

# *Business901* Podcast Transcription

*Implementing Lean Marketing Systems*



## Organize your Existence

Guest was Justin Klosky

*Business901*

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## Implementing Lean Marketing Systems



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### Transcription of the Podcast

**Joe Dager:** *Welcome everyone! This is Joe Dager the host of the Business901 podcast. With me today is Justin Klosky. He strives to help people find organizational discipline in their lives. Through his own obsessive compulsive disorder (OCD) Justin created the O.C.D. Experience. Justin and his team bring full-service organization to high-profile clients and businesses across the country. His new book Organize & Create Discipline is an A-Z guide to an organized existence. Justin I'd like to welcome you. Tell me, can an OCD person, do they have trouble becoming organized?*

**Justin Klosky:** There are different levels and variations of what OCD is. Some people who have OCD have difficulty finding organizational discipline and systems in their lives and some are just meticulously organized because they become obsessive about it. I myself have become obsessive about organizing to the point where I needed organizational systems in my life to find clarity, to release some of the stress that I was holding on in my life, to open up my mind to be able to function better. So that's where the need for my organizational discipline comes in. But there's varying degrees of what OCD is for people. Fortunately for me I figured out a way to tap the benefits of the organizational part but not always the difficult parts of OCD which could be the intrusive thoughts, which can be the counting aspects of it, which can be cleanliness on various levels. There are various degrees of what that is.

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**Joe:** *A big area that you cover, part of the book I think you started talking about one OCD side and then the next part of it you talk about the second side, organize and create and discipline. Why did you separate it that way? Why did you think it was important to have both parts like that?*

**Justin:** I thought it was important for people to understand that I'm not making light of what OCD is but I'm trying to cast the power of what OCD can be. There are so many people out there that aren't educated enough about what OCD truly is, and I wanted to explain to the reader that I have OCD. I was diagnosed with OCD at a very young age. My mom chose not to put me on medication because she didn't want to stifle any creativity that I could have developed. And now as I got older and developed my sickness, I found a way to kind of reboot what OCD is for me and hopefully for other people, and that's to organize and create discipline.

**Joe:** *Well I think it's interesting Justin, you bring up something right there is that we always think of that creative type as being somewhat disorganized. Is that true?*

**Justin:** It's funny. I get emails all the time from different people showing me like Al Gore's desk which is a nightmare of a desk, saying "Al Gore is a creative genius." And then you get the Einstein theory. Einstein lived in an office and worked in a place that was just chaos. So I think it varies depending on the person. I'm a very creative person. I've been an actor, an artist. I was a musician. I still sing. I love that. So in essence I would like to say I am a creative, artistic individual but my need for disorder is not the same as another artist. And I think again going back, it's based on individuality and no person is the same.

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**Joe:** You know we spend so much time, and I think in an office environment I think I've heard numbers of like 20% of our time is spent trying to find things. The thing that I guess I ask is why are we not more organized? What stops most of us and most organizations?

**Justin:** It's in the name of my business. It's the discipline. Organize, create and then discipline. People lack discipline. And not just in organization but in so many varying aspects of their lives. And in order to maintain organization you have to keep up discipline and people don't want to. People are lazy. People don't want to make the time to. But when they realize how beneficial it can be and how much time it will save them, how much energy it will save them, how much productive they will be because of it, and they start to live that, then their mindset shifts. So people don't do it because they lack discipline.

**Joe:** Well you got fed up at some young age, didn't you? And just emptied your bedroom or something one day. What did you do? Go stand in the middle of it with nothing in it? Tell me that story.

**Justin:** I did. I had a really interesting childhood. I had a rough childhood on certain levels, but I had a very easy childhood. I didn't want for anything. My parents provided really well. My parents took care of me. But unfortunately I was in circumstances as a kid that no kid should have to go through, and I was robbed of some of my youth. And my need for order and control came out of that horrible experience in my life. My parents would constantly argue over where things were in our house. My mom would misplace things – her jewelry, things period. And they went away on a trip to, I think it was Europe, and I decided to empty out every drawer in the house and reorganize our house. And that

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way I knew I had control over the house and my parents couldn't argue about where things were because I knew where everything was. And from that moment on is when I really started to develop my skill to get things organized.

**Joe:** *It was probably a shock returning from Europe I guess.*

**Justin:** Yeah, my parents were shocked nonetheless. And my grandmother who was babysitting me at the time just let me do what I wanted to do and I think she found some sort of humor in it all.

