

[00:00:23.520] - Aileen Day

Welcome to the Value Driven Brand Podcast, where you'll learn insights on how to communicate with authenticity, deliver genuine value, and create a memorable experience across your entire customer journey, helping your business become a sought after leader in your industry. I'm your host, Aileen Day. Now onto the show.

[00:01:07.290] - Aileen Day

G'day, everyone, and welcome back to another episode of the Value Driven Brand podcast, I am your host, Aileen Day. And today we are joined by SEO expert, guru, businessman, entrepreneur, everything in the middle. Carl Huybers, He is the CEO and part owner of the most awesome SEO business, digital business Mad Scientist Digital. Welcome. Carl to the Value Driven Brand Podcast.

[00:01:11.280] - Aileen Day

Thank you for joining us. Hi Aileen, how are you. Absolutely fantastic.

[00:01:46.860] - Aileen Day

Now for those of you who don't know who Carl is, apart from working and part owning the coolest business, if you've ever seen their logo is quite eccentric, which I love. It's a little left of centre, which I'm all about. Carl has been around for a long, long time. He has experience across different business sectors and positions and also managed to grow a family of four adult children. He got them to adults like that on its own. Congratulations.

[00:01:47.310] - Aileen Day

And you've got a little baby grandson.

[00:01:49.540] - Carl Huybers

What's his name? Flynn is now four just turned four.

[00:02:21.260] - Aileen Day

Oh, that's so cute, Flynn. Carl has been around doing retail and supply chain in F S, in F M C G fast moving consumer goods, I always get that confused from supermarket management. Oh, same here to National Sales Manager for a few companies such as SABCO great quality products, love SABCO.

[00:02:31.590] - Aileen Day

Then you became a finance broker for businesses as a Greenfield franchisee manager for Mortgage Choice. What does that mean?

[00:02:49.350] - Carl Huybers

It was time to do my own thing. I've been thinking about my own business for years, so. Leaving the FMCG industry, and I didn't have experience of being a finance broker or anything, so I went to a franchise operation.

[00:03:13.720] - Carl Huybers

So you get some training and started a business from scratch as a finance broker with four young kids and a big mortgage. And it was like, well, you got to make this work or you're gone. So went hell for leather and managed to have a wife at home with four kids and raised the family while I was running a business for 11 years and growing the business there.

[00:03:21.450] - Aileen Day

Now, tell me if you at a minimum didn't have finance experience that you at least liked numbers?

[00:03:27.970] - Carl Huybers

Yes, people who know me, know numbers and and spreadsheets are something

[00:03:35.290] - Carl Huybers

I seem to do pretty well, froth over? I understand them.

[00:04:00.290] - Aileen Day

That is a good that's a good sign. Lovely. Now, so you did that for 11 years and you also became one of the top 100 markets in Australia and a mentor for the industry. So considering you've gone in there with no prior knowledge, you've come out 11 years later like the bee's knees of the industry.

[00:04:09.040] - Carl Huybers

Well I don't know about that, there's a lot of really, oh he's so humble, but. Well, within Mortgage Choice I became a mentor.

[00:04:28.020] - Carl Huybers

The big difference was that I didn't come from the finance industry, right, because I came from a sales background and an industry where you're dealing with people like Coles Myer at head office level whatever people who have done that they would be going oh yeah, I know what you mean.

[00:04:42.990] - Carl Huybers

I knew what you need to bring to the table and one of the biggest things in the finance industry, though, so stale people are still going to people's homes with a suit on because they come out of being an accountant or a bank manager or whatever.

[00:04:57.300] - Carl Huybers

And I found that my, my settling of any deals was a lot higher ratio. And mainly I thought it was because I understood how to give you a little bit of yourself when you went into a person's home.

[00:05:06.160] - Carl Huybers

You need to blend in and if the kids get upset because their kids are being annoying. So I just know Oh yeah, I've got four of them at home, blah, blah, blah, and you just had to give a bit.

[00:05:22.920] - Carl Huybers

And so for people to understand that and how to blend in with the community, become a service offering rather than some bank manager type person rolling in. And that sort of thing was one of the big differences I brought to the table that is so fantastic.

[00:06:03.740] - Aileen Day

So like step one resonate with your customer? Exactly. Yeah. And that's so true. I've I've had, you know, Brokers come to my home and exactly that. They come in, they've got their briefcase or like kitted up in their in their Peter Jackson suit and they carry on like they're, they're the authority. And I'm like. mate, like just chill out, calm down. I think that is such a nice thing as well. Like to be able to kind of make that customer feel at ease with the process.

[00:06:30.310] - Aileen Day

And it's already a high stress situation, talking money. Any time you're talking money and generally talking money to Mum and Pop investors, you know, it's already like anxiety is high. So for you to come in and just be a normal human being. It's such a refreshing activity.

[00:06:47.470] - Carl Huybers

Authenticity I suppose is where it comes into it, isn't it? There is a high stress situation and it's a high trust situation. Yes. Often people don't even talk to the family about money and then this stranger walks in and you're going to lay it all on the table.

[00:07:08.120] - Aileen Day

Yeah, yeah. Yep, exactly right. A high, high trust and high vulnerability. Yeah, exactly. So you finished doing that and then time for something new. Where'd you go? What did you do?

[00:07:21.050] - Carl Huybers

Well at first. Well, firstly, I went off to I'd been training as a life coach and business coach in the background because I just thought what I really liked about what I was doing as a finance broker was helping people make the next step.

[00:07:36.530] - Carl Huybers

I didn't particularly like the idea of going back and then dealing with the banks to actually get approvals. So they can be quite painful at times, but at times, yes. So I decided to well I can help people out here.

[00:07:58.410] - Carl Huybers

We've got some really good experience and. I started doing life coaching and business coaching, stepped into that space for about four or five years, and it was great. I did enjoy it. It's really good to be able to help people move ahead. And I think in the end, that's my passion inside is helping small business get ahead. And a lot of them don't because. They don't have expertise in some little areas or just that little push or that little bit of knowledge here and there, that just makes that whole difference to their to where they're going.

