



YOUR TEAM SUCCESS PODCAST
**Stop Chasing Squirrels,
with Ted Bradshaw**

Shannon Waller: Hi, Shannon Waller here, and welcome to Team Success. I am excited, but especially today because I get to talk to my friend, client, EOS implementer, Ted Bradshaw, who's written a really phenomenal book called *Stop Chasing Squirrels*. And I think this is fun, because as someone who is ADHD—"squirrel" is actually part of our lingo at Strategic Coach—but I am really excited, Ted, to talk about your phenomenal new book, which has such a great message for, as you say, high achieving entrepreneurs, and I would say leaders as well.

We're going to talk about "the six essentials to find your purpose, focus, and flow". But before we jump into that, you'll do a much better job introducing yourself than I will. So, I want to know a little bit about you, and then we'll get into why you wrote the book, because I think this is also a bit of a personal story for you as well. So, who is Ted? What do we know about you?

Ted Bradshaw: Well that it is, Shannon. And first of all, thanks for having me here and thanks for our pre-show. Absolute belly laughs. That was awesome. What a way to start. So, thank you. It's so good to be with you. Yeah. So, a lot of this is in the book, you're right. It was a little bit of, for me, therapeutic in some ways to share some of my story, I guess. But I started from somewhat above-average beginnings. This comes through a little bit in the book on these trials and tribulations, but we were from Toronto, so you know it well, middle upper-class family, the swimming pool, et cetera, the vacations, and all the rest of it. And then we lost it all.

So, it was bankruptcy. It was not good. So, this was somewhere between the ages of 8 and 12. So, parents divorced, that was tricky. So, skipping between all of those years and all the things that happened, I found myself going to school for business because I'd always been pulled to it. Early '90s, graduated, couldn't really find a job. The recession was raging, raging. I took 100% commission sales job, selling alarm systems that involved scaring the crap out people, and I lasted two weeks and sold nothing.

Shannon Waller: Oh, dear.

Ted Bradshaw: But fortunately, after that, Xerox lifted a hiring freeze that they were having. So, I started there, moved on to IBM, loved the structure, loved the development, loved the training, did not love the bureaucracy. So, I started my first business at the same time.

Xerox was almost ready to file for Chapter 11. They were somewhat desperate. So, they were kind of giving away distributorships, and the one they were given away in Alberta was failing. So, myself and a couple of partners acquired the rights to do that in Edmonton and Calgary. And that started me off in my entrepreneurial career.

My role, and I didn't know it at the time but I do now, the visionary of our organization. So, it was up to me to diversify the business because we figured paper had about a 10-year shelf-life left on it. This was 25 years ago. So, that prophecy hasn't happened yet. But I managed to start four other businesses along the way. So, serial entrepreneur with, now my EOS business, I



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guess, is my sixth business. If I include that one, I'll call it four success stories and two learning opportunities. Here we are.

Shannon Waller: I love that. It'd be so fun just to delve into all of the experiences. But just a quick question, it's a "riches to rags" story for your family, did that solidify either your drive, your values? How did that impact you? I'm curious from the perspective of now looking back, because I'm sure at the time, not a similar story, but a disruptive story in my own childhood. How do you think that impacted you?

Ted Bradshaw: Yeah, fortunately I had an unknown mentor. He would've been unknown at the time. It was my uncle. So, our family life was fairly disrupted, the vices that can bring down a lot of families. I always looked to his family as being one that he seemed to have it together. He was stable. He did really well in business, but just a great dad, great uncle. So, I had this person to look to and I knew that's what I wanted for my life. So, I think because seeing a role model emulate just from a distance, quite frankly, that I think on the one hand, I saw the ugly side of things that can happen, but I also saw the beautiful side of it. And choosing beautiful definitely was a big part of where I wanted to be.

Shannon Waller: I appreciate that. Thank you for sharing that. That's a cool thing to know. And I think sometimes just even having that one better picture, that one ideal or that one representative of how you want life to be like is very validating, because you have a model to pursue, which is really cool.

Ted Bradshaw: Yeah.