**Joe:** *One of the things that I think about though is if you want that type of control and it takes something like that to be really organized, how do we do that when we're talking of team structure maybe and organizing as a team? Is there a secret to pass that on and share organization with others?*

**Justin:** Yes, absolutely. You said it perfectly – team. If you're working on a team with anybody there needs to be a team mentality. And I know it's so cheesy to say this but there's no I in team. There are leaders in a team and you could trust someone to lead you in the right direction. But it shouldn't be someone dictating what you do. So if you're working in an environment where people's opinions count and where finding the systems that work for the larger group are important, then you have to communicate, you have to work together, you have to discuss what works for you individually and then figure out the happy medium for what works for the team and the larger good.



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**Joe:** *One of the things you mention is the discipline part of it which is always difficult for all of us to stay at. But we get this burning platform and we make the change but we go to that great word sustainability, what are some of the secrets in sustaining organization?*

**Justin:** That's a fantastic question. Sustaining anything is about not only continuing to build upon it but also continually reevaluating what you want to sustain. In a perfect world we're all growing and evolving consistently, and that also applies to business. You always want your business and the systems in your business to constantly be evolving to support the growth of your company. So in order to maintain that and keep it up, you have to reevaluate where your company is going, where you want your company to be going, where you want your processes to be going, how you want people to recognize what you're doing in the world that you're operating in, and then start figuring out how to sustain it based off of the constant change that's happening. So it's always evolving.

**Joe:** *What's your biggest challenge of staying organized? Does the book solve it because you have to?*

**Justin:** Believe it or not my biggest challenge in staying organized is having patience for the other people around me who operate in my space. Let's just say my wife, you know. No people are the same and you have to if your sharing a space with somebody – and again this is my personal challenge – you have to be flexible and willing to bend your way of living. So for me my biggest challenge is understanding that not everyone wants to operate the way that I operate, and not everyone wants to live the way that I live. And if

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I'm going for example with my wife, share a space with her, I have to find a common ground and a common solution that works not just for me but for her while still maintaining my sense of order.

**Joe:** *You have an organization system on your website, can you tell me a little bit about that?*

**Justin:** We have a couple products available right now on the OCD website. We have the OCD Desk System which is a step by step instructional video on how to build the OCD Desk System from scratch which incorporates memorabilia and then of course an under-the-desk wire system that hides all of your wires. So there's no wire mess. So that's available to download on the website. We have the OCD Wallet which is in the process of actually being revamped but which is a slim, sleek men's wallet that holds the exact amount of cards that in my opinion every man needs. It also teaches you how to scan the cards that you don't need in your wallet and have them available on your smartphone. And then it's lined with aluminum to protect your credit cards from identity theft. And then my favorite new product that we're offering, besides the book obviously, is the app called Goodie Goodie which is going to be available to download towards the end of March which is first chore and rewards goal app where parents can give their kids chores, the kids complete their chores for points, those points equal a dollar value and then right within the app the kids can redeem those dollars for gift cards to any of their favorite brands. So those are some of the things that we're currently working on.

**Joe:** *The thing that caught my eye was the Desk System because there seems to be all*

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*these colored pictures on the desk and everything. What is that about?*

**Justin:** For me that's just special. People have a very difficult time figuring out what to do with memorabilia, with collectors' cards these days, with play tickets. What I do is I teach people that instead of just housing it away, hiding it, putting it in a book, if it's something that's important to you, showcase it. So the reason why you see a bunch of colors on the desk is for me their ticket stubs, concert stubs, backstage passes of all important events that I've been to in my life showcased on the desk.

**Joe:** *So you leave your desk kind of live your life for you in front of you each day?*

**Justin:** Yeah. It's a little more of just creative expression. I like being able to see the things that have inspired me and turned me into the person that I am. That was my original intention with the OCD Desk System as a place to not only be productive but to also showcase your memorabilia at the same time.

**Joe:** *One of the things that we always think about is the digital world is supposed to help us. But does that really help us or does that complicate things?*

**Justin:** That's another great, great question. The digital world should help us. It only complicates things when you don't have a plan on what you want to get digitized and how you want to implement and keep up the digitization process. It can seem very overwhelming for people at first to get their entire lives on a digital level. But once you take the steps to go at it, once you start literally accomplishing those steps and then again



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disciplining yourself to keep it up, I promise you that it is the most effective way to store documents, pictures, music, anything period because we're in such a world that's moving at a fast pace and our information is all over the place in our office, in our homes, that if you consolidate it unto one drive – have that drive backed up naturally – it's a foolproof way to be efficient.

