

Liza Wisner

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Hello, everyone, my name is Liza Wisner, and I am so excited to be visiting with you all today, this graphic is amazing, and I hope you are having such an amazing time. I mean, I'm pretty sure you know that right now, all around the world, there's some pretty excited people who just graduated, and they're doing the same exact thing you're doing. So just take that energy right now, and appreciate the fact that the most amazing man, John Phil filming, he created this program for us. And so I am here to share with you some information, some knowledge, I'm here to just share with you my story and tell you how, when you graduate college, that is actually the very beginning of what I call the most important part of your life, which is happiness. And I believe when you work and you find the work that makes you happy, that is what true happiness is about. So that's what we're going to be talking about today. So like I said, my name is Liza Wisner, and I am so excited to be visiting with you, because my job is to be a talent development expert. And what that means is that I'm here to help support you in anything and everything that you need to help your career move forward. I work for the City of Corpus Christi, here in Texas, and part of my role is to grow our city champions. So that has to do with anything that has to do with the leaders in our community, I do training and I do professional development sessions for them. But more important than that, my job is to have the knowledge and the wisdom so that I can be able to curate relevant knowledge for our community. But today, we're gonna be digging deeper, not only just about you graduating college, and first of all, can I just get a virtual High Five to you, boom, you graduated, and you're here at this festival. I mean, it's so amazing, you know, how hard you work to graduate. Think about that you did so much work. And now you're here to learn from all the experts that are going to be speaking to you. And so you're doing the right thing, the fact that you're physically sitting in the seat, you're sitting in and watching me watch you all the other people you've already won. So high fives to you. And so let's get started. So the very first

thing I want to share with you is my passions in life and it's my family. Like you heard me say I live in Corpus Christi, Texas, and I live with my husband Dennis Wizner dennis is actually a teacher, he teaches at a high school that's in on a college campus called Collegiate High School. And he has an amazing time doing has been teaching for 14 years. And we've been married for Oh my god, it's going to be about 15 years, almost 16 years. So we are you know, macro while we have three kids, as you can see most amazing kids and, and essentially, I'll tell you what, you hear my story, you probably read my bio already, I was on the apprentice with Donald Trump. And I've started businesses and I have a nonprofit called power up. And all these amazing things actually started with this guy right in the center called delete my firstborn. You know, I wanted to figure out how can I take him home to visit my mom, because I'm originally from Nairobi, Kenya, and I wanted him to visit my family as much as I could. And I didn't I mean, with your regular job, we don't worry, you're going to get an extra \$4,000 a year, you know, you got to start a business. And so that was actually the beginning of my life was having my son's a week he made things happen for me. But so one of the things I always like to tell people is you'll hear my story, and you'll hear about how I got a golf scholarship. And I got a golf scholarship, 1000, Kenya, I got recruited by Texas and university to come and play golf here on a scholarship. And a lot of things were set into motion for me that I was not aware of. And I always like to tell people is the trouble is you think you have time, sometimes you're going through things and you're like, Oh, you know, when I graduate is when I'm going to start thinking about my job, right? Some of y'all might have done that, right. And then here, you want me to be trying



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to find a job, you can't



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find it? Well, maybe you find a job, but it's not the one you thought you wanted. And sometimes you think you have time you're like, oh, I'll



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work on that tomorrow, I'll



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get that done tomorrow. This entire session is about teaching you that, you know, you really don't have time, um, you think tomorrow is promised. And it's really not. And I've had difficult circumstances where I've had people in my life who've just, you know, they've been gone. And I didn't realize that they were going to be gone until the moment they were gone.



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And it's just completely changed the way I see things. And so I live literally moment to moment. And I tell people, I work my carpet games.



