

Shawn Hill 0:01

Welcome to this episode of the nice job podcast. I'm your host, Shawn Hill. back at it again after a week away. So glad that you're joining us here on episode 56. And let's meet our guests today. Hey, this is Padma Oh kedma it was a giveaway. Notice the superhero cape you have there? How are you feeling today?

Kedma Ough 0:24

I am so excited about sharing the top two things you need to know to level up your life and give you back more energy. I can't wait to share.

Shawn Hill 0:37

Well, let's not wait any longer than we have any comments, feel free to send us a message at podcast@nicejob.com stick around to the end of the episode for my key takeaways and perhaps a special giveaway. Stay tuned. For now here's my conversation with Kevin. And I'm proud to welcome my guest today, VP of coaching for Conquer Kedma Ough. We've had a chance, we've had a couple other conversations last year and things like that. But I'm glad to officially have you here on the Nice Job Podcast. Thanks for taking time out of your schedule. Join us today. Thank you, I'm really excited to be here. And before we hit the record on this session, we talked a little bit about you, the topic we're going to discuss today and really dive into it. And I almost use the phrasing of you, we have so many business topics. It's nice to go but we're not actually doing that, we're staying well within something and it's going to be imperative for your business. Before we get to that though there's some people in the audience that may not be familiar with yourself. And I know asking someone to tell us your story could be a really long, complicated sort of process. So to really fine tune you in, I want to go back, if you can identify a certain moment in your career in your life, where you realized that you've gathered so much information, and you felt the need to bring people along the journey with you because so many people as they gather information, and they think about being a leader, they're so singularly focused. But I know you and others of your ilk, it's not so much how great can I do? How can I help others? How can I go forward? Is there a particular time of your life? Is there a particular moment that you can identify like, and it could be. I came right out and I asked the nurse, what can I do for you? You know, what was that moment? What did you know like, you know what, my journey, my purpose right now is to help others along with me?

Kedma Ough 2:21

Well, I've been on this journey for 30 years. So they say 10,000 hours should be under your belt to be considered an expert. I have 10,000 clients under my belt. So that's a very different next level, I would say the moment I decided I had to level up was actually in the lowest moment of my life was when I filed bankruptcy. Because what that gift gave me was the understanding on how to study the true financial landscape that we're playing in every one of us, and how to reverse engineer. So that money was working for us and not against us. And once I cracked that code, and I went from a credit score of 420 to 820. I said, I can't be the only person going through this. And because I know how to do it, I want to make sure everyone else wins. It is not exciting to be the only person on top of the mountain. You want to share it with other people.

Shawn Hill 3:22

I would say that that was a very pivotal moment. And then that's how I got my book deal because I proved over and over that the plan works. So I would say Shawn, that's probably that moment. Once I figured out the game, I was like, Okay, I want to tell everyone else the secret sauce. And it's definitely a unique story in its own right. Well, there might be some familiar elements of the old Disney thing of you, you're down, then you're up. But what I'm interested to see as you went through that journey and now continuing on with some of the next chapters and things like that. Do you see a need for struggle or failure because there's something that I've gone through that really galvanized me, it really helped me and there's other people that go, you know what, I don't want anyone to ever have to deal with that. And here's ways to prevent it. But also, especially as the past two years or so, Lysol is gonna keep throwing curveballs at life, it's going to have twists and turns. How it's a hard question to answer, particularly, but I'm interested in your take on it. How important or how necessary is some failure or to get hit in the mouth or to step back? Or is there a way to really get ahead of it and make sure that you're constantly moving forward?

