



Season Two Episode Three – released June 2022

With Sam White –CEO of Freedom Services Group

Jeff Dewing (00:01):

Hi, and welcome to Doing the Opposite Business Disruptors, the podcast where you get to meet leaders who have swum against the tide, thrown out the rule book and changed the way their sector does business.

I'm Jeff Dewing and I'm the founder and CEO of Cloudfm, a facilities management business where we thrive on taking data driven risk. So our clients don't have to.

Today, you're gonna meet Sam White. Sam has endured a dysfunctional childhood with some incredible challenges. Despite suffering from multiple panic attacks every day and eating junk food to suppress her anxiety went on to become a successful entrepreneur and podcaster. After starting her first insurance business at just 24 years old saw incredible success. In fact, such significant growth enabled Sam to make a huge decision to move to Beverly Hills and close by were A-Listers such as Charlie Sheen, Tom Jones, Paris Hilton, and Robbie Williams. Rubbing shoulders of these type of people even resulted in Robbie Williams, singing at her wedding with a former partner.

Jeff Dewing (01:26):

However it all started to go wrong in 2012, when a change to regulation meant that Sam lost 60% of her business in less than a month. Sam then decided to return to the UK to rebuild her business. She has since become a multi-award winning CEO of her group company Freedom Services, which houses a number of insurance brands - one of which is in Australia.

Due to her personal experiences, every policy written by her business results in a \$5 donation to numerous domestic abuse charities. She's also a regular commentator on media on shows such as the BBC's Wake Up to Money and Ian King Live on Sky News.

What I'm interested to know is why she has had such a desire to change the insurance industry and how she has managed to build her resilience after experiencing so many ups and downs, right from childhood.

Welcome Sam. And thanks for joining me today.

Sam White (02:58):

Thank you very much for having me, Jeff.

Jeff Dewing (02:59):

You're on and welcome. Can't wait, I'm looking forward to this, right. So Sam, can you perhaps set the scene for us - why you started your first business at 24 and then after enjoying its success and move into - wait for it - Beverly Hills - what was the regulation change that was so devastating to you and your business that resulted in you returning to the UK?

Sam White (03:27):

Wow. Yeah. So why did I start a business when I was 24? I mean, the simple answer is probably that I'm unemployable, which is probably true of you too, Jeff? I find most entrepreneurs that I meet are unemployable. Some of us were unemployable from a very young age. Like I I've always I don't like to say anti-establishment, but I, I, I guess a little bit, you know, I've always challenged authority. I got chucked out of Sunday school when I was like six after probably only one kind of session for asking too many questions. <Laugh> and I think, I think that was that, that was probably a key factor for me. So I, I went to university, did a psychology degree had to leave that because of family circumstance, I had quite a traumatic childhood, mom was a dysfunctional alcoholic and I just really needed to kind of get out on my own and, and kind of have my own space for lots and lots of different reasons.

Sam White (04:30):

The first job that I got - my first proper job - went really well. So I got promoted loads, you know, I started off in telesales with them. And then within two years I was like head of national accounts. I was on 50 odd thousand a year company car, you know, all, all these things that for a Northern 20-something, female were, were kind of a little bit unheard of. I was earning so much more than my, my kind of peer group. But I wasn't taking very good care of myself. So I was five stone overweight, smoking like a chimney you know, still dealing with a lot of childhood trauma, rather not dealing with it. But the one thing that I was good at was, was work. So, you know, I focused all of the attention on that, but, but there was, there was no real balance there.

Sam White (05:25):

And then I broke my leg, having a water fight at three o'clock in the morning with some male friends, which was, (as you do) still advised ill advised, still advised dislocated the ankle, broke the leg. So it was laid up for six weeks. I split up with my boyfriend at the time and considering I'm married to a woman now, that's probably just as well. And then my mom died and I think the, the combination of those three things together were just a bit of an epiphany for me that I wasn't living the life that I wanted to live or the life that I should be living. And I just decided that it was the right thing to kind of get out from, from under the, the, the kind of working environment that wasn't working for me.

