



THE MILLION DOLLAR STRATEGIES PODCAST

WITH SHAUN BUCK & BRADLEY CALLOW

Shaun Buck: Welcome to the Million Dollar Strategies Podcast, where success isn't villainized. We turn failures into opportunities and 10X growth is the norm. I'm your host, Shaun Buck.

Shaun Buck: All right, hey, everyone. This is Shaun Buck and we have another Million Dollar Strategy Podcast. On this podcast we're going to do something a little bit different, okay? We are going to absolutely talk about business and go through that, but I've got a good friend of mine here, Bradley from Rich Legacy who really focuses on helping entrepreneurs achieve more balance in their relationships in life. I've actually been a customer. That's how we originally met. I was a customer of Rich Legacy. Well, hey, man. Welcome to the call. We'll start with that.

Bradley Callow: Yeah, appreciate it. Appreciate it. It's always good to catch up and spend some time with you. I know it's hard to find time when you're taking over the world in a nice way.

Shaun Buck: Yeah, it's funny how entrepreneurs seem to not make a lot of time for those good connections, whether they're personal or professional, in many cases, right? That seems to be a theme. But before we jump into that, tell everyone who's not from Rich Legacy, give us the backstory. Tell us about the company, tell us about what you guys do because it's so interesting and I think that this is really a missing component to business in general, like to get well-rounded overall happier entrepreneurs that will actually ... I think what you teach will make life happier for everyone, which will then help them grow their business better. That's how important I think this is.

Bradley Callow: Yeah, absolutely. I mean, there's been such a focus in recent years on taking care of yourself, whether that's exercise or nutrition or basic concepts of learning and personal development that didn't necessarily used to exist. That emphasis continues to grow. Stephen Covey, I think, says it best in the idea of you can spend all day trying to saw down trees when, really, you should spend a day sharpening the saw and cut down the trees in 25% of the time. This is really no different. We started to put an emphasis on nutrition and exercise. Well, now I'm bringing to light the focus on family because so much of the stress and the things that impact our performance as entrepreneurs come from the family. Think about employees that you have that are having issues at home. What happens to their work performance? A lot of times, it completely goes out the window and as an entrepreneur-

Shaun Buck: It drops.

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- Bradley Callow: Yeah, as the entrepreneur it's no different. So what Rich Legacy is rooted in is how do entrepreneurs become more intentional about what they're doing with their family. Because if you're not careful and very intentional around teaching your kids life skills, around having meaningful conversation with your kids and with your spouse, with deepening that connection, those things blow up over time.
- Bradley Callow: It's hard-easy, easy-hard is a concept I am huge on, because you can take the hard route and invest that time and energy and be intentional, and it'll be easier in the long run. Or you can take the easier out and ignore those things and say, "I'm doing this business for my family, and so I'm tripling down on the business and business, business, business. I'll figure all those things out later." Then, later comes and then all of a sudden you're paying for rehab. All of a sudden your kids are not leaving the house. They're living on your couch at 40 years old. Or there's just unnecessary stress and struggle within the family that all doesn't have to happen.
- Shaun Buck: Yeah. You know, if I was to make a damaging admission or a confession here, I know there have been times where a lot of times I'm like, "I'm doing it for the family," especially when there was some kind of sacrifice or something like that that they felt was a sacrifice for them, but maybe it really was just something I also really wanted to do and that would benefit the family, but the reality of the situation was I also wanted to do it, like I desired to do X thing. I know I have used that excuse before that it was for the family when the reality of it was it wasn't really for the family. It was that I wanted to do it, and yes, I did also think it'd be good for the family and that was a good enough reason for me to convince my wife to let me do X thing, right?
- Bradley Callow: Sure.
- Shaun Buck: I think entrepreneurs, I think we're ... To some of us, or even to some extent, we just love the game of entrepreneurship. I mean, I love it. I love playing it. I think about it all the time. It is my hobby. So if I'm not careful, it's like anything else. It can consume me.
- Bradley Callow: Absolutely. Absolutely. How do you start bringing that love and passion for entrepreneurship into the family? In a way, where you get to do your hobby in parallel with your family. I'm not saying have the family actually involved in the business. That's personal preference and there's pros and cons to that. But for example, when we're working with families, when I sit down it's, okay, you've got a clear business plan. You've got the next year, you've got the next three years, you've got the next five years laid out.
- Bradley Callow: In order to ensure or help ensure that you're successful at reaching the goals on that plan, you're a part of masterminds. You're a part of professional organizations. You hire consultants. You've got standard operating procedures, missions, visions, values, all these things to help ensure that you're successful in

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business. But then what I bring to light is why don't you have the same thing for your family? If family is so important, how do you justify not having the same sort of tangible goals and tools to help ensure that you achieve those goals?

