

Doug Smith: 0:08

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 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. 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 us for a while and the podcast has made an impact on your life, it would mean the world to me if you'd 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, it is August and every August I take a month off of podcasting and replay some of my favorite episodes. And in today's Encore episode, you're going to hear my interview with Dr Sam Chand, and Sam is author of the book Leadership Pain, which made a huge impact on my life, and it was a great privilege and honor to get to interview him, and this is one of our most downloaded and most viewed lesson two episodes ever, and so I think it's going to add a ton of value to you. But before we dive into that, just a few announcements. This episode of the L3 Leadership Podcast is sponsored by Beratung 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. That's B-E-R-A-T-U-N-G-Advisors. com Securities and investment products and services offered through LPL Financial member, finra and SIPC. Beratung Advisors, lpl Financial and L3 Leadership are separate entities. I also want to thank our sponsor, Henne Jewelers. They're a jeweler earned 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. Investing involves risk. Please consult the return offering circular if you're interested in investing. And with all that being said, let's dive right in. Here's my conversation with Dr Sam Chand. Well, Sam, thank you so much for being willing to do this interview. It's a great honor to get to spend time with you. I know I was telling you just prior to us jumping into the interview how much of an impact your book

Leadership Pain has had on me and a lot of the leaders that we have influenced over here at L3 Leadership. So thank you for your work. But for those who may not be familiar with you, can you just start us off by telling us a little bit about who you are and what you do?

Sam Chand: 3:04

My name is Sam. I help people. That's basically it. I'm married. I've been married to Brenda for 31 years. We have two adult children, two grandchildren, one son-in-law. God's been good to us. I never thought that God would favor me the way. He has no reason for it, except the divine providence. And I'm an immigrant. I came to the United States of America in 1973, born and raised in India, so by now you can figure out. You know I'm not from your neighborhood, and so this has been a great journey. And so what do I do? Official title is I am a leadership consultant. That's an official shingle, if you want to call it that. But my life vision is helping others succeed, and so that's why I say yes. The reason I say yes is not to be on a podcast. The reason I write a book is not to write a book. The reason is to help others succeed, and so that's basically who I am and what I do.

Doug Smith: 4:15

Yeah, and you know for anyone who reads your resume you are. You've been named one of the top 30 leadership gurus on the planet. I know a lot of the leaders that you've been able to mentor and have influence with, and you know when people see where you are today. I always like to ask leaders what do you wish people knew about your journey that they may not know?

Sam Chand: 4:34

Well, they probably don't know my work ethic, they probably don't know how important every phone call, every email, every text message, how seriously I take it. Because sometimes people think you know, people put you in a category and think like, well, they'll blow us off. And I don't do that because I've been blown off before and I know, I know how sincere I was and I didn't have name. Recognition and obscurity is where I was living. So I just never know who you, who you're helping, at what stage of their life, and also believe in the sovereignty of God. I believe that this conversation we're having right now and everyone listening and watching right now is part of the sovereignty of God. So this is a divine appointment and that's so. I just take it that seriously.

Doug Smith: 5:43

I love that. I do want to dive a little bit into that because I'm curious. With the level of influence you have, I'm sure you have to say no once in a while. How do you determine

who gets to spend time with you and who doesn't, or who gets a response who doesn't? I'm just curious because leaders are busy.

Sam Chand: 6:00

So I have a very simple criteria for that. My office does that and that is simply I want to influence influencers, because if I can be in a room with 10 influencers who are influencing thousands and millions of people, that is a better use of whatever God has entrusted me with than being in her 10,000 people who may not have a whole lot of influence. Just recently, every year I do invitation only round table somewhere outside the country, and I did one year before last just use that. For example, in Panama City, panama, there were 24 people in the room, 24 mega leaders in the room, and they all represented 14.5 million people. So that's my criteria. My criteria is simply to say yes to where I can influence influencers. So I'd much rather be in a room of 10 than a room of 10,000 because of that.

Doug Smith: 7:07

And I don't know if this is related, but I've read this in your book and it stood out for me for some reason. On the communication. So you said whatever level someone communicates, whatever medium someone communicates to you with, go a level higher. So if someone sends you an email, maybe you should give them a phone call. Can you talk about that principle and how you apply that to your life? I just thought that was interesting.

