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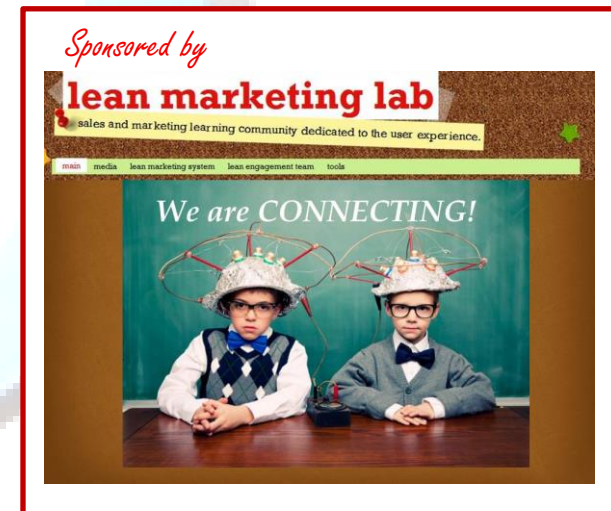
Implementing Lean Marketing Systems



Working Positive in a less than Perfect World

Guest was Dr. Joey Faucette

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[Dr. Joey Faucette \(@drjoey\)](#) is the internationally known author of the #1 Amazon best-seller, [Work Positive in a Negative World: Redefine Your Reality and Achieve Your Business Dreams](#).

Note: This is a transcription of a podcast. It has not gone through a professional editing process and may contain grammatical errors or incorrect formatting.

Transcription of the Podcast

Joe Dager: *Welcome everyone! This is Joe Dager the host of the Business901 podcast. With me today is Dr. Joey Faucette. Dr. Faucette is an author of the Amazon best-seller, Work Positive in a Negative World, professional speaker, and coaches business professionals to increase sales with greater productivity. His career was launched as a 9-year old door to door Christmas card salesman enabling him to purchase a new bike. Dr. Joey, I would like to welcome you and can you still describe that bike to me?*

Dr. Joey Faucette: I can show you pictures of it Joe. I'm delighted to be on Business901. Thanks so much for having me on. Back in that day Joe and you may remember these days; three-speed bikes were all the novelty. Now you probably have 333-speed bikes. Three-speed bikes were a novelty. That was a big deal. I was the coolest kid on my block.

Joe: *You kind of stayed in the sales area. Has your work always taken you in that direction or did you just grow out of all this being a salesperson?*

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Dr. Joey: No, no, no. I think anybody in business today Joe better be in sales. If you're not in sales, you're not going to be in business long because – and of course if you take it to a little broader understanding of sales – we're constantly representing ourselves. We're constantly sharing our ideas and trying to get other people to buy into them. Whether you're married and trying to get your wife to go to your favorite restaurant that evening, or whether you're trying to get your child to be compliant with the behavior that you want, or whether you're to keep your dog from wetting on the floor, you're constantly trying to get somebody or something somewhere to buy into it. I really got into sales as a nine year old. I kind of backed into it. If you go to our website at listentolife.org and you click on "Who is Dr. Joey?", by the way, you can see a picture of that bike there in the video. I had this grandiose idea about doing what every other nine year old kid does, and that is mowing grass and keeping lawns. I think about the third lawn I mowed in my budding enterprise; I got sick, and we discovered I had all these allergies. I wound up in Duke University Hospital, and they told my mom that I probably wouldn't make it through the night and all this kind of stuff.

As Norman Vincent Peale said – Dr. Peale is one of my favorites – he said, "Within every adversity lies the seeds of opportunity." I quickly figured out that my seed of opportunity was not in riding a lawn mower but in doing something else. And Joe it's kind of hard to turn down a kid when it's 100 degrees outside, and he's standing on your front porch, and he's a cute little nine year old and he asks you if you want to buy inscribed Christmas cards. I'm not as cute as I was as a nine year old anymore because I'm bald now but still there are lots of opportunities that lie in the midst of the adversity. That really was the genesis of the number one Amazon best-seller I wrote, *Work Positive in a Negative World*.