Kedma Ough 4:34

It would depend on how you learn my journey. If you look at my back, the origin story is very hard. When I speak on stage, one of the comments I get from Shawn before I step on stage is that people inherently have already branded me as either something gimmicky, or some egomaniac because I'm wearing a cape. Because I wear all my capes on stage, they're all my uniform. And when I go into my story, and I talk about how I had to go into hiding for five years, and I had to escape a violent, life threatening environment, all of a sudden, anything that they thought about, but the lessons that had been bestowed on to my world are very strong lessons that are so deep. And that's why I am able to show up in the world the way I am. However, my wonderful spouse Cameron, does not have these, you know, Disney or out of the box, like movie things. When I first dated him, I said to him, can you share any trauma you've had in your life? And Shawn, I swear to God, he looks at me with his blue eyes. And he's like, Well, no, my dad had knee surgery when I was young. And it really affected me. Now, who am I to say that wasn't impactful? Who am I to say that's not a lesson that changed his life? Who am I to say that lesson isn't equal to mine? It's just that we're on a different journey. So the question you asked is, do you need to go and crawl through the mud and get dirt all over? To learn your lesson? It depends. I'm a recovering alcoholic, sober 30 years how many people I know that I've had to over and over and over learn hard lessons. So they realize, Oh, my God, I better go through sobriety. You know how long it took me one time in the hospital? Sobriety is where I need to be. So what I do want to leave, and then I'll throw it back to you. The number one thing that you have to understand in all the messaging is do you have the ability to have resilience, you have the ability to have flexibility, if you have flexibility, and resilience, whatever is thrown your way you will manage. If you can't discipline and master resilience, and you can't discipline and master flexibility, you will be constantly in a state of victimhood.

Shawn Hill 7:31

Yeah, and I think a big pillar of that in avoiding victimhood is having respect and identification of yourself. I did see recently you posted something and then I didn't like it at the time. And when I

went back to go find it, I wanted to make sure that it was there but you, citizen, would you treat loved ones, the way you're treating yourself, and you couldn't eat what it's like, would you force a loved one to work long hours? Would you force a loved one to be not having nutrition, right to eat healthy foods? Like, would you deprive them of nutrition, would you not help them with exercise. And my takeaway from that, which I thought was correct, is like. There's some times that when you're in that grind, don't stop mode and you're in you're fighting along, you start treating yourself in a way that you would never even consider doing with your loved ones. And that will bring us to our general topic today. A lot of elements that are going to make you successful, perhaps some of it might be the most overlooked, that your body is your well being and of course, the balance of it. All right, and then you get those three, you put the four be on business and you roll from there. Let's start just with the body if we can. I had my own little weight loss journey, struggles and battles and things like that. It was about getting back into routine. Because once I get over the mental pressure, I'm going to go to the gym and maybe not look at the movie star lifting it. And once I got into doing work, and it may not feel that great is better than not doing work, right. So getting a workout in is better than sitting around. The body is a huge, crucial part. It's often overlooked. If someone's going like Alright, well, I don't even know where to start. You know, like I just I'm always focused on how to deal. Where would you direct them to, what they should be looking forward to or identify? Is it just about building routines isn't about making slow changes for most of the big changes? Where do we start when it comes to the body?

Kedma Ough 9:35

So let's be the first brigade in and let's be clear, every single person listening and watching has built a routine. Their routine could be Doritos, and a couch. That is the routine. And they sound pretty comical, but really what they're saying to me is, Hey, come on, why don't you join me on my routine every hour every day, between the hours of six to eight, I watch my favorite show, I eat Doritos, and I hang out on the couch. And that's my habit and routine. Now, nobody is going to be crazy enough to probably promote that. However, what we're doing is we're trying to make sure that you are purposely aware of the time you're spending and asking you, are you willing to reshift that time, because half the time, more than half the time 80% of the time when I'm working with clients? They will tell me, I don't have any time at all. Shawn, well, let me understand this because the universe gave me 24 hours a day, I could be wrong, man ask how many hours were you given? We're given five hours, 10 hours a day? What did you learn about me? I'm from New York, I can be very witty and like, I just wanted to say how many Oh, you were given 24 hours like me? Okay, then we got to cut the noise. The reason? And what I tell clients is you don't understand this. When you start taking care of your body, you'll have more time. Why will you have more time? Because you're going to have your mind, your body's going to be focused on clarity, like getting rid of all that gunk? It's like taking care of your car. Where do you begin first? begin first with at least saying I'm going to commit to something. Now most people have to be held accountable. Yeah. So Shawn, I am anybody who knows me. In fact, if you've been on my Facebook, you'll know I go to my 24 Hour Fitness. I mean, at least once a month, I will film that nobody is there. But me. I don't understand this. They got 1000s of members. Why is it that there's like me downstairs in the bike area. And nobody's there. So I would say First, make a decision for yourself. And second, if you can't hold yourself

