

Brenden Kumarasamy Awarepreneurs interview

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SPEAKERS

Brenden Kumarasamy, Paul Zelizer

P Paul Zelizer 00:04

Hi, this is Paul Zelizer and welcome to another episode of the entrepreneurs podcast. This podcast is all about the intersection of three things, conscious business, social impact, and awareness practice. Each episode I do a deep dive interview with the thought leader in this intersection, someone who's market tested experience that is already transforming many lives. Before I introduce today's guests and our topic of one request, you could go over to iTunes or whatever app you're listening to the show on and do a rating and review it helps tremendously. Thanks for considering. Today I want to introduce you to Brandon Kuma Sammy, and our topic today is Mastering the Art of public speaking. His ultimate goal is to help every change maker in the world who can afford him gain access to free commitment tools to master public speaking, Brendan, welcome to the show. Thanks for having me on, Paul. It's great to be on. It's great to be here. You're up in beautiful place, Montreal, Canada, and just I've never been there. But I just have to say I'm a little jealous because like, every time I see pictures, they're like, it's on my bucket list. And I haven't made it there. So anyway, just a big shout out to Montreal. Yeah, it's a great place to be. So talk to us about Brendan as D aware printer. What's it What's a wellness or an awareness practice that Brendan uses to help resource yourself for this really, really, really important work but not always easy work day after day, week after week?

B

Brenden Kumarasamy 01:52

Yeah, absolutely. So my favorite hobby in the world is I like to dance alone in my basement for an hour a day. So I always do that. When I finished all my My daily responsibilities of 10,000 meetings called give us a soundtrack. Please give it what's an example of a song that's been on a recent soundtrack? Oh, geez, I'm a bit weird in that way, Paul, the sense that I actually listen to songs in eight different languages, so I'm always switching in between all of them. But I think one that stands out is probably Justin Bieber stuff. I'm really a fan of his of his newest albums, and just the way that he's speaks. It really resonates with me. So let's want that steads cool. So this fascination of public speaking and impact I have to say so Brendan and I connected through wasn't matchmaker or pod, I can't quite remember was one of the platforms that people use to get podcast interviews and printed up this fabulous one, but I can't remember which one do you remember which one? Yeah, it was a matchmaker. matchmaker. That's what I thought. Yeah. Okay. So by the way, Brennan did a fabulous job. It's a real live example. Go check that out. We actually did an interview with James Mulvaney.

P

Paul Zelizer 03:00

The founder of matchmaker and I get this awesome pitch. And it wasn't just that it was about public speaking. But it was about this intersection of like public speaking and impact. And I go to your website, you're talking about the Sustainable Development Goals. And I'm like, bring this guy on, come on, we need this guy, right? So we're gonna talk all about the whole intersection, but like, give me a sense of like, branding is passionate about public speaking, like on a scale of one to 10 you're on 27. Right? Like, how did that come to be? When did you get so excited? And why are you so excited about public speaking?

B

Brenden Kumarasamy 03:36

I just love how he was conversations. Great. Yeah. So So what happened Paul was when I was in university, my I used to do these things called case competitions, where other guys my age were, you know, watching sports or playing sports. What I did was professional sports, but for nerds. So in the case competition, what happens is instead of playing on a football team or a baseball team, A rugby team, where coaches yelling at you three to five times a week to really get get things together for the championship. I did the same thing in presentations. So suffice to say I presented over 500 times in three years, coached 100 people on public speaking. And by the time I started working in the corporate world, I was one of the best speakers in the country. So what had happened was I reversed engineered that experience and kind of asked myself a new question that I haven't before because I had been in poverty for most of my life, which was, how do I use my time and expertise to

make an impact in the world? That's when the YouTuber idea came to be?

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Paul Zelizer 04:41

You're thinking about leverage, like, gosh, like, you were like, 20 How old are we we get out of university in Canada, you're like 2122, something like that.

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Brenden Kumarasamy 04:50

Exactly. So I started master talk a couple of months before I started working, so it was around 20 to

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Paul Zelizer 04:55

22 years old. You've coached hundreds and hundreds of people you've given Even more talks yourself and you're like, this is my thing. Before we go on and how you built it out and what you've done in the YouTube channel, all that what what would you say to young people who, like are starting to get a sense of their thing, but they feel like Well, I'm too young. I'm only 21. I, you know, like, I'll start out when I'm 35. What would you say to the, to Brendan, you know, the earlier version of Brendan five or 10 years ago?

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Brenden Kumarasamy 05:26

Yeah, absolutely. And it's definitely something I struggled with because I asked myself those exact same questions. When I started master talk. It was about oh, you know, I'm not really qualified. Well, even if I was right on paper, like I mean, like practical. I didn't have a PhD in communication I didn't have what society tells us are the right credentials to do something. So what I urge people to think about, or to do as an exercise, is what I called the love letter exercise by focusing on the person that you're doing this for you essentially, write a letter for the person that you want. Want to do work for that you want to help that you want to support. And for me when I wrote that letter, I had two sides of the argument. So one side of the coin is, you know, Brett is qualified Britain's too young Britain shouldn't be doing this. And this is the narrative that we all have in our heads is the narrative, especially if you're young that you share. But the other side of that coin, Paul, which is much more interesting for a conversation is to say, who suffers if we don't take action for every day that we decide to just keep doing what society wants us to do, who doesn't benefit as a consequence of that. And for me, it was every 16 year old who wanted to make an impact in the world and obviously couldn't afford me because they were 16. So I saw a master talk not really as a way to make money but rather creating a platform where every change maker in the world can be empowered to use those the right tools

and experiences so that they can share their ideas with the world whether it's a recipe that they made, whether it's a crafts that they like They made or whether it's simply a charity but they weren't want to raise a bit of money for I want to empower all those people to do good and communicate better.