Bradley Callow: I think it's okay 100% to say, "Hey, I'm not doing this part of the family. I love entrepreneurship. I'm doing this for me. I think that's healthy and it's realistic and to pretend like that doesn't exist is silly, but just striking that balance becomes so critical because if you move too far in one direction and you focus too much on your hobby or too much on entrepreneurship, at the end of your life you're going to regret that you didn't spend more time with your family. And it might not even take that long. It might just take it'll they get out of high school and all of a sudden you see them two, three times a year.

Shaun Buck: Yeah. Yeah, no. I totally agree. So let me ask you, what are some ... Let's talk about a strategy. Someone's listening to this podcast and they're like, you know what? You're right. You're right, I have challenges. I do focus too much on business, or I don't have a family plan, or whatever. What is a simple strategy that someone could take away right now and they could implement to really start even just a minor course correction, right?

Bradley Callow: Sure. The biggest thing, and also a point of relief for a lot of entrepreneurs that I share with them is it's not about quantity of time. It's about quality of time. So what I'm asking entrepreneurs to do is not really spend all that much more time with their family; I'm asking them to just be more intentional on the quality of the time they're spending together and making the most of that time.

Bradley Callow: One of the prime examples of that is a fundamental tool that, if applied, makes a huge difference. That's one-on-one time with each of your kids and your spouse. Each quarter, I recommend a minimum of three to four, half a day sort of time period with each member of your family. That specific time has a few structural elements that are important, but the most important is that it's one-on-one time. The second part is, okay, I'm going to put this in the calendar and it's going to be something that we're looking forward to, and I'm going to guard that time as if it was a meeting with a big investor, because it's a point of trust and rapport that you hold true to that date.

Bradley Callow: The next piece of it is that the kid's going to come up with the idea because you want some ownership and some excitement around what that activity's going to be. It's not a chance for dad to, "I love fly fishing, so we're going to go fly fishing every quarter," even though your kid hates fly fishing. There's opportunities for that, but that's not the focus for this.

Bradley Callow: The next part is, what are some core questions you can ask each quarter that are just kind of a benchmark and a check-in to really understand where the kid is, where your relationship is, and then set a goal, just one goal, for your relationship together and then one goal for each of you as individuals that you're going to work on for the next 90 days until you meet again. Then, dad's

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got a chance or mom's got a chance to record that, and all of a sudden, over time you've got this great progression of personal development. You've got this great progression of thinking and problem-solving and where the kid is and what they're struggling with and what their wins are, and it makes this awesome gift for when they graduate from high school.

Bradley Callow: But you also have these fun opportunities to teach life skills because, as the kid gets older, you can start introducing things like, okay, well, here's your budget for this quarter. Okay, well, let's cut that budget by 20% now that you've planned all the logistics and figured out what we're going to eat and how we're going to get there. Or guess what, the airplanes aren't running. How would you change your plan? Then as they get older, it's, well, how many hours would this take if you were working minimum wage to afford something like this? Then, oh, what do taxes look like? You just have this evolving opportunity that you ensure is happening each quarter so it doesn't fall to the bottom of the list or slip through the cracks and you're accomplishing all these things at the same time. It's just life-changing for families.

Shaun Buck: It's not three or four times per quarter that you do this. It's once a quarter for three or four hours. Did I catch that right?

Bradley Callow: Correct.

Shaun Buck: Okay.

Bradley Callow: Yeah. With each member of the family one-on-one.

Shaun Buck: Okay. Man, this five boys that I have is working against me a little bit here, but ... No, I'm just kidding.

Bradley Callow: That's your life choice. It's your life choice.

Shaun Buck: It took five times before I figured out what was going on and how it was happening, and so that was really the problem there. No. I was like, how can something that was so much fun cause so much work? Yeah, that's interesting. We're doing something not quite to that level, but I will step up my game with this challenge. I've added in ... I do about every other month dates, but they're usually short, an hour or two. I do let them plan them, but I end up at the candy store a lot and bowling a lot and stuff.

Shaun Buck: I also added something new last year, which was once a year I take each of them on an alone trip. My last one is getting ready to come up here, and I'm taking one of the boys to go to a Boise State Bronco game, but it's an away game. So going to the away game, we're going to go out for two days, and watch them whoop up and have a lot of fun. That was kind of a spin on it, but I like your ... I'm not being as intentional about some of the other stuff with the having them

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really fully help plan it, think about it, having the good conversations. We're just kind of talking about miscellaneous stuff. So yeah, I love that tip. Love that tip.