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When the economy tanked a few years ago, it was all doom and gloom, people calling it the great recession. I just took that as an opportunity to find some opportunities that could help other people to maximize their income, as well as their potential.

Joe: *Many listeners have heard quite a bit about appreciative inquiry and Strength-Based Lean. What's different from maybe that work positive approach you take or is it very similar to appreciative inquiry?*

Dr. Joey: I think it's very, very similar. What I discovered was, I went back into the Great Depression Joe and did some research and found that some great businesses had started during the Great Depression. Here you had the worst economic disaster in the history of our country and maybe the world, and there's Dale Carnegie writing, *How to Win Friends & Influence People*. That's an international training company now. It did about \$30 million last year. Harland Sanders before he was Colonel Sanders was up in Corbin, Kentucky and at 66 filed for bankruptcy. All he had left was a station wagon and some chicken legs and eleven secret herbs and spices, and there he goes off touring his part of the country, teaching people how to fry chicken. What I discovered was that while Napoleon Hill wrote of course, *Think and Grow Rich*, following the Great Depression, Dr. Peale wrote, *Power of Positive Thinking*, in '52 which sort of built on that.

What I found was though that positive thinking is important, but it takes more than just thinking about something, it takes more than just setting intentions. What I discovered I really think Joe were these five core practices that encompass your entire lifestyle and all of who you are as a person. It's the mental dynamic which I call the perceived core

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practices. It's the social dynamic which I refer to as the conceived core practice. There's the emotional core practice which is the believe core practice. There is the physical which is the achieved core practice. And then there's the ethical which is the received core practice. You see how that covers all of your psychosocial dynamics as well as your physical dynamic, and it's really a holistic approach if you will to achieving a positive lifestyle at work.

Joe: *How do we do that at work though? In my world especially, in the quality world – we're out there to solve problems. Can we put a positive spin on everything?*

Dr. Joey: Well it's not actually putting a positive spin. The positive is already there in the midst of that. It's just a matter of discovering that. I understand exactly what you're talking about. For instance, attorneys by trade, quality control engineers by trade, or even our medical profession is built upon people looking for things wrong. We're diagnosing based on the flaws, based on the errors, and we become rather myopic around that Joe. You find depression rates higher among certain professions than others. And I'm not talking Great Depression, I'm talking medical depression. What you do in the perceived core practice for instance, and that's the mental dynamic in the first core practice of a work positive lifestyle, you want to focus on the positive and filter out the negative. It's not this namby-pamby rose-colored glasses kind of thing that negativity doesn't exist in the world that there aren't flaws and defects and things like that. But instead of just discovering a defect, one looks at the totality of what went right in addition to what is wrong.

I refer to that as focusing on the positive and filtering out the negative so that we then

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play to our strengths, and we take those things that are positive. For instance I work with a ton of business owners and most of them are in a sales related profession – insurance and financial services, things like that. If I see on my P&L, my bottom line is not what I wanted it to be this month or for 2013, the past year, and then that can be depressing, or that can get me down, and so then I don't want to pick up the telephone and make that next call, or I don't want to see the next client. Instead of finding those what Chip & Dan Heath call bright spots and finding those things that went right. Where did we make money last year if I'm looking at my P&L? How can we accelerate that, leverage that, grow relationships around that, so that we make even more money in the coming year? We focus on the positive and filter out the negative. Does that make sense?

Joe: *Sure. But it's more than just bringing more money home to satisfy the budget, right?*

Dr. Joey: Absolutely. It better be. That's certainly one measure of success, right Joe? But then there are all these others as well – meaning, purpose, fulfilment, satisfaction. All of that's wrapped into the work positive lifestyle. Again you see that it covers the mental, social, emotional, physical and ethical dynamics of who you are. So it's across the spectrum, across the totality of who you are as a person at work in business today.

