

Lessons to Lean into Your Influence with Joel Green

SPEAKERS

Joel Green, Intro, Susan Heaton-Wright

Intro 00:00

Welcome to the superstar communicator podcast. Our aim is to ensure you speak and communicate with confidence, clarity, credibility, and impact so that you present the best version of yourself in all business conversations. Welcome to our host, Susan Heaton-Wright.

Susan Heaton-Wright 00:19

Hello, everybody. I hope you're keeping well. If you're in the United Kingdom, I hope that you are coping with the real change in our Constitution. And my thoughts are with you all. And if you are dialling in or listening from other parts of the world, my references to the fact that our late Monique Elizabeth the Second or Elizabeth the Great died last weekend. As a nation, we are in mourning, but I still wanted to reach out because I'd already sheduled the most incredible guest today, and he's called Joe Green. And I'm gonna read I've got a long introduction here, but I don't want to miss any of the incredible things that Joel has done. He's the CEO of pro level training, the National Director of Nike sports camps, a former professional basketball player, and renowned motivational speaker. After retiring from his career in professional basketball, Joel founded pro level training, which became a seven figure company. In addition to running that he's also the National Director of Nike sports camps, as well as an accomplished speaker. He was honoured to speak to 1000s and deliver his own TED talk and you must share your link, and I'll put it on the podcast because I want people to hear this Joel's unique differentiator in business and as an individual is his ability to see life objectively from multiple vantage points. Unfortunate circumstances as a youth helped to groom and refine Joel into adulthood. Growing up in an abandoned home and seeing both sides of life has really helped him to connect with people over time, and I salute you Joel. A thought leader in the motivational category. Joel has a BA in Psychology from Rider University, which has helped to fuel his ambition to inspire others. He's developed a reputation for personal excellence and motivational talks that contribute tangible advice for attaining desired goals. Many of his messages he has delivered and are conveyed in his first book, filtering the way to extract strength from the struggle due to release this autumn, and those that are listening, I'm reading it at the moment. Unbelievable read absolutely fantastic. In addition, Breen is a professional sports and fitness model, an actor, and he has been featured in commercials, ads and on television. Most recently, he was the face of cheez-it crackers, celebrity crunch classic campaign, in which he was solely featured on millions of snack boxes. You got to look at this! I mean, it's known for setting very ambitious goals for himself, most recently his own challenge of reading 30 books in 30 weeks, he has unflinchingly put in 18 to 20 hour work days, with great joy to make his dreams have finished physical manifestation. He attributes his work ethic to his wavering faith, and his passionate

desire for excellence, both of which have allowed him to overcome many difficulties and life challenges. So welcome.

Joel Green 04:08

Susan, thanks so much for having me on. I really, really appreciate that.

Susan Heaton-Wright 04:12

No, the honour is all mine. I feel I feel and I hope that people that are watching will discover how lucky we are to have you on the live stream and also the podcast.

Joel Green 04:26

Thank you. Thank you.

Susan Heaton-Wright 04:28

Now, earlier you mentioned in your book, that early in your life, you had a tragic event that happened to you, and also there were some very distressing to read situations that were most racially motivated as a child. How has filtrate, filtrate as a mantra helped you

