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SPEAKERS

Raymond Sidney-Smith, Frank Buck, EdD, Jodi Womack



Raymond Sidney-Smith 00:00

Welcome again personal productivity enthusiasts to another episode of productivity Book Group. I'm recently Smith host of productivity book group here for another author interview series installment. And I'm joined here today as always with my co host, Dr. Frank buck, how are you doing Dr. Buck doing just great. Thanks Ray. Fantastic for those of you new to productivity Book Group productivity book groups author interview series brings to discussion participants, readers and listeners of the podcast into contact with new and interesting productivity books and their authors. We interview authors that we have read or will be reading here on productivity Book Group, as well as other authors we find worth sharing with you the productivity community. These podcast interviews are injected between our books summary episodes, and our live discussion format episodes that are published here on productivity Book Group. We have the pleasure of having on the show with us. Jody Womack, she's the CEO of the get momentum Leadership Academy and the founder of no more nylons, a coaching program for Women, business leaders with professional networking expertise she co founded get momentum with her husband Jason, who you spoke with in the last episode or heard from in the last episode. So if you didn't hear it yet, go check that out. Jody, and Jason's latest book is entitled get momentum, how to start when you're stuck. And that was published in May of 2016. Frank, I'm going to turn the microphone over to you to introduce Jody on to productivity book group. So take it away. All right. Thanks. Right. God, welcome. Thanks so much for agreeing to spend some time with me this afternoon. Oh, my

pleasure, Frank. Thank you. Yes, I have no, no,



Frank Buck, EdD 01:41

Jody just recently have known of her husband Jason for Gosh, 20 years. I was a elementary school principal in Alabama. He was a high school teacher in California. And, you know, 20 years later. So much has changed, but it has certainly been great getting to know you over these slides. I guess year or so since since we met I was looking at Amazon this morning. There are 47 reviews for get momentum every one of them are five star. I don't know that I've seen that with any book. Every single review is a five star. Did you know that I hadn't looked at it recently. But, you know, it doesn't surprise me because I think people who are attracted to this kind of book are looking to make their life better and to get something started and get momentum on something. So it's it's a great self coaching book, I think. And it also it's one of those things where even doing a little bit feels really good. Yes, you know, and being an author myself, you know, getting the title right. How did you pick the title? Why get momentum? Well, you know, we started an online program that was a super intense it was one month long and every week we did



Jodi Womack 03:00

A webinar and then private coaching and activities with each of the 12 people who registered and at the end of the 30 days people said whoa that was really a lot but what I'm so excited about and what I'm really hoping for is to keep the momentum of everything that I started that was the main theme of the word this momentum I did so much and I got I finally got momentum at work I finally got momentum on that side project had been sitting around and I'd been thinking about for years and so we thought it was a super powerful word because it doesn't mean completion are done but it does mean started and people really love that feeling of things are moving in the right direction you know we're we're all so busy we live in a world of have too much to do. So how does this book How does get momentum help us there's one really specific activity The book and I love giving people really practical things, especially in the first five minutes of an interview. Because it's more than just feeling good or motivation. There's something that has to change. There's something we need to do to make a difference in our day to day life. And we call that something the 3030 rule. And it's pretty simple. And it goes like this for 30 minutes a day, look at something on your calendar that's 30 days or more away. And a lot of times people say, Oh, I have these big long term projects or these big goals, but they always stay long term and big because they're far away. And so we encourage people to open up their calendar and look one month out and ask yourself what will I wish I had started working on sooner. And so often we find that we ourselves are the worst bottleneck in our productivity and that if we just look up and out a little bit sooner, there's some things that we can either

