

Doug Smith: 0:06

Well, hey, leader, and welcome to another episode 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. We also recorded this episode live from the new reiturn.com studio. 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. I know that you can also watch all of our episodes over on our YouTube channel, so make sure you're subscribed there as well. And, as always, if you've been listening to the podcast for a while and it's made an impact on your life, it would mean the world to me if you would leave us a rating and review on Apple Podcasts or Spotify or whatever app you listen to podcast through. That really does help us to grow our audience and reach more leaders, so thank you in advance for that. Well, leader, in today's episode, you are in for a treat. You're going to hear my conversation with one of my long term Dr .Jeanne, Mayo. If you're unfamiliar with Jeanie, let me just tell you a little bit about her. Acclaimed by ministries today as America's number one youth pastor, Jeanne has thrown her heart and passion into equipping leaders for over five decades. Jeanne's successful leadership has placed her in high demand as a communicator, as well as a leadership coach and public speaker. She has crisscrossed the US and the globe speaking in countless venues to a myriad of audiences, and in recent years, founded Platinum Leadership Coaching and the Cadre nonprofit organizations that seek to instruct, equip, inspire and encourage the emerging leaders of this generation. Through these venues, she has coached and mentored thousands of the nation's premier leaders, and I met Jeanne through her mentoring program called the Cadre, and it was an extremely transformational experience for me, and I'm forever grateful for the impact that Jeanne has made in my life, and so it's great honor to bring this conversation to you, and in our conversation you'll hear Jeanne talk about how to make it to your finish line as a leader, how to make a difference through mentoring, her best parenting and marriage advice and, of course, we take her through the lighting round and so much more. But before we dive into the conversation with Jeanne, just a few announcements. This episode of the L3 Leadership Podcast is sponsored by Beratung Advisors. The financial advisors at Baritongue Advisors help educate and empower clients to make informed financial decisions. You can find out how Baritongue Advisors can help you develop a customized financial plan for your financial future by visiting their website at beratungadvisors.com. Securities and investment products and services offered through LPL Financial, member of FINRA and SIPC, baritongue Advisors, lpl Financial and L3 Leadership are separate entities. I also want to thank our sponsor, Henne Jewelers. They were joined by my friend and mentor, John Henne, and my wife Laura and I got our engagement and wedding rings through Henne Jewelers and had an incredible experience. And not only do they have great jewelry, but they also invest in people. In

fact, for every couple that comes in engaged, they give them a book to help them prepare for marriage, and we just love that. So if you're in need of a good jeweler, check out HenneJewelers.com. And I also want to thank our new sponsor, reiturn.com And Leader. Let me just ask you this Have you ever had an interest in investing in real estate? Well, now, for as little as \$500, you can become a commercial real estate investor. Just visit Reiturn.com to learn more. That's R-E-I-T-U-R-N.com. If anything involves risk, please consult the Reiturn Offering Circular if you're interested in investing. And with all that being said, let's dive right in. Here's my conversation with Jeanne Mayo. Jeanne Mayo, welcome to the L3 Leadership Podcast. I've been looking forward to this. I've been trying to schedule this for five years, so thank you.

Jeanne Mayo: 3:30

You're too nice, son, you're too nice. You're a good time, way too nice.

Doug Smith: 3:35

For those listening, Jeanne and I connected. She runs a program called The Cadre to invest in youth leaders across the country And I went through several years of the and had my life transformed by Jeannie and her legacy and what she does, and so I'm just so fond of her and I think she's going to add massive value to you. But for those who may not know, you know kind of the overview of who Jeanne Mayo is Jeanne, can you just tell us a little bit about who you are and what you're passionate about?

Jeanne Mayo: 4:00

Oh, what fun I have been in full-time ministry for 53 awesome years and still I laughingly say I'm. My big honor is that I still am a real Christian and still love the local church. I realize not every beyond years is at all connected with either of those, But that's my big deal. So I just have run youth and young adult ministries, also educational programs, Atlanta Leadership College. Then I ran accredited elementary and high schools up to about 1500 students, co-pastored with my husband, ran several of the women's ministries And then, like I said, Cadre is on year 18 and I love it. And then now I've become platinum leadership coaching, which is kind of a different venue of focus on leadership coaching, and have also begun prevail women's mastermind for ladies who want to up their level of leadership. So it's a fun, amazing run. My husband jilted me, not really. He already made it to heaven, It's what I'm trying to say. He kind of exited with a stroke and I had two years that I had the three years really of the privilege of caring for him at home. After that time Louis Buddy Dementia became his agonizing partner during that time. Two amazing sons, both of them. One runs a local church, another nonprofit in LA, both adults. Two of the greatest grandson in the world have a happy life.

Doug Smith: 5:54

Still at it, by the way.

Jeanne Mayo: 5:57

Still at it. Yeah, I don't. You know, bingo is not my game, So I just I go. Well, that sounds really boring. And then people ask me if I'm going to remarry And I laughingly say, Doug, look at men close to my age. It's kind of like looking for a parking space. It is, It's like looking for a parking space. The good ones are already taken or they're handicapped, And so I go on. Nah, I think I'm fine. I think I'm fine. I'll just keep pouring into leaders and having a great time.

