

OSAT Podcast Ep7 Edit 1.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 Davidian, 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. This show is affectionately called the Hail Mary. If you don't know where you're going after the first steps, any road will lead you there. We discussed making money versus being of value, asking what will your impact be? Taking forks in the road. The value of risk giving and tying your efforts to your compensation. A roadmap to wealth. And lastly, our podcast guests share their final thoughts. This is episode seven, The final step on the O.S.A.T. pathway. Thank you for joining us.

Burl [00:01:22] One of the things that is very, very important is a last gasp of individuals, particularly young individuals, trying to determine, what do I do next? I have no idea which way to go, how to act, how to ask for it. I mean, they are completely lost about the future and their endeavors. So this Hail Mary is a something I picked up along the way that if you really don't know who you're going after the first step, any road will lead you there. Now what that says is that I'm just going to go out and take whatever I got or can get and the truth will come later. You don't need a definition of what you're going to do in the beginning because you're looking for something that you wanted to do that pleases you and you can make money at. And so but you have to start. You can't sit at home thinking that someone's going to call you. You have to take the initiative to take the first step. And start out to do anything, particularly if you need to eat. To do anything that creates some value and money. And that's that's the key issue. This is this is you're you got to begin and it starts with the first step. And you know, you really don't need to know where you're going.

Danelle [00:02:57] So throughout this whole process, at the end, my grandpa asked me kind of like a final exam question of like what I learned out of the whole thing. And so I'm going to read what I sent to him. I said A very important understanding I learned from this exercise is that the roadmap to building wealth starts within yourself, meaning you have to know who you are and what you want. Prepare, be patient, gain confidence, and do not stop until you get there. And I really liked that answer personally because I was like, Wow, I think I was able to kind of pinpoint all the things. But at the end of the day, it really just starts with, Do you know yourself? Do you know what you want? Do you know where you want to be? And then how do I get there? What does that look like, is that people? Is that resources? Is that my environment? Is that me doing my own research? And just as a young person, I'm starting to really try to find myself and who I am and that has made me very successful in what I'm trying to do. It's the only reason I think I know what I want to do with this young of an age. And I have that passion because I realized who I am. I'm like, This is what I think I'll be good at. This is how I can apply my skills and my knowledge. But yeah, I was I'm very thankful to have had all of this, this wisdom and perspective, because I'm still very young and I've no idea really what the real world looks like, especially at a business perspective. And so I was very thankful I was able to get that from these three people.

Matt [00:04:16] So a couple of points that I want to make. One is personal experience, the other sort of current environment. Personal experience, for me, I've always felt that if there's a fork in the road, take it. And I think that that's important because you can figure out what you're going to do next while you're doing it. I'm going to use another quote here, but I think this one this one might be John Lennon, but "Life's what happens to you when you're busy making other plans". And if you don't know where you're going to go in the

world, that's okay. I went to high school years ago, 30 some years ago with people who who knew they were going to be an ear, nose, throat specialist. And of course, they're there. They're doing it. So, I'm making that up. But they knew and I never had such ambitions. I said, what opportunity comes next? And I enlisted in the Coast Guard and after that I went to college and I changed my my major two or three times and then into the reserves. And I everything's just been an opportunity along the way. And sometimes I create my own opportunities and sometimes I take others. But you take the fork in the road and then you take the next fork in the road and you keep going if you don't know what to do. The worst thing, and this ties into, I think where we are today, is paralysis of opportunities and options. There's so many. There's so much noise out there and there's so much. What am I going to do? Back in our days, Lisa? I mean, come on. We didn't have the Internet, like you said earlier, to go to library and look up the the Bureau of Labor Statistics occupational outlook from a three ring binder and open it up and say, no, archeologists are going to decline and, you know, speech therapist are going to increase. You know, there wasn't this this you didn't have Glassdoor and indeed and Monster and LinkedIn. And so now there's just so much out there that I think people are like I don't know what I want to do. And so I think the default is wall is going to stay here until we figure it out. And that that is a, that can become a semi-permanent state. I'm going to sit here till I figure it out. And figuring out means I'm awfully comfortable sitting here until I figure it out. And if you just do something, engage, commit, and you go and do it and you might do it for three months and say, wow, this is not what I want to do. And then you do something else. And you might do that for three months and say, I kind of like this. And if you apply the principles that we've discussed here, you build relationships. You have trust and integrity, all the principles. Then you can you can develop and grow and mature through whatever environment you're in, whether sales or government or real estate or law. It doesn't really matter. But choose a direction and just just go and start doing it.

