Corey Andrew Powell ([00:02](https://www.temi.com/editor/t/yL6o7l3NrHrSZ5ktKokk39c7kYwtIHFp_1H0pv4Vh-IAmYagyWzAafgFSUn2OXlf3_-zPeeHj-Z-yFYxYHYk1yYZ0FI?loadFrom=DocumentDeeplink)):

Hello, everyone. I'm Corey Andrew, and welcome to Motivational Mondays. I am thrilled today to be joined by Adolfo Gomez Sanchez. I tried to make sure my pronunciation was authentic. He's the founder and chief passion officer of Gold Results. His experience in driving optimal performance has made him a sought after consultant for multinational corporations, professional athletes, and even Grammy nominated artists. And you all know that I am actually a member of the Grammy's organization, voting member I might add. Now, uh, Adolfo's work has been backed up by over three decades of experience and a background in scientific research on performance. So I'm looking forward to talking to him today. Adolfo, welcome to Motivational Mondays.

Adolfo Gomez Sanchez ([00:43](https://www.temi.com/editor/t/yL6o7l3NrHrSZ5ktKokk39c7kYwtIHFp_1H0pv4Vh-IAmYagyWzAafgFSUn2OXlf3_-zPeeHj-Z-yFYxYHYk1yYZ0FI?loadFrom=DocumentDeeplink)):

Thank you, Corey. Thank you for having me.

Corey Andrew Powell ([00:45](https://www.temi.com/editor/t/yL6o7l3NrHrSZ5ktKokk39c7kYwtIHFp_1H0pv4Vh-IAmYagyWzAafgFSUn2OXlf3_-zPeeHj-Z-yFYxYHYk1yYZ0FI?loadFrom=DocumentDeeplink)):

Yes, it's my pleasure. So to begin, I would love for you just to give us a little bit of your, your background and how you became interested in performance optimization.

Adolfo Gomez Sanchez ([00:56](https://www.temi.com/editor/t/yL6o7l3NrHrSZ5ktKokk39c7kYwtIHFp_1H0pv4Vh-IAmYagyWzAafgFSUn2OXlf3_-zPeeHj-Z-yFYxYHYk1yYZ0FI?loadFrom=DocumentDeeplink)):

Yeah, sure. Um, it's kind of, uh, the mixing of a series of passions. So, ever since I was young, I've been absolutely obsessed with, uh, competing and everything that's physical. And it was, and the fun part for me was, was how much could I get outta myself? So I, I've been doing martial arts for over 30 years now. Um, and I remember the first time I stepped in a dojo, it was, you know, I said, wow. I was like born to do this, right? Because it's, it's actually a never ending path. And usually when you're a kid, that's something that, you know, puts you off. But it was actually fantastic. I always thought, well, this, you know, you can just keep working and get better. Um, and then I ended up competing and playing better tennis and football, American football. Um, and, and so it was always around, you know, what drives people?

Adolfo Gomez Sanchez ([01:37](https://www.temi.com/editor/t/yL6o7l3NrHrSZ5ktKokk39c7kYwtIHFp_1H0pv4Vh-IAmYagyWzAafgFSUn2OXlf3_-zPeeHj-Z-yFYxYHYk1yYZ0FI?loadFrom=DocumentDeeplink)):

How do people the best perform, and what do they do to get there? And, um, and, and you'll see later, I mean, the, the research shows that talent is great, but it's actually a myth, right? Yeah. It's really about, um, it's a science, uh, around how you can develop, uh, skill. So then I went on and I, and I studied, and I, I did my graduate degree at Yale. Um, and that's where I was introduced to the science of performance. Um, and it was like a whole world. All these things that I had kind of been seeing and was trying to model all of a sudden had this scientific background. And that, that was about 30 years ago I did that. And it's, since then, that's been my obsession. So I've, I've, you know, delved into all the research, um, tested on myself on my own laboratory, and then I've worked with professional athletes, mostly a TP players, and, um, and I've worked with large corporations, uh, and it's always trying to answer the question, how do you help individuals and teams to perform at their maximum potential? 'cause the vast majority don't, now even top performers have a lot of room. Um, yeah. And, and people, I think, recognize that, and that's what they wanna do. So that's, that's my passion. That's what drives me.

Corey Andrew Powell ([02:39](https://www.temi.com/editor/t/yL6o7l3NrHrSZ5ktKokk39c7kYwtIHFp_1H0pv4Vh-IAmYagyWzAafgFSUn2OXlf3_-zPeeHj-Z-yFYxYHYk1yYZ0FI?loadFrom=DocumentDeeplink)):

Well, when you talk about the science of performance, you know, it, you know, in my mind, I, I picture like an actual, like, you know, laboratory of a person sort of being optimized physically. But it seems like you're talking about there's an overall sort of like metaphysical component where it's not just about the, the body, there's also mindset, or at least that's what I'm sort of taking from, right? Uh, that, that work. So can you expand a little bit more on, on that, like.

Adolfo Gomez Sanchez ([03:06](https://www.temi.com/editor/t/yL6o7l3NrHrSZ5ktKokk39c7kYwtIHFp_1H0pv4Vh-IAmYagyWzAafgFSUn2OXlf3_-zPeeHj-Z-yFYxYHYk1yYZ0FI?loadFrom=DocumentDeeplink)):

Yeah. And actually you've touched on something that for me is really important. Um, people tend to separate the disciplines, and that's part of the problem, right? So if you take an athlete, it's a good example. Um, an athlete will have a technical coach. So I dunno if you, if you're talking a tennis player, racist, a tennis coach, right? But then they have a physical, uh, you know, trainer who will work on stamina and explosiveness, you know, and they may even have a flexibility coach depending on, you know, how advanced they're, and then they've got a psycho, you know, a mental training or mental skills coach. Um, and, and that's all separate, but actually performance is all around meshing those things together. Um, and, and finding 'cause because it's, it's an artificial separation. What happens is there happen to be experts in different areas. Um, so for me, the, the way I see it is mental training is the foundation, right?

Adolfo Gomez Sanchez ([03:51](https://www.temi.com/editor/t/yL6o7l3NrHrSZ5ktKokk39c7kYwtIHFp_1H0pv4Vh-IAmYagyWzAafgFSUn2OXlf3_-zPeeHj-Z-yFYxYHYk1yYZ0FI?loadFrom=DocumentDeeplink)):

So I have a, a performance formula, which has like three big blocks, and you can think of it as if you wanna build anything, right? The first thing you have to have is raw materials, right? Good raw materials to, to build on. Um, and then the next thing you need is a design. Like, what are you gonna do? You have to have a vision of what you're gonna do and build. And then the third one is you actually actually have to build it with excellence and, you know, just absolutely be, uh, exceptional in the quality of what you do. Mm-Hmm. <affirmative>. Well, that's the same way a human being and, and performance is built, right? So mindset is the first part. Mindset is the raw material. Um, and that's what trips up so many people, right? So, I'll give you an example. One of the things that I will always talk about, I'll go into a large multinationals, you know, well-known brands, and they'll tell me about their challenges.

Adolfo Gomez Sanchez ([04:37](https://www.temi.com/editor/t/yL6o7l3NrHrSZ5ktKokk39c7kYwtIHFp_1H0pv4Vh-IAmYagyWzAafgFSUn2OXlf3_-zPeeHj-Z-yFYxYHYk1yYZ0FI?loadFrom=DocumentDeeplink)):

And, and I'll usually after a while, ask the highest ranking person, usually the CEO, and I'll say, so, um, what is your personal five year plan to be a better CEO? Hmm. What? Silence, uh, and, and uncomfortable looks. Yeah. Yeah. But, but that's the whole point. That's where I wanna get, right? We think that we get to a certain point and it's done right. And that's the danger. And if you look at the greatest athletes in the world, the Kobe Bryants, you know, the Tom Brady's, the Michael Jordans, all of those, right? The Andre Agassis, one city comes famous, and they were really good. They kept working. As a matter of fact, they were more obsessed in working. And that's part of the formula. If you don't have that as a ground, you know, as, as a raw material, let's call it, then when somebody comes in to optimize you, it's no, you can't question me.

