

# Video Transcript The Art of the Restart Manley Feinberg

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**Manley Feinberg** 00:14

Here's some content for you that I believe will really help you build momentum. Momentum is a key part of my work. Because I have for years struggled like you may have with overcoming the chaos and getting clarity and chaos and then building momentum. Just when you think an initiative's going well, or things are improving, we drop the ball, the team loses focus, the organization goes astray, or even in our personal lives, it just seems to be a constant challenge, especially in today's world, dealing with chaos. And building momentum in the chaos is critical. I'm going to give you the vertical lesson, one of two that have helped me the most with this crux of life. And it's it's a game-changer.

This is based on insight, like a lot of my learnings, that came from a climbing experience. So I'm going to share a quick story with you, and then give you the tactical how-to so you can build some serious momentum in your personal life, professional life, in your, in your organization, in your credit union, wherever you might serve in your life.

So the story is based in the Custer State Park in South Dakota near Mount Rushmore. Must-see area by the way, if you haven't been there, it is definitely worth the trip. It's in the middle of nowhere, but it is so worth it. We went climbing with my family in 2012. And as soon as we got there, we got into these amazing spires of these beautiful granite spires. Many reached over 300 feet in the air and had these amazing summits. We successfully climbed one. And then a few days later, he went to climb a second spire. We get going on the spire and things went well at first. My core team member, my son, Manley version 3.0, he's one of those people on your team, young guy, you just want to clone. They just show up, ready to rock and roll every moment. That's my son. He is a great climber, was cruising right along and we got 100 feet of climbing done. We got into this next section of climbing. And right here, at this very moment, he takes a fall.

Now a lot of people just freak out right here. And so what do you mean, he fell? What do you mean? So little insight here about climbing: We expect to fall. And when we have this mindset, okay, I know I'm going to fall. This changes our mindset from well, what happens if we fall? What if we fall off the horse? We lose momentum on this initiative that shifts it from whatever it happens to know when it happens? What will I do next? So I expect that we fall. And we set up our systems to first of all, safely allow for that and enable us to take a little fall and then keep moving. So usually this is no problem at all.

My son fell. I lock off the rope. And I had him ready to go. He only fell like 12 inches or something. It was nothing. He looked up at me. And he said "Dad," he said, "I don't feel like doing it today." We all

have days like that, right? So: "You can do it," right, just like you would encourage your team never saying "You got this," I said. "You you did a much harder climb two days ago. Come on." He said, "Dad, I'm just not up for today. Just lower me down. Y'all keep going, meaning my wife and my daughter, and I'll wait for you at the base" and he really was frustrated. Nothing I would say got him engaged. Nothing I would say, could say to him in that moment got him to step up. But he asked a better question. He said, "Dad, do you think the summit will look like the one we did the other day?" I said, "Yeah, I think it will. So why don't you ask that? Tell me, what do you think?" and he said, "Dad, that was amazing, man, beautiful sunshine on our face and it was just fantastic." Next thing you know, he pulls the move, pulls up past that section of the rock and climbs on up to me. And before you know it, he's right there with me on the little ledge, ready to go and all fired up.

This is what I call mastering the art of the restart. What a master of the art of the restart is, it's an insight and a mindset that I developed from the world of climbing. And what we know in the world of climbing is that if we just hung out on the wall when we fell, we would never get anywhere. I would still be there, right? We would both be hanging there. We are used to thinking, "Okay, we're gonna fall." Then we restart very quickly and we move on. In life, I don't see this going on as often. I feel like often we get off track, we lose our momentum, we stopped the consistency of which whether it's a standard operating procedure or some new initiative or a project, new financial system or banking, personal life diets, exercise initiatives. We fall off the horse and then we do one of two things, if at all.

