

OSAT Podcast Ep2 Edit 2.mp3

Gayle [00:00:03] This is the O.S.A.T. Pathway Podcast, where three generations of one family discuss the one step at a time pathway to success and fulfillment. Joining us are recent college graduate, Danielle Davidson. Danielle's grandfather, real estate developer, Burl Gann. Burl's son, human resources manager, Matt Gann. Burl's daughter, medical sales and training manager Lisa Leclair. Next up on the pathway is a show about relationships, the importance of creating friendships along your journey, and the value of lasting relationships and getting things done. Learn about uncovering the go-to person. And the value of having a mentor. Lastly, relationships. There are two way street. So let's get started with this podcast. Number two on the O.S.A.T. Pathway.

Burl [00:01:22] The pathway as I begin to think about the other items that I was going to have discussed, is relationships, and I feel extremely strong about making sure that she understands, that the relationships she keeps, she makes along the way is going to carry the day for her. And you really don't get that until after you look in retrospect and see what those relationships have done for you or for me anyway. I had a relationship with lots and lots of people over a period of 60 years. And most of those relationships were business relationships and family relationships and friend relationships. But the ones that were so important were the business relationships that I created. And most of those that sprung before were attorneys. I had a relationship with attorneys, that I did projects for over a period of 60 years. And these attorneys would recommend me to other attorneys and I would create relationships with them. And then relationships with people in the insurance industry. In the title industry. All of these relationships you rely upon as you go forward and they're extremely, extremely important, you should recognize them today in today's world. And I walked out and I'll tell a little story. I have a banker that I have a relationship with. And I had shared this pathway with him and he was in the office the other day, was talking to Ian. They've hired a consultant. This bank, the big bank. National Bank hired a consultant. That wanted recommendations as to how to maintain and keep clients and customers. And after a full review, the consultant came back and the top item was, You create relationships.

Danelle [00:03:44] So for relationships, what I got from hearing my grandpa, my aunt and uncle speak to me about their past experiences and everything I got that they're very important and critical in the business world. There are two kinds of mentors that you can find. It's formal and informal. It's not what you know, it's who you know. That one really spoke to me because I've seen that firsthand. This one was cool. My aunt talked about a handwritten thank you note after interviews that really stuck out to me when she would be going in for an interview and she would leave a handwritten note and just say thank you. And people really appreciated that. And to treat everyone the same with kindness and how you can work together to always find a solution, you can always work with someone else. And yeah, I just I think it's cool relationships because I feel like when you look at the business world, you don't think, Oh, I need to have, you know, be really have a relationship with these people to be successful. You think, Oh, I just need to be good at my job. But it's like, no, you want to be able to have people that you trust and that you're the go-to people and that you can really like jump ideas off of. And so yeah, I thought that was really cool to see that because like I said, I wouldn't think of relationships when I'm trying to be successful in the business world or as a young person.

Matt [00:05:05] I would not have succeeded in my career, in my life without good, successful relationships. And I think that they're very under appreciated or under valued. I think many people just think that they coast long and the system just carries them like the

tide. And woe is me. But a few relationships can be like lifelines and they can connect you to other people and they can open doors and they connect access. And when we get back, when we tie it back to expediting and facilitating, if your job is to close a gap, you need help to do that and relationships bring that help in. And if you don't have those relationships, then you literally are alone trying to get it done. And that might be the case in some situations. I'm going to put you on the spot Dad and ask you of all your relationships in 60 years, if you had to pick the one that was the most impactful for your career, for your success, would you be able to do that?

