

[00:00:02.180] - 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 sought after leader in your industry. I'm your host, Aileen Day. Now onto the show.

[00:00:31.600] - Aileen Day

Welcome back, everybody, to another episode of the Value Driven Brand Podcast, I am your host Aileen Day, and today I am joined with a very special colleague, somebody that I haven't been in touch with for a little while. But they came back into my periphery recently, and I am so grateful that they agreed to join us here today. It is the one, the only Glenn Tranter, productivity consultant, king of working smart. Not hard. Welcome to the Value Driven Brand podcast and thank you so much for coming on and joining us today.

[00:01:12.940] - Glenn Tranter

How are you? I'm doing really well.

[00:01:15.640] - Glenn Tranter

Thanks, Aileen. And with an introduction like that, I'll come back again.

[00:01:21.130] - Aileen Day

I'm working on making my introductions like world famous people are going to be blushing by the time they're finished, just walking on cloud nine, knowing how amazing they are, because that's how you get on this podcast. You have to be amazing.

[00:01:37.930] - Aileen Day

And, you know, this is the Value Driven Brand Podcast. So we have to be with people to create value. And you most certainly do that. Now if you don't know who Glenn is I'm going to let you know, Glenn is he is the is the train. My goodness. Start again Aileen Day just fumbled in words. Glenn is the Founder of Glenn Tranter Consulting and is a time management expert, and he helps individuals and businesses and teams all over the country save time and get results by working effectively from anywhere.

[00:02:21.260] - Aileen Day

Now, if that is not the dream come true, to have that as your life being able to take your work and do it effectively anywhere you like in the world, then I mean, what is life? I absolutely especially in covid times, which is a swear word in my household, I hate I hate the word, but it is true that it has become one of the most wanted and desired things, is to be able to take your work and just do it from anywhere.

[00:02:58.430] - Aileen Day

And Glenn has been helping people do exactly that for over 30 years with experience and consulting leadership and sales and large scale projects. But there's so much more to this story. But I'm going to let Glenn be the one to tell us. So, Glenn, give us some insight. How does one become a productivity and time management expert? How do Glenn Tranter to become the leading face in productivity?

[00:03:28.890] - Glenn Tranter

And that's a really interesting question.

[00:03:30.780] - Glenn Tranter

I'd love to say I've always been like this, but that would just be a big fat lie because it's not really how things worked out.

[00:03:39.770] - Glenn Tranter

So if I rolled back a number of steps when I was 16 years old and I was in form five or year 11, going to high school, I played in a semi-professional basketball league. So what I wanted to do, I wanted to be professional basketballer and then with some injuries and stuff. And a big part of the reason I

wasn't quite good enough, I never made the absolute highest professional ranks, but I did play at that semi-professional basketball league level until I was twenty five when I retired because of a number of injuries.

[00:04:12.980] - Glenn Tranter

And at that stage I threw myself into work and I was working in the IT sector, so working for a subsidiary of a US company. Now, anyone has ever worked for US companies will know that return to shareholder, return to stakeholder reach very highly on the list of achievements that you have to do. So quarterly targets really, really driven, so you would work quite hard. And I worked my way up through the ranks from being a junior consultant through to looking after South East Asia for for a division, and had received a number of accolades throughout my career.

[00:04:49.610] - Glenn Tranter

But I didn't necessarily work smart. I worked hard so I would throw a lot of effort into it. So I'd work 60 - 80 hours a week, travel two out of every three weeks, had a young family. And my wife used to tell me that she was a bit concerned that I couldn't keep that up. So that was such terrific advice.

[00:05:09.770] - Glenn Tranter

I totally ignored it because ...

[00:05:13.910] - Aileen Day

Who doesn't ignore the amazing advice from their loved, loved ones. That's our job.

[00:05:22.070] - Glenn Tranter

Absolutely. And I ignored it because I was I did enjoy work. I was getting results. I'm someone who's a high achiever. I'm driven. So up until I was 40 years of age, when I'd go for 5km run, I'd go for P.B. So I'm trying to beat the time that I ran when I'm 18 years old, which suggests how I'm driven.