[00:08:23.960] - Carl Huybers

Yes, definitely within that space. That was a time we're talking back in 2011, and that's a time when people really needed to move online and get websites, really. You know, they should have done it already, but a lot of businesses hadn't done that sort of stuff. But you know I was just starting to to play with social media. And I was helping businesses to say, look, let's move this this whole Internet thing, you've gotta to do it or you're just not going to have a business.

[00:08:56.700] - Carl Huybers

Yeah, but I really found a frustration in the points where finding people that could deliver those services well and knowledgeable deliver at a reasonable price and then in a reasonable time frame was almost impossible. You have people who sang their praises and then they take 12 months to build a simple website and charge thousands of dollars, you know so, and that was very frustrating. And I suppose that's where we have moved on from then I'd met, Ian, one of the business partners of Mad Scientist and at a couple of networking events.

[00:09:28.800] - Carl Huybers

So network events are good. That's a good thing. And I met him again or sitting across from your breakfast and get to speak to Bronwyn Bishop was presenting. So that was a bit of fun and we talked to the what are you up to? I have been doing the websites and social media, but now we're really into the SEO space and that's that's interesting. So I tried the product of a couple of the products and services they were doing with some of my smaller clients. And they worked.

[00:10:04.510] - Carl Huybers

They didn't cost a fortune. They happened quickly and they worked. And I saw like a new cafe that was in Berwick at the time. Now, they number one on TripAdvisor after a while, and they were doing quite well just from simple services and got on well Ian. And I suppose by then also I'd missed working in a team when those moments are great at my crew around me, but as a business coach, you're just sort of on your own and.

[00:10:37.180] - Carl Huybers

And so, you know, Ian asked if I'd give him a hand because it's starting to grow. Just helping out with some client stuff, then I don't know what happened. There's a fuzzy place about six months where I started helping, then I was virtually running the place. And then I had a part of the business and then I'm CEO.

[00:11:17.070] - Carl Huybers

So next minute then I'm still coaching. Every now and then I if someone asked me, I'd do a little bit. But really, Mad Scientist Digital is what I do. And between. Ian's expertise in the overall social media and everything else really to do with tech, but he's also good at talking to people and Andrew, who came in as the SEO expert as part of the business. We've all been around for more than five minutes. Ian's a lot younger than me, but but so we've got experience.

[00:11:46.750] - Carl Huybers

We're not just going on. Theory is what should work, we've usually tested it. I had to look it up and we test it on our own websites and if it works, we give it to our clients. So so I'm quite enjoying that, helping small businesses. And we are some of them, those five, seven years now on a regular basis doing ongoing SEO and they still continually improving and changing their business. So that's good. It's good.

[00:11:48.630] - Carl Huybers
Sorry, I'm rambling on.

[00:12:08.180] - Aileen Day
Na na na. It's such a fascinating story. And I, I especially get a giggle when you talk about that kind of courting period between you and Andrew. It's like so you wind marriage like one minute you're dating, the next minute you're locked up and you've got a baby.

[00:12:16.050] - Aileen Day
Like. I don't even know how it happened?

[00:12:21.750] - Aileen Day
Here's this baby, we called it Mad Scientist Digital.

[00:12:40.950] - Carl Huybers
We're sort of here. And you already had sort of already had it rolling. But I've come in you know the business had been going since 2012. So I was Johnny Johnny come lately. But that was back in 2015 now that I've joined in.

[00:12:50.280] - Carl Huybers
Oh so you adopted a toddler instead. I adopted a toddler some days you still having tantrums.

[00:13:09.430] - Carl Huybers
But so but now we've gone through our ups and downs and right now there's been a difficult period. And thank Governments for stepping in with some stuff that's really been helpful. Yeah, we're looking we're looking good for the future and we've got a great team at the moment. So...

[00:13:50.880] - Aileen Day
Yeah, and that is such a key aspect to getting through this whole scenario. Business scenario that everyone's experiencing at the moment is the type of team that you have put together can also be the make or break as to how we walk away from all of this. And knowing what I know of the talent in your business, they are they sound like they are supportive and, you know, understanding. But that comes from a group of leaders being open and transparent with them. And as you said before, authentic and caring about what is going on and how they're feeling.

[00:14:30.930] - Aileen Day
I had a conversation with another guest the other day, Sean Spence, and he was talking about how one of the best things you can do is show you care. And a lot of us need to probably practice that, not just showing how we care outwardly, but inwardly as well. Caring about ourselves and caring about others is such a massive part of getting through this whole experience successfully.

[00:14:59.910] - Carl Huybers
I think we we you know, I got a warning on that, I suppose, because we had a difficulty last year where our team actually changed over virtually the whole team. Wow. For different reasons. People went off to work with a friend who started a business. Someone else wanted to go overseas for 12 months. And when you got a young team that was going to and so those are some of the things we just stopped doing for a while because the team was changing too quickly.

[00:15:26.620] - Carl Huybers
We were busy trying to train people. And towards the end of the year, we the culture sort of slipped and we had some started to get people together and say, so what's going on? And in the end, there

were things that the people had coming into the business didn't realise we used to do that we dropped them off because we considered them, they weren't important. And the interesting thing was, and it goes exactly what you're saying. The interesting thing was what that were missing.

[00:16:01.680] - Carl Huybers

Were having meetings. Celebrating birthdays. And just getting together, the stuff you think, well, we don't need that meeting this week, we've got things to do or hadn't thought about birthdays and so. The simple things, creating connection. I know we have to bring back and that that is exactly what we are missing now and trying to build into what we're doing over Zoom, but around just communicating, being together and being part of each other's struggle through what we're doing. Yeah, it became really important.

