

INTRODUCTION

Let me tell you three quick contrasting stories of individuals in your role as the business travel boss:

Sharon, VP of Sales for a large North American software company, picked up my first book *Elite Road Warrior: Six Energy Habits to Master the Business Travel Life*. She skimmed it and thought the content was perfect for her business travel team. Her excitement quickly faded with the overwhelm of her schedule.

She kept telling me, "I need to get you in front of my team. They're burning out, and it's hard to find new people and taking forever. And don't get me started on their inconsistent results. Something needs to change."

After numerous months, Sharon decided the least she could do was to buy a copy of the *Elite Road Warrior* book for each team member for Christmas. Exactly, the *very least* she could do.

Do you know what's changed over time with Sharon and her team? More frustration, burnout, inconsistent results, and turnover. #BigShocker

Didn't see THAT one coming now, did you?

I don't mean to rip on Sharon. She's busy leading a team. I get it. But she wants different results doing the exact same thing...except generously giving a book to her team with no context and absolutely no accountability. She continues to grind it out thinking more training on her product or pushing her team to do better is going to help. What she's missing is what they *truly* need: to master the business travel life.

Oh, how I want to help the Sharons of the business travel world. If only she would let me.

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Mike, is the CEO of a quickly growing tech company that has every salesperson on the road and often. He heard about Elite Road Warrior and thought he would bring me in for an hour to talk to his sales team at their yearly event. Half of his executive team didn't attend and the few that did were on their computers, obviously working.

And what did that model to their team? To do the exact same thing. Sales guys left to take a call because the executive team did the same thing. I'm high-energy, but even I can't compete with those types of distractions.

When the one-hour presentation was done, I chose to give away books to his team. Mike was on to the next presentation and wouldn't even buy them for his team. No follow-up, no accountability, and as a result, no progress.

Nothing changed with Mike and his executive team. They were pleased because they "checked a box" that they helped their team with this one-hour, high-level overview and moved on. So has half his sales team. #WhoSawTHATComing

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Scott is the SVP of Strategy and National Accounts of a large global distribution company. He had no idea of any products and services that could help his North American sales team of over 80 business travelers and three VPs. Scott is known for caring for his team and has completely changed the culture in the last couple of years in his new role.

When Scott found out about Elite Road Warrior, he read my first book, and immediately circled back on what it would take to begin the process. The timing worked out perfectly for Scott in one way in

that he was bringing his entire team to the Chicagoland area for an intense week of training. The bad news was every minute was accounted for on the already-packed schedule.

But it mattered so much to Scott that he talked to his three VPs for their buy-in, and forced out other content to add a 90-minute Elite Road Warrior live training. Scott also bought every single business traveler and VP an *Elite Road Warrior* book. He then started my session by letting them know this was his way of tangibly demonstrating to them he cares not just about their work and results, but also their health and their home life, knowing how important all three were to being their best.

Scott is now exploring one-day workshops to have his team attend for the deep dive of the Six Energy Habits, where they will walk away with their own individualized roadmap to execute. He's also looking at bringing me in for consulting on accountability to implement this in the long-term for his team and provide executive coaching for him and his VPs. Lastly, they have a global event with thousands from their team that could use this content on a grand scale which we're being considered to attend.

Boom - that's how you do it.

And between the Sharons, Mikes, and Scotts that are leading business travel teams out there, who do you think will prove they truly care for each and every business traveler on their team? Who will see the most results?

In the end, what set Scott's mindset apart was this simple reality:

- He didn't have the time or the expertise
- He did have the influence and the budget

Scott accepted what he did not have then leveraged what he did have to take action on tangibly taking care of his business travel team to eliminate their burnout and to exceed results.

And you can, too.

In my experience, there are consistent misbeliefs, objections, and questions that have come from business travel team leaders that must

be addressed. And that's exactly where we're headed next in the State of the Union for Business Travel Boss section. Read with an open mind and a desire to do whatever it takes to become and remain a business travel team leader who truly takes care of his people.

Before we dig in, let me challenge you. Answer these pointed questions with brutal honesty.

Three Challenging Questions:

1. If someone came in with a plan to truly take care of your business travelers, would you be replaced?
2. What would it take to change your view of caring for your team? (As defined by this book)
3. How do you want to be remembered as a boss to each of your business travelers?

One of my favorite quotes and the theme for *Elite Road Warrior* is perfect for you as you work through this content:

*If you want to do something, you'll find way.
If you don't, you'll find an excuse. ~ Jim Rohn*

Find a way, business travel boss.

It's Go Time.