Lisa [00:07:06] Yeah. I think the key is to take action. Because you get to a point once you get out of school. And if you don't if you don't have a real clear path as to what you want to do, you're kind of paralyzed and you think you need to figure out the answer, like, this is what I this is it. And nobody has that. Very few. I shouldn't say nobody. Very few people get out of college and go, Oh, this is it for me. So my advice is, just get a job. Okay? It may not be your perfect job. It may not be the six figures that you want because you've got four or six years of education, higher education under you. Get a job, get some experience, get an internship, your junior senior year. That was big for me at Cal Poly as I understood that, you know, I'm going to graduate and there's hundreds and thousands of of graduates looking for the same job I'm looking for. How am I going to distinguish myself from the pack? And so I went and created an internship. And I think it's it goes back to our natural state of, I have to figure it all out and I don't know where to go, and you're just stuck and you don't do anything. And so I think it goes back to just take action, start somewhere. And those opportunities, if you're paying attention, are going to come around and you're going to have a path to get to the next step and to figure out what it is you want to do. And the other thing, I had a tremendous amount of success with and this drills this down a little deeper in terms of, you know, if you don't if you don't know where you're going, it's you know, you're going to get there. And that is to create a plan, whether it's a business plan or a vision board. You know, for college kids graduating, it's like, okay, What is it that I want to do? I like working with people or I don't like working with people or, you know, whatever it is. Write down these things and get a better understanding of where where you really want to play, what you really want to do. And that'll help you eliminate some of those things. But, you know, I've used things like vision boards and, you know, people don't understand the power of waking up every morning and on the side of your mirror, you have your goals of what you want to accomplish this quarter or this month or this day. And

constantly reminding yourself of that because you need a target to hit. And and that's where it started for me, is just recognizing the importance of having that that plan and taking action.

Matt [00:09:46] Yeah. I look at that as being having an adaptive strategy. If you do have an idea of where you want to go, then you can outline that as a framework. But as we talked earlier in the sessions, we talked about John Boyd and his OODA loop to observe, orient, decide and act. The environment is always changing your interest and your skills are always changing. Job markets go up. They come down. Computer science becomes the thing. Artificial intelligence becomes a thing. Data processing becomes less of a thing. Sales models change. So if you know where you're going, stop every now and then. Continuously look at your environment and say, okay, I'm going observe where I am and to orient myself, what's going on? What? Now that I've done this job for three months, do I like it? Do I not like it? What is the change that's occurring? And make a decision and act. And that strategy. You can still somewhat map out where you want to go, but you're not married to it. You can adjust. For example, Danielle, you studied sports science.

Danelle [00:10:46] I was going to say my major was exercise science. And I knew my whole life I was in sports. I wanted to be around athletes. I wanted to be in fitness clothes. I wanted to be fit. That was my whole life. And then I got out of school and I was like, Wait, do I want to do this still? Like, this has been my entire life. Maybe I want to do something different. And then I realized, Oh, when I want to go into, it's not going to pay my bills. It just won't work, especially with the lifestyle I want. And so I just realize I need to figure out a different direction. I need to find a passion that's going to make the money that I needed to make to survive. And I also enjoy what I do. And so that's kind of what led me to law. But it was a very extreme, 360 change from what I thought I always wanted to do. And it was kind of right, I got out of school and I was just like, Man, I don't know if this is what I want to do.

Matt [00:11:31] I think Dad probably has a good story, about the first few jobs he had.

Burl [00:11:36] I do have a few stories about the first few jobs that I had.

Matt [00:11:39] Let's set the context first. So let's let's let people know this was probably 1958. '57.