Adolfo Gomez Sanchez ([05:21](https://www.temi.com/editor/t/yL6o7l3NrHrSZ5ktKokk39c7kYwtIHFp_1H0pv4Vh-IAmYagyWzAafgFSUn2OXlf3_-zPeeHj-Z-yFYxYHYk1yYZ0FI?loadFrom=DocumentDeeplink)):

No, you look where I am. You can, um, and even athletes, I found out athletes who aren't willing to sort of say, well, you know, this part of my game is not good enough. Um, and there's, you have to have this, this pose, this pose, and, you know, you have to be good at everything. So it's take your ego and hang it up. Uh, leave it on the door and, you know, at the door and, and then start working. And corporations have a, a really bad problem with that because it's, there's so much ego and recognizing, and the great ones are the ones where you can challenge that, right? There are organizations where there's a lot of psychological safety, and people are able to question, and then, you know, no one is smarter than everyone, right? Uh, <laugh>. And so it's, and it's going outside and, and we all have, we all tend to sort of hit a certain level where we're good enough and we stop evolving.

Adolfo Gomez Sanchez ([06:04](https://www.temi.com/editor/t/yL6o7l3NrHrSZ5ktKokk39c7kYwtIHFp_1H0pv4Vh-IAmYagyWzAafgFSUn2OXlf3_-zPeeHj-Z-yFYxYHYk1yYZ0FI?loadFrom=DocumentDeeplink)):

Great example is driving is driving, right? So you learn to drive, and once you stop running over people and hitting things, <laugh>, you stop, get you stop getting better, right? Right. You don't actually think about it. Um, but if you go on and there's loss of, you know, proof around this, if you go out and you find somebody who's an expert who watches you, they will find a lot of little things that sum up that can make you a lot better. Mm-Hmm. <affirmative>. And that's, that's to me sort of the, the overarching part that people have to have. It's one of the mindset things that people have to have to start. Um, wow. Because otherwise you can train them, you can do whatever. But if they don't have that, then, then none of it sticks.

Corey Andrew Powell ([06:37](https://www.temi.com/editor/t/yL6o7l3NrHrSZ5ktKokk39c7kYwtIHFp_1H0pv4Vh-IAmYagyWzAafgFSUn2OXlf3_-zPeeHj-Z-yFYxYHYk1yYZ0FI?loadFrom=DocumentDeeplink)):

You know, when you talk about that, it, it reminds me of one of the key pillars that we really stress here at the NSLS as a leadership honor society, which is always embracing the growth mindset. And that's exactly what you're talking about, right? The, the minute you say, I know it all, and I'm done learning, that's when you begin to atrophy. Because every day there is something new to, to make you better, that if you're open to learning about it,

Adolfo Gomez Sanchez ([07:02](https://www.temi.com/editor/t/yL6o7l3NrHrSZ5ktKokk39c7kYwtIHFp_1H0pv4Vh-IAmYagyWzAafgFSUn2OXlf3_-zPeeHj-Z-yFYxYHYk1yYZ0FI?loadFrom=DocumentDeeplink)):

And you know, you, you cite the growth mindset. And that, that really reminds me of Carol Dweck's work and her magnificent book. And the big point with the growth mindset is how you then give meaning to everything, right? So if you have a growth mindset, a struggle is not a failure. It's not a failing grade. A struggle is an op, it's data. Mm-Hmm. <affirmative>, it's an opportunity to get better. Um, and that's where pe top performers really become elite. And, and, you know, separate from the pack, it's, they go out and they fail more, right? They look for more, because let's face it, nothing great can be done in a week or a year, or, you know, I mean, you don't become a concert violinist in a week, right? You don't become an NBA superstar in a month. Right. It's naive. Yet we live in a hack driven society where people wanna be good like that, and they feel have to sort of, oh, I, I'd be doing this for a year, I have to stop.

Adolfo Gomez Sanchez ([07:48](https://www.temi.com/editor/t/yL6o7l3NrHrSZ5ktKokk39c7kYwtIHFp_1H0pv4Vh-IAmYagyWzAafgFSUn2OXlf3_-zPeeHj-Z-yFYxYHYk1yYZ0FI?loadFrom=DocumentDeeplink)):

Like, no. Right. You should, you know, when I did martial arts and I went off to study in Japan, when a master said to me, when you get to your black belt, that is the beginning. That's where you have some fundamentals and you can start to learn. Mm-Hmm. And you really become a master when you've worn out that black belt so much that it becomes white again, and you're back to the beginning and you realize you know nothing, and you just wanna learn. Yeah. And I think that's the attitude that great performers beat in business, be it wherever, you know, they're always striving for.

Corey Andrew Powell ([08:14](https://www.temi.com/editor/t/yL6o7l3NrHrSZ5ktKokk39c7kYwtIHFp_1H0pv4Vh-IAmYagyWzAafgFSUn2OXlf3_-zPeeHj-Z-yFYxYHYk1yYZ0FI?loadFrom=DocumentDeeplink)):

Yeah. And you know, it's amazing too, because the very first, uh, interview that I conducted when I took over the, the host of this podcast, and maybe going on three years ago now, was an Olympic athlete. She was heading to, uh, the Tokyo Games at that time, and her name is Raven Saunders. And she had been 19 years old at the time of the Rio Games, and she was a high school star, found herself in the Olympics at 19. Uh, her whole, she was a big star in her town, so to speak, but she was not mentally prepared for this high of being a celebrated athlete. And then coming back home to her, her small town without the fanfare, and then how to adjust to that. And she had a lot of unresolved personal traumas that she had never dealt with, and she ended up trying to commit suicide at this time after she got back home.

Corey Andrew Powell ([09:00](https://www.temi.com/editor/t/yL6o7l3NrHrSZ5ktKokk39c7kYwtIHFp_1H0pv4Vh-IAmYagyWzAafgFSUn2OXlf3_-zPeeHj-Z-yFYxYHYk1yYZ0FI?loadFrom=DocumentDeeplink)):

It was really a, a, a deep story, but it was at that point that she began to realize this, and she was hospitalized and dealt with her issues, and her goal was to come back stronger, but this time with the mental part intact, which she did. And then years, a few years later, she qualified for the Olympics. And in Tokyo she won the silver, and she got the Nike campaign and all these great things, but it did not happen until her mental was aligned with her physical ability. And so, yeah, it's amazing to have this conversation with you, because that's really where my conversations here began on this podcast with

Adolfo Gomez Sanchez ([09:33](https://www.temi.com/editor/t/yL6o7l3NrHrSZ5ktKokk39c7kYwtIHFp_1H0pv4Vh-IAmYagyWzAafgFSUn2OXlf3_-zPeeHj-Z-yFYxYHYk1yYZ0FI?loadFrom=DocumentDeeplink)):

Athletes, and that that's exactly right. And, and you know what, what I was just hearing when you said that was until she recognized she had weaknesses and was willing to face them, she couldn't get better, right? Mm-Hmm. <affirmative>, I mean, that's, that's in, in essence what we were talking about. Um, and, and you know, it's about the me I talk a lot about top performers are masters of meaning, right? Nothing means anything except the meaning you give it, right? Mm-Hmm. So you're feeling scared, or you're feeling uncomfortable, you're feeling insecure. And if you hide that it just, it just grows. It grows, grows and beats you. Right? Top performers will go and say, well, what does this mean? Well, it means it matters to me. It means, you know, maybe I don't feel comfortable, my preparation, and then you can manage it. Um, and, and that's one of the things that I work a lot with, with players, even, you know, if you think in a match, right?