Jeff Dewing (06:13):

Right. And, and so aside from the fact that clearly one reason was that you wanted to, I don't know, control your own destiny, I guess, is the best phrase. What, what, what, what made you, what, yeah, what was it that was gonna be so different about your business?

Sam White (06:30):

Yeah. You know, so I think at that age, because I was so young, I was only 24. I, I don't think I had a real crystallized view of, oh, I'm gonna make this incredible business. That's totally different to everybody else. What I knew beyond a shadow of a doubt is that I didn't want anyone else in control of my destiny and I had to be financially independent. That, that, that was it for me. So I, I set up in my sister's conservatory and initially I wasn't doing what I ended up doing - the first few months, I was kind of finding my feet and I was doing sales on behalf of other companies. Cause I knew I could sell. And I had this idea that if I could sell on behalf of other businesses that weren't particularly good at selling that it would gimme flexibility and also interest, you know, I get bored easily.

Sam White (07:19):

I'm probably, you know, undiagnosed ADHD <laugh>. And so the idea of being able to pop into <laugh> different businesses was, was kind of cool. Yeah. Yeah. But quite quickly I stumbled across a firm that worked in the sector that I'd worked in previously and they were super keen because it got a bit of a reputation for being able to, to get results. And so they were super keen to work with me and that ended up being the business. The first business that I formed, which was Action 365, which was a, a claims management company, which was the same as the business that I'd worked for prior to breaking my leg and, and kind of deciding that I wanted to do something different. And I think I knew - for me it was all about not necessarily reinventing the wheel, just doing it with a different approach and, and what I'd recognized in my previous job was that the relationship side of the business was really important. And the, the, the brokers in the market were looking for businesses that actually really listened to them and took a sort of proactive approach.

Jeff Dewing (08:34):

Right. You then obviously went on a journey of quite a lot of success. And then you came out with this wild idea of 'why don't I go of Beverly Hills'? <laugh>.

Sam White (08:45):

Yeah, yeah. And, you know, and that was probably one of the things that people were sort of like, what the hell is she doing? But I, I tell you my thing is that I do consider myself to be an entrepreneur and not a CEO. And I sometimes take the role as CEO just because it, the two tend to get shoved together. But, but actually I think it's very different skill sets.

So my sort of role, and I've set up a number of different businesses. And the bit that I get excited about is the first bit, like pulling together all the right elements to get it off the ground, getting the right team in place, kind of all that stuff - love it!! Once it's working, I really have very little interest in being involved. And, and, and I'm probably more of a distraction than a benefit if I'm honest, because you know, I'm, I've got that kind of, 'I'm always looking to do something new'.

Sam White (09:40):

So, you know, and in an existing business that you're trying to scale up, you need people that are just gonna grind it down and, and kind of keep to the detail and, and tweak and tweak and tweak. So at that stage, the Beverly Hills adventure I'd, I'd got two really successful companies at that point, but I got management teams in both of them, they were going well, they were, they were producing a lot of profit a lot of revenue and I was just sort of going through the motions and I went over to Beverly Hills with my then partner at, at the time because we were looking at doing IVF and LA is the best

environment for our situation to get it done. So I, I, I mean, I, I do lovingly refer to these years as my arsehole years.

Sam White (10:33):

Mostly because I spent such a ridiculous amount of money on ridiculous shit! And so I, I kind of, you know, there was various things that I, I did during that period of time that I looked back and go 'Really Sam? Did that seem like a good idea at time?' <Laugh> and I rented this house on Mulholland drive, which was called The Boat House that to give you some concept <laugh> it was subsequently rented by One Direction when they were over at that <laugh> so it was... you know, I, I, I won't be so crass as to discuss the cost of it, but it seemed like a good idea at the time anyway. So I rent this house for a month and we go through the IVF process and of course I fell in love with Beverly Hills, because it's like this magical and it was an adventure, you know? And, and so I remember my partner looking at me at the time and saying, 'Oh, I could really live here'. I said, so why don't we, he

Jeff Dewing (11:35):

Was that Tom Jones walking his dog pass the bottom of our road?

