

TRANSCRIPT

Ep 092: Lil Roberts on Creating a Fulfilling Life, Finding a Career That Lights You Up, and Focusing on Your Impact

Intro Clip, Lil Roberts: As I think about life in general, and for women like that the journey that they take and what they want them to do, I think that it starts with the core of really understanding what makes you happy. I think that some of the societal pressure has made it to where that us, you know, as females that we have to be more serving to others. And I think that it's important for all humans to be serving to others. But I think everything starts with understanding what makes you happy as a human being, and what makes you fulfilled as a human being.

Suneera Madhani: Welcome to CEO school. We're your hosts Suneera Madhani and Shannan Monson, and we believe that you deserve to have it all. Less than 2% of female founders ever break 1 million in revenue, and we're on a mission to change that. Each week, you'll learn from incredible mentors who have made it to the 2% Club, as well as women well on their way sharing how they defied the odds so that you can do it to your real business now, class is officially in session.

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Suneera Madhani

Hi, everyone. Welcome to CEO school. This is your host Suneera Madhani and I'm so excited for today's episode to welcome Lil Roberts today. Lil is an incredible entrepreneur. She is a serial entrepreneur, she's had so many multiple successful businesses. And she has on to now I don't know, maybe her ninth or 10th company called Xendoo. Xendoo is a FinTech platform and is in financial services. And she does accounting and bookkeeping, for businesses of all size. But she does it in a really special way for these businesses. And it's all done through some incredible technology, powered by machine learning and powered by all the fun tech bots that we can think of little story is one that I've just seen grow through the Florida tech ecosystem. And so I'm so excited to welcome her because she's probably one of the most humble CEOs that I have personally ever encountered. And Lily and I touch base quite frequently and do CEO mind share. So we'll we'll call each other, we'll email each other and say, Hey, what do you think about this, hey, do you know this person in this, and so I'm so honored to have her as a guest on the show, cuz I'm learning from her all the time. And I know that you will, too. Lil Welcome to the show.

Lil Roberts

Suneera thank you, thank you, I am so grateful to be on the show and how amazing what you're doing for the community with your podcast, and bringing great education and optimism. And you know, you're a rock star. So you know, thank you for that warm and incredible welcome. But you

are a rock star, look at what you have accomplished. And how you put Florida on the map in the FinTech space. So thank you, thank you. Let's have some fun today. Right? There's a lot of great stuff for us to talk about

Suneera Madhani

there is there's so much to cover. And I appreciate the the kudos there could not do this without our incredible team. And it's amazing to have the support that I have at that merchant as well as CEO school. It's I couldn't do this alone. But I know that's something that we're going to be talking about his team as well today, to kind of kick us off flow, I'd love to hear your background, and how you really got into the FinTech space, this is not a space that most women naturally just gravitate towards. Something that you and I were chatting about, before we recorded the show was the fact that I've seen women really be scared of numbers and finance and accounting. And here you are running an organization to really help simplify that. But I want to understand how you got here. And then after that, I definitely want to discuss how we as women can kind of break down those walls and and and see why numbers aren't that scary.

Lil Roberts

Yeah, yeah. So look a lot a lot packed in there. Well, you know, I guess that let's start with the childhood right, because I think that, you know, our lived experience in life kind of sets us up for what we do, right, based on our perspective in life. So we'll start there. You know, I was born and raised in South Florida, one of five kids, the only female four brothers. So I think that maybe that's partly why I've always been in industries, all my businesses have been in predominantly male industries. because growing up before brothers, you just didn't know the difference, right? You just had to really kind of be tough about things. And and then I have an unusual childhood in the sense that I lost my dad when I was 10. And then I lost my grandmother, only living grandmother when I was 11. And then my first brother when I was 12. And by the time I was 22. I had lost three of my brothers and I was the fourth in line and it was now the oldest and so growing up extremely poor, like, you know, we lived on food stamps and just like a lot of hard stuff, right as a child, I think that it helped me to develop a helped me stretch myself, right? I think that anytime people have adversity adversity, that it gives them the opportunity to either, you know, step up level up to the next level or, or just kind of curl up and go off in the corner. And I think that that applies not only in life, but in business too, right. And so for me, I took a look at it, and I had, and I think you probably hear this theme throughout, right? I had an amazing fourth grade teacher, Mr. Syrian, and he was so impactful on my life, because he would tell stories in class. And so the stories that he would tell, informed me that the life I was living was not the life that everyone lives, nor did I have to live that life in the future. And I think it gave me my drive, to always look for the positive and to figure out, you know, how do you rise above. And so I have carried that in all of my businesses. So I look to build customer centric organizations that have phenomenal teams, I mean, your culture in your company is absolutely amazing. And so I always look to feed people, because as a child, you know, we'd always get to eat, there wasn't always food towards the end of the month. And so I always look to feed people. And I always look to give people a stable environment that they can continue to learn. And so that's a core value of mine in life is that I'm a lifelong learner, that I don't feel that I'm ever too good to do anything. And in the sense that, you know, if you have to sweep the floor,