[00:16:36.500] - Carl Huybers

And I think, yeah, my staff will probably listen to this eventually when they find it's been done. But what we found was just some simple little changes and caring again around the people around the people, turned the culture back around again. And I think we have a really good culture right now. So connection with the staff is really important, and it can be basic things like just celebrating people's birthdays that they feel they are connecting with each other rather than just doing work. Yeah, so and that's been important.

[00:17:05.420] - Carl Huybers

Now, I must admit, again, it's hard to build in, particularly now, everything is under Zoom, we have done the Zoom drinks afternoon where you can have a coffee or tea or a drink or whatever. We had one staff member leave us in this period of time because they found a job, believe it or not. But so we we sent them a hamper of cheese and wine. And that arrived 20 minutes before we had the Zoom call to say goodbye to them.

[00:17:05.450] - Aileen Day

So that was impeccable timing.

[00:17:18.620] - Aileen Day

Just saying if anybody wants to send me a cheese and wine hamper get in touch, I accept them proudly.

[00:17:38.620] - Carl Huybers

OK, I will have to think about that and get you one. And we'd love to do more of that. It's just a matter of the day to day whirlwind we're in. Yeah. Stopping and thinking about that sort of thing and making a call. How are you doing? What are you up to? And I just don't get work, talk about something else.

[00:17:58.960] - Aileen Day

Yeah. Yes, they the good old covid conversations get a little bit dull. I feel like it's a little bit of a conundrum, because, to be honest, a lot of time, apart from work or home schooling, don't even get me started on that this week

[00:18:17.190] - Carl Huybers

You know, we haven't had a whole lot of excitement occur within our day. So creating conversation is a little bit difficult. But that doesn't excuse the fact that we we can't try to connect with the people around us and our teams as well. And there are there are companies that have created events online. So now there's some of them. There's something with sangria and something that we're looking at. Race party is a company that does slot car racing normally, but they've got now created events online but I haven't seen them yet.

[00:18:37.210] - Aileen Day

It's so innovative.

[00:18:39.610] - Carl Huybers

So people are doing stuff. You just got to go and find it and use it. So we hopefully will do something

with it in the near future.

[00:18:55.660] - Aileen Day

That would be so awesome. Now, this is the Value Driven Brand Podcast, Carl.

[00:19:18.550] - Aileen Day

Yeah. Yeah. So, I know that you have as the resident expert on today's podcast, you have your own insights, tips and tricks and tactics on what you believe business owners can do to create their own value driven brand. Now, do you want to give us some insight into what they might be?

[00:19:33.260] - Carl Huybers

Sure, we at Mad Scientist, we do a lot of businesses from start up through to well-established. There's one prospect we're talking to now as well, another business and

[00:20:03.560] - Carl Huybers

I think if you're going to develop a value driven brand. You really have to build the foundation really well and start at the start. Too many businesses, even when I was business coaching. They wanted to jump right in the middle of the pool first. So they want you to fix their marketing and their people or something. With us, we see people want they want a website, but they haven't gone back to the basics and thinking about, OK, what is my brand exist?

[00:20:30.750] - Carl Huybers

Why have I done this? And if your answer is to make money and that's the only answer you can come up with. You need to go and do something else. Not because it shouldn't be about that money, is, is an outcome of bringing your passion to bear and helping other people. So you've got to really think about it as to why my brand exist. Where's it going to go? What is it going to do for people? What service

[00:20:35.970] - Carl Huybers

am I offering and how is it going to help? That's the number one thing. And I think too many people don't go back to that basic premise and that foundation and really what values then does your brand and you bring to bear? Because unless your brand is reflective of your values, well then there is automatically a loss of authenticity.

[00:21:08.700] - Aileen Day

Yeah. in, in saying that. How would I as a business, I know, I know, but I'd love to hear how you believe that it could happen.

[00:21:08.700] - Aileen Day

How would I know what those values are for me? What is the kind of tactical activity that I can do myself to comprehend what those values are, to know what my values, bear?

[00:21:47.220] - Carl Huybers

Yeah. I think it's good to get someone else involved, like a coach, that person knows this stuff and you probably want one that's been around a while because the ones who you know, their first business is being a business coach, they're probably not the people to talk to or even life coach type people because you need questions thrown at you to make you clarify what you're really thinking.

[00:22:22.290] - Carl Huybers

There is a nice little method as a life coach that we used to use. It's a thinking process that you just start to think right at the back of a church and you're looking and there's a there's a funeral going on. And different people are getting up, there is a friend of the person who died, there is a work colleague, a family member getting up, someone in the general community getting up to do a eulogy on this person.

[00:22:27.500] - Carl Huybers

What do you want them to say, because it's you in the coffin?

[00:22:44.010] - Aileen Day

For those not watching the video. That was my tiny little brain exploding, my God, I'm going to cry.

[00:22:47.930] - Carl Huybers

It's about that. I'm so emotional these days. It's being stuck at home doing home schooling. Probably is.

[00:23:22.650] - Carl Huybers

But if you really work for it and think that through. What do you want them to say about you that will start to give you what are your values then you don't want them to say you owned a Ferrari? Yeah, so they'd say I owned a Lamborghini, but, wow, that's powerful.

[00:23:32.810] - Carl Huybers

Yeah, it's a powerful it's a powerful tool. And. And if you then get someone who takes you through that, and I remember in the life coaching days where people couldn't get past the all the merchandise they had to have all the all the stuff and they needed they needed some time to get past that, to get the breakthrough the walls they had built up to their own emotions to understand what are really my values? What am I bringing to the table?

[00:24:02.550] - Carl Huybers

What do I want people to remember me for? And yes, your business is separate you, but if you're going to be authentic in your business, it should sort of reflect that.

[00:24:03.180] - Aileen Day

Yeah, absolutely. Yeah.