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And so as we jump into this, I want you to understand, I am high energy. I'm full of zest, I literally live daily thinking, How can I level up every day? How can I be a better version of myself than I was yesterday? And if I do that I'm successful. I go to bed. I'm happy The next day, how do I do that again, and I'm going to give you some building blocks for that. But first I want to start off with this chart. Look at this chart. I want you to look at it. And some really smart people at the World Bank figured out that as a human race, we live up to 78 years, which means that from when you're born to 78 you're going to be sleeping for a third of your life and after sleeping for 30 years. If you're going to be working for 10.5 years, and then as you can see, there's many other things you're going to be doing. But the most important thing I want you to realize is they figured out that all those passions, all those ideas that you have for your life, you you literally only have nine years to do them. So how many of y'all want to take a trip somewhere, you know, maybe you want to go backpacking in Europe, or you want to start a business or whatever



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it is that



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you're planning on doing, you need to understand that you literally only have nine years to do that, because every single human in life has to do these other things. You have to we have to groom, right, look at the picture for grooming. But how are you going to say, I don't want to groom today? No, you must. And so you don't have a choice, you got to do these things, and you only have nine years. Now, the worst thing about this is that Guess

what, guys, nine years is not actually nine years, nine years is actually less than that. Because unless you're a baby, right now, you don't have nine years, you have less than nine years. So I want to encourage you, and I want you to understand that you do not have time you think you have time to do the things you want to do. But you have to move, you have to try to make things happen every day. So moving into that my lifetime goals are to build an organization to help people power up their work. You know, there's this whole thing of, Oh, it's Monday, I gotta go to work. And then there's this whole thing of, oh my gosh, is it Friday yet, and I want that gone. Because whatever you pick to do in your life, you shouldn't be excited to do it, you know, those trips that say, I'd rather be fishing? No, they need to say, I'd rather be at work, you know, and you need to be so excited about the work that you do that you can't wait to get there. You know, when I started my organization powerup, we decided to launch talent lab and talent lab is an organization it's a, it's an actual software that helps people find digital work, because we believe that you can live your best life anywhere in the world with technology. And so connecting you with the resources you need. But more important than that, connecting you with actual work, work that you can do wherever you are on the world. That is the most important thing for power up providing opportunities where everyone rises up. My quote that I always like to say is where focus



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goes,



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energy flows. And this quote, I heard it the first time from Tony Robbins, but since then I've heard like many other people use it, or it's spoken in many different capacities. But this quote is so clear, because the thing you're focused on is what you see every day. I mean, think about maybe you bought a car, and then you thought, oh, wow, I can't wait to drive that blue Toyota, you know, it's my blue shirt. I picked it up. And then the next day, guess what, you're gonna see the whole town of blue Toyotas? Because guess what my focus goes, energy flows. And so when you're focusing on what you want, you know, you have a plan on where you're going to go. And so when you look at this slide, you know, we always say you're going to go to college, and then you're going to get an awesome job. And then maybe you'll have a family. And, you know, that's what you plan. But this is the reality. The reality is, things don't go as planned, you are going to struggle, and everyone struggles, there's no such thing as having a plan and it comes out successful. There's actually nobody who's ever successful and says, I just woke up one day and



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just started my



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business. And I was successful.



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No, they always talk about the struggles. And they talk about how they tried or maybe that person who has their best job, I have my best job, I'm living my best life, I feel like I have a calling not a career anymore. And it was a challenge. It was a challenge for me to get there. So how can you actually navigate the reality, I have this model that I created called power up, and it's called the power of delta. Now one of the things I want you guys to do is to message me, so my email address is Lisa, at power up.org. That's Li z ey at power up.org messaged me and I will send you a PDF of this. And then if you're a digital, like you have it on your iPad, you just put on your iPad. And it's actually a workbook that I use in trainings. So that you can actually go through all the trainings that I'm gonna go through all the lessons that we teach, because, you know, I only have so much time with you right now. So I can't share everything. But I want you to get all that knowledge. So make sure you message me, Liza at power up.org. So you can get this workbook. But let's jump into this workbook. The first thing of the Delta is to discover who you are. The second thing is to model and the third is to automate. See, what I figured out is, if you don't know who you are, if you don't know what you want out of life, you're never going to get there. And the best thing about this is you don't have to take a walk into the mountains and come up with like this whole spiritual awakening. And now you know who you are, you don't really need to do that. In fact, the world is perfect. And what you can do now is just take a personality assessment, figure out what you like, what your likes and dislikes are. And then once you've figured that out, then you know your flow, you know what resonates with you, and then you model, don't reinvent the wheel, whatever it is you're trying to do whatever job it is that you're looking for whatever career you're looking for, don't reinvent the wheel, try to figure out who's done that already. And then model them figure out how they did it and want and then the next thing is to automate. I graduated with a degree in computer science. So