Adolfo Gomez Sanchez ([10:15](https://www.temi.com/editor/t/yL6o7l3NrHrSZ5ktKokk39c7kYwtIHFp_1H0pv4Vh-IAmYagyWzAafgFSUn2OXlf3_-zPeeHj-Z-yFYxYHYk1yYZ0FI?loadFrom=DocumentDeeplink)):

So one story I love to tell is I had this one player, great player, top 20, you know, really talented. And the guy in one day confides in me, he says, has this anxiety that when he's got a break, serve in, in a break point in his favor, he gets nervous. And I say, well, should be the other guy who gets nervous, right? And then through the conversation, you see this whole story he was telling himself about what it meant if he didn't convert that, right? Mm-Hmm. Uh, and then, and then that allowed me to go and say, well, do you realize what the best in the world, I mean, the ovitz and the down the feds, do they, they convert maybe 30% of breakpoint? Ah, I don't believe that. Yeah, let's go, let's look at the data. We looked at it and it just changed his outlook, right?

Adolfo Gomez Sanchez ([10:53](https://www.temi.com/editor/t/yL6o7l3NrHrSZ5ktKokk39c7kYwtIHFp_1H0pv4Vh-IAmYagyWzAafgFSUn2OXlf3_-zPeeHj-Z-yFYxYHYk1yYZ0FI?loadFrom=DocumentDeeplink)):

So if you're willing to face your things, then you can start to give it a different story. Mm-Hmm. <affirmative>. And, and we, you know, we're driven to be coherent with who we think we are and what we believe. Yeah. Otherwise, you, you, you suffer cognitive dissonance, right? You, you, you're, you're doing something that's not ent with who you think you are. Mm-Hmm. So the stories you tell yourself and what you believe are really important. And, you know, the, the scary part is most of that, you know, you think of an athlete, you were talking about 19-year-old athlete, she's been training since she was 8, 10, 6. Yeah. Right? Didn't have the capacity, the cognitive capacity to filter a lot of the messages she's gotten. Right. So, and, and interpret them properly. So, so she's made some, you know, scenarios and some, some beliefs which are absolutely false and really, really harmful, right? Yeah. And that's why it's so important that we all have to do that. I mean, we all have that problem, that challenge,

Corey Andrew Powell ([11:42](https://www.temi.com/editor/t/yL6o7l3NrHrSZ5ktKokk39c7kYwtIHFp_1H0pv4Vh-IAmYagyWzAafgFSUn2OXlf3_-zPeeHj-Z-yFYxYHYk1yYZ0FI?loadFrom=DocumentDeeplink)):

Challenge. Well, I love too, that, you know, what I've learned by having these conversations, whether it be talking to a successful CEO or successful athletes who became entrepreneurs or whatever it is, there's always this common thread in which they had to make a decision about, um, who they were versus, uh, the voices of others that were playing on loop in their heads, telling them who they were. And like, to your point, a young athlete, like she was young when she was, uh, in her case, she was young, she started, but, you know, all that messaging was just celebrating her physical, no, there was no celebration of, well, who are you inside? What are your dreams? What are your beliefs? Who are you as a person? And so that part wasn't worked on. So there was an atrophy there. So I love that, you know, you stress that. And also, I will say, you're talking about athletes, but these are lessons that carry over into everyday life for all of us, not just CEOs, not just athletes.

Adolfo Gomez Sanchez ([12:40](https://www.temi.com/editor/t/yL6o7l3NrHrSZ5ktKokk39c7kYwtIHFp_1H0pv4Vh-IAmYagyWzAafgFSUn2OXlf3_-zPeeHj-Z-yFYxYHYk1yYZ0FI?loadFrom=DocumentDeeplink)):

Absolutely. Right? Absolutely. As a matter of fact, I'm very critical with the way society is structured because of exactly what you said. I mean, you look at the educational system, it's the exact opposite of something that's meant to, to help you develop your own uniqueness and your own unique strength. It, it's actually made to make you standard and to take you down a standard path. Mm-Hmm. <affirmative>, a lot of people suffer with that. It's like, I should do this. I should go this way. Uh, and, and you know, it, there's no room to explore. And, and school teaches you all the wrong things, right? There's only one right answer. Don't work with others. Uh, you know, <laugh>, it's, it's all a test. Um, failing is bad because it actually, that's all the stuff that makes you successful in life, right? Mm-Hmm. Um, so it's a really outdated system, which then translate to an outdated, uh, economic model or, or company model, right? Where it's, you know, the industrial model and it's, you know, production lines and let's control people as opposed to saying, let's empower people. Mm-Hmm, <affirmative>. And let's see, you know, and the great companies do that. The apples do that. And, and, you know, and that's where they get innovation from because you're saying, okay, uh, you are unique. I can't do what you do. Show me how you do that. Right? Mm. And, and then I can build on that. Um, and so, so yes, the lesson is absolutely universal. I agree with you.

Corey Andrew Powell ([13:52](https://www.temi.com/editor/t/yL6o7l3NrHrSZ5ktKokk39c7kYwtIHFp_1H0pv4Vh-IAmYagyWzAafgFSUn2OXlf3_-zPeeHj-Z-yFYxYHYk1yYZ0FI?loadFrom=DocumentDeeplink)):

Yeah. Well, and I don't wanna get too political, but of course, you know, you said you were in Europe, but, um, you know, here in the US there is a very significant, um, movement, it seems, uh, in some aspects of our society where they are, um, doing away with diversity programs. And, you know, it's become a, a bad thing to be inclusive. And, and there's a sort of like reverse psychology of like, by creating diversity programs, you are in turn discriminating against others, which is obs, you know, absurd. But, um, you know, but you raise a good, a great point. The contribution of all of us is what makes us greater. You know, if everyone doesn't have a seat at the table, the table's always going to be one sided. And I can't believe, quite honestly, in 2024, we're still trying to make that argument in some <laugh>, you know, like, uh, have we learned nothing? The history books are full of examples. Yeah.

Adolfo Gomez Sanchez ([14:43](https://www.temi.com/editor/t/yL6o7l3NrHrSZ5ktKokk39c7kYwtIHFp_1H0pv4Vh-IAmYagyWzAafgFSUn2OXlf3_-zPeeHj-Z-yFYxYHYk1yYZ0FI?loadFrom=DocumentDeeplink)):

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Corey Andrew Powell ([14:43](https://www.temi.com/editor/t/yL6o7l3NrHrSZ5ktKokk39c7kYwtIHFp_1H0pv4Vh-IAmYagyWzAafgFSUn2OXlf3_-zPeeHj-Z-yFYxYHYk1yYZ0FI?loadFrom=DocumentDeeplink)):

Why. Yeah.

Adolfo Gomez Sanchez ([14:45](https://www.temi.com/editor/t/yL6o7l3NrHrSZ5ktKokk39c7kYwtIHFp_1H0pv4Vh-IAmYagyWzAafgFSUn2OXlf3_-zPeeHj-Z-yFYxYHYk1yYZ0FI?loadFrom=DocumentDeeplink)):

Yeah, exactly. Um, and you know, the funny part about it is, we, we have a saying here in Spain, it's, you know, know when people say that, we say, well, it's called ignorance. And you, and you solve it by traveling, right? Travel, see other cultures, see other people, and you all of a sudden realize how big the world is, right? So, you know, uh, let's say cultural or rate diversity, by definition brings with it cognitive diversity. Mm-Hmm. <affirmative> and value, diversity and, and vision. And that's where it's all really enriching, right? Um, and if you look at companies where they hire people, like they're all the same. It, it's like, why would you wanna handicap yourself like that? Right? Right. Yeah. Why don't you bring, why don't you bring somebody who's got a D, which sometimes may not work, but sometimes that out of the box, because it was like that Apple commercial right back in, I don't remember when it was, but the George in the nineties, right? The George,

Corey Andrew Powell ([15:29](https://www.temi.com/editor/t/yL6o7l3NrHrSZ5ktKokk39c7kYwtIHFp_1H0pv4Vh-IAmYagyWzAafgFSUn2OXlf3_-zPeeHj-Z-yFYxYHYk1yYZ0FI?loadFrom=DocumentDeeplink)):

The, the George Orwell, that 1984.