Sam White (11:37):

<Laugh> that, that did actually happen. That actually happened only he was jogging and wearing this ridiculous wetsuit thing that was obviously some kind of sweatsuit. And he said, 'Good Morning', but yeah. The, I, you know, for me it just, it was like, 'why not'? So one of my sort of core principles is, is always why not. And you are only here for a short amount of time. If you get the opportunity to do something that's you know, exciting or different or whatever, you should take it and just see where you land. Of course. Yeah. And so, you know, she said, 'I'd really like to live here', I said, 'why don't we?'. And so I then started investigating, could I set up a similar company to what I was doing in the UK? Could I do it in, in the states mm-hmm <affirmative>?

Sam White (12:28):

And I decided that I could whether I could or not is an entirely different matter, but I decided that there was enough there and I was gonna do it. So I gave full autonomy to the management teams in the UK. I rented a house on Mulholland Estates - not the one that I'd got down the road, one, actually in a gated community there. And set about trying to conquer the US market, which was a lot of fun, ultimately not successful, but a lot of fun and a lot of experiences along the way.

Jeff Dewing (13:07):

What happened that then enabled you to say, 'do you know what I've gotta go back to the UK'?

Sam White (13:15):

Yeah. So that both of the businesses at that stage were completely centered in the claims space. We motor claims, so we were handling claims on behalf of clients. We were working with insurance companies, supporting them with their processes, but the, the, the main sort of thrust of the income was, was in this very specific sort of non-fault motor claims environment. And the government decided that they were going to remove a large proportion of the income that solicitors could make in that environment. And the solicitors were our sort of main customer base. And so it hit us really hard. So there was something like 60% of the income was removed within a, a four week period. And you know,

the management team that had were, were good people and very solid and safe pair of hands. But in essence, what, what that did was create a situation that we had to almost start from scratch again.

Sam White (14:15):

So I was back in almost startup mode because I needed to completely reconfigure the business. I think we went down from 350 staff to a hundred staff. And I had to find very quickly new revenue streams that would, would support the gap in the revenue. It was a cold bucket of water, I'm sure you've had similar experiences yourself. It was the first time I'd experienced that because up until then every, every year we'd increased profits every year we'd kind of got bigger and stronger and better. And then it was, you know, suddenly this tidal wave of, of challenges that kind of came across the bow. And it was a, it was a wake up call, as I say, I've been swanning around and spending far too much money on absolute crap. And then you <laugh>, you kind of go,

Jeff Dewing (15:13):

Yeah, that's what you do. Right. That's part of the journey.

Sam White (15:15):

That is part of the journey, yeah.

Jeff Dewing (15:15):

The journey. Yeah. And then of course when you, so when you talk about that bow wave when you think about it, I mean, that's not dissimilar to the impact that add on lots of business for, you know, COVID cuz it hit from left field, you didn't see it coming and it's gonna have any instant impact on every business. Wasn't it? So well apart from zoom of course.

Sam White (15:31):

Yeah. Apart from zoom. Yeah. They did very well out of it. Yeah, no one, we got hit again during COVID so that, you know, we'd, we'd recovered, we were in good shape. And again, you know, when, when COVID hit it did make me realize that I probably should have sold sooner. And you know, I think lots of entrepreneurs that end up running what you would describe as a lifestyle business where you, you kind of, you you're making good income, but you, you just sort of using it to support your lifestyle,

Jeff Dewing (15:59):

Carry on. Yeah, yeah.

Sam White (16:00):

You carry on. And actually, you know, I think the one lesson for me is probably that rather than just keep building other businesses, I, I should have probably got into that sell-cycle sooner in my, in my journey to get a bit of security back in.

Jeff Dewing (16:21):

Yeah. So you're now back in the UK, you are, you've reinvigorate your business. You've got it out to a good space pre COVID. And I completely accept what you're saying when you're a youngster, as I was, I started my fir first business at 24 and you start a business and it is when you think about it, people sort of about, you know, what was your purpose was this? And in those days, your purpose was, was about

controlling your destiny, being un-influenced by anybody around you. You wanna make the decisions, you wanna decide how your life's gonna be and you want control of it. So I get that. But then as you sort of move through your career and you get more and more experience and, and there's, you know, there's things that are happening around you, you think that's, 'this is just not good.