Joel Green 04:54

In a major way, I mean, that's something that I felt can felt to have to do it. I didn't give myself many options. Fortunately, you know, I had a one track mind in regards to improvement, and then give myself many ways out of just progress. So, you know, after going through what you just mentioned, you know, at the age of six being 10 feet away from a shooting and have to run from that thinking "I was going to be shot in the back", you know, and shot just like the kid that, you know, I witnessed being shot it was, I was the only person there, outside of the kid that got shot in the two shooters. So going through that at six years old, and just witnessing that traumatic situation, going through that trauma myself, showed me how real life was. And then the very next year, experiencing racism for the first time, and having someone set two pitbulls was on me and my brother, just because we're black, and you know, and laughed at us as we ran and had to scale up gate. And just, you know, going through things like that, again, it opened my eyes to life. And I wasn't one that enjoy taking my anger out on others. Although through, you know, unfortunate incidents, I may have gotten into a fight here and there at six or seven years old, because I was a product of my environment. And it was unfortunate, but the older I became, I realised, I have a choice, I have power over my actions and reactions, and I finally realised that I'm not a product of my environment, my environment is a product of me, you know, I create, I deteriorate, I have a choice in this matter, and as I begin to go about things with that mentality, you know, things changed, and I began to really filter, you know, my circumstances, to where, if I was angry, you know, I decided to use that energy within my anger towards something productive. If I was sad, I didn't desire to be sad, but I decided, say, you know, what, instead of being sad and crying all day, and cry myself to sleep, use that energy that's within sadness, and apply it somewhere, as hard as it may be. But what I found out to be the case is, it may not be as hard as you think it is, it just may be hard to start it. But once you start to apply it somewhere, you get a quick rhythm, you know, so for me, it's okay, if I can pull this energy from this anger to sadness apply somewhere productive, all I got to do was start to do it, and all of a sudden, I have this rhythm, and I'm just achieving something great. And I just began doing that time after time, and even when other hardship came up, you know, I lost tragically lost one of

my older brothers, you know, when I was a teenager, and I had to filter that moment, I said "So how can I? What can I do with it?" I shut down for a moment. It was just, we was so close. Yeah, and I had to realise that too. I was, you know, I felt like I was built for, you know, trouble. I was built for problematic situations, I can handle it, then that happened. And it's like, wow, okay. I really don't even want to live right now. To be honest with you, and I went through that. And it wasn't until you know, with the help of my family, you know, God's help everybody, just like, I have to get something from this. I'm gonna go through it, I have to go through it no matter what I might as well get something good from it. I'm gonna see what I can draw from and I just had to extract some fuel, some stress from that situation, and I just I put it on the court. You know, I put it in the classroom, I had my best academic year, I had my best showmen on a basketball court, I got multiple division one college scholarship offers, academics offers, you know, months after my brother died. It was because I just decided to stop being angry. Yeah, out there and apply to anger somewhere, that energy from the anger and energy from the sadness is still taking me far. To be honest.

Susan Heaton-Wright 09:00

That's remarkable. And so brave, in a way, because it's a natural reaction as a human being to be angry, particularly the six year old version of you, you know, you were a young child, and to have to go through that is, you know, it's heartbreaking. And you should not be ashamed at all at being angry, and perhaps fighting other kids when you were six and seven, because that's perfectly normal, isn't it? And the fact you've turned that round, is truly remarkable and inspirational.

Joel Green 09:43

Thank you so much, I appreciate that. It was it was difficult, it was tough to break a mould that I was in, tough to break habits of just, you know, anger and defeat. I felt defeated a lot. And just growing up in an environment that I did, the ghetto that I grew up and just seeing people all the time, this was in the middle of the crack era of the late 80s, and, you know, early 90s It's just so much drugs. And, you know, it was a tough mould to break, but you know, thank God, you know, it happened. You know, my parents helped me a whole lot just instilled in me like, "hey, look, we know where we are, this sucks where we are, you know, but know that you can get beyond this, and you will get beyond this", and I believe that, so I just follow suit.

Susan Heaton-Wright 10:30

That's brilliant. And you must be such a role model for other people.

Joel Green 10:38

I hope so. You know, I try. I try to be as much as I can. Because I am intentional about my movements. You know, I'm intentional. I know, people watch me. You know, I know people see my movements. I'm around youth a lot, you know, you know, being a national director for Nike and Nike sports. I know, eyes are on me, so I try my best to be a positive role model. When I speak, I do my best to make sure. You know, I'm speaking positivity as opposed to any detrimental words and things that tears other people down? There's no time for that. So, you know, I hope that in the eyes of others, I am a good role model.

Susan Heaton-Wright 11:16

I am certain you are. And I thought it was really interesting that you talk about Mike Tyson, you quote him a quote that I have never heard before. So funny. Everyone has a plan until they get punched in the mouth.

