

Wynne Leon (00:00)

What if the thing standing between you and your next level isn't a lack of strategy, discipline, or desire, but the identity you're trying to grow from? In this episode of The Life of Try, I'm talking with Kevin Yoder, creator of Infinite U

About why so many smart, capable people hit invisible ceilings, even when they have the tools, systems, and ambition to move forward. Kevin brings more than two decades of experience in real estate, leadership, coaching, and personal growth to a conversation about identity-first transformation. The idea that lasting change begins not with what we do, but

Who we believe we are becoming. Together we explore the self-image patterns that shape our results, the paradigms that quietly keep us stuck, and the

powerful question Kevin learned from Bob Proctor. How are your results? It's a deceptively simple question that invites honesty, awareness, and the courage to look beneath the surface. If you have ever started strong and stalled out, felt like you've had weights around your ankles, or wondered why the next version of your life still feels

Just out of reach, this conversation offers a hopeful and practical way to begin again from the inside out.

Wynne Leon (01:27)

Hi Kevin. S

Kevin Yoder (01:28)

Well hi Wynn. How are you?

Wynne Leon (01:30)

I am great we've just had a brief chit chat before we started recording, and you are a great encourager of people. I I am so excited for our conversation. Okay,

Kevin Yoder (01:39)

I am as well. Thank you.

Wynne Leon (01:41)

okay, but you're gonna have to start by telling a story about your twenty five years as a real estate developer and how that led to Infinite U.

Kevin Yoder (01:51)

Right. So I'll I'll make sure I may I have a point of clarification. So 25 years, so a quarter of a century as a real estate agent and investor for about 20 years. So real estate investing and so I've never done any developing. Not that I'm opposed to it, just hasn't been my core focus in real estate. So there's the there's the there's the background of my of my real

estate path. But what w how did that lead to Infinite U So Infinite U being the transformation

identity transformation system that we're launching officially on October 14th, 2026. So coming up soon. And yet it's still we we did a soft launch with some of the lessons of the of the actual identity system transformation system. But how did I get here? Well, it really comes down to this. After 25 years in real estate and leadership and building and top producing teams and coaching through real estate, I was a coach through this Bob Proctor

program called Thinking into Results. So Bob Proctor being one of the world's foremost leaders in personal growth and development, I was coaching entrepreneurs globally through through this program, I started to see really the same trends that were that were happening, not only that I had experienced in my

Wynne Leon (03:03)
Hm.

Kevin Yoder (03:03)
real estate endeavors,

the strange patterns, like smart driven people that just really seem like they'd have it all together.

Wynne Leon (03:11)
Mm-hmm.

Kevin Yoder (03:12)
they have the right strategies, the right systems,

And

Wynne Leon (03:15)
Mm-hmm.

Kevin Yoder (03:15)
yet the these ceilings would come up every single time. And they happened

Wynne Leon (03:18)
Mm.

Kevin Yoder (03:22)
for me. And then I didn't know what it was, but in my work through

Wynne Leon (03:24)

Mm-hmm.

Kevin Yoder (03:25)

Bob's program, we started to identify what these ceilings

were.

And it comes in the form of confidence. a lot

Wynne Leon (03:30)

Mm-hmm.

Kevin Yoder (03:31)

of ceiling achievements come in the form of income. So income ceilings, confidence

Wynne Leon (03:34)

Mm-hmm.

Kevin Yoder (03:35)

ceilings, consistency ceilings are very common where you start fast and you just

Wynne Leon (03:40)

Mm-hmm.

Kevin Yoder (03:40)

go and then you just stall out. And it and it just like

Wynne Leon (03:43)

Mm-hmm.

Kevin Yoder (03:44)

most there's a lot of people that do that. And it's very

Wynne Leon (03:46)

Yeah.

Kevin Yoder (03:46)

frustrating because you get inspired to do something, and yet for some reason

Wynne Leon (03:50)

Yeah.

Kevin Yoder (03:51)

the wheels come off after a period of time. I mean, an easy example

Wynne Leon (03:53)

Right.

Kevin Yoder (03:54)

Would be New Year's resolutions. It's overused, so I don't want to like go deep on that one, but you get the idea, right? Why is that? Like, why did we

Wynne Leon (03:56)

Mm hmm. Mm-hmm. Mm. Right. Right.