[00:24:39.750] - Carl Huybers

So I know. I'm getting into the emotional thing. This is not tick the boxes finance guy,

[00:24:39.750] - Aileen Day

but I think we get more cut through there when we do the emotional stuff because we don't do the emotional stuff enough. And that's when we become emotionally stuck, which if anyone was to tell me that I have a business problem, I could probably guarantee after digging down barely scratching the surface that I could tell you that business problem is to do with you. Not the business.

[00:24:44.400] - Carl Huybers

Correct every time, every time. And that's why when I was going to call myself the business life coach, because I believe the two go together, you can't separate them. And, you know, many people try to separate them and they can't be. And that's one of my points with bringing a value brand is is. It's got to come from authenticity, it's got to come from, OK, these are my values this is what I want to bring to the table, and people have different ones and often they'll they'll converge.

[00:25:47.820] - Carl Huybers

And we mentioned about having a team, if you don't have strong values around your team and what your culture is, no matter how small your team. Then you could end up with the wrong people working for you for a long time and just damage your culture, where as we found we do have a culture document, we have four pillars of our culture and we have our values, even though we were very small who set that up. We have noticed over time the people who came into the team who didn't really fit they end up leaving of their own accord.

[00:26:04.060] - Carl Huybers

Yeah. We don't need to push them out because they don't feel comfortable. They don't fit. So I think having developing your culture and your values as one of those foundational places is really important.

[00:26:04.620] - Aileen Day

Yeah, I couldn't agree more personally. So what's the next hot tip on creating your own value driven brand?

[00:26:27.930] - Carl Huybers

The long term, especially for small businesses who are looking, they're thinking, oh, wait, I'll get my next dollar from one of the things that is a danger to falling to if you do a little bit of anything for everybody, because I can't do that.

[00:26:27.930] - Carl Huybers

So I'll work it out. That was me to start with. Yeah, and that was us, too. And when I came in, we started really well. They're already starting to pull down to what is our line, really? Which line on the highway you driving in? Stick to your line. There's a lot of accidents to be happened, changing lanes. So I like that.

[00:26:53.160] - Carl Huybers

So, yeah, stick to your line. So like we were you know, we did the websites, we did social media. We could do we can technically do a lot of those things. But our main bag is because we can do all that and we do SEO very well, we will do digital strategies for businesses because we understand the whole scope. But out of that, the work that we do for them after the strategies, we'll do the SEO piece.

[00:27:20.100] - Carl Huybers

And we'll work with web developers, web designers, Adword people, and we have some really good partners that we can bring into the play for that. But our lane is SEO, yeah, it's deep enough, believe me, I don't doubt it with enough technology and methods and procedures and thought process that it keeps us busy. And anybody who can comes out as a one man band and says, I can do it all for you, they'll be doing something really well, but most of it they'll do half.

[00:27:52.520] - Carl Huybers

Yeah, there is no one who will know this whole technical digital area very well across all the spears that has now broken up into. So just stick to your lane and I will find your lane even if you're. If you're a coffee shop. And if you're going to call yourself a coffee shop, you've got to make sure you're making really great coffee, but how many places do you go that make really shit coffee and they call themselves a coffee shop. I was going to say, if you're in Melbourne, you better be making bloody good coffee, represent or what's your thing is it

[00:28:27.340] - Carl Huybers

really great desserts is it really great cakes is a fantastic meals with it. What can you get known for and. Everybody can actually put themselves apart in some way, even if they're doing the same thing as they guy down the road. Find your lane, find what you are passionate about, what you're good for and really go for it.

[00:28:49.150] - Aileen Day

Yeah, absolutely. And I think it's important that you use the word find, because in my experience personally and with some of my clients who started from, you know, from from the start up phase, they too started doing everything and anything that they could. But in that activity, they actually were quicker to find that lane than had they not kind of tried to do it all. They really nailed down what it was that they were passionate about. And initially it was I want to get into business to help everybody.

[00:29:31.350] - Aileen Day

But then it became actually I want to get into business to help people who need to understand how to deliver a customer experience. Actually, I want to get into business to help people who want to improve their customer experience and become known for a loyal offering.

[00:29:50.400] - Carl Huybers

So really defining what your business is about. And. Yes, and that's really getting into your lane, isn't it? What is my lane?

[00:29:59.230]

Yeah. If your lane can be just for you. Yeah, I'm on this. You're the only one driving it. Yeah.

[00:30:06.780] - Aileen Day

Yeah. And that's the exciting thing actually for me personally, there's not a lot of people driving in my lane. So, you know, it's a little bit scary in the sense that you don't have a lot of experience when it comes to seeing how other people have navigated it before you. But, you know, if you've got the courage to just kind of what you said before hell to leather, you know, you can shred the tyres and make it your own. Bight off more than you can chew and chew like buggery.

[00:30:42.950] - Carl Huybers

Yeah, yeah. That's that's very important. And then and I think started, the whole thing was around the idea of put yourself in your prospect's shoes. Don't be afraid to ask your clients what they think. How can you improve? Get some feedback. People that are potential clients before you even get rolling, you get the best ideas from them. Yeah, just so. And. There I feel there are too many businesses who do it the way they think it should be done.

[00:31:20.860] - Carl Huybers

Rather than do it the way that their clients want it to be done, yes. And. They don't find out what that is and then suddenly they don't have a business because someone else has done it the way the clients want it to be done. And businesses evaporated because they didn't talk to people. OK.

[00:31:40.720] - Carl Huybers

And on that, even now, I mean, the problem now is we're behind screens all the time. I did write blog a year or two ago around the idea that we hide behind. How screens we send off emails say I've done the job well, I'm actually sending an email, is not communicating with someone, unless they are sending it back and you're having a conversation, then you might be communicating. But, yeah, sending an email is not done.

[00:32:06.310] - Carl Huybers

I've done the job. That's not the job. So we're, we're losing the ability to communicate authentically with each other and just be honest up front. That way, not setting up expectations with the client to that you won't meet and you'll just disappoint them. Yeah, In SEO it's it's a long term thing. It's not a gratification. And unfortunately, most other things in our world at the moment are instant gratification. You want some fries you can go down the road and pick up some fries.