Sam Chand: 7:25

Because people always start safe. People want to start at a level that they feel like they're not going to be offensive or they will not feel obtrusive or they will not be invasive. They're trying to be nice, they're trying to be polite, they're trying to be courteous, and I get that. But I also know, behind all that courtesy and politeness, there is a little edge to say this is where we want to start, but can we go higher? And so, instead of waiting through all the drama, I just try to take the conversation higher. Of course they are built on assumptions I get that and sometimes assumptions by instincts are right, sometimes they're wrong, but regardless I try to push the the envelope a little bit higher. That gives them permission to take it higher. And then we keep stepping it up.

Doug Smith: 8:22

That's so good. I do want to dive into leadership pain, as I mentioned already, most impactful book that I read in 2019. Every leader I've talked to that's read it said this resonated so much and you've actually been surprised by the audience. You said everywhere you go. Everywhere People are relating to this book and the thesis of the book, which I love, is you'll only grow to the threshold of your pain. And Can you just

give us a little bit about why did you write this book and and what do you mean by that thesis that you'll only go to the threshold of your pain?

Sam Chand: 8:52

So one of the things I do is I told you earlier, my leadership consultant and I deliver my consultancy in different formats. You know, all the way from one on one with a CEO of a company or Mega church pastor or executive director for nonprofit, like you are. So all the way from there to writing book, podcast or videos and so on. And one of them is speaking on platforms. And when I would speak on platforms, I realized there were certain questions that matter what part of the world I was in, that kept coming up again and again, different variations of the same question. But the same question kept coming up again and again, and one of the questions was in different variations was so what's the difference between a large church pastor and a smaller church pastor, or a large corporate leader or a smaller corporate leader, or large nonprofit leader or a smaller nonprofit leader? And Because that question kept coming up again and again, I started Looking at it more carefully because it seemed like people wanted to know, but I did not know. So I started eliminating the what I thought were common denominators. So I figured out it's not administration, it's really not even leadership, it's not vision, it's not your team, it's not your location. It's not your money. It really comes down to a very personal thing about the leader how much pain you can handle. And I started realizing as I got closer because of my work I can get very personal, very close very quickly with high-level leaders and I started noticing they carry a lot of pain but they don't talk about that pain, the the only reason they talk about that pain is to encourage others. That I made it, you can too. But when I started delving further, I came up with the one distinctive factor that was common in all leaders that differentiated them was their ability to handle more pain, their ability to handle. Now when I talk about pain, I'm talking about internal pain, external pain, organizational pain, financial pain, relational pain, time management pain, just you know, growth pain, all kinds of different pains and of course that ended up writing that book leadership in. But the whole notion was the thesis of the book and the whole book is built on one sentence, which is you will grow only to the threshold of your pain. Higher you go, the more pain, and that is why a lot for leaders subconsciously and unconsciously put a pause button or Sometimes even a stop button in their lives, and I'm not willing to endure any more pain and that is the end of their leadership, right? That does not mean they're not effective as leaders where they are. They are still effective leaders where they are at, but some that thing inside of them that wants them to go higher and bigger and faster I mean very quickly. So that's that's why I wrote the book, just realizing that people needed to know. The one differentiating factor is pain.

Doug Smith: 12:22

Yeah, and can you just, can you just speak into? How can you actually grow your threshold of pain? You said that it holds so many leaders back in the book. You talk about how so many visions have been squandered as a result of people's unwillingness to grow through pain. If a leader's listening to this and they're at that threshold of just saying I don't know if I can take any more. I don't, but I have this dream in my heart, what would your encouragement to them be?