Kevin Yoder (04:01)

set on January 1st we're gonna do this thing and this year's my year? And then December 31st rolls around

Wynne Leon (04:06)

Yeah.

Kevin Yoder (04:07)

and really fundamentally nothing has much has changed much, you know? And for

Wynne Leon (04:10)

Right. Right.

Kevin Yoder (04:11)

me, that that became a calling because not only is it is it is a light of fire within me, but it also is is somewhat sad to me as well.

Wynne Leon (04:19)

Mm-hmm.

Kevin Yoder (04:20)

because

these are our lives at stake, our businesses.

Wynne Leon (04:23)

When

Kevin Yoder (04:24)

And gosh darn it. It's important to understand what is going on. And we can go on right now, a side quest, as my kids call it, win, and just go over here

Wynne Leon (04:33)

Hm.

Kevin Yoder (04:34)
and watch some YouTube channels.

Wynne Leon (04:36)
Mm-hmm.

Kevin Yoder (04:36)
And what you'll find mostly is a bunch of people talking about your problem and what your problem is and how you why and and and how it's

It's not working for you and and this is this is the thing and this is the thing. They're really talking about effects and outcomes. And

Wynne Leon (04:55)
Mm-hmm.

Kevin Yoder (04:56)
what this is that I'm involved in is an identity first process, which

Wynne Leon (05:01)
Mm-hmm.

Kevin Yoder (05:02)
I'm talking about the cause. And I help

Wynne Leon (05:04)
Mm-hmm.

Kevin Yoder (05:04)
entrepreneurs get down to the underlying reason. I just watched

Wynne Leon (05:08)
Mm.

Kevin Yoder (05:09)
one last week. It was 45 minutes in the entire thing. I thought he was gonna get there, but he never got there. He just stood in a place of authority and said,

You're

Wynne Leon (05:15)
Hmm.

Kevin Yoder (05:18)
not.

doing this and you're not doing that and you're not and you need to do this and that. But there was never any nugget of help in terms of how do well, how do I do that?

Wynne Leon (05:27)
Right.

Kevin Yoder (05:27)
And that's really what people need. So it's not a strategy problem. It's an identity problem. Yeah.

Wynne Leon (05:31)
Yeah. Well and I wanna come back

to that, but one of the things that you walk through participants through is the why, you know, the goals worth trading your life for and

Kevin Yoder (05:41)
Mm.

Wynne Leon (05:42)
also creating value for others. And and your

Kevin Yoder (05:44)
Yeah.

Wynne Leon (05:44)
story reflects that, but what was the hunger that led you to Infinite U that that was helped

Kevin Yoder (05:50)
Hmm

Wynne Leon (05:50)
you to push through?

Kevin Yoder (05:52)
That's gosh that's a really great question. Well, you know, we find ourselves stumbling across things, and sometimes it takes us a while to, there's a there's a light that sometimes goes off. I can tell you that for me, it triggered once

I was, I had an internal drive to coach and help people. And what I did realize, I had self-awareness enough to realize that I didn't have enough to pour into them. I wasn't the man enough. I wasn't the person enough. I didn't have the strategies. I didn't understand the underworkings. And so

Wynne Leon (06:29)
Hmm.

Kevin Yoder (06:29)
for me, it was pouring. I needed to find a way, a system. I told my wife that. I go, I need a system. I need a I need something to allow me to break through.

That is a framework of understanding of what drives human performance so that I can apply it to myself as

Wynne Leon (06:45)
Hmm, mm-hmm.

Kevin Yoder (06:46)
a man, a husband, a father, a leader, a salesperson, a coach, a mentor, a guide, speaker. And then apply it to myself and let me be the case study. And then I'll

Wynne Leon (06:56)
Mm-hmm.

Kevin Yoder (06:56)
go out in the world and do this thing. And then let's

Wynne Leon (06:59)
Mm-hmm.

Kevin Yoder (07:00)
just see how this works. And then I can apply that to my own businesses in my life. And then I'll and I'll teach others how to do it.

Wynne Leon (07:06)
Mm-hmm.

Kevin Yoder (07:07)
And

much like a lot of things, you know, people say, well, why do you feel called to do that? And and the truest essence of the why is unknown because we don't know why things bubble up within us.

