

## YDPL\_EP\_17

[00:00:00] Hey, everyone, Charlie up, sitting here and welcome to my yield of dreams podcast. This is the show that asks the questions. What does it take to be pursue your life's passions? I mean, to really go for what you've always dreamed about to do what you truly do love and why does so many people sell out their dreams and aspirations for jobs they hate and a paycheck that's less than fulfilling.

[00:00:24] During the show, I'm going to interview different people about how they've strived to go for their passions in life. And how do they balance that with the need to earn that paycheck. We're going to hold up in the light, your myths about money, not to try to change them, but to aluminate them to have you begin to discern, where did these come from and how do they impact your life in the decisions that you've made?

[00:00:49] And to see if you'd be willing to just let them go and maybe replace them with a new money strategy that will produce a better result and ease your pain and suffering [00:01:00] about your money. So let's dive right into today's show.

[00:01:09] Hey everybody, Charlie Epstein here at yield of dreams, you can see behind me, this is the official yield to dreams field in Dyersville Iowa. And this is where the magic happens right here on the show yield of dreams. And I am just so excited, so blessed to have a amazing individual on our show today.

[00:01:29] Chip Wilson, the creator, the founder of Lulu lemon and chip. Before we even dive in, everybody needs to see this book, little black stretchy pants. This is probably one of the best reads I've had. I had so much fun reading your book. Well, thank you. Thank you. I just love the, you know, Howard Schultz talks about pouring your heart into it, and you poured your heart into the book and you were so willing to be naked as a entrepreneur who was [00:02:00] failing at one point and then just explosive success.

[00:02:05] Right. And we're going to talk about that today. But let me give just a little background for everybody. So if you don't know, chip Wilson, serial entrepreneur, visionary philanthropist. My favorite part is devoted husband and dedicated father to his five sons, which one I got to meet when we were at abundance three 60.

[00:02:25] Fantastic. Right. And you know, when you read people's bios, I love what they really put front and center and chip has put front and center that his vision. Is to create possibility for people period. And when you read Chip's book, it really is all about, um, how selfless you were and your pursuits. Like you didn't want to do it alone.

[00:02:52] And so many entrepreneurs are the lone ranger right syndrome, and they're going about their business doing [00:03:00] alone. And you were like, Listen, come on. We're we're, we're going somewhere and we're going to be onto something. And, uh, that whole approach is, is, is so fantastic. You, you talk about wanting to create possibilities for people to live longer, healthier, more fun lives, governs all your endeavors in your pursuit to elevate the world from mediocrity to greatness.

[00:03:24] Damn. There's nothing that needs to be said. You know, anyone who's dedicating his life to elevate people to greatness has it in spades. And as you're going to hear today, as chip was developing his vision, his road to creating the companies he created first in 1979, Westbeach snowboarding. And then in 1998, when you began to take everything you learned, I love it.

[00:03:51] What you said in your book about. This was my 18 year MBA. Yeah. I actually needed a doctorate. I wrote down and you know, that was really, to me, it was like a [00:04:00] doctorate that you got and most entrepreneurs when they fail boof and you took all of that. And use it to discover. So welcome aboard my friend.

[00:04:12] Good to have you on. Thanks so much, Charlie. I really enjoyed listening to your other podcasts and I'm thrilled to be on it today. You're going to have fun. And where, where are we finding you today? Where are you? Uh, where are you hanging your hat today? What I have to say the most beautiful city in the world, Vancouver, um, my office right now, if you're behind, it looks out at the, um, at the ocean and the North shore mountains and there's snowcap blue sky.

[00:04:35] It's a, it's a stunning place to live. Very, very thrilled to live here. Hoover is absolutely beautiful by the way, for all my listeners and viewers, this book chip Wilson's book is free. And I want to just tell everybody right up front, how to get it. You can go to [chipwilson.com](http://chipwilson.com) and download a copy for free.

[00:04:56] And I love this. It's also available on audible, which is what [00:05:00] we were talking about. You love to do. Yes, but I tell you, you know, where I want to start. With your relationship. Sure. I want to talk about the power and importance, importance of a marriage and relationship, especially in the world that we live in today.

[00:05:17] Because another thing that you and I have in common is Shannon. And you were working together before you were in relationship. You're talking about in the book and then, Oh my gosh, you got in relationship and now you have this amazing marriage and you're off in the world trying to make a huge impact.