[00:05:44.120] - Glenn Tranter

So as I'm sort of managing this workload and the travel and managing, having the young family, I started sleeping less and less. But that was okay. I had this game plan. I'd retire in five years so I could just lost another five years. And that all came crashing down for me. In 2006 when I burnt out, I burnt out quite severely. I had chronic fatigue syndrome to the extent I didn't work for fifteen months, it took me that long to recover.

[00:06:16.130] - Glenn Tranter

So the irony of how did I get involved in productivity is I didn't want to go back and do what I was doing. I actually wanted to go and help people and organisations. So I've got this still this really driven nature of me, so this high achieving nature. And I wanted to help people get their results in less time. Now, I had no expertise in time management or anything like that. So I joined a time management company called PEP Worldwide, and I was part of PEP Worldwide for eight years.

[00:06:51.590] - Glenn Tranter

And I absolutely loved my time there and learnt an awful lot. And then there was a change in the business ownership and they shut down some offices, so they shut down the Melbourne office. And I came home and I was cooking steak on the barbecue and I went grabbed an envelope and on the back of an envelope, I scribbled out a business plan and Glenn Tranter Consulting was formed at that stage.

[00:07:16.970] - Aileen Day

Oh, my goodness. I thought I hope there was beer involved while you were cooking steak on the barbie, by the way.

[00:07:26.300] - Glenn Tranter

There wasn't because I was locked in. I was in focus mode. So I needed to come up with a plan and a strategy. And it was so it started off very humble beginnings. No customers, no content, no nothing. Sure I had a phone book of people, but that doesn't just necessarily mean you're going to get

customers from day one.

[00:07:48.930] - Aileen Day

No, it's not. No, it does not. So how did you start to educate, I guess, the people that were maybe your target audience and I could only imagine you people like yourself would be your perfect target audience and driven people and business people working far too hard. But I feel you when you say, you know, I loved it and I was getting returns. I was exactly the same way I used to. I used to do at least 80 hour weeks.

[00:08:28.290] - Aileen Day

Would have been an easy week back in my 20s and 30s. And but I loved it. And I didn't I didn't know any different until I ended up similarly to you in hospital. Funny about that, how you need something really serious to smack you in the face and make you realise there's going to be a different or at least a better way to do things. So how did you start to help people realise, hey, you can get the same return on investment without your life being that investment?

[00:09:04.090] - Glenn Tranter

Yeah, and, you know, great advice I was given early on was that you have to niche, you have to find your niche and productivity/time management, a product it can apply to so many different industries, job functions, level of seniority. So of course, I was listening to find your niche, but that's not how I was trying to market myself. So I actually found it quite difficult at the start. And then I found someone early on who was looking for Time Management Workshop.

[00:09:36.300] - Glenn Tranter

I got in front of this H.R. Director, which was fantastic, chatted through about, hey, I'm just launching my company. Here's how I would do it, how I'd go about it. I'll give you a money back guarantee if you don't like it. All those sorts of things like that. I love that though. Yeah, and the person signed the dotted line.

[00:09:56.040] - Glenn Tranter

Guess what, I hadn't one.

[00:09:58.890] - Glenn Tranter

I didn't have one piece of content I had and I gave myself I think it was a six week window before we could start the program because I had to go and create the program.

[00:10:10.830] - Glenn Tranter

And so it put the pressure on.

[00:10:15.450] - Glenn Tranter

But believe it or not, it's essentially the same program that I have today with a few tweaks to it. So I decided I didn't want to build it in PowerPoint. I want to be different, so I'll build it in Prezi. Oh, I love Prezi. I'd never touch Prezi before and I struggling with it. So I was feeling the heat of that. So my son Jake, who was 15 at the time, he actually built my slides for me in Prezi, oh what a champion.

[00:10:47.520] - Glenn Tranter

Yeah he actually went to my website as well for me.

[00:10:50.580] - Glenn Tranter

So many good things for me like that.

[00:10:54.510] - Glenn Tranter

Don't worry, he's been paid back in full multiple times over I'll claim that he may not.