Wynne Leon (07:19)

Mm.

Kevin Yoder (07:20)

For me it was just something that, you know, I I know I wasn't happy with my results.

Wynne Leon (07:25)

Mm.

Kevin Yoder (07:25)

I know that they were stagnated and I know that I had a calling for it.

Wynne Leon (07:29)

Yeah. Okay. Well, calling for it is great impetus. So say more about identity before strategy.

Kevin Yoder (07:37)

Yeah. Well, I always go back to a couple of things. So in real estate, I will point to a very, very popular, very, I would call it famous book called The Millionaire Real Estate Agent. It was written around twenty some years ago by Gary Keller. And who founded is this, you know, the founder of Keller Williams Realty, with an organization that I was a part of for at least 15 years. And this book teaches

The real estate professional, how to gross 2.4 million in their business, and all the systems, the mindset, the strategy, the everything involved with that. Now the numbers have changed since 2003 or 4 or 2, but the fundamentals are still in place. Gross 2.4, cost of sales would be around 700,000, and operational expenses are gonna cost you around the same. So that would net you 1 million in your real estate business.

So it's, it's, it's, it's documented, it's in place, it works if you follow the system like anything else. And yet, how many real estate agents are actually netting \$1 million in their businesses? Very, very few. We're talking

Wynne Leon (08:48)

Hmm. Hmm.

Kevin Yoder (08:50)

like point zero zero, you know, whatever percent. The other one I would point you at, so that should leave a question mark. Let's just put a let's just put a pin on that and pin in that

Wynne Leon (08:57)

Mm-hmm. Okay.

Kevin Yoder (08:59)

for a moment, okay? Because that that means that, and even more so now with with AI coming out.

Wynne Leon (09:05)

Mm.

Kevin Yoder (09:05)

In the last three or four years, what does that look like for the world? What does it look like for the entrepreneur? Go back to Think and

Wynne Leon (09:11)

Mm-hmm.

Kevin Yoder (09:12)

Grow Rich, written by Napoleon Hill. at the turn of the century. So this is a man who who spent a good part of 20, 30 years, it's like somewhere around 25 years of his life, documenting, interviewing, it's told to be over 500 of the most successful, influential

Wynne Leon (09:29)

Mm.

Kevin Yoder (09:29)

people of of his time, to put together a success manual for life and business.

Wynne Leon (09:34)

Mm-hmm.

Kevin Yoder (09:36)

It's been around. It has changed a lot of lives, but it sits on many shelves. And

Wynne Leon (09:41)

Hm.

Kevin Yoder (09:41)

it's been digested by thousands, if not, I mean

Wynne Leon (09:43)

Mm-hmm.

Kevin Yoder (09:44)

millions at actually at this point. But how many people have actually taken the information and taken the information,

Wynne Leon (09:51)

Mm-hmm.

Kevin Yoder (09:52)

drove it deep into their consciousness, have it affect their heart and their mind, alter their self-image, shift their paradigms, reorient

Wynne Leon (10:01)

Mm-hmm.

Kevin Yoder (10:02)

their attitudes towards success and fulfillment.

Wynne Leon (10:04)

Mm-hmm.

Kevin Yoder (10:05)

And go out in the world and and make amazing things happen for their lives and their businesses and their families as a result of this. Very, very few. That that that number is

Wynne Leon (10:13)

Mm-hmm.

Kevin Yoder (10:14)

is minuscule relative to the number of people that have the book and those that have read it. So

Wynne Leon (10:18)

Mm-hmm.

Kevin Yoder (10:20)

it brings us to something that is that is here. Identity before strategy. And it it may

Wynne Leon (10:25)

Mm-hmm.

Kevin Yoder (10:26)

come across as someone that wants to just do nothing, but I would argue that the reason why people don't get what they want.

Is not because we don't have the answers and we know this to be true. All the

Wynne Leon (10:36)

Mm-hmm, mm-hmm.

Kevin Yoder (10:37)

answers that ever have been or ever will be is 100% evenly present at all places at all times. Bolt

Wynne Leon (10:42)

Mm-hmm.

Kevin Yoder (10:43)

on AI, and now we truly have any, we

Wynne Leon (10:46)

Mm-hmm.

