

Podcast Series: Holistic Nature of Us

Episode # 63: Meet: Chris Salem

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Hi I'm Judith Dreyer,

Thank you for joining me for this pod cast series "The Holistic Nature of Us".

I invite you to journey with me into a better understanding of the concepts behind our holistic nature and how that ties us directly to the natural world around us. My intention is to be your guide for this half hour as we begin seeing our world with fresh eyes, gaining more understanding and learning how can connect the dots in practical ways that we are nature and nature is in us.

I feature a broad range of guests deeply concerned about the environmental issues of our time and more, authors and educators, practitioners and others whose passion for this earth and for all species helps us create sustainable bridges of understanding. These folks are innovators, action oriented, creating solutions in a variety of ways that honor us and the planet's holistic nature. I am honored to share their stories, their projects, and their passion with all of you.

And today I'm delighted to introduce you to Christopher Salem. Chris is a highly authentic person who for over 4 years has had a special passion for empowering and serving business leader, entrepreneurs in various industries, sales executives, coaches, authors, speakers and other, taking their business in life to another level. For many years Chris has seen people aspiring to make changes and grow but struggled at different phases of their career and life. He is just like you and I, a regular person that has faced similar struggles. Chris shares from experience what has worked successfully through hard work and dedication to help in your challenges. He also delivers world class content to audiences as a speaker that is high impact, which shifts people toward positive action and the focus is on the root cause that leads to change and results, thus moving the audience towards improving their business and personal life.

Chris I'm delighted to have you here today and it's my pleasure and honor to have this discussion with you. For my listeners I've been a guest on Chris' show *Sustainable Success* on VoiceAmerica.com and it got me thinking about a holistic approach to business and business models, so that we want to go to work, that we feel engaged, that we feel prosperous at work. And I think Chris has a lot of insight to shed on that aspect. So welcome Chris!

CHRISTOPHER: Judith it's a pleasure to be here.

JUDITH: Well how about if you tell us a little bit about yourself and what prompted you to become an influencer.

CHRISTOPHER: So, I mean a little background about myself. I've been in a...for most of my career I spent in sales, so I learned to really understand people, the ability to relate and listen to understand. But what led me to become an influencer was not just the ability to relate and understand people and what they truly were seeking for themselves but was learning from my own experience and it was not a pleasant one. But by going through this experience I was able to truly find myself and know that I could go from a place of limited beliefs to limitless beliefs that would shape me into the influencer I am today, which I then show people how to do for themselves. So, it was my personal experience growing up a very angry young man due to the fact that I didn't have strong connection with my father and as a result of that, I didn't know at the time that was the case. I just knew that I was angry and this led to a lot of bad decisions you know, in terms of getting involved with the wrong people, picking people to work with and working for that ended up disappointing me just like my father did but knowing that I had a part in it. Not at the time but knowing that later. Once I was able to turn around and recognize that I had to take responsibility for my own life and that these limited beliefs played a big role in keeping me where I was at, I was able to make a lot of changes by adopting new habits and discipline that became patterns that over time allowed me to become the person that I always wanted to be and was supposed to be. And as a result of that it allowed me to grow into an influencer role that it allowed me to be the example and empower others to do the same in their businesses, in their homes and also in their communities.

JUDITH: You have an incredible story. I've heard Chris talk. I've listened to some of his messages on his website and it's a tough story because you had to go on the inner journey, and that's where true growth occurs. From

all the reading I've done, whether it's Eastern tradition, modern traditions and certain people that I deeply admire like Caroline Myss, Jean Huston, Maryanne Williamson, they're movers and shakers out there for inner growth, but it's not an easy path is it Chris?

CHRISTOPHER: No, it's not and it's one of the things that, but it should not be avoided because if someone is looking to truly operate at another level in the life and business there are no shortcuts. If you want to put a Band-Aid on things you can but it's not going to get better than where you're at. It might in the short term maybe make a difference but not long-term. The key is to get out of the problem, into the solution and know that by adopting the right habits, disciplines and attitude you'll have the ability to go through any struggle or set-back and really come out ahead at the next level, whatever that means to you.

JUDITH: Right. And so, you take this message and you talk to a lot of companies big and small. Could you tell us a little bit about that and examples of how this is applied in the business model?