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Paul Zelizer 07:08

And I'm pretty sure Brendon when you wrote your love letter, you started a dear where printers like, Oh my gosh, this guy like literally was made for us like, you know, so I just want to shout out you know, this idea of getting really crisp about who you want to help I'm such a fan of that matter of fact asked my clients four questions. One of them being y one of them being who the second question like you got to know your own values and sense of purpose. But as soon as you have some idea that the very next question is who and getting really granular and you landed on folks who have an MP you can't change makers, folks who have an impact message and that was what you were going to do with your life and this YouTube channel. It was motivated to help folks who maybe weren't able to hire you one on one. The funny thing Thing is, when we were talking before we hit record, I'm like Brandon, what can I help you promote? And you're like, Well, you know, it's not really about clients like I'm more of those than I know what to do with I want to promote the Youtube channel and to promote the free thing not. So I'm telling that story for our listeners to hear that when you have a really good sense of your personal impact goals and making a difference, and not just putting some money in your pocket, although again, I'm not against that. But if you don't have anything more than that, it's not very compelling. You had a sense, I want to do something with changemakers. And I'm going to launch this YouTube channel that we're going to tell people about in just a sec, and you're doing quite well in terms of getting paying clients. Is that a fair thing to say?

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Brenden Kumarasamy 08:43

Absolutely. Absolutely. And I'm glad you mentioned that, Paul, because, you know, for me, the the advice is simple. Like if you want to make money, I think the best way of tackling is actually getting a job. You don't have the risk of entrepreneurship. You don't have to sweat you know, 1216 hour days like I do. Probably work 80 to 100 hours a week. But I love what I do, because I'm combining work that I do on my day job and working on master talking going on podcasts. But at the same time, if you're someone who's just trying to survive right now, I definitely think getting a job at the beginning, you know, the typing, ideally, will give you that freedom to think about the bigger picture.

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Paul Zelizer 09:21

And you have one foot and being an intrapreneur right now and one foot being an entrepreneur right now. So tell people about your day job.

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Brenden Kumarasamy 09:28

Yeah, absolutely. So So what I do for a living, and which is my dream job, and still pretty much is I'm very thankful for it because I'm a technology consultant at IBM. So I help a lot of my clients navigate HR transformation in different industries. So think about a bank or telecommunications or different things like that. So that's actually initially why I competed in those competitions in university because I think it's, it's bizarre to most people, Brendan, why would you put yourself through that, you know, presenting three to five times a week for three years who does that for fun? Thanks. Can we just

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Paul Zelizer 10:00

talk about the research of how much people hate? Just absolutely. Like they're more afraid most people I remember from my communication class in college, most people are more afraid of getting through in front of a roomful of their peers and they are dying. Right? It's crazy. Absolutely. Doing something that's harder than dying three to five times a week.

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Brenden Kumarasamy 10:25

You know, I love that you brought that up, Paul, because, you know, the fear of public speaking is what I've pondered a lot, because like you've mentioned, why are we all scared of it? It kind of doesn't make sense. Like, we all just happened to be scared of the same thing. Despite our background, despite who we are, despite where we're from. We all seem to share this common fear that isn't predicated on anything, because to give viewers an idea of my story, so growing up in Montreal, what it's Montrose, one of the few cities in the world, where you need to actually speak multiple languages to be successful. And so I studied in French, actually, but I didn't speak a word of French. So not only was I uncomfortable presentations my whole life, I had to give presentations in a language I didn't even know. So you can imagine the fear that I had, but I was able to overcome that. So from that point, I backtracked it back when I started coaching people, and I asked myself, Why is everyone else afraid? And the answer Paul, lies in the classroom. I mean, think about it. We don't wake up one morning and say, Hey, Paul, you want to get breakfast man and present all day? Like? Does it does this does not what happened doesn't



Paul Zelizer 11:37

work that way, right?



Brenden Kumarasamy 11:38

doesn't work at all. So if you think about it, 99 to 100% of all the presentations you've given, especially before you start working, have all been given in the classroom. So think about a high school history class teacher comes up to us and says, Hey, you know, Paul Brennan, I need you to do a presentation on the Hollandaise sauce and you're sitting there thinking is this like a fruit or something, but then you find out later, it's a time period in history, you got to figure this out. But here's the issue. One, we never get to pick the topic. And it's usually something we're never passionate about, or two. Rather, we're speaking to students who don't care about our presentation, not because they don't like us or anything, but because they're worried about their own presentation, because they got to go in five minutes. And three, the teacher was extremely competent, very well educated knows their subject. But as stressed out of their minds, they have 30 presentations to go to in two classes. They don't have time to say, hey, Paul, let's sit down for 10 minutes and talk about your presentation skills. So when that perpetuates over and over and over again, and math and sciences in French, in my case, and gym and music and all the subjects over and over again. No wonder we're scared of public speaking.



