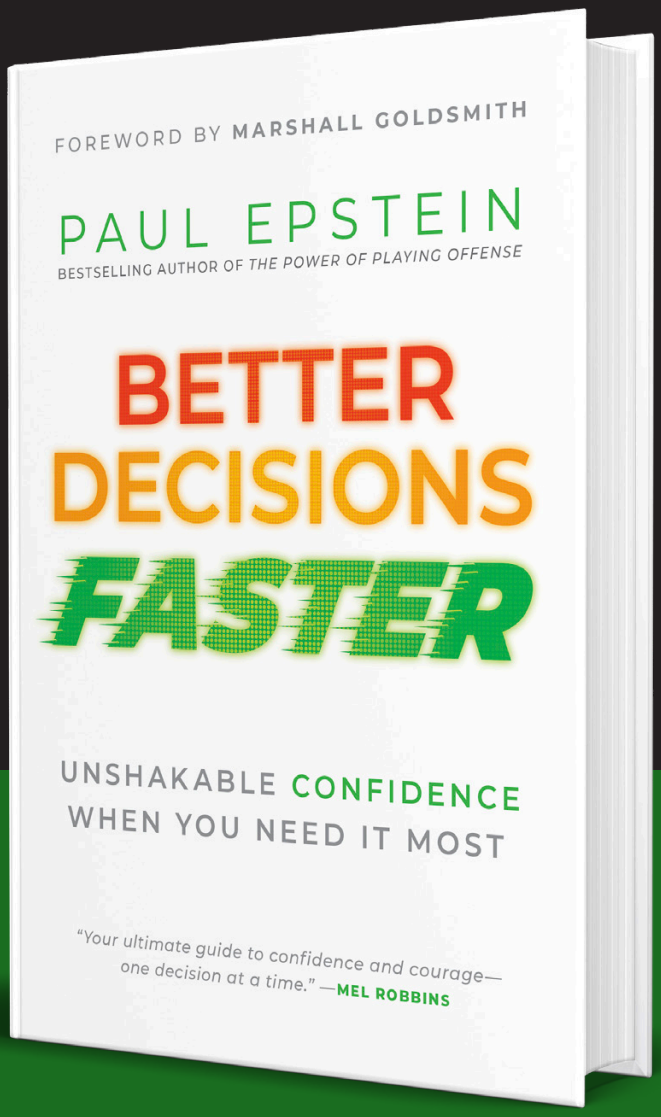
BONUS CONTENT



You Become the Company You Keep

Featuring Conner Krizancic & Connor Trombley

Who do you spend the most time with?

Aside from spouse (if you're married) or kids (if you're a parent), I'm talking about optional relationships. These are relationships that if you chose to, you could eliminate tomorrow. Perhaps they're work related, recreational, or social.

Who is the company you keep? We'll come back to this in our next Decision Drill.

For me, at the top of the professional list are Connor and Conner.
Connor Trombley is a coach in the speaking space, podcast space, and overall thought leadership space.

Conner Krizancic is my right-hand man in marketing, brand, and strategy. While many in the world can fulfill these roles and services, there aren't two people in the world that I'd rather lock arms with than these two amazing human beings. In the relationship category, two of the best decisions ever made!

They embody the spirit of Head-Heart-Hands beautifully. Kind. Fun. Compassionate. Trusting. Positive. Energetic. Motivated. Driven. Uber talented. Obsessed with growth. Always grinding, not because they have to, but because they're on a mission. Better yet, we're on a mission. Attacking every green light we can.

They are authentically themselves and that's all that matters to me.
I spend countless hours of my day talking, emailing, and collaborating with them. They fuel my impact. They fuel my purpose.

Why do I appreciate and value them so much?

Because I know the pain of the opposite, when I've made the exact opposite of a better decision faster.

I, like most of us, have had partnerships that went south. With people, with companies, you name the pain, I've experienced it.

Misaligned values, unkept promises, sold a pipe dream vision. I can own my mistakes, as it always takes two. Also, I accept that ownership is one of the table stakes to live an aligned life of head, heart, and hands. I own the good, and the bad.

What I can't own or accept from others is a lack of authenticity, from the inside-out. I can't own a bad heart. I can't own being one person in front of someone, then backstabbing and politicking behind closed doors. That's not only bad business, it's bad life.

I sometimes tease that dating can be one of the greatest teachers of relationships as a whole.

You gotta date some crazy to eventually know (and appreciate) what "the one" is!

That's how I feel about Connor and Conner. Thankfully, not crazy...they are the ones.

Life is much easier, more enjoyable, more productive, and more purposeful when you surround yourself with authentic, like-minded, and like-hearted people.

Over to you...

Decision Drill

Let's play a game called: OPTIONAL relationship Rolodex!

Who are the three people you spend the most time with? Remember, these have to be optional relationships. Optional meaning not your spouse, kids, etc.

_____
_____
_____

Now, for each relationship, how real are you being with them? On a scale of 1-10, how would you rate your level of authenticity to them?

____(Name and Score)_____
____(Name and Score)_____
____(Name and Score)_____

For anything less than a 10, what are you going to do to close the gap? This is how you take a yellow relationship to a green.

Notes:_____
_____

Bonus Round Questions

Only enter this space if you're willing to make the hard decision and go ALL IN on authenticity:

Do you need to remove someone from your top three because it's a red relationship?

Is there somebody you need to add into your top three because you think it's a green relationship waiting to happen?