Sam Chand: 12:44

So I've been at that place many, many times in my life, many, many times in my life, in which I said I'm done. I mean, this is it. You know. Thanks for trusting me with all of this, but I just I don't know if I can go any any further with this, and the thing that I think has helped me, which might help others, are a few things. One is I have some very good friends, maybe five, you know. I know thousands upon thousands of people, but probably I got five such friends whom I call pain partners. There's a whole chapter in the book called pain partners, whom I call pain partners. And pain partners are people with whom I don't I'm not whining, I'm not complaining, I am not saying woe is me and poor me I am. These are people with whom I can transparently saying man, I'm done, you know I don't need this pain anymore. You know I can make more money and not have to deal with this. Why do I want to lead an organization when I can just get me a job? Because when I'm leading an organization, I'm never off. I could be on a vacation somewhere or on a cruise somewhere, but this thing, because I'm leading the organization. I used to be a university president. You know it just kind of lives in your head. I used to be a senior pastor. You know you're never off. You know I can tell you. Many times I've said to my wife. Brenda said I tell you what. I'm just gonna get me a job. I Will make less money. I get that. I will not have any invitations. I. But you know, after five o'clock in the afternoon I'm done. I can turn my phone off, I can turn my email off and when we are on a holiday with invocation, I don't care who dies, I don't care whose house burns down, I don't care. You know I, I can actually shut my life down and actually have a full-fledged holiday. So pain partners have really been helpful in which I can just talk to them and them and they're not trying to fix it either. That's an important thing about pain partners. These are not answer people. They are not people saying you can do it. Come on, sam, you can. Now there's not raw, raw place. They are just like the, the, the dumpster. You know I just dump on them I. Just dump on them and after a while, said thanks for listening, and so that's one thing. The second thing that has really helped me is God's history in my life. God's history in my life and God's history in my life has been that that before I go to any whatever you want to call next level of influence or anything, I Been through a dark night. That's been God's pattern and God's history in my life. So, because that has been God's pattern of working in my life, it is a Easier for me to say, okay, I'm hurting right now, but looks like he's up to

something good, so let me Not waste this crisis, let me. Let me kind of hang in there and see what he's got on the other side.

Doug Smith: 16:09

That's so good, and can you just maybe dive a little deeper in that, specifically to young leaders you talk a lot about in the book. You know, when people start the leadership journey they have these aspirations and they idolize what leadership is, but then when you actually get into the arena, you realize it's nothing like that. And there's consistent statements throughout the book and I think Craig Rochelle said it. You said it in so many words that before God uses you greatly, he's going to break you. And Not the most encouraging statement ever, but I think there's a reality to that. So can you just speak to the, the 20-somethings, those in the early 30s starting out their leadership journey? What advice would you give to them when it comes to this whole subject of leadership pain?

Sam Chand: 16:45

So, first of all, coming from an old man, wish I wish that was a young person's dilemma. I deal with that at 67, almost 68 right now. So I don't think you. It's not the ideal you think about idealism. Idealism is a gift from God because if we didn't have ideals we would curl up and die even before we started the journey. Idealism says, hey, you can do this, let's go after it. And then you start getting your buddies together saying, hey, I want to do this, you want to be part of this, I want to start a podcast, can you help me with that? And you know I'm going to do this, I'm going to do that, and so anybody can reign on your parade. But then you know, I think it is an idealism that gets you into the arena and the idealism that I can do. This is what is needed, because if we were not idealistic, if we were all realistic, none of us would do anything. You know, I'm an immigrant. I know what it is to eat out of dumpsters. I know what it is to go dumpster diving before it was fashionable. I know what it is to live on peanut butter jelly sandwiches half in the afternoon, half in the evening. Listen, so realism would have said you're just an immigrant, you know, nobody really wants you. You speak with an accent. Half the people don't understand you. You don't look like them, you don't behave like them. So reality is reality. I get that, but I need somebody in my life who will say who cares what reality is? Let's go fly. Reality says gravity is going to pull you down. But there were a couple of brothers in North Carolina, kitty Hawk, who decided to defy gravity. And here we are. So all I'm saying is idealism is good. And listen, can I talk to some of my older comrades right now? If you are in your other category you consider older to be, don't be tamping down on somebody's idealistic dream. It may be crazy to you. People call me the dream releaser. I have a coaching program called dream releaser coaching. What we do is release people's dreams. Why do I want to become the heavy guy with all the wisdom and the knowledge and experience and lifetime? Say to you hey, don't do that, that's not good. Do something else. Why do I want to do that? I don't know what God

has for you. Beat the wind beneath somebody's wings and say go after it and don't use the word realistic or idealistic. It is somebody's dream, is their dream, and who are you to pass judgment on somebody else's dream? Let people dream, and I think that is where I would say to everybody stay idealistic, you can do it. Everybody who did anything at any time in their life did something that at one time was considered impossible. So keep doing it.

Doug Smith: 20:08

Can you dive a little bit deeper into that, since you coach people to release their dreams? So step one, it sounds like, is don't drain your dream, go after it. But what practical steps do you coach people in pursuing their dreams once they have it?