CHRISTOPHER: Yeah, absolutely. I mean in terms of, you know I speak at different sized organizations from as little a twenty people and as big as thousands of people and anywhere in between. Because again it's about people and when you think about people, people are coming in and they're bringing their personal lives into business whether they want to believe that or not. And the companies many times don't really understand that and as a result of that, that has an impact on what happens in the workplace. And so, the way that companies can find out why things are not working is that perhaps workplace communications is not where they want it to be. Employee engagement is not where they want it to be. They're not as efficient or productive. Sales are down. Company moral is down. Communication is off. What ever the case may be, all of these can always tie back to people. It's not just managers or the way the company is set-up. Those obviously have a part, but it always comes down to the people and what the people are doing and what they bring into their roles each and every day. And then it's how companies use people. You know whether they use them in the right way or the wrong way. So, the key is to really address this from the inside out and then we use a term called emotional intelligence at the company level you know to go about doing this.

JUDITH: Hmm. I'd love you tell us more about emotional intelligence. I think you're right, having worked in the world in various jobs, we do bring what we are. And if you have a funeral to go to that day, or that week, or somebody close to you passes away that rubs off on us in some fashion no matter how focused we feel we are with our work. But you're looking at some more deeper issues. If sales are off a company can go under, you know? If moral is off production is not going to be good. So, you're really looking at some deeper issues within a company and trying to figure out where to get the solution. So emotional intelligence is one of those factors, correct?

CHRISTOPHER: Correct, yeah, I mean most companies base their decisions upon making changes based upon intellectual intelligence. This is based upon trends, status, and that's important yet in itself is not the answer long term. That if a company is truly looking to make a transition to play at a whole new level over time, and to make that one that's sustainable to whether any setbacks or challenges in their industry they have to look at the emotional intelligence side as well. And that's often times they don't do that because there isn't that evidence they're looking for and the only way that you're going to find the evidence is if you go in with the faith knowing that in time you will see these subtle changes with people. And then that's going to spread even to more people, and so on and so on. Because when people become the example of something good, become the example of delivering value and coming from a different mindset, one from a growth mindset rather than a fixed mindset then they have the ability to influence others to do the same for themselves. Whether they are conscious of it or not, it's happening subconsciously. So, if a company is able to embrace this and really create awareness and let people know that this is not an overnight thing. This takes time. It's a process. But yet the fruits of engaging this process and committing to it long term can provide drastic changes for the good in productivity, efficiency, company moral and overall what companies do in terms of revenue. It's huge. But yet they have to believe, and they have to commit to the process. It's just like a gymnast that becomes a gold medallist. It's not like he or she became a gold medal gymnast in a couple of weeks that they practiced. No, this was over a period of time and companies have to recognize there are no short term fixes. And if they're looking at short term fixes they are going to be here and there and they're not going to last. That if they're looking to do it right, making the investment up front and committing to the process long term will save them far more amounts, large amount of money and time in the long run to do

things right. And this will lower on-boarding expenses. This will produce more profit and create better efficiency and communication within the organization.

JUDITH: Yeah, I hear you. You must have some great stories about how these, your process has been applied to a business. Can you give us an example?

CHRISTOPHER: Yeah, I mean for instance, I've worked with some real estate offices in terms of sales and you know the ability to recognize that certain things that real estate offices were doing, they were offering a lot of sales training, but they weren't really focusing on the mindset. So, you're always going to have, maybe out of 20 people, you're going to have 2-3 that are producing 80% of your revenue. The other 17 people are doing the other 20%. But if we're able to help raise that percentage with those 3-4 people and then also raise the percentages of those 17 people, then overall that's going to add a significant difference to their bottom line. So, the key is to recognize what mindset are they in? What are they bringing to the table? How are they communicating not only with themselves but with each other and their customers. What types of beliefs that limit them are getting in the way with them connecting with more people or communicating better with their colleagues? And you know seeing more opportunities around them rather than only a few because they're really not seeing the bigger picture. So, these are all the things that I've done for Real Estate offices and have now begun to do for larger corporations because I've been speaking now for the last few years in companies where they've heard about it, they've heard the awareness and are now starting to say yeah, we get it. So now we're in the process of now making those changes for certain organizations that see the bigger picture.

JUDITH: That's really interesting. I have a couple of thoughts or questions for you on this level. My experience in the real estate industry is they want you to work 24/7 and I truly don't agree with that model and I don't think that that's a very productive model in the long run. Though when you have a sale you've got to get the job done, I get that. So how do you change that 24/7 model which doesn't include time for self or family, for recreation and is just work, work, work.