Doug Smith: 6:32

Well, i love that. I want to talk about longevity 53 years in ministry, and you know we live in a world where now I think fewer and fewer people unfortunately can say that, and I'm sure you've seen a lot of leaders come and go over those 53 years. I think everyone starts strong, they want to make it to their finish line, but unfortunately so many fall away. I'll just leave this really really open ended to start. You know, what advice do you have for leaders when it comes to longevity and making it to their finish line intact?

Jeanne Mayo: 6:55

Well, there is a. I read and study all the time, like you do, and a great book entered my life a few years back, secular in Nature, called grit The Power of Perseverance and Passion. It's by Jessica Duckworth. I would really recommend anybody interested in the topic get ahold of it. It's a great read And she talks about she opens by talking about the West pointed missions process. When you get there, there's a two month orientation called the beast, which pushes you academically, athletically, emotionally, leadership wise, whole line yards. They used to think that your score on the beast would predict long term success on the battlefield. They learned they were wrong And they learned that only one thing predicted success And that was what she comes to call grit. You know the power to stick to it. And then they did the surveys in all sorts of career fields And it seemed to be an absolutely common theme. And she talks a very interesting dug about a society that she says is distracted by talent And you and I have seen that you know people get too wazooed over who's good on a stage or who, just distracted by the glitz and the talent. But she said statistics that she did showed her, showed that people who chose to just cultivate their grit and your grit can be grown. It's not just something you get, it is something you have some degree of it, but you can cultivate it. And so I've just watched so many people, both in the secular and in the religious world, who started well. I mean a lot of great starters, and you know that, but not a lot of great finishers. And so I've just tried to cultivate grit in my own life and outstay the people who wanted me to, you know, to go away, and by that I don't mean not passing the baton I passed a million batons But in a wonderful way I say at my funeral one day Doug, when you come, because there's going to be a kicktail cadre reception after the funeral I planted,

everybody keeps going. When are we having a reunion? I said at my funeral, but I've already left. You would? you would crack up in my will. I've left money for the food for that funeral. I got it. You even remember that soft cinnamon stuff I served you called monkey bread. There's a lot of bread there. I mean, I got the menu, I got it. There's Oreo cookies, yeah, yeah, yeah, I got it, I got it, we got it all. It's coming up, it's you know. So I just laughingly often say to all of you I want to finish the race with the wind in my face, and so that's what I'm trying to do.

Doug Smith: 10:18

Yeah, you mentioned. You know, one of the obstacles that you face is people that just want you out of the race. What do you think has enabled you? you know, with leadership there comes a lot of pressure and pressure There's a lot of pain that comes with leadership. How have you overcome those bumps in the roads, those painful seasons, people coming against you? What have you done to develop the grit to go through that, because that could be excruciating?

Jeanne Mayo: 10:40

Well, yeah, it has been, And everybody listening has had their own bumps small, large, you know, personal, career-wise. That's all of us. There's a leadership book by Warren Benus called Geeks and Geezers, and let me read you a comment he makes here and I would use it as my answer The ability to find meaning and strength in adversity distinguishes leaders from non-leaders more than any other one single quality. When negative things happen, non-leaders feel powerless and like victims. Leaders, on the other hand, find fresh purpose and resolve, and that's what I've done. You know. I have said okay, I'm faced with this thing. So obviously I deal with my own emotions on it. I'm not pretending like it's a great thing, it's not a great thing. I deal with my own needs to hurt, to forgive, all that normal stuff we all deal with. But then I say to myself I've got to create some meaning out of this adversity, or I call it pain with purpose. There's an old Japanese proverb that says get knocked down seven times, stand up eight, and so I think experience isn't what happens to a person, it's what the person does with what happens to him, and so for me it's been a fun run.

Doug Smith: 12:27

Yeah, talk about character development. I'm sure you've seen a lot of people fall just because of a lack of character. Maybe they went through a tough season and everything fell. What can leaders do to better prepare not to fall when that pressure comes on?

Jeanne Mayo: 12:43

I think one of the things that I want to say to most of us is big is not better. I think we self promote so much in every arena of life, and I'm not meaning to be lazy and just sit