Joel Green 11:39

Everyone has a plan, until they're punched in the mouth. And it's so true. Because we may be so happy go lucky about life and which is great. And all of a sudden life just smacks you in the face out of the blue. And it's like, "oh, what do I do?", and you have no protocol in place, that's a bad place to be, to not have a defence mechanism to not have something to revert to, you know, if life punches you in the mouth, you know what I mean. And for me, that's why I came up with filtering, because it's a, it's a protocol in place, it's something to, it's a tool that you can use to really break life down to break these sudden moments down. In the moment, you don't have to go all the way through it and wait on hindsight to reveal the answers to you months or years later, you can go through it, and filter it and actually develop foresight, so that you can resolve this not have to continue to go through it. And you can work on literally resolving the issue so that it doesn't continue to revolve and keep going around you back, you know, time and time again. So it's so true, so many of us has this amazing grandiose plan, and we're so happy with this plan until all of a sudden, you know, smack it and all of a sudden, like, "Oh, my goodness, I don't know how to handle this". Yeah, you do know how to just have to have some things in place that can help guide you.

Susan Heaton-Wright 13:04

Do you think that the pandemic is I know that you've got a whole chapter on the pandemic? Do you think that that is a very good example of suddenly being punched in the mouth?

Joel Green 13:18

Absolutely, after that, we were all punched in the mouth of the pandemic, that it caught us off guard, we didn't know what it was, we didn't know how to move who to move around. We didn't know what to do, what we should eat, you know, what we should touch, where we should get in touch. But it was it was scary. You know? Again, it was like being in a horror movie of sorts. It's like, okay, wait a second, I shouldn't go there. I should only be in a room with maybe 10 people and no more than that. Or I need to be six feet away from someone, and you know, I can't get on an elevator anymore. It was so many things that hit us in the mouth, you know, suddenly you were just like, "What do I do now?" And that's exactly where I had to filter that moment. Again, filtering the pandemic is the final chapter of the book, and I had to filter what we were going through and I saw so much opportunity within a pandemic. It was amazing. Obviously, it was so difficult just to witness and see people passing away and getting sick. It's like my goodness, and just tough to see that taking place. You know, but you know, outside of those things. I saw a tonne of opportunity for growth, a tonne of opportunity just to help other people, you know, and it was just like, I got it, you know, and just by way of breaking the pandemic down while it was happening. It showed me so much and you know, I'm glad I was able to see some things and not just see the problem of the pandemic. But I saw the progress that can come from it.

Susan Heaton-Wright 14:59

And Certainly in different parts of the world, certainly in the United Kingdom, there is forecast a recession. And this is another example of possibly being punched in the face. And how can we filter that round?

Joel Green 15:16

Preparation, you know, I've told people plenty of times to where preparation brings peace, right? So often we complain about the problem so much to where we negate and forget to prepare, you know, for things that are looming, if something is looming, you probably should be prepared for preparing for something, you know, like, if we saw, if we saw the pandemic looming, right, many of us would probably start storing canned products and toilet paper, because there was no toilet paper anywhere. We would have stockpiled all these things, but we didn't see it coming. So once that happened, we were just like, "Oh, my goodness, I don't even have the basic essentials that I need". But if we see things like a recession coming, I would start look prepared, you know, you may want to, you know, have some of your funds and finances in a place that's super secure for yourself. And maybe save and don't spend too much of that at the moment you got it, you may need it, you know, just different things, you may want to go ahead and apply for a loan right now, you can just leave on the side, don't touch it, just have it just in case, there's so many things that we can do. If we only get out of the problem for a moment, we step outside of it. And you've seen this in the beginning of the books where I say, when things go wrong, don't go with them. And that's what we tend to do, so often.

Susan Heaton-Wright 16:45

Take a step back and look.

Joel Green 16:47

Just look at it from the outside, if possible, like if you're able to just see it outside of your own default perspective. Man, what you will see would be amazing. It would be amazing.

Susan Heaton-Wright 17:02

Now you talk about the the filtering, could you give a brief summary of what this means and how people could use it?