sweep the floor, you know, you're a servant leader, as well. And I think that for, for the, the females that we have listening today, then is that, you know, be servant leaders, right? Be servant leaders. And, and, and challenge yourself to always learn and to never be afraid of anything. And so that goes with numbers when you talk about numbers, right? Typically, for whatever reasons, and I think a lot of it is societal, we could get into like, or we could go down to a real big rabbit hole about like cartoons and how the cartoons really teach males to be one way and females to be another way, if you think about it, right, all of that subliminal messaging in the marketplace. And I think that it's up to us as, as human beings, like, Don't look at ourselves as Oh, you know, we're females, we're supposed to do this, or males are supposed to do that, say, what do I want to do in my life? And what are the things that maybe I'm a little bit afraid of? Because I feel that I don't have the knowledge? And then how do I go find that knowledge?

Suneera Madhani

Wow, that I mean, I have so many things to say right now. First, I'm so sorry for the tragedies that took place in your life. I mean, I have, I can't even imagine dealing with all that trauma, as a child, and then being able to say, you know, to have the will to continue to fight and show up, especially when you lose so many of your family members. It's not like it happened all together at once that you had to deal with that it just continued to take place, that I cannot even imagine the pain and just the fight that you probably had to do to get up out of bed, and to have that burden than being the next eldest, like the eldest child in that. And so I don't even know how you dealt with the emotional weight of that, especially as a child, especially as a kid. So first, for that, my heart aches for that. I mean, I've dealt with loss myself, but I've dealt with loss in an adult age. And I've lost a lot of my family members. Actually, I lost my aunt, about 10 years ago, she was only 39. Her and I were really, really close. But I was I was a teenager. And that was a really hard experience for me personally. But I was still an emotional place that I was I was older. And then I lost both my grandmother's and then I lost my cousin who was her son, because he fell into a depression after his mother just suddenly passed away. And then I lost my father and it just been a lot of loss in our family, but it's been in my adult life. And none of the loss even as an adult, it really does set you back again, it's definitely very emotionally difficult. And you have to continue to find the reason, you know, to, to smile, and to because your heart is always going to have a hole like that something like I can't explain the feeling. I'm okay. Like I feel okay. I lost my dad this last year, it was the hardest loss that I've experienced. And it's not about the pain. It's the emptiness is kind of how I describe it. It's like a hole that I can, it's never going to get filled and my heart is going to grow and I have so much room for love and I love my kids and I love my family, but there's just one little space that belong to somebody that just isn't there anymore. And So, I'm so sorry for the pain that you went through. And especially as a young child, and what you talked about having a teacher that really impacted you, I'm sure we can all think of a person, I'm sure we can all think of a human that doesn't know that they're making such a difference in our lives, but makes such a difference in our lives.

Lil Roberts

It's so true. And I am so sorry for your loss. I am so sorry. It's and you're right. You don't have the skill set, as a child, that for people out there, if they have children, and the children go through loss, get them counseling, because otherwise they'll grow up and they'll have

abandonment issues and things that happen because they don't have the capability to understand that one of the people left that it wasn't what when anything they did and it wasn't. And it gives him an unsettling instability factor. So you said it so beautifully. It there's the whole and that you never feel that. But yeah, I didn't realize you've had so much loss as well. And, you know, I think it's a common theme. When you look at women that have really risen to the occasion and fought their way through, it's because we've had to fight our way through and other situations. And so like you fought your way through as a teenager, with that loss and being positive and being optimistic, and it's so true. And back to the teacher point, you know, Jeff basis, but his he went to Palmetto High School down here in South Florida, and he bought his teacher, a house not too long ago.

Suneera Madhani

That's amazing. I was actually watching an interview with Jeff Bezos, one of his first Amazon interviews, and he's explaining to this reporter their concept of buying books online. And I was a Faizal was watching it yesterday, actually. And I'm like, What are you watching, and he's like, I'm watching an old interview of Jeff Bezos talking about how books can be he's putting all the best selling books online, so we can all have access to them. And it was just, it was just a really fun interview to watch to see his like early entrepreneurial journey. That's, that's incredible. There have been people that impact your life. And it's important for us to go back and say thank you. And it's a really great reminder for all of us today listening to think of that one individual that really made an impact. And maybe we can't buy them a house. But it's even a nice note, even a nice finding them to say thanks that really impact you really, you know, changed, how you know, made me who I am today. And there is a portion of that that you take that I have to give you credit for. And so it's a really great reminder for us listening, to reach out and say thank you. And it's also a great reminder, to know that you're probably making an impact on someone that you don't know you're making an impact on as well. So it's so important to be positive. And to be a good listener. I think like, that's honestly what most great mentors are, they actually don't even have, it's not about the advice that they give. They're just really good listeners.