accountable, have someone else hold you accountable. Have someone else. Now, I'm not just going to say it, I'm going to tell you who holds me accountable. If you want to go on to an app. This is just one of many apps. The app is called kick off. Okay, I see the kickoff. Okay, my accountability coach for my health. Okay. She literally checks in with me every single day. Wow, physical therapist every single day. Here's what she wrote today. Um, I'm throwing some bodyweight workouts in your schedule, and you can complete them later on today. She said, Now don't spend today on strength workout. Hope your foot is doing better. Every single day she does this. The cost to have her hold me accountable every single day for 30 days is three bucks a day. Wow, three bucks a day for me to get my stuff out of the way and hold me accountable. That's basically cheaper than the Starbucks I'm going out for? Yeah. So to me, it's a no brainer. She's part of the kedma team, she has to do that. And I need that and I have to hold myself accountable. And I have no problem paying her for that.

Shawn Hill 13:27

Sorry, go ahead. I didn't mean to cut you off. Go ahead. I'll pause for now, I want to say the one thing I want to make sure to identify is we talked about, getting your body in order and things like that. It's not a superficial look thing, right, like almost like the love thyself sort of thing, but it's almost at your body no matter what size or shape, it's destined to be the one thing from the scientific standpoint, that has been proven, that needs to be activated, it needs to be in motion, it needs to be fueled in a sense. And so that's one of the things, you don't need to drop down and get to some goofy weight goal or something like that. However, you want to be able for when times get tough those longer days, to know that your body is prepared and ready to, to go forward into to see that sort of activity. So I want to make that sort of clear because this isn't a superficial body image sort of thing. It's about just almost getting the computer ready to go. In that sense.

Kedma Ough 14:32

Yes, it depends on who, who your audience is, and how you're showing up your brand may be directly tied to your image. Tommy Mello actually has his face on all his trucks and vehicles. If he turned around tomorrow and decided that he was going to, I don't know, make his hair blonde and get a beard and all that it that likeness may not match. Should I, my image actually play into what I do every day? You know I play out a superhero. And usually superheroes are not unhealthy. Like, none of us. So, so yes and no. But to your point, we're not looking at superficial, we're just looking at taking care of you. However, your image and your likeness could play into your company depending, really depends.

Shawn Hill 15:32

I think the reason I like to make that clarification is that sometimes I know when people start health journeys, I don't want to say they shoot too far. But, they're looking maybe also for quick results, things like that. And I took a lot of things in business over time, you're going to get to where you want to be. And so it's almost like if you're feeling better day in and day out, right, and you find yourself with more energy, and you find yourself less stressed, and you find yourself, you know, really seizing the day, every single day. Yeah, like, that's the check marks you want to have. And that's where accountability comes in. Great, because you could get

bogged down on this superficial end goal. But accountability is like, are you doing the work? Are you doing the right steps like and also making sure that you don't stay within a comfort zone, because again, it's all about body positivity and things like that. But as you in the kickoff app, they're like, Hey, I'm adding more weight anymore. Sometimes you do need someone that's still pushing you, right?,

Kedma Ough 16:34

Every day, kicking forward. And Shawn, look, if a home service company came to me and said, I'm at zero, I don't have any funds. But I know in 75 days, I want to hit a million dollars, I would be probably saying that is just not a reasonable goal. And yet, when we put our mindset into health, we're like, oh, we're going to do 75 hard, I don't know if you know, it's 75 hardest. I'm going to say wait a minute, you've not been taking care of yourself, you've not been going out of it. But now you're going to go into 75 hard, it's not that you can't do it, well, you're going to shock your body, or I'm going to just do a complete keto, I'm going to take all the sugar out. That's pretty extreme. And to your point, it's going to shock your body, I would rather you build increments slowly, and transition. And maybe it's going to take us six months, and maybe it's going to take you a year. But it's better than doing this up and down that you're probably not going to win anyway.