reschedule delete, or delegate. And that to me, it's again, it's not that you get things done right away. But things get started, things get momentum. And once projects have momentum, I find other people want to be a part of it, they see that that there's some action happening and it's very, very attractive. And people want to be part of that. And so the 30/30 rule is just one of those things and you can start small if 30 minutes sounds like oh, I don't possibly have 30 minutes a day. Start with 10 minutes look 10 days out and it's one of those things where our calendar shouldn't surprise us things that are we've already agreed to and scheduled shouldn't be a big Oh no, or whatever you word you may use when they come close. So giving yourself the gift of your own attention of looking up and out just slightly. farther than you might really we've heard from so many people that it improves the quality of their vacations. It improves the quality and the smoothness of their big projects, their annual events, and even things like projects that are just for ourselves. like writing a book. You know how challenging that can be, where it's a personal goal, typically where the rest of the world isn't right it. Nobody else is demanding that you get one more chapter done. But it's important to have these look up and out sessions so that we can see what's coming towards us so we can schedule realistically. Yeah, work in the hand of deadlines. I like that. Yeah, that our calendars shouldn't surprise us. They were several really good titles out there that you just gave us it's a fantastic that God I just gotta ask you this because you and Jason wrote this book together. How was that? Well, I loved it. We have actually been working together since we met in the front row of college history class. And I'll tell you, that was over 20 years ago. And what happened was, I asked him for his notes because I wasn't going to class. And he was a really, really good student. And he said, No, oh, by It was shocking to me But it was a real shock to my system. But he said, I will go to the library with you and study. And so that was the beginning of us working together. And he was a history major. And I started writing a thesis. And what we found was, we would write midday, and then swap papers in the afternoon and edit each other's work. And we were really, really good at giving constructive feedback and harsh criticisms, and really intense, you know, commentary about the work without criticizing the person. And we've been using that GIFs ever since we started working together back in 2007, when we launched our own company, and that we can have super intense conversations and disagree, but we're not disagreeable to one another. And we maintain that relationship. So in writing the book I'm sure you could tell for when you had the conversation with Jason is, he's an amazing storyteller. And he's prolific when he writes, he just writes and writes. And every story connects to another story, which connects to another lesson. And then activity, and I am more precise, I want one thing and I won't be able to check it off. So our big joke was, he wrote the book, and I deleted it. And we just sort of went out and came back in and went out and came back in, he would write literally thousands of words. And they were all good words, but they were too many ideas in one place. And so the goal of the get momentum book is to be super practical, tactical, usable. So you can read a chapter and go do something and test it out for yourself and see how it works. And that was really our goal is that it would be this support system, or this guide, or

the self coaching manual that people could use and really start to see results in their life I would have to read it is very practical. And the book it is not a thick book, Ray will get a chuckle out of this, because so many of the interviews that he and I do about the, you know, the books that were reading and my standard comment is, well, I liked the book, gosh, she was too long, you know, after the first hundred 50 pages, and started to lose my interest, you know, that this was a 75 page book that the author took 350 pages to say stuff. So you're I don't know, if I had to take your book and cut out something, I don't know what I'd cut out. I think all the fluff was already gone, that it was down to the important stuff, Frank, that's a really nice compliment. Thank you. And that's truly our goal, that most chapters are anywhere from eight to 10 pages. And then there's a summary section at the end that lists all of the activities and the big topics. And so it really is one of those books where you could sit down for 10 or 15 minutes. You don't have to have hours at a time. And yet, it's it's one of those things where you could say, Okay, I know what I'm going to do, and I'm going to go do it. And then I could come back and read the next chapter. Well, I love to hear that. And I think that's why the the people who have given us those five stars on Amazon as a review is because they felt it was something they could complete. And again, that gives you momentum to go do something else.



Frank Buck, EdD 11:01

Yeah, and I think it's also something that's compact enough that it could be an annual read that every year go back and just reread it, just review those concepts, keep the keep the fire hot.