No. 1 we fight. We just say we just never get around to doing it again. First is stepping back and asking the question, "What do I need to restart?" But the one thing I want you to watch out for is two different ways we procrastinate the restart. One is called the calendar restart, in which we say "well, you know, the first okay," it's Thursday, I'm recording this on Thursday. I say well, "I'll restart my exercise protocol on Monday. That'd be a good day to restart it right?" Or it gets towards the end of the month. And we say, "Well, I'll restart on the first," right? and then we get to the end of the year, and we say, "Well, I'll restart on January 1 because that's New Year's Day, what a great day for a restart," right? This is the calendar restart has BS. I want to encourage you to call yourself out on this when you if you have awareness and you notice I'm playing one of the restart games. No, not Monday, not on the first not on the first of the year. But immediately, as soon as as sun rises or as soon as Monday rolls around, if it's over the weekend, and it's at work, restart. Restart immediately.

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Watch out as well, for what I call the emotional restart. This especially plays havoc in our personal life when those initiatives like exercise for me. Just just being honest, okay, I know you see, I'm a relatively healthy-looking person, I do climb mountains in my personal time, but actually I do not like to exercise. So I'll often play this game with myself and say, "Well, when I start feeling better," they deal with some health issues off and on fatigue and whatnot. We all deal with this. And you know, I had this little story I'm telling myself. "So when I feel better than I'll restart." Now, that's also a BS. I want you to call yourself out on that. The emotional restart or when I feel better and more feel like it, or when the calendar date, etc. No. As soon as the sun comes up the next immediate day available, boom, restart whatever that is whatever that initiative is.

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So watch out for those two conditions, then excuses, and then restart. And I want to give you a quick little framework, the most critical pieces, one of which my son actually demonstrated in that story about how to restart effectively. So here are the keys to doing an effective restart and mastering the art of the restart.

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No. 1 is to recall a previous summit. This is exactly what my son did when he looked up me and said, "Dad," he said, you know, "what about, what about the summit we did the other day, do you think it'll look like that?" Key point here. He recalled a previous success, not a previous struggle or failure. Often, we do that when we have a knocked off course. Of course this happens. This always happens. I never always failed my diet. I always fail at my exercise program. Anytime we're trying to re implement new business system, this always happens, right? Instead of doing that, recall a previous time when you may have struggled, but you pushed through, and you had a summit moment of success so that you can relive that and that will give you some emotional lift. It's no no, we've done this before we've been here before we've fallen, we're human, of course, we're going to get back up, get on the wall and get moving again. So that's No. 1: Recall a previous summit, not a previous struggle.

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No. 2, reexamine your next move. Just try to figure out your next move, or two or three at the most. See, when we're climbing mountains, we cannot see how we're going to do the move 100 feet up or 200 feet up. We, there's we just can't do that. We'll have to figure it out when we get there. So what we do in this situation is we lean back a little bit and just look right in front of us, where do I need to put my foot hold. My feet, where can I grab my hands? Maybe two moves or three moves, that's all we can really get our heads wrapped around and see to execute. And that's all it really takes to get that momentum built. Again, it's just the next few moves. So just figure out your next few moves. And get going.

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No. 3 is to restart to get on with it before you're are 100%. And this is a hard one for me because I am a bit of a perfectionist like perhaps maybe you are. And I really struggle to to with perfection. I wanted it to be perfect. I want to know all the moves. How are we going to do you know, what's it gonna look like in a month, of course, we need to plan and get a sense of that. But get on with it and restart before you're 100%. Just lay the clothes out. Just set the recipe aside for that better meal choice. Have that meeting to get the clarity on what the next few moves are to get the project back on track or to get more consistent with a standard operating procedure, whatever that is in your credit union or your personal life.

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So mastering the art of restart, it is a game-changer. Trust me on this. I'm telling you, this alone, could be amazing impact for you and your team. Look at your team. Next meeting your board, whatever team, personal life team and ask them, "Well, what do we need to restart?" What What have we what do we used to do? Well, that was working for, so we need to restart? I'll betcha there's something there, whether it's in the customer experience or tactical or financial decisions. I mean, there's all the time we solve problems, implement something, initiate something and then it gets off course. We drop it. We

aren't always consistent. There's a lot of value right there. So ask that question. Get the mindset to, "Hey, I'm going to fall." Create a system that allows for that. What are you going to do next? Master the art of the restart is an absolute game-changer.

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I hope this has been helpful for you. I cannot wait to be with you by the way at the Directors Conference. I hope you can make it. If not, I hope to work with you at some point and our hope our paths cross so that I might support you and hold the rope for you. Thank you.