Adolfo Gomez Sanchez ([15:31](https://www.temi.com/editor/t/yL6o7l3NrHrSZ5ktKokk39c7kYwtIHFp_1H0pv4Vh-IAmYagyWzAafgFSUn2OXlf3_-zPeeHj-Z-yFYxYHYk1yYZ0FI?loadFrom=DocumentDeeplink)):

No, no. The one, the one with the crazy ones, right? Which, which you would say, uh, the, because the ones who were crazy enough to think that it can change the world are the ones who do. Right? Right. And, and it's exactly that. And if you look at, uh, I don't remember who it was said, but you know, all progress has come from unreasonable people, right? Mm-Hmm. <affirmative>, who did not, uh, you know, follow the status growth. Yes. And, and that's absolutely true. And that's true even in sports, right? The pressure we were talking about young athletes, the pressure to be like somebody else. Uh, you know, when somebody comes all of a sudden a new player and has a different way of playing, and all of a sudden they say, oh, wow. Right? Nobody's ever done that. Ah, that won't work. That won't work.

Adolfo Gomez Sanchez ([16:07](https://www.temi.com/editor/t/yL6o7l3NrHrSZ5ktKokk39c7kYwtIHFp_1H0pv4Vh-IAmYagyWzAafgFSUn2OXlf3_-zPeeHj-Z-yFYxYHYk1yYZ0FI?loadFrom=DocumentDeeplink)):

And then until they make it to work, and then everybody wants to copy them, right? Uh, and I think what we need is, like I said, training, uh, in every, in every sense in sports, in business, in life, that says, okay, well, who are you? What do you wanna be? And, and it's gotta be the intersection of your unique skills and your interests. Um, and, and you know who you are. Because any, to be great at anything, again, you've gotta spend a lot of time on it to do that. Mm-Hmm. <affirmative>, you have to be passionate about it, right? Yeah. So there's another, there's another, you know, um, discourse, which is around, you know, oh, yeah. That's, that's irresponsible. Follow your passion. Well, I mean, you know, what, what do you wanna do? Work 40 years in a job and then sort of look and go, gee, is that it?

Adolfo Gomez Sanchez ([16:44](https://www.temi.com/editor/t/yL6o7l3NrHrSZ5ktKokk39c7kYwtIHFp_1H0pv4Vh-IAmYagyWzAafgFSUn2OXlf3_-zPeeHj-Z-yFYxYHYk1yYZ0FI?loadFrom=DocumentDeeplink)):

Which is what happens? That's why people have these midlife crisis, right? Mm. Because it's like, you make a decision and then, you know, 40 years later, you're not even the same person. And the company is all structured around the, the dirty word, the C word, right? Nce. Right? <laugh>. We want people who are competent, which means you do the same thing you did 10 years ago, <laugh>, but don't step outta that. Right? Right. Yeah. Whereas if you look at athletes, the whole idea behind training is you're supposed to be outta your comfort zone. That's how you grow plateauing is, you know, seened improperly. Right? Right. Um, and if you think about that, that's how you grow your people, right? Um, yeah. And when you do, that's what you get value, right? It's, I mean, even if it's a selfish thing, that's where you'll become really competitive if you've got great people who are always thinking outta the box.

Corey Andrew Powell ([17:26](https://www.temi.com/editor/t/yL6o7l3NrHrSZ5ktKokk39c7kYwtIHFp_1H0pv4Vh-IAmYagyWzAafgFSUn2OXlf3_-zPeeHj-Z-yFYxYHYk1yYZ0FI?loadFrom=DocumentDeeplink)):

Yeah. That's so important too, because like, it's funny, when I think about athletes, and I've interviewed some really, you know, more than the one I mentioned, uh, it was about like an Olympic diver, for example. Greg Louganis was like, okay, well I had, I had mastered this flip or dive that nobody else could do, but I had to then top myself. I had to then go, what was my next thing? Versus just resting on those laurels, as they say. That's where we, we come into problem by being complacent. And I've been guilty of it too. I mean, a lot of us are right, it as, as a, it's easier to do that versus going, okay, now how do I go beyond that point? And so, um, I mean, gosh, we can talk about that forever. I mean, I think you're awesome. So I won't, I, I wanna talk to you about your company as well. So gold results is your brand. Yeah. Gold results. And, um, it's sort of like a brand that has developed a methodology for this performance formula, and you promote that to corporations and to individuals or, or athletes. So share a little bit about how you formed or, or why you formed the actual, the, the corporation gold results.

Adolfo Gomez Sanchez ([18:27](https://www.temi.com/editor/t/yL6o7l3NrHrSZ5ktKokk39c7kYwtIHFp_1H0pv4Vh-IAmYagyWzAafgFSUn2OXlf3_-zPeeHj-Z-yFYxYHYk1yYZ0FI?loadFrom=DocumentDeeplink)):

Well, gold results came as a result of, of, like I was saying about this passion, right? And I, and I look back on my sporting career, uh, which is obviously not Olympic level or, you know, but, but I think all the mistakes I made and just how I would've enjoyed and I, and what I could have done if I had known what I knew now. And, and so every time I'm working with an athlete or I'm working with somebody in a corporate role who you can see them anxious, you can see them suffering, and I help them get over that, for me, that's a big win, right? Mm-Hmm. <affirmative>, I wish I had been able to enjoy it like that. Um, and you know, you were saying about becoming complacent, and I, the reason we become complacent is because there's so much pressure to take it up to the next level, as opposed to now I'm gonna take it up to the next level, and I may fail and whatever, but hey, I'm gonna love the process.

Adolfo Gomez Sanchez ([19:09](https://www.temi.com/editor/t/yL6o7l3NrHrSZ5ktKokk39c7kYwtIHFp_1H0pv4Vh-IAmYagyWzAafgFSUn2OXlf3_-zPeeHj-Z-yFYxYHYk1yYZ0FI?loadFrom=DocumentDeeplink)):

Right? And it's so hard to get to that point. Um, and if you look at corporations, people are, you know, I find it really sad. People are really scared. You have, you know, I co say to me, how do I motivate my people? I say, look around you. You don't have to motivate them. They are motivated. The question is, how do you stop demotivating them, right? Mm. Uh, how do you give them the opportunity to be everything they can be, or at least help them grow? Um, and, and there's not that constant, you know? And, and so we, we promote companies based on, for example, uh, you know, functional experience. So you take example, you take a good sales guy, you make him a lousy sales director. Why? Because being a sales director requires a lot of other skills, right? Mm. But nobody's looking at that.

Adolfo Gomez Sanchez ([19:48](https://www.temi.com/editor/t/yL6o7l3NrHrSZ5ktKokk39c7kYwtIHFp_1H0pv4Vh-IAmYagyWzAafgFSUn2OXlf3_-zPeeHj-Z-yFYxYHYk1yYZ0FI?loadFrom=DocumentDeeplink)):

And you're not saying, Hey, here's Tom who, I don't know, he's in the warehouse, but he is really good at doing strategy and planning, and maybe he could do this, right? What skills do we have to add? And that's, you know, that's not being lazy. So being lazy is just the easy, it's easy. It's like, you know, headhunter, I, I want a sales director for an electrical company. Well, I'll go, you know, steal a one from the competition, right? That's lazy. <laugh> innovation is about, you know, what skills, what attributes, what core, you know, abilities and, and what unique insights. Because cross-fertilization across industries and from different areas has been the source of a lot of great innovations. I mean, if you look at the, the hospital industry, right? They took the concept of checklist from the airline industry, and they drove down infections after ERs, right?