Shannon Waller: So, in these six businesses—and you've evolved your own personal self through that—so let's talk about *Stop Chasing Squirrels* and how did you write the book? What do you want to accomplish with this book?

Ted Bradshaw: So, I had always had writing a book as one of my things I wanted to do. It originally was a very narcissistic approach to it. I literally was thinking, "I'm going to title my book *Ted* and it's going to be somewhat of an autobiography and lots of people would be interested." So, I figured, "No, let's just come up with a pseudonym. It's not called *Ted*, but it's still an autobiography."

No, what really motivated me to get my thoughts down on paper was my own journey of all of that—and this does go back to I think childhood, Shannon, and that wanting something more. I always considered myself to be a very driven individual and I also found that that drive would lead to successes that would be fleeting and not lasting. It just seemed that, "Okay, checked the box. What's the next level? What's the next box to check?" And I just didn't feel like I was being very successful. Even though by a lot of measures, I guess I was.



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When I started to do the work with EOS, I started to get a glimpse into other entrepreneurs, really their inner sanctums, not just what gets projected, what you see from the outside. Even employees in the organization don't see necessarily what's going on with the entrepreneur or the leadership team. So, I started to really see that I wasn't alone in this thinking, and these were very successful people. So, I was going, "Well, hold on a second. That is the definition of success."

A lot of them will try to build a business, build value in the business, provide employment for people, maybe potentially have an exit one day or whatever it's going to be. I would see these owners achieve those things and still, if they were really honest, and which they often are, they're still unfulfilled, which absolutely just blew me away to see these successful people not fulfilled and still with their insecurities and everything else that goes with that.

So, I went through that journey myself. I think because I found a way to truly feel successful, not just check the boxes on it, I thought I had something to share with people much, much more successful than I am, but maybe this one little thing that I had had some positive experiences with could help them. So, that's where it came from.

Shannon Waller: Thank you. I appreciate that.

There's something interesting about external success versus internal success and there's something very disorienting about having the external successes, the money, the cars, the schools for your kids, the vacations, all the things, but not feeling it on the inside. There's something a little bit feels like, "Am I missing something sometimes? Shouldn't I be happier?" It's very much in Coach, we call it "The Gap," because you're missing something inside.

And this book, it's kind of incredible. It's almost like a... I don't want to say "a care package for high achievers," but it is, right? It's all the things—how to do a lot of self-awareness so that you can actually be fulfilled. Being fulfilled is something all of us want. I don't think it's anything odd to want that, but we can get very trapped by the outside.

Another Strategic Coach thing comes to mind, which is you can be really excellent at something, with excellence. And we do call it "The Excellent Trap" in our Unique Ability book. It's like you have teamwork, you've got reputation, you often get rewarded in a whole bunch of ways. People are like, "Oh, my gosh. You're so amazing." But inside, there's no passion. It isn't until you get to Unique Ability, where you have superior skill and passion, and that's where fulfillment comes from.

So, it's interesting, as I was reading the book, I'm like, "Hmm, it sounds like Excellent Trap to me." How do you break out of that is so challenging. Your book to my mind is step-by-step way in which to do it, which is so powerful. So, let's talk about *Stop Chasing Squirrels*. What are squirrels, and why should we stop chasing them?



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Ted Bradshaw: Yeah. Well Shannon, I'm looking at your three, two, nine, five Kolberight now. So, pretty much in the last 30 seconds, you've observed squirrels in your brain at least a couple of times. So, the saying has been around there's a squirrel that jumps over the hedge right away, and then another one darts out and the dog's running around in circles.

I literally saw this happen with my son Spencer. I think he was seven years old at the time. We were in our backyard, and he was really focused on something, and he can get really focused. Whatever it was, some sport he was playing or something. He was running after the ball and a squirrel darts out from underneath the hedge. And I kid you not, Shannon, he literally stopped chasing the ball and went after this squirrel and was like, "Oh, look at that" And then another one and it stopped him in his tracks and it paralyzed him, right? So, the friend he was playing with, of course, was able to take the ball, and they might have been playing soccer and then scored on Spencer. And it all happened because he got distracted. I looked at that and Spencer's a competitive kid. He recently did StrengthsFinder and it was dialed-in on all the things like winning and all the rest of it.