[00:11:00.510] - Glenn Tranter

But I'll claim that, look, if that was my son, I'd be like, Do you have a roof over your head? Yes. You've been paid.

[00:11:12.150] - Glenn Tranter

Yeah, well, speaking of roofs overhead, I'm actually this backdrop here. That's his bedroom because he's actually twenty now and he goes to college in the US.

[00:11:23.190] - Glenn Tranter

So he's on a basketball scholarship in the U.S. So he's studying business at a school in Silicon Valley.

[00:11:30.000] - Glenn Tranter

So I, I steal his room when I have to do things like this.

[00:11:38.190] - Aileen Day

But that's that's so good. That's brewing. What a backdrop is. Oh, that's amazing. And, you know, obviously the apple doesn't fall far from the tree, so that's pretty cool. Actually, one of my one of my best friends, her son, is looking for a scholarship to America for a basketball scholarship. So I'll have to let her know that dreams do come true.

[00:12:06.990] - Glenn Tranter

They absolutely do. They absolutely do.

[00:12:09.540] - Aileen Day

That is such such a cool story. I love that. Yeah.

[00:12:14.640] - Glenn Tranter

And so part of. So let's say I got the first customer and actually got some raving reviews that I got another three programs out of that same customer. Oh, love word of mouth. Yeah. Word of mouth. So one of the things that I do is that I ask people if they, if they liked it obviously and then when they're doing a. Diagnostic survey, and I give them some reporting of the levels of improvement, but the question I asked is that anyone that they would like to refer on and we got some referrals out of that, so none of it was rocket science.

[00:12:53.020] - Glenn Tranter

But then you've still got to go and find new pieces of business. And I probably struggled with that for a couple of years of really finding out where my niche is. What is it that I do that's really going to attract people as such? And and I think that you when you even get the answer, then something like covid comes along and it changes. So it's forever changing and you've got to move with it. But I think covid for people like myself has opened up a global marketplace.

[00:13:24.860] - Glenn Tranter

So it's opened up.

[00:13:25.710] - Aileen Day

Oh, absolutely. Couldn't disagree with you that that I'd have to agree with you. Absolutely. The amount of businesses that I have been in touch with who have said to me this could have not come at a better time. I have, you know, in essence and and for those who are in business and I don't it doesn't matter what your business is when you first start out in business. It is the majority of you would have if you haven't, you are going to experience what Glenn's just talked about, where, you know, trying to find your customer isn't always as easy as people would have you believe.

[00:14:09.460] - Aileen Day

And I know that for myself as well and for the multitude of businesses that I consult and work with, find exactly the same predicament. But with what's happened in this year, it's now kind of giving everyone this permission to go bigger and go wider and and go global. And and it is so fantastic to see businesses go, you know what? Alright. Let's let's do this virtually. Let's see what happens and and remove that fear factor from something that, you know, maybe last year they went on would be nice if I could do a virtual event.

[00:14:49.060] - Aileen Day

Well, now they've got no bloody choice and they have to. And it didn't end up being as scary as they may have anticipated. So they've they've ticked another box, which is great to hear.

[00:15:01.690] - Glenn Tranter

And it wasn't all beer and Skittles when covid first hit.

[00:15:05.290] - Glenn Tranter

So day three of covid hitting within twenty four hours. I lost two months worth of work. And it wasn't that the work couldn't be converted to virtual, it was just the organisations weren't sure where the next dollar was coming from. And I got that and understood that my wife Sam didn't necessarily get that and understand that because her view on this point, my view is, well, the glass is half full. It's not half empty. Hers is ahhh.

[00:15:33.250] - Glenn Tranter

We're not going to get another dollar until it's over. So where's the plan? What is it? And you look at these things and you've just got to strategise and you say, well, I don't know what the exact names will be, but he's what I'm going to do. And when you've got a process that you follow on approach, if you're adding value to what you do, it's going to come out in the long run. It's going to sometimes business is just a matter of timing.