[00:05:32] My wife and I work together. Uh, this morning, I was interviewing a couple in Ohio who worked together. It's very unique. So talk a little bit about what that was like, you know, she was working for you, she was your employee, right? Yeah. Yeah. You know, and I was, God, I miss, uh, I mean, I was older in life at 42 or something like that.

[00:05:54] And I, I think that it says a lot to waiting, waiting, waiting for [00:06:00] the perfect person. Are what appears to be the perfect person. And then I don't think that perfect person ends up being perfect. I think that. Person ends up changing and growing as my wife did, uh, becoming a different person. And I think it's, um, it's really the choosing to be committed no matter what, because I think everyone goes, you know, we go in and out in and out.

[00:06:28] I think the worst thing that happens to couples as they kind of come out at certain times together, and then they don't know how to come back together. But a commitment can get someone past an, a cup a year, year and a half. And then I think it just

gets stronger and stronger, so commitment. But, but there you were building and growing Lulu at the time.

[00:06:49] Right. And Shannon was one of your designers, am I right? Am I right with that? Right? She, uh, yeah, actually she was the CEO in the year two because I had to step out too. We ran out of money. I had to go [00:07:00] make some money to keep it. Right, right. We'll get to that. All right. No, but, um, you, I mean, you just hit on something that's so powerful because I know, you know, you grew up in your parents were divorced, so that has an impact.

[00:07:20] Uh, I was divorced, my wife was divorced, you know, we're a second marriage working together, but I think it comes down and not only that commitment, but that respect. For, for your partners differences, right? Yeah. I mean, I was fortunate in that I might. I almost say God, my parents divorced and they remarried the perfect people for them.

[00:07:40] And so what I got to see is that, Oh, there is no such thing as, um, you know, one type of marriage because my father's marriage was, um, he very cooperative, uh, working together, bouncing ideas across each other. And, uh, you know, two working [00:08:00] couples where my mom was really, she loved to be at home. She was a homemaker and loved the interior design of that.

[00:08:08] And, uh, and she wanted the man to kind of go out and make the money. And she wanted that she wanted this fiefdom of the household and, uh, and both of those work perfectly. So there is no such thing as one type of marriage. No, exactly. The key is that commitment and that monogamy, right. That creates the energy.

[00:08:29] Yeah. What is it about monogamy that I, that I love is, um, you know, I th I think as I'm getting older, I think sex could wane. But it's really that commitment to that one person that actually makes it stronger where I think if my mind, my mind share was to go off my wife somehow, then I think the sexual energy would actually drop.

[00:08:54] Oh, it's just. Right. Absolutely very selfish. I'm [00:09:00] very committed to my wife for my sex life. Uh,

[00:09:08] matter of fact, just this morning as she was getting dressed, I said, I just always love what you wear to work. She goes, why don't you

[00:09:22] good for your Charlie? Good for you. I see that. And you know, for me, this is critical just in reading your book and your life. I'm curious when you were building West beach, as opposed to Lulu, what, what was the discovery that you had. Because I don't want to say it. I want it. My list is a viewer where you went from whatever kind of employees you had at West beach.

[00:09:48] Cause it was a different model surfing and all boards and that kind of thing. So then creating Lulu and realizing they were these power women and super girls. And it's [00:10:00] almost as if you were the first to discover and you really did a lot of research on it. I was so oppressed by that. Let's talk a little bit about.

[00:10:07] What was the, uh, kind of hypothesis that you had in the evolution? Well, first off, I think you'll probably find this with a lot of, uh, um, a lot of the people you've interviewed who have been successful and the more podcasts I listened to, the more I get that there's a common thread is I'm an incredible reader.

[00:10:29] Like I'll read a couple of hundred books or listen to a couple hundred books a year. Yeah. So, um, so I mean, it's easy for me to start seeing threads to put together at West beach. It was all 14 to 18 year old boys. And then suddenly I'd say in 1995 or so. Suddenly girls came into surfing and snowboarding.

[00:10:53] And, um, and so I was in a position to learn about sports and [00:11:00] women and how women buy apparel at a time when really all apparel was really being done by men. And, uh, and so then to be able to take that learning and take it over to, um, to yoga when I, and I won't go into the whole, whole thing, she wanted me to how I kind of, yeah.

[00:11:22] Well then you'll have to take me back to, uh, my mind will start exploding, Charlie, and you'll have to bring me back. I'm going to be here. I'm on the field. Great. So it was, um, It was a time when I was, I had sold West beach. I w I actually had decided to become a barista at Starbucks because I had enough money to buy a house and put my kids to school, but I, no one wants to hire an entrepreneur now.