Joe: *You talked about five core practices, and the first one was perceive. The first step I need is to start framing the things I see differently?*

Dr. Joey: Yes, exactly, I use the word redefine in the subtitle to our book. Redefine your reality and achieve your business dreams." We tend to adopt the filters, the lenses for

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viewing the images in our world mentally from those people who we spent a lot of time, and from the way we're raised and all those psychosocial dynamics that enter in there. So you're exactly right. We're focusing on the positive. So when you say reframing, I think that's a good way of thinking about it. I prefer redefining because typically what we do is we inherit definitions whether it's from our family of origin or from the people we're working with or whomever. Their influence tells us what we should see, and as I talk about it in the book, you see what you're looking for.

A perfect example would be let's say I was there in Fort Wayne with you, and we went and picked up my friend Charly Butcher from Wowo, and we were going to go buy, let's say we were going to buy you a new car. Let's say it's going to be a blue Honda Accord. By the way, Honda pays me nothing for mentioning them. I wish they did. So Charly and you and I we go out to a lot and you find one you like and then you discover that one of my ways of dealing with salespeople is I'm always ready to walk away if I don't get the deal I want. So we walk away and Charly is saying, "Joey I can't believe you buy Joe that car." I said, "Just get in the car; we'll find it in a minute." As we pull out of the lot though, guess what passes us driving on to the lot – a blue Honda Accord. I'm taking you back to your subdivision; I'm driving in. Guess who's coming out of your subdivision – a blue Honda Accord. We suddenly begin to see what we're looking for. And were there any more blue Honda Accords on the road than there were previously? No, of course not. We just are seeing what we're looking for because now we're fixated on a blue Honda Accord. The same way with positive and negative. We focus on the positive, so we begin to look for it as opposed to allowing negative thought patterns to overwhelm the way we think about the way we do work. We use those positive thought patterns then we see the positive more

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often.

Joe: *I'm going to go through your five core the second one is conceive. What's the difference between conceive and perceive? What is the difference there? They sound kind of the same.*

Dr. Joey: They are a lot the same. Let's say that you are perceiving the positive, you're focusing on the positive and filtering out the negative. Now mentally Joe you're thinking more positive thoughts. We give you a whole lot of tips and strategies to do that, by the way, in the book and in our 7 Weeks to Working Positive coaching program. You're vibrating if you will, your more positive Joe. Conceive is the social dynamic. We use the word conceive to describe the social dynamic of a work positive lifestyle, because it takes two to conceive, at least as I understand biology. It's that social dynamic because if I'm all positive now or I'm working on being positive, suddenly I realize that the people around me, specifically for our case here, the people at work, maybe they're not having the same kind of focusing on the positive filtering out the negative experience. Right?

I'm discovering some negative people at work. "How do I deal with these negative people without becoming one myself?" becomes a real serious case for me because as Jim Rohm told us for so many years, "We become the average of the five persons with whom we associate the most." I really help a lot of people and in fact this is one of the keynotes that I enjoy doing, discover how to remain positive, how to be positive without becoming negative like these people. And I have a pet name for negative people Joe. That's Eeyore vampires. I call them Eeyore vampires. You remember Eeyore from Winnie-the-Pooh. His

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constant refrain was, "It'll never work."

These people from work are like that. You can try that new method if you want to or you can do something different if you want to, which is usually what they're bristling against because it's unfamiliar, and it's changed. But it's going to fail. It's okay I guess – it'd be one thing to deal with these Eeyores if they stayed at work but when you leave work, and you go home and the sun goes down, Eeyores morph into vampires who begin suck time, energy and attention away from you. You're at home with your family, the people that you love, and you choose to be with, and who are you thinking about? That Eeyore at work, whether it's the boss, or it's a coworker or an employee, a customer, a client. And so they're Eeyore vampires. How do you deal with those Eeyore vampires without becoming one yourself is a key component of how you conceive the positive at work Joe.

