

# S01 - E37 - Rooted \_ Unwavering\_ Hylke Faber \_ Vince Menzione

**Presenter** 00:03

Welcome to rooted and unwavering a podcast and radio show which features leaders from all walks of life in conversations about courageous connectedness. How do we stay connected to our best selves, especially when we are challenged? What becomes possible when we truly stay committed to our own and others rightness also when we don't feel it, Join host Philco Faber, transformational coach, facilitator and award winning author of taming your crocodiles and his guests as they explore leadership greatness in today's episode of rooted and unwavering

**Hylke Faber** 00:42

Welcome to ruin, wavering broadcasting live this time from Arizona and Florida, where we help leaders connect more deeply to their innate potential. I'm your host Hilco Faber and I'm here today. Delighted to be here today with Vince menciona. Vince, how are you today?

**Vince Menzione** 01:00

I'm doing fabulous Silca. Great to be here today with you.

**Hylke Faber** 01:04

Great, and I am so grateful you're here. We met a few months ago. And I'll say a lot more about you in a moment. One of the things I was struck by was the exuberance and positivity of your care and connection. And that was one of the reasons. Besides all the other wonderful work that you do that I wanted to have you on the show. And before I say more about Vince, I want to say more about this podcast, which I do every podcast, this is episode number 37. And in each of those podcasts, we are looking at what is it like to be rooted and unwavering. And, to me those two little words are like little little reminders to say come back here, come back here, come back here. Because if you're anything like me, the mind comes up with all kinds of strategies to distract us from what is true from what is our highest self, from what's caring from what is empathetic from what is purposeful, from what is actually enjoyable and peaceful. And I was just talking with my colleague about this. And I was thinking how much time I spent trying to control other people or events or outcomes and how fruitless that is. And part of being rooted in wavering, or being connected, being connected to what's important is to recognize that and to wean ourselves off from the addictions of disconnectedness and to connect more deeply to what actually is most important to us. And this is not a goal, but it is a journey. And we do this podcast because we can come up with all kinds of nice theories and philosophies and all of them can be very helpful. And it's also helpful, for me, at least to hear from real life people and to hear their stories. So today, we're going to hear from Vince menciona. Vince is, in my eyes, an amazing, amazing human being who has taken the daring step to stand really on his own two feet. In the business world,



he he has a company that's about ultimate partnering, and ultimate partnership. And he comes to this with decades of experience in the experience of of partnership, he has led successful business transformations in many companies, including Microsoft. He is is like a mind of discovery. He brings people together only a couple of months ago, he was working on a on a conference. I know because we were talking about this conference and I saw his courage and bring people together and just want you to put yourself in those two in his chair for a second I putting a conference together for hundreds of people putting your own capital on that. That's mad, and yet pulling that off and making that happen with so much care and excitement. So Vince is a the general manager, leader of ultimate partner, which is a media events and advisory business, which is focused on delivering premium digital content, outstanding curated and highly differentiated events, and advisory to a select group of clients. And from my perspective, that highly differentiated part comes a lot from from Vince himself and the energy that he brings to everything that he does. So welcome, Vince, I'm so happy to sit with you today and to explore this topic of connectedness. Yeah,

**Vince Menzione** 04:44

thank you so much. I'm honored and wow, that was a thank you very much for those kind words.

**Hylke Faber** 04:49

Oh, my coming from the phone but I know as a true place within me. So. So diving into this conversation, Vince, I want To explore with us a bit about what have you learned about connectedness, connecting to what's truly important to you to yourself to others purpose, whatever you however you want to define it in your life and leadership. Where does that question take you?

**Vince Menzione** 05:15

It takes me it takes me back about 16, OR is 16 OR 18 months ago, to a point in time, when I finally realized and you know, this is gonna, this is gonna sound like a, like a personal journey or struggle. But I gave up drinking back in August. And this, by the way, I'm not, I don't want to use this platform as a way to preach about, you know, my own personal philosophies, in regard. But I went on a personal journey of discovery. And I felt like I was disconnected from myself for most of my adult career, I think I tried to force things to happen, right, as an executive, we were always like, chasing the shiny object. And going after, you know, the gold ring, I'm using a bunch of metaphors here, you know, I was always striving to be successful and striving to have the big house and the, you know, the fancy cars and the career and so on. And maybe a lot of the work in those, those four transformations was was helping organizations get there, and maybe some of it was just, you know, chasing shiny objects. But after I got on this personal journey, I found meditation. Now I say, I found meditation, I had tried and struggled to meditate many times over a period of time, unsuccessfully quieting the mind. In fact, I had been a big proponent of Dr. Michael Gervais, who's whose great work finding mastery and was this Seattle Seahawks coach, high performance coach. And, you know, had done some meditations but just really kind of pushed to the side. And then I found meditation in a big way and guided self meditation. And I found myself, I found I found myself connecting back to myself, like there have been moments that had happened. But like many of us, I have struggled with the addictions, whether they be food or alcohol, or



they are our phones, right, or social media accounts. And we all spend all of our time there, like we wake up in the morning. And the first thing we do is check our LinkedIn and Facebook and our email and all those other things. And we want to get connected that way. And that's not true connection. True connection is interconnection. And I found that and going through that journey, led me to a different place. And I was able to connect with my vision. And really what I wanted, and what I wanted my legacy to be, I had already stated it, again, work that I had done previously, like, I knew what it was, but I wasn't connected to it. And so for the last 16 or 17 months, I just the state of connectedness has allowed me to really focus in and, and to get to get to know myself better get to be engaged, more succinctly with this vision of the future. Instead of just, you know, having this busy monkey mind going on all the time, and like living there. And by the way, it comes in as you know, it's a journey, like you, you fight it all, all day long. We all fight it. I mean, we we have a reptilian brain deep down inside of our cortex. And that's it's driving a lot of things to happen that we don't even know why we're doing them. Right. They're, they're innate in our biology. Yeah. I