Paul Zelizer 12:51

Hmm. That's a great point. So you got excited to say, hey, change makers. This is talk to us. What's your language? I imagine you've thought of this for the most public speakers and people who are coaches in this space. I call it leverage, right? There's something about getting on a stage or getting on a podcast that you know, like, if you sit down and have a cup of tea with somebody, and you really are a beer or a glass of wine or whatever whiskey, I don't care what it is, but you sit down, you have a real conversation with somebody. Most of us can think of a conversation that changed our lives. I was just telling one on a podcast that I was a guest on this morning, right? We've all had that experience. Matter of fact, it may be the single most impactful thing that can happen to a human is a really honest, really deep, really open hearted, really intellectually and heart and soul and spirit stimulating conversation. And yet, there's only so many of those we can do in a day because there's other things you know, you've got this tech consulting thing and master class and I do podcasting and clients and other things. There's a How many? How many people? Can we touch that way? And yeah, when you get on a stage when getting on a stage with large groups was, you know, still a thing. Or you do it electronically, like on a podcast or a zoom call where there's a lot of people, you can touch a lot of lives in that one hour. I mean, the only limitation to the number of lives you can touch is your own

creativity and ability to attract people to the conversation. What's your language for that leverage thing that in my vocabulary?

B

Brenden Kumarasamy 14:33

Yeah, yeah, absolutely. And I loved I loved that how pointed the question is, cuz I think it really drives the point home. So I had no intention of starting a YouTube channel just so people know. Like I was coaching people one on one. Most of the people I competed with go on to work on wall street or in consulting, like at IBM or McKinsey at one of the big firms and the end up becoming senior executives to make 500 K to a million dollars a year and that's their life. What changed for me was when my friends came up to me and he said, you know, Brendan, now if you keep coaching people one on one or with a couple of people around, you're even in groups when they're speaking to 30 people, it's in a classroom. Will you have time to coach everybody? Even if you are getting paid? Like, let's say something ridiculous, like \$10,000 an hour? Do you have time to coach everybody? And I said, Oh, you're right. I don't. And he looked at me and he said, What's the only way that you can teach the world? And I looked at him and I said, video, he's like, exactly. So you better start a channel. And then when I heard those words, I because I didn't want to be on camera, frankly, I sucked. And that's a it's a huge ego hit to someone like me who had presented 500 times, right. So something I needed to learn. But I think the idea was is as simple with speaking in this conversation, especially with this very conversation we're having is if you want to impact your community, you don't need to master public speaking, but if you want to impact the world, you almost Need to, because at some point, you just don't have time anymore to take care of yourself. You're just talking to people one on one. So master talk was my mechanism of transferring all of the knowledge in my brain that I had accumulated over the past five, six years, into tangible, crisp, easy to use video so that anyone could master the craft without ever having to talk to me.

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Paul Zelizer 16:24

So you come into school, you have all this practice, you get your IBM job, you kind of have the basis covered in say, time to launch this YouTube channel. It's called master talk. Tell us about launching it and like, what were the challenges of launch? Had you ever done anything like that before?

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Brenden Kumarasamy 16:42

I like that you called it a lot of sales. So let's let's break down what that gets us. Right. You're pretty close. Actually, you're on the daily. Let's let's kind of understand this conversation. So it's January 2019. We're 90 days away before I have before IBM starts

paying me cuz I started. I started working in April 2019. So January of 20, literally 90 days before. I had like 50 bucks in my bank account, I was dirt poor, whenever my friends would want to go out, I would be afraid to spend like 10 \$15 on a meal. My mother was making minimum wage. times were tough. That was literally last year, not like a decade ago, that was like 400 days ago, literally. And in that those moments, you know, and I had the idea for master talk, I had no like zero intention of making this a thing Paul, it was more just, I was just frustrated with all of the terrible content that was on YouTube like just to give an example since we're big, very informal here. What what in particular was had a PhD in communication, and they had a video on how to manage vocal tones and the video literally went like this. Hi, everyone. My name is so insane

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Paul Zelizer 18:01

like, Wait, is this asleep video or what? How does this

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Brenden Kumarasamy 18:06

person have 65 or 60 or 70, which is a bunch of subscribers that I just went, oh my god. So anyways, I got frustrated. So I started making videos in my basement. I sucked at it. I was it was dark, I didn't have money for lights, I 50 bucks in my bank account. So I sat on a sofa that I think my parents stole 10 years ago, but don't quote me on that. sat in front of the sofa. And then I started making videos for the record, but it's still I think we funded some garage sale, it was like five bucks. So I start making videos in the dark, and they're obviously terrible. But I just kept doing it every week. And every week we can week out frankly, because it gave me something to do before I started working. But what happened to Paul, so that was my launch, by the way for those who are listening.

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Paul Zelizer 18:53

Yeah, my launch plan for that dinner.

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Brenden Kumarasamy 18:55

Yes, huge nuts. Luckily, I got lucky that way. Have my friends thought of the name master talk I was gonna call it something stupid like BK talks so they'll say oh it's my initials like called added my friends like that's a stupid name just call it bastard talking I was like oh that's genius. So anyways, so so there's my super fancy watch but anyways so I start making these videos I'm at like 10 subscribers or something and I honestly think it's a stupid idea I'm like I'm not gonna do this full time I could do this for a bit I'm gonna be an executive at IBM make a bunch of money and get my mother in retirement you know

really fast give her the life she never had and just be happy you know and that's it but I guess I guess fate and destiny or whatever you want to call it had other plans for me because a bunch of people more than I would have thought to be honest you know whether it's three four people you don't need many just came up to me and said hey Brendan, these videos are pretty good just keep doing them. And I was like, Wait, you're watching these videos. I've like it's on my phone in my basement. It's dark. You don't even see my face. You like Yeah, but the contents already you should keep like making these That's when the spark kind of came up in my mind.