[00:15:59.140] - Aileen Day

It's the long game. I say to people constantly, stop treating it like Tinder. It's not Tinder. It's Elite Singles. We're in there for the relationship. Alright, not the the one night stand. Sorry. And that and stop watching the news. That's just got to stop watching the news. There is nothing newsworthy on there. So Glenn. They are amazing already amazing insights into what it takes to run a business on your own. But this is the Value Driven Brand and we are here to help those listening and understand what are some of the tactics that you would prescribe to the businesses, to entrepreneurs, to leaders wanting to create their own value driven brand?

[00:16:54.790] - Aileen Day

What are those low hanging fruit, low barrier to entry strategies that you could share with everyone listening or watching? And if you are watching. Hi, what are the,

[00:17:12.970] - Aileen Day

what are the strategies? What's a few strategies that you could help the listeners with when it comes to creating their own value driven brand?

[00:17:22.040] - Glenn Tranter

I think the first one was a real big one for me. It had to be a subject that I was in love with. So when I burnt out in IT. And it was sort of heavy IT, I fell out of love in. So I didn't want to do that anymore and and to be brutally honest, I think for the last two years I was doing it as probably doing it just for the money, not because I really loved it any more.

[00:17:47.960] - Glenn Tranter

So it's got to be something that you love. So when I burnt out one of the things that I did, I was doing meditation. I was learning meditation at a Zen monastery and the the head Abbot or the head Monk. He said to me, he said, when you go back, what are you going to do? And all the negative thoughts came pouring into my mind of what I didn't want to do. And he goes, I think you should help somebody.

[00:18:16.260] - Glenn Tranter

Oh. And I said, What do you mean, how could I help?

[00:18:19.820] - Glenn Tranter

What could I do? And he goes, times up, got to go.

[00:18:23.490] - Glenn Tranter
And. And it was it was just it was masterful.

[00:18:29.150] - Glenn Tranter
It was one of these grasshopper moments. So we within a week.

[00:18:35.490] - Glenn Tranter
Within a week, I had sorted out what it is, what I wanted to do, but there might be people in any one sort of network that you can have discussions to to find it, because straight off the bat, you probably come up with a blank piece of paper and that's okay. But it's out there somewhere, so you've just got to keep searching for it. So. So, first of all, is to do something that you're passionate about because it's going to take a bit of elbow grease.

[00:19:09.510] - Glenn Tranter
So once you're passionate about it, the next question becomes as well, how good are you at it? Because you might be passionate about a topic, but if you're no good, it's not going to have a commercial value attached to it. So if you're not good and that's OK. So I was productivity. I was also always a high achiever, but it was done through hard work rather than working smart. Now, the irony of my expertise, of all the things that I did wrong, I've been able to apply to my productivity business of almost the reverse.

[00:19:43.740] - Glenn Tranter
And so what you want to do is you want to start getting really good, put meat on the bone as to what it is that you're learning. So what podcast? You need to listen to, books you need to read. What seminars do you have to attend? I absolutely love this. What are those things you need to do? And then how can you start building up your IP deck so that you live it and breathe it and it comes out of your pores?

[00:20:11.710] - Glenn Tranter
So I love that. So we've got to be passionate about something, get really good at it. And the third one is you can't sell a secret. So you might be really good, but you just may not be confident or comfortable in going and talking to people. And you've got to just get over that limiting belief and there can be ways. And tools, so if you're not going to cold calling, then you might want to use tools like social media site LinkedIn, for instance.

[00:20:45.490] - Glenn Tranter
So I post on LinkedIn three times a week and I post on LinkedIn people like and comment on my stuff. We get connections and then I able to form a conversation with them to move them through my sales funnel. And then I start thinking about people who I'm having these conversations with. And I say there's other people who are similar on LinkedIn, so I'll do some outreach to those people. So that might be through LinkedIn. That might be a phone call.

[00:21:13.890] - Glenn Tranter
It's whatever mechanism works for you, but you can't sell a secret. Yes.

[00:21:20.760] - Aileen Day
And it's so funny, you know, when you talk about limiting beliefs, I, I suck at selling myself. I really do. And people think it's people think I'm being funny. When I say that. They're like, no, you don't. You're always talking about yourself. I'm like, yes, but when it comes down to the crunch, I actually I actually freeze and and I've always and this is, you know, when we talk about limiting beliefs and if you're not sure if you're listening in and you thinking what is a limiting belief well a limiting belief is something that you believe within yourself that you cannot do.