[00:32:40.550] - Carl Huybers

Even if you're in Melbourne, do it before 8pm. But not that I want any of those anyway. And even online, if you want to start getting some response online, buy some Adwords and really be careful of that because you can spend a lot of money with no return. So you really need a couple of good people we we work with. But SEO is more let's do the work now, and over time you'll get the reap the rewards.

[00:33:11.920] - Carl Huybers

Yes, and if you stop doing SEO, then you will atrophy over time. But with, say, paid ads, if you stop today, you stop today, it's gone. So we call, ours is the organic side of things, grow it. You know get to page one with some searches maybe, and therefore you found any way without having to spend the money on ads. Yeah, but it might take some time to get there. Yes. I want to get what you want.

[00:33:40.410] - Carl Huybers

You've got to be clear when you on your lane. Otherwise it's going to cost you. Say there's good imperatives financially to understand your lane to. Because you've got a very broad idea. And you want to market a very broad idea it costs a lot of money to market a broad idea. Yeah, and like I said, business clients that would come in and say, well, everybody can do it. My product, like you were saying before, and I just want to say well you haven't got the marketing budget to get to everybody.

[00:34:14.500] - Aileen Day

Where do we want to target the recipient? Yeah, absolutely, and. And if at the end of the day, you can

save yourself some because you actually understand what your customers are looking for, then why wouldn't you?

[00:34:31.610] - Carl Huybers

And if you don't understand what your customers are looking for, then please call me. I will help you make sure that you learn. Well, that's right, exactly, your expertise, and we were talking about staff before, but also it goes for customers. Finding what customers like to hear and how they like to operate.

[00:34:51.840] - Carl Huybers

It works within stores, how you how people answer phones or talk to people that we was chatting about before. Yeah, it works online, too. Well, what did they expect on your website? And do they just want to follow through? They just want to contact you, they want to find out all about you first. Don't just make it look pretty. Make it functional, usable.

[00:35:15.490] - Aileen Day

Do you think we need to go to the Education Department and create a whole class around communication and how to speak on a mobile phone and speak on a phone?

[00:35:28.540] - Carl Huybers

Yes. And even then, and how to actually be present when someone's speaking to you.

[00:35:36.370] - Carl Huybers

Yes. We are so distracted with instant gratification. Now, this is the classic is now you know, people are not in Melbourne, we're not allowed to, but sitting in restaurants or cafes and they're all sitting with each other.

[00:35:48.100] - Carl Huybers

Each of them are on a mobile phone talking to somebody. Be present with the people. One and the other is, of course, listen, actually. Yeah, I mean, what's being said not think about what you're about to say next. Yes, because really what you're about to say next should be influenced by what you're hearing in the first place. So that's why too many.

[00:36:16.500] - Carl Huybers

When I was in charge of sales people, the so many of them who just have a presentation, they go to get out. Even if you said yes to the sale in the first 30 seconds, they got to do their ten minute presentation and they end up talking to people that are buying it. Be flexible with the person that you're with in the business deal with some of them, it might be a five minute hey yeah they really need our service and we can really help them and others maybe a year and a half before you do business, because it's just not right yet.

[00:36:49.360] - Aileen Day

But that's okay. Just nurture them. Exactly. So what's next tip you've got for us?

[00:36:58.870] - Carl Huybers

Well. Really, I think we've talked about a lot of them, but the main thing is make sure you understand your prospects, etc., but you have to understand which prospects you're going to because you've got to be in because you've worked out what what am I bringing to the table and why am I doing this? I mean, the old line, you would know Simon Sinek and all that sort of stuff, understanding your why's behind all this to say ok, why am I doing this?

[00:37:29.240] - Carl Huybers

And if you haven't got a good why, maybe you should start looking at doing something else. Yeah. I've told a few people that it didn't go down well with a couple people, actually sold their businesses and moved on because they realized they didn't really have a passion for the business and they had to fall into it or people switch over in their business to gentleman in the business.

[00:37:53.230] - Carl Huybers

One was out there doing the selling. The other one's in the office. But when you look at the personality profiling. That was wrong, but we flipped them and both are much happier now how good is that the business, the business is doing much better because just the guy sitting in the office on his own, you hated it because he was gregarious, outgoing sort of guy.

[00:38:16.420] - Carl Huybers

He wasn't as technical as the other guy, but the other guy was more technical fine well he could be referred to.

[00:38:22.900] - Carl Huybers

He didn't need to have that. When you have talking to clients, you can always get back to them with the detail. So and it worked very well for them. That's so cool. Another business where the guy was trying to manage his, his workshops because he ended up with a couple of mechanical workshops. He loved being on the tools, had no idea of how to run the payroll. And so basically what we did, we brought in a manager, a business manager, he said.

[00:38:51.640] - Carl Huybers

But then they managing the business, not mine. That's still your business. You just employing them? Yeah. And he went back out to customer service and dealing with the cars, happy as Larry and the business took off. Yeah. It's really understanding. Well, in a way, that's your lane of what you're good at is yourself and with really good people, and that's one of the things I learned. Really, I remember I remember a manager worked under and Woolworths in Sydney, believe it or not, when I was, good old supermarket of long, long, long time ago.

[00:39:27.150] - Carl Huybers

But he did say, surround yourself. You're only as good as the people you surround yourself with.

[00:39:32.160] - Aileen Day

So did you leave Woolworths?

[00:39:36.180] - Carl Huybers

Yeah I did. So now that was rude.

[00:39:37.590] - Aileen Day

Very sorry. Sorry Woolworths. Next week, Woolworths CEO coming on to.

[00:39:46.410] - Aileen Day

Not now.

[00:39:48.150] - Carl Huybers

Well, I did actually come to work with actually, became CEO of Woolworths.

[00:39:55.590] - Aileen Day

I've got shares in Coles. So, if anyone's coming onto the show, it's the Coles CEO.