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Paul Zelizer 20:05

And I'll just, you know, I try to do my homework when a guest comes on. And one of the things I love not only are you very consistent printing, but you're also public about it. So I actually literally did a screenshot of your Facebook page and on your Facebook page for master talk, it says a new video will come out every Sunday, right there in the timeline photo. It's right at the top. And so listeners I love the story that Brendan is telling us and really hear that level of commitment once he said all right, I'm gonna make this a thing you didn't you didn't start it. You know you. I've heard the language accidental entrepreneur. So so in some ways, Brandon's might have been kind of accidental, but once you decided I'm going to do this thing, at least as it exists right now. You've put your flag down and said, Alright, I'm going to do this people are gonna have a way to connect with the content and learn about communication and learn about public speaking and do it in a really warm and impact focused way. And here we are like, whatever, 400 days later. And this thing has some traction. So tell us a little bit like what's it like now? How often are you getting input from people that this is having the kind of impact where you talk about in or intro where you're saying his ultimate goal is to help every change maker in the world?

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Brenden Kumarasamy 21:25

Yeah, and as you can imagine, from my mother's basement that I'm still talking from, by the way, things have definitely evolved. Right? It went from this this small idea that I had to a couple of months later What happened was I got infinitely better on camera because I brought that level of obsessiveness that I had in presentations onto camera. So by the 500 time that I presented in front of a camera, I got really, really good. So then after that, I asked my best friend Danny to sit and I looked at him and I just said, Hey look, I want to go Pro with this, how about how about you just do my production? He's been in the game for seven, eight years. He's been making videos since he was 16. And he said, Sure, so I gave him 25% of my salary, and we just went for it. And ever since then, yeah, like you mentioned, I'm sure you as you get a lot of messages for your show. I just, I just got a

bunch of people who were really thankful for the videos, whether it's university students, or mental health advocates, they would message me and say, you know, your your small videos changed my life because I was always afraid of public speaking. And now I'm not anymore. So. So I think that's, that's kind of how impact is supposed to be and it really gave me a purpose. But like you said, Paul, you know, it's it evolves, right, it starts with the small idea, pretty sure it's not going to work, but let me just try it anyway. See what happens but probably it's not gonna work. And then over time, you go, Oh, this is actually might work. And then in my case, what I realized fairly quickly, was that I could become the best speaking coach in the world, not for ego not for I need the number one title or anything, but because if I am Number one, because of the generosity of the information that I share, people will look up to me for public speaking never pay me a dime and learn it anyway, similar to Seth Godin, I think he's a good contrast here. You know,



Paul Zelizer 23:12

Paul, and you know, a friend in your lighting doesn't suck anymore. That's



23:19

your thing.



Paul Zelizer 23:20

I'm joking, but I'm not joking the quality of your videos I mean, you beautiful presentation without it being like overly polished. It's, it's really professional now, but you don't lose the warmth, or that focus on the impact oriented person. I want to ask you more about that in a little bit. But just like kudos to go from like, really less skillful and less polish to really being world class and 400 days. It sounds like a long time, but that's not a long time.



Brenden Kumarasamy 23:50

Yeah, absolutely. And that's, that's the thing that I recommend. A lot of people are impact driven, especially the amazing people in your community. Paul is passion started. To obsessions really quickly, if you put in the work, I think that's something that I learned in this journey, like I started, you know, with my phone, and now to be quite treads bear with everyone listening, my content, my videos for the full year, like for the rest of 2020, as of this recording is already done and published. And I'm in the process currently, because I can't travel right now to write my content for the next five years. So I actually write a YouTube script every day. But you don't start at that level of commitment. I'm just like,

crazy. Crazy cool. But at the beginning, it's not like that. So it just evolves over time. But the transition from the beginning to where I am today is the following question. What do you actually believe in the best founders in the world have a unique point of view on how the world should be, whether it's Elon Musk with SpaceX and how we believe that reusable rockets could be made and that was possible, or whether it's with me and master talk and that I believe that a world could be possible where every single human being doesn't need to be scared of public speaking, provided that they knew that it was exactly taught in the same way that leadership is because we know that leaders aren't born. It's conventional wisdom. You become a leader through a series of experiences in our life, whether it's hardship or suffering, or just managing teams, but we don't believe that for public speaking, and I want to change that cultural paradigm that we have.

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Paul Zelizer 25:25

Beautiful. So let's see this. I'm gonna ask you how you do that and what it looks like. Now Brendon, just a second. Before we do that, I just want to take a break and thank our sponsors. We're printers isn't like many podcasts. We don't have like a meal delivery service or website service. We have this incredible community called the aware printers community. It's over 300 members. And to understand what we do, you need to understand that I'm a bit of a science geek. And one of the things that scientists tell us that when humans are trying to make changes Their lives. The single biggest predictor and this is whether we're talking fitness or get better at public speaking is what they call social support. Think about a support group, right? So what this means in terms entrepreneurship is just having other social entrepreneurs that can say, you know, high five, like our we're recording this on a Monday. Every Monday we talk about what are your intentions for the week and on Fridays, we say tell us something we can celebrate if it was good or acknowledge if it was hard, just people who are with you. Somebody was asking you about a LinkedIn specialists today or who can build a website that understands these kind of brands, right. That's what we do in the aware printers community. It's a fabulous group of folks. And I just want to say, you could use a little more social support for these kind of brands. Go check out the aware printers community and a big thank you to everybody who sponsors this podcast. So Brandon, let's talk a little bit about what it looks like. Now so you got this YouTube channel, you're getting views. You know, every time I look, I was doing my homework on the thousands 10 thousands of views, right? Every video you're putting out these days, you know you're into it 400 days into it like, what does that look like in terms of your goal as an impact driven entrepreneur?