So, you can be really competitive, you can be really capable, you can be really capable of focusing, but if we let ourselves chase the next shiny object because we have these ideas and are constantly thinking it could be better—and I think that's part of the nature of, as we were describing earlier, "I reached this goal and now what?"

There's always this thinking. And in Strategic Coach, it is "your future is brighter than your past," and I love that. But even in that, that's telling you, "Okay, it's going to be brighter. Where's the bright object that's going to get me there?" So, we can fall prey, innocently, and we just have to be careful because we can't chase every opportunity that comes our way. I mean we could, but we aren't necessarily going to be as successful as we could be if we focus.

Shannon Waller: Just another interesting thought I just had talking to you about this, as someone who—nine QuickStart, two Follow-Through—so there's no breaks. Ferrari engine with bicycle's breaks. Great description.

Ted Bradshaw: That's pretty good.

Shannon Waller: I come by it naturally, which is totally fine for me. I actually do think it is a bit of a superpower, because hyper-focus is another actual capacity. Most people don't know that. These are hunting instincts. We just happen to live in a farmer's world. So, how do you harness these talents and instincts in a way that will serve you as opposed to not? Because when sometimes we pursue all these opportunities—and this ties to your mindset that you talked about earlier—is we're actually coming from scarcity. We're coming from "This one isn't enough. This isn't good enough. This one's going to be the one." Right?



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As opposed to recognizing there's abundance of opportunities, there's an abundance of things that we can do. How can we actually make a decision to make that decision, right? How can we lock into that, which is—I hadn't actually thought about before you talked, but there's a shift. This book is very much helping people get shift in mindset out of that "stop chasing squirrel" mentality into "Let's focus on what you've already got and how to make that work."

Ted Bradshaw: Shannon, I think that the wonderful thing is we can still be successful in a variety of fields. We can still have these possibilities and abundance-mindedness. Absolutely, what we can often lack though is a filter to make those choices. Yeah. So, I think that if we can figure that out sooner, we'll have a bigger impact on the world.

Shannon Waller: There's an expression that I just loved. It's not too far into the book, because when you pursue things in pursuit of success and you're just wanting to get those financial wins or status wins or whatever they are, you said, "Instead of going dark inside, I do what brightens my soul," which is such a beautiful expression of you're not compromising yourself in that pursuit of success. You're actually doing things that brighten you, that enlighten you, which is to my mind, very exciting. But you have to have those filters in order to have that be even a possibility. So, that to me is very inspiring for someone who feels kind of trapped by the things that we were talking about.

Ted Bradshaw: Thank you very much. I appreciate that. Just even hearing it, Shannon, I love hearing it back. I think that comes from a long time of me not living in that place, not living in that space.

Interestingly enough, I have a wonderful marriage. So, when you look at that, that is fulfilling. And I have great kids and a great support network and great friends. I think that's also where it gets a little scary too—or at least it did for me—because if you've got all of these and you're still not feeling that light, that can freak you out, because you're doing all the things that you should be doing.

I mean at least it's in the book, it led to some panic attacks, that overwhelm. So, without a compass to really give us an idea of where could we be spending some time... I think so much of us, we can go through life not seeing it. We just resign it to I guess it's just supposed to be hard. We hear "Life's not supposed to be fair." We hear these things. "Life's supposed to be hard." I mean, yes, there's unfortunate events, but it doesn't need to be as hard as it often is.

Shannon Waller: So, you really provide, in my estimation, a pathway for people to find their purpose and make it easier, not harder, and to get out of that pressure, unfulfilled to the point of where for you, it resulted in panic attack. Your body had to tell you that this path wasn't working, that it gave you the two-by-four to the head.



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Ted Bradshaw: It sure did. Yeah, it sure did.

Shannon Waller: That's terrifying. You think you could die, the load on your chest and all the things.

So, let's talk about the pathway. I'd love who your audience is. It's not for people who aren't striving hard, who aren't working hard. It's for people who are in fact, high-achievers, who are just feeling this lack of fulfillment, put it that way.

So, I think you do a great job of speaking to that, because it's been your own experience. What is the hard-driving person? How do they recalibrate a little bit?