Kevin Yoder (10:46)

don't have to climb to the top of the mountain and beg the guru with a long beard for the answers. They, you know, just tell me what to do, or

Wynne Leon (10:52)

Mm-hmm. Mm-hmm.

Kevin Yoder (10:54)

or go to the library and study for hundreds of hours, although that's not a bad idea.

It's at our fingertips now. So the answers are more read readily available.

Wynne Leon (11:00)

Mm-hmm. Mm-hmm.

Kevin Yoder (11:02)

It's now out there. So now it's just a race to to to implementation in terms of those that really truly want it. The difference between the haves and have nots is going to get real wide real fast. And it's going to be those that have enough wherewithal to realize that they are

Wynne Leon (11:18)

Mm-hmm.

Kevin Yoder (11:18)

not where they need to be.

And be humble enough to realize that they they want to go somewhere and they need they need help

Wynne Leon (11:24)

Mm-hmm.

Kevin Yoder (11:25)

and assistance, but also like don't be so confident that you think you know it all

Wynne Leon (11:29)

Mm-hmm.

Kevin Yoder (11:30)

and and that'll that'll be a a kiss of death for you. So it really

Wynne Leon (11:33)

Right.

Kevin Yoder (11:34)

comes down to inside, there

Wynne Leon (11:36)

Mm-hmm.

Kevin Yoder (11:36)

is something. There are mechanisms, and that we have a couple of them that we that we coach on within the program within Infinite U, that are the internal infrastructure, the lattice work upon which all of our identity rests.

Wynne Leon (11:49)

Mm-hmm.

Kevin Yoder (11:49)

And

if we don't know it exists, we will, it's like the thermostat on our wall. If if our

Wynne Leon (11:55)

Mm-hmm.

Kevin Yoder (11:55)

thermostat for our self-image is set at 75

Wynne Leon (11:58)

Mm-hmm.

Kevin Yoder (11:59)

and we would wish it to be 100 because we are freezing for some weird reason, it'd be like yelling at the thermostat or basically not even realizing it's there.

Wynne Leon (12:07)

Right.

Kevin Yoder (12:08)

And so in this regard, the self-image becomes the thermostat setting that most people don't know exists.

It's not a judgment. It's just simply saying, here's where mine is, here's where I'd like to go. There's

Wynne Leon (12:17)

Mm-hmm.

Kevin Yoder (12:18)

a gap between the two, the delta between the two is that is the is the growth opportunity that we have. And that's that's what we're really talking about. So self-image

Wynne Leon (12:25)

Mm-hmm. Mm-hmm. Okay.

Kevin Yoder (12:28)

and the paradigm working in tandem

Wynne Leon (12:30)

Mm-hmm.

Kevin Yoder (12:31)

so that the entrepreneur understands how to work both of them, how to reorient them, how to change and shift so that everything that comes that they're doing, the physical work in the real world, when

Is a natural byproduct of who they are.

Wynne Leon (12:46)

Mm-hmm.

Kevin Yoder (12:47)

It's flowing naturally from them. It's the sort of person they can see themselves to be, not just like something they have to do.

Wynne Leon (12:52)

Right. But you know, one of the things that occurs to me is that we have people in our lives that are pretty comfortable with the identities that we have. That that are pretty attached to the way that we interact with the world. So as you coach people, do you have any wisdom about how to help the people around us feel good about that shift?

Kevin Yoder (13:12)

Well, you it really comes down to a question. Bob Proctor taught me this. This is the question you'd ask all the time. How how are your results? Are you happy with those results? And now you have to be honest. It takes it takes an absolute dedication to honesty and openness and honesty. I mean, if you if you're involved in a coaching program where there's a coach that's been hired to push, push you to greatness, push you to a next level, then you'd better be damn honest. Because what's

Wynne Leon (13:36)

Hm.

Kevin Yoder (13:36)

the point?

Wynne Leon (13:37)

Right?

Kevin Yoder (13:37)

And

so if someone's in coaching with me and they've come to me and asked me, hey, can you coach me? I'm here. I want to go here. I know how to do that. I I can get you there. But you'd better, you'd better follow a process. You'd better be open and honest with me first and then be willing to follow a very specific system. So going back to the beginning part, it's really fascinating to me. We we don't always have an urge or desire to to grow and improve. Most people do not.

