



Ray Edwards Show, Episode 405

The Experiment

- Announcer: [00:00](#) Ray Edwards Show, episode 405 "The Experiment" The Ray Edward Show. This is the podcast for prosperity with purpose.
- Ray Edwards: [00:18](#) Hi this is Ray Edwards and Welcome to the show. This week's episode is a candid conversation with me and my leadership team about the event we just attended Stu McLaren's Tribe Live 2019 now I will have a separate episode where I will do a full review of that event. What I learned from it, what I found great about it, how it was enlightening for me, but that's not this episode. This episode is about the approach we took to attending the event. Now I was there with my chief operating officer, Tami Hyatt, with my event coordinator and head of customer experience, Jenny Kerns and of course my executive assistant Tiffany Laughter, and we went to this event performing what we called the great experiment and the experiment was we did not go with a strategic plan with a list of people I was supposed to meet times. We were going to meet people who are going to come to my suite for a cocktail reception. We didn't do any of that normal stuff. We just showed up and decided to be present for whoever came across our path, and see what happened from there. What would happen if we just were present with the people we were with. And I think we came out with a very definitive answer and instead of pre-framing it anymore, I'm just going to get into the discussion with me and my leadership team. This is on the last day of the event as we are about to wrap up and head back to Spokane and Colorado and Idaho, the various different places that we live because we are a non-local team. And this is what it sounded like.
- Tiffany: [01:35](#) What do you want to talk about?
- Ray Edwards: [01:37](#) What were we talking about?
- Tiffany: [01:39](#) A couple of people at the dinner last night.
- Ray Edwards: [01:41](#) Oh, so that probably wouldn't be appropriate for the podcast.
- Tiffany: [01:42](#) No. What about the food?

Ray Edwards: [01:45](#) Oh my gosh.

Tiffany: [01:46](#) I was like, I had never seen anything like that.

Ray Edwards: [01:49](#) Okay. So this was interesting how they did that. Cause I don't know if you're aware of this, but they upsold us like crazy.

Tiffany: [01:55](#) What do you mean?

Ray Edwards: [01:56](#) Deepak our guy who was running the room for us. He comes, he comes over to me, he says, so Mr. Ray, we have an appetizer option of seafood towers and he's saying this in front of everybody. So he described the seafood towers. Would you like that for the table? So how can I say no in front of my guests?

Tiffany: [02:13](#) But what do you mean upsell? I thought he was just,

Ray Edwards: [02:15](#) We didn't originally by that.

Tiffany: [02:16](#) What did we buy?

Ray Edwards: [02:18](#) We originally reserved the room, paid a fee for reserving the room and agreed to a minimum food and beverage amount.

Tiffany: [02:23](#) Which was not minimum.

Ray Edwards: [02:26](#) But the wine. I mean, I have no problem with any of it. I knew what would happen. It's just just, I was just observing a master marketer at work, that's all. And Kenny leaned over to me and said, hey, he's really good with the upsells. Huh? So we were enjoying that.

Tiffany: [02:39](#) Oh, but does that mean you end up paying more?

Ray Edwards: [02:41](#) Oh yes. Yes. It's like,

Tiffany: [02:42](#) Are you kidding me?

Ray Edwards: [02:43](#) Oh No. We started with like, I don't know what the exact numbers were, but we start with an agreed upon amount. Let's say it's,

Tiffany: [02:49](#) I know what they were.

Ray Edwards: [02:50](#) Let's say the agreed upon amount was \$200 I don't want to get into specifics.

Tiffany: [02:56](#) Why not?

Ray Edwards: [02:57](#) Because, well, okay, so what was the original man?

Tiffany: [02:59](#) Do you want to know?

Ray Edwards: [03:00](#) Oh, of course.

Tiffany: [03:00](#) Do you not know?

Ray Edwards: [03:01](#) No, not really.

Tiffany: [03:02](#) Okay guess.

Ray Edwards: [03:02](#) The original amount we agreed to \$2,000.

Tiffany: [03:06](#) Oh, that's pretty good 2,500.

Ray Edwards: [03:08](#) Yeah. So I bet it was, I bet in the end it was over five grand.

Tiffany: [03:14](#) What?

Ray Edwards: [03:14](#) I wouldn't be surprised if the seven.

Tiffany: [03:15](#) Was it worth it?

Ray Edwards: [03:16](#) Absolutely.

Tiffany: [03:17](#) Seven grand? Wow. That's like a vacation. That's like three vacations.