Let's talk about the temperature check, because first, it's great acronym, and let's talk about that, because there's so much to talk about. We're only going to cover a little bit of it. You need to go read the book again, *Stop Chasing Squirrels*. But let's talk about the temperature check, because I find that brilliant. I love it.

Ted Bradshaw: Okay. All right. Well, just putting it in context. So, the way I tried to structure the book is when we look at ourselves and our time, there's our past, there's our present, and then there's our future. And the temperature check comes into the present. The temperature check is a byproduct of things from the past. So, what I do is us acknowledging the things that have shaped us. So, I think that's step one is looking at our past, what shaped us? So, for example, the driver mentality that I mentioned, why is that there? So, for me, one of the drivers was fear. "My kids are not going to live the life that I lived." There was a fear there that was driving me to do what I did.

So, in the book, there's some exercises to go through to get clear on, "Okay, what has led to where I am today?" and acknowledge them. Not to try to push them away because they're in our fiber, but to acknowledge them. Because if we can acknowledge that maybe fear assisted me in persevering at times when I otherwise would've given up. There comes a time when the pendulum swings and fear doesn't serve. So, what it allows me to do now is just take a look and say, "Is this fear now that's influencing my decision?" So, because I'm aware of it, I can make a different decision, hopefully.

So, the temperature check is about where we are right now. So, there is some of the Unique Ability aspects in this for sure, Shannon. And really taking a look at—to try to keep it as simple as possible— really looking at our talents.



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So, that's the T. I'm taking my 22-year-old Spencer, "What's your talent?" I said, "Now you're pretty good at those things, but I wouldn't define that as a talent. This can take some hard work. Literally, you are among the best in the world at it." Now that's not an easy thing to come up with. There's likely only one or two or three things that fit in that category. So, there's some examples of what those might be in the book, but we've got to dig a little bit to get to that. So, that's the talent. So, let's get clear. That's acknowledging that our uniqueness, there is something you are born with it. Like it just is. You're born with it. So, acknowledge it. You may be doing nothing related to it right now, but nonetheless.

The E in temperature check is experiences. So, this is taking a look at what has shaped and molded you. So, looking at education, which subjects did you really enjoy? What did you love? Again, you may not be doing anything with math right now, but if it was consistently the top course or subject that you ever took, we should acknowledge that. Your vocation, what did you love to do? I can look at every single job I've ever had from a paper boy in Toronto and the value that brought me and what I loved about it to even that alarm system, the "scare the crap out of people", I can pick things from those vocational experiences that to this very day, they are helping me do what I do. So, acknowledging those.

Your family—so we can't ignore it, good, bad or otherwise. The positive mentorship of my uncle, the negative reinforcement from my father, quite frankly. So, I acknowledge those things, and I know that resilience has come from some of those negative experiences. So, those experiences in our life that have shaped us, it's really important to take inventory on those.

The M is motivation. This one can be a little bit soul-searching, and we have to be honest with ourselves, "What are we motivated by?" And really be honest about it. Sometimes these are those things that we don't speak, but it's in there. So, are we motivated by, do we want to be number one? Are we motivated by money? Are we motivated by number of likes on Instagram? And then getting to the deeper why on, "What is it about those motivations?"

So, get really clear, and again, embrace them. Embrace these things.

And then personalities. So, all of those assessments that we do, from Kolbe, like we were talking about earlier, StrengthsFinders, DISC, 16Personalities. As many of these assessments that we can take to help us inform ourselves is really important. And then also embracing the inner introvert if that's what you are, or extrovert, so some of these areas. And then finally, strengths. There are assessments like StrengthsFinders that helps, but this is a little bit more maybe base-level than that. These are those things that maybe we weren't the best at, but because we have got miles on the road, we've become extremely good at them and they are strengths of ours.



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So, that's the short-form of temperature check, those TEMPS. We can take that past, those drivers, and we can connect them to our temperature check. And then the third, so that future, where I talk about core values, the priorities, the legacy you're looking for, the message you want to share, and the community you want to serve. All of those comprise purpose. So that's the definition I use to get us in a place. I have metaphor in the book as a backpack. So, all of that, you stuff it in your backpack. When you start, you have over-packed. So, you have to start the journey. Some of that stuff's not going to make the journey, but you got to start. Take the first step. So, that's how temperature check plays into purpose.