Joel Green 17:12

Well, again, filtering, as I mentioned, it's, it's a tool. You know, that I developed for myself, just because I was going through quite a bit, you know, about seven or eight years ago, you know, just going through divorce, you know, going through a lot of life transitioning out of professional sports, you know, it was very humbling time for me. And I just was searching for a tonne of answers, you know, just been reading a lot, just asking around a lot, and things just didn't seem to be going in my favour, to be honest. And I had to get out of this place of complaining, and just hitting myself, it didn't feel it literally didn't feel good. I didn't feel like myself, and I said, Okay, I have to, I've been through enough by this time, like, alright, Joe, you, you've handled things before you've been through death, you've been through other things in life, you can handle this. And so I just begin breaking my situations down like I never had before, and got into, you know, an emotional brainstorming phase. And that's what filtering is you break things down, you just begin brainstorming on them to where you literally begin seeing your circumstances from about three or four different vantage points, you become your own therapist, you

become your own friend, you know how many times we don't see what we're going through, but our friends did, or even many times, you, your friend may be going through something, you give him the perfect advice on it. But when you go through that same thing you don't, you don't give yourself that advice. And, you know, with filtering, that's what I began doing even for myself, I've been again, seeing things, you know, objectively. Outside of myself, and I saw bad moves that I made, I saw good moves that I made, and just filtering does that for you helps you to see what you're going through, break it down and extract exactly what you need from that. And you see there's a chapter in the book called The purpose of our pain. That may have been one of my favourite chapters to write in the book. Because pain is something that we deny so much, and we try to ignore it because we don't want it it's it's painful, it hurts and we just want it to be gone. But pain is something that we ought to lean into and realise why it came as opposed to saying "I just wouldn't be going so bad, just get out of here pain" It's like, oh, please find out why that pain came as opposed to sweeping it under the rug. You know, the more you strip under the rug, you end up tripping over that rug when you know when you, it'd be a painful experience to find out in the end the answer of why it came when you could have found that out before. In the end might be too late so for me, I lean into my painful circumstances and I try to use them against themselves out I try to have them cancel themselves out. Right? That's what it's about for me.

Susan Heaton-Wright 20:06

That's interesting. Now, I know that you say that you should own your failure, and so often we get frightened about getting outside our comfort zone. And one of my mantras is certainly, "what's the worst thing that can have happen" or "it won't kill you?".

Joel Green 20:32

I get it. I completely get it. I mean, that's, I honestly, I think I carry the same mentality. You know, to where I'm willing to go a lot, because I know, I'll still be here afterward. You know, I'm willing to go all out in this regard, now, if I'm climbing a mountain, and I have no bungee cord, that's, I'm not willing to do that, because that's something I actually can't tell you. But, you know, I carry the same thing as far as not being afraid to fail and not being, you know, afraid to have mishaps because it keeps me from that comfort zone. It keeps me from plateauing, it keeps me from being complacent, because the more that happens, that's the moment I begin to decline. You know, and the thing, the crazy part, I've realised about the comfort zones, is that we decline incrementally, and we don't, it's so small of a decline, that we don't even notice it until something big happens to where it shows us the great decline that occurred over time. And that's what's scary about being in a comfort zone, you don't know it, until all of a sudden some shows it to you like, "wow, I've been here for a while", and for me, I'm all about growth and progress. I love growth Susans. So I love growth so much to where I'm always seeking, like, okay, how can I improve this? How can I improve that? How can I improve myself, I look in the mirror like, okay, what can I do to help myself mentally just be better than I was last month or last year, you know, last quarter in business. And it's just, I don't I'm not concerned with fear, I'm not concerned with messing up because this is the part of the process.

Susan Heaton-Wright 22:18

That's so interesting, you know, as you speak, something comes to mind, and it's the first chapter of a book by Raymond Blanc, who is a Michelin starred French chef, and he talks about the process of doing a tomato jeux, and he asked everybody, what they think "ah beautiful it's wonderful", and he said,

"Well, how can I make", "no, it's beautiful!" "No. How can I make it better?". And then he said that that's when the magic starts, because people have the, they're given permission to say, well, actually, I'd like a bit more salt, or I would like it a little bit less runny.