Ray Edwards: [03:24](#) Yeah. But this is a business expense. And even though we didn't do any business, we deepened relationships with people that we are doing business with.

Tiffany: [03:31](#) Yeah.

Ray Edwards: [03:32](#) And several people in that room have paid us a lot of money.

Tiffany: [03:36](#) Yeah.

Ray Edwards: [03:36](#) A lot of money. So, yeah, everything else that we did last night that he asked me about like the, the appetizers and the beverages and the, you know, how they kept the wine pouring?

Tiffany: [03:46](#) Yes.

Ray Edwards: [03:47](#) The more wine they poured, the more money they charge, they're job is to keep the job, has to keep refilling the glasses.

Tiffany: [03:53](#) Wait, that's actually something that Pete specifically talk to us about. He said to talk to the waiters about asking before refilling, I lost count of how many glasses of wine I had.

Ray Edwards: [04:03](#) I knew. So did everybody. But I knew what I was doing going in. I, I was not surprised by any of it. I knew exactly what was happening. So I was in complete control of that. And I just, like I said, I loved the way the restaurant did it cause it's a great way to sell. It's a consultative selling with a customer that has the money to buy and they know what they're doing. So it's, I just was admiring somebody for their craft.

Tiffany: [04:32](#) Oh, okay. As the money's flying out of your wallet.

Ray Edwards: [04:36](#) But I went there to make an investment in people and that's what we did. And you know what I said at the end of the meal was true. I wanted like JT asked me. He said, "Why did you do this because you didn't sell anything." I said "I did it because I want to build relationships." He said, "But what gave you the idea to do this? And I said, "Well God." It was about what we were doing having a meal together bonding and part of it is at an event like the one we were at. It's difficult to get people's attention because they're so caught up in the networking thing and going to big networking parties and meeting as many people as possible and I wanted something deeper and something better. So that's what we were doing. We're investing in people and I can't trace it back and say well that'll get us X number of dollars. That's not the, that's not the kind of investment I'm talking about. I'm talking about the kind of investment that makes people like, Kenny and I had been friends for almost 10 years now. We met at an event, something like the one we're at today and we, the reason we're still friends is because we bonded. We were in a mastermind group together. We had lots of meals together.

Tiffany: [05:49](#) Is he one of the ones that told you not to go public with?

Ray Edwards: [05:52](#) He was one of the ones who was in the room when that happened, but he did not agree with it.

Tiffany: [05:55](#) He disagreed then?

Ray Edwards: [05:57](#) Well he didn't vocally disagree or agree. He just observed.

Tiffany: [06:01](#) Oh.

Ray Edwards: [06:01](#) He's very observant.

Tiffany: [06:03](#) Yeah, I noticed that.

Ray Edwards: [06:04](#) He's super smart.

Tiffany: [06:05](#) Yeah. I mean he's a psychiatrist.

Ray Edwards: [06:07](#) Yup. So he's always figuring you out. He knows what you're thinking.

Tiffany: [06:12](#) I hate that.

Ray Edwards: [06:14](#) I don't know that he does, but he and I have joked about that occasionally over the years. Like are you analyzing me right now?

Tiffany: [06:20](#) Are you analyzing me. Isn't that easy to analyze everybody or is it just like you have to be kind of obvious with some kind of symptom?

Ray Edwards: [06:29](#) I think it's, I think it's pretty easy once you cause it. I mean, I'm not a psychiatrist so I can't speak for that. But I can say as somebody who studied psychology a lot, trying to figure out how people operate, it's pretty easy to see people's patterns. Especially, because that's what I do. I mean that's what we want to do in these mastermind groups, in the coaching sessions and consulting with people. It's what I do. It's easy to see other people's patterns. It's not always so easy to see our own.

Tiffany: [06:55](#) That's true. Have you taken any psychology courses?

Ray Edwards: [07:00](#) Uh, no, no official courses. I've read lots of books. I've watched all kinds of videos and all kinds of audio.

Tiffany: [07:05](#) Like how to sell people stuff?

Ray Edwards: [07:07](#) And behavioral changes as well.

Tiffany: [07:09](#) Like what do you mean behavioral changes?

Ray Edwards: [07:11](#) Okay. So Tony Robbins has this program called creating lasting change, which is about how to, how to coach people, how to, um coaching is the best word for it I guess. But it's really like counseling, but he can't call it counseling because he can't teach people how to counsel. Because you have to have a license to counsel but you don't have to have a license to coach.

Tiffany: [07:28](#) But you could basically be doing the same thing.