[00:11:48] And I've always said that an entrepreneur, entrepreneur is someone to incompetent to work for anybody else. So I, um, so, you know, I, no boarded and skateboarding. My, I had [00:12:00] crashed so many times my back was bad. So I cross, I crossed this, uh, telephone post and it had one of those like ripoff phone numbers for a yoga class.

[00:12:09] I'd never seen a yoga class before. Um, I'd heard about it. Cause my dad was an assistant Gardner at the Esalen Institute in California and I always thought he was nuts, but you know, this is out of survival. And then later that day, I'm in a coffee shop. And I hear these two women talking about yoga. And then later in the week, I see this other article about, um, uh, on the paper about yoga.

[00:12:33] And I'd never seen, you know, I'd never really been in contact with it, but I also had this thing that you see something three times and you got to move in that direction. So I went, okay, I've got to I've. This is definitely an opportunity. And then I think, um, like a designer. If I think the color purple is coming in next year, I start looking for evidence of that.

[00:12:56] Purple. Yeah. So I started reading articles [00:13:00] and I got, uh, from doing charity work, especially in Africa that the longer. Um, the more education a woman had, the fewer children she had and the, the, and the leader, she would wait to have them as a way of handling this poverty. And in Africa, well, I read this article in the paper and it said that.

[00:13:21] Uh, in 1997, that 60% of graduate study university were women. And I was floored. Charlie. I don't know what it's like when you're in university, but it felt like it was like 20% when I was in university. You and I are the same, so I was in college and it was, yeah, yeah, yeah. So I put these two things together and I went, you know, something is going to happen here and it's going to be a market that's never existed before.

[00:13:49] And that's going to be a, like a twin cause woman at all has gotten married around 22 or 23 suddenly I thought, well, with the pill and with this [00:14:00] education, women are going to wait till 30, 32 to get married. So I thought a market that has never occurred before a 32 year old professional woman, uh, owns your own condo travels, stylish athletic health driven thighs monitor thing is going to occur.

[00:14:19] So that's actually 10 years of, uh, of a market that it's going to spend a lot of money, especially on health and fitness. And then I put that together with the. Um, you know, the, the three parts of that, you know, the post and the conversation. And then I started to look for other evidence and the other evidence was breast cancer was the big topic in the 1990s in the newspaper.

[00:14:44] And I kept going, well, why did that happen? And I go back to my corporate days in the early eighties, and I could see that woman. We're kind of like thrust into the working world. I mean, the media told them they should go do that, but there was no real balance. And what [00:15:00] really they gave up was, was I'd say, you know, health, uh, sleep.

[00:15:05] You know, they were drinking three martinis cause they were trying to emulate their father is because they saw that as successful. And I think, um, you know, they weren't, they were on a heavy dosage of the pill, I think in the seventies. And nobody had really figured out the right dosage. And I think when you put all the things together, I think that's one of the reasons we saw this breast cancer explosion.

[00:15:27] And so the panacea to that then I thought was athletics. And I think that. What like these, uh, I call this group the power woman. They kind of grew up and it was really hard for them to, to fight the male dominance in business at that time. And, and I think it was a struggle. So I call these the daughters of these women who actually ended up getting divorced, uh, super girls.

[00:15:54] And they looked at their mothers and they said, geez, I don't want to. I want to live a healthy life. I [00:16:00] want to live. I want to be in more control. So education was important. I think they're, they're divorced. Fathers became baseball, coaches, soccer, coaches, everything else. I think that they looked at their way, their moms dressed in that era, which was the power suit of emulate men in the power room.

[00:16:16] And, and I think that these, um, uh, we started to see. Cartoons. It wasn't just Batman and Superman and light grip, but suddenly you got a girl in Lycra on in the, and these girls grew up in this era, going power is associated with, you know, like, like round, as opposed to these baggy outfits. And so I put all this together and I went.

[00:16:38] You know, yoga is a panacea for women to have athletics way that they could be, that they didn't have to go to the mountain to go snowboarding. They didn't have to grow the ocean to go surfing. They could actually do it and they could do it an hour and a half get in and get out. And, you know, it was about being present.

[00:16:55] It was, it was, it provided something, not nothing else did. And [00:17:00] so I just put all that together and said, I'm going to go into yoga. I'm going to mortgage the farm. I'm

going to do I'm selling. And I'm going to go into this big time. Cause I go, go, go. No, this is great because I'm sitting here. I'm going, he's a mad scientist folks.