Shannon Waller: I love it. It's so great. When I talked about a care package earlier, it really is this guide. It's a map, it's a guide, but it feels like a very caring, nurturing one. You've written it in a very accessible—lots of stories, metaphors. It's just very real, which is the only book I will read, just saying.

Ted Bradshaw: Oh, thank you. Thank you.

Shannon Waller: So, I just want to recap what TEMPS means. So, Talent, Experiences, Motivation, Personality, and Strengths.

Ted Bradshaw: Yes. That's it.

Shannon Waller: It's interesting. And I find this as someone who has lot of responsibility, lots on my plate, lots of life experiences, 31 years a coach, longer than that working. At this point, I'm like, "Oh, I'm how old now? That happened."

There's a lot there. We rarely stop. One of the concepts and I want to do a podcast on this, which is keep current with yourself. Catch up to yourself, because a lot of us don't. What you're talking about with this temperature check is doing a current inventory. And we don't. I mean people who are successful and have a lot of responsibility and accountability, we don't tend to stop very often, at least not on this scale.

Coach does some of that. EOS does some of that. But really just doing this whole "me" inventory, that's not something most of us do on an any regular basis. What a great thing for a clarity break.

Ted Bradshaw: Shannon, you are absolutely right. The different stages of life, you're going to have different perspectives. Again, that's why that backpack changes. That's why those things. He probably wouldn't be happy with me. So, I won't give him the specifics on it, but Spencer, my 22-year-old, he has this interview coming up, and I know they use core values. So, I said, "You know what, Spencer? We need to go through a core value exercise." And the core values that he came up with are the core values that a 22-year-old often is going to come up with.



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And then I showed him a list of some of the core values that I've work with and some of the teams and he's like, "Is this real, dad?" I go, "Maybe not for you for right now, Spencer, but this is that journey. Embrace the ones that you have, but know that they're likely to evolve." So we have to check in with it. We spend often more times planning for a vacation than we do planning for our own well-being, our own mental health. So, great clarity break topic.

Shannon Waller: So true. Well, first of all, external things are much more clear and certain than our internal reality. That looks hard sometimes. So, I love that. Not that I'm any good at planning trips, because that's a whole other conversation.

So, I love that real clarity on how to figure out your purpose. And again, this is one of those books you want to sit down with a workbook.

Ted Bradshaw: Yeah. Yes.

Shannon Waller: You talked about profiles, which I love, because I'm a big fan and you and I are both kindred spirits on that. Just one thing for me, why they're so useful. Some people get worried that they're going to get boxed in. I'm like, "No, we are so multidimensional. It's ridiculous." But it's often very challenging to find language, to find words to describe it. What the profiles give you is which words are the most useful. So, one of our profiles, it's really fun, it's called PRINT. It's from the Paul Hertz Group. Great information by the way. It's great because we'll read out our list of five things before a workshop, everyone in the group, Dan included. It was his idea actually. "Okay, this is how I'm going to show up in best self today."

And the things that are on my list are completely different than the things on Eleanor's list. She has things like "dependable". I have things like "charismatic". We laugh out loud every single time, because none of her words are on my list and none of my words are on her list. But that language that's common is so vital. It's consistent between different people. I find that just huge. So, thank you for that.

But I want to make sure that we have a few moments to talk about "The Six Essentials". We'll have time probably only to dive into one or two of them, but can you say what they are and then we'll pick two that are your favorite today. Because I think they're all really important ideas to touch on. Some of which we think we know, but when you put them all together, it's like you need all of them.

Ted Bradshaw: Yeah, because one thing you said, I think it bears just a quick little note on: Those profiles, they also give us permission to be who we are. So, that's so important. That can be validating, confidence-building, all of the things that Strategic Coaches, we go through that. The 4C's, for example. It's confidence-building. It gives us permission. So, just wanted to add, that's really important.