Ray Edwards: [07:29](#) Exactly. Which is why you need to be careful. If you hire a coach, you need to figure out whether they know what they're talking about. Because anybody can call themselves a coach. Anybody. And just because they have a certification quote certification, you can get a, I can get certified as a coach in 30 minutes for 100 bucks, have a half dozen different websites.

Tiffany: [07:47](#) You have to have a certification.

Ray Edwards: [07:48](#) You don't have to. But people think they go to somebody's website and they say certified master coach.

Tiffany: [07:53](#) Come on in. Tami and Jenny are here.

Ray Edwards: [07:56](#) Tami and Jenny are here.

Tiffany: [08:00](#) Tami and Jenny.

Tiffany: [08:00](#) So dinner was really fun last night. I had a really good time. Did you?

Tami Hyatt: [08:05](#) I did. It was amazing.

Tiffany: [08:08](#) The food was like nothing I'd ever had like nothing.

Jenny Kerns: [08:12](#) Did you eat the oysters?

Tiffany: [08:15](#) No.

Ray Edwards: [08:17](#) I ate lots of them. I love oysters.

Jenny Kerns: [08:20](#) Same.

Tami Hyatt: [08:21](#) I think I had two because I was trying to save some for other people.

Tiffany: [08:26](#) Okay. So what did, what did the wait staff think of us?

Tami Hyatt: [08:29](#) They said that they had never encountered a group such as ours. They saw the caring and even the emotion, uh, just the conversation, they heard some of the conversations very, you know, nothing real private but they were,

Ray Edwards: [08:52](#) Oh c'mon, it was real private and they heard everything.

Tami Hyatt: [08:54](#) Okay. They did. We know they did, but nothing leaves that room. That being said, they were blown away by the, the way everybody acted and, and treated each other and just how our, our staff treated each other too.

Ray Edwards: [09:11](#) I'm just curious, how did, how did you get into this conversation? What started it?

Tami Hyatt: [09:14](#) Well, I was paying the bill and I just stood out there and you know, thank them for everything that they did, thank them for watching our ques because when certain conversations were going on.

Ray Edwards: [09:31](#) They were great about that. I've been in situations like that where the wait staff was terrible. It didn't pick up on what was happening, but they were like into the rhythm of what was happening in the evening. They never interrupted at the wrong time. They found just the right moment to step in and say, okay, now we're going to have the main course or whatever. I thought they were really good.

Tami Hyatt: [09:47](#) They set the bar really high.

Ray Edwards: [09:50](#) So how much was the bill?

Tami Hyatt: [09:51](#) It was, sorry, I'm thinking in Canadian dollars. It was just under \$6,000,

Ray Edwards: [10:03](#) US?

Tami Hyatt: [10:03](#) Canadian.

Ray Edwards: [10:04](#) Canadian. So what's that come to us?

Tami Hyatt: [10:07](#) Probably about 4,500 ish.

Tiffany: [10:12](#) So that's like half the price that you thought it would be. Okay. I mean actually just a small reduction of the price you thought it would be.

Tami Hyatt: [10:18](#) Did you guys discuss what you thought it would be?

Ray Edwards: [10:21](#) Oh yeah, I thought it would be six or seven.

Tami Hyatt: [10:24](#) No, and that was with tip.

Tiffany: [10:27](#) How much was the tip on that?

Tami Hyatt: [10:29](#) It was about \$799 and I gave them another hundred.

Ray Edwards: [10:36](#) Well done.

Tami Hyatt: [10:40](#) It's what I do.

Ray Edwards: [10:42](#) It's the, I think of it as the generosity conspiracy.

Tami Hyatt: [10:45](#) Well, and they really thanked me for that and I said, listen, you guys did an awesome job. If we're in Toronto again, we're going to do one of these dinners again. And I said, we'll be coming back here because this space was incredible. I mean the space was incredible.

Jenny Kerns: [11:05](#) Did you know that that is the oldest boardroom in Toronto?

Tiffany: [11:09](#) I have one complaint, it was the bathroom. It was a combined gender neutral bathroom, which I typically don't have a problem with, but there was a urinal and a stall, so you would walk in and somebody could be in there there. The waiter was in there when I went to go to the bathroom,

Ray Edwards: [11:24](#) What?

Tiffany: [11:24](#) And so I was like, oh my God, I like banged on the door cause I could hear somebody in there. And so I walk in and he was like just finishing up. And I was like, so is there, am I in the wrong? Is there a woman's bathroom? And he was just like, no, it's kind of modern. I know it's weird, but I went in the stall. I'm like, there's no way in hell I'm going to go to the bathroom until this dude leaves and he vanished very quickly.