**Hylke Faber 08:44**

so appreciate the openness and humility that with which you start our conversation, that's quite a thing to share, about our addictions, which I would agree with you we all have in some way, like what we let our attention be captured by that may not be the most helpful, helpful or healthy for us. And I love that you're speaking about that. Can you tell us a little bit about how you came to that choice? Because I imagine people listening. That may be where you were, let's say two years ago, not 1617 months ago, like how did you come to that choice? That it's an important moment in life?

**Vince Menzione 09:30**

No, it's very funny because it's a topic I don't talk very openly about for the for the simple reason is that it's it's almost taboo to talk about it and I don't sit consider myself like an alcoholic or anything. I never considered myself an alcoholic. I just I just liked the taste of wine and it loosened me up to be social and you know, it was it became part of my life. And so, you know, socially it's the most in fact it's it's less socially be acceptable to have this conversation we're having today, right? People don't want to talk about, you know, we have dry January in the United States for a reason people are taking a break, right as some people are taking a break. And I was hoping maybe the ones that are the ones listening will get something from this conversation. But my perspective is that it you know, it made me less we do a lot of this, you and I are both we have careers where we're in front of people, we're podcasters, we're in the present in this moment. And I just wasn't performing the way I wanted it to. And I found that I was waking up in the morning having to struggle through that, versus focusing in where I really wanted to go with, with with with this, and taking ultimate partner to the next level, and really fulfilling on my mission and my personal philosophy. So it was more about that. And after, you know, a night of maybe a little bit too much fun. I woke up the next day and made a decision that you know what, I'm tired of fighting this, I just want to have like clarity in my life. And I want I like the way I feel when I have that clarity. And I found meditation. And I was like, wow, this is like this is almost like a super high. This is like a superpower to be able to like step inside myself. And really like understand what's going on and like, go on a journey and really understand the universe in a different way. And that might sound woowoo to a



lot of people. But that's really truly what I found. And I was able to connect back on that journey, and it has accelerated the path since. So there's something in there. There's something in there. I'm just continuing. I'm just continuing on. I just celebrated 500 days. And that but but it's more about the connectedness and having the mindfulness and connectedness being operating the mind at a certain level that I think that we may be, we impair ourselves, if we're doing things whether they be, again, these can be food, these could be alcohol, these could be other addictions that we we impede ourselves on. Yes. And we're not connected. And we're not connected into our, our inner self. Yeah.

**Hylke Faber 12:12**

This, this letting go of these things that distract us. And I also hear in your story, we may not even realize that we're distracted, because we're so used to the destructiveness and you're saying, and then I stepped into a whole different world, which seems almost like continuous Hi, by, by using meditation. And, you know, my perspective, meditation is one very powerful tool that can help us with that. And there's many, many others, I used to think that meditation was the only thing. And that's kind of a more of an adolescent way I think of thinking about it. But tell us a little bit more about what you discovered. As you started meditating, and maybe also for listeners who are not using the practice of meditation, I mean, it'd be familiar with maybe it can describe a little bit about what does your meditation practice look like today? Sure.

**Vince Menzione 13:14**

We'll start with the practice today. I generally use self guided meditations, I have a couple of practitioners that I follow, I happen to be a fan of Joe Dispenza. People have different points of view. I like I just like the sound of his voice. It's very calming, whatever music he's using, and certain tones that they set just worked well for me. And then there are some others that I found and picked up that are where they use that theta beats and things like that, that very easily get me to relax. And that's all thing, right? Really about relaxing and calming, calming the mind down. I had before I had started, I had read someplace or listened to a podcast where somebody said, we have 60 to 70,000 thoughts a day. And that got me really thinking like, Wow, if I could only calm down to maybe a few thoughts at a time. And it's hard. It's hard to do that. And some days, it's I think practice is the right term for it. Because you practice it, and some days you're better at it than others. But there's no such thing as a bad meditation in my mind. And so every morning, I have a ritual. I go through first thing in the morning, and then I spent about a half hour basically and it's it's like the best half hour of the day. Sometimes I'll come back to it at night, close to bedtime. And I'll spend some time doing a specific meditation. Maybe I'm focusing in on a problem I'm trying to solve for and just putting it out there in the universe. And you said something earlier that really struck me is that we're fighting like we were trying to force things to happen in our worlds and with people and we can't You know, I think letting go of that and just being our best authentic itself makes a difference. Like just being out there for people. Gratitude is something that is really also I'm really grounded on gratitude. And maybe I spent a lot of this meditation process thinking about gratitude, at least at a sub subliminal level. But I think those are some of the things that I do to get there. Exercise is also part of my ritual. I tried to eat and drink, right, oops, sorry about this. But this is athletic greens, which I, I take a couple of times a day, big, big fan of a good nutritional balance, and



my life and so on, I had health issues and weight issues. So I've been fortunate enough that I've stayed on track with a lot of the things and for me, this last step, has just been like the connectedness piece has been the most important.