[00:40:01.530] - Carl Huybers

OK, fair enough. So. But that point has always stayed with me, and it's so true, and I keep it comes back and repeats itself surround yourself with good people. And nurture them, as you mentioned before, because without without the good people around you and you might have to pay a little bit more, it might be a bit harder to find them. It's like the old adage, be slow to hire and fast to fire.

[00:40:31.660] - Carl Huybers

Just find the right people and the right people and not necessarily got a skill that you need. I think they have to have an attitude and have to fit within your culture and your values if they don't fit in your values, you shouldn't be hiring them. Yeah. Yeah, so. That's really because you teach someone a skill. Let's and sure some of them, take a long time to teach, you know, if you want to drop, but you can

generally teach people skills.

[00:41:05.170] - Carl Huybers

But attitude is really hard to teach. It is possible. But that's that's a project. Yeah, that attitude.

[00:41:16.240] - Aileen Day

Yeah, I, I have a banner on my Facebook page that says your attitude determines your altitude. Yes. And and it's I've actually gone and recreated that banner for some of my other friends and fellow business and entrepreneur business owners and entrepreneurs. And they've got it up in their office and this massive poster, which is pretty cool every time she does a webinar or something I'm like, I made that.

[00:41:53.200] - Aileen Day

But I absolutely believe that that is the case as well.

[00:41:58.240] - Aileen Day

And, you know, I don't necessarily surround my people, surround myself with people who have particular skill sets, but I certainly attempt to surround myself with people who have an optimistic attitude or shared values or challenge my thinking, which can sometimes be hard, because I, I know that upon reflection, I am quite headstrong and I'm quite rambunctious and you know like a bull at a gate with a lot of things. So for somebody to have the confidence to go, hey, Aileen, actually have you considered sometimes can be a little bit you know, it takes a certain person to try and kind of stop me.

[00:42:51.070] - Carl Huybers

Look, a good point to bring up, because I think that's part of the authentic authenticity as well, is the big thing in the leadership space at the moment being vulnerable as a leader? And there is a balance there, sure, and we've got one of the clients of ours leadership's sphere, they're doing the dare to lead stuff and he's been teaching leadership for years. And that whole leadership vulnerability is there. And other people I've listened to over the years, I think one of the things that comes to mind is, is ego and how much it can get in the way, for sure.

[00:43:29.310] - Carl Huybers

And what you're talking about there is. You might think you're right and you know you're right, but someone's got to question that and that's fine. And when now I employ anybody in our business. I say look, even if you're coming in now, you're only starting. But if you see something, you think maybe it can be done differently or you think we're doing something wrong, I want to know about it. I want you to come and talk about it.

[00:43:57.920] - Carl Huybers

Because. Fresh eyes on things often pick up little issues. First, I want them to feel that they are of value to the business and they are because there are always ideas that come out, for sure. And that's where leaving ego at the door is good, because I don't think because you've got a business and you built it, therefore everything must be correct because I built it. Yes. Yeah, well, everything needs reviewing. Everything changes and maybe you weren't correct?

[00:44:27.430] - Aileen Day

Yeah, absolutely. And I would I would certainly say that for a long time I suffered malpractice of the ego. But but it is certainly something in the last maybe six to eight months that I have consciously every single day worked towards putting my ego where it should be, not where it wants to be. So, sometimes I have to go. Actually, that's upsetting me. But is that my ego getting defensive or is that is that a real thing I have to start questioning?

[00:45:09.370] - Aileen Day

Hang on. Why do I why do I feel like this? And one of the guests that we had on this podcast, Dr. Linda Wilson, said one of the best things you can do is sit in those emotions and sit in those vulnerabilities and question, hang on, why do I feel like this? Why what is coming up for me? And so many times it's

your ego. So what are you going to do about it? You know, you have to you have to choose to make that change and go hang on a minute.

[00:45:41.710] - Aileen Day

There's no place for ego in this situation. I wanted feedback. They gave me feedback. So now it's my job to show them that there's no consequence to doing what I asked them to do. Because so many times in business, as you said, oh, I created this business from the ground up.

[00:46:00.460]

It's frickin' amazing. Look at me. Everything I did must have been right. I know everything. But then the next time you say, actually, I'd like some feedback and then you go bite their head off, no one is ever going to want to give you feedback ever again.

[00:46:14.680] - Carl Huybers

And you won't learn, you won't know. There's one thing I found funny. Remember, one business we went to and they had a whole bunch of sales team around Australia. And a lot of them have been there for a while, and after a while there was getting this oh, that's the way we've always done it.

[00:46:35.590] - Carl Huybers

Oh, so one I hate that expression because and I just at one meeting, I just looked at them all and said, well, maybe you've always done it wrong burn, as my nine year old would say, and I was what in my 30's then and the sales team average age was about forty five.

[00:46:55.070] - Carl Huybers

So imagine that.

[00:47:00.070] - Carl Huybers

But it changed things and things continue to change in this day and age quicker than anything. And now in the industry that I am in, it changes on a daily basis actually say there's something different to look at or to play with or to work out whether it works or it doesn't. And that's I think that's a question every business owner should ask themselves, what have we always done the way we've always done that maybe we should be reviewing? Is there tweak? Is there a new system?

[00:47:30.340] - Carl Huybers

Is there a different way to approach this? And that's where. Putting the ego aside and going a different way, maybe bringing a coaching or just a friend to say, hey, tell me what you really think you may open Pandora's Box, but but sit it like you said, sit there and take it in and mull over it because. Change is the consistent thing out there, and if you don't change, you're going to be left behind. But it's just the way it is, you've got to move forward with things and surprise me right now in the industry now, I'm in, and learnt about how many people.

[00:48:15.980] - Carl Huybers

Still saying, oh, I just want a website. And I don't recognize that just having a website. What does that mean really, anyway? Doesn't mean you then suddenly are visible online. No goodness is over billion websites. So, hello, you just created another business card and stuck in a warehouse of a billion dollar business. So how do you make yourself stand out? You've got to do more than that. So you got to start right at the start before you even get to what we do.