CHRISTOPHER: Yeah so, the way they have to shift is when you shift from a fixed to a growth mindset. You learn over time consistently when you're

using things like meditation and journaling, you learn how to be more present in the moment. And when you incorporate habits and disciplines like meditation and journaling and you learn how to be more present, you have the ability to have more clarity. And when you have more clarity you become more decisive. And when you become more decisive you could follow through with massive action. People that have clarity or have a clear or growth mindset also recognize they have to have a strategy or plan to implement. So, by having a plan they're able to go over whatever priorities or tasks matter or are most important. They are able to address those first other than just things that keep them busy. So, this way they're able to be more focused in the moment. They're not multi-tasking. They're addressing one task at a time that's most important, that yields a revenue for their businesses and they're able to get more done in a shorter period of time than the other way around. So, they're not busy but they're productive and there's a big difference. And most people, unfortunately, are busy but not productive. This is why when you see the guy on the golf course every day, whether the weather's nice is because they're able to get more things done in a shorter period of time because they're laser focused versus the other way around where they are maybe busy, but they're not focused. So that's a big difference. Being present and having a specific detailed strategy or plan is the difference between getting more done and finding balance.

And then there's also the 8 pillars of wellness and that is both on a personal and business level. That there's never going to be perfect balance but if we can strike balance between the 8 pillars of wellness: social, emotional, physical, spiritual, financial, occupational, intellectual and environmental, we have the ability now to not only be present through mindfulness but the ability then to also create a life around what we do. You know what I mean? So, it's not, we're not working, our life doesn't revolve around our work. Our work revolves around how we create our life. So we're able to find time to do the things we love to do that take care of ourselves to be examples for others to do the same and during the times that we're dedicated to selling homes or listing homes we're able to get more done in a shorter period of time so that we can strike that balance. And there's always going to be give or take. There are going to be some cases where you might have to give a little bit more to the business than the personal side but yet in the long run, you are kind of there like a see saw. You're just teetering on that access point and that's where you want to be.

JUDITH: Well also I would think too that happy people who are seeing success are going to create a culture that's got an uplifting value and quality to it instead of drudgery. So, let's go back to businesses where people don't want to go to work. They just don't like going to work. And then we hear another part of the spectrum, companies such as Google where you can have a 5 star restaurant to go to work to and have lunch in every day and there's a dry cleaner there and day care there and you can play tennis if you want to. How does that fit into the sustainable model?

CHRISTOPHER: Well it's all necessary because again you know we have to have, it's like the yin and the yang, right? In order to have, you know strike balance, we have to have somewhat of a balance. There's never going to be perfect balance but yet if we have the ability through a growth mindset to be laser focused on the things that matter in the moment, we have the ability to get a lot of things done. So, this means that when we are working out or we're going for a walk, or we're spending time with our spouse or our children, we're not thinking about work. We're not in the past or in the future. We're in the moment enjoying that moment. We're engaged and focused just on that moment. Then maybe an hour later you might be at your desk because you've got to do something for work and then during that time that's what you're doing. You're not focusing on your wife, your husband, your kids, you're just focused on what has to be done at that time. So, for a lot of people that's hard to do because they're always in the past and in the future. What happens in the past is it brings up fear. Fear triggers stress. Then that fear projects itself into the future and that becomes a level of anxiety and depending on that level of anxiety, that produces procrastination. This is what keeps people stuck in certain patterns that do not serve them or others. But by learning how to be present, we have the ability to offset that fear in the past, also in the future, and to be able to get more things done. Even though we see the bigger picture, we're only committed to what has to get done at that moment. We're not worried about what we have to tomorrow, what happened yesterday, what has to get done next week. We just are committed to what we have to do right now and then stay in that moment focused on what we have to do. That's the key. Success is found within the process, not in the outcome itself.

JUDITH: I think that's a very important point to make. Success is found in the process. I know for me that was like a light bulb that went off. And this year in particular I've been very focused on my process in order to reach the goals that I'd like to reach this year and I have found it really helpful. It

helps me be more, I don't know if commitment is the right word, but it helps me be more focused each day and I feel good at the end of the day. I know there's countless suggestions out there on how to do it and how to set-up your day, blah, blah, blah, you know the day planners, that kind of thing. But some of these tools really keep us on track.