Adolfo Gomez Sanchez ([20:32](https://www.temi.com/editor/t/yL6o7l3NrHrSZ5ktKokk39c7kYwtIHFp_1H0pv4Vh-IAmYagyWzAafgFSUn2OXlf3_-zPeeHj-Z-yFYxYHYk1yYZ0FI?loadFrom=DocumentDeeplink)):

So you went outside and they could have said, oh, no, you know, we're, we're doctors. We're not gonna look there. That would be embarrassing. But they go, you know, where can I find something? And that's what great performers do. Where can I find something that give me that millimeter of improvement? Mm-Hmm. <affirmative>. And that's essentially what we do as a company, right? Yeah. We go in and we help our clients. And the reason it's so complex is because each client, it's different, right? And we have a, an expression, we say move, uh, train movements, not muscles, right? And, and everything's sort of structured in silos, right? So it's finance, it's operations, it's whatever, right? But you actually need to cut across that, and that's where companies shoot themselves in the foot. Hmm. That's one piece. And the other piece where companies really suffer, I find, is when they're trying to transform, right?

Adolfo Gomez Sanchez ([21:14](https://www.temi.com/editor/t/yL6o7l3NrHrSZ5ktKokk39c7kYwtIHFp_1H0pv4Vh-IAmYagyWzAafgFSUn2OXlf3_-zPeeHj-Z-yFYxYHYk1yYZ0FI?loadFrom=DocumentDeeplink)):

So, you know, we we're gonna, that's, which is great. You have this great PowerPoint and this great vision, right? But you, you're not have, you're not taking into account what you need to take people on that journey. You have 20,000 employees, right? What does, what does this mean for employee 600? I don't know. Right? What you better, because if not, they're not gonna understand. People don't need rules. People need vision. Right? And then they need to get passionate about it. And the great Starbucks was a great example. Starbucks didn't really regulate. They just said, look, this is what we're trying to do. We want people to feel like this is a second home. Do whatever you think would make people feel that way. Right? And that worked really well. Mm-Hmm. <affirmative> people just got it right. Um, but again, that's communication, which is one of the things we're really bad at and consistently communicating and, and understanding and getting that feedback loop, right?

Adolfo Gomez Sanchez ([21:58](https://www.temi.com/editor/t/yL6o7l3NrHrSZ5ktKokk39c7kYwtIHFp_1H0pv4Vh-IAmYagyWzAafgFSUn2OXlf3_-zPeeHj-Z-yFYxYHYk1yYZ0FI?loadFrom=DocumentDeeplink)):

And it seems like we get feedback and, you know, oh, that's a terrible thing. It's actually not, it's a great thing, right? You don't have to take it all. You don't have to accept it all. It doesn't all have to be right, but it enriches you so much. Um, it's like reading, right? I mean, I love to read, and I just think, how can people live without reading? Because it just exposes you i, that expression, right? Uh, uh, uh, a mind open, uh, to a new idea. It'll never be the same, right? Um, and I think our society has sort of taken that away from us. And it's, you know, just, just be reactive and here we'll bombard you with messages, and this is what you have to think. Um, and it, I think part of the reason we have those ridiculous, you know, narratives that you were, you were talking about because somebody's heard it and they haven't questioned it, right?

Adolfo Gomez Sanchez ([22:39](https://www.temi.com/editor/t/yL6o7l3NrHrSZ5ktKokk39c7kYwtIHFp_1H0pv4Vh-IAmYagyWzAafgFSUn2OXlf3_-zPeeHj-Z-yFYxYHYk1yYZ0FI?loadFrom=DocumentDeeplink)):

Um, so that's part of what we'll do, you know, we'll, we are known for. So I will say that to clients. Look, if you want somebody to sort of say, check jack, what you're doing is really great. We're not the right, we're not the right partner. I will challenge people because I think human beings are wired to grow. That's what we need. That's when we feel alive. Now, it's hard and it's uncomfortable, and, and you need to do it so it doesn't embarrass people. But, you know, that's, that's really the value, the best mentors I have ever had made me feel really uncomfortable in, in the good sense, right? Yeah. They've really pushed me outta my limits. Um, and once somebody does that, you know, it's hard to look and go, well, I'm gonna pretend I didn't see that. Right? Because a lot of times people don't even know what they're missing.

Adolfo Gomez Sanchez ([23:16](https://www.temi.com/editor/t/yL6o7l3NrHrSZ5ktKokk39c7kYwtIHFp_1H0pv4Vh-IAmYagyWzAafgFSUn2OXlf3_-zPeeHj-Z-yFYxYHYk1yYZ0FI?loadFrom=DocumentDeeplink)):

Yeah. Lemme give you, let me give you a good example. Simple example, right? Again, I'm my own lab. So I've been doing martial arts for 30 years. I had an operation on my hip a couple of years ago, and, and I lost a lot of mobility. And so I was looking how to get that back, but I was unable to do that. I just didn't have the knowledge. So I found this dance teacher, her name's Donna Flagg, she's in New York, wonderful, brilliant woman. And she's a professional dance teacher. And, and I work with her, and she's just opened my eyes to stuff, you know, you're not doing this. Do you realize you do this? Do you, you know, I didn't even know I could do that. Right? I didn't know my body was supposed to do that. <laugh>, this is normal, by the way. This is what should be normal.

Adolfo Gomez Sanchez ([23:50](https://www.temi.com/editor/t/yL6o7l3NrHrSZ5ktKokk39c7kYwtIHFp_1H0pv4Vh-IAmYagyWzAafgFSUn2OXlf3_-zPeeHj-Z-yFYxYHYk1yYZ0FI?loadFrom=DocumentDeeplink)):

And when somebody comes in with fresh eyes, right? It just makes you sort of say, well, it just pushes your limits. Well, this, this is possible, right? I couldn't do it, so I thought it was impossible. No, no, no. You should be able to do that. So let's see how you can get you there. Right? Yeah. Um, so I, I think that's really important that that's the kind of thing we do. Um, and not, like I said, we're not for everybody, right? You have to, you have to really have a strong ambition Mm-Hmm. <affirmative>, and really have a strong, you know, confidence in yourself. But companies that do work with us, you, you find exponential improvements. And, and athletes have gone up, you know, 30, 40 points in the ranking. Um, wow. Because they're just, they're just, you just open them up to stuff, and then they themselves make it happen.

Corey Andrew Powell ([24:28](https://www.temi.com/editor/t/yL6o7l3NrHrSZ5ktKokk39c7kYwtIHFp_1H0pv4Vh-IAmYagyWzAafgFSUn2OXlf3_-zPeeHj-Z-yFYxYHYk1yYZ0FI?loadFrom=DocumentDeeplink)):

I mean, just listening to you, I'm ready to go run a marathon, just so you know, <laugh>. I'm just like, I'm already like, whoa. No, but it's like, that's, it's the inspiration that you have to get from others and, uh, from, from your fellow humans. And you tapped onto so much there at one point, I wanna bring up that you just mentioned is, and here, and how it correlates, as I was saying, to real life, not just in a corporate structure, is surrounding yourself with people who are not going to tell you what you want to hear. It's you, you know, friendships are the same way. Like that, you know, I, I have a really, I have really dear friends who we tell the truth to each other. You know, you did a little bit too much talking last night. You know, you drank a little bit too much yesterday.

Corey Andrew Powell ([25:08](https://www.temi.com/editor/t/yL6o7l3NrHrSZ5ktKokk39c7kYwtIHFp_1H0pv4Vh-IAmYagyWzAafgFSUn2OXlf3_-zPeeHj-Z-yFYxYHYk1yYZ0FI?loadFrom=DocumentDeeplink)):

You know, that thing you said to Bob's wife that wasn't cool, you know, <laugh>. So whatever it is, um, yeah, you have to have that support system who will keep you in check. Because that truth is what will help you grow. And you're right, I guess with the corporations, a, a, a bullheaded, CEO does not want to be told that he has room for improvement and that there's things he's doing wrong. And if they're not willing to listen, they don't grow, the company doesn't grow. It's just a disaster all around. If they're not willing to take the, the, the, uh, advice or the ridiculed or the commentary or the criticism of others, that's a pitfall for disaster. I,

Adolfo Gomez Sanchez ([25:46](https://www.temi.com/editor/t/yL6o7l3NrHrSZ5ktKokk39c7kYwtIHFp_1H0pv4Vh-IAmYagyWzAafgFSUn2OXlf3_-zPeeHj-Z-yFYxYHYk1yYZ0FI?loadFrom=DocumentDeeplink)):

I, I agree with you. And, and you know, it's such a big issue now that you know the term psychological safety and the reason for it. And, and I hear a lot in sportsmen, I hear a lot in business, it's, and it's people feeling comfortable being able to, and the word is not criticize. It's, it's the challenge, right? Mm-Hmm. <affirmative>. Um, and people are really scared of doing that because they, they're, you know, they will have some kind of approach. They will have some kind of negative effect. And that is the worst thing you can do for yourself, for your company, right? Or, or as an athlete, you know, you get off. 'cause they give you feedback. Great athletes, they love feedback. They look for it. And if you're not telling 'em how to improve, they get off. They're like, yeah, I'm gonna find somebody who tells me how to improve because I don't care about looking good.