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The Six Essentials, this has come from all the best-laid intentions. What happens? What happens when someone is so—we set our goals and “I’m going to do this” and whatever it might be. It could be weight-loss. It could be spending some time with a family member. It could be whatever it is. It could be our food that we put in our bodies.

So, for whatever reason, we have a heck of a time, many of us, following through, regardless of our Follow-Through on Kolbe. Well, how high are the stakes? If we feel we’ve got a pretty good handle on our purpose and we know that’s the path towards everything we talked about earlier in finding that light, finding that place that fills you up, that place of fulfillment, how important is it that we don’t fall short of it? Or that we somehow see it, but yet we can’t start to move in a direction of actually realizing it? It can almost have the opposite effect. “Forget it.”

Unfortunately, I think the self-help industry is rife with all of this and somewhat temporary fixes. You can feel good for a moment until, as Mike Tyson says, your game plan goes out the window. You have a game plan until you get punched in the face.

So, The Six Essentials are there to keep you on track. They are the guiding mechanism. Imagine “Purpose” at center, and surrounding your purpose are your guardrails. These are what’s going to keep you on track, tending to your mind, your body, your soul. Tricky one, soul. Your nutrition, money, and relationships. And within each of those six, there are some sub-components. I definitely followed along with Kolbe, with the mind side of it. Shannon, that made just so much sense to me. The “thinking, feeling, doing”. And there’s a connection to soul there, by the way. There’s our spirited mind. There’s our appetite and there’s our logical, or rational. Same connection there, but it’s coming from a different place.

Ultimately, with the six essentials, what I have found is they work to balance each other. And if one of them is not as strong as it can be, all of our best intentions, we’re not going to quite be able to get as far as we could if all of them were. And we often tend to neglect the... I won’t even call it the weaker ones, but I’ll call it the “scarier ones”.

Shannon Waller: Oh, tell me about the scarier ones. That sounds fascinating.

Ted Bradshaw: Everyone’s going to be different on this, where their demons lie, so to speak, or where they just can’t get over that hump. It could be related to the mind, where someone can’t get out of their own head. They just can’t get out of their heads. “Well then, that’s just me,” and they just neglect it. Challenges with nutrition, just eating properly, or paying attention to the things we’re putting in our mouths and having the right frame of mind. They tend to be these vices that we fall back into.

Another assessment are these saboteurs, positive intelligence. If something’s not going as well as we’d like it to go, our reaction is often—I’ll use alcohol as an example. Alcohol can be used as “I’m just going to have a couple glasses of wine. It was a tough day. I’m going to have a



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couple glasses of wine,” where maybe the thing that we actually needed to do was get out and go for a walk. Get out and go do something. So, we kind of sabotage ourselves. So, some of these scarier ones are the ones that we are challenged in.

I find many of us and when I say us, I mean high achievers, our strengths compensate for our weaknesses. So, we can absolutely still perform well. We can still operate at a high level. We can still show up as being, again to everybody else, very, very put-together. Yeah, invariably, there’s something going on because this is life.

I’ll use a Strategic Coach example for a scary thing for me right now. So, one of the first Coach sessions with Dan was talking about growing and the people around you. They have a choice, or you have a choice, rather: You are going to grow and they’re going to grow with you if they choose, or they’re going to choose not to grow and you are going to choose not to grow, because you do not want to move without them. These could be people very close in your life. I have a friendship right now that in the first couple of years with Coach and in doing this work was absolutely fueling a lot of what I needed. This is the “Relationship” essential.

Over the past six to eight months, despite my best efforts of trying to keep this friendship where I would like it to be, I don’t think he’s interested in it. That’s a scary place to be. So, either I just ignore it, think about it, dwell on it, worry about it, or I address it head-on and be prepared to say, “Hey, I love you, but this is where I’m going. I’d love it if you joined me.” Scary.

Shannon Waller: Thank you again for sharing that, because I think a lot of people... I know I can relate to that. I can relate to some friends I’ve fired because we didn’t share the same values, which is a very odd thing to say. No, we don’t normally fire our friends. But it can be tough when you end up leaving people behind. And you feel that sense of loss. They probably feel it, too, from a different mindset, I would imagine, or just confused, if not resentful. It’s really interesting. So, that’s a key point.