Bradley Callow: Too, it's kind of the minimum is to do that half a day, a few hours. If you can make time, especially for those that have smaller families, that you're able to do those trips once a quarter is fantastic. I just also make it clear that you don't want everything to be some extravagant trip because you also want to teach them that it doesn't require money to have fun and this isn't just about the money. This is about quality time and planting those seeds.

Bradley Callow: Then I'm also a huge fan of once a year doing a family retreat where it's everybody and getting everyone all on the same page and setting some goals and doing a SWOT analysis. What are our strengths? What are our weaknesses? What are the opportunities and threats that are facing our family? That's what we do a lot more of now as we come in and we do these private family retreats. Every family we've done one with is like, "Hey, this is going to be an annual tradition for us because this is just so incredibly valuable."

Shaun Buck: Yeah, no. It's cool. One thing I've actually been doing for a long time, actually, so I've got one son who was born when I was 16. When I had him starting at about three years old, I had him pretty much full time but he'd go over to his grandma's and every now and then his mom would pop back in and want to see him for a little bit, and that would ebb and flow a little bit. So he was outside of my control. I'm like paranoid that someone's going to hurt him or something, right?

Shaun Buck: So I would always have conversations with him about that, but one thing I came up with one day is I just asked him ... His name's Brandon. I said, "Brandon, what can I do to be a better dad to you?" It was crazy. He actually said something. He says, "When I get in trouble and you get angry, you raise your voice and it scares me." I didn't realize I was raising my voice. I'm not really a yeller, and I don't know that I was raising it too much. I think I was getting too much of a dad voice going on, right? Like a scary dad voice, which I used to do a lot more of back when I was 22 or 25 or whatever. It just broke my heart.

Shaun Buck: One day I got the courage to ask my wife that question too, and her answer also broke my heart. That was actually probably even more scary for me. But the thing about it is, as a parent, what I've always felt, or as a spouse, you actually can't ... I mean, unless someone give you a performance review, how do you really know whether you're doing something wrong or not? How do you ever make any course corrections or changes? So I still ask my kids twice a year, basically, for a performance review and my wife, "What's the one thing you want me to do different?" basically. Then I try to work on that.

Bradley Callow: Spot on. I ask the same things, and it's critical. Another powerful question I find is asking your kids what expectations they think you have of them that you don't verbalize. What are those things that they believe that you expect of them, but

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you never say out loud? "You expect me to get straight As and go to college and be a lawyer," when in reality the parent doesn't care about that. That's not even on their radar. Getting some clarity and meaning around that is huge. But you're spot on, Shaun. You're way ahead of the game just by asking that question. And you're right. Without a reference point, it's hard to make any improvements.

Bradley Callow: A structure that we follow is assessment, alignment, action, and accountability. So we do assessments. We've got a bunch of them very much that are rooted in this, "How can I be a better parent?" But here the parent fills out this quick, 10-question assessment and the child fills out virtually the same about the relationship. Then they get to sit down and have a conversation on the different perspectives, because sometimes the parent is harder on themselves than they should be in a particular area, or easier on themselves than they should be. What are those contrasts and room for opportunity and growth and discussion where those things aren't lining up, or even if they do line up, that hey, clearly this is something we want to work on.

Bradley Callow: Then, through that it's, "Okay, how do we get on the same page through alignment of what we're going to do to move this forward and improve it, and then what is the action we're willing to do and take and commit to?" Then accountability is, "How are we going to make sure we keep doing this?" because it's so easy, especially the way our brains are wired that when we get stressed we revert back to old behaviors. It's just the stress response. So when you're working to change these responses, you've got to work extra hard and have that accountability and that's a huge part of what we're doing is just providing that accountability that you're going to do what you say you're going to do when it comes to your family, because it's the first thing to get pushed down the list.

Shaun Buck: Yeah, it's crazy, right? It's funny because when I ... When you talk to entrepreneurs and you're like, "Why did you want to be an entrepreneur?" a lot of it's like, "I wanted more freedom and I wanted to have a great life for my family," or whatever. Those are the first two things you lose as an entrepreneur.

Bradley Callow: [inaudible 00:18:05].