Adolfo Gomez Sanchez ([26:25](https://www.temi.com/editor/t/yL6o7l3NrHrSZ5ktKokk39c7kYwtIHFp_1H0pv4Vh-IAmYagyWzAafgFSUn2OXlf3_-zPeeHj-Z-yFYxYHYk1yYZ0FI?loadFrom=DocumentDeeplink)):

Mm-Hmm. I care about being the best I can be. Right? Right, right. And a great CEO does that, right? I care about leaving a legacy. 'cause you leave, it's like a boat, right? You leave a, like a wake, you leave a sure a path. Mm-Hmm. <affirmative>. And that is not just the financial results, it's the people. It's the, it's the lies you've touched and it's how they remember you, right? And if you've inspired them, um, you know, and that's what you have to aspire as, as a CEO, I think, you know? Mm-Hmm. <affirmative>, it's the long game. It's the infinite game. Um, and, and again, this is, everything is so short term focused. I mean, know, CEOs have quarterly results. Uh, athletes have a a season, right? But the great ones have like a 10 year plan, right? Mm-Hmm. You need a map, right? That's one of the things we have in our performance formula, is you need a map.

Adolfo Gomez Sanchez ([27:06](https://www.temi.com/editor/t/yL6o7l3NrHrSZ5ktKokk39c7kYwtIHFp_1H0pv4Vh-IAmYagyWzAafgFSUn2OXlf3_-zPeeHj-Z-yFYxYHYk1yYZ0FI?loadFrom=DocumentDeeplink)):

Because Tony Robbins said a, a phrase, which I think is absolutely brilliant. He says, most people overestimate what they can do in a year and radically underestimate what they can do in 10 years. Mm-Hmm. And that's absolutely right. If you work 10 years on something, on something you really passionate about, you can get to incredible levels. What happens is people start, they do six months, they do three months or whatever. They do a year, and they quit. And so companies have survived it because people get past the three, four year mark, right? Because you keep fighting, you keep finding a way to do it, and people get it wrong. Look at, look at Jeff Bezos, right? I mean, Amazon start off, and it was not what it is today, right? Right. They actually had a wrong positioning. It was an online Facebook had a wrong positioning, it was just university students, right?

Adolfo Gomez Sanchez ([27:43](https://www.temi.com/editor/t/yL6o7l3NrHrSZ5ktKokk39c7kYwtIHFp_1H0pv4Vh-IAmYagyWzAafgFSUn2OXlf3_-zPeeHj-Z-yFYxYHYk1yYZ0FI?loadFrom=DocumentDeeplink)):

People have to pivot. And for some reason, we only see the success. So we think, oh, yeah. On, you know, mine's not working. Mm-Hmm. <affirmative>, well pivot. You care about it. Find a way to make it, the, the technique may change, but the mission never changes. The passion never changed. Right? And that's why I call myself Chief Passion Officer, not CEO, because that's, that's what I told my clients. That's your job. Your job, especially in a big company, you got 30,000 employees. Your job is to create a mission. So compelling and so full of passion. So clear that, and then enable people, like clear the path, enable people to help fulfill that in their own way. That's your job. If you think you have to do anything else, you're wrong. Right? If you think you have to control people and you have to, you're wrong.

Adolfo Gomez Sanchez ([28:25](https://www.temi.com/editor/t/yL6o7l3NrHrSZ5ktKokk39c7kYwtIHFp_1H0pv4Vh-IAmYagyWzAafgFSUn2OXlf3_-zPeeHj-Z-yFYxYHYk1yYZ0FI?loadFrom=DocumentDeeplink)):

And if you, you know, and if you have to control people, you have the wrong people, right? Think about it. Right? Yeah. So I love doing that to be like, oh, we trust our people. This is a, this is a standard, right? Says, great. So do you track vacation days and expenses? Oh, well, yes, of course. Well, why just tell 'em, Hey, as if your company do whatever you want, well, Don, no, then, then what? Right? Then you don't trust people. So be honest about it. You, you were talking about radical candor, right? That's another one of our values. Say things straight out. You don't have to be mean about it, right? Look, I just don't trust you, right? Okay. So yeah, you say that say, and then that limits the relationship. And part of the problem is because people don't know how to talk about and give feedback, right?

Adolfo Gomez Sanchez ([29:02](https://www.temi.com/editor/t/yL6o7l3NrHrSZ5ktKokk39c7kYwtIHFp_1H0pv4Vh-IAmYagyWzAafgFSUn2OXlf3_-zPeeHj-Z-yFYxYHYk1yYZ0FI?loadFrom=DocumentDeeplink)):

They talk about, they don't talk about behaviors, they talk about intentions or, or, you know, essence, right? So you did that because, well, what the hell, do you know why I did things? You have no idea why I did things. Right? Why don't we start and say, look, I, I'm sure you had a great intention, but it made me feel this way, right? Right. Because we all, 'cause we all have different rules, right? So the golden rule is great in intention, but it's actually lousy advice. I don't wanna offend anybody by that. But it's, you know, teach other, treat others like you would like to be treated, right? Actually, no, because you may have a series, different series of criteria of what respect or, or love or whatever means to you than I do, right? Mm-Hmm. <affirmative>. I'll put an example. Think of a couple, right?

Adolfo Gomez Sanchez ([29:42](https://www.temi.com/editor/t/yL6o7l3NrHrSZ5ktKokk39c7kYwtIHFp_1H0pv4Vh-IAmYagyWzAafgFSUn2OXlf3_-zPeeHj-Z-yFYxYHYk1yYZ0FI?loadFrom=DocumentDeeplink)):

You got a couple, and your partner, uh, says that, you know, if you love me when I'm sad, you need to leave me space. 'cause I'm just, that's, I need to breathe. I need to go for a walk, right? And you say, okay, and so, but doesn't tell you, right? And in your mind, you're thinking, if I, if I'm sad, if you love me, you gotta be there with me and you gotta be taking, you know, because that's what love is, right? So imagine what a mess you're gonna make when your partner is sad. And then you say, okay, what would I do? Oh, I'd like it to be all over. You know, I'd like them be all over me. Right? And you don't do that. And it's the exact opposite. But nobody teaches us to talk about that. And when you get into a corporate world or a relationship, it's, you know, why are you micromanaging me? And maybe a lot of times it's, well, I, I just wanna help. Right? Well, actually, you make me feel terrible, right? And when people learn, that's one of the things we teach to do. Have those conversations. The world just opens up. I never thought, I, I never knew you saw it that way. Well,

Corey Andrew Powell ([30:31](https://www.temi.com/editor/t/yL6o7l3NrHrSZ5ktKokk39c7kYwtIHFp_1H0pv4Vh-IAmYagyWzAafgFSUn2OXlf3_-zPeeHj-Z-yFYxYHYk1yYZ0FI?loadFrom=DocumentDeeplink)):

Never.

Adolfo Gomez Sanchez ([30:32](https://www.temi.com/editor/t/yL6o7l3NrHrSZ5ktKokk39c7kYwtIHFp_1H0pv4Vh-IAmYagyWzAafgFSUn2OXlf3_-zPeeHj-Z-yFYxYHYk1yYZ0FI?loadFrom=DocumentDeeplink)):

It sounds so basic, but people don't do that.