Lil Roberts

Yeah, so true. So true. So you know, as I think about life in general, and, and for women like that, that the journey that they take and what they wanted to do, I think that it starts with the core of really understanding what makes you happy, I think that some of the societal pressure has made it to where that us, you know, as females that we have to be more, you know, serving to others. And I think that it's important for all humans to be serving to others. But I think everything starts with understanding what makes you happy, as a human being, and what makes you fulfilled as a human being. And so for the people listening today, you know, I invite them to think about what are the things that truly make them happy? And what are the things that they want to accomplish in their life? And then figure out that pathway of how do you do that? And there's no right or wrong to it. I mean, nobody, you don't have to want to have, you know, a million bucks, you just want to get up like to me, I think, in the human condition, we should all get up every day and say, Okay, how do I get up and make a positive impact in the world by first being happy, internally and externally? And then by how do I, how am I productive? And then how through that productivity, can I help other people's life be better? And I think when you cover all four of

those areas, you have a fulfilling life for yourself, and then you're contributing to others and it's it's that you know, flywheel of of happiness, you know, I think about Tony Shea, right, you know, Delivering Happiness, and in something happened to where he was doing so much outward, maybe he didn't take care of the internal. So it's about taking care of your internal so then you can do more outward. You agree with that.

Suneera Madhani

100%. I think 100% starts from within, like, you can't make an impact outside if you yourself, don't take care of yourself. We've all heard the the adage. Like, you can't Pour from an empty cup. And it's it's so true. Like, it's something so simple, but it is so true. Because if you are empty, then there's nothing to get like there's nothing left to give. And you have to start with yourself first. And I think this is something we as women do forget, and this is why. And I actually don't love the term self care. By the way, because I think it has like this, like self care to me doesn't mean a spa day like that could be part of self care. But that's not necessarily gonna check the box me like I got a manicure today, hashtag self care. And that's what I see all over the internet, all over Instagram, self care, self care, Sunday self care, that's, and that's part of it, right? Taking care of yourself to feel good. That's self care. That feeling is self care. The self care also comes from just me, health care comes from rest. Self Care comes from actually fulfilling our needs to say, What does cinerea need? What does little need? What do you need listening today? That's self care. Self Care is saying no, when you want to say no, and not saying yes, that's also self care. And maybe your body needs rest. And sleep is a form of self care, right. And those things are self care. And it's nice that you can have a spa day and rest and treat and pamper yourself. And that's also self care. But that's not just that's just one portion of self care that we forget. And I think that conversation that we're having here is so important of what you're saying that you start from within. And we have to fulfill that internal happiness. And we have to remind ourselves to be happy to happiness isn't just common, you don't just wake up all the time perfect and happy. And this is why like, for me, journaling every day has been such a huge positive habit that I've taken on in 2020. And it's just my inward reflection everyday to remind myself and in my journal in the planner, it literally has my gratitude is the first thing, three things that I could just be grateful for. Because naturally, sometimes you don't wake up super happy, even if you are happy. And you have to take the moment to remind yourself, you know what, I'm thankful to be alive, I'm thankful for my family, I'm thankful for my health, or my job, or whatever else that took place that morning that you and then that gives you a little bit of that boost of serotonin that you need, you know what I am grateful today. And then my next step from that is my affirmations. Right. And it's, it's my mindset, and it's to say, you know what, I am powerful. I am a great leader, I am an incredible executive, right, I can conquer this pitch. And it's giving you a little bit more serotonin, a little bit more confidence and a little bit more boost. And then I get to journal then and I get to think about, I just pick up the pen and I write about anything that's on my mind, whether it's thoughts, ideas, how I feel, sometimes I do a forward journal entry. So I'll be like today was amazing. You know, our my interview with xendoo was just incredible, though, was so fantastic. I had an investor pitch today, we absolutely crushed that. We had blah, blah, blah. And I'll just be like today was so amazing. And it kind of just gives me that little boost of this is how I want to start my day. And for me, that's just a simple tool. But I kind of have to force myself to be like, you know what, I am really happy. And that is not what

my point what I'm going with is that we don't always just all wake up that way. But it's important to always reflect inward and just even taking whatever that looks like for you. Whether it's journaling, whether it's waking up and going for a walk, whether it's meditating for five minutes, or whether it's just sitting and being with your coffee without your cell phone, right, like whatever it is to reflect and put yourself in that happiness zone. It's important to do that. And I believe it's so important to do that to start your day.