**Hylke Faber 15:54**

And what are you finding, as you are doing your practice, you said, it's like, the most beautiful, thick part of the day, right? And so what are you finding there? And I'm just curious, from your perspective, what would you what are you finding as you go from 60 70,000 thoughts a day and maybe being lost in them and to maybe a different experience? Or what do you find it

**Vince Menzione 16:22**

you know, every every experience is a little bit different. In some ways, I've never done psychedelics, but in some respects, I will call it a trip. And I go on a journey, like that day is a brings me in a different direction. Sometimes a lot of its focused in on what my thoughts are, for my day, we're, you know, I want to see that vision of the future, I focus in on a vision of the future instead of the past. And so I take myself in that direction. For me, it's been, you know, you talked about some of the things we accomplish this past year, it, it has been the game changer for me to get there. Because it was I was able to clearly our focus, and think about and then things would happen after the pod, after I did the meditation, right? Things would like automatically happen in my world that I wasn't expecting, I'd get a phone call from somebody, some fortuitous event would happen. And I don't know if I manifested some of those things. Again, I don't want to get into this movie woowoo kind of place where people talk about like, the secret and all those books. But I do think that the universe, if you open up your heart, your mind, the universe can unfold in a very different way. And I, whether it's you know, whether we believe you believe in a specific god or have a religious following, I think it's all tied together. I think it's all the same. And some people go, you know, a doctrine approach. But for me, it's just been about that. And the world. Like, it's almost like I'm having a trip and a journey. And on that journey, my mind is opening up to new new possibilities. And and that's what happens when I get done with it. Those possibilities seem to unfold.

**Hylke Faber 18:09**

Opening up to possibilities, I'm imagining you meditating and doing your practices in the morning and visualizing, and opening and letting things happen. Is it always a pleasant experience?

**Vince Menzione 18:28**

I would say for the most part, it's a pleasant experience. There are times that you know, there was there's maybe something in there, there's some something stuck, that needs to be unstuck. And, and maybe it's just bringing it back. And it's almost like taking a you know, maybe having a tooth thing. Maybe it's a cavity or something that like it's sensitive and you touch it. But but at the end of the experience, it's all good. Right? It might start off in a place where you need and maybe that's the clearing process. I don't know. But it's it always seems to be at least for me, it seems to be a good experience. And maybe it's because I again, I haven't tried like 100 Different meditations or guided



meditations, but for me, staying focused and the ones that I know, tend to work for me have been positive, great.

**Hylke Faber 19:25**

This, this sense of clearing out the cobwebs I sometimes call it or that is probably also part of it. I know definitely for me, I notice daily cobwebs that show up and resonate with you then sitting with that. It evaporates and actually I don't have to do much for it. It just does. That's one of the great things to me is like a microcosm of the macrocosm of opening up the possibilities like My mind always wants to force things and think about things and put pressure here and there. And in meditation, we learn to open and to receive. What's here?

**Vince Menzione 20:13**

You know, I think about the we talked about the reptilian mind, right? Yeah, we are. We are an innate animals. And we follow whether, you know, because we're mammals, and we were in the pack, and we're wolves or whatever we were in our, you know, our brains previously. There's a, there's things that hold us back, right? Like, we're open, we're looking over our shoulder, we're thinking about the other person. We're competitive by nature. And so we tend to focus in many times on things that really, if we went back a year ago and said, What was that that was bothering you, you wouldn't even remember it wasn't that important, never came to manifestation. But we spent a lot of time there. And for me, it's like not spending time in those places. For me, it's focusing in on where we need to go and from and for the business, it was exactly that, like we were this podcast, and I was doing some consulting work for individual clients. And I always had this vision about doing more and big, making it bigger, and doing live in person events and blowing up the podcast to be almost like a media channel and that kind of thing. And so that's literally where we've gotten. That's the journey we've gotten in the last 16 months. And that's where and we continue to just keep going in that respect. So

**Hylke Faber 21:29**

so say more about that, because I appreciate the connection you're making between doing this work of meditation, mindfulness, and then how you live that and how you apply that for ultimate partner for your work. Yep. And I was also struck Viens, by you saying, Hmm, you know, my work was at a certain level, I felt constrained. And that was, for me also the impetus to make some of those changes. So can you say more about how that journey has unfolded off? Like how your business went from some consulting, smaller scale to where you are now, can you say more about how that didn't follow that what you've learned along the way?