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the way I think about things is about how can I not do that thing again. So if there's

something you're working on, whether it's a job application, sending out your resumes, or



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whatever it is, how can you not do that again? How can you figure out how you can automate that process and then Many different ways to do that. And that's



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just a small thing that has to do with you in grad life. But the goal here is for you to make sure that you understand in your



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daily life, your power, you know, in fact, I like to tell people this, there's a new language that everyone in the world needs to learn. And it's about building algorithms. And yes, I could be talking about coding, yes, you know, the tech world, that's where you can get a lot of money. But more than that, really algorithms in your life. If then statements, today, you're not actually thinking about, oh, I need to go work out today. You know, don't make that decision. Because your willpower strong and your brain is gonna be like, Oh, you know, the beds really warm today, you don't need to workout. That's why you've messed up because you made it a decision, don't make any decisions, make them if then statements, if I wake up, then I meditate. And I'll share with you how I created those in my life. So the reason why you need to figure out who you are, is because there's no right or wrong person. As you can see, the type a, you know, when they see a mountain, they're like, Oh, you know, this mountain. So huge. I can't wait to climb to the top. And the Type B personalities like, Oh, that's not so beautiful. Just want to sit here and enjoy it. You're both right, you're both right. But you need to figure out how you're showing up to the world, so that you understand what opportunities are presented to you how you're going to address them. So one of the one of the little activities we do into training is we do a message that I actually got from this awesome book that I got, which is a Passion Planner, somebody actually gave me this Passion Planner. And now I've used it for five years, and it has this, this little activity you do in it. And it makes you think about what do you want to do in your lifetime? What do you want to do in three years, one year and three months, because we're focus goes, energy flows, if you're focused on seeing the places you want to go, if you know, three months from now you want to be doing a certain thing, then you're going to be doing it. And so the goal here is to make sure that you understand that we're focus goes energy flows, and you need to know what you're focused on. So sometimes it could look like this, this is sort of like a more complicated one. But I want you to think big, you

know, I want you to think about the fact that maybe some of you have student loans that you need to pay, and it's really difficult. Now, you may be wondering what I'm doing, I'm actually checking my time to make sure I don't go over time. So I just want to make sure that I am honoring the time that you guys have because you have other people you need to listen to. So one of the things I want to make sure that you understand is that everybody has goals for their life. And the point here is that if you don't revisit those goals, every time, you're going to forget them. Every time you struggle, you're going to forget that you have this amazing goal to be happy and healthy, you have this amazing goal to start that new hobby. You know, you finished school already, you finished college. So now your job is to find a job, right? So how are you going to do that. And the goal here is to make sure you understand what are you going to do three months from now, what about a year, three years, and you're in your lifetime. The other thing is to power up your superpowers. So I always say in life, you must have three things, you must have one hobby that helps you earn money, stay in shape, and be creative. And once you figure out these superpowers, then you can be focused you can be focused on this is how I'm going to make money. This is how I'm going to stay in shape. And this is how I have a creative



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outlet in my life.