around and and let success come to you. On the other hand, i think it's so important to live the season wholeheartedly that you're in, and for anybody who is, like us, a Christ follower and I realize that's not everybody who are listening to the podcast, but if you are a Christ follower, gosh, i would say it is so easy to go on autopilot in your faith with Jesus Christ And eventually that will have, obviously, from my philosophical standpoint, some huge problems in your longevity coming through difficult times, because I I know this sounds really cheesy, but it's almost like every day as I'm reading my Bible or talking to the Lord, most of the time without any feeling to it. It's as though I'm investing in what I'm going to have to pull out from later on when the tough times come, and then, when the tough times come, learning to learn the lessons but forget the details. Learn the lessons, because every tough time has lessons to teach all of us. But forget the details. And when the tough times come, learn not to give too much weight to the people who sin in the cheap seats. The cheap seats are the people that are up close or yelling in your ear. You know they're accusing, they're, you know they're defaming. Give the weight of influence to the people who paid to be in you know the family box, the people who you need to listen to, because at those moments in adversity you're very vulnerable to voices and impact and what they're saying. And then, last of all, when you're going through those really tough times and I love, i'm going to quote this again from Geeks and Geysers all true leaders studied headcountless heartbreaks, devastations, betrayals, failures, life altering setbacks, he says. Yet in every instance, true leaders carried and I love this phrase the gold of meaning away from their personal crucibles. I love that phrase, the gold of meaning That one choice alone became the determining factor that took them to new levels of victory, rather than deeper levels of victimhood. And so, again, it's just the fulfillment of saying, okay, i'm going to, i'm going to live through it, i'm going to talk it through. I myself think you're really smart to invest in a good counselor. I have for years And I think that's been an amazing investment for me to get outside perspective, also be able to say anything I want to say and not have to be concerned with it. But one more quote from that book When I'm in those tough times I have to realize that I'm the storyteller. I'm going to create my own narrative, whether I'm a victim, this pitiful little pearl, you know, and a lot of people, even especially women in my career field, have chosen to just believe. Well, it's just a male driven career field that, you know, is really unfairly punked to women. I don't. I'm sure that that's certainly there. But in the book he says you are the storyteller of your own life. You can create your own legend from a time of adversity or your own petty melodrama. The choice is always yours. So by God's grace, i'm trying to not make myself a legend but be an example of hey, come on, tough it up, you got it, you can go through this.

Doug Smith: 17:38

Yeah, oh, you've certainly been at the thousands and thousands of leaders. I would love to just get your thoughts on restoration if someone does fall. So we're talking a lot about preventing fall or when we go through bumps in the road, not seeing ourselves as

victims. We live in a culture where you know we live in a cancer culture. One bad mistake, one fall And, according to the rest of the culture, you're done for life. You can never be used by God again. You can never get back up. What are you seeing and thinking as you think about restoring leaders back into a place where they can be used significantly by God again?

Jeanne Mayo: 18:09

Well, first of all, cancel. Culture canceled a bunch of people who didn't deserve to be canceled, and we all know that. So I mean it was, and it yet is true. I heard it. We're in the middle of you know, the submarine that went down to look for Titanic. It's all over the news right now, and I was reading just today somebody talking about you know how social media has made it so easy for all of us to cancel everybody and make everybody an absolute idiot. And so, first of all, i would say, be careful. There are often two sides to every story. When it comes to a major fall in morality, i think we have to realize that there is a huge difference, And now I'll talk from a Christian perspective. There's a huge forgiveness, but there's a huge pardon me, there's a huge difference between forgiveness and restoration. Forgiveness, as I read the Bible, can be instantaneous. When I own my sin, Lord, i was an idiot, i caused that. I ask you for forgiveness. The word of God says that he forgives my sin and cast it as far as the east is from the west. I think we have to be careful, though, in the church leadership world, not to confuse that with restoration. Major falls happened not just overnight, and we won't find the inward steel to come back all the way unless we're just all fluff on the outside and not a great deal of substance on the inside That is found slowly. There are roots there, whether it's roots on how we treat our family, roots on what we believe about ourselves, roots on how we've identified success in our life. But, gosh, that stuff takes time to unpack for your own longevity, and so my concern is just and again in this I'm speaking often from the church world perspective we often seem to think that talent is a suitable substitute for genuine anointing. And that's wrong And we all know it's wrong. But if a man or woman is on a stage maybe they're a worship leader or communicator and they have great talent if they say the right words within a couple weeks or back on stage And that's very unfair because the same pressures will be there without the time to go to root structures. And that would be true in secular employment And you know, obviously the same pressures come on somebody, whether he is a very prominent businessman or a successful entrepreneur. Success always comes with pressure, and so my concern with all of us is that when we fail and that is certainly not something that we can't come back from, but be careful do yourself a favor, take the time to get to the root of the vulnerability and remove yourself from the same pattern, if that makes sense, because failure didn't happen just because you went. Oops, failure happened because you kept letting the fuse on the in firecracker whatever you want to envision it as goes, shorter

and shorter I call it few shortness with persons or places or priorities or patterns for peace and and shorten, and then eventually things exploded. But it wasn't just that.

Doug Smith: 22:24

Last 60 seconds, yeah interesting when you talked about dealing with the inner roots. One of the things you mentioned is how people define success, and you work with leaders all the time. I feel like everyone, especially in ministry, deals with this. They're always defining success by numbers or helping their churches or how many people they're reaching. You grew up in a generation with a lot of pioneers. You're a pioneer, you know. You grew up with the Maxwells of the world, danny Stanley's And you've. You've set yourself apart. I'm just curious how do you define success in your life in a way that hasn't put so much pressure on you that you crumble?