Sam Chand: 20:24

So if I had a dream to open a hamburger joint so I have to become a student of hamburgers and hamburger making I'd probably get me a job at McDonald's and I may start as a cashier, I might start as a burger flipper, I might start as the drive-thru or order taker, but if I'm going to start a hamburger joint, I've got to be a student of how hamburger joints are run. So if you have a dream, the first thing you got to do is to ask yourself who else is doing this and study them, study the person, study the product, study the process, study the whole situation there and then beef up your knowledge and your wisdom and your experience from that. So I think you have to reach into your history before you reach into your horizons, and I think that is the tension that people keep running towards the horizons but they have not. And, for example, if you want to write a book, then you read books but also figure out how our book is written and what does the publishing industry look like, and those kind of things. I would just say to people become a student of whatever your dream is.

Doug Smith: 21:49

That's so good. I wanted to have a little tactical leadership and a question. I always love asking leaders, and part of this you may have already talked about but what price did you have to? What are some of the prices that you've had to pay throughout your journey to get to where you are?

Sam Chand: 22:03

Oh boy, that almost sounds like I'm some kind of martyr. It's like whoa, I paid this high price to be where I am to do what I do. Okay, I think living a disciplined life. I'm not OCD. Some people might say that but I live a fairly disciplined life. For example, there is not a single person on this planet who can say that I sent Sam Chan a message and he did not respond. So that's part of the price. That's part of the price. We may say no, but we will still respond. We may say another time, but we will still respond. So that is part of the price of making sure. Another price that I think I have paid is not holding any

grudges. There's not a single person in my life that I hold anything against. There's nobody in this world that is holding me down, carrying no extra baggage as far as I know. I love everybody and everybody loves me. If you don't love me, just keep that to yourself. I'm good. I don't need to know that. I don't need to know that. Really, really, I don't need to know that. So the whole notion of how we call personal disciplines that don't necessarily make a list the price of making sure that I don't say yes because it's a large opportunity. I have said yes to a smaller opportunity smaller, however you want to quantify that and then a larger opportunity came around and my carnal self wanted to cancel the smaller opportunity for the larger opportunity, but my integrity says no. You've already made that commitment. You can feel the disappointment. Don't deny the disappointment, saying wish I had not. I wish I had waited. You can go through all of that, but keep your word. I think those are what are called personal disciplines. They're not the glamorous list that you can make or personal prices, but those are the kind of things that happen with daily living, daily decision making. But I don't know if I mean I've paid a lot of prices, but that time they looked really large. Looking back on it, that's part of the pay that you do to get ahead.

Doug Smith: 24:59

Yeah, talk about getting ahead. I guess you have any advice for leaders looking to get ahead, or? You know Jack Welch always says get out of the pile. What advice would you have for young leaders looking to get out of the pile and stand out?

Sam Chand: 25:10

I think, boy, that's a great question. I remember I was at this church conference one time and a very, very senior leader At that time he was 60 or some years of old age and he seemed ancient to me. You know, not like him you know he seemed ancient to me and I was 26 at that time. Yeah, I was 26 at that time. Yeah, he put his arm around me and this is what he said to me and it has been gold for me. He said, brother Sam, in those days everyone called you brother and sister. Yeah, those are wonderful days. So he said, brother Sam, live long and live clean, live long, live clean. Well, at that time it didn't make a whole lot of sense for me. But I have found that, yeah, the race does not belong to sprinters, the race belongs to plodders. Just plod away, just one step in front of the other. It is a marathon that keeps plodding away. And so live long. That simply means the longer you live and you live clean. Live clean means keep your family first. Don't mess around, you know. Keep your zipper up, just do the right things. Make good choices. Eye to people, don't try to make a fast buck. Stay married, be a person of integrity. Keep your word. That's what he meant. Now it all makes sense to me. That was 30-some years ago, but I still remember him saying Brother Sam, live long, live clean. And can I tell you what prompted him to say that? So you know, I'm 26 and I'm one of those guys asking questions. I walk up to him. He's successful in what he's doing, and I said to him his name was brother Chester Miller and I said to him Brother

Miller, if you could give me one piece of advice, what would that be? You know I'm looking for, you know, that question. What is the one piece of advice you can give me that will take me to the next level? And he put his arm around me. And that's when he said to me Brother Sam, live long, live clean.

Doug Smith: 27:47

That's so good. One of our values here at L3 is character development. We think character development is the most important development and I'm just curious, as you've worked with leaders, how do leaders grow and develop their character? You know, you just mentioned a bunch of phrases that sound great and obviously would build up a life of character, but how can we actually build character in others? I'm just curious how you view that.