Joel Green 23:03

Exactly. I mean, if we only take the time to critique ourselves for progress, the improvement that will take place will be amazing, because so many times our self critique is negative, you know, is not meant for progress. We may just be critiquing ourselves out of the state of pity out of as opposed to a state of progress. So for me, I love that example that you just gave, because he was trying to have his product critiqued so that it can be improved, and that's really what it's all about. Like, if we're going to work towards something there's nothing wrong with critiquing it and finding out the flaws within it. That's a part of refinement, and refining things to make sure it's best product, and I want to have my best life to be honest. So I critique myself and things that I've done, I critique myself as a father, I love fatherhood, like to a tee, it's literally my priority of life. I critique myself to make sure I'm my best person as a father, that you know, so that my son is getting the best product from me. So I love that example that you gave.

Susan Heaton-Wright 24:16

Now, you talk about designing your own destiny, and I love the idea of that because we can all set up big hairy goals, but it's how we get there, isn't it?

Joel Green 24:31

That is how we get there. I mean, it's, we again, going back to choice, we have a choice and where we're going, you know, we may not have had a choice on where we've come from. That's the thing. You know, we don't always have a choice of where we start. You know, we're born into a certain place, you're born into a certain family, you're born in certain environment. That wasn't your choice, but you always have a choice beyond that moment. And I just I really want for people to know that they have a choice and how to make that choice. And you know, different things they can do to make their choice, a good choice, a great choice. And again, that's why I wrote this book, I just really wanted to help people out again, I'm, you know, I'm only 37. Right. But I've been through so much life, I've seen the patterns of life, I've seen how cyclic life is, it's a pattern, you know, we may go through something at home, that's meant to teach us a principle, and we'll go through the same thing in business as meant at work, just the same principle. But just imagine if you've already learned from it at home, you'll be ahead of it at work, and it won't hit you as hard at work. And just seeing the different patterns of life and you know, just relationship and love to us, I just have to, you know, I began speaking on it from the stage, you know, told me different organisations in schools, universities, and once I saw that, they really appreciate it, and it was helping them I said, I have to write about it, just to really help even more people.

Susan Heaton-Wright 26:04

That's brilliant. Now, you talked about your tips on flipping a negative thought to a positive and getting the energy. Could you share some tips with us about this? You know, maybe three top tips?

Joel Green 26:24

For sure. I mean, one is again, you know, just referring back to something I mentioned earlier, just, you know, using things to cancel themselves out different negativity, you know, an example is just dark moments, I was asked recently, like, what separates high achievers from, you know, low achievers, I just said, you know, like, high achievers aren't afraid of the dark. Right? You know, and what I mean by that is someone that's a high achiever, they've been through some stuff, right, they've been through some darkness. But they've learned how to use that darkness as motivation to get to a brighter and brighter place in their lives. They use that troublesome area of themselves to actually push them forward away from the darkness that much more, but they use the darkness to do it. The Darkness cancels itself out in the process, it no longer affects them, unless they wanted to draw from it. So I've done the same things I've drawn from my darkness, I leaned into, I'm not afraid of the dark, right. And that's one thing I've told people as to where don't be afraid of the dark, lean into the darkness, and actually use that dark moment as motivation to get away from it even more, and it can't even bother you anymore. I look at different things I had in the past and draw anger and sadness from it to this day, to drive me forward even more. You know, so that's just, that's one tip right there. Another one is to and this is, it's an obvious one, but it's one that we always don't lean into, but I'm big on getting help now. I'm just huge on, you know, on getting over things together. Right? So whether it's a relationship or just you going through something individually reaching out to someone, again, we know this already, but how often do we do it at the onset. So for me, I had to practice doing it at the onset, as opposed to waiting until I'm wallowing in this thing for months or for weeks. And obviously, I'm like, I'm having a breakdown now, and when I could have reached out to somebody, when when I first felt this, and that's again, I'm going back to the tool of filtering because now when I use it, it makes me more aware of what I'm going through, and I can now say from the start, I'm gonna need some help with this. I'm going to need some help, I can see an event I'm going to need some help with this situation, again, developing that foresight, as opposed to waiting on hindsight, reaching out to somebody saying "hey, look, this is what I'm going through", you know, I never forget how insecure I was at one point, you know, about eight years ago when I begin developing this tool for myself. very insecure, going through anxiety for the first time in my life again, after being a pro athlete. I never felt anxiety. I was bred for anxiety on the court and high pressure situation. So once I got on this other side of life, I'm like, "What is the thing I'm feeling in my throat? What is this? Why is my heart racing?" and I'm not doing anything. And I went to the doctor's for and they told me "yeah, this is it, anxiety, you know, you're transitioning out of a, you know, livelihood into another one". I just had to begin learning saying, "Okay, I'm insecure about this, but I'm not the only one going through this". You know, the moment I reached out to other people, they say, "Hey, I felt the same thing. I went through that too", and it was so comforting for me. And it was it wasn't from a side of misery loves company, but it just felt good to see. Okay, I'm just human Did you know that and that just helped me out so much. So reaching out to other people to be, you know, willing to expose yourself for help, though, for progress is a major tip and tool that I use to this day, whether I'm reaching out to a sibling, a close friend, parent, whoever.