Jeanne Mayo: 22:59

I think everybody in life, whatever your career field, has some unspoken measuring sticks, secular or or spiritual mind, and you've already mentioned it well, and really would transfer the secular numbers, whether it was bodies in the seats or dollar signs or or the number of invitations to large stages. For me, defining success is so simple. It's embarrassing to say is that those who know me best love me most, and that sounds so trite. And so yeah, yeah, yeah, everybody, but it really is. I want, even as Sam, my husband had his stroke, doug, and I got to care for him for three years at home, had a caregiver come in during the day and then I went to work and then cared for him the 12 hours in between. So many people said put him in a care facility because he didn't know me anymore, he didn't know his children, and there's nothing wrong with a care facility. Let me stress that a million times over. But I he was my husband And and I was going to, i was going to show to those that I'd mentored, but especially my own two sons, what till death do us part really looks like in sickness and in health? My two sons are both in different forms of ministry. They've watched it up close. They've seen the joys, but they've seen the big heartbreaks and the crashes. But they've watched their father and I navigate the crashes, go to counselors but yet not be people of revenge and perpetual bitterness. So when I say success for Jeanne, is that that both now that Sams in heaven that Josh and Justin may owe, my adult sons can sit on the front row of that funeral and say what Justin, as a kid, at one of my national youth leader conferences said about 3000 youth leaders And he was just 16 at that point. He said if you don't like my mom on this stage, you wouldn't like her at home, cause she's exactly the same.

Doug Smith: 25:41

Doesn't get any better than that. That's pretty awesome.

Jeanne Mayo: 25:44

That's that's best compliment I think I'll ever get from it, and and so I'm wanting to be able to say that that's success for me. Then I'm just going to be faithful to do what's in front of me. Do I ever feel like a failure? Of course Do I ever. Some of my spiritual kids are doing so much more than me And that thrills me. And yet when I look at their Instagram feed, i go, let's go pass this for a while. Well, because I go shoot, i'm not doing anything. But the issue is again finding your lane and being the very best. you can be in your lane and knowing, as I read the Bible, he says what he's going to judge us all on is faithfulness. I don't see anything that indicates. And again, obviously we want to reach people kingdom-wise. I'm not stupid. I certainly do. Do I notice numbers? Do I? Yes, of course I do. You'd be an idiot not to. on the other hand, i just. success for me is I'll be faithful, and people like you, doug, will be able to say you know what? I saw her 20 years, 30 years, 40 years after I did the Chandra. she's still basically the same person, still growing, still cares about people, still loves Jesus still is fun. If I can put that all together, i'm done okay.

Doug Smith: 27:21

Yeah, long obedience in the same direction. And yeah, i've known you, i think, since 2007, 2008. And yeah, it's just such a joy. I mean, i feel like we're pick up right where we left off, which is so wonderful, i do too, i do too. I know we were talking about success and not defining it on numbers and things like that, but at the same time, you've lived a life, and what God's trusted you with, to be faithful with He's allowed you to be significantly used by Him to reach thousands and thousands. You've been on the stages with thousands of people in attendance. You've hung out with the people who have some of the largest ministries on the planet. I always like to ask leaders, including yourself, as you've spent time with leaders that are being used on that scale by God and even yourself do you feel like there's anything that sets them apart that allows them to be able to be used by God in that way, Or do you feel like that's just God's plan for their life and they're just being faithful to it?

Jeanne Mayo: 28:11

Well, i do think that there's a part of sovereignty And the issue. I look at my husband, who read his Bible and prayed and had a pure heart than most anybody I've ever met. Yet his ministry was never famous, it was never many thousands of people. So I have to stop and say there's a bit of sovereignty there, because if it's all defined by inner press to God, my husband got a rip off. Having said that and I believe that, but going beyond that, many of the people that I know of close the Kreger-a-Shells, the people that are doing major things you know Sean Johnson, our son and the Lord amazing things for the kingdom do have. When you get up close to them they do have much similarity in a really inward, sincere heart. They don't believe their own press release. They didn't set out to be famous, as it were. They're pretty authentic in dealing with some of the traps of fame because there are And they care about their inward person, if that makes sense.

They really do care. And one other thing when you meet them on the elevator of a big conference before they've gone on the stage, they're still the same caring person they're gonna be when they're coming off the stage and everybody knows them, if that makes sense. You know, many times and I'm in green rooms with hundreds of wonderful speakers, obviously but I think it's concerning when your persona on a stage is markedly different from your persona and your attitudes and your disposition offstage. That would not be true of some of the people that I would deem to be quote unquote very successful, highly successful, in today's nonprofit world.

Doug Smith: 30:30

Yeah, I wanna talk to you a little bit about developing leaders, because you've been doing it for 53 years and have been doing a phenomenal job at it. You have a program called the Caldera, which I would love for you to just give a 30 second pitch on just what that is, so people have more context. But it certainly impacted me. But what? When your experience, what has been the best way to develop leaders?