Jeff Dewing (17:03):

You suddenly understand you, you, you establish your purpose. Right? And our purpose is our industry is, is corrupt and deceitful. And God knows what, there's not a bad person in the industry, but they're all working in a bad environment.

I started this business 45 years old or whatever. And, and grew it from the ground up. I wasn't in a conservatory. I was in a garden shed, but similar story <laugh>. Yeah. and and the, the idea was I wanted to fix the industry, you know, it was about enriching other people's lives. And that, that's my purpose. That's, what's, that's what gets me out of bed every single day, because you've come for that maturity. So how would you align yourself in a similar question about what you are trying to do with the insurance industry, you know, in the environment now you're very, very experienced.

Sam White (17:48):

Yeah. So it is, it is interesting that, and I think probably similar, I set up Stella in Australia a couple of years ago. So similar timeline to you in, in the same way. Yeah, because I'm 47 now. So mm-hmm <affirmative> Stella was at 45. Yeah, I think I, I launched an insurance business in 2016, so I switched sides from the claims business into insurance and insurance is very male dominated and very considered to be quite a staid, sensible industry. And I think for a number of years a lot of my purpose was about challenging the status quo and, you know, challenging their perceptions about what a business leader in that space might look like. So I'm very visible and vocal and noisy. And I talk a lot about, it's more about how we do things as opposed to what we do, because insurance is insurance.

Sam White (18:47):

Yes. You can innovate with underwriting principles, et cetera, but I'm more interested in the business environment. And I, you know, I'm not a fan of hierarchy. I'm not a fan of this sort of command and control style of leadership that kind of says 'you do it my way or don't do it at all'. And I, I wanted to show that you could empower people and also bring people into teams that they hadn't seen before from different backgrounds, different types of, because there isn't a lot of diversity in the insurance industry. So I've always kind of really pushed that agenda. And then when, when I launched Stellar, it was kind of the perfect synergy of all of the things that I have wanted to push in the sense that Stellar is an insurance product that's designed specifically for women. Now, by that we don't exclude men. So we, we absolutely do insure men, but the product design, the experience, the marketing, everything has been designed from a female perspective. And that's really unusual in the financial services sector because it is so male dominated - inevitably of course we build stuff in our own image. Like you can't help it. It's just, you know, the way that we're programmed.

Jeff Dewing (20:14):

Your natural view. Yeah. Yeah.

Sam White (20:16):

Your, your natural view is gonna sit in a certain space and I've read this fantastic book called Invisible Women - The Truth about Data Bias. And it just highlights how much stuff is just by default designed by

men for men, even, you know, we were laughing like even the height of shelves in a kitchen. And, you know, you say that the kitchen is a woman's space, but the shelf height is around the average height of a man, not a woman!!

Sam White (20:46):

Yeah. Medicines, you know, seat belts, all these kind of things. So, so my purpose really was, was flipping that on its head and saying, can I, can I, can I take something as male dominated as insurance and make it extremely female led and not just, you know, with the design of the products and the way that we treat staff and the way that we kind of approach life. But also we give \$5 from every policy sold to women and girls emergency center. So it, which is a domestic abuse charity in Australia. So it's, it's about that sort of empowerment of, of other women as well.

Jeff Dewing (21:29):

So here's my ignorance on the insurance world. So you've just told me exactly and brilliantly what you're doing. And then the first thing that pops into my head is Sheila's wheels.

Sam White (21:38):

<Laugh> Everyone always says that everyone always says that. Okay. So Sheila's wheels was a very successful business. No two ways about it, but it, it was a product that was designed by men in what they think women

Jeff Dewing (21:59):

For

Sam White (21:59):

Women, for

Jeff Dewing (21:59):

Women, women want. Yeah. <Laugh>

Sam White (22:01):

And, you know, and again - very successful and I'm sure that I'm sure that there's a huge demographic of women that like their advertising campaign. I personally find it extremely condescending. You know, it's a pink car, right? It's a bunch of women with the hair doing and, and, and Stellar is, is, is not like that at all. Stellar is very kick-ass. It's very, you know, showing a huge range of different demographics in terms of women our our ad campaign is very much about challenging stereotypes that, that are put on women. But it, it's really about that sort of purpose driven connectivity and yeah. I mean, women are better drivers. Yeah. Get it than men, statistically. And so commercially, it makes it makes sense to give them better rates. We actually can't in the UK now because the European directive meant it, that they were unable to give the discounts to women that women were entitled to based on their driving.