Joe: *You have to go ahead and be able to gather support. You have to build that social community of being positive and conceive it that way. What's the third practice?*

Dr. Joey: The third core practice of a work positive lifestyle Joe is, "I believe it." This is the emotional dynamic. It really has two components to it. One is being engaged with your work. We mention meaning, purpose, fulfilment, satisfaction, things like that earlier. That's where this comes into play. Feeling like my work makes a difference. Seeing my work as valuable. I get fulfilment out of my work. As I like to say, "Do what you love and love what you do." There's that emotional engagement with your work. But there's also Joe, the negative world can emotionally crush us if we let it and if we're just in these deluge, these tsunamis of negativity which seem to be coming at us from all over the place.

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What it does is it literally suppresses our imagination, specifically what Napoleon Hill talks about in Think and Grow Rich as our creative imagination. He talks about two different types – the synthetic and the creative imagination. The creative imagination is what we're looking at here. And this is where you connect dots that maybe other people aren't connecting. So you come up with solutions, you broaden outcomes that perhaps you wouldn't otherwise. That creative imagination is engaged right there that propels your business forward, really quantum leaps. This is how most innovation occurs Joe is right out of that creative imagination, or right out of the believe core practice.

Joe: *I can guess this one. At some point in time, you gotta do it, right?*

Dr. Joey: That's it man; you got to do it. This is the achieve core practice. The fourth one is the one people want to jump right to. "Hey, Dr. Joe, give me the silver bullet. I want to go right there to it."

Joe: *Nike does it.*

Dr. Joey: Yes, but it's never that easy. What I discovered in my research was that this is a manifestation. This is what everybody sees. I live in the South on the East Coast, and it's like Kudzu. Kudzu first grows underground, and you don't see it and then it starts popping up all over the hillside and you're like, "Where did that come from?" Well it's been growing underground for all this time. Most people just see the results, and that's all they want to go right to. They don't realize that, for instance, the country music band Alabama played

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for twelve years at the Bowery down in Myrtle Beach South Carolina before anybody ever heard their records. Thomas Edison had thousands of failed attempts at a light bulb before he lit up the room.

We want to go right to results, and we want it overnight, and it just doesn't happen that way. What you do first is perceive it mentally, conceive it socially, and then believe it emotionally, and then you add action. And once you add an action to what you're perceiving, conceiving, and believing – that is you do something – then the whole thing takes on the ability to create results. It's not just simply navel gazing if you will mentally, socially, emotionally, but there's activity. You pick up the phone, and you make that call. You and I for instance, I think we met on Twitter. That means we both acted in such a way that we made ourselves available to people via social media. That's how you and I connected. You gotta do something and then the results speak for themselves. The really cool thing about the work positive lifestyle Joe is that there are exponential results. You see results beyond your imagination because you've perceived it, conceived it, believed it, and then you act in such a way that you achieve it.

Joe: *Let me take a guess at the fifth one, and I actually do not know it. I'm going to take a guess it's something about sustainability.*

Dr. Joey: Yes, exactly, it is sustainability because you want to keep the wheel turning, right Joe? You want to keep this work positive lifestyle that you're developing moving forward. I thought like you were just saying a minute ago; we want some results. I thought that fourth core practice of achieve was it. I mean what else is there? Your P&L's

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looking great, you're producing more widgets or providing more services than you've ever done before. I thought that's the end of it.

What I discovered was that when you receive the core practice that that's the ethical almost mandate I want to say that the universe rewards you when you invest in others. Zig Ziglar used to say it this way, "When you help other people get what they want, you get everything you want." If you're a local business person, you begin to invest in your community, and you find ways of helping through non-profit organizations or through sponsoring a little league team or something like that. You invest yourself. Just a simple act of saying thank you to your customers and clients is a huge, huge door opener because they're not expecting it. You and I could do another show on customer service and the death of customer service today. And yet how easy it is for a business to make a huge mark on its local community just by saying thank you and serving others. So yes Joe, you reap what you sow. It's sustainability; it keeps the wheel turning.