Wynne Leon (14:05)

Hmm.

Kevin Yoder (14:05)

So I'm not, I'm not suggesting that I'm here to try to force anybody to do anything against their will.

Wynne Leon (14:11)

Mm-hmm.

Kevin Yoder (14:12)

but if they're asking, I'm telling. If they,

Wynne Leon (14:14)

Mm-hmm.

Kevin Yoder (14:15)

if they're seeking, I'm helping them find. And if they're

Wynne Leon (14:17)

Mm-hmm.

Kevin Yoder (14:17)

knocking, I'm helping them open the damn door to uncover who they truly are. But if they're not seeking, asking, or

Wynne Leon (14:20)

Right.

Kevin Yoder (14:23)

knocking, no, then there's then there's just, hey, you know what? It's it's cradle to grave. If you're happy and you truly are happy, that's great. If you're not happy, if you're if you're not happy and you're masking it.

Wynne Leon (14:33)

Mm-hmm.

Kevin Yoder (14:34)

Then then that's a completely different thing. And,

Wynne Leon (14:36)

Right.

Kevin Yoder (14:37)

you know, so we we just have to I think it's how it's introspection is super helpful. and if someone's wanting to change and they recognize that they just don't know what is going on, I can help with that. You know.

Wynne Leon (14:47)

Mhm. Yeah. Yeah. How

are you happy with your results? That's a that's a great question.

Kevin Yoder (14:52)

Really, it's

it's a great one. And here's one to look closely at and that because it's very easy to measure. And it's something that people think about. I mean, the studies are out there. Like people think about this one like 65, 70 percent of their day. Do you know that? It's money. Like,

Wynne Leon (15:07)
Yeah.

Kevin Yoder (15:08)
like not enough. I want to go here. I can't do that. Or I want to eat there. Well, I'm gonna eat on the other side of the menu or I'm not gonna go there. I'd love to go to you how many people I talk to that say,

someday I you know, I should try that. Someday I should go there. And and I just know by their voice, they will never go to the place I just described. And it's sad to me because I don't even realize they're saying it. I should,

Wynne Leon (15:26)
Yeah. Mm-hmm. Mm-hmm.

Kevin Yoder (15:31)
I should, well, as Tony Robbins would say, we should all over ourselves, all of our lives. And then next thing you know, you don't, you know. So,

Wynne Leon (15:35)
Right, right.

Kevin Yoder (15:38)
you know, it's it's a it's a tough one. but

Wynne Leon (15:40)
Yeah.

Kevin Yoder (15:41)
I'm, you know, I you you gotta be asking and and that comes with awareness, you know. But how are your results?

Wynne Leon (15:43)
Yeah. Yeah. Right, right.

Right. so I one of the there's something about our education system that works runs a little counter to identity work because you know, you sort

Kevin Yoder (15:56)

Mm-hmm.

Wynne Leon (15:57)

of have to earn the degree before you can assume the mantle. how do you

Kevin Yoder (16:01)

Mm. Yeah.

Wynne Leon (16:02)

help young people who do identity work?

Kevin Yoder (16:05)

Hmm, that's really that's really good. Well, I mean, you know, education system is a little bit, it does run counter to that.

Wynne Leon (16:12)

Mm-hmm.

Kevin Yoder (16:13)

but it doesn't change the fact that the if you think about how identities are formed, I mean it's in the formative years. And

Wynne Leon (16:21)

Mm.

Kevin Yoder (16:21)

it's really the a a really excellent place to to have somebody start to probe and look at this. Now many aren't though.

It usually takes once you graduate from college, I think, for for a lot of that to come about to come out. But you know, there's the saying, you know, give me the boy for seven years and I'll show you the man. And the reason

Wynne Leon (16:39)

Mm-hmm.

Kevin Yoder (16:40)

why that's that's there is because those formative years are so critical. What's going in the ears, what's coming in the eyes, what mom and dad or your caregivers are saying around the the dinner table through constant

Wynne Leon (16:51)

Mm-hmm.

Kevin Yoder (16:52)
space repetition of an idea.