Shaun Buck: Yeah. But so many of them, that's what they think it is, is more time and more freedom. I'm not saying you can't get that. It doesn't start that way and if you're not intentional about what you're doing it will never end up there, which I think is basically what you're saying, like you have to be intentional about your family. You can't just say, "I want to have a better family life. I want my kids to actually like me when they're 18 or 25," or whatever the case may be. You actually have to pour into them the same way you pour into work or you pour into your employees. I think that's basically what you're saying. Am I missing it?

Bradley Callow: Absolutely, and I can almost guarantee that the actual number of hours, minutes, and seconds required to do what I'm talking about are no different than what you're currently doing. I'm just asking you to be more intentional and

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focused about that time. How much time are you wasting when it comes to your family? How many times are you sitting in a room with your family and everybody's on their devices? Actually, the father son retreat that you came to Shaun, there's a boy who's 12 years old. His insight was, "You know what I realized? Is that I'm always asking for more of my dad's time, but then when we spend time together I'm not present. I'm not present."

Shaun Buck: I remember that.

Bradley Callow: This came from a 12-year-old. This isn't all on the entrepreneur, and that's why I work with the whole family system, because if I just teach you Spanish and then you go home to the family and no one else speaks Spanish, that language isn't going to last very long. So how do we get everyone speaking that same language and moving in the same direction? It's like magic. It's amazing.

Shaun Buck: Yeah, no. I do remember that we were all sitting around when he said that, and I remember him saying that now that you mention it. That's pretty crazy. I know some people are going to be thinking, "Shaun, is this a million dollar strategy to grow your business?" My argument is it absolutely is. The reason I say that is because, at the end of the day, even if you did grow your business millions of dollars but you lose it all, your kids don't talk to you, you lost your spouse, which arguably could cost you millions of dollars, right?

Bradley Callow: And rehab's not cheap either.

Shaun Buck: Rehab's not cheap either. At the end of the day, isn't figuring this out and avoiding that pain worth it? The other thing I'd say is I don't know ... I mean, we've all had personal challenges in life, whether it's health, whether it's divorce, whether it's whatever the case may be, addiction for a family member, parents die, kids pass away, whatever it is, we've all had these challenges. I actually just had with my six-year-old, they thought he had lymphoma earlier this year and we had this big scare for a couple of months, and lots of tears between my wife and I. It was really scary.

Shaun Buck: But the thing is that if you don't fix these when you're in the mud like that, when you're in the thick of it, you're not working as hard on your business. You're not going to be able to grow as much. But if you have this great family and support system around you, you actually can do more. You actually will grow your business bigger, faster, better, because you won't have the stresses and the distractions of the negative side that comes across with family problems. Right?

Bradley Callow: Absolutely. I don't have all the data yet, but I'm working on compiling that because I've yet to have a client that hasn't seen exponential growth in their business as a result of the work they're doing with their family.

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- Shaun Buck: Yeah, it's crazy. Tell me, how can people ... Obviously, they can go to the website but where can people go to get more information? Just to give an endorsement, where we met was because I took one of my sons, Tyler, and we went to one of your retreats, and it was amazing. Tyler loved it. We couldn't go this year, but we've got tentatively on the calendar for Jeremiah and I to go next year, which is another one of my boys. Tell me, where can people go, not only to find out about that, but where would you like them to go to get more information? Is there a book they can go get or buy? Are there tools, resources? Where do you want to send them?
- Bradley Callow: You know, I think the best place to start ... Let me pull up the link here, but basically doing that assessment that I was talking about, taking that opportunity to sit down and fill it out themselves and have their kids fill it out and then having that conversation together is really, really impactful and powerful. Other than that, you can certainly check out richlegacy.com or I can give a scheduling link as well. But as far as the assessment, it's bit.ly/parentassessment. Again, that's bit.ly/parentassessment. You can just hop on there. It doesn't take more than 10 minutes to fill it out, and then once you've completed, it'll prompt you with an opportunity to have your kids do the same thing.
- Shaun Buck: Nice. All right. Thanks, buddy. Man, I appreciate you taking time out of the schedule to chat with me today. I think this is just such an important topic that so many of us entrepreneurs overlook and end up with a lot of regret at the end of the day. So hopefully some people listening can go check this out, get some tools, and get some resources, connect with you, and change their family tree more than just financially, right?
- Bradley Callow: Absolutely. Again, it's not taking any more time than they're already spending. It's just being more intentional and thoughtful about the time that they do have.
- Shaun Buck: Yeah, which makes it even easier. You're already spending anyway. All right, well, hey, thanks again. Hey, guys, we will see you on the next Million Dollar Strategy Podcast. Hope you enjoyed this one. Make sure that you subscribe so that you never, ever miss an episode, and we'll talk to you again soon. Take care.
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