**Vince Menzione 22:16**

Well, you talked about I described this careers for successful business transformations, right. And when I go back, now I go, wow, that was a did some pretty profound things, not back patting myself on the back. But I helped the startup go from 6 million to 120 million, we went public on the Toronto exchange, I was a key ingredient of the success. I did a turn around, where I that's where I started in partnerships, and I build the channel from scratch. And I helped that company accelerate its performance. Golden



Gate capital spun us out for 5x. And, again, another very successful venture, then I went into Microsoft, as a GM had a friend recently say, you know, making it to the might make it Microsoft is like the Yankees, you know, in baseball, like it's the big baseball team, right. And so I was I came in as a GM, and was there for 10 years and really grew the business. And then I went off and did another transformation. And so this was all there. I felt though I was playing small, like I was coming out and doing the podcast, I had great ideas about helping organizations achieve their greatest results, but it's playing very, I was playing too small. And I knew that there's, I mean, there's 400,000 partners in the Microsoft ecosystem. And they're thirsty. They're thirsty for knowledge, like they're thirsty for connection, they want it. And we know since COVID, these organizations are not getting together in person anymore. And Microsoft and everyone else with the tectonic shifts we've seen is saying do more with less. So there's less resources to support their growth and maturity. And I was like, there's a huge gap here. And I know a little bit about this, and I had that done close to 200 podcast episodes, but I just haven't hit the accelerator button and jumped into the vision that I knew was there wanted to go do it. timing was right to honestly, this world of partnerships, is finally being accepted. More broadly. More organizations are embracing partnerships, the hyperscalers people are saying, Well, okay, the three hyperscalers, Microsoft, Amazon and Google, they are really the big players and dominant players in controlling a lot of the budgets right now the cloud budgets, and understanding how to work more succinctly with a Microsoft or Google or an Amazon. Much more important, I happened to have a set of expertise around that and I felt like okay, let's put it out there. So we did, we took and we went from just being a podcast, we started doing some masterclass work where we bring in and do a whole series of episodes and that was that was the first step. And then I realized that Microsoft was not going to do like a live in person inspire conference and I wanted to do something live and in person because every But he was telling me like we want to get back together, we missed the connection, we miss miss the acceleration that happens when multiple partners come together and build their businesses together. We miss talking to the Microsoft executives, versus doing this on screen thing all the time, this digital thing. And so we did a digital event first around Microsoft inspire we, we took the what and why that Microsoft, delivered at Inspire. And we did the how piece. And so we did a one day session that was very well received by the community by Microsoft, people said it was even better than some of the Microsoft content that was delivered the previous two days. But people were saying to me like you really need to do this in person now, because people really want that was the one piece that was missing. We weren't all in the same room. And there was reasons why we couldn't do it in July. We couldn't get the Microsoft executives there. We couldn't get all the people together in one place. So we literally within 120 days, I had a connection in Dallas, Texas about Microsoft Las Colinas facility, who said hey, why don't you bring your event here. One of the big leaders at Microsoft, Kevin P Oscar is building a huge business hopes to be \$100 billion business in the next two years. In SMC big acre of diamonds, the marketplace organization at Microsoft was saying, this is our moment, we really want to get in front of partners too. And so all those things converged at one time. And it was risky. It was really risky. I put personal, you know, lines of credit and money out there a lot of it. It's it's an it's an expensive endeavor to throw live event and to do it, do it the right way. And we did that we had we sold out we had a capacity for about 300 people, we sold out the event, we we turned the Microsoft facility into a studio. So we had a three camera setup. And we recorded all this amazing content, all these great



sessions. So we're bringing those by the way online, we'll have those available in next couple of weeks, people, if you're not signed up, I would say Come Come sign up for my newsletter, because you're gonna find out when those are coming. And it just it was the amount of energy in the room was palpable. And people were, it was high energy. The Microsoft executives, we were so fortunate to have so many of them. I know you and I talked about it, I wanted to bring you in the room. And we were you know, we just didn't have any more room like I didn't have any we had 16 sessions going on in two days. It was crazy. And so it was, it was a great event. We also now since then, we have secured facility here in South Florida, that we've contracted with. And we're going to, we're going to start to do more in person, podcasts. I'm also on my way to Seattle to Microsoft Studios. Next week, we'll all be interviewing a couple of what I would call dream guests for the podcast, but we'll do it at Microsoft Studios, because it's just a much more intimate in the room, fireside chat type of approach. People like that, and the energy is felt right, it comes across. And we're just going to continue to uplevel the good content. My goal, I just was on a phone call recently with Microsoft today, talking about this, I want I want to create a broad tent for all of the organizations I'm very specific around this mission of empowering every individual organization and partner to achieve more through successful partnering. And that's a I'm directly aligned to Microsoft's mission. Although I'm not just Microsoft, but I'm aligned to that mission and that ecosystem to say we want to empower all these organizations. And we want to be the big tent where all of those organizations come to and achieve their become as one of one of the people that were at the event and since become a client says I want to be the ultimate partner. I want to be that ultimate partner. Great.

**Hylke Faber** 29:14

I love this story about how you followed the breadcrumbs even though you didn't say that but you just stay with it. You stay with it. You stay with it. And then something's happened that looking back probably look almost unfathomable. And that is they have they happened. We're going to take a break in a moment. I'm very curious, Vince, about your calling, to be thinking about partnerships and creating a big tent. Because it seems to me that this is not something you just are doing, because it might be a nice thing to do. It sounds to me like it's coming from a much deeper place which is also the place that gives you a lot of energy So I want to hear more about that. After the break, we've been talking with Vince menciona, who is the owner and leader of the ultimate partner. And as you are witnessing and amazing, centered and inspiring, courageous leader and human being, see after the break.

30:21

You are listening to rooted and unwavering presented by growth Leaders Network, the leadership team and culture development company. If you would like to learn more about working on connectedness for yourself, your team or organization, please contact growth leaders network on LinkedIn. And now, back to the show.