[00:17:17] He's a mad science because it's like, it's like he's in his, you were in your laboratory creating this. You talk about it in the book, this hypothesis. So you also talk about testing your hypothesis. Which I think is so important for entrepreneurs because a lot of entrepreneurs don't test the market.

[00:17:36] Right. They make the mistake of not, they just think I've got this great idea, because I think it's a great idea. I'm going to make it happen. Right. So you did all this mad scientist formulation. If I could say it that way with all sincerity and sweetness, how did you test. The hypothesis. [00:18:00] Well, because I've been making first layer, snowboarding clothing for these girls.

[00:18:04] I knew I had the perfect fabric. It was the, it was mat. It was black problem that you saw it was their clothing. Right? You're in the yoga class. Just wanna make sure everyone understands. Cause I do yoga, but not everybody does there. And back then, everybody's in these baggy crappy. Heavy clothes. They sweat smell, very, having spent 18 years getting your MBA and clothing at Westbeach, let's not fight yet.

[00:18:36] And technical code. Yeah. That technical retail. Right. And, and, and, and you see a problem that they don't even know as a problem, because they're just wearing what they're wearing. Right. When they complained. Were you listening? Were they like complaining about it or no, I don't think they knew that in order to complain, you have to have a vision for something that's [00:19:00] different.

[00:19:00] You know, I think at that time, men and women, it was, it was fashioned to where the worst thing you possibly could to a workout because it was smelling and ugly and you'd throw it in the wash. I think that what I really saw was a functional problem in that, in yoga, when you started sweating and the cotton sweat, then you couldn't actually move into the next position.

[00:19:23] So that was the first functional problem which I had to solve for. Just exactly Charlie, I'll go into that warrior pose in the middle of it. I'm going to do yoga. Goddammit. Yeah. So, um, so I knew that if, um, I had this perfect fabric and I knew how I had these perfect pants, I just had to tweak some things a little bit in that.

[00:19:48] The great thing about, um, um, nylon as opposed to polyester is it doesn't stink, but I could also put in silver threads, I could, I could kill bacteria. I could, [00:20:00] instead of 3% Lycra, which Danskin had the time I could put in 12% Lycra. And, um, and it just, it created the perfect, and it was thick enough where it hit all women's imperfections and I, and actually you went on to develop it.

[00:20:17] Improve their figures. Right? I was reading where the way the women were wearing what you were creating, actually enhanced their figure. Well, I think one, I came at, at, at, at function for it, cause I'm an athlete and I always think of function first, but it's been much time in Europe at sporting good shows and in Italy and Germany, and I saw how, how

their designers over there were able to take very frumpy fat people and make them look beautiful than the way they designed it.

[00:20:48] So European style meets Westbeach function. Right? I call West coast function because I think the West coast had lots of function and no fashion in Italy had lots [00:21:00] of fashion and no function, which still occurs today. Yeah. This is so critical for folks. If you're listening to this because you know, what's phenomenal for me is you gave these super girls something they didn't know existed that they needed.

[00:21:22] Right. And I think what they needed more than anything is more time. And that seems, uh, in other words, I think women way more than men have had are, are stressed for time. I think because we can get up in the morning and show her and put on something and less than three and a half minutes. And that I have never seen bell curve, the top bell curve of a woman do that.

[00:21:44] You know? So I think that, um, You know, to be able to, to make clothing where they could get up in the morning and they could, uh, um, drop the kids off at school or they could, and then they could go to yoga class and they [00:22:00] could go for coffee and then they could get the groceries and then go home. You know, this, this saved about 45 minutes for them.

[00:22:07] And, um, and I think that, that, you know, people don't realize that that could have been the key. One of the key reasons for, as we see a proliferation of black Lycra pants all around the world. Now it's one of, it's a great invention. Whoever did it set the standard. So, so you've got this hypothesis. You've got.

[00:22:34] The product that you're playing with and obviously you're working on it. Cause that's the thing about a product and it's an evolution. Right. And then you decide, all right, I'm going to open up this small boutique shop, the first Lulu lemon, right on the second floor. Right. But you did something that most entrepreneurs never even think about, which was thinking about the.

[00:22:56] Culture, the people you wanted to have a surround [00:23:00] you. And I know you're a big reader like I am, but you know, you went off and did the forum, which was a Werner heart create is the training that evolved in the forum. And it had a enormous, had an enormous impact on my life, everyone in my family. And it sounds like, add the same for you.

[00:23:18] Correct. And, and what was it that crystallized for you to say. I want that kind of speaking integrity, wholeness completion, the ability for people to communicate. So you have a common language. I mean, not everybody just takes that and then says, all right, this is, this is going to be the essence of this culture that I want to create, because I want to not only work with people that I love to work with, as you say, but I want to empower people.