So, thank you for that. Yeah, relationships. First of all, those six are just spot-on. It’s like plates spinning in the air, right? We have to keep them all going, running around, trying to keep them going.

Our strengths do cover it, but per PRINT and CliftonStrengths and others, any strength taken to an extreme becomes a weakness. So, we overcompensate and we don’t actually sometimes do the work necessary to handle our relationships or our relationship with money or whatever it might be, or the soul part, which I’m sure is another question-mark for some people. I think that’s profound.

Oh, my gosh. Well, I don’t want to keep you too much longer, but this has just been such a great conversation. So, is there any last thing that you want people to know about the book?



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Who is it a totally a right-fit for, or who should you get it for? If you know someone who's looking at that particular angle, what are your closing thoughts on this?

Ted Bradshaw: So, Shannon, this has been interesting. What I've seen over the last three months since the book has been released, I've really seen it starting to resonate with leaders that want to develop. So, working on getting to the next level. Now whether that's either the leader at the top of the leaderboard, that owner, that entrepreneur, that CEO, that's looking to grow still regardless of the successes they've had behind them, or that next generation that is looking to grow.

So, I would say this is for anyone that identifies as a high achiever, you are motivated, you are looking to grow, but you know that maybe the advice you've been given, what you've learned in school or what you're seeing on TikTok is not maybe as helpful as you hoped it would be. I think that would be a great audience. Or for anyone out there that knows someone in their life that's, maybe again motivated, wants to achieve, but isn't sure where to start.

Shannon Waller: I love it.

Ted Bradshaw: That would be a good audience.

Shannon Waller: I mean if you're listening, you can't see, but I'm cheering here. I'm like, "Yes, this is my audience." So, I love it. For me, I mean I'm going to go through it even more thoroughly because I haven't done all the exercises as I was preparing for today, but I want to do that.

It's a very thoughtful book. It helps you be thoughtful again, but in a very caring, considerate, "Been there, done that," someone who's like a few steps ahead of the journey. So, I just really appreciate that leadership and guidance that you're providing. And again, in a very caring, compassionate partnership way. So, it's just so real and I love real. So, that's awesome.

Well, thank you, Ted. This has been awesome. I love all the fun that we have. Both of us, we're really looking forward to this conversation, so I'm glad we got it on the calendar. Just please, my advice having read the book, go get it. It is one of those books that will be super-helpful if you want to keep growing. If you're a high achiever, my motto is "Grow or die." Our motto with Coach is "Always be growing," and our motto inside our team is "Grow or go".

Ted Bradshaw: I'm going to R&D that one, Shannon. I'm ripping that off and duplicating that one.

Shannon Waller: Totally. I love it, but it's true. Again, thank you for writing such a great how-to care manual for high achievers, because I don't think sometimes we get that many. I've just appreciate all the wisdom and the care, and also validating that it's okay to have your soul be happy as you're high-achieving. You don't have to have one or the other. You can have both. I



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think that's a very powerful message. You can always do things as you say, that brightens your soul. So, thank you, Ted. This has been an absolute pleasure.

Ted Bradshaw: Well, thank you, Shannon, and I've really enjoyed this. I always enjoy our conversations. Absolutely, Strategic Coach has been a big, big part of why I was able to get this book out there. So, thanks so much for your kind words.

Shannon Waller: My pleasure. If anyone wants to get in touch with you or ask you more questions, how can they do that? How can they get a hold of you or get a hold of Ted?

Ted Bradshaw: Yeah, so www.tedbradshaw.com is going to be the easiest way. My socials are on there, but I think on all the socials, Ted Bradshaw as well. So, you should be able to find me pretty easily that way. Just the name.

Shannon Waller: Yeah, nice to have your own website. Glad you have that. I've got to grab my URL.

Ted Bradshaw: Yeah, yeah, yeah.

Shannon Waller: Awesome, Ted. Well, listen, thank you so much. Love our teamwork and partnership always, and can't wait to see you at the next workshop.

Ted Bradshaw: Me too, Shannon. Thanks so much.