



EP. 116 EVOTEK CEO CESAR ENCISO WITH HOST DON YAEGER

- (8:45) "The three things we have in common as humans are _____. If you can make people feel safe and secure, you will see amazing things."
- (13:15) "When I was a young entrepreneur, I actually got excited about failure. I knew the more I failed, the faster I would _____, and the more successful I would be one day."
- (16:30) "In January 2020 we set a revenue goal of _____. When COVID happened, we called everyone together and said, 'That goal is gone. If we have \$0 profit but keep every single employee feeling safe and secure, that is success to us.' That year we went from \$174 million to \$311 million in revenue."
- (18:30) "My best and biggest coaches are _____."
- (19:15) "I am more vested and care more about my role as a dad than anything else. My son asked me if I could be a billionaire. I said, 'Yes, I believe I could, but at what cost? The cost of us not spending time together. The cost of us not making memories.'"
Reflection Question: List your priorities. Does your current calendar align with your priorities?
- (21:00) *Reflection Question: Cesar asks his employees to be ready to explain 'EVOTEK's 7 Value Words' to prospects and customers. Do you know your company's values? How would you describe them?*