Jodi Womack 11:14

I love that. And I love it. You mentioned you were an elementary school teacher, because I think that's where people learn to love learning. I actually started off as an elementary school librarian, and it was truly one of my favorite jobs I've ever had. Because the little kids that would come in during recess and lunchtime and say, do you have any good books and you know, as, as an adult, like, wow, that could mean so many things. But it was a way to really get to know people. And I think that always stuck with me of trying to get to know people and what they're going for. And this book, this get momentum came out of literally thousands of hours of executive coaching with people at all levels, and all over the world. And so some of the stories are from Jason and I. And some of the stories are from our coaching clients and our get momentum members who've graciously shared what they did to make change, positive change in their own life.



Frank Buck, EdD 12:19

I know that it's great. That is fantastic. So you're riding with Jason, it looks like so. Yeah, I did I didn't know the backstory that you've actually been doing. So you're riding together so so much. Now, I didn't know the story about you asking for his notes in him saying no. And I thought, Man, Jay said, dummy. But I didn't know the next part that he said. But I will go to the library with you that Joe Yeah, that was the smart part. Yeah, yeah. Right. There was a method in his madness, for sure.



Jodi Womack 12:57

Yes.



Frank Buck, EdD 12:58

Well, let's, let's talk about take. So I know Jason talks a lot about the importance of building a team before you need it. So how did you What did you do when you first started out to find that community.



Jodi Womack 13:14

When we first started our own business, I had a home office. And Jason was on the road quite a bit traveling, delivering work to clients and doing this executive coaching. And I was feeling a little isolated. And I had this very grown up idea one day saying, I should go connect with other business owners. I think that would be a really good idea. Not trying to figure this all out by myself. And so I started going to networking events, and I won't name names, but honestly, I thought they were dreadful. And I'll tell you, it was way back in 2007, and eight. And I'm sure you remember that the economy had been hit pretty hard. And I live in Jason. I live in a very tiny little tourist town that's very dependent on people coming and spending extra money, you know, hotels, restaurants, and boutiques, and all that good stuff. And so our community was hit pretty hard. And when I go to these mixers, and networking events, people were complaining and talking about, you know, that it's just not the way it used to be. And it was all about blame, and not a whole bunch about positive outcomes, or what kind of personal responsibility what could we do to change the little bits at a time. And so I would go home, and I would say to Jason, you know, somebody should make a networking event that people actually want to go to somebody should bring together really fun, cool people that have new ideas, and are trying things and are willing to share it. Somebody should somebody should. And finally, he said, What if that somebody is you and don't know about you, Frank, if you have people in your life that just say things where it's

like, it just stopped me in my tracks. And I knew that was up to me to do. So it took me a little while. But I finally got up the courage and I invited 13 women in business that I knew their own their own company, or they were running divisions and large departments. And I said, Would you be willing to come together one evening and share what is working and I asked one of the restaurants in town, if I could use their beautiful banquet room, so we could have some privacy. I was really nervous, I thought for sure. She'd say no, or it's going to cost thousand dollars, or like I had in my picture to how hard this was going to be. And she said, you can have the space for free on one condition. I was really nervous. What is this good condition? She goes, you can have it if my daughter and I can attend.



Frank Buck, EdD 15:49

Wow.



Jodi Womack 15:50

And yeah, that was exactly the emotion I have, like, Oh, my gosh, somebody wants this before it even exists. And so I did I hosted this a event, I had 13 women, the the restaurant owner and her daughter were some of them. And instead of doing the typical elevator pitch of who's your ideal client, or what's your, your elevator pitch of what you do and who you do it for? I wanted us to connect as real people as genuine women in our community. Because I was concerned not just for myself and my business, but for the community at large. And I said, What would you like these people to know about you? What would you like to be known for within this community. And I will tell you, there was this giant sigh of relief because I don't know about you. But when it's my turn to do those elevator pitches in a circle, and you have 30 seconds or however long it is. I never I never hear anything that anybody else's saying before they get to me, because I'm trying to figure out who I am and what I do. And then I do my pitch. And I'm usually in my head so high that I don't remember what I say. And then afterwards, I don't hear anybody else's pitch, because I'm judging myself of what I said, and what I should have said. So have you ever had that experience or a taste of that?