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Brenden Kumarasamy 27:19

Yeah, absolutely. So now at this point in time, my focus has really been on the following

How do I become the number one YouTube channel on public speaking in the shortest amount of time, because by doing that, then my name will be a brand and then people will know who I am, which means the impact that I seek to make in the world would be a lot more apparent. So the strategy used to be pre kind of what the situation we're into right now. speak at a bunch of events, attend a bunch of conferences and build relationships with a lot of power players so that they know the channel and what I'm trying to achieve with it. But obviously, after the whole situation head I kind of asked myself this different question, which is

P Paul Zelizer 28:01
salvation you mean? COVID-19?

B Brenden Kumarasamy 28:02
I mean, COVID Yeah, exactly. So in the sense of, I just didn't like using the word COVID. Because if we don't hear it so often that use just like, maybe once we can avoid it, but anyways, the idea is simple, how can I still achieve the same results anyways, if I don't have the usual tools that I'm used to, to, to to build those same types of relationships and grow the YouTube following so that's really been the focus of my time. So that after I do that, I could then branch out to brands and and really expand the master talk brand to the world essentially.

P Paul Zelizer 28:36
So and that was one of your strategies is getting on as a guest on podcast where there's some overlap and that dear, ideal client, I want to say I see you letter right.

B Brenden Kumarasamy 28:52
Yeah, absolutely. So just to give people an idea of how extreme I am, because I've been I'm very big on this idea. Extreme people get extreme results. That's that's a quote that's coined by the by the CEO of Y Combinator, which is one of the most successful accelerators in the world, Sam altman. And he, you know, he helped grow companies like Dropbox and Airbnb and a lot of the products that we use today. And basically, what he's trying to say here is, if you're always willing to do with everyone else isn't willing to do, you'll always get the results you want, that most people just won't get. So a good example of that is, you know, I probably go on 20 shows a week, and I'm trying to bring that up to like 100 now, and I'm on track to doing that. Because by doing that, it'll, it'll be able to get the results that I want in three years, in three months. So just really work hard and

prioritizing your time accordingly. Because I find that most people probably not the people in this community, but most people in general, don't really spend enough time saying out of all of the obligations in my life, whether it's a job, whether it's family, or potentially a partner, or a business, what are the things that that need to be prioritized. And given the limited amount of time you have to be alive. And for me, what I've realized after a lot of thought and reflection was the number one priority in my life was to make master talk successful while not burning out. So that's why, you know, despite the income that I'm generating, I still live in my mother's basement, you know, I still don't own a car because I want to focus all of my chips and put them on the right table so I can see this successful and so that every 16 year old who wants to make an impact in the world has access to the right tools and information.

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Paul Zelizer 30:33

And you've bet pretty you put a lot of chips on podcast guesting and if you miss that listeners of Brendan just told us he's going on dozens and dozens and dozens of show in a month. Right? I just want to cut I'm joking. When I say this, but also not joking. I talk about my spiritual highlighter. And I just want to highlight that as somebody who is really passionate about podcasting and both sides of the mic, having a podcast is life transforming if you do it with care and attention, and it's a slower build this idea of being a guest on consciously chosen podcasts and pitching them well and doing being a fabulous guest like your brand, that may be the fastest way I know and paying attention to the people you meet along the way, not transaction just Hi, Paul. It was awesome to like be on your show. I'm never going to talk to you again. See you later. one and done. Move on to the next check. Like I have a sense you. That's not how you approach that. Is that fair to say? Brandon, you're absolutely right. I

B

Brenden Kumarasamy 31:34

think this is a great time to talk about relationship building, I think would be a huge value add for people. Yeah. So yeah. So So the way that I see it is because a lot of people ask me like, oh, should we network at these cocktails? How should we go about meeting new people that will aid us in going to the next stage? And my number one rule of relationship building is very counterintuitive, and it's the following. Don't sell someone who doesn't want to be sold. If you're someone who has Purpose Driven entrepreneur, why would you talk to someone who isn't purpose driven? Why would you talk to someone who doesn't have the same values as you? So my advice is to seek out the people who are part of your tribe, whether it's joining your community that is amazing with the 300 social entrepreneurs that you have, or really any community that speaks to you personally, like what I do, especially pre COVID. What I what I did in the past was I would spend 10s of

thousands of dollars literally, just to fly out to conferences, to meet specific types of people. And I've generated not only business, but also impact and insights that I never would have got otherwise, like, I met my business coach on one of these events. I met one of my potential clients there, but I also met, you know, people that I built long lasting friendships with. So you really want to spend a lot of your time filtering out the people who are for you. And then once you find the people that are for you, you want to solve any problem that you possibly can. So let's Talking with Paul and I realized that Oh, he needs like a workshop to help his community I'll say, oh, let me solve that problem for you. I'll do that for free. You want to you want to invest in the relationships that matter and spend less time investing in the relationships that don't