Jeanne Mayo: 30:53

Oh gosh, the best way to develop leaders is a leader living up close to other leaders and downloading the wisdom of their mistakes and failures and successes, any form of discipleship, let alone leadership training and our read. I study all the time, so, gosh, I absolutely. That's so essential. And, like I said, I do it constantly. Having said that, though, that I yearned and call it a mentor, a leader, I yearned for that. And I offered to pay for that to several people. And I just said if I could even call you, as before, Zoom, and if you could give me an hour every other month. I remember doing this pitch, no, go. And then make all these excuses or whatever. But I think oftentimes leadership coaching doesn't look glamorous enough because it's one person at a time. It's how Jesus did it. He had 12 guys and he did life with them, and out of the 12, he had three that he spent more time with, and out of the three, he had John, the beloved, who obviously got up close and got more than the others. So that's where the cadre began. I just wanted to give to leaders and pastors what I had never had myself. Now, when you were going through it, it was all youth leaders. But my board several years ago said, Jeanne, open it up. And so I have leaders who deal with children, with teenagers, with adults, music, the whole nine yards because everything is so transferable, and so it's just. If anybody's interested we're in applications, he's in now and you can fill out the application online. You go to Jeanne Mayo and go to the cadre and you can find out specifics about it. But you're in my home, groups of about 50 in my home, two to three times a year for two days, two hours of personal Zoom calls with your cadre. An amazing cohesion with a group of men and women that have some similarity in the church that they're in or the nonprofit, or the size, what you're called to do, which is another thing, I think to groom a leader, there has to be some of that iron, sharpener's iron, some people that get it. We all throw the word community around loosely. We throw the word

around looser than we cultivate it. Community is not just that. I, as the leader, have my favorite pals and we're together. How are you really cultivating this for other people? How do you make it easy to onboard this community thing, cause all community doesn't start Now. Once in a while we meet somebody and there's an instantaneous connection. Not usually, though, takes time, and so I create that. You'll remember, Doug and Knight, that we called it's okay not to be okay, and it was an important night because we had built enough community that we said everything we say stays in this room And it has 18 years. We'd never had a blow up from that. But so many of us have things that are that last 5%, that most people don't know where we felt we failed or blew it or didn't measure up or mind games, all that stuff. And so again, it's just. I say to the cadre all the time, let me unpack 53 years and give it to you. And then they all have my emails So they're able to ask personal questions and the emails never close. And so I'm still getting emails from the cadre members from 18 years ago And nobody answers those emails ever. People always say, dear God, do you need to let somebody else answer? But they can't Because people gotta be able to say anything they need to say and know that nobody else is gonna know that I just left my wife Jeannie. I just whatever. And so again, i'm just, and so again, it's what I've chosen to give my life to, Doug. I've been a youth leader. I had a youth group of a thousand teenagers coming every week in a church of three thousand. So the odds were pretty amazing. Loved it, loved every bit of it And, like I said, i've done all those different ministries you heard me bop around on. Still love young adults and youth leaders, but my lane is what I call 100X. When the word of God says in the gospel, some seed bears 30-fold, some 60-fold, some 100-fold, i'm looking and this sounds so trite, but it's really my life. I'm trying to make other people way more successful than I was. I'm trying to put them on my shoulders. That's 100X for me. 100x, by the way, i had to. You're going to laugh at this. When Sam passed away, i had to decide what was on my side of the tombstone, which was a ripoff. I went to the mortuary that day ready to define his and yours, mine. I can't define my own tombstone, that's weird. But what they put it all down in, the only thing they add to yours, just so you can know when you do this one day, is the date of your death. So I'm going shoot. I got Sam's, but my two adult sons were there and they defined nine And on one side they put Jesus with skin on And then at the bottom they put 100X. Wow, and so again, that's what I'm trying to do Not impressive, not worthy of being world's most well-known, whatever. Just trying to believe in people, one person at a time, and help them be their best self.

Doug Smith: 37:47

And you do that so well And I'm so grateful for it. And if you're listening to this, you know one of our values here is community. We say no leader should ever do life alone, but in community. And every leader needs a place where they're fully known, fully loved and fully challenged. And if you're looking for that leader, i'm telling you I was in the cadre for multiple years, transformative. I found that community there, i found that family there

And it's so fun. I I'm still friends with all the guys in my cadre and we still stay in touch and watch each other And it's been amazing to watch just the family go 100X and just impact the world. It's been unbelievable. So if you're looking for an incredible experience, i really encourage you. We'll include links in the show notes If you want to check that out. I don't want to ruin all the surprise for you, but the the times down at Genies you'll never forget for the rest of your life. They're not just you sitting and learning. It's an experience that you'll never forget And I just have such grateful memories.

Jeanne Mayo: 38:37

Yeah, you're so nice. Thank you, my friend. Was it a thousand bucks I paid for that? I can't remember the deal we we brokered before I got on.

Doug Smith: 38:45

Thank you, we'll deal with it offline. Okay, all right.

Jeanne Mayo: 38:47

We'll figure it out.

Doug Smith: 38:48

Thank you When I, when I think about why one of the reasons that you're so impactful in the cadre, we all affectionately call you mom And Henry Cloud has this quote and I always think of you. He said everyone needs mothering and fathering And if and it often doesn't come biologically find it. And as I look at the specifically the men, i know you invest in women too, but the men that I'm friends with that have sat under your ministry the fact that we have a spiritual mom that can invest in us as a mom, I can't put into words how that impacts. I guess what is your heart for leaders from a mom's perspective?

