

EAGA Business Builder

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Mr. Tobiassen is an imposing figure in the business coaching industry. Both literally and figuratively. Mark reached 6ft 8in in height before he stopped growing, so he literally towers above most of the people in and outside of his profession. Mr. Tobiassen has also been the recipient of a variety of awards and recognitions in the business coaching industry as a testament to the fact that he figuratively towers above most of the prominent people in his business world as well. Not surprisingly, Mark had a great basketball career at Oregon State University. While in college, he also earned a Business Degree, with a minor on Psychology. But his dreams were to be on the court. When the pro offers didn't materialize, Mr. Tobiassen used his experience and understanding of the sport to coach high school basketball for a few years. But that work didn't have the right feel for something that he wanted to do for the rest of his work life. Probably looking for something outside of the sports realm would be best. Mark went to work for the Enterprise Rent-A-Car company and found a niche in opening and building up locations for them. After 22 years, however, the work seemed to be losing its luster. It was rewarding to see the positive contributions that he was making for the company's growth, but the satisfaction of helping individual owners or operators just wasn't there. After looking around for options, Mark found an industry where the main (actually the only) focus is on helping business owners figure out the best way to run their specific company. Mr. Tobiassen started Action Coach Business Coaching in Albuquerque almost 16 years ago and since then, he and his team have worked with over 1,000 businesses to help ownership and management learn better ways to run their operations. Mark has learned, discovered or developed a multitude of ideas, processes, tools and information sources that business folks can use to make their companies run better. This morning, Mark spoke about one important piece of information to understand for running a business: "The Law of the Lid". (The term comes from the #1 law in John Marshall's book titled "21 Irrefutable Laws of Leadership"). The Law of the Lid says that "...leadership ability is the lid that determines a person's level of effectiveness. The lower an individual's ability to lead, the lower the lid on his potential." The idea is that a business can only advance as high as the owner/management's leadership abilities. There are a few things to know about leadership and being a good leader. Entrepreneurs are not necessarily good leaders; being the owner does not automatically make you a leader; the smartest person in the room is not always the best leader; doing everything yourself does not make you a leader; there is a difference between leadership skills and management skills. Leadership can (and usually has to) be developed through intentional efforts, and increasing your leadership ability is incredibly important in improving how your business operates and succeeds. Increasing leadership skills increases success which leads to rewards, which leads to more profits, which leads to a better life. Mark defined leadership in one word: "influence". He who has the most influence will become the default leader. As noted earlier, improving your leadership ability takes a conscious effort. In order to achieve the most success, you have to work harder on yourself than you do on your business. Changing your mindset is the first thing for working on your leadership. At the beginning of his presentation, Mark asked the audience to tell him the first thing that they will do after leaving the meeting today. Answers were along the lines of: "check on suppliers"; "review new emails"; "look at the upcoming calendar of events for our business operations". No one said that he was going to work on improving himself. That was before Mark's presentation. But if he were to ask the same question now, the answers would certainly be different for anyone interested in making meaningful improvement. In addition to his presentation this morning, Mark also offered a few tips for members wrestling with the thought of speaking to our group (but the info is beneficial for wherever speaking)... Make it about the audience and get them involved whenever possible. Use props. Such as whiteboards. Don't be afraid to ditch a prepared presentation in order to make it a person-to-person thing. Tell stories. As Plato said: "Those who tell stories, rule the society". But you need to understand: About 7% of the time, the audience remembers what you said because of the story itself; about 38% of the time, they remember because of how you told it; and about 55% of the time, they remember because of your body language. Mr. Tobiassen asked for assistance with things you can do to help him. He would like introductions to businesses that want to up their game, and he would like introductions to anyone that would benefit from attending one of his Growth Club events. If you can help, contact Mark at 505-263-5657. You can use the same number if you would like to know more about The Law of the Lid, about how to improve your leadership skills, to get advice or assistance in public speaking, or if you would like suggestions for business improvement books that he recommends (his current 'go to' authors are John Maxwell and Marshall Goldsmith).

- ◆ EAGA's 2024 Jim Fanning Memorial Trap Shoot has been scheduled for Saturday, September 21st. It is always a great event and even if you haven't fired a shotgun in awhile (or ever) you will have a good time. This year participants will have 75 tries to hit something, so sign up and give it a shot (pun intended). Loaner guns will be available. The event begins at 8:30 AM with a mandatory safety meeting and shooting will start at 9:00. We are asking the shooters to arrive at ATC (Albuquerque Trap Club) for breakfast at 8:15. Anyone planning to shoot must attend the mandatory safety meeting. Make sure to open the action of your shotgun at your vehicle and keep it pointed in a safe direction at all times. Anyone with a loaded gun will be asked to immediately leave ATC. After the event, there will be a gathering at Rio Bravo. Sign-up sheets will be available at our breakfast meetings starting next week. If you have any questions about the event, please contact one of the members of the committee: Jack Zipper, TJ Maloy, Rick Reese or Walter Bracken.
- ◆ In order to encourage all members to take advantage of a great opportunity to speak to 80 or so interested business professionals, the following gentlemen have volunteered to be available if you would like help in preparing for an EAGA presentation. Contact any of them for advice, assistance and general support to help you become more comfortable as you get ready to speak at one of our meetings. J.W. Biava—505-379-9584; Tim Stewart—505-900-5395; Mark Tobiassen—505-263-5657; Dr. Gary Sanchez—505-259-1812; Kevin Lorenzen—505-604-4216; John Mead—702-217-4058; Jukka Jumisko—505-850-9177; and Michael Manning—505-977-3289.
- ◆ Second announcement of a new member application:
Medical & Commercial Communications
Representative: Robert Schuerman
Category: Telephone Answering Service / Virtual Receptionist
Sponsor: Dr. Nate Roybal
- ◆ If you have an objection to this company becoming a member, or if you have information that you feel should be considered during the review process, please contact Membership Committee Chairman, Jack Zipper (via telephone number 505-259-5959 or via email to jdzipper@comcast.net) as soon as possible.
- ◆ Board members please note that the August board meeting will be right after breakfast on August 13th. If you have any questions, please contact Mario, Chairman Joe Sierra or President John Mead.

Badge Board Greeters

Aug 13 th	Rich Ringrose—Albuquerque City Lifestyle Magazine
Aug 20 th	Rick Reese—Blue Ristra
Aug 27 th	Matt Darnell—New Mexico Trailer Depot
Sept 3 rd	No meeting—Labor Day week
Sept 10 th	Lance Darnell—Darnell Cable and Fasteners
Sept 17 th	
Sept 23 rd	

Scheduled Speakers

Aug 13 th	Lawrence Saban—AED One-Stop Shop
Aug 20 th	Paul Wynn—Acme Iron & Metal
Aug 27 th	Jack Thompson—Legacy Mortgage powered by Guild
Sept 3 rd	No meeting—Labor Day week
Sept 10 th	Kevin Lorenzen—Aflac
Sept 17 th	Lawrence Herrera—Performance Ranch
Sept 23 rd	

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