Lil Roberts

I love it. I love it. So you know, as I'm listening to you, so for me, I would say probably, and I love your what you do, and wish that I could do that. Like I'm not one that like I hopped out of bed and I'm going right I just want to run and I tried that I just couldn't stick with journaling. And I'm so envious of people that can do that. Because I think it's so amazing because then you have also that that history that you can sit and look at Oh, what was this year like, right? And it's documented? For me, I'm an adrenaline junkie. So I love to do things. I love danger. If I don't have a little bit of danger happening, I'd like it weekly but if I see that a month goes by because I'm so busy and I don't have that I need to have that adrenaline thrill so you know I love to fly in helicopters. I love speed you know I'll go to race night and you know do the quarter mile in the car or go around the oval you know in a Porsche at 160 or go go karting and homestead. I need the danger. I need that like and so that that is what lets me know, let me know puts me on fire. It lets me know I'm alive. And if I if I see that my light is getting dim. I mean we all know when our light is getting getting dim. I'm like okay, you know

Suneera Madhani

That is so fun. I love that you said that because that is a form of self care for you. And that's you identifying that you have that need for speed, you have that need for danger and adrenalin I am not I'm so risk averse let will ever be things. I'm like such a big risk taker, I am so risk averse, like I'm so risk averse. This is so cool that you go out and go, you can find your thrill. And it's so important for you. And I'm so glad that you recognize that and you. And that allows you to then be creative. And that allows you to then find that light is what you said, because your light is dim, if you don't have that little bit of adrenaline pushing you weekly is that and so I absolutely love that you do that. And we all need to figure out that right? We all need to figure out what is it that when our light is dim what to do, and it doesn't have to be and I really am, I'm a huge proponent of like micro things like it doesn't have to be massive, like sometimes we have these like big like we have to do, if we want to journal then we have to have this crazy morning routine, okay, like we have to, we have to get up at five in the morning. And then we're going to do this and we're going to do this and we're going to work out and then we're going to sit down and we create such like a big plan for our things that sometimes it's not achievable. And then we don't even do the micro thing. And I really believe in starting with the micro just the tiny little micro thing. And so for me, I always tell my husband that if I'm not listening to music, like if you don't see me turn on music in a week, like if I don't come home, and I'm like jamming out, or if

I'm not cooking with like music on or you don't hear me, you don't hear the music around me. Even if it's gone by a week, check in with me. Like check in with me. And that's kind of what I realized is that if I don't play music in my life, that I'm too busy that it's too much. And I'm not getting the time to actually just be and enjoy the things. And when I enjoy the things I usually enjoy it with loud music. And, and so I always sound like sometimes I forget. And it's important for us to have those checks around us because it's great that you're able to recognize when your light is dim, sometimes I don't recognize that sometimes I'm so heads down and like a million things that are happening, that I don't even have that like I can't even lift my head up to see. And so I've given my people around me to say hey, if mom's not listening to music, if I'm not doing this, like check in with me just make sure I'm okay.

Lil Roberts

You know, Suneera that is so amazing. And then you just hit on something so critical that you share with others with your loved ones to say, as almost like a framework right, almost as guardrails to say, hey, if you don't see this happening, helped me out because I have the propensity to go head down, and just go, you know, just keep running, and bring it to my attention. You know, and I love the fact that that loud music right dance around, you know, when you say that the song that I think about is I think about the soup dragons. I'm free to do whatever I want any old time, right. I don't know if you've ever heard that song. But that is like one of the best songs that I know, for everyone listening today that, hey, if you're feeling in a box, what I'm hearing us say is, if we're feeling in a box, or we're feeling like we're losing ourselves, then, you know, check in and find what makes your heart sing. And know those things that make your heart sing. Like I could never live in Seattle, I need blue sky, I'm with you. I need music. I need blue sky. And I love water. Like if I'm feeling down, I'll take a hot bath because that water is comforting. Right? And so it's all about that, you know, and then so, so as I'm thinking about that, your listeners, right, SEO, SEO school, you know, how do people find? What is the business that they want to do? You know, maybe we should spend a couple minutes if you'd like chatting about that. Let's do it.