Well, it takes a certain amount of time and a certain amount of repetition of the same concept said with a degree of conviction

Wynne Leon (17:07)
Mm-hmm.

Kevin Yoder (17:08)
for a small child to begin to adopt that same belief system. And that's either fortunate or unfortunate. But I don't know

Wynne Leon (17:13)
Mm-hmm.

Kevin Yoder (17:16)
how many dinner tables have folks sitting around talking about upliftment and and

Wynne Leon (17:21)
Right.

Kevin Yoder (17:22)
building and and encouragement. you know, I know mine

Wynne Leon (17:25)
Yeah.

Kevin Yoder (17:25)
was riddled with a lot of the things that that definitely didn't serve me, you know, in terms of like, you know, money doesn't grow on trees and we can't afford that and all that nonsense that definitely did not serve me. So I took a long time to to work that stuff out, you know. You

Wynne Leon (17:29)
Mm hmm. Right. Yeah. Yeah. Yeah, right, right.

Kevin Yoder (17:40)
know.

Wynne Leon (17:40)
Yeah. My parents were very much of the you know, you can be anything you want if you put the work into it, kind of yeah.

Kevin Yoder (17:45)

Mm. I love that. That's that's

see that that that's it. That's great. I mean, that's I don't

Wynne Leon (17:49)

Yeah.

Kevin Yoder (17:50)

know what percentage of of the households had that sort of a

Wynne Leon (17:53)

Yeah.

Kevin Yoder (17:53)

through line, but it certainly does help. It it's

Wynne Leon (17:55)

Mm-hmm.

Kevin Yoder (17:56)

not the it's not the end all be all, but it's it's definitely a launching pad for sure. Beats the opposite. It is, yeah.

Wynne Leon (17:59)

Right. It's a good starting point. Yeah.

So you say attitude the is the bridge between belief and behavior. Can you say more about that?

Kevin Yoder (18:10)

Well, yeah. So a lot of people think about attitude, not not necessarily in the right way, but you know, attitude is a is

Wynne Leon (18:19)

Hmm.

Kevin Yoder (18:19)

a compilation of our thoughts, feelings, and actions. So if we we think attitude is like you have a bad attitude, it just represents like, you know, maybe just the action orientation of that. But if if one's attitude has congruency to it, which means that I I think

A certain way, I speak a certain way. My words are emblematic of an internal belief system that is one that has a proclivity towards positivity and upliftment and success

Wynne Leon (18:50)
Mm. Mm-hmm.

Kevin Yoder (18:51)
orientation. And then that's coming out of my mouth, which is further cementing my inner internal belief systems and that positive attitude. And of course,

Wynne Leon (18:57)
Mm. Mm-hmm.

Kevin Yoder (18:59)
then that's a part of the subconscious programming driving that. and

Wynne Leon (19:04)
Mm-hmm.

Kevin Yoder (19:05)
we're using the subconscious then, of course, to

Put it out our mouth, which then is like the conscious

Wynne Leon (19:09)
Hm.

Kevin Yoder (19:10)
awareness of that, which which cements it and seals it. And then it, of course, it really does drive us to positive actions out in the world. So this whole thing of

Wynne Leon (19:17)
Mm-hmm, mm-hmm.

Kevin Yoder (19:19)
attitude is a positive attitude is more than just the words that we're saying or the actions we're taking. It's an it's an integration of our thoughts, feelings,

Wynne Leon (19:27)
Hmm.

Kevin Yoder (19:27)
and actions in how we represent ourselves in the world.

Wynne Leon (19:31)

Mm, mm hmm. So it's it's congruency is the the word that I take with it. Mm hmm. Mm hmm.

Kevin Yoder (19:35)

I would say that's the best word. That's the best word to describe it. It's an absolute congruency.

If we can be congruent with well, first of all, I mean I don't want to be congruent with negative thoughts. I want an incongruency of that. I want to be able

Wynne Leon (19:47)

Mm.

Kevin Yoder (19:48)

to say, okay, here's the thought. This is a whole different

Wynne Leon (19:50)

Mm-hmm.

Kevin Yoder (19:50)

topic, but we we c we can go there if you want to. But it's the observer,

Wynne Leon (19:53)

Right.