**Hylke Faber** 30:46

Welcome back to root and unwavering Gosh, I'm really enjoying this conversation with you, Vince, thank you, as always, are taking things to unexpected directions. I have not thought about listening to





you talk and opening the podcast talking about saying, Look, I'm going I stopped drinking 17 months 16 months ago, and talking about jumping into meditation and what that has done for you. And then tying that to staying in the vision and having the vision become real with all the people that you now are working with and serving in a bigger and bigger scale that is becoming a very big tent that you're creating. And that's been created with you and through you. So tell us a bit more Vince about your interest about partnership.

**Vince Menzione 31:36**

You know, I think sometimes when you have a chip on your shoulder it drives and motivates you. Maybe Maybe I'll go there. I I am self professed to be a marketeer. I got my degree in marketing from a university, Seton Hall University. And I had always said like, that was my vision, it was going to be this great markets here. I don't know it's gonna work for an advertising agency or something. And somehow I in my first job found out that was the salespeople in the organization who made all the money, not the marketing people, and got recruited by the top sales leader in that organization to go join his team and was Rookie of the Year you know, did all those things that you do and was wildly successful selling. And it was, but I also realized that you can't go alone. And whether it's my roots, or my heritage, or this innate feeling, may we talk about connectedness here, have I, I've been I've been described as a connector. I show up very yellow if you do an insight discovery wheel. And if you do my Myers Briggs, I fit into a certain profile with the likes of people like Dr. Martin Luther King, and those types of leaders not not that I would ever self professed to be of that of that level, or amazingness. But the connectedness thing was always part of me. And I was always looking to find solutions. Like even way back early in my career. I hosted a small event, I was a fledgling salesperson in my early mid 20s. And I you know what, I got all these leads, and I didn't like call, I didn't like cold calling. And so I sent letters to all of these organizations and I hosted a conference like it was a it was a one day conference at a hotel. It was in saddlebrook, New Jersey was directly across the from the from New York City. Alton city, lots of customers there. And I got people I got leaders from my organization to come speak. They were experts in this world of at the time was barcode, and early days of computing, wireless computing in the thing in the light. And I got all these leaders to come in the room to speak to all of these customers. I also invited other organizations that were complementary. We didn't call them partners back yet then yet, like I didn't call partners at the time. But these were companies that we had, I had a connection to, and I knew there was a common goal of serving. And so I did that a long time ago. And, and I wound up replicating that multiple times in my career. There was this connection with others and helping others that has always been there. And then I gravitated to partners, maybe because of that. As a sales leader. I built a partner channel and a partner ecosystem because it helped me fuel and build a business force supplier for success. And then when I went into Microsoft, it was the first time that it was actually called a partner leader. And I did that job exclusively for 10 years. And even at Microsoft I will say you It was, it was a limiting path for me because I wasn't considered a seller. Now, I had been a VP of sales in two previous companies. But at Microsoft, I was a partner guy, or partner person. So, in some respects I was I was always trying to prove that partner was as good as selling if not harder than selling to internally. And I was trying to also prove to Microsoft sellers that they needed to work with partners. Like it wasn't always an eight. It wasn't it was in the DNA, but it was wasn't always in the DNA



expected to, especially at the enterprise level. And then when I left Microsoft, I realized that's when I started up the podcast, I realized that organizations struggled working with the tech giant, and that's why I wanted this always on Channel. podcasts were just becoming popular seven years ago, when I started seven years ago this month. And we started up Ultimate Guide to partnering seven years ago. And I realized that that would be like an always on voice. I then again, playing small, decided to go back inside, I was offered a very lucrative role with a company went back inside this was the largest software company in the nonprofit sector. I they needed my help, they were they had been a client, and they said, Listen, come work for us full time. And it looked very, it was a very lucrative situation. So I did it. When I got inside, I realized that organizations internally, not just Microsoft, the big guys, the smaller organizations, billion dollars, you know, 4000 employees, they struggled internally, to really benefit from partnerships, not having a growth mindset, not having the executive commitment, not putting the focus in the investments to drive. And so I got to see from the other side, now i i was very successful, we are Microsoft partner, the year we went, we're the top co selling partner in three industries, like on the outside looking in, I was very successful, but I struggled and not informed what I would ultimately go do so that chip on the shoulder, that was organizations struggle, sellers struggle, we're partnering, and bringing that all together happened during COVID, I decided to come back, bring the podcast back in full form, and head down this journey. And again, I was again doing well with it but thinking small and saying a podcast is fine. A few clients is fine, but not really fully actualizing what I really wanted to do, which is which was drive this to a higher level,

**Hylke Faber 37:40**

beautiful. What is the hardest thing about being in partnership?