Suneera Madhani

Let's absolutely do it. This has been so fun. We're like I I love sometimes when we have a plan for the episode, and I came in I'm like we're going to talk about like finances and financial literacy and how we're going to end like this conversation has just been so soul warming. And I know every one of us feels that way. It's actually it's been so fun. And I love that we just let it go where it needs to go. And I appreciate you and your heart and your warmth in this conversation because I'm it's just a good reminder for all of us. Alright, so let's deep dive into how do we find that perfect? How do we find that career or that dream company? How did you go about doing that you started so many companies.

Lil Roberts

So this is my first company that I that I am doing intentionally? So let me define that for you. So all the other companies were happenstance. You know, it same as you Suneera. We're problem solvers. Right? I think a lot of entrepreneurs, we live our life, seeing the world through a different lens, we can't help ourselves. Because when we're out there, we see a problem. We want to

solve that problem. It's just part of who we are. And so all my other businesses where I've done from turnarounds by an existing company and turning it around, to, to buying to doing bolt ons to all kinds of things but none of them were scale. This is the first VC backed, scalable company that I'm doing. And so what happened was in 2015, when I sold my last business, which was in print manufacturing, it was 20,000 square feet and about 5060 people, heavy machinery and technology had come and sat on that doorstep. And when technology chooses the doorstep, it pretty much decimated the industry, right? It changes drastically. And so when I lived through that reengineered business, and I successfully exited, I said, you know, I'm getting a little older. Let me be intentional about my next business. So I built a scorecard first. So when you exit a business, everybody comes to you with opportunities and investments and all these kinds of things. And I said, No, no, let me just take a breath. And let me build a scorecard. And then I'll apply all the opportunities to my scorecard. So I took a breath, I went down to the rocks by the ocean, and I did this scorecard, which was what, what are all the things that I'm passionate about? So on the scorecard, and I won't get a complete scorecard. But on the scorecard was, I'm passionate about small business, right? I love talking to small business owners, and a passionate about what small business does for the world. Collectively, all of us are small business owners. And we employ more people than government or any other industry. The small business as an industry employs more people. And so we have an opportunity to be in small business owners to create good environments for our staff, who then go home and have a ripple effect, that when they're sitting down at the dinner table with their child, instead of talking about how bad their bosses, they can talk about, hey, Tommy, how was your day at school today? What did you learn? And so that is like it for me small businesses, everything passionate about small businesses, love technology. I think it's amazing. I mean, hopefully, we'll have a little bit of time talk about Clubhouse before we close today. But I love technology. And then I said, I love to be stretched, I'd like to dangle off the side of a building. I'm a ledge Walker. So throw me off the side of the building. And I'm like, happy, happy, happy. So So what can I do that to stretch me as a human being and I said, You know, I built all my businesses on my own back and using my money and banks money. Let me go out and take this journey with VCs and see what that's like, right? So when I applied technology want to build the company to 100 million in size, I want to change an industry. And I want to talk to small business owners and be involved with small business owners. And I wanted to be VC backed. And so that was my scorecard amongst other things. And I said, Okay, what what are all the opportunities out here? What are all the problems that I know that need to be solved? So the interesting thing for your listeners will be that one, I'm not college educated. So that should show everybody listening, that you can absolutely, absolutely do anything that you set your mind mind to. Right. I will say that, in hindsight, I wish I was college educated, because I think it would have accelerated my, my path even greater, and that I wasn't college educated, because it just didn't allow with all the deaths in the family and everything. And I didn't have those mentors around me for that path of going to college.

And I've done okay, without going to college. So so I don't have any regrets about it. I'm in college is a great way where you get a lot of networking and a lot of relationship building. So once I did that, and I said, Okay, what are the problems that that that I've seen that I want to solve, and I had firsthand, and one of the biggest problems that came up and I said I want to

