

Something Extra EP 146 - Scott Miller

Lisa Nichols: Chromosomes, little strands of nucleic acids and proteins, are the fundamental genetic instructions that tell us who we are at birth. Most people are born with 46 chromosomes. Each year in the United States, about 6,000 people are born with an extra chromosome, making them a person with Down syndrome. If you've ever encountered someone with Down syndrome, you know that they are some of the kindest, most joyful people you will ever meet. They truly have something extra.

My name is Lisa Nichols and I have spent the last 24 years as both the CEO of Technology Partners and as the mother to Ally. Ally has something extra in every sense of the word. I have been blessed to be by her side as she impacts everyone she meets. Through these two important roles as CEO and mother to Ally, I have witnessed countless life lessons that have fundamentally changed the way I look at the world.

While you may not have an extra chromosome, every leader has something extra that defines who you are. Join me as I explore this something extra and leaders from all walks of life and discover how that difference and each of them has made a difference in their companies, their families, their communities, and in themselves.

Lisa: I'm thrilled to have Scott Jeffrey Miller on the show today. Scott is the former CMO of FranklinCovey and still serves as a senior advisor. He's a multi-time author, a sought-after keynote speaker, the host of the *On Leadership* podcast, and so much more. If you like this episode today, please go to Apple Podcasts or wherever you listen and leave us a five-star rating.

Scott, welcome to the *Something Extra* podcast. I am thrilled that we could make this happen. I cannot wait for this interview because I know every time you and I have been on the call together, we're laughing. We're just having so much fun. I know our listeners are just really going to enjoy learning from you today. Thank you so much for making the time to be on the show.

Scott: You're exactly right. It was taking that money and budgeting it and putting it in envelopes for church, for savings, for contributions, for things that I wanted. We didn't get an allowance. We had everything we needed, very little of what we wanted. I'll tell you, to your point, Lisa, I learned later in life that my parents had a philosophy, which was because we can doesn't mean we will.

Lisa: Oh, I love that.

Scott: They could have bought me nicer cars and better motor scooters, but they held back on a lot of things. I should do more of that with my three sons.

Lisa: Oh goodness, Scott.

Scott: Am I in therapy? Has my wife secretly signed me up for a virtual therapist? This is awesome.

Lisa: [laughs] Exactly. You didn't even know it. That's so funny. You know what? To your point, it's the harder thing to withhold.

Scott: It's so true.

Lisa: The easier thing is to do more for your children.

Scott: Lisa, I'm right there. I'm in that classic conundrum of my wife and I have-- like you and your husband have had great success in business. We could afford to do most of what we want, not all. We have these three young boys that are 6, 9, and 11 and we want to provide them with a better life than we were raised with. At the same time, we realize we have what we have because our parents held back and they taught us a great work ethic. That's a tension, isn't it, to want to give your children every opportunity without spoiling them so that they don't have the work ethic to earn what they need to on their own?

Lisa: Yes, I love it.

well-being to the urgencies or the tirades of someone else, that you are in control of your mindset. You carry your own weather.

Lisa: I love it. There's just so many more. People need to go get the book. They really do.

Scott: Thank you. Buy one for all your team members while you're at it.

Lisa: [laughs] I told you, I love these little cards. With your books, you've got these little cards, a little deck of cards, and I just pulled out a few. I was thinking, you know what? If you want to be better at your role, just pick one of these cards. Pick one of these challenges a day or pick one a week and work on it.

Scott: That's how I wrote the books. Every book I write has 30 challenges. You can start anywhere, go everywhere. My books are breezy. They're fast. They're not meant to be like Harvard-level books. They're just real books from a real leader telling stories. Like you said, on my website, you can also buy the card deck that kind of matches the book. Each of my books has a separate card deck. I use them for keynote speeches, but a lot of leaders buy them for their teams. Like you said, they do a different challenge every day for 30 days. You can buy the card separately at scottjeffreymiller.com.

Lisa: Yes. Challenge 8 here, "Lots of stuff won't work." This is from a marketing perspective. You said, "Balance the size of your quiver with the accuracy of your arrow." I love this. You're talking to marketing people and you're saying, "Become the leader of business development."

Scott: That's why I wrote the book. I was so tired of marketing leaders hiding under brand and brand equity and impressions. No, no, no. Your job is to get in sales boat and row with them in the same direction. I was tired of sales and marketing fighting and pointing the finger. It's why I tripled the national average of a public company CMO. It was because the CEO was convinced that I cared as much about revenue and profit and EBITDA as the EVP of sales, and that I would not do things that were satisfying my own creative outlet for the sake of that, that I was fiercely focused on owning revenue for the company.