**Joe:** *Do you have a favorite piece of software that you use for organization? What products do you use?*

**Justin:** The products that I personally use on a daily basis – I have a shredder that I will use every day. Fellowes is the company I work with. I have a scanner that I cannot live without by Fujitsu called the ScanSnap. And then I love Adobe Acrobat for editing pdfs, scanning, and then of course converting pdfs into jpegs. And then an app on my phone that I use, two apps actually on a regular basis would be the Keeper app for storing personal information, secure information and then CamScanner+ for on the go scanning and digitization.

**Joe:** *So what it sounds like to me is that you organize everything digitally just about that you can.*

**Justin:** I do. And the only things that I don't organize digitally are the new items that I will be using for new desks, the new collages. I keep those in a Ziploc bag ready to go so when I need to create some kind of art piece it's there. But for the most part besides a title to my car, besides my passport, besides certified documents that can only be handled

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tangibly, everything else in my life is digital.

**Joe:** *Is there a typical planning system that you use for projects or anything like that?*

**Justin:** Yeah I'm a Google Apps guy so I use Google for primarily everything – from calendar contacts, email, task management. They're continually developing great systems, all cloud based that are just completely foolproof right now in my opinion.

**Joe:** *Well that's always great to hear because everybody thinks of GTD or Franklin Covey or something like that, and those type of planning things, it doesn't seem like those things are important to you; your organization takes care of your planning.*

**Justin:** Yeah, it can if you do it right. You just have to know how you're going to set things up and make sure you keep on it. Unfortunately the Franklin Coveys who are developing those paper planners filler, their looking for hopefully a change in their product because it takes so much time to get reorganized at the end of every year and transfer birthdays and important numbers from your hard copy planner when if you do it once digitally, it's there.

**Joe:** *How would you recommend someone to get started? Do they need to empty their house and put it in the front yard?*

**Justin:** I recommend them just buying the book and just starting at one place at a time. The reason why I developed this book in an A to Z guide is to allow people to pick it up, look for what they want in organizing and just like a choose your own adventure, jump

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from topic to topic based on their needs. So honestly it's not a shameful plug. I purposely developed this book so anybody could pick it up and get going in any area of their life without feeling overwhelmed.

**Joe:** *So that's really what you would recommend as a first place to start and do it bite size chunks, right?*

**Justin:** That's it. Bite size chunks. And then as you start with those bite size chunks, it's like a big puzzle. You know, when you get a puzzle you take all the pieces, spread them out and look at the pieces and then one by one you start making those little connections and before you know it you have this complete puzzle. So treat it that way. Start little by little, start building the bigger picture and then all of a sudden you're going to realize that you have this incredibly beautiful picture that you painted for yourself and then you just have to keep it up.

**Joe:** *So where's the book available and where can someone contact you to learn more?*

**Justin:** The book is available all throughout the nation. It's at any local bookstore as well as online at Barnes and Noble, iTunes, and then of course Amazon. And then they can contact me – our website is [ocdexperience.com](http://ocdexperience.com). And then I'm on Twitter as well – @justinkloskyocd.

**Joe:** *Okay. Well that sounds like a great start for someone to browse your website because I learned a few tips on it going through it. Is there anything you would like to add that*

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*maybe I didn't ask?*

**Justin:** You know the only thing I'd like to add is don't feel overwhelmed guys. If you feel like your life is taking over, you take back control of your life. A quote that I always share with anyone who will listen to me is "now is always best time," and it's a quote from Yul Brynner's, *The King & I*, where the king literally in his broken language says, "Now is always best time." Don't put off something that you could do now, or in 30 seconds, or in two minutes. Don't wait. Just tackle it, do it, and accomplish it and before you know it you're not going to have much to deal with.

**Joe:** *I think that's a great advice Justin. I would like to thank you very much for participating in the podcast and look forward to seeing what next products you come out with actually, and I recommend the book. I thought it was a great book.*

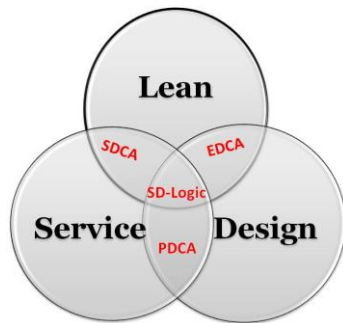
**Justin:** Thank you so much for having me. It was such a pleasure talking with you.

**Joe:** *This podcast will be available on the Business901 iTunes store and the Business901 blog site. So thanks everyone.*

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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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