[00:22:03.630] - Aileen Day
And for years and years and years, I would tell myself as a limiting belief that one of the things I cannot do is go through an interview, because at the point where I have to tell somebody and try to convince them of how good I am, I I turn into a mess and I get really self-conscious. And I, I ultimately

do myself a disservice and don't sell myself at all. And if anything, they walk away going, what the hell just happened?

[00:22:40.770] - Aileen Day

Or who even was that? But and I think, you know, I don't know about you, but because I'm totally woke AF these days and highly self aware, part of me actually thinks that's why I used to work so hard, because my my subconscious would say to me, if you work so hard, no one will be able to deny how good you are and you won't have to sell yourself because your work will speak for itself. But that didn't end up happening either.

[00:23:21.340] - Glenn Tranter

I absolutely feel you and I that was a real issue for me, was selling myself versus selling someone else's product. Selling someone else's product is so much easier but when it's yourself. So my business is called Glenn Tranter Consulting. So it's got my credibility behind it, everything that I do. And what you're touching on of the people who I help. So I help a lot of emerging leaders and leaders. So people have been a technical expert and then abracadabra, they've been made a leader, even though they don't really have leadership expertise.

[00:23:56.290] - Glenn Tranter

And then they might start struggling because they're overwhelmed, because they've got so much work on. Yeah, but the most dangerous ones I find are the people who are conscientious, but they're also perfectionists. And that's what I was, a conscientious perfectionist.

[00:24:11.560] - Glenn Tranter

So you work so hard because you want to do such a good job and you just keep on you raising the standards all the time. And you're pushing. You're pushing and pushing. And that's sort of what happens with burnout. So we've got to be kind to ourselves and let go of this perfectionism because we're thrown so many balls in the air, they're not all going to stay up all the time. And that's OK as long as the important ones are staying up in the air.

[00:24:40.210] - Aileen Day

Exactly. And you and you've got to find. And I've I've seen this analogy. If you've got to you've got to concede that some balls are made of glass and some balls are made of rubber and some are ok to drop and they'll bounce and other balls, you can't drop them, you drop them, they smash. And I think that self care is one of those glass balls. And what I love about what Glenn does with businesses is I am forever, not against, but I am forever in conversations with businesses who are potentially looking to scale or make life easier.

[00:25:22.300] - Aileen Day

And they want to do it through automation. Right. And I get very mindful. I used to be nervous, but now it's just very mindful of what happens when businesses automate too far over. And and I've talked about it before. And I think when you start to go too hard into automation, you lose my favourite thing. You lose great CEHX, you lose a customer experience, you lose your employee experience and you lose the human experience if you take it too far.

[00:25:54.970] - Aileen Day

But the reason so many businesses want to automate is it's to save them time. And they think that if they automate the the bejesus out of the way they do business that it will. It will help them manage their time, but what Glenn does is Glenn shows you human based activities that can give you a return on your time investment and therefore you are not losing that human experience. If anything, you're actually learning how to gain more time to create an even better human experience.

[00:26:38.070] - Aileen Day

And that, to me, if you are a leader in business, that to me should be your first port of call, is how to actually learn how to use your time more effectively before going and looking at systems and artificial intelligence to do it for you. And that's not to say that some of those things aren't absolute life savers. But the flipside to that is if I have a dollar for every time I have to spend upgrading those life savers, it

doesn't always work out in the wash.

[00:27:16.500] - Aileen Day

So I would rather understand intrinsically as a human being, what can I do to work smart as opposed to work hard, because I've done working hard. And to be honest, like Glenn, I've come back from burnout and done not any anymore brother. That's not happening. I am not working 100 hour weeks when people say, oh, you work on your own, you must work 100 hour weeks.

[00:27:42.840] - Aileen Day

Not anymore. Been there, done that. Not doing it again. Yeah.

[00:27:47.490] - Glenn Tranter

And the interesting thing is I actually think I get more done now by working less hours. I'll get more done because I'm more effective same, your the same. Yeah.