Frank Buck, EdD 17:13

Yeah, you know, those kind of things all the time, you know, in and you're just so worried about what you're going to say, you know, what your elevator pitch is going to be. And lots of other people are saying wonderful things about them sales, good stuff, and you never hear any of that. And then some of the best conversation is the conversation just happens out in the in the hall. Yeah, some of those networking events can be, you know, really nerve wracking,



Jodi Womack 17:39

right. So for me, I wanted to create something that I actually wanted to enjoy. And so my big thing was, I threw out all the rules that just existed because they existed. And so I didn't have registration forms or sign up sheets. And I told people stay as long or as little as you like, and especially for women, when they're balancing work, and home schedules, and kids and all that good stuff. A lot of these women really could only show up for 15 minutes. And so many people told me that having that little bit of freedom, where it wasn't a huge commitment gave them the freedom and the empowerment to actually do little bits more often. And I was really proud of that. And so after this first event that had the women and the banquet room, and the place I got for free, I started getting emails and calls from these ladies who attended. And they were saying, Thank you. That was wonderful. My bookkeeper called me, she said, That was amazing. I got three new clients. And when's the next one? And can I bring a friend And I'll tell you, it was the first time I'd ever thought of, oh, the next one. That's a really good idea. And my agreement was, I would keep doing them as long as I kept enjoying them. So I actually have hosted these Women's Business socials once a month for five years. And I just learned so much from this. And then I also started hosting them as Jason I traveled around with clients as well. So I've done them in London, and New York, and Zurich, and Paris. And what I find is people are starved for real connection, not just going through the motion, but really getting to know the people in their community. Now, do you keep the numbers is, is each of via a small number of women, or has the size of the audience grow, it has changed, the my largest one ever was 220 women. Wow, that showed up on a Tuesday night. And again, when you think about that, for a small town with about 8000 people, it's extraordinary. And I've also had really small groups of three or four women that show up over the years. And at first that used to really bummed me out because everybody loves large numbers. And big, you know, pictures of big groups is really impressive. But I'll tell you those groups when I just had three or four or five people, those were some really fantastic conversations. And it helped me develop those relationships much deeper than when I'm more of a hostess at a party with hundreds of people. So I've learned to stop judging them by the quantity of people and, and judge them more on the quality of experience. And then it's also I know, you've gotten to enjoy this when we host these coffee chats that are open to both men and women around the world. As Jason I travel around. And that's an extension of the Women's Business socials, because it's really about connecting with people in the community as we show up everybody their travels for vacation, or if they get to travel for work. And it can be a little unsettling to go to coffee by yourself or every meal by yourself. And so we've created this lifestyle where we let people know, hey, we are going to be here at this restaurant at this time, come join us. And I'll tell you, if people don't always know what to do with that. It's it's a very open lifestyle. And we have been delighted by how people choose to show up, and the generosity that they show, especially to new people, we get a lot of people that have just moved to the community or are just launching their own company. And they've never done this sort of thing before. And Frank, I know when we've had our

coffee chats there in Birmingham, you know, there could be 1520 people who otherwise would never know one another. So I feel like it's a real gift not just to ourselves, that we feel like we're connected, but also connecting these communities that it gets stronger and more vibrant as we travel around.



Frank Buck, EdD 21:57

Absolutely, I come just see you in to see Jason. But then I wind up meeting other people who live we No, not that far from me. But I've never met, probably never would have met. But some some real good not only conversation there, but relationships that have come out of there that either I have benefited from, or the other person or both. So it's just, you know, it's just a great a great situation.