[00:48:46.740] - Carl Huybers

You've got to start thinking about, again, your values, your messaging, your branding. Get you get some design done around that first, get your messaging sorted with a good, good branding person, and then you step forward to things like developing a website. Yes. But not going to jump in the pool and give me a website. And I go to a developer. And if they're coder, they're probably not great at design. So so start at the start and was probably one of the best things to think about.

[00:49:19.030] - Carl Huybers

Start at the start. But you got to know what the start is. So I find out start in this place to sign that

business is starting at the start ups. They want to get funding, but where do they start? Yeah, and there's places like the Founders Institute which I was involved for a while. There's a lot of start up type places now that. What is the start? How do I get things happening, not just I got a great idea, I can sell it to the world right now, how do you actually put that in a structure that's going to want the world to buy it?

[00:49:53.870] - Aileen Day

Yeah, and I think that's an important word that you've used structure, because far too many times I see people saying exactly that. I have this grand idea. Everybody's going to want it, everyone is going to need it. And I say, great, have you got a plan? No? Have you documented it? No. Have you got an idea as to who your target audience is? Everyone? It just goes on, like, oh, God, there's no structure, there's no plan.

[00:50:31.910] - Aileen Day

How are you going to measure success against, you know, what's in your head, you're not.

[00:50:38.980] - Carl Huybers

And that's why so few businesses actually survive long term. Because an idea can have a real blossoming period. But it will unless there are then even if they didn't start with a good structure, if they didn't build structure underneath it when it's growing, yes, it will collapse. And that's where that's really my my bag at Mad Scientist, Ian is the great strategist, technical, Andrew technical and SEO.

[00:51:05.710] - Carl Huybers

Now our Account Managers can talk through things and know their stuff to. We don't just have salespeople we're people who've done the work at the ground level. But really, behind it all, what I'm going to do is going how do all the pieces fit together and how can they help each other and how do we have a process that is repeatable? Yeah, that that's the same results over and over again. Good results for people. And if businesses don't build those sort of structures and systems, that's where things like the the e-Myth and that sort of stuff, those books that were like bibles for small business.

[00:51:44.750] - Carl Huybers

Yeah, you probably do, even if we went a bit off next anyway, right, but then but things around systems and structure is really important. And really that's what you hang all the other emotional stuff and the values and all that of all of this. And they do blend together. Yes. And you can't just go running off. All emotional and just talk about values all the time without a structure, you can't just have a structure with no soul.

[00:52:15.630] - Carl Huybers

So that's like one of the structures, the skeleton and the other parts your soul. So then you've got to bring together like a business.

[00:52:22.650] - Aileen Day

Yeah, I like to refer rightly or wrongly, but I like to refer to some practices in business being quite similar or aligned to my dating life and. Oh yeah. And, you know, it's just, you know, it makes people sorry? And but basically I look at those scenarios where clients come to me and say, I've got this great idea.

[00:52:51.090] - Aileen Day

And and I say, have you got these that have you got this? And I say, great, OK, well, that's that's fine because let's work on getting this done. Let's work on getting that done. And I find out very quickly that they're not committed to doing, you know, putting the effort to the to the less sexy work that it takes to get that grand plan off the ground and to make it a sustainable idea. And it really just reminds me of, like a friend with benefits situation.

[00:53:22.740] - Aileen Day

You're in lust, but you're certainly not in love. Right. You're certainly happy to turn up and think all the sexy things and and, you know, and have some fun. But you're not you're not ready. You're not in love.

You're not ready to roll your sleeves up and do the dishes after she's just cooked dinner. Right. You're not ready to to vacuum the floors after the party she just held for you. You know, you're in lust with your idea.

[00:53:51.090] - Aileen Day

You're certainly not in love. It's five minutes past one night stand.

[00:53:56.760] - Carl Huybers

And therefore it is a one night stand. It's an idea that sounds great, but it's just too hard to bring to life.

[00:54:03.330] - Aileen Day

Really does sound like my dating life.

[00:54:08.550] - Carl Huybers

Might have to go off and have a little cry first. But, yeah, and that's true, a lot of everybody has ideas. I mean, some of us, you know, sit together and have a chat over coffee, as we used to be able to do, and you'd come up with two or three business ideas. Ian and I are great at that. However, it's a matter of going again, sticking to your lane, saying, look, we can go and get distracted with this over here.

[00:54:31.110] - Carl Huybers

Yes. That is it is it really what we're doing or is it something for another time, or is the idea to pass on to someone else if they really like it? Because anybody who's that entrepreneurial business will have different ideas along the way. Yes. Is that business is another little thing, isn't it? It's discipline to go now this is my idea I'm taking to the end, commitment. But if you if you haven't got a plan that you don't know what the end is absolutely like.

[00:55:01.520] - Carl Huybers

What is the end is the end. Selling it for a million dollars is the end. Passing it on to your child is the end. Selling a business partner was the end, just closing off to having fun for three years. I don't know exactly. And if you don't know what the end is, then what are you going? Actually, it's funny, I. I come up with a weird little. Idea of how to explain to someone who had a business 32 years and was successful.

[00:55:35.750] - Carl Huybers

But he had no goals, and so what was next? And and he just didn't want to go there and. And I just come with this weird thing, I said, okay, let's just imagine something, because he was into hunting and stuff like that.

[00:55:50.620] - Carl Huybers

So I said, okay, you've been you've been dropped. If you're going hunting and being dropped into a forest and it's foggy, it's semi dark, you can't really see anything and you know you're hunting for the bear. I said, shoot. Said, But where? I said exactly. Where you got to have where's the bear, where's the goal? Where is it? You know.

[00:56:24.110] - Aileen Day

What a right analogy. I love that. Oh, my God, I love that analogy. That is fantastic. How did he take that?