P

Paul Zelizer 33:16

this is not a theoretical conversation post Brendan, I already did that. You were printers community needs have hit you need to, you know, workshop on doing pitches or how to do public speaking. So we're gonna, this is not the last time where printers we're going to hear from Brendan. Anyway, I just want to say this is not a theoretical thing I've seen. I just met this guy like an hour ago, and we're already in those conversations, and I did the same in my own way. So just some vocabulary. I don't remember what episode it is. I'll put an episode link in in the notes in the show notes, but Pam slim, in a conversation about entrepreneurs and the ecosystems that we operate in. Her language is the best language I've ever heard for what you just described Brendan Hampson talks about the watering holes. We are social animals and we need to go somewhere just like you know, in a plains environment, whether it's in, you know, North America or the grasslands of Africa, the animals need to go get water and those places where water is or the congregation spots and humans congregate as well. And we have these natural kind of ecosystems for whatever your dear I love you client, I hear you're the person I want to serve. Those folks gather certain places, and if you're intentional about finding them, and you were talking about doing it through conferences, you can do it through podcasts or do it in online communities. But if you go find them and be relational and treat it like a farmer, rather than just trying to like laser pinpoint in a transactional way, I'm going to get the money out of this person's wallet. But no, I'm going to go show up in this watering hole in an ongoing way and form relationships where the leaders and the kinds of people doing really impactful work already gather. So Pam teaches a year talking about it. Brendon, I talked about my clients. This is one of the best and fastest and most sustainable. You talked about not burning out ways of growing a business that I know.

B

Brenden Kumarasamy 35:26

Yeah, I absolutely love your thoughts. They're pulling what what you had quoted as well.

And I think one way of kind of, kind of building a bridge here. So tell people understand is let's, let's do a thought experiment. Let's say that you meet 100 people every year, right? Just on average, obviously, it's very optimistic. Most people probably be much less than 100 people a year. Let's just say it's 100. And once again, let's say for the sake of this argument that you'll probably leave live for 50 more years, you know, you're going to live for a very long time. So 50 times 100 is five thousand. So the question that I always ask people is Who do you want those 5000 people to be? out of the billions of people out there in the world? Who are like, are you going to waste time going to random events? Because you only get to meet 5000 of them in your lifetime? Or are you going to spend money to get to those 5000 people in the fastest possible time to get the results and the impact you actually want to make in the world?

P

Paul Zelizer 36:26

Love? That was a great question. So talk to us a little bit about storytelling. I was doing some homework and just you had this fabulous video about storytelling, and how that fits into having impact as a public speaker.

B

Brenden Kumarasamy 36:42

Yeah, absolutely. So the way that I see storytelling Paul is the following. If I were to summarize it, in one sentence, it would be this storytelling is showing the audience that you understand them as much as they do, whether it's through your personal stories. For example, when I speak I talk a lot about my vulnerabilities as Speaker, as someone who wasn't very good at public speaking, who struggled a lot. So the reason why that form of storytelling is impactful is because from an audience's point of view, I relate to their own personal stories because they say to themselves, I can relate to that. So the more specific you are about appeasing your audience about showing them that you care as much as they do, showing them that you're part of their tribe. That's how you make effective stories happen. But I will argue when I say that storytelling is not the beginning part for any great speakers. So let's talk about I think the first part of that and the reason is because you want to know how to master the foundational elements of public speaking before you can go on to tell stories, because if you tell a story, and you're not very good at public speaking, the story kind of falls apart. So I think the focus for people is to first understand how to practice public speaking. So let's use a common example. Let's see You want to learn a new instrument like piano? Sure you can. You can play 15 songs, you can try and get something together. Or you can practice the same song 2550 100 times, and then show off to your friends and say, Hey guys, gals Look at me, I know how to play piano, even if you only know one song. But it goes to show how quickly you can get your first quick win. When you're practicing piano, the same analogy. We don't apply to public

speaking, it's Wednesday, your client, your boss, your teacher comes up to you and says, Paul, I need a presentation for Friday. So you're they're sitting there stressed, you're getting that presentation together, you're putting in hours of work, you finally muster up the courage to present it and then you take it you crumble it, you put it in the garbage, whereas the best speakers in the world present only one or two things, but presented hundreds of times. So your goal, especially if you're purpose driven entrepreneur, is you want to start by focusing and making a repeatable presence. A company pitch where you talk about your company, because that's something you're going to be doing hundreds of times anyways.

P

Paul Zelizer 39:07

Beautiful, I suggest the same thing. I have slightly higher numbers for nimbo when somebody says I want to get good at being a podcast guest, I'm like, let's now three to five topics, right that you can pitch almost anyone does that mean you couldn't do one that's not on your list? No, of course you can. But if you now if you get three and you just get really, really, really, really, really, really, really good at them. You're going to get a lot of pain clients and you're gonna get asked back to be a guest really good. Rather than every time you see somebody or somebody says, oh, somebody I know as a podcast, I see them a matchmaker potty, and then you're like going back from scratch coming up with an entirely new present, you know, topic that you've never done before. It's that's that's hard work. Right? Let's get really good at a couple of them and find places where you're delivering them regularly and like you said, and then you look like a rock Star because you're not throwing it out after that podcast is over. So I totally agree. And that's an example of something that I use to slightly modify. So let's talk about what it looks like Brendon master talk is growing and you are making revenue in the brand. How are just like pure put on your entrepreneur classes? What are some revenue streams for master tech? And what are some of the plans that you have for the brand going forward?