Burl [00:11:47] Well my my first job was 1955. Right. And I was raised in an agricultural community. And my mindset at that point was instilled in me by my mother and father. You were expected to get up in the morning and do what you were responsible to do. And during the summer, you would work in the fields, picking grapes and doing whatever they offered in the fields, which I did. And then after I worked every summer and I did go to college for a couple semesters and that wasn't good for me. So I went to work for some manufacturing jobs I didn't like. When you when you start out, you know, there are certain things you don't like. And I knew it was a dirty job. And I don't like this job.

Matt [00:12:38] You were building fences, weren't you? Were you building fences? Or was that a different story?

Burl [00:12:42] No, no, no. That was that's a different story. Okay. That's a different story. I says, well, I don't like this job. I want to go get something that I can put a nice coat on and, you know, don't get graphite all over me and, you know, do something, you know, better. So I was looking around and saw and the paper says there was an opening at

Arthur Murray Dance Studio. So I played at the dance studio and they gave me a job. This is the greatest job in the world. I was 19 years old and there were young ladies in the dance studio that were employed there that we danced together or stayed up all night and had we had real good fun. And I says, you know, this is this is great, but. In those circumstances. If you are real active, they didn't pay a lot of money. And I find out that, you know, I'm not I'm not going forward. This this is a great time, but I'm not going for and I'm going to get a real job. So I did. I went out and I wanted to I wanted to try my effort to my compensation. That was my goal. And I learned that early on that the more you produce, the more you make. Pretty simple. So I thought I'd apply for a salesman job at J.C. Penney Company. And so I went in and they interviewed me and then my insecurities kicked in because the guy offered me a job and wanted to send me to San Francisco. I says, I can't go to San Francisco. I got a girlfriend here. I can't leave, I got to stay here. Well, that one I learned in reflection was my insecurity kept me from a real opportunity that I had when I was very, very young. And it was a what if all along the way. So that's where I learned that insecurities can get in the way big time. But what happened was the manager that interviewed me stirred me to a new job at a tile company where they do escrows and title searches and so forth, which I worked for six years and created a foundation for the real estate business that I excelled in because I knew all the rules and my career took off from there and my fulfillment was there because of the job that I did. And I was rewarded by the feeling of feeling good and doing a good job. And if you do that, the money will come.

Lisa [00:15:19] So am I correct in that you applied for a shoe salesman position and that manager sent you to the title company?

Burl [00:15:29] No. That was J.C. Penney Company.

Lisa [00:15:31] Okay. J.C. Penny but that manager sent you to the title company?

Burl [00:15:36] Yes, that manager sent me. He says I have a friend in Rotary that's looking for a young man with your attitude. So he sent me to Pierce Cannon at the title company who became my mentor. He was my boss. He became my mentor. And there is there's a lot of stories I can I can relate to you in that environment learning who was the go-to person. Margaret was the go to person, learning how to deal with the managers, how to deal with customers, how to deal. I mean, the whole thing is just pay attention what's going on around you. Be aware of what's what's around you and what makes things work. It's it's the simplicity of it is is just so great.

Lisa [00:16:24] And you never know who you're going to meet along the way. I think that's a perfect example of just get out there, get out there and get a job because you just don't know. Maybe that'll parlay you into exactly what you want or identify exactly what you don't want. And so taking action, I think that's the first step.

Matt [00:16:43] And I think the lessons, early career, the lessons you learn about relationships, showing up on time, integrity, the mistakes that you make and you learn from your move forward far outweigh what it is you're actually doing. What you're actually doing in that context doesn't matter. It's it's it's it's just it's just background. It's getting out there, paying the bills, developing a professional brand, which, you know, might be the same as making a name for yourself and doing the hard jobs and delivering and closing the gap. You know, all of it all of it ties in. And if you take the opportunities as they're offered or if you create your own, you'll you'll move forward and you'll be successful and you'll be fulfilled. But but I think one of the biggest misunderstandings in today. Well, frame it this way, the ugly truth about a career is it is a grind. It is a get up, go to work, deliver on