Jeanne Mayo: 39:24

Oh, i think the mom. If you, if you have a stereotype of a mom, you think of somebody who connects with you emotionally Somebody, and certainly dads do this also but somebody who believes in you tenaciously And somebody who is remarkably safe to say what's going on inside your heart. There aren't all the time And that's what I've tried to be. I think and I always say to everybody when I start cadre, every year it's the same shveel Doug you heard years ago. Look, call me anything you want, except I'm not real cool on long titles, but you know they all make up all these titles. I said I'll answer anything But the mom title to me. There are two words in the dictionary that both start with them And I think they're both sacred mentor and mom. And if indeed eventually I can fill in, i say to them I'm not taking your mother's place. That's ridiculous. That would be a unbiblical and B impossible that who in their right mind are trying to do that. But I

want to be more than Ginny Mayo on a stage If you're in my living room. I want to get to know you over time personally. I want you to feel like I care personally. And the deal is again, i think we all need to feel like we're more than just another person to a few people, and one thing I read years ago said every person created needs to feel like somebody else holds the button pad to their heart and knows how to get to it. And so, again, just caring, loving nothing, weird. The problem is our society has gotten so crazy, trying to cancel this or define this or all that other junk. Look, life can be painful but amazingly simple. So it's just caring for people. That's why I have cadre dug in the home, because, gosh, my house takes a beating. I mean, you can only imagine You can only imagine. Oh gosh, but it's my and we move everything. We move the guys to the chairs, put chairs down, then move it back for dinner, then move it back for I mean it's crazy, but it's again a simple way of saying, okay, what, what can I do here to make them feel not like I'm Jeannie Mayo on a stage at Hillsong or something, but then I'm Jeannie Mayo and a bit of a mom. Like when Paul talked about you have a lot of instructors but not many fathers in the faith, and you hear a father in the faith much deeper than you hear just another instructor. So it's great to have a million instructors. I revere them. I have several, but, gosh, i want to pay dues. So that many like. Even when I got your email request to share on this podcast, my first words were oh gosh, she did cadre years ago. I mean, it's like this ridiculous fraternity that I go. Oh, you know, that makes you wonderful If you did cadre. I even have a room in the house, doug. It was before your time called the cadre coliseum And I have all your pictures up from all the years. Yes, cadre coliseum, Thank you, you are in my house.

Doug Smith: 43:38

Yes, Jeanne, can you talk about, because, i mentioned, when you go to cadre or go to your house, it's not just a visit, it's an entire experience And that's been you through and through. Whether you're speaking on stage, hosting people in your home, doing ministry, you are great at creating world class environments and experiences for people to transform their lives. I'm just curious, when you're planning a transformational experience with hospitality, what goes through your mind And maybe any advice for leaders on there on creating a culture that the transformation could take place in?

Jeanne Mayo: 44:11

Well, let me do the simple stuff first. Friendship is always the highway to the heart, and most people wait to be friendly until they feel friendly. And that's a mistake. And they think it's being phony if you act friendly before you feel friendly. Oh no, it's not. It's not. It's not phony, it's being mature and unselfish to be warm and outgoing. Somebody in a group has to create an atmosphere of a friendship, and so we do that from the greeters at my front door and the dumb red carpet that I lay out when you walk in.

Doug Smith: 45:04

So stupid, but it matters, it matters, it matters, dog on it, it matters.

Jeanne Mayo: 45:11

And and the ridiculous stuff I have in the kitchen waiting for you to eat and just the you know the music that's going, it matters. So let me just say it starts with creating a friendly atmosphere, which is people, which is people smiling when they don't feel like smiling, which is people making an attempt to get to know somebody else when that feels awkward. But you try, you stumble through the conversation. You don't just look for peeps that look like you're kind of cool because we can do that, but you're looking for everybody to feel in every country There's somebody weird. I just like every country there's somebody weird, i mean I won't even go there.

Doug Smith: 46:01

Do you have?

Jeanne Mayo: 46:01

a room for those people. Yeah, yeah, sure, i'm not even getting there, but there is every year, i think. How did that person get in there? But the reality is how they're treated is a great barometer and how I'm doing with creating a friendship culture And then, beyond that, the friendship culture which is mammoth and huge, opening hearts. Then in the experience, saying, okay, words are forgotten easily but experiences are not, and so it doesn't mean that every coaching block I do has an experience with it. Certainly isn't. A couple of things. I make sure that those coaching blocks are interactive, because I'm kidding myself if I keep talking and think people are listening. I do an opening and then I open the floor for questions. In the cadre you get to choose what the coaching blocks are on from a variety of things, and so I know I'm camping where people want to hear and question. So it's interactive. That's huge, we all know that. But then it's experimental many times, not all the time. But you know and I won't go too far on this because I'm telling too much but there's a night and I choose to, in the evenings, edit way down movies because I think movies. I know where I want to go, so I choose movies to get me there. I think that is remembered better than another little sermonette, and Jesus was a parable teller. So I think again, he told stories and he made them come alive. I want to do that. So I have a couple of TVs up in the living room and we just go for it And I've edited it down, tried to edit both the cuss words out and you'd laugh at them because they're like it's hard. Like you know, i am a huge fan of the latest Maverick movie And so I used it. But trying to get rid of all the cuss words there, good, good, but just a fun, a fun run at what I'm trying to focus on that night And then afterwards doing not always, sometimes just praying together and being done, but sometimes doing stuff like handing out heavy bricks to each of the iron groups and saying you're going to make a run together, you're all holding onto this rope, you're going to do it together. I won't say anymore kind of give something away, digging up something in my backyard. I

won't go any further with that. They all sound cheesy when I talk about them now, but I promise you they're not. It's just creating. So what I want to say is experiences are not that tough to create. If it matters enough to you that you start far enough ahead to think of them. I think most of us I can't do that because I'm not creative. We'll ask some creative people brainstorm. But the real stopping point for most of us is we don't care enough to start early enough. So we're not. You know, it's not just oh, i'm not creative, that's a cheap pass. Find some people that are brainstorm, what could we do to make this more unforgettable? And then we go from there. So it's just a fun run for me. I love it.