Susan Heaton-Wright 30:20

That's just brilliant. That's, and we were stronger together, aren't we collaborating and supporting each other?

Joel Green 30:28

Absolutely big time.

Susan Heaton-Wright 30:30

So before we go, could you tell the listeners a little bit about the book, I will make sure that there is a link in the podcast so that people can purchase it?

Joel Green 30:46

Absolutely. Yeah. So again, the book, you know, it's called Filtering: The Way to Extract Strength from The Struggle <https://www.amazon.com/Filtering-Way-Extract-Strength-Struggle/dp/B0BCCY3HNZ> It's online, you know, everywhere, Amazon, Barnes and Noble. But it's just, it's a book to really help us, you know, get beyond what we're going through. And it's, it's not only getting beyond, but pulling something from what you're going through, that can actually help propel you beyond what you're going through. And that's what was that whole extraction process, that's what it's about. You don't want to just go through things and get nothing from it. Right, that's a lot of time spent, sometimes time wasted. I'm big on maximising my time in my life. So I'm gonna go through something, I want to grow through that thing, as opposed to just go through it. So the filtering process is going to help you guys to be able to really extract exactly the reasons why that situation may have come. And you know, it will help just enlighten you, it will help make you more aware or help you understand your pain, it'll help you understand, you know, areas of growth. And you'll begin to see that you don't just even filter the negative situations, you'll begin filtering even the positive saying, "Okay, let me actually draw from this situation, exactly why this happened, why I achieved this, why I feel so great". And it'll help you to say, "Okay, I got this from it, I can actually replicate that feeling. now". You extract things from that happy situation, from those great moments, you'll learn how to be more fulfilled, day after day, and it's just, you know, it's a tool that again, I promise you I practice it every day, because, you know, there's always something that tries to hold you back. Yes. It's just, you know, I want answers. You know, I want to find out what's going on here. And I questioned it, but I questioned it with void of emotion. I don't say, "Why am I going through this?" I say "why am I going through this?". And those things helped me out. So hopefully, you know, it really helped you guys out. You know, I've been hearing from a lot of people that has been helping them over the past week since the book has been issued, and I'm loving it.

Susan Heaton-Wright 32:47

Excellent. And how can people contact you? Can they contact you via LinkedIn? Do you have a website?

Joel Green 32:54

Yes. So I'm on LinkedIn, for sure. Joel green, you can find me on Instagram. I'm on there all the time nowadays. Jay green PLT, that's JayGreenPLT. I'm on Facebook as well, I can look up Joel green, or Joel green official, and my website, <https://www.joelbgreen.com/> So I'm very big on engagement, if you know if any of you reach out to me, if it's just for any bit of advice, even a connection to make for you guys, I'm big on that. If someone says, "Hey, you know, I see you're involved in this", I will connect you guys and just step out of the process, because that's, that's where my heart is on different things, but I would love to connect with you all and just make an impact in any way I can.

Susan Heaton-Wright 33:37

Oh, you're just so amazing, Joel, it has been fantastic speaking to you, and seeing and hearing how you have this wisdom which almost says way beyond your years, and you are sharing it and making such an impact with so many people, and I salute you.

Joel Green 34:01

Thank you so much. I truly, truly, truly appreciate those words. I mean it.

Susan Heaton-Wright 34:07

Thank you so much for your time. And thank you very much for listening.

Intro 34:12

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