Sam Chand: 28:13

That's very difficult to do. If that was easy, we wouldn't have any wrecks to read about. Yeah, yeah, and you know I have, over the years I've had lots of my friends who messed up, who messed up in the financial dealings, who messed up with trying to make a fast buck, who messed up in their marriages, had affairs, who medicated their pain with alcohol and drugs and illicit activities, gambling and so on and so forth. And these are good people, these are godly people, and some of them pastors of large churches, some of them husbands and fathers and grandfathers that you would have thought are brilliant people. How could they throw it all away with us one night stand? How could they do that, were they not people of character and to me character is, but that's a huge question. So let me give me a minute to answer that. So let me just tell you how character destroyed, character destroyed in three steps. And we find that in Psalm, chapter one, verse one, where the Psalmist says to us blessed is the man who walketh, not. Number two is standard, not number three is sit it not I'm doing from the King James version, because it is, it is just I'm a King James guy, but no, no, I'm NIV and message and living Bible. I'm all that so, but in this quotation, blessed is the man who walketh. Walking is your first step towards sin. That's the anatomy of sin. Standing is the second step. Sitting is the third step. Nobody starts off by sitting. So that means if you, if you ended up having an affair, for example I'm throwing stones at anybody I was saying, if you ended up having an affair, it didn't happen just like that that you and your wife had a fight, so you ran down the road and picked up somebody and had sex with them. That's not how it happens. It started on a slippery slope. You were walking by, you were watching things you shouldn't be watching. You were, you were looking at stuff on your phone that you shouldn't have. You were reading stuff that you shouldn't have. You were going through time, you were just walking, but in your peripheral vision you could see stuff, and then you stood there long enough to be enticed by it, being attracted by it, being seduced by it, and then you end up sitting down Erector development. I've got to. I've got to deconstruct this whole notion and say to myself who am I walking with, who

am I standing with and who am I sitting with and that is where it is very important for you to have truth tellers truth tellers in your life and he will say things like Sam, everything okay between you and Brenda, and notice that you guys have been short with each other, sam, the way you replied to her. Everything okay there. Sam, you used to respond to my emails and my text messages, but now you used to do it every day. I mean, if I send you a message, you respond the same day, but now it takes you three, four days. Are you okay? Somebody just needs to raise a question and ask a question and I can tell you, most of us are afraid of hurting other people's lives, and we are not. We don't love them enough to risk our relationship to raise the issue and ask the question. So over the last 35, almost 40 years, I'm known for raising the issue and asking the question. I'd much rather lose you as a friend and I'd much rather hurt your feelings. I'm not going to do that on purpose. I'm going to be very respectful. I'm not going to be like a bowl in a china shop. I'm not going to come accusing. I'm not going to be throwing stones at you, but I will ask you that question. I will say Sam, are you dry now? Are you still drinking, sam? How are things at home, sam? Are you still watching that stuff? Sam, who is monitoring that stuff? Sam, have you broken that relationship off, sam? Have you paid that money back? Sam, are you still gambling? I? I asked those questions because I found out how more people are, are what look to or work towards keeping the relationship, then keeping that friend from the ditch, that's much rather Build a fence at the top of the hill and build a hospital at the bottom. I'm just one of those that I'm wired like that. My wife will tell you. I have knocked on people's doors at 11 o'clock at night saying you should be home. Are you home? That's so. I'm known to do that because I love you enough To not let you slip into a ditch.

Doug Smith: 33:44

That's, that's at least what I do, so I love that. On the front end, can you? Can you talk to leaders who may be listening to this and they might say, man, I wish I would have had a friend like that six months ago. But, man, I've fallen and you talked about, you've had many friends fail. What is the other side of having a fail look like and what's your encouragement? The leaders who may have found themselves in a situation they they didn't want to be in, but found themselves in so let me start by asking a very Insensitive question and then I will answer that question.