analog industry that I can bring digital, I said you know what? The accounting industry, that it's so archaic, and that it's not kept up with like how fast the world moves and numbers. And so I'm like, that's it. So I go, that's the industry that I want to build is the opportunity, there is the opportunity to take your really big 200 million in sales, which then becomes a billion dollar company is the opportunity there to build a brand. And so that's how I arrived on doing this business. So the core of it is, is do a scorecard. So I would invite all the listeners to do a scorecard exercise for themselves. And on the scorecard exercise, it's real easy to do. It's you you have to do it, you have to do it analog, you have to write it on paper, you cannot do it digital because there's a connected connection right between your brain and your arms and paper. So get a notebook, go find your quiet place. And at your quiet place. Take Take this notebook and on the top of the pages on the first page, you put personal and then on the second page, leave it blank. And on the second page, you put you go personal and then go go personal, family, community, business, financial. So Personal one first page family, the second page, community, that third page, business, the fourth page, and financial the last page. And then you're going to visit this notebook a couple of different times over the course of a week or two. And when you go to work on this notebook, you must put away all digital, you cannot have any digital anything near you, and go find your safe space, wherever that may be. And then you're going to answer two things on this on every one of these pages. And the two things are, you're going to write what comes to mind on personal, what makes you happy, and what doesn't make you happy. You need both of them in no particular order. So to give you an example, what makes me happy music makes me happy. Sunshine makes me happy water makes me happy. Learning makes me happy. What doesn't make me happy. I don't want to talk to people that that are that are ignorant or not, I don't mind if they're ignorant, because it means that we can learn. I don't want to talk to people that this may sound terrible, but stupid, right? And it's whatever the politically correct word is for stupid. What that means is that they don't even want to try, like like that they know better, but they just like don't even want to try it. Like we all have to be respectful of each other's thoughts and the way we move through the world. So people can have a growth mindset. Yes, thank you for politically correct, silly, stupid, you know, let's just call stupid when stupid is sometimes it's stupid. Yes. So So I know that I can't be amongst people that are like that. And I don't want to be I don't want to fill my life with, you know, the Eleanor Roosevelt quote where you know

that that? What is it small minded people talk about things, average people talk about small minded people talk about people, average, people talk about things. And then big minded. Talk about ideas, right. And so I like to be I know, I want to be around people that talk about ideas. That's what fills my soul. So so right, it's important for you to write what what you love, and what you don't like. And then when you're doing your personal sheet, you have to be in your personal sheet as if your family doesn't exist, you must think that you're on an island by yourself. All right, that's first page. second page is family do the same thing. What do you love about family? What do you not like about family? Do you want to see your family three times a week? Do you want to have dinners twice a week? Do you only want to see your family once a month? Do you want to talk to your family every day? Put all those things? What does it mean? Like? Do I want to live near my family, all those things, then get to your next page. The next page is community, community needs your community, whatever your community is no judgment, everybody

listening, no judgment, what your community. So if your community is I love animals, that's my community, I want to be around animals, I want to volunteer for animals, that's my community, you know, whatever it is, put that around. And so then, then you go into business, and then in business doesn't mean that you're looking to own a business. You know, some people don't want to own a business, or maybe timing in their life is not there for them to own a business. Right? So in business, you have to say, What do you like about business that that you want in your business life? Do you want a job that's Monday through Friday? Is prestigious, important to you? Is the title important to you is what do you were important to you, you know, I said my next business was going to be I was going to wear flip flops as much as I can. And so I wear flip flops most is to work. And so because that's what you know, I dress up when when they need to dress up, right, I have to represent the company. But on the days that I don't need to dress up, aren't you gonna find me flip flops? So what is important to you in a business sense? And then what don't you want? Do you not want to be in an office or do you not want to be remote, all of those things. Um, and then the last piece on the financial side, what happens is, is after you've taken yourself through this exercise in your mind thinking through things, and it's going to happen over a period of a week or two, because once you once you start the particular activator, right? Once it's in your mind, then these thoughts start to come up. So keep your your notebook near you. Because you'll be in the car, and all of a sudden, something pop in your mind and go, Oh, I love that. Or, Oh, I hate that. Or I don't want that. I got to put that on my list. And so you won't have your notebook to put all that there. And so when you get to financial, what it's going to do is it's going to inform you of really where money shows up in your life and how much money you need to really live the life that you want to design. And that's why financials last.

Suneera Madhani

I absolutely love that you said that because so many times everybody puts finances first as like when happiness is defined by a number in your bank account and it's not and it's so interesting of how you actually want to That process by the way, that process is mind blowing, I cannot wait to actually go through that process. And I this decision that was just incredible. And I love that finances was last because you did it in that order of I want to know what's important to me, I didn't want to do what's important for my family, for my community, for my business. And then the finances is at the end, because now you know, the picture of what life you're trying to create. And if you're trying to create this, like life, then it's so realistic. It's not about oh, I want a billion dollar this or I want a million dollar that it's really what do I need financially to support this life that I have. And if you know, for something, for me, that comes up when you're talking about business, when you talked about us particular is that \$100 million enterprise because you want to billion dollar company that resonates with me, right, it's not about the revenue that I'm getting to take home, I want to create a billion dollar business. And that is the business part of it, it's actually not the financial part of it for me, if that makes sense.

Lil Roberts:

100% with you, because you know what, I it's not about the money people, it's To me, it's about climbing the highest mountain. So building a billion dollar business is about climbing the highest mountain. And it's about the impact that we can make on all of our team, and give them quality

of life by being in a stable environment that's caring, and nurturing and loving. And that they have an opportunity to learn and grow in any way that they want to, right. And it's about what we can do for our customers. Because if we help make our customers lives better than their family life is going to be better. And they're going to be better. And they're going to do more good in the world.