Jenny Kerns: [11:46](#) Awkward.

Tiffany: [11:46](#) Yeah, totally. I was like, can we not.

Ray Edwards: [11:47](#) Could you lock the door?

Tiffany: [11:50](#) No.

Jenny Kerns: [11:50](#) No.

Ray Edwards: [11:51](#) Okay. That's weird.

Tiffany: [11:52](#) It was gross.

Ray Edwards: [11:53](#) Harbor 60. You've got to fix that.

Tiffany: [11:55](#) Yeah. And maybe clean it cause there was like some streak on the wall.

Ray Edwards: [12:02](#) This is why I usually use the women's bathroom unless it's like a big multi-stall.

Tiffany: [12:09](#) You're just Waiting in line.

Tami Hyatt: [12:10](#) I was gonna say, you never know where you'll see Ray Edwards. It might be the women's bathroom.

Tiffany: [12:18](#) I think we should talk about working for Ray. Not like, oh Ray's so great. And I just love, cause we all know that, right?

Ray Edwards: [12:27](#) Yeah, let's say that.

Tiffany: [12:29](#) But like just working here.

Tami Hyatt: [12:31](#) You know it's funny, I have been here almost five years and I didn't do a lot of traveling, I would say in the first three years. And so it's, it's just the last two years that I have begun to travel and, and it wasn't that, it wasn't fun before, it's just that we didn't have a lot of in-person interaction. And it has, just completely changed for me in the last two years. And it is so much fun. My with what I do, it's quite amazing because I do have the opportunity as a spreadsheet, officiondo. I have the opportunity to come up with ideas to you know, explore my creativity and what's awesome is a lot of times Ray and I are on the same page about pretty much everything. And it's amazing. I've never, ever had a job like that before. In the past

Tiffany: [13:45](#) I was thinking, and maybe we talked about this a little bit, but I thought, it's kind of cool how working for you gave all three of us a, not a Redo, but.

Jenny Kerns: [13:58](#) Like a purpose.

- Tiffany: [14:00](#) Well, and it changed the direction of our life, all of us like, and we all struggled with self esteem issues. We may all still, but this job is helping that and, and it kind of changes it for our families too. You know, like I was doing massage, making almost nothing, and this job just fell in my lap and it, and it changed not just my life, but my family and my kids. So and you did that for all of us.
- Jenny Kerns: [14:33](#) And I think the change that we're going to see in our families and especially our children is going to be amazing because they get to see us grow and blossom into these people and they get to be around some of these people sometimes and just get inspired and you know, see possible for the future, which they don't get to see where they're at right now.
- Tiffany: [14:55](#) Right. And that's like next generation. So like that's Rad.
- Tami Hyatt: [15:02](#) I think that as women too, seeing that their mothers and, and I will say that our husbands have all been completely floored by the change in the three of us since we started working for Ray. But I think that as women, our children seen us grow up, "grow up" to be, I mean it is true to be independent and strong decision makers and we actually have a voice and I think that is huge. And we are setting the bar for them, for what they should be looking for in the jobs that they have someday.
- Jenny Kerns: [15:50](#) And the other awesome thing is that we get to be who we are and we don't have to put on this facade of, you know, respectable, poised ladies. Because we're totally not, we're totally just big goofballs most of the time. And you know, it's just great to be able to be who you are and not be judged for it.
- Tiffany: [16:10](#) Yeah. It took awhile to get there, to know that I was allowed, we were allowed to just be ourselves. I mean really, it took a while.
- Tami Hyatt: [16:20](#) You know what? I think we're in a world where, that's not okay sometimes, especially in the workplace. And I struggle. It's funny, we're here at this event and I said to the team, I'm stepping up my game. So I went to "Tarjay" and got a couple business like skirts and and then I threw over a Jean jacket for some edge and I was wearing heels and we, Jenny and I went back to our room and I said, I have to take these heels off. I need to like downplay this outfit. And I felt pretentious.
- Jenny Kerns: [17:03](#) Tami's so pretentious.

Tami Hyatt: [17:03](#) Which is not me. And which was all in my head. And so I think really we get into our own heads and uh, we think, oh, I can't be who I am, but we can. And you know, I will tell you that I get a little paranoid about being myself around clients, but then I find out that they actually love it.

Jenny Kerns: [17:34](#) They all love you, Tami, you're amazing. And they're like, dude, Tami is awesome.

Ray Edwards: [17:40](#) I love all the things you've said. But what's the hard part about working for me?