Shawn Hill 17:33

Yeah. And that also, when you talk about the physical sense of it goes into almost the next sense of like your well being and almost the mental side of things as well. You know, as you start training, getting your body in a situation where it can really start to thrive, there still be mental hurdles, that perhaps physicality is not really going to help out. And I wanted to not keep quoting myself back to you, but want to pull another one where you're like you talked about disconnecting, taking a chance to actually recharge, and the code I love was like, the alternative is burnout. And that's a much harder journey to recover from. Yeah, and I love that kind of being phrased, because just recently I took a vacation for almost one of the first times in the longest time, my previous career. My schedule is pretty much set, so I never had to worry about picking times to recharge because the schedule would naturally offer those opportunities. One of the hardest things for dedicated people is to actually unplug and actually to get away. And and when you look at that, and again, well, I love the phrase, the alternative is burnout almost sneaks up on you, I think everyone thinks I'm not going to burn out because I'm going to be aware, but then all of a sudden, nowhere, you realize that everything is shutting down around you and you have no resource. And so, so unplugging and getting away. Besides just preventing sort of the burnout, is there anything else that helps with when you get a chance to step out?

Kedma Ough 18:58

Let's talk about why this has happened. First of all, people were burned out or potential burnout, as a proud tattoo on their sleeve or on their like, Hey, I just want you to know, I've worked 16 hours a day, I was in that boat as well. It's nothing to be proud of. And you're basically telling your team and your loved ones that it's okay to treat yourself, like garbage. That's why I wrote the first one like, would you do this to someone else? No, you wouldn't. So the first thing we have to do is we have to take away this idea that bragging about burnout is something that you

want to brag about. No, there's nothing to brag about. It just means you haven't managed time and you need to take care of yourself. The second issue, the flip side of that is what I face all the time. I feel guilty taking care of myself, and people listening and watching right now will feel guilty like kedma I don't deserve to do that, that's for someone who's achieved this level, not me. I don't have time. I can't go and do that, while my team is actually working, there's this entire guilt that takes over. And we are fighting with each other inside of our heads like a civil war. And then when we finally have to go because our spouse forces us or our girlfriend forces us wherever, guess what, we're still working? Yeah, we're still working while we're on vacation. We're sneaking in that one email, where does anybody know that we're making that one phone call. And then what's happening is we're not present. So we may have to switch the conversation, instead of I need to go on vacation, it needs to be, I need to be present. I like that, I need to be present. And your kids and your family don't know if you're using everybody knows if you're present. Right. And that's a much harder place to be. So if it was this easy, Shawn, we wouldn't have people who are burnt out, there are more people that are leaving companies than ever before, and not wanting to come back. Because they're tired of the race. And they want a different experience. This is leading to that. And showing you that that experience no longer works, and selling that as a popularity contest is not going to work anymore.

Shawn Hill 21:41

Yeah, and I also think there's been a real identification revolution of understanding. And we talked about culture and things like that of people seeing a leader that drives himself into burnout, or seeing a leader that even if you feel like you recover from burnout quickly or that you're pretty good at disguising the fact that you're not present, there's probably other people in your organization that see that, and that will start driving them away as well. And I do like that you talked about it as being presents as stepping away, because that guilt thing, I think, is something that comes up a lot because the neurotypical way of presenting it of like, well bear down or tell yourself and there's a lot of brains other my myself being an ADHD, telling myself to do something isn't actually a tactic that works. And what I mean by that is that a lot of times, you know, there's the two sides kind of battling through and going forth. And, there's tactics that I've taken over time to figure it out. Removing guilt, I feel, is probably the first step. In a sense, is there another way you think we sell that message? I think it's important to do that. But I also make sure I don't fall into those new neurotypical traps of, you know, just tell yourself are big deep, like, Is there a structure is another way to corral around.