[00:27:57.600] - Glenn Tranter

What what I noticed when I first got into time management when I was working for this company, it had a one size fits all methodology. And what I discovered is one size fits all methodologies work for roughly 70 percent of people. But what happens if you're in the 30 percent so that it doesn't fit? So what I do, I believe everyone's got the best way in which they work. That might be different to the person sitting beside them or who they're reporting to or family members or what whoever it is.

[00:28:26.220] - Glenn Tranter

And what you've got to do is you've now got you've got the flexibility to adapt principles to how somebody works the best at their peak. And when you do that, then your productivity can go through the roof, because when it's when it's just the one size fits all approaches, it doesn't fit properly. It's like putting on someone else's pair of shoes. It's your size, but you're wearing around for a day and then your feet start to hurt because it doesn't quite fit you perfectly.

[00:28:55.140] - Glenn Tranter

So you want to customise it to yourself.

[00:28:57.150] - Aileen Day

Yeah. And I think that that is so true. You know, I have gone through umpteen time management programs and productivity programs in the previous careers and none of them particularly stuck. And I couldn't I couldn't latch on to any of them. That actually created a noticeable, noticeable change in the way that I worked and the return on my time investment until very recently. And and I think you are so right. And I love that you go in and you get to learn about the person first to know which model or what type of performance needs to be tweaked here and added there or minus there.

[00:29:45.030] - Aileen Day

And that again, it's that human experience that I preach about all the time.

[00:29:53.460] - Aileen Day

Actually, if if anyone is interested. Glenn also has a and it's a great introduction, I guess, to Glenn's work is he has a self-paced email mastery course that you can sign up to, actually. And I'll I'll put the link to it on the website, valuedrivenbrand.com/podcast-series. So when this goes live and you find this podcast on the website, there will be a link down the bottom. And I would implore you to have a go at it, because if you can just pull a thirty talking Glenn about that course, you know, he's he's saying that most attendees are getting a minimum of 30 minutes back every day just from changing the way they process their email inbox. 30 minutes a day do you how much stuff you can get done that makes an actual difference to your day, to your life, to the life of others when you actually have the tactics to help you.

[00:31:08.170] - Aileen Day

Be more productive. You happy? Are you happy for me to do that, Glenn?

[00:31:15.120] - Glenn Tranter

Absolutely. And thank you so much. So this is this is for Outlook users. So we get right into Outlook's, functionality. So this generic piece would be valuable to Gmail users, but I wouldn't suggest a Gmail user buys it. So if you're an Outlook user and you're buried under emails and you don't really know what to do, people either give up. So they just put up with it or they put in a system that's just inefficient.

[00:31:41.690] - Glenn Tranter

So if one of those two and it doesn't feel right, then go through this self-paced program, it's got ninety five minutes of videos. It step by step and I think it's so good I put a 30 day money back guarantee on it. So it's four \$97 is the introductory price one on it. It will go up afterwards but we'll put it out there at \$97 because I'm just trying to get people, I want some positive vibes about it and I guess what I'm going to do if that I'm going to market that so on and so more of it.

[00:32:14.450] - Aileen Day

Like all great business should. But the return on investment for yourself, the WIIFM for you doing that course. You know, if if 30 minutes a day is the is the average, like bring that on, you know.

[00:32:32.570] - Glenn Tranter

I was just going to add, most people who I work with, they want speed, they want to save time after I work with them, you know what the biggest thing they've got and it's not what I sell, they actually get more clarity so then by getting more clarity to really understand where they should be focusing, what they should be doing, they actually become more effective.

[00:32:51.860] - Glenn Tranter

So it's a speed thing that attracts them. It's the clarity thing that really sticks with them, what they take home with them.

[00:32:59.280] - Aileen Day

Yeah, I tell you what, every morning I meditate. I meditate for clarity. I'm like please bring me clarity and point me to the right way. Don't let me lose time doing something that is meaningless. And that's why I've had to block tiktok during work hours.

[00:33:22.300] - Aileen Day

No tiktok for Aileen, between eight and six.

[00:33:26.770] - Glenn Tranter

Well, yes tiktok can be very moreish. I've stopped looking at it because it's like that.