**Vince Menzione 37:49**

You know, there's there was an old American comedian by the name of Rodney Dangerfield used to say I don't get I don't get any respect. partnerships do not get partners, chips and partnership leaders don't get the respect that they deserve within the organization. Whether it's because they're not caring the hard number, the hard sales number. Look at you look at any seller that rings a bell. There's a bunch of people standing behind them, who made them help make them successful. There'll be technical support, administrative support, and maybe partnering support. But that person is the one who rings the bell and gets the credit for the deal, right? That's the person we send a quota club, that's the person who gets the statue. And partner people don't necessarily get that, because they don't have the heart number in many organizations. So there's that component of it. There's a level of trust. And trust is one of the I have a set of operating principles around what makes successful partnering, identify seven. Trust is universal across all of those. It's not even it's a separate operating principle, if you don't have trust, you don't have partnership. And if you don't trust a partner to work on your behalf. And maybe that's what maybe I was different when I was starting out and inviting all these strangers into a room that had their own material needs and what they were trying to drive for their businesses. But you have to trust that the other side is also working with you have to have an abundance mentality. We now call it a growth mindset around and trust is part of that, like you have to trust the other. You have to be connected enough and maybe confident enough in what you're doing that you can trust. And we we



see that many salespeople are not trusting they they're afraid to lose their control. They know one way one path and they follow that path and many times that path is I have to control everything I have to tell the customer what to do. I have to close the deal because they're getting told that way too from their leadership right close to close the order. And they're going to try and take the quickest path Do that. Partnering is not always the quickest path. Partnering requires trust, and the implicitly in the sales process. That's why it gets its misaligned.

**Hylke Faber 40:12**

So the basis of partnership, one of the hardest things that you're talking about this, the fact that you're not recognized, and then you talk about how to build partnership that being grounded in trust, yes. So let's talk about trust for a second, I want to bring us back to the beginning of this conversation. And trust in yourself first. Right. So what have you learned about trusting yourself? And in which ways? May you still be distrusting yourself? And as you think about that, I'll just give you an initial thought about myself, right? And then I want to hear your answer, if you're willing to share it, because it's about connectedness, right? So how I don't trust myself, is I still don't trust other people. So I don't trust myself with other people, I only trust myself, at least my ego only trust myself, when there is the minimum level of validation. Now, I've learned to go beyond that to be in presence. And even when somebody says to me, you're an idiot, I still trust myself. But they're still significant ego layers immediate say, Oh, this is not good, you better get out of here, start over performing or do something to build trust quickly. So that's how I get asked off of the of the horse, you could say, of trust of self trust. Tell me about your experience,

**Vince Menzione 41:44**

myself, trust is not trusting the process, probably more so than the people. And I think probably over trusting in people. And that's, you know, that, I don't know why that is, because I probably should be less trusting of people. But I tend to, I tend to pivot that way. Where I am. Not always trusting is the process, whether it's the process of me achieving what I need to go do, or maybe that I set my bar too high, right. And so, for me, this, you know, we talked through this, like every morning and this beautiful vision that comes to fruition, and then driving against it all day long, and feeling even feeling really good at the end of the day, like, wow, I got that that phone call, I didn't even expect that phone call that happened. And that leader said that they want to come speak at my event, whatever it was, right, it seemed like every day there was one of those, but then waking up in the middle of the night, and you and I had a conversation about the alligators a few months ago. And for me, it's the alligators come out of the corners of the room. If I if I wake up at one or two o'clock in the morning, and I'm not as restful as I should be, when that happens, that trust is eroded. That's like my weak point. And, and that's when I'm not trusting the process. And I'm waking up and I'm questioning, I'm questioning I might be now I might be questioning a person, maybe that's a lack of trust a person, or I might be questioning my ability to execute, or I might be looking over my shoulder at the other person saying,

**Hylke Faber 43:26**

Ooh, what



**Vince Menzione** 43:27

are they doing? Are they kind of are they gonna like, you know, it's the wolf pack thing? Like, are they gonna wait for me that kind of? So the trust, that's where the trust issue comes in, for me, in a negative way, is when? When I'm the most vulnerable in the middle of the night?

**Hylke Faber** 43:44

Yeah. Yeah. Isn't that like, they talk about the dark night of the soul? You know, the 3am Wake up. We all have this experience. It's part of our human experience, right when we wake up in the middle of the night, full disclosure, I had one of these this morning, woke up at 3am. I didn't go back to sleep. And it is fascinating. fascinating to me how strong that poll can be notwithstanding all the tools that we have. Yes. And I really appreciate your contextualization, like, of course, and that's where that's where compassion comes in. Of course, given our Wolfpack history in hell. Yeah, you're going to look behind you look in the past, and you're going to project in the future like, is this going to work out? Because, you know, my sibling, this was eaten by somebody. That's right. So we have those memories somewhere. So yes, that's a huge, huge ask for a human being in 2024. To to trust the process.

**Vince Menzione** 44:49

And with all the technology with Chad GPT and open AI and copilot and all the amazing technologists listening to Sam Walton and this morning by guests all the way Amazing things we've done right? We've sent men to the moon, we still we still think we still think like cavemen. We still think like cavemen because we'll wake up, and we're afraid that we're gonna get eaten by the cougar or the tiger or whatever. It's going to come into our nest.