Sam Chand: 34:13

The insensitive question would be so how come you didn't have any real friends? What was it about you? What was it about you? It kept people and you called them friends, but they're really mere acquaintances. They are, they were well-known acquaintances. So what was it about you that did not invite people into your life to be the kind of people that you needed in that moment? Having said that, that's an intrusive question, but that has to be a question is asked somewhere in the front end to become introspective about our enabling behavior that Keeps people at arm's length and does not allow them to

come in. The second thing I would ask them so what lesson have you learned? Are you still trying to do life alone or are you? Have you changed that behavior? Who is speaking into your life? Who and I'm? The question is not who are your mentors or your guides, who is you know? Who is your consultant? Who's your coach? I think all those are fair questions, but that's not the question. The real question is who have you given permission to To speak into your life? So I have five such people in my life. They have permission to ask me any question I want to ask me without any disclaimers, no offense taken. Ask me anything you want to ask me. In fact, there are times I'll call them and say is there anything you want to say to me? Is there any question in your mind? Is there anything you are seeing in my life? That is, you think you're wanting to say and you just don't know how to bring up the topic. Let me bring up the topic you talk to me, because I'd much rather deal with that myself and put myself in a position that it places others at risk and my relationship at risk. So I think most people do not learn from the behaviors that got them into it to begin with. Remember I talked about walking, standing, sitting. So who are you walking with? Who are you standing with? Who are you sitting with?

Doug Smith: 36:29

Sam, that is unbelievable. Thank you so much for sharing that insight. I do want to dive into the lighting round, but before we do, you know, for those listening to this interview, you have many services that you offer to leaders. Can you just talk about a few of the services that you offer, how people connect with you, and I believe you also have a special offer specifically during this time, during COVID-19.

Sam Chand: 36:49

So yeah, thank you for for bringing that up. I'm very frustrated right now and my frustration is People are home, might have a little more time to increase their leadership, but cash is low or they've been careful with their cash. So I have a leadership program called Sam Chan Leadership Institute and for years and years we have been marketing that all over the world, with thousands of people subscribed to that and they paid 2000 US dollars 2000 years dollars a year to get the 12 month program. So what do you get? For 12 months you get one of my books every month or 12 books that I've written. Every month, you get four videos a month that support that book and at the end of the 12 months you get a certificate of completion. We are saying to ourselves how can we help people and not worry about the money part? So we're calling this the COVID offer or whatever you want to name your price offer. This is what you will do If you go to a website. Let me give the website now. It is SamChand leadershipcom slash COVID C-O-B-I-D. I'll give that to you again in just a moment. What happens there is it'll ask you two questions. One is what's your contact information so we can start sending you material. And the second question is how much do you want to pay? You put in whatever you hear me now whatever you want to pay in there, no questions asked, no

negotiating, no backing forth. No one's going to say that is too low or unacceptable. Whatever you say, you get in the program. Imagine for a moment you go to a restaurant and you sit down, you look at the menu and there are all the menu items and no prices. And you call your server over. You say sir, so there are no prices here, what are we gonna pay? And he says enjoy your meal. And whatever you want to pay, whatever you want to pay on the way out, whatever you want to pay, just pay. That that's the deal here. So you will get 12 books. It's everything's online, everything's digitized 12 books, all of them written by me. You get four videos a month that'll support each book that month and a certificate of completion for whatever you want to name. So here's the website again samchandleadership.com. Slash COVID. All the listeners can do this. You wanna pass it on to your entire companies. I know right now of the entire churches are doing this, entire leaderships are doing this. Entire companies are doing it because there's no money out of your church, there's no money out of your company. It is up to the people. All they need to know is we want to increase. So thank you so much for allowing me to just lessen my frustration during this time of how do I get people raise the leadership?

Doug Smith: 39:53

Sure, and leaders. If you're listening to this, we'll include links to all of that in the show notes and throw it in L3 emails as well. So look for that, and I encourage you to sign up and pay what you can pay. So thank you for adding value to leaders in that way. Sam, as we start to close out, I always love taking leaders through my lightning round questions, and so let's just dive right in. My first question is what is the best advice you've ever received, and who gave it to you?

Sam Chand: 40:18

It was Brother Chester Miller. Live long, live clean.

Doug Smith: 40:25

Love it, love it. It may be the same answer. If you could put a quote on a billboard for everyone to read, what would it say?

Sam Chand: 40:32

I would put one word. Others Say more about that Live. I wish somebody had told me in my earlier years it's not about you. I think Rick Warren said it best in his purpose-driven life it's not about you Wasn't around writing those books at that time. He was around but not writing books at that time like that. So I just want it's about others. If you live your life for others, you'll be fine.

Doug Smith: 40:59

What's the best purchase you've made in the last year for \$100 or less?

Sam Chand: 41:02

Oh, I got me a jacket at Nordstrom Rack. It was in my size, it was hiding it is. I just love it. It is like crinkly blue with a black collar, white buttons. I mean it just pops. So it you know. Past time, past time. Some cool jeans, white shirt and that jacket on a platform. It just looks great on a screen. So yeah, yeah, I'm way in like that.