Burl [00:06:09] Yes. The the one that was most influential in my success was the ex-city manager at the City of Visalia. Who was who became a very dear friend of mine. And he was a go-to person for many people in the city, that would go and seek advice from him. So and he would give advice to these people that have sought his service. And he recommended me for some projects that were fulfilling and very, very grateful. And I thanked them. And we lost him a few a few years ago. But with without without his recommendation and my relationship with him and what I had created, I would not have been able to go forward on the projects that he recommended me to do. And that happened not once. That happened several times, many, many, many times over a period of 60 years, until I found out that that was something that I needed to exploit as best I could. And I'll tell you a story. I did business with a lot of insurance companies, title companies, attorneys, everything. And one of the things that I found that when you go into a any kind of business, let's say let's pick the title company, because I worked at a title company at one time. And in the title company, when I worked, there was always a go-to person. I would have a question when I first started there as well, I had a question about some issue that I didn't understand, and I would go to one of the telephone employees and ask them, you know, the question is, I don't know, we go ask Margaret, she knows. So ok I went and asked Margaret; she knew. So pretty soon, every time I had a question, I'd go ask somebody. Go ask Margaret. So this didn't happen just one in one company. I mean, this was with all companies, insurance companies, title companies, the city. Same thing with the city. You go to the city, there's always a go-to person. So it's important to understand that there is a go-to person. And so you have to be one, you have to be a go-to person or know who that person is to get things done. Just that. It's just that simple.

Matt [00:08:54] Yeah, exactly. Lisa I'm sure you've had some relationships working in in sales so many years. What's your take on this?

Lisa [00:09:01] Well, absolutely. I mean, sales, especially in sales, you've got to build that relationship with a customer. But the the conversation that I had with Danelle and what really came up for me was a more formal approach to having a mentor, in addition to cultivating those relationships in different departments and different levels. To have a someone that you can go to, that you can learn from that is willing and able to mentor you in your career is certainly something I encourage people to seek out. I would not have been able to accomplish a half of what I've accomplished in my in my career without the mentors that I've had. And and I think a lot of times we get so task oriented. Certainly when you're starting out, you know, you're a little overwhelmed. This is all new. It may be your first real job or a new job for you to to really lift your head up and realize, I need to connect with people in these departments or in this division or whatever it looks like and make an effort to do so, even if it's just, you know, somebody in the IT department that you don't see very often, but, you know, a day is going to come where your computer is really going to need to be fixed today. And, you know, you can go to these people and and they respect you because you've taken the time to develop a relationship with them. So I took those that responsibility of developing those relationships very seriously. And I have one

particular mentor that I do want to talk about because I am a big advocate for mentors, and I know Matt has had his fair share as well, and this particular mentor was a branch manager. The first job I got out of college, she was my branch manager. Her name was Barbara, and there was just something about this woman that made you want to pay attention. And she was very good at inspiring people. And she was just, highly intelligent and very goal oriented. But I noticed as I watched her that building relationships with people was something that she took the time to do with her management team, with the salespeople in the office. Because I started out in sales and, you know, I had the the pleasure of observing one of our top branch managers in the country in my own branch. So I learned relatively quickly that there's something I can learn here. And it was life changing. It was absolutely life changing. Having somebody that I liked and respect and that took me under her wing and allowed me to grow and gave me opportunities to exercise new skills and develop. And I'm forever grateful. And I and I have she's unfortunately passed away a few years back, but I've told her countless times how grateful I am to have that relationship. And I think young people need that. And I think as someone who's been in the business world, we have a responsibility to seek out these these other younger, whether they're younger or they're the same age. But we have a responsibility to develop that relationship from a mentors end as well. So I really want to encourage you to do that because it is life changing and I'm forever grateful.

Matt [00:12:42] Yeah, I agree. And I think that relationships, they go both ways. So I think we've talked a lot about what we can get from relationships, you know, sources and mentors. But I think that there's something to be said about being there for others in the capacity of being a known commodity. So when someone else needs the expertize. The relationships are based on trust, trust and capability and mutual exchange of communication and ideas that it's not just who can reach out to when you're the expediter, but when they're the expediter. When you were the IT person and and they know and they know to reach out and they need to reach out to you, that is just as beneficial as opposed to who you need to reach out to, because it's not always you that's going to be in in the the hot seat in the center. You might be on someone's peripheral and they bring you in to say, hey, you're an expert. I trust you, we have a relationship and I need to bring you in and either get your expertize or help you facilitate this. So, yeah, those relationships are are key throughout throughout your life. Absolutely.