Jodi Womack 22:26

It's like this community of your book club, people who are drawn to books and learning and continual improvement, you're going to find that you have things in common with one another. And it's a great way to become part of the community to join the list, you know, to stay in touch, because the this is your, your cohort, these are your influencers, that you're I find that when I hang out with people who are like me, and want to keep getting better at things, we have so much more in common than we ever would have dreamed. Absolutely. So next steps for the people who are listening to us and want to know more, they they want to get momentum they want to get unstuck or that things are working pretty well for them. And they just want to take it another step further. And they think, well, this book, where do we go from here, I encourage you all to go to the get momentum.com website. So that's just www dot get momentum.com and look to see what leadership skills you'd like to be working on. And that might be a little bit different than what you were thinking of before in terms of getting momentum on a project or getting momentum on starting your your next company. But we find when people strengthen their leadership skills, everything comes together, everything rises as a result of that. And the no more nylons. Tell us about the website there. Sure. And you know, no more nylons came out of this conference, getting out of the idea out of the work you have to do and into the work you love. Nobody I know enjoys putting on nylons. And for men, it's about ties and that you're putting it on because that's what the standard protocol is for whatever the environment is, but really to be yourself and to get into the work you really want to do. That's where we need to find our community. So there's a daily little love note sort of networking tip, right? And that's my gift. My idea was, instead of overwhelming people with so much information, what if you had just one little thing a day that showed up that you could read and delete, you know, just have it influenced you in a way that gives you maybe a new spark? A new idea, a new way to think about something. And occasionally there are little action items, but mostly they're small, bite sized pieces that

help keep you on track and keep that momentum unveiling.



Frank Buck, EdD 25:00

Yes, yes. Well, and if I've got to confess this to our readers, you and I talked about this earlier but I went there and I signed up myself so I get so many so men can do that too. And you know, I've been I've gotten like seven and so every day I get this enemy and they're very short, very short and very actionable. And it's it's it's like so far it hasn't been anything earth shattering but it's like wow, you know, I I know that but why haven't I acted on that before I've like the very first one. And you know, as soon as this interviews over I have a phone call Mike there's a friend of mine who has a daughter who's in college now and I won't go into great detail about the things he's doing but but we're all going to hear about that young lady before you know before all is said and you know, I stopped several weeks ago she needs to go and grab her name dot com right now, while it's still available. And and the very first little message that came through when I subscribing no more knowledge was to go in and get your name across social media and African apps, you know, absolutely. So my phone call is going to be to her dad going, look, she needs to go here and here and here. You know, get it on Twitter, get it on Instagram, get it on yo.com. And you know, she'll never regret it. But it is very actionable little things. So yes, yeah.



Jodi Womack 26:35

And that's the goal is a doing those little things consistently make for big change, they make momentum happen, because things are always in progress, and always in motion. And I think it has an effect on our emotional level as well. Where having to start when we're stuck is harder. There's so many things to think about. But when things are rolling, and moving and grooving, it's like little bit easier to jump in and just tweak a little thing or make one extra phone call. I'm a big fan of that. staying connected and just doing one thing, give yourself one little goal that you can take action on



Frank Buck, EdD 27:12

what God This has been wonderful. I have enjoyed it immensely.



Jodi Womack 27:17

I'm so glad me to Frank. Thanks for always showing up as you do. And sharing this great contribution with your listeners who love books and love getting better.



Raymond Sidney-Smith 27:28

It is a pleasure. Thank you, Jodi, for joining us here today on productivity Book Group. My pleasure. Thanks everybody. That was Jodi Womack, author of *get momentum how to start when you're stuck* and hopefully more books to come for productivity book groups author interview series. Just a couple of quick announcements before we close out our productivity book group discussion dates and times. Full details are available at productivitybookgroup.org by clicking on upcoming books and you'll see all of them in the dates there. You can even subscribe to the calendar. Finally, podcast episodes are archived at productivitybookgroup.org under episodes. So if you missed a call and want to listen to it, feel free to head over there as well. If you're listening via iTunes, Stitcher, Google podcasts or elsewhere It was a favor and leave a rating a review that helps us grow our personal productivity book loving community and thank you for that. Thanks for listening to this episode of productivity Book Group. I'm recently Smith Thank you Dr. Frank buck for hosting productivity book group today. Absolutely had a pleasure, right? Wonderful. Here's to your productive life. Take care everybody.