CHRISTOPHER: Correct. You know these are things that again when you have certain habits and disciplines like meditation and journaling. Meditation and journaling are going to be so important to get to the root cause of your limited beliefs, that's the problem. They're also going to be critical every day to do while you create your solution and have a specific detailed plan to follow for your life and business for the rest of your life. It's those habits or disciplines that serve you that are going to build your success foundation and then also allow you to sustain and maintain your business and your personal life at another level. This allows people to grow their net worth. This allows people to be happier with themselves, to give more to others without expectation, to receive more without resistance and to grow their businesses. And it takes people to grow businesses. Yes, artificial intelligence and automation are great but in itself are not going to be the answer. Obviously, we see what automation has done to the service industry. It's made things worse than it has made things better. You know it's people that make the difference and if we can produce people that can still be who they are, focus on their strengths and really operate from within the solution that comes from within, that when we put these people together in a room, one is that they're not co-dependent upon one another but they're interdependent, you're going to see more things get done that's going to be more efficient, more productive. There's going to be a higher moral and better communications. These are all the results of an interdependent environment rather than a codependent that you find with people that are in a fixed mindset versus a growth mindset.

JUDITH: I think it's exciting. I know there's some folks out there in my family that are running businesses and I'm just so proud of them for the positive spin they put on things, which doesn't mean they're not tackling the issues at the time but there's an expectation that everyone is going to contribute in a way and then there's a reward. And I'm seeing some very good results with a couple of these businesses. Not only that, but I'm also seeing the businesses, some businesses actually spend time in teaching good leadership skills and as far as I'm concerned everything that you've mentioned and all these other attributes are spokes on a wheel, the holistic

wheel that gets us to sustainability so that we like going to work again, you know? We like working with each other. We like sharing with each other. There's excitement there again instead of, quite frankly, drudgery.

CHRISTOPHER: Yes, I agree. I agree.

JUDITH: Chris could you tell us something about your book and then we can end with three tips, if you have three practical tips to give our listeners.

CHRISTOPHER: Yes, the name of my book is called "*Master You Inner Critic – Resolve the Root Cause – Create Prosperity*". Again, the book outlines my journey from getting out of the problem into the solution but also lets people know how they can embrace a process that will allow them to find the answers from within to their problems as well as the solution. That anything that, if you're looking to get to the next level in your life and business, that the solution is not outside of you, it's within you. And when people have the ability to go within to get out of the problem into the solution, when they come together that great things can happen that operate from this type of mindset. So, the key is to kind of look at it like a manufacturing line. You could produce widgets that have bottlenecks, that's the problem, but yet they're not going to be as efficient. They're not going to be as a best of quality, but you could still produce. Now if you were able to remove those bottlenecks you could now produce at a higher efficiency. The quality is better and you're able to be more productive and produce more profit. Kind of look at that as the way your life can be and your business when you're able to operate from the solution rather than the problem but going within. So those are the things that you would find in the book that are available not only in the book but also in an audible version as well.

JUDITH: And it's a great book. I have it. I've read it. He has some great tips and the process it outlines, so I highly recommend it to my listeners if they have businesses and they really want to look for solutions from a different perspective.

So, Chris how about 3 tips for our listeners today?

CHRISTOPHER: So I would say for the 3 tips for listeners, if you're looking to become an influencer in what you do in your business, or become an influencer in your life to your family, or people that are important around you, it's important **to recognize your strengths and your weaknesses**, to

be transparent. But to know that if you're going to be an influencer or make a difference in your life and business, you have to be the example. You have to incorporate certain habits and disciplines that are going to take you to the next level so: 1) **Being aware of where you're at.** 2) **Accepting where you're at.** 3) **Being present and moving forward, not in the problem but in the solution to embrace the process to get you where you want to be.** So that's really the 3 tips I'd like to leave with people is **awareness, acceptance and committing to the process,** to let the process yield the outcome that you desire in the solution.

JUDITH: Oh, that's great Chris. Thank you very much for that, and how about your contact information before we sign off.

CHRISTOPHER: Yeah so the best way to reach me would be at ChristopherSalem.com or at chris@christophersalem.com or you can find me anywhere on social media as well.

JUDITH: Wonderful. All right. Well I want to thank you again for your time, your expertise and for your sharing. I'm honored and grateful that you were here today.

CHRISTOPHER: Judith thank you so much for having me and this is such an important topic that your show conveys to the world and I wish you much success.

JUDITH: Thank you. I appreciate that.

Thank you everyone for joining us at the "Holistic Nature of Us. I hope you feel as inspired as I do by Christopher Salem, his wisdom, his sharing and his practical advice. I certainly do. And I want to thank Chris again and my listeners for joining me today.

This is Judith Dreyer. I'm the author of "At the Garden's Gate", book and blog. My book is available through my website www.judithdreyer.com as well as several distribution arms such as Amazon, Nook, Goodreads and more. I'd like to remind all of you that a transcript is available for each podcast. Please like and share them. Let's support each other and get the word out.

Remember, **now** is the time for practical action and profound inner change so we value our world again.

Enjoy your day.