[00:23:52] So. How did that come about for you? Because that's huge. I mean, that's who you are in life. [00:24:00] Let's see if I can put this in words. I, I, I, it was a revelation at one moment that I had that maybe 42 or 43, that if I was going to go to work every day, I wanted to be with people I love to be with. And so to be responsible, which is a, um, a landmark.

[00:24:18] Term, in other words, I can complain about not about people I don't like to be with, or I can be responsible and I can develop and train people to be that way. And I had five things that I put together, and one of them was the landmark course. And, uh, it was the most powerful, I'd say of the five things. So we'll maybe go over them now with the fights.

[00:24:42] I think there was five. So it was the landmark form. It was the book. Good to great. Yup. The psychology of attraction. It's psychology of achievement by, by, um, Brian, Tracy, um, seven habits of highly effective people. And, um, and then the last [00:25:00] one, I I'd say actually the driver was really the email, um, uh, the book, you know, so, um, what I think was critical about landmark is there's two come to Jesus moments in it.

[00:25:13] And I had. Never I got where I had never been living in the moment. I was always like in an angst about my past or this unknown future, which was crazy. And I got at, at, I got, without that revelation, that old, the moment is occurring right now. I would actually be laying on my death bed at. Now we're going to say, what are we going to say?

[00:25:42] One 56, Charlie, one 56 going, Oh my God. I, I, I forgot to like live in the moment and appreciate the moment. And I think I, I, so consequently, if you're not, if I got where, if [00:26:00] I wasn't living in the moment, I really wasn't living life. And my dad came under the S and I remember in the seventies going the meaning of life is living in the moment.

[00:26:09] And I rolled my eyes and I go, God, my dad's a nutcase. And of course, Clinton vanilla. Did he try and be, I don't know, I choose chocolate and chip. Why do you choose chocolate? Because I choose chocolate. Amen brother. We're done. You got that? We're done. No, you didn't choose backlit because I like chocolate better than vanilla.

[00:26:39] And my mother went and I was two years old, bought me chocolate ice cream and took, yeah. Yeah. Well, and in fact, that that is the second revelation then about that I got a landmark is that I had choice and that simplicity of waking up in the morning and going, I can choose to be like incredibly happy right now, or I can choose [00:27:00] to be grumpy.

[00:27:01] And every so often I'll choose to be grumpy just to know that I have the choice of being happy, but to get that I. That I was in control of my brain at every moment and everything that happened to me and that I wasn't at effect of the world through choice. It's it's a very powerful. Pointed time. And I felt like if I could get employees that were, that could understand that and w men would not take this on in 1998, I'd say 2004.

[00:27:38] Um, and nobody was putting effort into it. Development of women. And I think not, not that I could care less, whether it was a man or a woman, quite frankly, I was just looking for the best people. It just so happened that they were women. And I think they were, they were hungry for how can I be the best I can possibly be?

[00:28:00] [00:28:00] And so, um, you know, they, they, they really, they took it on and they were phenomenal. It's just right place, right. Time and everything. But I just love the stories in your book about you driving, waving around and your, um, I don't know what car you had a Woody or whatever it was handing out. Right. Tapes to ever holding up.



[00:28:23] You're like stalking people and saying, Hey, and, but you created this. Enthusiasm that people just, I mean, that's what it is. When you come out of the training for many ways, you know, there's just this palpable illness in your life about everything is possible now. And why wouldn't we want to, why wouldn't we want to do this?

[00:28:44] Um, I was really taken with how a lot of people that you hired, you know, it was, there was no accidents. And who showed up in your life, the women that showed up in your life. Right? Like my assistant Maria has been with me for six, 17 years. And, uh, [00:29:00] same kind of thing. One day I was talking to, uh, uh, my advertising company and I said, you know, I'm going to take this coaching program on the road.

[00:29:09] And I need somebody who knows how to do logistics and deal with hotels. And he goes, Oh, you got to hire Marie forest. I said, Oh, I know Marie and CIM. Next morning, I pull up to the local Starbucks. Thank you, Howard. And Marie forest, who I hadn't seen in maybe a year and a half pulls up right next to me the next morning.

[00:29:32] Unbelievable.

[00:29:37] No, no, no. And I said, and we knew each other and I said, Marie, what have you been doing? And I didn't realize she had been working for a client of mine, but had been out of work for six months. And she says, she's, she's French Canadian. You spoke, you know, she's from Montreal. She said, uh, I said, she said, you know, today I woke up and I told William, I go back to work.