Joe: *I see this; I believe it. The five steps, I assume they have to be somewhat in order. But to make a change there usually has to be a driving platform. What gets people to commit to this positive style?*

Dr. Joey: It goes right back to the quote I gave you earlier from Dr. Peale, "Within adversity lies the seeds of opportunity." Whenever we, at least in my experience and studying people and why they change, and I've been studying change for probably 25, 30 years. It usually takes some sort of crisis which of course the Chinese use two characters for the word crisis. One meaning danger and the other opportunity. I guess it boils down to what doesn't kill you makes you stronger. That's the way I translate the Chinese right at

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that point. Most of us are going to continue to rock along.

In fact Jeff Olson in his great best-seller, *The Slight Edge*, talks about how 95% of us just kind of rock along in the midst of mediocrity. Whatever it is we're doing, we're doing. But it's when some adversity rears its head, it's when something happens to cause change, and it's uninvited change. Then how we react to that change, how we react to that problem or whether we see it as a problem, a challenge, or an opportunity Joe, that then becomes the platform for embracing it as an opportunity and creating this change. So we can expect about 5% of any group to naturally want to rise above. And I don't know why, maybe it's just a natural part of their DNA. But I think it's a concerted effort and a choice to self-improve. I really do. So that 5% is going to do it. Now for the other 95% usually it takes some sort of crisis, some sort of problem, danger, to rear its ugly head and to promote the change. You either become a victor or a victim at that point.

Joe: *I may phrase this wrong, but can I become positive on my own? Or does that social component really have to be there? Does someone have to help me get there?*

Dr. Joey: In my experience Joe, my results – and this is something as an entrepreneur I face constantly. I don't mean this braggadocios – but entrepreneurs by and large are really good at a lot of different things, and so they begin to buy the lie that they can do it all. They may be able to do it all, but they can't do it all at once. For me adopting a work positive lifestyle and the people I've worked with and seen do it best are those who leverage their efforts through relationships. Shawn Achor in his great book, *The Happiness Advantage*, talks about this very thing, about how in times of problem or crisis we invest in

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our social networks, that the people who do that are the ones who move through the problem, and the challenge, and the danger the best. Because what happens is if I'm in all these social dynamics then I get that positivity reflected back to me. Often times it's amped up Joe. Most of the time it's coming back to me in ways that are greater than what I gave it. Again five people together can accomplish more than one person can alone. So yes, I think it does in terms of accountability, partnership, and just an exponential increase of the positivity.

Joe: *Can I create a work positive organization? Does it have to be an individual thing? Can it be an organization? I work for the greatest organization in the world. Is Disney a work positive relationship or Pixar?*

Dr. Joey: Yes. Google or SAS, we could go on and name a bunch of them. I think so, and I think those organizations are the ones that are leading edge innovators that are providing better customer service, better product, better services at large when they're following these five core practices. And in fact my particular enjoyment in life is working with small business owners. Small business owners constitute about 85% of the businesses in this country and employ a little better than 40% of all the people that work in this country today. What I enjoy doing is helping business owners achieve what I like to call Joe, the work positive DNA in their company. Their sales increase, their teams, are more effective, and that business owner gets to get out of the office earlier as does everyone else on the team. They can get out there and do what they love with the people that they love because that's why we're all really working. We want money, but really what we want is independence, to be able to spend time with our children or grandchildren, to be able to

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take a long walk on the beach or hike a mountain. These are the things that we really want to do. So we're seeking to by ourselves this kind of time is what we're really after Joe.

Joe: *I have to ask you since you work with the salespeople, can they use these same principles attacking – not attacking. That's not a very work positive type thing, is it?*

Dr. Joey: For trying to deal with Eeyore vampires, yes, we want to slay them.

Joe: *But from a sales approach, when I'm meeting with a customer, can I take this positive approach in solving sales problems and looking for opportunities? Is that the way I should be presenting myself to customers?*

Dr. Joey: Totally. And that's the way successful people do it anyway. My friend Jeb Blount who has salesgravy.com, the largest job word site on the internet for sales professionals wrote a book called, People Buy You, and wrote another book called, People Love You. It's all about those interpersonal relationships regardless of how we're communicating whether it's in person, or by phone, or by Skype or whatever it is that we're using. So yes. In fact, I work with salespeople in lots of different industries in how to become work positive themselves so that they begin to attract their ideal clients and work them through various exercises so that they know who their ideal clients are so that they focus on those ideal clients and attracting those ideal clients so that they increase their sales with greater productivity in the sales process.