Doug Smith: 49:48

Yeah Well, thank you for creating unforgettable memories. That I have for sure, And I know everyone else in the cadre as well. With the time that we have left, I went jumping in the lightning round A bunch of fun questions I always ask at the end of every interview. This was not going to be a lightning round question, but for the time it is. You've raised an incredible family. You had a lasting marriage. Best parenting advice.

Jeanne Mayo: 50:13

It may not be glamorous, but you'll have your kids when everything else goes away. So your most important role in life is not what you do when you back your car out of the driveway, it's what you do when you bring your car back to the driveway.

Doug Smith: 50:36

Best marriage advice Wow.

Jeanne Mayo: 50:39

Now Sam and I did something so little but it was transformative. Once a week usually for us it was Tuesday evenings we would ask each other tell me three things you did this week, i did this week that brought journey. And it'd be three simple affirmations, not just on all the same weird stuff, but just a little stuff. You know, wednesday night you were great, you played with the kids, you didn't seem to get bored. And then tell me one thing this week, the past seven days, that you either misunderstood or ticked you off and made you angry, or you just don't get So the obvious we were affirming, but we were also quickly bringing to the top of the table stuff that eventually could become quite big if it was allowed to fester. And we did every week. Sometimes it was through in about three minutes, other times it was through a couple of hours later, but it I think it had more to do with keeping our marriage really what we wanted it to be than almost anything else we did.

Doug Smith: 52:10

So good, so simple, so practical. Thank you for sharing Best advice you've ever received, and who gave it to you.

Jeanne Mayo: 52:24

He is no fool who gives what he cannot keep to gain what he cannot lose. Obviously, not given to me physically, given to me by study. Jim Elliott, the martyred missionary. It's become the mantra of my life And, gosh, you know, i knew his wife quite well before she passed away. Obviously not him, but it to a young girl who is yearning for something, that purpose that I could give my life to. That particular cohesion of words said, that's it. He is no fool who gives what he cannot keep in every situation, to gain, ultimately, what he cannot lose.

Doug Smith: 53:14

Maybe the same answer, but if you could put a quote on a billboard for everyone to read, what would that say? That same one You're smart, you're very wise, you know me well. Yeah Well, I don't know if your books are still in your garage. I remember you probably had 10,000 books in your library.

Jeanne Mayo: 53:27

I do. I'm sure there's a lot more.

Doug Smith: 53:30

Maybe is there you mentioned grit already. is there one book either in the last year, all time, that you would just say, wow. Out of all the books I've read, this was or maybe one or two, most impactful to you?

Jeanne Mayo: 53:41

Not just this last year, but overall wise either whatever, whatever is I still saying it's so simple But I still love of tale of three Kings, jean Edwards. Yeah it's written two hours. Yeah, it's simple, but it gosh. It just reminds me again of all the things, because life is full of spear throwers. I mean, whatever career, field, family, whatever you're in, there are going to be spear throwers, and a lot of who you are is very determined by how you deal with that. And then on the leadership side though that's leadership as well I still, over and over, go back to read Jim Collins old book, good to Great. I go to the chapter summaries. I read the whole book already summaries. They're so simple, but they're absolutely gold, you know, absolutely gold. And when I see myself beginning to get sloppy about a couple of things, invariably I find somewhere in those dumb 10 things something that I thought Okay, gee, you know, shore this up a little bit more. So I'm not saying Jim Collins, his book is the answer to all leadership malaise, but it's it yet remains huge for me.

Doug Smith: 55:20

You've got to spend time with some of the greatest leaders on the planet And you're I know you're a huge learner. I'm curious do you have a go to question or two where, if you get a dinner with a Craig or show or you know, name your hero that you always ask?

Jeanne Mayo: 55:35

Well, i often will find myself asking people what was the personality you had to create in your childhood in order to survive it? That tells me a great deal about them And time and time again, the answer to that question usually deals with exactly what geeks and users are talking about dealing with. Hey, how did I face into pain or challenges or loss, and then to say, okay, top three things, simple as they may be And usually they are simple That you would say, gosh, these are the three harbor lights of the journey for me to becoming who I am now. what are the top three? And so I know them. well, by the time I've got those couple of questions answered.

Doug Smith: 56:47

So good, The first one. So deep. Go deep quick. I love it. A few questions left. I don't know if you have an actual bucket list or not I don't remember, But I certainly know you've lived a bucket list life. I saw you were just in Alaska, which I was like totally jealous of.