Corey Andrew Powell ([30:34](https://www.temi.com/editor/t/yL6o7l3NrHrSZ5ktKokk39c7kYwtIHFp_1H0pv4Vh-IAmYagyWzAafgFSUn2OXlf3_-zPeeHj-Z-yFYxYHYk1yYZ0FI?loadFrom=DocumentDeeplink)):

Well, it's communication, right? Yeah. I mean, it's, it's it's communication which, um, at every aspect of life we benefit from open, honest communication. And it's great that you've mentioned the, the micromanaging part. 'cause when I talk to, uh, corporate heads or CEOs or you know, managers, and we talk about that micromanaging thing, it's usually a control issue because the people you hired, if you are competent as a hiring manager, you didn't hire someone who's incompetent, who can't do the job. You have to just leave them alone and allow them to do the job, versus being over their shoulder every five seconds. Because, you know, that's something that people are not comfortable with. And I'm the same way. Now I'm like, okay, you know, you hired me to do a job. Uh, gimme a deadline and here's your end result. Now, if I need help along the way, I'll ask you <laugh>. You know? But you have to give people that, that, um, ability to, to use their own head, their own logic, and work through their own sort of processes to get something done without micromanagement. I think very often they say the people who leave jobs, they usually don't quit the job. They quit their manager. That's said,

Adolfo Gomez Sanchez ([31:38](https://www.temi.com/editor/t/yL6o7l3NrHrSZ5ktKokk39c7kYwtIHFp_1H0pv4Vh-IAmYagyWzAafgFSUn2OXlf3_-zPeeHj-Z-yFYxYHYk1yYZ0FI?loadFrom=DocumentDeeplink)):

That's exactly right. Very often. And, you know, and part of that is a communication skill, right? So you can't know what I expect from you. And, and managers are, you know, are terrible and know, letting you know what that means, right? So let's say ambiguous things. So, oh yeah, I want you to have a lot of initiative. Like what the hell does initiative do? Right? <laugh>, I mean, I could do something if think it's a great initiative, and you might think that's not what I've got in mind. Right? Right. So you gotta really make it help. And then, and that's why performance review as a concept is not a yearly thing. A performance review should be almost a weekly conversation. It's a 10 minutes, it's five minutes, but it's, it's a weekly feedback, right? Um, the net, there's a great Netflix book. I can't remember what it was called, but it was from the HR people at Netflix.

Adolfo Gomez Sanchez ([32:17](https://www.temi.com/editor/t/yL6o7l3NrHrSZ5ktKokk39c7kYwtIHFp_1H0pv4Vh-IAmYagyWzAafgFSUn2OXlf3_-zPeeHj-Z-yFYxYHYk1yYZ0FI?loadFrom=DocumentDeeplink)):

And, and the way they set it up was, you know, they said nobody should ever leave be, you know, dismissed from a company without seeing it coming from a long way back. Right? Yes. Because you had these conversations and you know, it's happening. And that's fair. 'cause if no, you're not giving them a chance, right? And leading is that it's helping people to grow. Right? And you can't do that if you don't tell 'em what you expect. 'cause a lot of times people don't know what they expect. Expect Mm-Hmm. <affirmative> the actual manager doesn't know. Right. But since you can't say, I don't know. Right? And, and that's where it gets into that crazy ball, right? So if he takes a step back and goes, Hey, what could we do better? Every time I've done this with clients, really just amazing things come out and they're like, why didn't we think of this? Well, we did, but you wouldn't listen, right? <laugh>. Right,

Corey Andrew Powell ([32:55](https://www.temi.com/editor/t/yL6o7l3NrHrSZ5ktKokk39c7kYwtIHFp_1H0pv4Vh-IAmYagyWzAafgFSUn2OXlf3_-zPeeHj-Z-yFYxYHYk1yYZ0FI?loadFrom=DocumentDeeplink)):

Right. Yeah. That's the other thing. I mean, very often trying to get people, when you have an opinion and you're trying to really offer that to the corporation, uh, people, again, that takes you back to, are people willing to listen to criticism? And are, are they willing to, um, to grow? You know, when they don't know, I always say the person who walks in the room and they, they profess to be the smartest person in the room. And you can guess that it's usually literally the, the opposite. 'cause no one would walk into a room with such an assumption. And I, I do wanna, um, lastly talk about something I think is also important, um, and you, you sort of tapped into this as well, and I'll share that. I interviewed a woman who survived the Boston Marathon bombing. Her name is Jennifer Kaufman. And, um, she was, I think in, in, in the finance world, and she was running this marathon, and this changed her life.

Corey Andrew Powell ([33:40](https://www.temi.com/editor/t/yL6o7l3NrHrSZ5ktKokk39c7kYwtIHFp_1H0pv4Vh-IAmYagyWzAafgFSUn2OXlf3_-zPeeHj-Z-yFYxYHYk1yYZ0FI?loadFrom=DocumentDeeplink)):

I think she almost lost her legs, and it just was terrible injuries. And, um, and she confided that she was so transformed that she began to plot, uh, revenge murder of the bombers. Like she found herself, like googling, like where they live. Like it just transformed her into some like psychotic different person as a traumatic experience can. But all of a sudden she began to sort of wanna know now, well, why would someone do this? So she began to change her mindset, to understand what would a person go through. And she discovered that these two kids had been radicalized as children in a religious environment. Mm-Hmm. And programmed to be difficult and to, and I mean, to, to hate the United States. Mm-Hmm. And they were indoctrinated into this hate system ideology. And it began to change her, uh, mindset, which is, this is a big one to empathy, right?

Corey Andrew Powell ([34:30](https://www.temi.com/editor/t/yL6o7l3NrHrSZ5ktKokk39c7kYwtIHFp_1H0pv4Vh-IAmYagyWzAafgFSUn2OXlf3_-zPeeHj-Z-yFYxYHYk1yYZ0FI?loadFrom=DocumentDeeplink)):

For these two. And she even got to the point where she said, so Corey, I would refer, I prefer you not to refer to them as the bombers. They have names and she would like me to use her name doing, you know, she had this compassion for them. So anyway, the point is, this whole situation transformed her life in a way that she never saw coming because she became a film director now very celebrated because she did a documentary of this experience, and she became a, now a big Hollywood producer. Her life is so fulfilled now that she says she would not change anything about what happened because it helped her get someplace else. And she said what she learned was in life, things that you think are happening to you are sometimes happening for you.

Corey Andrew Powell ([35:09](https://www.temi.com/editor/t/yL6o7l3NrHrSZ5ktKokk39c7kYwtIHFp_1H0pv4Vh-IAmYagyWzAafgFSUn2OXlf3_-zPeeHj-Z-yFYxYHYk1yYZ0FI?loadFrom=DocumentDeeplink)):

Now, that's the extreme where she almost lost her legs. But I brought that story up to talk about people getting stuck when they have an adverse situation stuck in adversity, something to traumatized by. And I know in your work, you have to help people kind of get beyond those times when they feel stuck. So how do you motivate someone who's been through I now that was the extreme I just gave you. Right? But how do you motivate people who have had a devastation situation or they just feel like they can't get ahead? And how do you make them feel there's optimism still and hope to, to overcome that and still be successful?

Adolfo Gomez Sanchez ([35:43](https://www.temi.com/editor/t/yL6o7l3NrHrSZ5ktKokk39c7kYwtIHFp_1H0pv4Vh-IAmYagyWzAafgFSUn2OXlf3_-zPeeHj-Z-yFYxYHYk1yYZ0FI?loadFrom=DocumentDeeplink)):

That's a huge great question. It's huge one. Um, so take your time. So I think there's a no no, I think there's a couple of pieces in there. So one is around, and you know, this Jennifer, I think was her name is Jennifer. Yes. Sexual human being. Uh, because what she's done is she's been able to go through something and use it to grow as opposed to, you know, because you, you choose the meaning you give to things and, and how it changes you. Right? And then that marks your whole life. So she could have been, she could be hiding in bushes now trying to find these bombers, right. But says she's doing something with a great value. Right? I have a friend who's just, you can Google him. His name is Ko r Rodriguez, and he lives in Miami. He's a former professional motorcycle and quad driver.