Jeff Dewing (23:08):

But we're not in the EU though.

Sam White (23:10):

No. So we should be able to get rid of that law, which is something that I'm looking at at the moment, but it's still in place as it stands at the moment you have to unpick something like that in order for it to go.

Jeff Dewing (23:21):

From. Yeah. Yeah, of course. Yeah. So the bit I find really interesting about what you just said there about unconscious bias, I call it. Right. So I've done a podcast with a lady that you may or may not know Mandy Hickson, who is the first woman fast jet pilot. Yeah. And she's a keynote speaker. She's incredible lady and just absolutely blows you away when she speaks. But and I've known her for a few years and she come on my podcast and, and the bit, the story that she tells is, is not dissimilar to yours in trying to go through flight training trying to become a fighter pilot. She fouled every exam that you have to pass. And she took on the establishment and she said, 'this is unconscious male bias'. And in the end she eventually got them to listen to her after just trying to wear people down.

Jeff Dewing (24:10):

And they eventually said to her, 'look, we're gonna give you a shot of this. And we wanna see how far you get before you fail', just as a test case. So she's got the opportunity of her dreams to fly a jet under the big umbrella that says, 'We're just waiting for you to fail'. Anyway, she went through this process and they accepted and they'd done some tests and they realized that there was unconscious bias. So they changed the methodology of the way they asked the questions of various bits and pieces. And after she'd proven that she was an incredible pilot, they put her through a test again, that they'd now revisited as a result of the, the claims. And she passed every test. Yeah. Yeah. Which proved even though, and like I said, it wasn't, it wasn't, it wasn't on purpose. It was just a natural behavior. And then it, then now enables people to say, do you know what we need to check that there's not unconscious bias in this process because it is excluding people by default.

Sam White (25:00):

Yeah. Yeah, absolutely. And it was stupid stuff. When I read that book that I'd not even considered, like there's far more male concert pianists than, than women, but the piano itself is designed for male sized hands <laugh> and you know, that put, yeah, it, it puts, it puts women at a disadvantage. And it, you know, it, you, you would, it just, isn't something that you would naturally think of, of course, because it it's, it's stuff that's been around for so long that we just accept that that's the way that it is, but it doesn't mean that it necessarily has to be.

Jeff Dewing (25:34):

No, no, no, of course. And I think the other thing that's also interesting, which I'm, I'm fascinated cause I've been listening to you and picking out the bits that I, I guess push a button for me. So when you go through, you talk about command and control it. It's, it's like, we've all been wired to believe that that's how life should be running in a business environment. Right. You know, 'it's 8:30 or 8:35 are, you're gonna work your extra five minutes on your lunch hour' and all that nonsense. Right. So, and it's taken COVID to give everybody a real slap in head to say, what are you doing? And, and now I find myself in a situation where we have almost, almost entirely, we, we was a, we had five, six offices across Europe and, and employed about three, 400 people.

Jeff Dewing (26:18):

And it was all about you know, the nine to five process and lack of flexibility. And we don't take on part-time workers and yeah, all this, all this sort of stuff that you wired to believe is the way you run a business. And then something like COVID comes along, gives you a slap and go, what are you doing? And we've now moved to an entire 100% work from home organization where people control their destiny, right? So there's none of this fear and guilt about 'Shit, I've gotta phone the gov'nor up to let know I be late as I've gotta take the kids to school'. Or the partners are having a row, because one thinks their job is more important than the other. And all that stress placed upon people, the kids coming need football practice. 'Well, I can't, I'm working' and you got this natural stress.