Jeanne Mayo: 57:02

Hey, I have mushed in Alaska. I was not just in Alaska.

Doug Smith: 57:07

I'm not in Alaska. I was washing.

Jeanne Mayo: 57:10

It was amazing. I've watched all these these dumb reality shows on TV when I have insomnia at night, so I watch these stupid things on TV, these Alaska shows. They all mush with their dogs. I wanted to mush and I did it. It was way cool.

Doug Smith: 57:26

It lived up to it. That probably answers my question If what's something you've done that you think everyone should do before they die.

Jeanne Mayo: 57:33

Oh, i think everybody needs to. Yeah, mush, i think it's just so fun And you know, just do something that is ridiculous for you. You know, do something that's ridiculous and you

know you're not probably gonna get it for Christmas. Just do something ridiculous. And mushing was that for me?

Doug Smith: 57:58

If you could go back to you and have coffee with yourself at any age? what age would you have coffee with yourself and what would you tell that version of Jeannie?

Jeanne Mayo: 58:06

It'd be 21. It's when I married my husband. I would tell myself that ministry and just success in life, no matter how hard you tried to please the world, you weren't gonna please everybody. And your strength, which for me is caring deeply and loving people which I, for real, really do could be played against you as a weakness. I really didn't realize that, and so I think I knocked my head against a lot of invisible walls, trying desperately to please way too many people. And you know, you've got a real life, Doug. When I started ministry 53 years ago how do I say this? nice. People are not being honest. They were like these people that talked about. You know, when Jesus comes, everything's great. They're great, their family's perfect, they've never had a bad thought in their life. And a name that many people listening won't even recognize Jack Hayford. I entered my life as a mentor, but it was through his tapes. Now, later on, he became a dear friend. And I spoke at his conferences, but for many years that was not so. And I listened to him and he was honest. And he talked about very vulnerable things. And his honesty gave me permission to be honest myself with people that I was trying to have impact on. So, gosh, I would have said to 21 year old Jeannie look, you're not going to please a lot of people. Be careful, because, again, your strength is loving people but it can be played against your weakness. And then you'll have mind games and feel like a failure, get discouraged easily, give way too much weight to the wrong voices from the peanut gallery. And secondly, I would have said and, gosh, I had the greatest marriage. I don't know anybody has a better one. I think I would have said marriage is not at all what Hollywood or songs make you think it is. I had a wonderful marriage but I still look dumb. And I think and I kind of choose what I watch on TV. So obviously I'm not watching a bunch of really sketch stuff, but everything you watch has love scenes in it, everything. And if romance is what I see projected on the screen Sam and I never had romance. I mean kissing once, and suddenly they're stripping clothes off and they're keeping heat. And you know, it's great anatomy, and they're slipping into a hospital. I'm thinking, god, this is not real. This is So. That would have been the other thing I would have said to myself. Look, love is still cultivated. Love is still a beautiful decision that you make. Now, just a decision to focus on the very best of the person and to talk honestly about the bumps, like what we did, because you know, I thought it was supposed to be moonlight roses all the time. That's so fun. Well, Jeannie, this has been such a joy.

Doug Smith: 1:01:42

Our time's coming to an end, So I'll just leave this open And anything else you want to leave leaders with to end today's conversation. Oh no, Just gosh. What fun to be able to do something with your life that really matters.

Jeanne Mayo: 1:02:01

And again, it's not the big crowd, it's how a couple of people around you, how you can make them feel. I think, again, the greatest preaching is not your messages, so much from a pulpit, but how, when you're with people, the Jesus inside of you, whether you're laughing or crying help to make them feel. And so I hope, i hope this is just a simple reminder to a bunch of awesome people, whatever their station is, and I hope that you can hear me A reminder to a bunch of awesome people, whatever their station in life Give your heart away. You will not regret it. Give yourself away. Don't be impressed with numbers or crowds. Find individuals, because real impact is always an individual sport, not a mass sport.

Doug Smith: 1:02:59

Well, Jeanne, thank you for a lifetime of long obedience in the same direction. It's impacted the world 100x And we're very grateful.

Jeanne Mayo: 1:03:05

Thank you so much. You're so good. Thanks, Doug, and honor to talk to you.

Doug Smith: 1:03:10

Well, hey, leader, thank you so much for listening to my conversation with Jeannie. I hope that you enjoyed it as much as I did. You can find ways to connect with her and links to everything that we discussed in the show notes at L3leadershiporg. And, as always, leader, i want to challenge you that if you want to 10x your growth this year, then you need to either launch or join an L3 leadership mastermind group. Mastermind groups are groups of 6 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. For me personally, mastermind groups have been the greatest source of growth in my life over the last eight years. If you're interested in learning more about launching or joining a group, go to L3leadershiporg. And, as always, i like to end every episode with a quote. In today, i'll quote Joe Brooks, who said this recently. He said leaders are examples. When you lead, someone is always watching. Always remember that, leaders. Well, hey, i hope that you enjoyed the episode. Know that my wife Lara and I love you, we believe in you And I say it every episode but don't quit, keep leading. The world desperately needs your leadership.