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Now I'm going to talk you through the building blocks that we've created. So the building blocks are to actually create a talent code for yourself. And again, get the book and I'll help you create that talent code. But the goal here is so that when you show up to interviews, you know who you are, because the energy in the room



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is really a reflection



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of who you're going to be when you show up to that organization. So creating a talent code kind of gives you a good foundation, having a purpose. Remember, we talked about your lifetime goals where energy goes, where focus goes energy flows, you must have a purpose of why why are you doing the things you do. And then the next thing is to have

your fundies on your fundamentals, your foundations. So when I say to put your funds on, I literally mean put your funds on. Because if you don't have them on, you don't you can't get out of the house. So you can't get out of the house, if you don't have your powerful foundations. The next thing is to power up champions. And now we say don't reinvent the wheel, you must figure out who has done what you want to do. Like if I wanted to be the best swimmer in the world. Who would I be modeling? Yes, Michael Phelps. How does Michael Phelps wake up in the morning? What is his workout routine? What is his training routine? How does he eat all those things? I need to figure out what he does, because he's a champion. Why should I reinvent the wheel, the next thing is to plan you must have a blueprint for what you want to do, plan your work, and then work your plan. So that's also in the workbook. So you can go through work activities to help you figure that out. And then the next is to power up your spice. I'm going to leave you with a little secret there. You know, your spice is something to do with society, it's to do with your partners. And it's to do with investors, people who invest in your life, how do you power them up so that they can give back to you? You know, I always say the riches are in your database. A lot of times people say oh, I can't wait to be rich and have a million dollars. No, I can't wait to be rich and have a million people in my database. Because you can always make more money if you have the right people in your database. So power of spice. Talk to me about that. So I can tell you more. The next thing is to power up your targets. So I'm going to say something, but I want you to think about it in a different way. So I'm going to say fire Ready, aim. And most of the time you probably hear Ready, aim fire. And the reason I'm saying fire is because you spent so much time thinking about what you're going to do that you actually never do it. So the first thing to do. Just do it, just do it, take a step back and learn from that. If it was a mistake, then it was a mistake just stealing from the movie



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area there.



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You know, when they make movies, they don't just say take one, okay, we're done. No, it's not a reality show, when they're making amazing movies, they're actually doing take after take after take their mistakes. And then eventually, there's one that just makes it and that's what we watch, right? So when you do targets, you need to figure out what are your mistakes? How can you learn from that? And how can you power up from that? Building algorithms already talked about that you got to build algorithms in your life, and then you need to power up your failures, use your failures as fuel, I call them your building blocks. When you fail, you go, yes. Now I know what not to do. Let me move on, right. So I came

here on a golf scholarship. And I always like to say that I'm an athlete at heart. And this is why I think I have been successful, because when you're trying to be the best at something, when I tell you, I was a member of the Kenya women's golf team, at 16, traveling all over the world playing golf for my country, I was trying to be the best all over the world. And I think just that 42 that that sense of excellence has served me so well. So in my foundational life, I learned that if you're trying to do something, you must model champions. And so I talked about Michael Phelps, figure out who it is you're trying to be like, whether it's a job that you're looking for, if you want to be the best marketing person, who is it, figure out who they are, to kind of have a sleep, Where do they live? You know, where do they go to school, what did they study and just model them, and then have a plan, make a plan and work the plan you cannot get from point A to B but just waking up and getting in your car and driving there.