[00:56:44.600] - Carl Huybers

I think he sort of got it. He was an older gentlemen, been around a long time and he got it, but he still didn't internally get the idea of having really a long term goal, and I suppose in his case. It's playing out a little bit because unfortunately, it wasn't with us for much longer after that. About two or three months.

[00:57:07.510] - Carl Huybers

Wow. And I was coaching that business and fortunately, I got some things out of his head on the paper which helped the business continue on. Still running now, still successfully. But it's now a family

owned run by a manager and that sort of thing, so which is fine. But here he has this handing over a business and whatever with, again, no particular end point. So I don't think the family is really sure. Now, what do we do now?

[00:57:38.870] - Carl Huybers

I can tell you that three years later, what do we do now? So. Really good to think about what is the end point like this, I started to start with the end in mind and also the things have been said. There's reasons why they've been said and people keep seeing them because if you've got an end in mind, what is the end point? Then it really drives us to what you're doing today when you bring it all the way back, if you start slicing it down like that's what you're doing in five years, will at four years we need to achieve this, in three years we need to achieve that.

[00:58:10.110] - Carl Huybers

Yes. By the end of the year, need to achieve this much reduced by six months. We need to be here. Well, today you'll need to be doing this because otherwise we don't get that in five years time. Yeah, unless you got that end point, you're fluffing around. You don't. No direction.

[00:58:26.100] - Aileen Day

That's true. Yep, I absolutely agree. And I think that was to be honest, where I was 12 months ago was very I would feel like I was really busy.

[00:58:39.270] - Aileen Day

But upon reflection, I was just fluffing around. I had no strategy. I had no particular goals. I yeah. And all of what you've just said completely resonates with how I was running my business. It was just a day to day operation. And and these days it's completely different. There's strategy, there's goal setting, there's execution like a MOFO. You know, it is a completely different business when you know what that end in sight looks like.

[00:59:12.720] - Carl Huybers

And you don't need 100 goals, one to three at the most. Yeah. Because otherwise it gets too hard to go for it.

[00:59:22.320] - Aileen Day

Exactly right. And you make sure that they all aligned back to your purpose and your vision and you know, you'll stay on track.

[00:59:30.480] - Carl Huybers

Exactly. And back and which is all about those values we spoke about a while ago. Exactly.

[00:59:35.730] - Aileen Day

It'll see, it all comes full circle.

[00:59:40.260] - Carl Huybers

It does, but people have got to spend the time in that space to make it happen, it makes everything easier.

[00:59:46.980] - Carl Huybers

If you spend time in that space in the first place.

[00:59:50.100] - Aileen Day

Exactly right, we're going to stop looking at our businesses like friends with benefits. We're going to roll up our sleeves up and commit.

[01:00:00.700] - Carl Huybers

Is that the message is it from you?

[01:00:02.580] - Aileen Day

So that's my message. Now, they are some amazing insights from decades of experience in business and life. And I want to thank you so much now before I let you go. Everybody by now knows that I ask all of my guests, what is the one song that gets them pumped up for anything? And we finish the podcast episode by talking about that one song. Now, here's a fun thing. I have already received calls, initial one song, which was?

[01:00:43.380] - Carl Huybers
Originally was Champions from the Queen.

[01:00:45.750] - Aileen Day
Exactly. So Martin Eade, The Sales Strategist, he had already picked that one. So it's already already taken on. So I said back to Carl, I need I need a plan B. What's your plan B?

[01:00:58.470] - Aileen Day
And he came back with jumped from Van Halen. Yes. What a banga, man. I said to Carl when he told me, I was like, oh, my God. When I was 13 years old, I used to ring up the radio stations with my twin sister and her best friend. And we would annoy the DJ's and we would always request Jump by Van Halen. It was we would jump off our bed, we would do air guitar, all the things polite little girls to do.

[01:01:32.700] - Carl Huybers
I'm sure you've always been that way. Yes, exactly. Well, I just love the idea of might as well jump as in go for it!

[01:01:41.940] - Aileen Day
Jump in. Exactly. Dare to begin now. So what happens is the reason I ask, I guess, for that one song that gets them pumped up for anything is because we have for The Value Driven podcast created its very own special Aileen Day Official Spotify playlist that will be available for listeners to download when they visit valuedrivenbrand.com to watch this podcast or grab the link to listen to it.

[01:02:19.410] - Aileen Day
And you can then also download the Spotify playlist that has so far every single guest, one song that gets them pumped for anything so Carl, thank you, Jump by Van Halen is officially added to the playlist. So as I've started to learn, it's becoming quite the eclectic mix. We now have some some classical Italian opera in there, as well as some headbanger's and some techno from the 90's.

[01:02:54.960] - Aileen Day
It's it's becoming quite, quite the playlist. If someone listens to it and tells me that they are not pumped for anything after it, then I invite you to become a guest on the show so you can put your own song on there.

[01:03:11.700] - Aileen Day
What a good idea. Great, create your own list, exactly. or make your list. I know you love it. Love it, love it.

[01:03:19.650] - Aileen Day
So on behalf of the listeners today, I want to thank you so much. You and I could just continue talking for hours on end. I love learning from your expertise and your experiences in life and business. And it is such a privilege to have you on the show today. And I'm certain that everyone listening in would feel the same way. Now, if you want to learn more about Mad Scientist Digital or Carl, you can go to valuedrivenbrand.com and Carl will be on the website with his socials and his website details available there, where you also find the link to this podcast.

[01:04:02.610] - Aileen Day
So on behalf of myself and everybody listening or watching on, I want to say thank you, Carl.

[01:04:12.520] - Carl Huybers
Pleasure, it's been fun.

[01:04:14.080] - Aileen Day

Absolute ball and for everyone else, till next time, we will see you speak to learn from you, hear from you, but be sure to get out there and create value for somebody else in your life, till then.

[01:04:53.010]

[01:05:13.440]