B

Brenden Kumarasamy 40:28

Absolutely. So So from an entrepreneurship perspective, I would say most of my revenue stream comes from two specific categories, which is one on one coaching and group coaching. So group coaching means let's say, I work with a lot of it executives in groups, and then I coach them on how to be more confident their board meetings and how to tell their story so that they can get you know, the next aspirations they want for their careers. But then I also do one on one for with purpose driven entrepreneurs who want to get their pitch together to make sure that they can share this message with the world and give them what I call a forever speech, a pitch that they can use for the rest of their lives. So So yeah, it's definitely been pretty good that I got a couple of clients and a good amount in

both areas. But where I see the business evolving, is similar to what Seth Godin has done with his brand, where he used to coach or consult, but now what he does primarily is he mostly speaks for a living, which is what I'm slowly turning into. So I would I would assume that probably 80 to 90% of my income will come from speaking engagements in the next five years. And the other 2030 you know, around that number will come from the courses or the the insights that I share from from the YouTube channel.

P

Paul Zelizer 41:43

Nice. So talk to us about public speaking in the disruptive error. I'm not going to use that word in the in the error of disruption for live events like how has that influenced what people are coming to you for And, you know, most often when somebody thinks public speaking, they're thinking of, I'm on a stage. There's an audience there, the bigger the audience, you can get me in front of Brendan, the more I pay you money, right. That's the way public speaking is oftentimes been thought of. And obviously that's been disrupted. So what are the conversations and what are people approaching you with now?

B

Brenden Kumarasamy 42:23

Yeah, absolutely. And sometimes like as you know, as since you're a coach yourself, Paul is sometimes people just come up to to talk about, you know, what's going on in their personal life. So there's definitely that component too. But I would say the big one is virtual presentations. Like I still want to keynote Brenden, I still want to give presentations. How do I do this virtually. So I had to pivot really quickly, to how to give you the perfect pitch to how do I give you the perfect virtual pitch. So you can use the same pitch when you go back when when the lights are on again. So for for me, it's about coaching them on specific online presentation tips so that they're there. They're still as effective On stage as they are on the online stage, so here's a couple of tips I can share with people that I think will be insightful. So the first thing that we need to understand about online is that it's supposed to be harder than in person presentations. The reason is because let's say me and yourself, Paul are in the same room and I'm giving you a presentation on public speaking. It's very easy for me to say, Well, if I tell a joke, I'll know if I'm funny or not right away, because you'll either laugh at the joke, you go, oh, Brenda, that's so funny. Or you're gonna look at me and say, that is not funny.

P

Paul Zelizer 43:33

groan right, really.

B

Brenden Kumarasamy 43:37

But either way, I will know, right? At least I get your reaction, right. But in in a in an online presentation setting the challenge is I still need to say the joke and assume it's funny. And that's very different because now I have 30 people on a screen, and I and I have slides so I can't really see who's laughing. Who's not? So I need to still say that same job with the same level of confidence as if we were in person. And that is the challenge is imagining an audience in your basement when there isn't any. So how do we repair that? How do we fix that? So a couple of tips that your audience could use, especially if they're, they're pitching to investors, or customers, potential ones in the future. Now, as you want to do these things called pre zoom training rooms, where you get a bunch of people who you don't like, ideally, who give you really hard feedback as you present to them in a zoom call. So they could say things like Paul, your lightnings off, Brendan, you need to dress better. Or where are you sitting in Word, change the background, your sound is terrible, dude, right. And then, the other thing you want to do if you're if you really want to be perfect is what I call bulletproofing. Your presentation. So with these five people doing the zoom call, is their task is to each ask you 20 questions about your presentation. You just get bombarded with 100 questions so that after the q&a is over with that group of insane folks, you're essentially your presentation is essentially bulletproof. Because when you enter the zoom call, you'll know the answer to any question. So a good example is when I started keynoting, I wasn't the expert on public speaking. I was really good at it. I had a lot of experience, but I wasn't the expert of experts. But after you keynote for 300 times, like I have in the past two to three years. Well, there's not really any question that you can't answer anymore because you just know most things about public speaking.

P

Paul Zelizer 45:36

Peter Paul Lapa great suggestion. So one of the reasons I was really excited to have you on is your focus on impact and like, I was like, not only is this guy talking about impact, he's talking about the UN Sustainable Development Goals, right? A very, you know, precise way from the United Nation of thinking about impact goals. 17 goals that are Everything from water to sustainable food and gender equity. Right? And you are very explicit in some of the examples and stories you're using. Are those are who you want to touch people who care about that. Why are you so passionate about this combination of public speaking and positive impact?