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Most of the time. If you don't know how to get there, you must get a GPS and just plug it in. And the GPS first has to know where



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you are right. So figure out who you are. First, you know where you are. And then you fast forward and you get the milestones. Okay, turn here, go there. And then you finally arrive to where you're going. So you must have a plan. So in your life categories, you're going to have three different things to work on energy, work and love. And in the workbook you're going to get you're going to be able to see how to power up your life category. So I'm only showing you the first three, but there's actually 12 of them. And these three are the fundamentals I talked about your fundies your fundamentals are your energy, how do you eat? How do you sleep? How do you move? And how do you love? How do you love your family? How do you love your community? Most important, how do you love yourself? How do you love on yourself? What is your self care? The next thing is understanding that As humans, we are rhythmic. And you cannot get away from that. So as an athlete, right, trying to be the best athlete, the best champion, you must understand the rhythms of your life. So in this workbook, you're actually going to have a page where it's it helps you track the rhythms of your life, so you understand how you move and how to become more active. So I can go on and on about what you actually do when you're in the power of delta training. But I'm going to skip forward so that I can share with you some books you must read, you must read this book called Deep work by Cal Newport, you must read James clears atomic habits. In fact, you must live and read this book, this book is amazing. Okay. It's tiny changes. And I will tell you remarkable results for your life. And

you must take a course by Stephen Covey called the Seven Habits of Highly Effective People, those are your fundies for life. And it teaches you about having the time matrix in your life so that you can understand how to be highly productive in your life. And then last but not least Cal Newport's Digital minimalism, you know, in this day and age, you're getting hit with so much information that you can download an app to do pretty much anything you want. And so in this world, how do you actually live your life without all this digital voice. And that's what this book is about. So I'm going to leave you with three things, be authentic, brand yourself, and make a plan, which you heard me already to say these things, but they're so important that I'm reiterating them. And this is how I'm going to reiterate them. So when you wake up in the morning, you need to realize that you're living day to day, remember, I told you, you don't have time, you're living day to day, and I am an optimized coach. So I follow this amazing leader in our community of ours. His name is Brian Johnson, and he's created this program and, and he's just so amazing. But one of the things that he teaches is that in your days, you must track the things you do. So don't find success in the things that you're expecting from the outside world find success in your pre wins. What are you doing things that you can control? And so for me, I'm sharing with you deep, this is what I do. My fundamentals are my zero is visualizing looking at my life book. My one is my corporate diems my five minute tasks, I just want to make sure that I pull five minutes I do something so that I have a pre when I meditate, I do my push ups. I do my burpees I'm trying to be a Spartan in real life. So you got to do push ups, you got to do burpees and as you can see, I tried to get my 10,000 steps and want to be a world performer, right world star performer. I'm actually a Middle Eastern dancer. So I'm trying to be really



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awesome about that and



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so am i doing my 25 minutes a day. So I'm sharing with you also my Carpe Diem page. And so my coffee dm page I'm going to share with you a few And so what you do every morning is you track these things. And when you wake up, this takes me about, I would say, three minutes, I can actually do it in a minute. But as you can see, I'm kind of a doodler. So I start to draw. But you can do this in one minute, if you just did the bottom part of it, which was your energy, work and love if you wrote down what your identity is. And then you wrote what your virtue is for the day. And then you work on your behaviors, what are you going to do, like, for example, I need to recover, I think I was working out too much. And then here, I need to work on my check boxes, and then here, giving eye contact

to my kids and my husband, and whoever I see, you know, as you can see, every day, it's different. And whatever's in my heart is what I draw. Like, for example, I was thinking about my body, and I'll see, can he take care of my body, and then I'm thinking, my organs, my tissue, my cells, my camera, and then I was thinking, Oh, my God is energy, you know, it just came. And it's just perfect. You know. So every day you wake up with these ideas, document them somewhere, these are your wins, so that every day you have motivation to just keep going that day, I just felt like having flow. So in closing, I get the book, get the book, get it from me, maybe we can schedule a session. And I can do this all over again for you guys with more time. But the point here is I want you to get this powerup Delta book, and I want you to learn all the foundational principles in there so you can have your fundies on. So in closing, I just want to thank you all so much for your time. I know your time is valuable. My time is valuable. And so I again, thank you so much, Don, you've created a great community here. And I am just so grateful that you were able to put this message in front of as many grad students as you serve. Thank you and I hope you have an amazing rest of your day.



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Bye