Tiffany: [17:44](#) I'm sure all of us is going to have something different. Hang on, let me think.

Jenny Kerns: [17:49](#) I think the hard part is planning sometimes you're not the greatest plan.

Tiffany: [17:53](#) I would totally agree with that.

Jenny Kerns: [17:54](#) And it's totally hard. I mean we are very fluid and we're very good at that. We're very flexible and we're very good at that. But it's just really hard not to have the pieces in place sometimes when we're trying to plan things and then we're trying to do it at the last minute.

Tiffany: [18:14](#) I have learned to be really flexible and have it not bother me that much. But you got kind of better at it for a while. But I feel like being flexible is a good thing. And so, I mean it's sort of annoying when you wake up really early and you're like, oh, okay, we're gonna meet at like six but then we don't

Tami Hyatt: [18:35](#) Or we are going to meet at eight but we're supposed to meet at six.

Tiffany: [18:42](#) Is, is that the same for you too Tami?

Tami Hyatt: [18:44](#) Yes, but it's not. Honestly for me it can be hard, but I kind of thrive on making quick decisions later. I like a deadline and if it's getting close to that deadline, I'm doing some of my best work, so.

Ray Edwards: [19:05](#) Yeah, that's what I'm talking about.

Tami Hyatt: [19:08](#) You know, at TCA live, I created an issue with coaching slots.

Jenny Kerns: [19:16](#) Oh yes, you did.

Tami Hyatt: [19:20](#) And what ended up having, and some speaker slots and ended up having to happen was I had to at the last minute readjust things and I, I have to give a shout out to Leslie Samuel because he sat down with me and he helped me figure it out as our MC. He was amazing. And I said, I don't know what to do. I need to shave off an actual 30 minutes on all the coaching's lots and this and that and, and it was all my fault.

Ray Edwards: [19:51](#) Was it or was it mine?

Tami Hyatt: [19:53](#) It was not your fault. Oh I see what you're saying. Okay. So we all take responsibility. But no, it was actually a planning thing on my part and, and big events are crazy and you just, so I had to be fluid with myself on that one and I was so grateful for people who supported me in that too.

Jenny Kerns: [20:17](#) I'm very tired. We got back very late last night.

Tiffany: [20:20](#) Yeah. What time did you guys finish up?

Jenny Kerns: [20:22](#) One.

Tiffany: [20:23](#) What time did you and I leave Ray?

Ray Edwards: [20:25](#) Almost 11.

Tiffany: [20:27](#) Are you serious? So you were there for another two hours. People were just wanting to chill and hang out and talk.

Jenny Kerns: [20:31](#) Well because we had to wait for dessert and everyone was talking and well we walked back because it's super close.

Ray Edwards: [20:40](#) Oh we got an Uber to start with and they didn't show up. I got impatient, I got impatient. So we walked and I forgot to cancel the Uber. So the Uber driver called me like 18 times and I eventually canceled it.

Tiffany: [20:54](#) Did you get charged anything?

Ray Edwards: [20:55](#) Oh yeah.

Ray Edwards: [20:56](#) And then they kept calling me cause I think you were pissed. So I blocked their number. How much did they charge you?

Tami Hyatt: [21:01](#) It was like just under \$6 I got the receipt this morning.

Tiffany: [21:07](#) Oh, that's like the price of a latte.

Jenny Kerns: [21:09](#) \$6 is a small price to pay to piss somebody off.

Ray Edwards: [21:14](#) I didn't do it intentionally. I thought I canceled it, but I didn't. I kept trying to figure out why is this guy call me like every two minutes.

Tiffany: [21:21](#) Oh and you're like, can you not?

Jenny Kerns: [21:22](#) Was it the wine, Ray?

Ray Edwards: [21:26](#) I didn't have any wine.

Tiffany: [21:27](#) Oh, what did you have?

Ray Edwards: [21:28](#) Bourbon.

Tiffany: [21:29](#) How much?

Ray Edwards: [21:31](#) Two.

Tiffany: [21:32](#) That's it?

Ray Edwards: [21:32](#) Doubles.

Tiffany: [21:34](#) Oh.

Jenny Kerns: [21:34](#) Too much.

Tiffany: [21:36](#) I was actually surprised when we walked back that my feet didn't hurt that badly and I got back to the, to the room and I was like, I love these shoes. They're so comfortable. They're like four inch heels. But then I realized, oh wait, I had a lot of wine. This morning. My feet were pretty sore. I woke up at 5:17 and I couldn't go back to sleep until about six and then my alarm went off 15 minutes later and then I hit snooze until seven, which I don't normally do it was stupid.