And so I have one thing I asked, so there and that is don't publish that, that that that framework, eventually I'd like to publish it. So it's in I've taken probably 25 fellow entrepreneurs through that framework at decision points in either they've you know, exited a business or get ready starting another business or wondering, should they sell their business? And I'm like, and then they call you I'm sure you have a lot of friends that do that as well, hey, I want to run this by Vova. I'm like, Okay, okay, you know what, maybe we already do this framework exercise. And you know, if it's not really for business, if it's for for your life, in things that you want to do in your life, it can fit, you know, for people listening, maybe they're in a relationship that they feel doesn't serve them to the highest good, right? To me, relationships have to be that am I better with this person than by myself. So when you're in a relationship, the way to serve yourself and your partner the best is that has to be met in my intimate relationship that I'm better with this person than I am by myself.

Suneera Madhani

I love it. And I'm so excited to see this framework publish, we love it. Oh my god, so much knowledge that you've shared with us so much knowledge, just from a from like a growth standpoint, I'd love to talk about xendoo a little bit give you an opportunity to tell us what you do, who you serve, how can we support you? How can we become customers. And I know you're excited to give us a little bit that we can find you on Clubhouse, because that has been a topic that you and I have been discussing over the last couple of weeks. So we can talk about xendoo. And let's talk a little bit about where we can find you in Clubhouse perhaps. And this has just been so rewarding for us.

Lil Roberts

And we want to say, ditto, ditto, I'm honored to be here. And I just admire and respect everything that you are doing and have done and how you built your business. So I've done bookkeeping and accounting, and we take care of customers that are 20 employees or less, and that fit really in six or seven different categories. And those categories are professional services, econ businesses, we're you know, awesome. We have a ton of customers that are you know, Shopify, Amazon, Walmart, so econ businesses, small hospitality, food, truck, pizza joints, sub shop, small cafes, are on the hospitality side. That trade retail trade services. So if they do, you know, home improvement, landscaping pool, and then retail product, retail service, so retail service would be dry cleaning and massage, you know, hairs, hair, nails, all of those types of businesses, you break, I fix cell phone repairs, and then and then small boutique products on on the retail product side. And we are in 45 states and 12 countries, we have customers all over the world that have us businesses. And you know, we do this, we do a thing that we started last quarter, and it's called coolest customer. And so our team all picks one of their customers that on our all hands meeting they share with the company that what their customers doing. It's very

interesting, you know, in a human perspective that we say to them, Hey, who's your coolest customer and some have picked the customer because of the product that they have or what they're doing and some have picked it because of the human and in the business. Isn't that cool? But it's like an impact. business. And so they present that to to the team. And then we pick those customers and we send them a \$25 amazon gift card for being the coolest customer. Because they brighten their day.

Suneera Madhani

Well, that's amazing. That's so fun that you do stuff like that. But I do want to echo what little thought about, they actually do serve these customers so extremely well, you guys are actually a partner of fat virgin. So we came into partnership this last year. It's so fun that when we get to bring our businesses full circle, and we're actually working on some really cool integrations between our companies now as well. But they really are just the like coolest bookkeeping firm, we all need bookkeeping services for our business. So give xendoo a shot. We'll definitely link everything in the show notes below. Let them know that you found her at the SEO school podcast, I'm sure she's going to hook us up with some some good freebies and things like that. But we definitely cannot wait to support you and a woman on business in the financial sector because we need so much more of that. So we're going to everything and get you more customers because there's so many business owners out here listening that are sub 20 employees that need your services. And so we've used them firsthand, and I would never bring a product on here that I don't absolutely love. So I love that. Also Where can we find you? I know we've been on you've been chatting with me about getting on Clubhouse recently. Tell me about Clubhouse and, and where we can like what's happening there.

