the pandemic I had this idea that actually began several years ago as a podcast.

Todd Henry ([16:57](#)):

I started this podcast called daily creative several years ago that I would write a daily reader for creative pros, with an idea, a theme and a challenge or a question every day that would help people stay aligned and help them, you know, basically ensure that they're doing the most important things every day. And so that was really where it started was just people coming to me and saying, I, I love these books, but where do I start? What do I do next? And I thought, well, it would be great if I could just distill all of this down into daily bite size nuggets for people. So that's what daily creative is. It's basically a daily reader for creative pros, almost like a devotional, right? For creative pros where it just offers an idea, a tip, a challenge could be leadership related. Sometimes it's mindset related.

Todd Henry ([17:40](#)):

Sometimes it's like, Hey, let's talk about assumptions. You're making in your work right now. Right. Or let's talk about how to connect you with your productive passion more deeply, or you know, something of that nature. So I actually have been using it myself. It's been really helpful for me. It's funny because it's, you know, I wrote it, but yet it's, I still find that a lot of this is really relevant to me. I'm like, oh yeah, I am making things unnecessarily complex. I didn't even think I was doing that, but I am. Right. so it's almost like a little time capsule that I'm now opening every day for myself. Oh, I forgot. I wrote that, but that's actually pretty good. I need to apply that myself. So that's basically what it is. It's a daily re daily reader for creative professionals.

Doug Smith ([18:19](#)):

We'll make sure we include links to that in the show notes. You mentioned your other book. We mentioned all of them, but hurting tigers. You know, I, I look at our society today and in business, I don't think there's ever been a more a bigger need for creatives to be on your staff. What, no matter what organization you're a part of. And so, but I also know this is a leadership podcast in talking to leaders, leading creative people for leaders can be one of the most frustrating things. And I'm sure following leaders that don't understand creatives can be one of the most frustrating things for creatives. What advice do you have for leaders when it comes to, to leading creatives and vice versa?

Todd Henry ([18:50](#)):

Yeah. So there really are two core things that every creative pro needs, the first is stability. Creative people need clarity of process. They need clarity of expectations, clarity of relationship, meaning they need to know that the process isn't gonna change midstream that you're not gonna decide suddenly, oh, you know what? We, we thought we were doing this, but now we're gonna do that instead. They need to know that you're gonna protect them, that you're gonna protect the time and resources. They need

to be able to do their work so that they know how to manage the amount of emotional labor and discretionary energy they're putting into their work. So they need stability, like clarity and protection from you, but they also need challenge. They wanna be pushed. They wanna take risks. They wanna try things. They need to know that you see them, that you know them, that you believe in them.

Todd Henry ([19:37](#)):

They need you putting courage into them, pushing them refusing to let them settle. So the problem is these two things, stability and challenge exist intention with one another. So when you have an environment that is high challenge, but low stability, which is where a lot of organizations live quite frankly, because they're trying big things or doing difficult things. They have few resources. So Hey, sorry, but we're, we're all gonna have to, you know, work three or four extra hours this week to make this happen and sorry, but you're gonna have to do it with about a third of the resources we should have for this project. When that happens, often teams grow frustrated, angry disillusioned, because you're asking them to do something that you're not equipping them for. You're not giving them the stability they need. In other words, the clarity and the protection of resources, they need to do their work.

Todd Henry ([20:26](#)):

People and teams can live in that space for a while, but they can't live there forever. You know, eventually they're gonna burn out and talented people are gonna look for better horizons. They simply are. Conversely, you could be in an environment with a lot of stability, but not a lot of challenge. Meaning you have clarity process, plenty of resources, but the work itself is repetitive. It's not challenging people. Aren't able to exercise their creative faculty. And in those environments, often talented people feel stuck. They feel like they're not being pushed. They're not being given the opportunity to try new things, to experiment or risk, to develop their skills. And similarly talented people are gonna leave. So what we need to do as leaders is we need to understand that mix of stability and challenge for each person on our team. And it is for each person on our team.

Todd Henry ([21:15](#)):

It's not a set it and forget it thing for the team. Every person on your team needs a unique blend of stability and challenge. So I, I used to have one person on my team who was total pro total pro. He went on to, he left and ended up, you know, doing super bowl halftime shows and like, like all this incredible stuff that he did. But you know, he he would show up about two or three hours before everybody else in the morning, he would leave about two or three hours before everybody else, you know, at the end of the day and would just basically sit and just crank out work. And he was just like, just tell me what to do. Tell me what you need. Tell me when you want it, tell me, you know, how you want it to play out and boom, I'll just do, I'll just crank it out.