Joe: *This is a great opportunity for a salesman. One of my indicators whether someone's*

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going to be good in sales or not is how they frame the word "no." If it's just a temporary or an ending thing.

Dr. Joey: That's right. How final is no.

Joe: *And if it's only a temporary thing they're probably going to be a good salesman.*

Dr. Joey: That's exactly right. Well it's a good sign when you're getting no and when you're getting resistance if you're a good sales professional because it just means, "Tell me more." And some people their first answer is going to be no regardless, so you just got to get beyond that. If you don't have a strong ego, or if you lack a strong ego, and have a problem with rejection, you probably need to build widgets instead of sell widgets.

Joe: *I have to ask you about the on-hold messages that you have on your website, what are they about? I was intrigued by them.*

Dr. Joey: That's interesting you should ask that. What we do is I have a couple different blogs that you find at our website at listentolife.org. One of them is the Work Positive blog and the other is the Live Positive blog because what I found is in teaching about the perceive core practice, we talk about your daily routines, specifically your morning and your evening routines. I encourage people to take ten minutes in the mornings, five minutes that they spend reading positive literature or listening to positive music and then five minutes of visualizing positive outcomes to their appointments that day or to the day that they anticipate.

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People said, "Dr. Joey, what kind of positive literature do you recommend?" I started a blog back in I guess it was '99, it was actually a syndicated radio show and newspaper column for a time back when those media were really booming, and it's called Live Positive. It's a short motivational some of them even inspirational positive story about everyday life. It's become a pretty cool thing. It's become almost a community thing with people emailing me their stories and things like this. I get to be kind of a positive community storyteller around the world. What we do is we take the recording of those – they're podcasts also – into the studio and my engineers slice them and dice them, and I do custom opens and closes for various businesses around the country. We put together maybe a little ten or fifteen second product promotion thing at the end of these stories. But basically when somebody gets put on hold, they get to listen to me sharing a positive story about an everyday life experience that I had with one of my daughters, or with one of the dogs or the horses here on the farm. Just regular everyday life. It's far different from the elevator music that you hear a lot of times from the incessant drone of commercials that you get when you're on hold.

Joe: *I think that's very intriguing. What's the best way for someone to contact you and learn more about what you do?*

Dr. Joey: Thanks so much for asking Joe. If you go to our website at listentolife.org, there you'll find an opportunity to watch a free webinar video that we've produced about the work positive lifestyle and specifically gives you information about our 7 Weeks to Work Positive coaching program. You can also go to Amazon and order our number one Amazon

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best-seller, Kindle, Audible – I did the narration myself – or paperback. Entrepreneur Magazine and I produced this book, and that was a great, great experience working with that dream team there at Entrepreneur Magazine. And you can get it again, it's Work Positive in a Negative World.

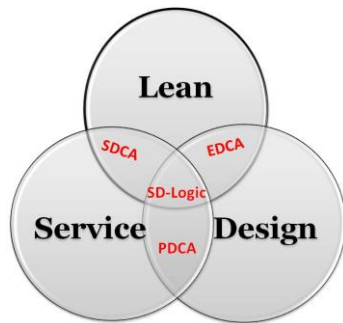
Joe: *Well I would like to thank you very much Dr. Joey. This podcast will be available on the Business901 blog site and Business901 iTunes store. So thanks again.*

Dr. Joey: My pleasure Joe. Thanks for having me on.

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Joseph T. Dager

Business901

Phone: 260-918-0438

Skype: Biz901

Fax: 260-818-2022

Email: jtdager@business901.com

Website: <http://www.business901.com>

Twitter: [@business901](https://twitter.com/business901)

Joe Dager is president of Business901, a firm specializing in bringing the continuous improvement process to the sales and marketing arena. He takes his process thinking of over thirty years in marketing within a wide variety of industries and applies it through Lean Marketing and Lean Service Design.

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