Doug Smith: 41:33

I love it. What books have you read in the last year that have made a great impact on you that you'd recommend?

Sam Chand: 41:38

I tell you, I'd like to recommend a book that I read about 40 years ago, maybe 30 years ago, that I can't get away from and I've recommended that book than any other book, apart from the Bible that has influenced my life and how I live my life, and that is a book by Seth Gordon and it is called Purple Cow. It's purple as in color, cow as in animal. Affected my thinking, how I make decisions, much of what I do is done to the grid. It's just a little book. You will probably end up reading it in less than two hours, less than two hours, but it was a life changer for me and still remains that way. So I thought I would give that because it has affected me that deeply after all those years.

Doug Smith: 42:27

What are you passionate about right now?

Sam Chand: 42:29

Influencing influencers and creating content. I want to keep thinking, creating content, and I want to influence influencers, and God has allowed me to do both of those at a level I never thought I would, and so I'm very aware of his providence in my life and I'm very much aware of the weight of stewardship of that in my life as well. So yeah, being content, influencing influencers.

Doug Smith: 42:57

What's your greatest challenge right now?

Sam Chand: 43:00

My greatest challenge is how do I get out so much? That's on paper? I got stacks of notes and I'm working on literally 13 books right now at the same time. Yeah, fated guy, I am very frustrated. It's like having 13 children, and which one are you gonna feed first? You know so. It's just like that. So I've done two books this year already. One is already out, called the Sequence to Success. The other one will be out in September, called

Tensions, the Power of Tension. And then there's another book that is due to my publishers in April. I have no idea which one of the 13 is gonna end up then. That's awesome.

Doug Smith: 43:52

Do you have a favorite failure in your life that ended up leading to success or a great lesson?

Sam Chand: 43:57

Yeah, when I applied for a job that I thought I was suited for and I did not even get a response back, I carried that for a long time and I could not get ahead. And the reason I could not get ahead is because that became shackles around my feet. I had to let go of that rejection. And, more than the rejection was, nobody even respected me enough to say, no, that's got ignored. So yeah, that's it.

Doug Smith: 44:35

Do you get to spend time with a lot of great leaders? I'm just curious Do you have any go-to questions that you always ask when you get a meeting with a leader?

Sam Chand: 44:43

Yeah, yeah, yeah. So by now you know how I'm wired. So this is what I would say. I would say, doug, how are you doing? You'll tell me. I'll say, no, really, how are you doing? You'll tell me that's it. Please don't mind me asking that question again. How are you really doing? Well, you know I'm doing well. I've got a few things I'm working through, so you're here to talk about those things, and so, yeah, that's my question. I'm in a place in my life I'd much rather lose you as a friend and keep you out of the ditch.

Doug Smith: 45:28

Aside from your family, what is your most worthwhile investment over your time and money?

Sam Chand: 45:32

At this given time. You, I live in the moment, I dance in the moment, so I'm not looking for you know, right now I've got a bunch of calls lined up, as you do, and everybody tells right now, but right now I'm giving you a hundred percent of what I've got. I'm totally nothing back. I'm not looking at my watch, I'm not looking at anything. So I have learned to dance in the moment. Give it a hundred percent of who I am right then. So right now you are it.

Doug Smith: 46:01

Thank you. Do you have any unusual habits and enable you to be successful?

Sam Chand: 46:05

Yeah, got a bunch of them, all the way from unusual to weird, but let me give you one of them. I live by what I call the Ohio principle. Oh H, I, o. My wife taught that to me years ago in the 80s, someone in the mid 80s. And this is what it is. It's a. It stands for Ohio Only handle it once. That means if I get a text message from you, I will just answer it right, then I only handle it once. So I have nothing that's waiting to be done. And if you send me a long email with a lot of stuff in it, I will still respond to you and say, hey, got your email. I'll be back with you, but, oh yeah, that habit has kept me, kept me focused.

Doug Smith: 46:53

Do you have a morning routine and if so, what is it?