Todd Henry ([21:59](#)):

Right. And the guy was a total pro. He needed a lot of challenge, but not a lot of stability. Just give him a couple things and let him go. Right. But the more challenging, the better he would just crank it out. I mean, he was always the broad shoulder person who could just make it happen. There were other people who needed, you know, check-ins every day you had to sort of like make sure that they have what they need. Hey, you doing okay, you feeling part of the conversations, do you need to be a part of any other meetings? They needed more. I hate to say handholding, but that was kind of what it felt like. Right. But there's nothing wrong with it. It's just what they needed in order to make sure they were producing their best work. You need to know that as a leader, that mix of stability and challenge, when

you get it right, then people are gonna thrive on your team. But if you get it wrong, if the mix is wrong, then people either gonna feel stuck or they're gonna feel angry and you're gonna be to blame. And they're probably gonna leave at some point, if you don't, if you don't figure that out.

Doug Smith ([22:52](#)):

Yeah. Any encouragement or practical tips, you know, I'm thinking of myself, you know, visionaries, visionaries, or people who can be add, they see the next shiny thing and Hey, we are doing this, but now this looks really good too. Let's add this to the plate. Right. Have you found anything that has worked and I totally understand how that would burn people out and cause people to leave. Have you seen anything practically done where a leader put boundaries in place or gave people permission to actually say like, Hey, put on the breaks that actually prevented them from causing the burnout and, and causing employees to leave.

Todd Henry ([23:22](#)):

Absolutely. Every visionary needs a, an ops person. <Laugh>, you know, every person who is the the person who is the out front sort of casting vision, having new ideas person needs an ops person who can manage resources, manage the flow of resources, even manage communication because often with those vision, by the way, I'm one of those people. So I fully understand not, not the ops person, the visionary person, right. I will have 10 or 15 ideas for everyone that I can execute. And people who have worked with me are like, hold on, we're still executing idea. Number two. And you're on like idea number 12, you know? Are you telling us that we're not supposed to be doing idea number two anymore. We're supposed to be doing idea number 12, you know, because we can very easily get so far out over our skis.

Todd Henry ([24:11](#)):

Now the head of our team, we need to make certain that we have somebody who can manage those resources. Somebody who can manage the flow of communication who also by the way, can just, you know, sort of reach up and pull the break and say, Hey you know, let's put a pause on the vision right now. Don't forget any of it, record it. It's gonna be useful at some point, right? Make sure you capture those ideas, but this may not be the best time to communicate that or to move in that direction. You need that person. And if you don't have that person, then you need to do a regular review yourself of, you know, resource allocation expectations, making sure those expectations are clear, both ways. You know, people will drop hints sometimes about an idea they have, and that will feel like a mandate depending on who you are in the organization, you know, just dropping a hint can sound like a mandate to somebody at lower levels of the organization. If you're not careful. And you have to be really careful not to allow that to happen.

Doug Smith ([25:13](#)):

Let's talk with, with the time we have left, I wanna do kind of a hybrid of a few additional questions I have that you can answer quickly and maybe a few lightning round questions. You know, you've written multiple books. I just wanna start off everyone. I talked to, wants to write a book. I've heard you in other interviews, talk about how you don't necessarily enjoy the process of writing a book, but you enjoy having the book written. What advice do you have to aspiring authors to, to get published?

Todd Henry ([25:36](#)):

So I would say number one, you have to be, you have to have a compelling, precise idea set. And we talked about this a little bit earlier. Don't be a, me too. You have to have a point of view. I was talking with another author at one point and he was getting ready to write a book. And he was talking about basically compiling ideas from people he had interviewed at one point and I told him, Hey that's fine. But those people all have their own books and they have their own platforms. And they're out there saying those things in other places. But I know that you, through your synthesis have developed your own ideas by synthesizing these other people's ideas. That is a unique point of view that would be valuable to people and people wanna know what that is.

Todd Henry ([26:22](#)):

You need to have a point of view. People don't want a book of a bunch of other people's ideas collected. They want your point of view. They want something that's going to be influential. So my biggest encouragement, my strongest encouragement is make sure that you have a point of view, a very specific point of view before you start writing anything. And then the other thing I would say now is, you know, everybody is obsessed with this idea of, you know, getting a publishing deal and having a book and all of that that world right now is very flat meaning for the, the handful of people at the very top, right? It can matter to have a, a deal with a major publisher and to have distribution and all those places and access to all those media outlets and whatnot. It can matter to, to people at the very top for the vast majority of people.

Todd Henry ([27:14](#)):

And by the way, I would throw myself into that same camp as anybody else. The advantages of having a traditional publisher have almost largely vanished away from the equation. And the reason is you can find really good editors. You can find really good designers, you can find really good distribution, all of those things. You know, you're probably, even if you're signed with a major publisher, you're gonna be doing most of your own PR. You're gonna be doing all the contacts with all the PR connections and doing all the interviews and all of that stuff. Like you, even people who are with major publishers end up, I mean, there's this sort of idea that they send you a list of interviews and you just jump on and do those interviews. I mean, it doesn't really happen that way, right? It's more like you're sort of doing a lot of the hustling yourself anyway.