Burl [00:13:53] I had an opportunity where I lived, city of Visalia, that the city created a mentor program. And they went around and selected successful business people in the community. To come in and mentor these young people as to how they conducted their business and how they were successful. And I participated in that program for a period of about three and a half, four years, and gave talks to the the city council to encourage the furtherance of the mentor program, which they did. So those those relationships are without fault. I mean, you have to have them.

Matt [00:14:39] Danelle, I know you're entering the workforce, but you did you did go to college. And I know you have some mentors because I've connected you with at least one. What is your take on on relationships?

Danelle [00:14:55] My take is that I've learned over the years that I'm going to have very few close, good relationships. There's not many people you can trust and rely on and get good advice from. And I've definitely stayed close just to my family. I've gotten really good mentorship. They're my parents and, you know, my grandpa, my aunt and uncle and just seeing the people you can trust and you can love. And that really goes a far way, whether it's in the business world or in I mean, yeah, that showed me this amazing woman. I mean,

we talked on the phone once and I was like, I will die for you. I love you. Like, you were amazing. She really did make an impression on me. And, and so I would love to really just get to know her more, too, but she inspired me so much. I explained my law school journey and kind of where I'm at and how I'm struggling and I'm nervous. And she was just so calm and she was like, Just believe in yourself. You can do anything you want to do. And I was like, Wow, that perspective is amazing, and it was just cool. So I'm really happy to start getting into this world and start building real relationships. I'm so really young but very excited to do that.

Lisa [00:15:58] I just want to say something when you said, Just believe in yourself, there's a quote and I don't know where I got it. Probably from a sales motivation book I've read a few of over the years. But whether you think you can or you can't, you're right.

Danelle [00:16:12] I love that. I've seen that.

Lisa [00:16:14] And I've had that in my kids bathroom since they were babies. So they see it every single day. But there's something there that we whether it's personally or professionally, whether you think you can do something or you can't, you are absolutely 100% right. So, you know, it's really something to take seriously. And especially starting out in your career, if you're doubtful about, oh, gosh, I don't know if I can do this, I don't then you need to visualize yourself doing it, and you need to get to a place where it is impossible to fail.

Danelle [00:16:52] Yeah, I really liked that. A quote I actually just stumbled upon and I think I put it in my law school application. I loved it so much, but it was something along the lines of, If it's important to you, you will find a way. And if it's not, you'll find an excuse. I was like, Wow, it is that simple. It really is, if I want to do this, I'll do it. If I find an excuse for it, then I won't. And you can really apply that to anything. And so I really liked that.

Matt [00:17:13] Yeah. I just thinking of your mentor. She had also mentioned to you that sometimes in law school, her dinner was an apple.

Danelle [00:17:19] Oh, yeah. Yeah.

Lisa [00:17:21] Oh, you go. You get dinner.

Matt [00:17:23] So I think with that comes a preview of future conversations on this podcast is that you got to put the work in and make the sacrifices.

Danelle [00:17:33] If you want it.

Matt [00:17:34] If you want it. You got it. You got to do the grind.

Gayle [00:17:38] Thank you for joining us for this episode of the O.S.A.T. Pathway. Thank you to our podcast guests, Danelle Davidian, Burl Gann, Matt Gann and Lisa Leclaire. I'm Gayle Force, producer of this podcast. Executive producer is Matt Gann. Editing by Josh Collins. Audio Engineer is Soren Richenberg. Additional support by James Davis. If you like the show, please leave us a rating or a review. If you'd like to contact us or for a transcript of this show, go to osatpathway.com. That's osatpathway.com.