Kevin Yoder (19:54)

it's the I call it the infinite observers mindset, which is essentially

Wynne Leon (19:56)

Mm-hmm.

Kevin Yoder (19:57)

the thought that's coming through. We don't necessarily control those. They

Wynne Leon (20:00)

Mm-hmm.

Kevin Yoder (20:01)

pop up, but if I

choose to not be congruent with a negative thought, but

Wynne Leon (20:04)

Mm.

Kevin Yoder (20:04)

I choose to reorient and I call it pivoting, pivot to something that's positive, get to a

Wynne Leon (20:09)

Right.

Kevin Yoder (20:09)

neutral place as quickly as possible. And then just lean a little bit this way and grab a hold of the next thing that's just right there that I can be grateful for or or goal

Wynne Leon (20:18)

Mm-hmm.

Kevin Yoder (20:19)

oriented towards, then I can be congruent with that. You see, and that's a whole process right there that I just described that most people probably don't, you know, don't have that that inner working. You know what mean? The yeah.

Wynne Leon (20:23)

Mm. Mm-hmm. Right. Right. Don't yeah, yeah, right. They haven't

penciled out what the what that looks like. Right. So,

Kevin Yoder (20:34)

Right.

Wynne Leon (20:34)

you know, there's some roles, and I'm thinking about a lot of the writers that I talk to,

Kevin Yoder (20:40)

Mm.

Wynne Leon (20:41)

that wear several different identities. I write a book and then I have to market a book. And that

Kevin Yoder (20:46)

Mm.

Wynne Leon (20:46)

there's a a challenge

being both of those things for a lot of people. Like they're like, I

Kevin Yoder (20:52)
Mm-hmm. Yeah.

Wynne Leon (20:53)
you know, I can sit down at my desk and write about it, but you know, talking about it is hard and and ha is there an Uber identity that we're sort of trying to attach to to to bridge that?

Kevin Yoder (21:03)
Yeah. Well, okay,

I'm really so so this is going this is going deeper on identity than than what most ask me. So thank you for that because it gives us

Wynne Leon (21:11)
Mm. Hmm.

Kevin Yoder (21:12)
a chance to expand. So when I say identity, it's mostly I I mostly refer to that because it's easier to understand. The concept is is more grabbable. That's why it's it's right here. What's at play here is we actually have a a bigger concept. Let's just take this this Stanley here. Now within the Stanley is it this is called the self-concept.

And within the self-concept is our image, our identity, our self-esteem, and our self-worth. So all of these are a part of our self-concept. So identity itself, as you just mentioned, we have different identities.

Wynne Leon (21:48)
Mm-hmm.

Kevin Yoder (21:49)
But if I were to say that the center of that bottle, the core, is the

Wynne Leon (21:54)
Mm-hmm.

Kevin Yoder (21:54)
self-image. And here's why, because all of it spins off of that. And

Wynne Leon (21:58)
Hmm.

Kevin Yoder (21:58)

so to answer your question, I also have different identities.

Wynne Leon (22:02)

Hm.

Kevin Yoder (22:03)

You know, working between these different businesses and real estate and personal growth and speaking and podcasting and writing and selling.

Wynne Leon (22:11)

Mm-hmm.

Kevin Yoder (22:11)

I'm still very active in in a sales role

Wynne Leon (22:15)

Mm-hmm.

Kevin Yoder (22:16)

and investing. Well, those take different identities. And of course, as a father and a husband. So

Wynne Leon (22:19)

Mm-hmm.

Kevin Yoder (22:22)

the the core self-image, one that is developed and oriented towards a multifaceted type of individual.

Wynne Leon (22:30)

Mm-hmm.

Mm-hmm.

Kevin Yoder (22:32)

Then that person

would say something along the lines of, I am the sort I am so happy and grateful that I am the sort of person who

Wynne Leon (22:41)

Mm-hmm.

Kevin Yoder (22:41)

can pivot and orient towards the audience and people that I'm surrounded by in such a way that I'm gonna leave them better off than I found them because I'm doing

Wynne Leon (22:50)

Mm-hmm.

Kevin Yoder (22:51)

my best work, regardless of what that work is. That might be an example. So it's really self image at play.

Wynne Leon (22:53)

Mm. Mm. Mm. Like it.