Todd Henry ([27:59](#)):

So you know, if you have a book idea and you're waiting for somebody else to validate that idea, I would say, start writing the book and, you know, for very little money, you can publish it yourself and do a little test market and see if it catches on like a, like with the podcast we were talking about earlier. And if it starts catching on, you know, if you sell 10,000 copies, 15,000 copies of a self-published book, you're going to get somebody's attention doing that. If you, you know, out of the gate are able to sell that many copies you're gonna start getting attention. And at that point you might start wondering, well, do I really even need anybody? Right. if you figure out how to do that, Michael Bunge Stanier I don't know if you've had Michael on your show, but is a phenomenal expert, wrote a book called the coaching habit. He'd written a couple of traditionally published books wrote the coaching habit, published it himself with page two. And I think at last count he had sold like 800,000 copies or a million copies basically self self-published. Wow. He figured out the distribution figured out the, you know, all of that and just it, you know, it doesn't, if you have a good book, it doesn't matter. It's gonna sell, it's gonna sell

Doug Smith ([29:11](#)):

So good. Quick answer. You, you were way ahead in the podcasting game, 2005, I thought I was early in 2012. And now everyone has a podcast of teams. Any, any podcasting hacks across podcasters out here?

Todd Henry ([29:24](#)):

Yeah, I would say the, the thing I would really encourage you to consider is the easier you can make the production process. And the more simple you can make things, the more likely it is, you're gonna stick with it. If your process is overly complex, if it, you know, requires too much of you, then it's always gonna feel like a burden. So I would encourage you to consider how can I make the production process feel like a joy. And that might mean bringing some other people onto your team. If that's not something you're good at, then you, you can, you can outsource some of that and you just create the content, let them do the editing. I like to have my hands on everything from a podcast standpoint. So I haven't done that yet. I outsource other things, but I haven't done that yet.

Todd Henry ([30:03](#)):

What I've done instead is just made the process so easy, so simple. We were talking about that before we hit record, right? Yeah. That it just makes, makes the production process a pleasure for me. And the other thing I would encourage you to do is consider how, how you can repurpose your content. Don't just make a podcast consider every episode that you do a target for repurposing in other places, even if that's dropping quotes here and there writing an article summarizing I had for a while, I was writing for ink magazine and I would do an interview. And then I would write an article about the key things I learned from the interview, you know, and I would call it something else and it would feature the person I was interviewing, but it was basically like three things I learned from this interview was kind of the, the framework for the, the the article. So be thinking as you're creating about how you can repurpose the content is another thing, and that will lighten the load as well.

Doug Smith ([30:59](#)):

So good. Anything else you wanna leave leaders with today as we close?

Todd Henry ([31:04](#)):

Yeah, I would say, okay. So leading is about people. And I think it's easy to forget that, that the job of a leader isn't to get the work done. The job of a leader is to get the work done while developing other people to accomplish new and more challenging kinds of work. Right? So your job is not to do the work. Your job is to lead the work. So my, my really, you know, my big encouragement, I think the leaders is recognize that every day you have the opportunity to plant seeds that are gonna grow up into trees that are gonna bless future generations. And those seeds that you plant are your interactions with the people that you lead. There's a Greek proverb that says a society grows great. When old men plant trees and who shade, they know they will never set.

Todd Henry ([31:47](#)):

Right? And every day you have an opportunity to plant a seed. That's gonna grow up into a tree. That's gonna bless generations to come. The person might be sitting under a tree and have no clue that you were the person who planted that tree. But that's what it's like when you lead well, your influence echos for generations to come. So my encouragement to all the leaders is be a leader who makes echoes every single day, make an echo in the life of the people you're leading, and it's gonna echo for generations to come. And that blessing will be passed down from generation to generation.

Doug Smith ([32:17](#)):

Well, Todd, this has been great. Thank you for all the seeds that you planned through podcasting through writing books, through speaking over the world, I know you've influenced and made the lives of millions of people better. So thank you for your work and hopefully we'll get to connect again sometimes. Thank

Todd Henry ([32:28](#)):

You it some time. Thank you.

Doug Smith ([32:30](#)):

Well, Hey leader, thank you so much for listening to my conversation with Todd. I hope that you enjoyed it as much as I did. You can find ways to connect with him and links to everything that we discussed in the show notes at [l3leadership.org/328](http://l3leadership.org/328) and leader is always, I wanna tell you that if you want to 10 X your growth this year, you need to either launch or join at L3 Leadership mastermind group. Mastermind groups have been the greatest source of growth in my life. Over the last seven years. You dunno what they are. They're just simply groups of six to 12 leaders that meet together on a consistent basis for at least one year in order to help each other grow, hold each other accountable and to do life together. So if you're interested in learning more about masterminds, go to [L3Leadership.org/masterminds](http://L3Leadership.org/masterminds). And as always, I like to end every episode with a quote. And today I'll quote Dave Ramsey, who said this? He said, one definition of maturity is learning to delay pleasure, adults, devise a plan and follow it. Children do what feels good. So good, Dave. Well, Hey, I hope you enjoyed this episode. Know that Laura and I love you. We believe in you and remember leader, keep leading. Don't quit. The world desperately needs your leadership. We'll talk to you next episode.