[00:29:57] And I said, good. Cause you're hired. [00:30:00] I said, you're hired, just call my office. And that was it. That's beautiful. Beautiful thought about you driving around like that because you took me back to 1989, 1985. When I was in the thick of traveling around the country where the Werner and the training and working with people and just seeing.

[00:30:20] People's lives be transformed and it's, it's, it's exciting. I'm going to ask you, that's interesting is because, you know, there's all that negativity and they're right there. You were living moment to moment creating something that nobody knew existed, but you did. And I think for our listeners and our viewers, that, that passion, that commitment to people and.

[00:30:49] The ideal that you had out in the future, you know, just tell me how, how that drove you because so many other people failed. [00:31:00] Well, I may be getting off subject here a bit, but I wasn't always liked that. Charlie, do you know, like I, I had to. Actually, I think it was, it was sitting in the landmark advanced course at the very end of it where it's, you know, it's not about me, it's about everybody else.

[00:31:20] And, and that was a revelation to me that, Oh, Oh, maybe what would happen if I change my frame of reference and, and my. The w who I am is out for everybody else before myself. What would life occur for me that way? And then I found that from the, um, Brian, Tracy, uh, psychology of achievement, I really got this part about the law of attraction.

[00:31:50] So I would attract into my life the type of person I am. So if I became someone that, that was out for everybody else, and I would attract in my life, actually, [00:32:00] people who wrote for me, And, but to do that, you have to, what I got is I had to give

without expectation of return without any the minute, the second I would expect something in return, it collapses.

[00:32:19] And it's really tough because I made so much money off of giving before expectation of return. It's really tough for my business. Mind not to go there. Yeah. I call it the deposit science when I was 21, just starting in business. I thought if I had some money to advertise or just market, so I went to a bank and I said, you know, I'd like to borrow \$10,000.

[00:32:46] This was 1979. And they were like, Oh, please come on in. They took me upstairs to the couch. They didn't have capita. Then they just had the shitty Sanka coffee. Remember that you lucky guy [00:33:00] pot, that's been sitting there all day waiting for you. Oh, they asked me all these questions and we filled out all these forms and everything was great.

[00:33:11] And at the very end they said, Oh, there's just one more form. You need to fill out. I said, what's that? They said, well, you need to open up a checking account. I said, okay. I said, is there anything else I need to do? They said, yeah, you need to deposit \$10,000 into the checking account. They will loan you. I said, no, no.

[00:33:29] I think that it's understanding that I'm here to borrow 10,000. Yeah. We want to loan it to you. As soon as you deposit 10,000, we'll loan it to you. And I just remember going, Oh, no deposit, no return. And that was like an imprint, like. How do you make deposits and relationships before you make withdrawals?

[00:33:50] Which is, I think what you're saying. Right. And, and, and integrity. You know, when I hear you say that, you know, I think that integrity is a bank account is a [00:34:00] really interesting, and we should do a whole podcast on integrity. Have you ever listed, have you ever listened to read the, um, um, um, Oh, the Warner's partner who was a Harvard professor who?

[00:34:17] Michael Jensen. Yeah. That three page. You have it in the back of your book on it. Yeah. Yeah. I think it's one of the most important documents I've ever read. I did a, I did a program called, uh, legacy with Peter and Peter used to run the Washington DC Washington, Seattle, Washington. I think he was, he ran the Warner's office in Seattle at any rate.

[00:34:44] But, uh, the thing that Peter really, um, got into my pores was kind of my mantra, which is an integrity. For an infectious capacity of living your life with wonderment, joy, [00:35:00] laughter, and play and discovery for discovery. So she can say it. Yeah. Well, I it's what the show is all about. And I try and impart with people is imagine if you woke up every day with this infectious capacity for just wonderment, joy, laughter, and play, and then discovery, like go discover something just for the sake of discovery.

[00:35:24] And as I read your book, I went, Oh man, chip Wilson, spades. Boop. Well, thanks Charlie. It was, it was a learn thing though, right? It's not like it didn't come. I mean, I guess there's some genetics involved, but yeah, your parents, right. And grandparents and business and everything, which I got to ask this question because, um, you know, people always say failure's not an option yet.

[00:35:49] When you were building Lulu lemon, it was all about. Letting people fail. Yeah. And getting out of the way that's hard. Yeah. A little bit of that, I think. [00:36:00] Well, not a little bit, let's say a big part of that came from the book. The E-Myth. And that, you know, the entrepreneur is not someone who's actually got its own time and can run his own life or his, or her own life.