Right. Right. I love it. It's you have so many you've left us so many nuggets, so many great ideas about you know, what Infinite U is about and for people that are asking that question. You mentioned that the launch of Infinite U is October fourteenth. That's the your launch date. Wha how can people get

I don't know whether it's signed up or or information before that date. What what what's the call to action?

Kevin Yoder (23:30)

Yeah, call to action, very simple. I could give you five, but I'll give you one. Is

Wynne Leon (23:34)

Ha ha ha.

Kevin Yoder (23:35)

because a lot of people are hearing these these concepts, self-concept

Wynne Leon (23:38)

Mm.

Kevin Yoder (23:38)

and self-image. And I said paradigms, and we talked about self-esteem. And these terms aren't really thrown around very much. And they've heard them at some point, maybe in psychology class and high school or college. But to to really identify, here's the question: like, how are your results? And if they're not, if you're not happy with the results, what what's

Driving that or what is missing from the equation, the best thing to do is just get clear on that. And so

Wynne Leon (24:05)

Mm-hmm.

Kevin Yoder (24:06)

I put together what an assessment, and it's called you

Wynne Leon (24:08)

Mm.

Kevin Yoder (24:08)

can get there through infiniteuassessment.com It's

Wynne Leon (24:11)

Okay.

Kevin Yoder (24:12)

free. It's a free assessment. And if you if you know you're capable of more, most people will have that awareness enough to where they're like, gosh, darn it, I feel like for me, I said this. I said, I feel like I have weights around my ankles.

And I just want to fly, but I can't, I don't know what's stopping me from doing that. Well, I know now,

Wynne Leon (24:33)

Mm-hmm. Mm-hmm.

Kevin Yoder (24:35)

and it's a work in progress. So, but if you're just unclear about that, what is this thing that why is it that

Wynne Leon (24:39)

Mm-hmm.

Kevin Yoder (24:40)

I start and stop? Why is it that my income it goes up and I end up coming right back down to where I was before? my gosh,

Wynne Leon (24:45)

Mm-hmm. Mm-hmm.

Kevin Yoder (24:47)

like come on. So go to infiniteuassessment.com and take that

Wynne Leon (24:51)

Okay.

Kevin Yoder (24:51)

free assessment, and it'll help you identify the pattern.

the paradigm or the identity identity ceiling that is really most likely

Wynne Leon (24:58)

Mm-hmm. Mm-hmm.

Kevin Yoder (25:00)

limiting your next level. That's a good starting place. And then from there, of course,

Wynne Leon (25:03)

Great.

Kevin Yoder (25:03)

if you want to go to the website, which is infiniteu.com you can check that out.

Wynne Leon (25:07)

Okay.

Great. I'll put links to that in the show notes. Kevin, thank you for this wonderful, uplifting, encouraging, inspiring conversation. I really appreciate your time.

Kevin Yoder (25:16)

Wynn,

thank you for hosting the show and thank you for being such an awesome host and for your your amazing questions. The questions is what drives the the great show. It's really the deep questions that really prompt a great conversation. So thank you for being you. You're welcome. Mm-hmm.

Wynne Leon (25:30)

Thank you. Well that's what I like about podcasting is the the questions

the deep conversation that can t can happen

Kevin Yoder (25:36)

Absolutely.

Wynne Leon (25:37)

between and appreciate your time. Thanks, Kevin.

Kevin Yoder (25:39)

You got it. Thank

you. I appreciate you too.

Wynne Leon (25:41)

Thank you so much for listening to this episode of The Life of Try. I hope this conversation with Kevin Yoder gave you something useful to reflect on, especially the idea that sometimes the next brave step isn't about finding a better strategy, but about becoming more aware of the identity, self image, and beliefs we're carrying with us. If today's conversation resonated with you,

I'd also recommend listening to the episode How to Overcome Burnout and Build an Upward Spiral of Growth, Fun, Resilience, and Renewal. It pairs beautifully with this discussion because it explores how we recover our energy, rebuild momentum,

And create a more sustainable path forward when life has left us feeling depleted. As always, thank you for being part of this try-be of learning, stumbling, growing, and beginning again. If this episode encouraged you,

Please share it with someone who might need a reminder that change is possible and that the life we're trying to build often starts with the person we're willing to become.