[00:33:32.710] - Aileen Day

It's a dangerous woman. I tell you.

[00:33:36.460] - Glenn Tranter

I actually played with it from a business development perspective. Oh, really? Oh, yeah. Know, I wasn't dancing or doing anything like that because people like me got you were dancing? Hell no! Mine was some pretty mundane and boring stuff and it would be something that I'll come back to.

[00:33:51.250] - Glenn Tranter

But when I heard that the US is trying to get rid of tiktok, my enthusiasm started to remove it. There'll be some other platform that will replace it, which might be Instagram Reels that's out there already.

[00:34:02.480] - Aileen Day

Yes, yes. Well, Instagram Reels came after tiktok. I think that was Instagram's attempt at getting back at tiktok.

[00:34:10.630] - Glenn Tranter

Oh, absolutely. Yeah, yeah. That might be the tool. Who knows. But there will be something and I think

it's got a piece in it. It's just as a solo piano. You want to be able to do it and just manage it easily.

[00:34:25.660] - Aileen Day

Yeah, exactly right. And that's the thing is, you know, especially for for solopreneurs, when you already are the person doing everything, you know, I couldn't I couldn't agree more that learning how to do things more effectively and with more clarity has got to be one of the key key ways to change your game and create a value driven brand.

[00:34:54.680] - Glenn Tranter

You're absolutely right, Glenn.

[00:34:57.910] - Aileen Day

It is the only time for us to go. But before I let you go, our listeners by now, would be well aware that before we finish each podcast, I get you to tell me that in our guest profiles that get sent out, I ask you, what is the song that gets you pumped up for anything? Do you remember what you told me your song was?

[00:35:25.240] - Glenn Tranter

I do.

[00:35:26.530] - Glenn Tranter

Which is going to sound really funny. It does. It's my favourite genre of music nowadays is country music.

[00:35:33.580] - Glenn Tranter

But I'm going to get pumped up for anything I would go with Lose Yourself by Eminem.

[00:35:42.580] - Aileen Day

Now, if I could just say that was a bit of a surprise for me, knowing you and now even knowing that you are a country music buff to to see you belting out a bit of lose yourself from Eminem did make me smile a little bit.

[00:36:02.500] - Aileen Day

So now I know you might not be aware, but why I ask all of my guests what their favourite song is and what gets them pumped up for every anything is because when this goes live, I will have added it to the Aileen Day guest official Spotify playlist. And so you are now officially a contributor to the playlist that will pump you up and get you ready for anything. So, thank you kindly for your contribution.

[00:36:41.260] - Aileen Day

Eminem says thanks for the royalties and I want everyone to think of me now as a middle aged white boy rapper, just like Eminem, to be honest.

[00:36:57.970] - Aileen Day

He probably loves a bit of country as well, but let's not pigeonhole him. Oh, goodness me. My eyes are tearing up from laughing so much. Well, that is pretty much it from us here today. If you want to get in touch with Glenn, you or hear more about what Glenn does or how he can help you in your business, become more productive and more effective and get more of your time back, or would like to know any more about the wonderful insights that he's delivered on how you can create your own value driven brand.

[00:37:39.670] - Aileen Day

You can go to valuedrivenbrand.com/podcast-series and all of Glenn's information, his socials, his LinkedIn, everything that you need to get in touch with, Glen will be available at the valuedrivenbrand.com/podcast-series website. And until we meet again, Glenn, I just want to say thank you so much. It has been so much fun hanging out with you again. And and thank you so much for bringing such beautiful and wonderful insights to our listeners today.

[00:38:19.990] - Aileen Day
Thank you for joining us.

[00:38:23.020] - Glenn Tranter
Thank you so much for having me here, Aileen, and thank you to your listeners.

[00:38:27.080] - Aileen Day
Nawww, they say thanks to you. Now for all of you out there in podcast hearing land or YouTube watching land from me, Aileen Day and productivity King Glenn Tranter. That is everything we've got for today. So get out there. Go and create value for somebody else in your life because what goes around comes around. I'm Aileen Day have a great week.

[00:39:37.010]