Jeff Dewing (26:57):

You think, why is that? Why is, why is that even here? And then of course we are now in a situation where as an organization, no one has a meeting before 10:00 AM in the morning. So the kids, the parents can do the school run and everybody is, you know, switches off at two to go and collect the kids. And, and if they have to spend two hours with the kids doing their homework, then that's what they do, but they control their own destiny. All you do is you agree the outputs that they're gonna do and how they do it is entirely up to them. And we've now found that we have a hundred percent engaged workforce that are a thousand times happier than I've ever seen a group of people be - because they're influencing their own destiny. And you've said the same thing. When you talk about, you know, 'we are a family', you know, it's all about the freedom of choice, the freedom of, of voice the freedom to fail, the freedom to be challenging. And that's what brings the best out to human, right? Whereas otherwise you, you behaving the other way - only 50% of people are coming to work, or they're only bringing 50% of their selves to work because it's apathy and it's robotic. And it's what, you know, 'I'm doing it because I have to', whereas now suddenly people are getting a passion to drive and they're doing what they love.

Sam White (28:01):

And, you know, for me, the psychology of that is, is fascinating. I mean, I, I replaced myself with a psychologist as CEO in, in Freedom. Who had been doing coaching and psychological work with, with the team. And the interesting thing about a sort of command and control model is that if you look at transactional analysis from a psychology viewpoint, it's, you know, the adult child parent role within any kind of dynamic. And, and when you've got that command and control, you are automatically taking a parent role and asking them to take a child role. And there's two things about that. That, that my Andy always says to me is one thing is the child always controls the parent. So is it, you know, as a, as an entrepreneur, you can get very frustrated with work. Like 'why won't they just do what, you know, blah, blah', just, just like, as a parent with a child, we get that, that kind of, and a child always controls a parent.

Sam White (28:59):

And secondly, it's that, you know, they'll never go any further forward. If it's always, 'I'll tell you what to do and you follow it'. If, because it's a, you know, fundamentally it's, you know, it's a, a ringed kind of dynamic between the two of you that stops them going outside the circle. And actually a lot of the time, as we know as entrepreneurs, you wanna go outside the circle because outside the circle is where the magic happens. And so creating an environment at work that is genuinely adult to adult. So 'I'm okay. You are okay, I'm trusting you. This is the shared problem. And I trust you to go and find a solution to, to, to resolve that'. You just go so much further, farther, faster than you'd ever would under, under another dynamic. But I think in the past I didn't trust myself enough.

Sam White (29:56):

So I used to hire people that I thought were going to protect me from myself. So, you know, I'd hire very corporate complete opposite to me in terms of their, their type of mentality. And my view was okay, well that will that'll balance me out. But what actually ended up happening is that the culture and kind of freedom of the business was, was constrained because of that. So it's, it's exciting to me to look at it from a totally different perspective and to, to, to sort of push forward on this, this psychological approach to leadership, instead of, as you say, the traditional model.

Jeff Dewing (30:36):

And I guess that's about courage, right? It's the courage to say, do you know what, you know, maybe I've been getting this wrong. Maybe I need to take that risk. Maybe I need to do these things that, that suddenly just transform your life. I mean, you've just mentioned an example there where I use the term you're in the jar and can't read the label and the key is you've gotta get out the jar to be able to read the label. Right? So and how do you bring people on that journey? Well, the easiest way to bring people on the journey is someone says to me, once I do a few keynote notes and they said to me, 'so tell me, Jeff, what do you think it is that makes you know, a great leader? How can I become a better leader than I am now'?

Jeff Dewing (31:10):

And I'll just ask on one question, I'll say, 'how many decisions have you made this week'? And they'll say '5, 10, 15'. I said, what about this month? They said, '30, 40, 50'. I said 'the day you can actually say to me, you've not made a single decision this week is the day you're on a journey of becoming a great leader'. Because the whole key about bringing people on the journey is you let them and you help them work out how to find their own solutions, because the moment you give them the solution, then you've removed all accountability because when it goes wrong, it's your fault, right? And they become a robot. So when they come up with the solution, they will break their back to create the outcome. And of course the other part of being a great leader is if you're in a room in a meeting, whatever, you're the last person to speak, cause you then get the benefit and wisdom of everybody else's view. And too many people think that a leader is about giving everyone the answers. And it clearly isn't, it's about helping those people find their own answers. And that's stuff we learn as we get more experience. Right. And you obviously learn, you've learned that and, and you're executing it and you're getting a benefit of it.