[00:36:12] Um, it's actually, uh, treating a business like a franchise and you've got to have all the documentation down in. And the great thing about like, when I started Lou lemon, I had had enough experience, document everything. So I could like get hit by a bus and the business would run perfectly. And so. As I, as the company, the company was a rocket ship, you know, like it just, I mean, you know, it's, there's no reason, I guess.

[00:36:40] I mean, I'm here where I am for a reason and, uh, you know, quite, quite wealthy out of it, but. The beauty of being a entrepreneur and a visionary and being able to do what I do best. And that is getting five years out in front of the business and knowing where we're going to go and letting [00:37:00] people who have trained in develop through their job and do it well.

[00:37:03] And yeah, get out of the way. It's one of the best things that, well, it worked for me and then it worked against me. Yes. Yes. That's why I put in that life laws for living a fully engaged life that I sent you. I don't know if you saw that, you know, B where C. I texted you last night, but be aware CEO's with the Ron.

[00:37:25] Yeah. Right, right, right. You know what I, what I really got out of, um, a different group of people as Lou lemon got bigger was that there's a different type of entrepreneur. It's not. I tried to, I made, tried to make them wrong for a long time. And of course I got wrapped up in all those negativity that I know from landmark I shouldn't have.

[00:37:48] Um, and it just had to, I just had to reframe the conversation and make it powerful for my life is that these people weren't out to get me and they weren't assholes. They [00:38:00] weren't. They were, they could be liars, but it's not important. The important thing is that they are entrepreneurs. They, they can't make product themselves, but they know how to move into a position a certain time.

[00:38:15] And get the founders out of the way in order to fulfill on their entrepreneurial dream. It's just a different business. Yeah. So I just want to turn in the little time we have left to, cause we're talking about really transformational technologies, you know, your, your approach to vertical retail, carving out the middleman early on.

[00:38:39] And that was a transformational technology. The material that you were creating was a transformational technology. The environment you were creating was a transformational technology. So let's talk going forward. You are now and your wife involved with your foundations. What are the transformational technologies that [00:39:00] you're putting out into the world now, and the impact that you want to have at this juncture?

[00:39:07] Yeah. I mean, from a, uh, shortly, you know, a business point of view, I mean, you can see where, you know, um, where I took out the middleman of the wholesale, you know, Amazon, et cetera, everyone's taking out the, the bricks and mortars person. So there's,

there's that in, in philanthropy. My wife and I were pretty clear that we were successful at Lou lemon because we took out the middleman.

[00:39:31] And so we decided we didn't want to be just a funder of an operation that went and did something. And so we, we actually became the company and actually got in there and our. We, we decided to be from good to great to become best in the world at one thing. And that was education in Ethiopia. So we, we came to that.

[00:39:55] We would, um, provide quality education for every child in Ethiopia by [00:40:00] 2030 free of foreign aid. And then we wanted to shut the company down and throw it away. Wow. So, so we, um, I think highly successful there and, um, and I it's, and it really won't be because of us, quite frankly, it'll be because. The Chinese have moved in there.

[00:40:18] So in every way to set up infrastructure, roads, power transportation that are, our goal is going to happen, you know, by organically like that, let's say in, you know, like I see a lot of entrepreneurs make money and then get trapped into these boards and foundations and arduous meetings about, about what they're going to do with their money.

[00:40:43] We've decided to, um, We're going to buy, like, um, let me put it there. Like, I am so happy for whoever built central park in New York or Stanley park in Vancouver, the middle of the city, like. Big big parks and I'm [00:41:00] so thankful I went, God, why don't we just, why don't we just buy land and put it into a nature conservatory, it takes no operational costs.

[00:41:09] We just buy it, write a check, you know, put in a bunch of legal stuff where the government can't put in a factory somewhere in the long run or sell it for some reason. And it's there for ever. And because our commitment really is to people moving. Movement of people and outdoor parks and art, that type of thing.

[00:41:28] So, so you're asking me, we took out the middleman. Did you read the book? The million, the billionaire who wasn't. Okay. Yeah, I think I did. I'm sorry. You know, like I think that was quite a long time ago and I get confused with all the books I've read. Yeah. Yeah. That was it. The, um, I forget the gentleman's name, but you know, one day he just walked in, signed a piece of paper and.