Sam Chand: 46:55

Yeah, I wake up in the morning. That's a good thing. There would be no routine if you didn't wake up. Then I calm down for a moment in the in the way of just getting my thoughts and call it meditation. No, whatever you want, just a small time of just being myself. Then I will get on my roar in my house and I will try to get a good cardio out of that. I'm not trying to be a weightlifter or anything like that, I just want to keep my, my ticker healthy. So I'll get myself a good cardio and I'll tell you what a roar will kick you kick you every part of your body. So I will do that. Then I will clean up, then I'll have breakfast with my wife and we'll pray together and we will talk about what's happening in her life, what's happening in my life, what the day holds. We have a time of prayer for people we want to pray for at that time. If there are any phone calls to be made that we need to make together, like this morning, I just called my sister in India. It is her birthday. So you know those kind of things we'll do personal things and then we will jump into what the day holds for us on the professional level. But I do all my personal stuff, invest in myself, in my devotional life, in my personal life, in my physical life, in my relationship life, at the front end of it, and then go into the day.

Doug Smith: 48:29

Do you have anything left that? What's one item left on your bucket list, if you have one?

Sam Chand: 48:33

Yeah, I don't. I think I would like to write a book on. I cannot talk about the topic right now, but I'd like to write a book on that subject. I don't know if anyone will read it. I think it will be more cathartic, like I told you. And a book, but yeah, I think that's on my butt. I

really want to make a list, name, names and do that. I'm afraid of the release of that one. Yeah, no, I'll make more money on that book by not releasing it.

Doug Smith: 49:12

If you could go back and have coffee with 20 year old Sam, what would you tell him?

Sam Chand: 49:16

I'll say it to him relax, you don't have to get it all done today. You don't have to get it done today. Let's do your best today. And I would say to my 20 year old Sam focus on today, not tomorrow, not yesterday today, because tomorrow will be more of whatever you do today. So what are you doing today that you can care into tomorrow? But tomorrow is not the issue today. I spent so much of my time worrying about yesterday and planning for tomorrow and somehow I missed today.

Doug Smith: 49:52

At the end of your life. What do you want to be remembered for? What do you want your legacy to be?

Sam Chand: 49:56

He was a good husband. He was a good father, he was a good grandfather. He loved his family.

Doug Smith: 50:03

Anything else you want to leave leaders with today.

Sam Chand: 50:05

Yeah, I want to thank you for what you're doing and the gift that you are to everybody that is following you. You haven't said much about L3. And so can I just turn the tables and use that for a moment? Sure, why.

Doug Smith: 50:22

L3?. Why the name? Or why did we start that you start?

Sam Chand: 50:26

yeah.

Doug Smith: 50:27

Yeah. So my life was a complete wreck before I was 17. I lost my mom when I was 17 years old, a teen year of high school. Christ came into my life at that point in a significant way, and I had two mentors come into my life. One was my he wasn't at the time, but my father-in-law and one was a youth pastor, and they both saw leadership

potential in me and started to give me leadership resources. Like John Maxwell, they introduced me to Gerald Brooks, who I know is a friend, and I just, for whatever reason, the way God wired me, he gave me this passion to learn, grow and develop and at the end of the day, I just said I want to do for other leaders what these two men have done for me. And so we started a leadership development organization and we don't want any leaders to do life alone. That's one of our core values as community, and so we just want to connect and develop leaders and see what the Holy Spirit does, and we do that through five different things we do. We have this podcast, which comes out with new content every week. We have a membership community, where people join the community and they have access to leadership resources. The community. We have mastermind groups where leaders meet together twice a month to grow and develop. We have a leadership program and we have a one day leadership conference here in Pittsburgh, and so that's why we started and that's what we do.

Sam Chand: 51:41

Well, bless everything that your heart is at, and may the Lord exceed every dream that you have and more leaders be blessed by you. Thank you for not letting your deficiencies in your earlier years hold you back, but you're giving back to what you did not have, and thank you so much for this time to be able to sit and chat with you.

Doug Smith: 52:04

Well, we thank you so much for listening to my conversation with Dr Sam Chand. 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 [L3 leadership.org](http://L3leadership.org). And, as always, leader, I want to challenge you that if you want a 10 extra growth this year, then you need to either launch or join an L3 leadership mastermind group. Mastermind groups are 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, to 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. So if you're interested in learning more about launching or joining a group, go to [L3 leadership.org/masterminds](http://L3leadership.org/masterminds) or email at Doug.Smith@L3leadership.org. And as always, I'll leave every episode of the quote. I'll quote Gerald Brooks again today and he said this. He said leaders have to learn to say no. No one expects a leader to do everything, but everyone expects a leader to do their thing. Wow, how's that fair Truth, bomb leaders. Well, leader know that my wife 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. We'll talk to you next episode.