**Hylke Faber** 45:14

Yes, yes, yes, yes. So that's part of what gets you off trust. Right? So how do you get back on trust from that place, I especially from that place, because we all know that the next day it might be in that moment. So I'm sure some people listening have the 3am. Or to midnight experience like we have, sometimes

**Vince Menzione** 45:39

I Well, there are there are times when I'll do a short meditation. I have some techniques that I use, whether it be something guided or just something where I can get myself back now into a place where I'm quieting my mind back, and getting you into a restful state. And the worst thing you could do is pick up your phone and look at your email and your social media accounts and that kind of thing, because I just get your way off track. But I find that if I if I if I'm good at doing it, when I'm good at doing it, that's that's the way I generally get back on track. And then having faith and having faith and going back to the this is where gratitude just makes such a big difference, right? Because when we're grateful we can't, like we can't think about those I find I can't think about those other things. When I'm in a, my attitude is in gratitude. And I'm thinking about all the amazing things that have happened and how, what I have and where I live and that I'm safe. And you know, we're living in a world where two wars are



going on right now. Right, at least two wars and so much else is happening, right famine and all kinds of struggles, human struggles, to know that I have what I have, and really ground myself back in that place. makes so much of a difference for me.

**Hylke Faber 46:57**

Granted to appreciating what's here, and it's almost like calling the bluff of all those demons have demons. Yeah.

**Vince Menzione 47:08**

Yeah. Like, like I said, if you went back and you recorded down like you wrote on a piece of paper, and then you look back two years later, like none of those things manifested themselves.

**Hylke Faber 47:17**

Absolutely. Yeah. One of the things I sometimes deal with if I wake up in the middle of the night, and sometimes the mind does not, is not yet ready to quiet down. It's look at the wall. Say, Hey, the walls here. The walls here my mind seems to go all kinds of ways. But the walls here. Yeah. And that by itself. I think in the in the story about the Buddha, there's this story about him being visited by all the demons and not what he does at some point or what they do. I don't we don't know exactly what was going on there. He touches his hand on the earth. Right? It's just said like you're saying it's like being gratitude, seeing reality, allowing reality back in and gratitude is a wonderful tool to see with clear eyes, softer eyes, also what's going on, as opposed to do hard nosed eagle eyes that have an agenda. So, Vince, where Where are you going? What what's what's next for you? What's what you're talking about the big dent? I'm, I'm very curious where all this is taking you? Well,

**Vince Menzione 48:23**

we've laid some groundwork, we're going to continue to, you know, this, this live event concept, I'm convicted that we're going to blow up and do more, we are going to do another big we're gonna do a bigger event this year, right? So I do think that there's this thirst, this real thirst and hunger, for this connectedness, and also to come in and have something more curated, where people feel like, Yes, this is the right path. This isn't just a bunch of marketing mumbo jumbo, this is really what we need to go do. And then I really am looking at this community aspect of it. And having these conversations to say, let's not have our little fiefdoms like let's come together. I have used this analogy before. Back in the days of the before the revolution. In fact, the Continental Congress came together in the United States. And states represented their own common, they all had their own interests, right. All these people from different countries came to the United States and colonized. And there were 13 colonies, but they had one common enemy, the the King of England, they didn't want to pay taxes to the King of England. So they started getting together, they first started writing letters to one another corresponding and then they started meeting in Philadelphia. And that's what led to the Revolutionary War. And I think that we all have a common like King of England. And that's moving this partnership that we talked about getting the respect Having partnerships at the leadership level of organizations, you see, the chief partner officer is generally not on the leadership team of an organization, that person is maybe



underneath the chief revenue officer or the chief marketing officer, if you look at most organizations, very rare that you'll find, even they even had a chief partner officer, that's, that's a new title needs to be channeled leaders or channel chiefs and things like that. So moving that, like the king of England here is the respect, the realization and the accountability that we are the one we're driving it, you have to have the metrics, the data needs to support it. So there are better tools and ways that people are able to drive that attributable, that accountability back on partnerships. All the organizations that are out there, sort of like on their own colonies, I'll call them. And there are several ones, even in the Microsoft world that are each doing their own thing and their own little constituency group coming together and saying, let's do this together. And that's where I want to bring everybody to Philadelphia or wherever we bring them into the to say, let's all drive this success. Let's let's make this so incredibly successful together. Bill Gates again, 42 years ago, went to Boca Raton, Florida. That's where IBM created the PC business. And he signed this agreement. And he licensed MS DOS to he didn't sell it to Microsoft to IBM, he licensed it to IBM, that sparked an industry that didn't exist before then, manufacturers like IBM and DEC pretty much sold direct they had they had resellers or agents, they call them back in the day. But they really wasn't it wasn't this channel led model, it was mostly a direct model that created this massive ecosystem of the 400,000 Plus organizations that we know today. That got sparked by that line signing that signature, right, Michael Dell went and built computers in his dorm room. Compaq got created, HP blew up as a business in the PC world. All the resellers that we know today, CD W insight, Shi all those companies didn't exist 42 years ago, trillions of dollars a year in revenue come through that ecosystem. And yet, we don't have a single focus on that ecosystem. And that's where that's where I see the future.

**Hylke Faber 52:26**

Very powerful. As you are, could talk for a long time with you we're getting towards the end of this conversation. As you think about like your like when you are getting towards the end of your life, which I hope is not soon, right? And that's a you look back. What do you want to be most proud of?

**Vince Menzione 52:53**

So first off, I want to say I've made this my life's work I have. And that's a difference than doing a job. Yeah, I have made a decision that the next 10 years, at least, God willing, it's longer the next 10 years, I'm dedicating the rest of my career to this mission of partnership, what I discussed earlier, my legacy is I have a personal philosophy around sharing a bold vision, being a source of change, and leaving a legacy. And that's that's what I want my legacy to be. And I've recently had my son join my business. And I thought this is and by the way, as I vision envision, I want to create this bigger legacy around the business and around how I contribute, but also how I enrich others lives as well.