Tami Hyatt: [22:09](#) Oh, you're one of those. I am one of those. I'm one of those people who sets like four to five alarms because I am so paranoid that I'm not going to wake up.

Jenny Kerns: [22:17](#) The only time I'm ever nervous about waking up is when I use my Alexa because sometimes she just doesn't listen and she doesn't do what she's asked.

Tiffany: [22:27](#) Alexa.

Jenny Kerns: [22:28](#) Alexa.

Ray Edwards: [22:29](#) So now people listening to the podcast, all their Alexas have been triggered.

Jenny Kerns: [22:33](#) That was my plan.

Ray Edwards: [22:36](#) So usually on the podcast we just say lady in the can.

Tiffany: [22:40](#) I thought it was in your phone. Oh no, that's Siri. Siri.

Ray Edwards: [22:42](#) Siri. We all keep looking at her iPhones to make sure it hasn't been triggered.

Jenny Kerns: [22:47](#) And this is why I don't have an iPhone.

Tiffany: [22:51](#) I love your camera on your phone. What is it? What kind of phone do you have?

Jenny Kerns: [22:54](#) It's a Samsung Galaxy eight edge.

Tiffany: [22:57](#) Is that like the new, Oh, that's like the infinity edge or something.

Jenny Kerns: [22:59](#) It's like two years old. It's ancient in phone world.

Tiffany: [23:02](#) Oh yeah. I like your camera though. It makes pictures look awesome.

Jenny Kerns: [23:06](#) I know it's the best camera that ever existed.

Tiffany: [23:09](#) Really? Ray, what do you think about that?

Jenny Kerns: [23:11](#) No, Ray has better cameras.

Ray Edwards: [23:13](#) It's the best phone camera. I think it's better than the iPhone. Yeah. Consistently. They are better than the, I put in all other ways. The iPhone is better.

Jenny Kerns: [23:21](#) I disagree.

Tiffany: [23:26](#) let the debating begin. Or end.

Tami Hyatt: [23:30](#) Apple versus android. What do you want?

Tiffany: [23:34](#) I just like the logo of Apple. Like it's cute and simple.

Jenny Kerns: [23:37](#) But android is this cute little robot thing that goes, [Robot noise].

Tami Hyatt: [23:43](#) what was that Jenny?

Jenny Kerns: [23:43](#) [Robot noise]

Tami Hyatt: [23:46](#) So for those who have been with Jenny and Tami, also known by Jody Mayberry as,

Tami & Jenny: [23:52](#) Shenanigans.

Tami Hyatt: [23:52](#) This is a sound that Jenny makes when she tells stories.

Ray Edwards: [23:59](#) Kris, I'd like you to please clip out the part where they said shenanigans at the same time. And also that noise that Jenny makes. Shenanigans [Robot noise].

Tami Hyatt: [24:11](#) See, and we can't do a podcast with our stories because we need to meet new people who haven't heard them. So we can tell them all over again.

Jenny Kerns: [24:20](#) And make them laugh hysterically until they pee their pants.

Ray Edwards: [24:26](#) Wait, did that happen?

Jenny Kerns: [24:27](#) Almost, yes.

Tiffany: [24:30](#) Who?

Jenny Kerns: [24:30](#) I'm not going to tell you who almost peed their pants.

Tiffany: [24:33](#) Was it you?

Jenny Kerns: [24:33](#) I do that all the time. I am always peeing my pants.

Tami Hyatt: [24:38](#) Okay. So do you have another question for us?

Ray Edwards: [24:42](#) What did you think of this event?

Tami Hyatt: [24:44](#) You know, let's talk about that because I, can we talk about the experiment because that was one of those things that I had to really adjust my mind of not, we were being present but we weren't always at the event and I had to deal with some guilt because I felt like I must be there because I'm a rule follower.

Tiffany: [25:13](#) Wait you keep thinking experiment. Like what do you mean by that?

Tami Hyatt: [25:16](#) Well, Ray can talk about it.

Ray Edwards: [25:18](#) You should actually listen, when I talk.

Tiffany: [25:21](#) Just explain.

Ray Edwards: [25:22](#) So the experiment was instead of coming to this event with a strategy in mind, like we had to go to these sessions, we have to meet these people. We have to have these get together. I consciously decided going in, I wanted to come and just be present for all of us to do this, not just me, which is, I've been operating that way for a while now. But I wanted all of us to show up and be with the people we were with and be with the moment and see what God orchestrated, what happened serendipitously, if you will. And just go with that. So that was the experiment. We had no agenda and you guys all kept asking me what are we supposed to be doing right now? And I kept saying, it's an experiment.