Lil Roberts

So right now anybody listening find us as at xendoo.com or reach out to sales@xendoo.com and you know, book, a free consult. We'd love to chat with you. Clubhouse is just fascinating to me. It is where you know, old school talk radio meets podcast, and the the level of learning. I'm a lifelong learner and the level of learning that you can you have on Clubhouse, you know, I popped on the other night, and you can turn it on when you're in the car instead of the radio. And, you know, it was it was Mr. Wonderful. And Barbara Corcoran talking about Shark Tank, right. I popped on on another day. And it was Andreessen Horowitz right, which is, you know, the quote, of software's eating the world, one of the best investors of all time. And so anything that you're interested in, they have on Clubhouse. And it's really, it's taking, I think it'll replace Facebook, because Facebook takes your time. I'm not a big social media person. And I'm not on I don't do Facebook, I have a I'm on there, but I never check it. And Facebook takes your time and your eyeballs where Clubhouse doesn't club houses educating you. And the interesting thing about Clubhouse Suneera is that if you invite somebody, it's exclusive. So you have to be invited. It's almost like the private island concept that if you had a private island, what 10 people would you bring, and then let those 10 people bring people. And so then you can create this kind of area of just safety. Right? So Clubhouse is about that. Talking about good things, positive things, if somebody bad comes on, and you invited them, they're gonna get kicked off a clubhouse. And so are you. That's amazing, right?

Suneera Madhani

That's just so incredible. No, it's definitely been really cool. I've actually hosted a room over the last like week, I haven't been on as much as I want to be one of my things about clubhouse that I actually don't like, is I like to replicate my time. So if I'm going to be like this podcast episode, for example, you can listen to it, I can share it, I can post it on social. So my time here and this conversation carries on are actually really like that proponent of it, because I'm a scalable person when it comes to business and my time. And so for me My only bone to pick right now and clubhouse. I think that's like the, that's like the allure of it too is that it disappears, right? That you have to be in the room.

Lil Roberts

They're changing. They're changing it. Okay. Oh, so so so and I don't spend much time on it. I'll put it on in the car. Because, for me the reason why I'm dipping in and I've, you know, have spoken at three or four, you know, short things I call it do the five minute talking and then pop off is that I'm looking at what's the business model and looking at the business model for us. So for us, we own accounting club, we have been brought that room to life yet, but accounting club is going to be a room where we just talk about all things finance. And so once we get that room up and going, we'll be inviting you want, right and we'd love that. And so what's going to happen with clubhouses right now till the iPhone, they're gonna add Android every Sunday that the founders have a town hall where they tell what they're doing with the product. I mean, this company is a billion dollar valuation in 10 months.

Suneera Madhani

So it's it's it's fanatic. I mean, it is crazy on how quickly it's growing and how fast the adoption has been. It's really cool to see and I love being early adopters and things because early adopters are always rewarded. But it's also a risk to be an early adopter, right? Because if it doesn't pan out, you've you've spent your time learning a platform that didn't that didn't pan out, I wonder for finding a case for clubhouse and then clubhouse has a lot of traction, you've seen a lot of big names support it. And so I'm definitely interested, we're taking a look at creating our own rooms as well. And seeing if this is going to be something that we want to put a flag down in. But my only thing was that I want to make sure that we're scaling our time effectively, so you can sell it. And so what will happen, what they're going to be bringing about is a monetization of it. And that's going to be where they're going to take the content, and then you're going to be able to sell that.

Lil Roberts

And so right now, I mean, looking at Look, there's the UX is horrible on Clubhouse, right, absolutely horrible. And it's just that it's, so it's showing that the human condition, it wants the connectivity and once the learning and wants to talk about ideas. And whereas Facebook talks about things and people

Suneera Madhani

Exactly couldn't agree with you more. And we're so I mean, this was just such I could literally sit here and talk to you for another hour, which I'm sure I'm going to have a follow up call and so many things happening between our companies, you know, you've really, you're an inspiration to all of us that no matter what age, you can start another company and continue to grow. It doesn't matter. Even all the things that you've gone through, and all the success that you've had, I love the fact that you said I've something that's important to me is I'm going to continue to learn and grow. And you have done that you've literally at every single step you haven't said this is this is this isn't enough, you fulfill that lifelong learning journey. And here you are now tackling a billion dollar accounting FinTech platform. And we're so thrilled and honored to have you and to learn from you today. Lil thanks so much for being on the show. And hopefully we get to invite you back into our Club at CEO School for some really fun workshops. And maybe we can all utilize your framework while you teach it to us live at some point. would love that.

Lil Roberts

I would love that. And so grateful and honored. And thank you. Thank you. Thank you for you. You totally inspire me.

Suneera Madhani

All right, I'll talk to you soon. Bye. Well, Bye, everyone. We'll see you on next week's episode at CEO school.

Suneera Madhani: Thank you so much for listening. We hope you enjoy the show. Follow us at CEO school on Instagram for show notes, inspiration and exclusive behind the scenes that you won't find anywhere else. We also have an absolutely incredible resource for you. It's the seven lessons we learned building million dollar businesses. These are complete game changers and we want to give it to you absolutely free. All you have to do is leave a review of the podcast, why you love the show, screenshot the review and email it to Hello@ceoschoolpodcast.com and we'll send it your way.