**Hylke Faber 54:00**

Really living your vision, boldly, living your vision boldly and inspiring others to do the same. I hear that in what you're talking about the partner ecosystem where the colonies may be, especially in the eyes, that King of England had this kind of inferiority complex on them, right, like that's our children. And we got to me what you're doing as high here it is a lot about restoring or bringing the dignity in the



partnership system and in this work, and how to have you people really own that and having their seat at the table and speak from that very grounded place. What would you say as we're closing this conversation to somebody who's listening, and they may not be in, in technology or partnering ecosystem, and they're in the middle of thinking about Hans the beginning of the year or I'm at this place where I'm not sure I'm doing the right thing with my life. What would you say to them?

**Vince Menzione 55:08**

Well, you know, connecting with your inner self, right? We could we could spend a lot of time here, if I was to talk to somebody who wasn't sure whether or not maybe they didn't even know what their purpose was yet, or maybe they have an idea what their purpose is, but they're not living, they're not living their true purpose and values, is to maybe get grounded there first. I mean, certainly, that's where you want to start. We talk about these new year's resolutions, and I disdain resolutions, because it means that I like I'm not really aligned to it, it's not I'm not connected, I'm just making up a bunch of mumbo jumbo. But you have to get aligned to what your real true purpose is, you have to get to know your inner self. Self discovery is important. Getting to know what you what you're good at, where you can make a difference. We all we all we all want to do, right? If we think about human nature, and Maslow's theory, like we all want to get to growth and contribution at the high end of that pyramid. So what is what is your contribution going to be? Where can you bet we all want to contribute to society in some way, whether it be personal or, or community oriented, I would say that I would start there, I would start there with getting grounded on what you really can do and what you want to achieve. And, and think bigger, think bolder than what you're doing today. And we all we all can do more we we have infinite possibilities. We each have infinite possibilities. We just think too small, we think too small, whether it's our upbringing, whether it's maybe not being nurtured, not giving the right guidance, or the right, motivation, or chip, somebody cheering you on, we all can do more, if you just look at some of the people that have I mean, I look at people like Oprah Winfrey, as an example, I always recall her life experience, right? It was just horrible. Growing up, and liquid, all she's achieved, and I could think of there's, there's 1000s and 10s, there are millions of Oprah Winfrey examples out there. We all we each can just grab onto that, grab on to that. And just go for it.

**Hylke Faber 57:16**

I'm taking so much from this conversation, Vince, one of the things is, dive into yourself and and find that within yourself. That's your vision. And also, what if you really trust the possibilities that are not just now but they're always now, which means you can trust the process. And to me, the way you describe that, as that's really leaving the wolf pack mentality behind and saying no, I'm I am opening myself to who I am and living that forward, I don't have to play it safe. I can I can do this, I can invest myself, because

**Vince Menzione 57:59**

that's the higher intelligence we each have within us.

**Hylke Faber 58:04**



Beautiful, any closing words you want to share?

**Vince Menzione** 58:07

I would say if you're thinking small, if you had been beaten down, if you were just laid off, and I just spoke with somebody today. Don't give up. I mean, there are going to be days you're going to look over your shoulder, there are going to be times that you're going to doubt yourself that you're going to compare yourself to others that you're going to say I can only do this. Don't think small like keep going keep trying. I've been doing this podcast for seven years now. And I've stumbled a few times along the way. It's not a straight line to success. This, you know instant, blank kind of fame thing that people talk about that's that's garbage, you're going to stumble, you're going to trip. Just keep going live, you know, put, go by your heart, go by your soul, your vision, continue on, we each can achieve more.

**Hylke Faber** 59:10

achieve more continue on, continue on. And don't give energy to that which belongs in the past. Thank you so much, Vince. It's been a true honor and pleasure to sit with you today. And for the listeners I appreciate you listening and joining us today and in this episode of rooted and unwavering where we talk to Vince menciona, who's the leader of ultimate partner who was demeaned embodiment of vision and actually trusting the process and trusting the process and being willing to also acknowledge when we don't, but stepping right through that and not giving up seven years of a podcast seven years of a journey that is many decades long. If you enjoyed this podcast, you can listen to us in lots of places, all the places when listens to spot podcast at Spotify and places like that LinkedIn as well. And we will continue this podcast with the 38th episode in a few weeks, and our guest at that time will be revealed a score who is a leader in buyer pharmaceuticals, and also the author of a book speaking about dignity, about what it means to be a woman leader in today's corporate world. It's been a true pleasure to sit with you, Vince with the listeners. And you've been listening to rooted and unwavering where we help leaders connect more deeply to their innate potential. I'm your host hilker Faber. See you next time.

**Presenter** 1:01:01

Thank you for joining us in today's episode of rooted and unwavering leadership conversations about courageous connectedness presented by the leadership development company, growth Leaders Network. To learn more, subscribe to this podcast, connect with growth Leaders Network and Hilco Faber on LinkedIn or read Holcus award winning book taming your crocodiles. Now take a moment and appreciate something that is great about you. Celebrate the gift that you are and enjoy connecting more deeply to your best self today. See you next time on rooted and unwavering