Tiffany: [26:05](#) Got it.

Tami Hyatt: [26:07](#) I will say that there's two sides to the coin on this one because I received some personal experience. Especially when we went to the island yesterday. You and I, Ray, we had some conversation and that really kind of set me free, with some beliefs I've had my whole life and gave me some logical explanations on why it always felt so wrong.

Tiffany: [26:38](#) What felt wrong?

Tami Hyatt: [26:39](#) Wow. That is quite deep, um, so it's about the book of Revelations in the Bible. And, you know, I don't think I can explain it as well as ray can explain it, but there have been feelings I've had my whole life. I've been told my whole life he's coming, he's coming, you know, the locust in Vegas falling from the sky. Well, this is just another sign that he's coming and I discussed the fact that, you know, I am this person who wants to affect the world and the lives of people in a positive way. And I was starting to feel a little jaded because I thought, well, if all this horrible rapture stuff is going to happen and the Lord is coming, which I know he, it will happen. This will be where we are. But I felt like, why should we try so hard? I was beginning to feel that way. Even though I love people

and I want great things to happen to the world and I want to be involved in effecting change. I was starting to feel like, well, what's the point?

Tiffany: [27:57](#)

Ray, What did you say to clear that up?

Ray Edwards: [28:02](#)

Well, what we talked about was, I think you made some comment Tami, like, well, we agree, I know about the book of revelation. We know it's going to happen. And I, I asked a question like, what do you know? Because I was looking for, most people have this, most evangelicals in the Western world have this idea that the world's going to get worse and worse. It's going to go to hell in a hand basket and the devil's going to become more and more powerful. And then Jesus is going to come back and rapture the church, take them away, and then it's going to be the time of great tribulation and all these horrible things are gonna happen. And when you look at the world through that Lens, when you look at revelation through that Lens, you watched the news, you're like, see, that's another sign. It's just confirmation. There's wars and rumors of wars. And I think theologically, and some people would disagree with me. There's, there's about four major ways to look at the book of revelation. And that's the most predominant one in our culture is that the, I call it the left behind philosophy or theology and I think that's wrong.

Tiffany: [29:01](#)

What do you think it is then?

Ray Edwards: [29:03](#)

Well, so that view is called the futurist view, which is says that the book of revelation is predictive of the future and then there's another view called the Predator risk view, which says that almost everything in the book of revelation already happened. It was about what was happening at the time in the first century and if you were a Christian at that time and you read revelation, you would recognize because you come from a Jewish background, you know, apocalyptic literature, which is poetic, has this poetic imagery and these certain archetypes like the fire and judgment and horsemen. You would've recognized that literature is what it was and you would've known, oh, this is, this part is talking about Nero. This part is talking about the church that's been persecuted in Rome. You would have seen all the stuff that was happening and realized this is our people writing about what's happening to us right now. Because you couldn't be totally open about what was happening because the Romans took a dim view of that because they were an empire and they had conquered the land. So

when you look at it from that viewpoint, you realize, well, the book of revelation confirms what was already written. What had happened in the lifetime of Jesus. His prophecies came true. He said, he looks to temple and he says, I tell you, truly not one stone will be left on top of another. Well, the first century Christians saw that happen as the temple was destroyed. So they knew what he was talking about. And that gives us a different worldview if we're just waiting for the rapture to happen, which I don't want to get into that whole subject. That word only appears in the Bible one time. And I think our general conception of it is wrong. But if we think that the, the world's just going to get worse and the devil's gonna take over and then Jesus is going to take the church away out of that, what motivation do we have to do anything to make the world better?

- Tami Hyatt: [30:56](#) Exactly. And so that was very freeing for me. And then on the business side of things we had, we actually had two dinners. One was hosted by one of our, our mastermind clients who was amazing. Um, and then one that we did and I felt like bonds were created. We were actually able to be in that moment and create those bonds. And I'm leaving this event just loving these people more than ever. Last night it was, we had 14 people there total and the conversations around the table were incredible and they moved us.
- Jenny Kerns: [31:48](#) Moved to some of us to tears. And I think that's what helps create deeper bonds and better friendships with our clients.
- Ray Edwards: [31:57](#) Is there a dark side to that and can, can that sometimes be messy because you have a real relationship with your clients?
- Tami Hyatt: [32:04](#) I have never encountered a dark side. Jenny and I.
- Tami & Jenny: [32:09](#) Shenanigans.
- Jenny Kerns: [32:09](#) [Robot noise]
- Tami Hyatt: [32:09](#) We have had the opportunity to create solid friendships. These are not just clients, they're our friends.
- Ray Edwards: [32:19](#) How does spreadsheet Tami feel about the experiment?
- Tami Hyatt: [32:23](#) Oh, so you would think that with being stuck in spreadsheets that I have no personality and no feelings.