Kedma Ough 23:00

Everything we're talking about is actually a system. We're trying to build the right machine, for your mind, for your body, for your being. So the first thing we want to do is we're so good. As a society, of giving gratitude to everyone around Shawn, I'm grateful for what you're doing. Hey, team members, I'm grateful for what you're doing. But do we ever say that to ourselves? Yeah, we cannot. I'm grateful that you are putting in or you have put in all that time, and you deserve to take time and be treated like you. It's like working a job for 20 years, and not getting a positive evaluation. That's what you're doing to yourself. You never pass through the positive evaluation and say, Hey, you know what, Shawn, I'm going to give myself that. So one of the things we have to do is get clear. And I tell people every day, maybe write three things you have

gratitude for, one of those three things has to do with you. You have to give gratitude to yourself. Right? You have to nourish yourself. If you don't nurse yourself, you are literally walking around this earth, like a starved human. You may have food in you, but you're starved here, you're starved. And then all you can do once your star is you are like grazing like a zombie and just trying to deplete other people. It's just a bad way to go. So how do we do this? First, we have to be aware, but awareness is not enough. You have to be aware. You have to admit you're not doing it right. And people say, Well, I'm just gonna keep doing it the way I'm doing it. You know what I always say? How's that working for you? How's it working for you, Shawn because I'll tell you what I'm doing. I'm traveling and I'm working. Now some people can't do that. But I make the time. People say I don't have time to go. Wait, they said, Kevin, what do you do with that? It's simple. I'm going to give you the number one secret on how I make sure I have time. If I tell you the secret, you have to do it. And everyone says, Okay, I'll do it. Get your calendar. And you're just going to schedule it. Once you schedule it, it's on the calendar. Everything else has to work around that. Everything else has to work around that. So what I'm teaching and sharing is not something that's easy to do. But if you don't do it, you are going to not be at 100% for yourself, or for everyone else you just won't be.

Shawn Hill 25:48

And how can you ensure if you're a leader? Or is there one thing, everyone thinks about almost the people around them, right? Sometimes you forget about yourself? And so if you're building a team, how can you make sure? Or is it just maybe I'm putting something in isn't actually a problem of almost like, Alright, well, I'm working so hard for them and not me, but I start working for me, then who's working for them? Yeah. Or is it just like a trusting situation of understanding the people that you're bringing on and building because we talked about that work life balance, things like that I know, a lot of leaders are like, well, I want my team to have the proper work life balance. And then that's how you are, so how do you build that out?

Kedma Ough 26:31

Easy, you build KPIs around it. So in your staff meeting, you will build KPIs and incentivize people actually saying, Hey, I worked out today. So make a goal two times a week, you have to do it. But I always say, I trust everyone and I just like to verify. So they have to verify, they can either check in on an app, they can upload a photo of the gym where they're at. But you can hold KPIs, and maybe that's part of the whole process of growing as a company. They're doing it now with books you see with books, we're all going to be reading books together. We're all going to watch a podcast together. All you have to do is take that same conversation, say, Hey, we're all going to get healthy together. That's all.

Shawn Hill 27:22

Yeah, I love that. And then because now, it's not only individual goals for them, but now it's a company collective.

Kedma Ough 27:28

It's a company culture. And guess what now you give them the tools. Maybe you negotiate a deal with kickoff. So it's not \$95 a person but they've come in as a company night license, everybody's got to log in. Maybe you do it like a company license with headspace for meditation. Maybe you just bring in one supporter, someone to talk about nutrition. I have one of my conquerors, who I love and adore. And he was telling me that his crew, he's got some crews in the night shift that were just tired, exhausted, and he was like, What can I do to help them? He just asked a very simple question. This is what I asked, what are they eating? When they get off? And he's like, I don't know. I said, Well, let me tell you what they're not eating. They're not eating healthy, nutritious food because you're exhausted, you know what he did? He partnered with the number one meal delivery in his community and every single person working the night shift three times a week gets HomeMade Healthy Meals together.