Adolfo Gomez Sanchez ([36:23](https://www.temi.com/editor/t/yL6o7l3NrHrSZ5ktKokk39c7kYwtIHFp_1H0pv4Vh-IAmYagyWzAafgFSUn2OXlf3_-zPeeHj-Z-yFYxYHYk1yYZ0FI?loadFrom=DocumentDeeplink)):

And in about 20, 30 years ago, he, he broke his back, um, and he's in a wheelchair. Um, and he's in the hospital. It, I'm just saying it's very similar. He, he looks at the, the doctor and he says, you know, I've been thinking since I can't use my legs to stay on a motorcycle, I'm gonna start racing jet skis, right? Because what I love to do is just race and I'm gonna, anything that, and the doctor says, are you crazy? He says, no, no. I never really thought about it. Right? I mean, you know, and everybody told me it was crazy. And he got out and he did it. He started racing jet skis. He won the Iberian Championships, right? Mm-Hmm. Absolutely. Right. It's not, yeah. Not, you know, handicapping. Absolutely. Um, and when he wins, he calls his dad, and he goes to, he goes to the world championship.

Adolfo Gomez Sanchez ([37:00](https://www.temi.com/editor/t/yL6o7l3NrHrSZ5ktKokk39c7kYwtIHFp_1H0pv4Vh-IAmYagyWzAafgFSUn2OXlf3_-zPeeHj-Z-yFYxYHYk1yYZ0FI?loadFrom=DocumentDeeplink)):

So he does a poll position, he calls his dad, and his dad says, that's amazing. How many disabled people were there? And he said, none says I'm the same guy. I'm just sitting down. I'm the same guy. <laugh>. Yeah, yeah, yeah. So, so it's all, you know what you were saying, oh, how could this happen to me? To, well, this happened to me and it's pro, you know, I had something to do with it, or I could have made a decision, but I now have to say, how can I leverage this? And he's just an incredible force, a credible human being. Um, so I think that's, that's one piece and the other, Mm-Hmm, <affirmative>. The other thing when people get stuck, and it's a lot less dramatic than Antonio Cole or, or Jennifer w would be to help them to understand why they're doing stuff.

Adolfo Gomez Sanchez ([37:36](https://www.temi.com/editor/t/yL6o7l3NrHrSZ5ktKokk39c7kYwtIHFp_1H0pv4Vh-IAmYagyWzAafgFSUn2OXlf3_-zPeeHj-Z-yFYxYHYk1yYZ0FI?loadFrom=DocumentDeeplink)):

So we all have, so Keegan Lakey, these two psychologists have this great thing around, they call hidden commitments, right? So we all have these, these hidden things that we're, we're, we defend certain, or we have certain traits, because that has been useful for us in the past, right? So we, um, so the micromanager is usually somebody who early in his career got beat up if he didn't have all the details. So now he gets into everything, but it's, it's, you know, it's totally maladapted. It's 20 years later, you don't need to do that. Right? Right. Or the person who, who drives to appease people are apologize a lot, has some trauma, because as a child, they were, you know, in a situation where they felt they always had to, you know, put their head down. So, um, we, we had these hidden commitments, and it's why change is so difficult, because we don't realize them.

Adolfo Gomez Sanchez ([38:18](https://www.temi.com/editor/t/yL6o7l3NrHrSZ5ktKokk39c7kYwtIHFp_1H0pv4Vh-IAmYagyWzAafgFSUn2OXlf3_-zPeeHj-Z-yFYxYHYk1yYZ0FI?loadFrom=DocumentDeeplink)):

Right. So you have, you know, I, I had one player, so it worked with him, and he would, when it was a tight game, he would actually tank. He would, he would try and lose the match, and we couldn't get it. Why? Right. He was so talented. Why? And then going around, going around, going around, we finally got to the point where you, you know, know, it's if, if I lose, because, and I try, if I try and I lose, well, I'm a loser, but if I don't try, I'm just to spoil bra. Wow. Right? <laugh>. And then he, and then when he, as he said it, he looked and said, wow, that sounds terrible, doesn't it? Right? And he said, yeah. And then he is like, and then we just, you know, we're able to run him through, well, what would happen if you did try?

Adolfo Gomez Sanchez ([38:54](https://www.temi.com/editor/t/yL6o7l3NrHrSZ5ktKokk39c7kYwtIHFp_1H0pv4Vh-IAmYagyWzAafgFSUn2OXlf3_-zPeeHj-Z-yFYxYHYk1yYZ0FI?loadFrom=DocumentDeeplink)):

And, and they, you see, you know, you realize you're telling yourself a story. You're holding onto something, um, that, that isn't true. Right? Mm-Hmm. <affirmative>. But we do that so often and we believe that so often, I'm not the type of person, I'm not worthy. And again, a lot of that comes from programming for your environment, your parents, your Yes. That's why, that's why it's so important. So, you know, they say, you know, you're not responsible for having messed you up, but you are responsible for cleaning yourself up. Right. <laugh>, we all have our traumas and we've been through rough things. And I've had moments where I thought, God, you know, how will I make it through? Mm-Hmm. And I look back on those, and I think that makes me more credible when I'm helping my clients go through that. I say, look, I know what it's like to think you can't breathe.

Adolfo Gomez Sanchez ([39:33](https://www.temi.com/editor/t/yL6o7l3NrHrSZ5ktKokk39c7kYwtIHFp_1H0pv4Vh-IAmYagyWzAafgFSUn2OXlf3_-zPeeHj-Z-yFYxYHYk1yYZ0FI?loadFrom=DocumentDeeplink)):

I really, really, really know what that's like. Um, and, and so now I can tell you, you do get out of it, right? And here's some techniques to do it. Um, so, so I think it's about, you know, always thinking a life is wonderful. Like, I mean, it's a gift, right? Um, so, you know, don't throw it away. And, and secondly, it's what meaning can I give? Get curious. Get curious, right? Because we automatically attribute meanings. It's like a macro, right? Oh, you didn't smile at me. Uh, Corey, so you don't like me? Well, well maybe why don't you smile and then, you know, you'd be amazed why, what drives people, right? And once you get curious, it's like you said, what happened with Jennifer. You go, you go from this anger to, you know, um, a different state,

Corey Andrew Powell ([40:14](https://www.temi.com/editor/t/yL6o7l3NrHrSZ5ktKokk39c7kYwtIHFp_1H0pv4Vh-IAmYagyWzAafgFSUn2OXlf3_-zPeeHj-Z-yFYxYHYk1yYZ0FI?loadFrom=DocumentDeeplink)):

Great wisdom, words of advice, Mr. Afo Gomez Sanchez, founder of Chief Passion Officer, uh, uh, founder and Chief, passion Officer of Gold Results. This has been a wonderful conversation, and I so appreciate your time. Like I said, you are an inspiration. The wisdom you're sharing is inspirational. And I know that our community will benefit from hearing and watching. So thank you so much for being here today on Motivational Mondays.

Adolfo Gomez Sanchez ([40:38](https://www.temi.com/editor/t/yL6o7l3NrHrSZ5ktKokk39c7kYwtIHFp_1H0pv4Vh-IAmYagyWzAafgFSUn2OXlf3_-zPeeHj-Z-yFYxYHYk1yYZ0FI?loadFrom=DocumentDeeplink)):

Well, thank you for having me, Corey. It's a pleasure and glad to come back anytime you want.

Speaker 3 ([40:42](https://www.temi.com/editor/t/yL6o7l3NrHrSZ5ktKokk39c7kYwtIHFp_1H0pv4Vh-IAmYagyWzAafgFSUn2OXlf3_-zPeeHj-Z-yFYxYHYk1yYZ0FI?loadFrom=DocumentDeeplink)):

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