- Ray Edwards: [32:32](#) No, but it's interesting you say that do go on.
- Tami Hyatt: [32:34](#) Well, so in spreadsheets you're analyzing everything and I was analyzing the situation and things that were going on, not in a bad way, in a good way. And I just kept thinking, I want this to happen again. I want this to happen every time. I want to be able to go to an event and just be present. And whether that means sitting through the entire thing and being there with clients or doing these dinners, I don't know. Maybe I'll want two dinners.
- Tiffany: [33:16](#) I love these dinners. I'm glad that we, we were inspired to do that and I'm excited to do it again.
- Ray Edwards: [33:24](#) How do you feel about the ROI on the investment we made to be here and to do the event the way we've done it?
- Tami Hyatt: [33:33](#) So this is really hard for me to say, but I don't feel like we can measure the ROI. And I'm not going to even attempt to do that because this is something that will have ROI for years to come because this is about, it's not about money, it's about people and relationships.
- Ray Edwards: [34:01](#) Well, one of our, well actually two of our guests last night asked me, why did you do this? Cause you didn't sell anything. And I told both of them and I've said this before, you guys got here because you slept in. Just saying. We're investing in people. Investing in relationships and also I feel following what God led us to do. So I think the return on investment is, like you said, it's, you can't measure it. But I feel like we've already gotten the return on investment. So I feel 100% great. I think the experiment went fantastically. I mean, think about, we showed up here. I had no schedule, I had no scheduled meetings with anybody. And we ended up meeting so many great people, forming new relationships, deepening preexisting relationships and with some pretty incredible things happen business wise too.
- Tami Hyatt: [34:57](#) Just even down to the first night when we were all having dinner and Pete Vargas showed up and I have never met him in person before and he is just a real guy. He's a cool guy. But I'm sitting there going, oh my gosh, Pete Vargas is sitting right next to me right now. He just showed up. It was awesome. And he ate some of our bread, which was also awesome.

Ray Edwards: [35:23](#) So I met Pete through Stu at a Jeff Walker event and it was all serendipitous. In other words, it was another similar sort of thing where we just showed at the event and I didn't know, I wasn't as comfortable then as I am now with like just showing up and hoping something happens. And that was at the last minute on the last day. You remember that? This is before we went to the airport.

Tiffany: [35:51](#) Yeah. Because you were like, okay well this is why we came here, my work here is done. And then you were like super excited about all of that.

Tami Hyatt: [36:02](#) I know for me, for some reason I had this thing in my head that I wasn't coming. I had almost decided that I was not going to make this trip.

Ray Edwards: [36:13](#) Oh, I think you had decided.

Tami Hyatt: [36:15](#) I had. And uh, I had just gotten back from Georgia on a trip with my husband and it was his business trip and I tagged along and before that I had just returned from Seattle. So it was just like trip upon trip upon trip. But I looked at my husband and I said, I know that I'm supposed to be there and that God is going to do something great. And he, you know, of course he said, well, I love you and I just love our time together and I don't want you to go, but I totally understand, isn't it great to be loved? And so I have received tenfold from this. So the first day we were here, we were invited to a mastermind and I said, I know why I'm here now. This is why I'm here. Never in a million years did I think there were more and more and more experiences would happen and I think that this entire experiment has been completely blessed and I also think that we need to just stop putting God in a box and let him do what he wants to do because he has a plan and if we just let that happen, great things will come.

Tiffany: [37:41](#) The end.

Jenny Kerns: [37:43](#) [Robot noise]

Ray Edwards: [37:47](#) And that is the end. If you would like to give your thoughts, your feedback on this, I'd love to hear what your takeaways were from this episode. You can reach out to us on social, on Twitter, on Facebook, on Instagram. I'm Ray Edwards. You can go to the blog [Rayedwards.com](#) and you'll find this episode of the podcast posted there and I can't wait to hear from you until next time. I pray that God does more for you than

you can ask think or even possibly imagine. Here's a hint, I already know he's going to do that.

Announcer:

[38:20](#)

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