Sam White (32:05):

Yeah, no, totally. And it's funny because that's exactly what with Andy coming in, as CEO I've witnessed, he's incredibly good - better than I am at that resisting the urge to jump in with the solutions for them. But I think that there always does become those moments then where they're really inviting you to help support. And at what point do you also step in and support? Like, and that's always been a challenge. I think for me, is that knowing when to hold back and knowing when they need just like a little bit of a,

Jeff Dewing (32:44):

A lift up?

Sam White (32:44):

Jump, just like, you know yeah, yeah, yeah, yeah.

Jeff Dewing (32:48):

What we all do. Like we all do.

All right, Sam, listen, we're getting to the end let's, let's sort of move on to the final one, which is a wrap up. So and this might be a bit of a challenge. Please take time to pause on it if you want to, but considering your knowledge or experience, the stuff you've been through the trauma you've suffered as well. What one piece of a device would you give anybody or a budding entrepreneur who sees that they've got a, a desire or a passion to change something in their world, but they're worried about becoming a disruptor. What one piece of advice, if there was only one, would you give that person?

Sam White (33:26):

But they're worried about being a disruptor. Yeah. They're

Jeff Dewing (33:28):

Worried about against

Sam White (33:30):

The, the grain.

Jeff Dewing (33:31):

Yeah.

Sam White (33:32):

I mean the one statement that I love that gives me a great deal of comfort is 'nobody cares'. And, and by that, what I mean is that people are by-and-large, completely obsessed with themselves. And we tend to think, you know, from an ego viewpoint that everybody's looking at what we're doing and, you know, looking at ours and, and actually they're not, they're caught up in their own things. So my, my view is, you know, it's like the dance like no one's watching or, or, or, you know, any of those fantastic statements that we have, my view is from a business viewpoint, nobody cares do what you think is the right thing to do - be true to yourself in that regard. And I, I always find that, that good things come from that.

Jeff Dewing (34:22):

Boom, what a great saying, what a great piece of advice. I love it. I love it. And that's been absolutely fantastic. Listen, Sam, thank you so much for your time today. Really appreciate it. It's been great talking to you. I've, you know, I've heard so much stuff about you from some of our mutual friends at Thinking Hat and whatever, and it's and it's, it's been a great pleasure to actually meet you and catch up with you and and see that incredible smile, which has been fantastic. So thank you so much for joining me today and

Sam White (34:50):

Then

Jeff Dewing (34:50):

Ross <laugh> and hope to catch up again soon. Thank you, Sam.

Sam White (34:54):

Yeah. Thanks for having me on Jeff.

Jeff Dewing (35:00):

Well, a big thanks to Sam for taking the time to talk to me today. Wow. Wow. What a great story. And there's a lot more to it than, than the bit we had time for today. But that journey of starting businesses and going to LA and rubbing shoulders with the A-listers and stuff and, and then the impact of legislation - incredible. But the bit, I guess, that stood out for me most was that great answer to my final question: What advice would you give someone that wants to become a disrupter? And I've reflected on that and what a great answer. 'No one cares'. When you think about that, everyone is so wrapped up in their own world, that sometimes you just get consumed by what people think about what you're doing in actual fact, they don't, they're consumed in what they're doing themselves.

Jeff Dewing (35:56):

And as a result, you then get that freedom to go and do something entirely different, which actually means that you could argue that being a disruptor is the easiest thing to do. Well worth a thought.

Do listen back to earlier episodes of 'Doing the Opposite', where you'll hear from a good friend of mine, Linda Green, who tells her incredible story of her traumatic childhood, the death of her father at an early age, and then her house burning to the ground, leaving her husband and children homeless. It's an incredible story that will have you gripped from start to finish.

I'm Jeff Dewing - author of bestselling book 'Doing the Opposite' and CEO and Founder of Cloudfm. Cloudfm are changing the rules of our industry and doing the opposite to create best value for our clients. If you'd like to know more, please visit our website www.cloudfmgroup.com or simply follow us on LinkedIn.

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