B

Brenden Kumarasamy 46:24

Right. I think it's a beautifully asked question. I think the idea is, for me, to be honest, well, I don't know why impact has been something that's so important to me if I had to guess it was probably I probably got that from my mother in the sense that she was just a

generous human being. And she taught me that, you know, if you live in Canada, or the United States, or really any first world country, your goal isn't just to accumulate wealth for yourself. It's to share it with everyone else, because just the fact that you're born here, already puts in the top 1% of everyone is currently alive. When you play life through that perspective, as I grew older and warm, mature, I created this quote for myself that I live by every day, which is the following. Perspective frees us from the chains of constant complaining. So when we have perspective about what happens in the world, the chains about when the guy who cut us off in traffic or this bad thing happening our lives, those change those handcuffs that we have, we're always complaining all the time, about the littlest things that just absolutely don't matter fall down, like they fall apart, they break away, when the chains break away, you're finally free to see the truth, which is pretty great life and life is pretty awesome, frankly. So after I came to that analysis, I started asking myself the deeper questions, which isn't how do I make an impact in the world, but rather, how do I actually make an impact in the world because I know many of us talk about it, but very few of us actually execute on it like the people in this community have been doing a great job with that. So what I'll do here is I'll share my framework I think will help guide people in their journey to make an impact. So I believe that everybody on earth who wants to make a change in the world should focus on two problems, one problem that they're uniquely positioned to solve in a way that very few people are not. And number two, is what I like to call the world's easiest problem. So let's go through that framework. The first part is what I call so basically, the question is, what are you most passionate about? What are you excited about? And more importantly, what is the problem that you can solve that no one else can. So in the same way that you're leading this this community of amazing social entrepreneurs pod, you know how to facilitate conversation guide them in their business? My my thing or the thing that I'm world class in is public speaking coaching. So the problem I'm getting paid to solve ideally, that I'm uniquely positioned to is public speaking. So with that aside, and training the world on how to master their talk, what's the second component i find too many of them us, when we look at the SDGs, especially, we kind of look at all of this. And we kind of get a bit intimidated because we see all these these problems in our society. And we don't really know where to focus where to spend our time. So here's a question I thought about, that I can challenge your viewers to think about so we can look at problems more objectively, so we can get more things solved. And that question is, out of all of the SDGs. Which one do you think is the easiest one to solve? And that is a question not many people take the time to answer because we use too much emotions in our decision making. So after a lot of thinking to kind of close this point off, I realized that water was the the easiest one to solve that at the 17 or 16 goals that were outlined by the UN, because water unlocks everything else. So right now, women probably spend six to eight hours a day carrying dirty water from point A to point B. So if they're spending all of that time carrying water on Day, they obviously can educate themselves, they can empower themselves, they can't

serve their communities in better ways. And that's such a loss of our most precious asset, which is time. And that's why I've been very focused on the water crisis and what Scott's doing at Charity Water.

P

Paul Zelizer 50:16

So I can hang out with you all day. I don't want to do that to you. And I don't want to do that to our listeners, if there was something that you were hoping we were going to get to, in this interview that we haven't yet gotten to, or there was something you wanted to leave our listeners with, as we say goodbye. What would that be?

B

Brenden Kumarasamy 50:33

Yes. So I'll leave. I'll leave everyone off with two things. The first thing is, since this is a very, very aligned podcast to who I am as a person, I would encourage you all to check out *Thirst* by Scott Harrison. If you're an impact person out there, you're somebody who wants to make a change, which is pretty much everyone who's listening. It is the number one book I can recommend not just on storytelling on public speaking, but how one person literally created a platform. For an empire of making a difference in the world, and I think he is the example to follow, and you should all check out his book, a lot of people like Bill Gates and stuff endorsed it. So highly recommend Scott Harrison and checking him out. The second thing is more of a life advice. This is another quote that I love. And I think it really embodies who I am, which is the following, be insane or be the same. If you want to be like everyone else, which is definitely not the case with your audience ball. That's still totally fine if that's what you want to do. But let's let's move on to the more interesting stuff. If you're somebody who wants to make a change, if somebody wants to make an impact, you're someone who wants to make a difference. The one thing that you need to do, the one habit you need to get is asking yourself the hard questions about life and here's one to ponder and I can go on this for hours. But just to get the ball rolling here. Why are we saving up for retirement at 65 if Steve Jobs died at 58 if you had all the money in the world 56 excuse me if you had all the money in the world How would you spend your time? Most people don't ask themselves these fundamental questions about life, because they play by societal rules, but the only way to break those rules and to do exactly what you're meant to do, is by questioning everything. Because if I didn't take the time to question everything, why do I need to move out of my mother's house? She's not going to live forever. Why don't I just spend time with her? Right, those types of questions, I was able to align my purpose with what I was good at and leverage my time my most valuable asset, because I don't get my 20s back in a way, that is literally what I'm supposed to do. And that amount of commitment gets you to a place where you're living in your mother's basement because you believe on what you need to prioritize, which is

getting the job done making the impact you want to make, and by prioritizing and questioning everything, I hope that all of your viewers can look at themselves and say, Hey, you know, I'm on this path. You know, I have have that job at IBM, I have this thing. But if I've role play this 30 years out, 50 years out, and I'm sitting there, and it's all over. Well, I'd be happy with that life. And I hope you all make the right choice that works for you.



Paul Zelizer 53:14

And thank you so much for being on the show today.



Brenden Kumarasamy 53:17

Of course, it's been an honor, Paul.



Paul Zelizer 53:19

So I want to really encourage people go check out the master talk YouTube channel. Also put links to the thirst book and to the PAM slim episode to Brendan's website, and all the good things. I just want to thank everybody who's listening and a quick reminder, we now publish a new episode twice a week, every Tuesday and Thursday drops like five o'clock in the morning. If you have an episode idea topic or a guest you think would really help them we haven't covered it. And you think we should go to the WordPress website and go to the contact page and tell us your idea. We'd love when our listeners suggest new topics or new ideas And I just want to say thank you so much for listening. I want to really encourage you to take a care in these very poignant times, and a deep, deep bow for having all the positive impact that you're having in our lives.