your promises, make hard calls, solve big problems, solve lots of little problems. But it is a grind. I think today the the interpretation is that you can be an influencer and just companies will pay you millions of dollars just to have their products, you know, branded on TikTok and maybe one out of a million. Right. Or pro NFL player. Again, one out of a million. But for the other, 99.998% of all the other people, there's not a silver bullet. There's not a there's not a seminar that's going to show you how to, you know, make a million bucks in a weekend. It is a grind. And it starts off at the bottom tier doing work and showing up and being responsible. And then you go from there. And Simon Sinek, if you're familiar with Simon Sinek, has a great little talk where he talks about current generation and he goes into these workplaces and he talks to these these young people and they say, Yeah, I'm just not happy here. I'm not having I an impact. And he says, Well, how long you been here? I've been here six weeks, and I still don't feel I'm having any impact. And he says it's going to take longer than six weeks to have an impact. But that is that you mentioned earlier, Danelle, that is that instant gratification of how come I can't have the impact now. And the notion that a 21 year old or 22 year old college grad walk into an organization is suddenly going to be in charge of mergers and acquisitions is completely unreasonable. You're going to start off like Dad did in the tile company, typing up on a mechanical typewriter title contracts.

Burl [00:19:19] Correct.

Matt [00:19:20] And you're going to do it really well.

Burl [00:19:24] Yes.

Matt [00:19:24] And you're going to be the only man in the title office who knows how to type in 1959.

Burl [00:19:30] Well, my mother had the insight again. My mother was very insightful. She required me to do two things in our three things in high school. She says You shall take typing. You shall take Spanish. And you shall get at least a C average grade. I said, I can do that. But I was the only boy in the typing class. For a couple of years. I was the only boy in the typing class and I thought that was awful the first year. The second year I said, Man, this is a good spot to be.

Matt [00:20:13] But I think that translates to Grandma's understanding of the environment, her her orientation element, right? She knew the things that were emerging and they were bright. And she compelled you to follow those. And when you got to the title company and they said, Hey, who knows how to type this? You said, I got it.

Burl [00:20:30] I raised my hand and I typed my own escrows. Because of my mother. You know, I couldn't get any better.

Danelle [00:20:45] Okay, well, I just want to thank everyone that joined in to listen and want to thank everyone that's been involved in this process. I think that it definitely was a group effort. It took everyone to make this as great and big as it is. And I'm just very excited to see where it goes. And very blessed to have been involved in this process.

Burl [00:21:05] Well, I never thought that when I sat down to respond to Danelle how to create wealth and be successful and to end up at a table with my whole family to discuss the results of the journey is fulfilling. I mean, it is. I get emotional. I never thought that it was it would ever grow to this level. That we have something of a guideline and a direction

for Danelle. And that's what we were seeking when we started. It's all your fault, Danelle. And we've had fun along the way. It's been a great experience and we've created lots of relationships. And that is what it's all about the journey and the relationships and the fulfillment.

Lisa [00:22:11] I just feel incredibly blessed to be a part of it and to just see how it's grown over the course of this last year, year and a half that we've been working on this. And, you know, I can't thank my father enough for, you know, instilling all of the values that you've instilled in in your children and all those conversations that as children didn't make sense. But as adults, we just we go there. We rely on those things. It's what has allowed us to become the people that we are. And it's what allowed us to be able to be productive members of society. And I can't speak for all of us, but I have a very fulfilled life. And I'm so grateful for for everything that that you've done and your willingness to share it with your whole family. And this is multi-generational, you know, and it's something that I think will will make a difference in people's lives.

Matt [00:23:14] I'd like to echo everything Lisa said. I don't really know how I can add to that. Then you got to go before me this time so you can you can hit all the high points. But what I want it to include in that is that and it strikes me that these principles, this whole pathway, this is not a get rich quick scheme. This is not the silver bullet. These are fundamental character principles that tee anybody up in any environment, in any job, in any career for fulfilling life and fulfilling career. And it but it you got to put the work in. That's that's the key. Anyone listening to this you got it is a grind and you got to put the work in. It is a slow grind and you start it that you start one step at a time. You start in square one, which is the job nobody else wants to do, making \$12.50 an hour, and you do it well and then you move forward from that. And I think that is the that is the the bow on the package that there's no get rich quick here. It it's a grind and it takes a lifetime or it takes a while.

Gayle [00:24:31] Thank you to our podcast guests, Danelle Davidian, Burl Gann, Matt Gann and Lisa Leclair. 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.