[00:41:51] Wasn't a billionaire anymore. And basically his approach to, uh, he said like the problem with everyone else's foundations is the money [00:42:00] just continues on and they only pay out 5% or 6%. So he gave 4 billion to a foundation with the goal that all that money had to be spent in 30 years. Yeah. In other words, put it to work, put it into action.

[00:42:15] And we're not having this, you know, thing that lasts. Yeah, it's a fascinating, fascinating. So as you look out into the future, as we wrap up here, you've got the kids in Ethiopia. I know you're doing some other big, uh, philanthropic work. Do you ever see yourself? I know you bought another company, but what can I ask?

[00:42:40] What trends you're trending and seeing five years out. Well, as a foundation for that conversation, my, my purpose is, you know, you talk about a lot is, uh, to elevate the lives of 20 and 30 year olds through transformational development in the athletic apparel

space. [00:43:00] Um, I I'm so bullish on China. I just, you know, I mean, I can talk about this for a long time, but because I've been doing business there for about 30 years, they have a different context about what.

[00:43:15] His success and their success is not based on the individual are small interest groups or lobbyists that you might see in United States. And because of that, I think that they, you know, that's the next empire that's next, you know? U S I C slowly turning into what Europe is too many laws to me, regulations too many individuals being able to say what they want to say.

[00:43:42] And I think social media has taken that and put it on steroids. Yeah. Whereas they, you know, the China population is, is, uh, They believe in their leaders. They believe in their government. They believe in the leaders of their companies and where those leaders want to go. They get on board and go. [00:44:00] And I think, um, how did they, how did they say that about the ship in the Suez?

[00:44:04] You know, a high tide raises all ships. And I think that because of that, and that's their context for life, they, they, and. Really, because of the way that information is, as you know, is so exponential now. That and the world is changing so fast to have this checks and balances that the United States has between Congress presidential and judicial, I think is what worked really well up until about 1987.

[00:44:36] And I think it's been on a downward trend in the U S and conversely on an upward trend in China where they can make changes quickly. They can make it best for the whole population. They don't get bogged down. Um, so, you know, I have quite a bit of, um, but probably half of my, my, um, in my value now is based in China with Chinese companies and, and, uh, [00:45:00] and, uh, they're, they're entrepreneurial, they're fun.

[00:45:03] They're on the ball. They've learned the best from Americans they're they're PE firms they're financing their technology. Um, you know, they piggybacked on the U S and now they've jumped off, you know? Yeah. Yeah, it's interesting. My brother lives in Beijing. So this is a conversation for another podcast.

[00:45:23] It's a, yeah. Whereas then you have people like Peter, Zion who say the sun is setting on China as we speak. So it's going to be interesting to see. What happens, you know? Well, you know, I, I, as I, I bought into the company Amor, so with Anta, who's probably the number, it is the number three athletic company in the world.

[00:45:42] Now I think it's Nike Adidas and now anthropologist past Lu lemon and, um, And so they they're my 51% partners. And I have 10% of that is with 10 cent and then a private equity firm. And I own 20% of that. And [00:46:00] so we're taking these global outerwear companies and we're moving them into China. So it's our Terex peak performance, Solomon atomic Wilson balls out of Chicago.

[00:46:12] We just got the, the rights to the NBA ball in, um, in globally, now with Wilson balls. And, and of course China is, is, uh, is on fire with basketball right now. And because it's got the 2022 Olympics outerwear is, is on fire. And, um, I think we're in the right place at the right time. Exciting. So you got to bring, uh, the forum to China.

[00:46:37] Well, actually, I have, I have done that. It's difficult. I had to do it, um, sending people to Hong Kong for a long time to do it. And then of course I lost control Lou lemon and the, and, um, I don't know it was the litigation or, you know, again, my difference in culture with the Lou lemon board, they, they eliminated, um, most of the cultural part of Lu lemon.

[00:46:59] That [00:47:00] was, that was transformational. This has been great. I appreciate you so much, getting to know you is just amazing. And I'm looking forward to our paths crossing across the globe. Everybody please, little black stretchy pants by chip Wilson is phenomenal. Book. You go to [chipwilson.com](http://chipwilson.com) and you can download a free copy and there's an audio file and any other way that they can get in touch with you and learn more.

[00:47:26] Oh no. I don't do much, but you can, you can go out and you can put, you can contact me one way or the other through my website, [chipwilson.com](http://chipwilson.com). Yeah, definitely by the book. And, uh, everybody stay tuned for greater things to come from. Chip Wilson, founder of Lulu lemon. And now. Global philanthropic activities.

[00:47:49] Thank you so much. Really appreciate it.

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