Shawn Hill 28:35

That's awesome. I love that game changer. Yeah, that's and that's so great because that they're going to be chasing that dopamine when they're tired right like that's that's the number one thing. When you look at your diet failure and things like that it's because you're not feeding for fuel you're feeding for other dopamine or other stimulation or other things like that. I'm kidding. There's so much deeper when we dive into this topic and so I want to make sure that our podcast is always easily digestible. It gets on the air but if someone wants to touch base with you to either learn more of what you're doing, where we direct them towards and also I'll tell the audience right now is I feeling compelled to reach out to you for the better part two of this one as well but for now, if this episode in particular, if someone's either interested in learning more about you or even connecting with you, where should we direct them towards?

Kedma Ough 29:23

Definitely conquer so just agsconquer.com definitely LinkedIn, I do a lot on LinkedIn. I'm what I want the audience to take away as part one. If we have a part two is people know themselves better than they tell us. Okay. It's just that we're telling them the truth. It's like what do we really know what I want them to just do with maybe one thing they can do differently? So I want to leave the group with this. There are four areas I focus on, body and one of my coaches told me and I love it, body being balanced in business. Most of us, Shawn, lead with business, then we lead with balance then being and then body, we may want to reverse that and maybe start with body first.

Shawn Hill 30:12

That's absolutely spectacular. And I hope he'll reach out. The last thing I need to do in this episode is actually the question. I'm asking all of my guests here in season three, and you can answer from the personal side or the business side, whatever angle you want to take it. But our question for season three, for you Kedma is, what do you embrace, more challenges or opportunities?

Kedma Ough 30:42

Because challenges allow me to continue to master my mind. And I see the world like a chess game. And the more I understand the pieces, how the game is played, the strategies I can choose to win the game, the better the opportunities that show up that I can choose, like, I'm in a position in my world. It's not that I can't find opportunities, I have to choose which opportunity I want to play with. So the challenge helps me to just get really clear on not just any opportunity, but the opportunity that's going to give me the life I want, the values I want to support.

Shawn Hill 31:23

I always say in certain parts of these episodes, there's no pad moments where you have to make sure you're getting down. I love that answer. That's a signature notepad moment for me, here in this episode. kedma. Thank you once again so much for joining us here on the nice job podcast and that we'll be talking soon. Thank you. Hope you enjoyed that conversation with kedma. Oh, for my three key takeaways. If you have another takeaway from this episode that doesn't mention tropos email podcast at nice job.com. My first takeaway: I asked him about if you needed to fail in order to really have true success. And I thought her answer was great because of his experience. So make sure no matter what's happening, good, bad, indifferent, that you're studying, analyzing, and finding something to move forward from that experience. The second thing is about taking time for yourself. I'm guilty of this, I don't take breaks, and I'll set a chance for myself to go and recharge. Kedma says put it on the calendar, find times for yourself. Because by recharging you prevent burnout, burnout is a longer recovery time, a couple of days off every now and then. And I would be remiss if in my three takeaways I didn't talk about four points kedma wanted you to take away from this episode, body being balanced in business, explore them all, know them all, take care of them all. invite you to learn more from kedma. And I also invite you to listen into the next episode of The Nice Job Podcast. We'll be glad to have you join and learn a little bit more about how to be a better business owner and a better person as well. I'll do it for this episode. But you made it all the way to the end, I got a nice giveaway, I will give you \$25 off any Nice job subscription. If you just send me an email with your favorite superhero in the subject line and throw a photo in the body as well. Send an email to podcast at nice job.com. In order to redeem this offer. I must get your email in my inbox by September 7. That will do it for this episode. Over being healthy over being safe and don't forget to have a little fun out there as well.