



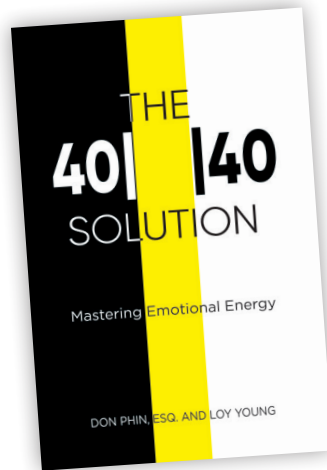
## The 40| |40 Solution

### Mastering Emotional Energy for Leadership and Sales



**Why did you write The 40| |40 Solution? Is there anything different about it than what we have already been learning from books about emotional intelligence?**

**Don Phin:** I have learned from many books and teachers in the field of “emotional intelligence.” Everything from Daniel Goleman’s breakthrough work *Emotional Intelligence*, to Eckhart Tolle’s *The Power of Now*, and the Dalai Lama’s *The Art of Happiness*. What I share that is unique in this book, is how the emotions are deeply affected by the stories we tell ourselves, and the emotional energy surrounding the roles we play. I previously wrote about Victim, Villain, and Hero scenarios, and some of that information is provided in this book, but there’s a greater focus on mastering our emotional energy and The 40| |40 Solution.



that requires us to *feel through how we feel about things*. That process relates to the ideas of story and mastering emotional energy.

**In the book, you introduce “the negative hero.” Can you briefly explain what you mean by that?**

**Don Phin:** I am sure we have all had the experience where our intentions were good, but the outcome was not. That’s what I mean by the negative hero. Whether it’s parent, spouse, co-worker, sales, or other type of relationship, how we show up energetically has the greatest influence. If somebody doesn’t like the vibe, the logic gets ignored. We’ve probably all had the parent who was a “negative hero” – their intentions with us were good, but their outcome was not. My goal in this book is to help people become true heroes, and not the storybook variety.

**You used the term “mastering your emotional energy”. How is that different from managing your emotional intelligence?**

**Don Phin:** A great question I get all the time! Let me answer it by asking you this: when there’s an argument in the hallway with a teenager, is there any “intelligence” going on? I didn’t think so. While I find *thinking about how we feel* about things useful, I also realize from experience that’s only half the equation. We have the other side of the brain to deal with and

**I found it interesting when you said, “How we deal with what feels unfair to us defines our personal culture.” What can you share about that?**

**Don Phin:** In workshops, I ask attendees if the culture of their home is on full display when everybody is happy or when something feels unfair. We all chuckle because we know the answer. How we deal with what feels unfair to us is the emotional tipping point; whether at home, work, sales or our internal dialogue. It’s one reason why when I interview people I ask



them to tell what felt unfair to them at their last job. I want to know their personal culture before I hire them.

**The concept around 40|40 emotional energy is unique. I felt like I “got it” right away. How has understanding this helped you?**

**Don Phin:** This understanding has been the foundation supporting a joyous and deeply fulfilling life. It helped me realize I did not have to run for my life. It helped me realize I didn't have to control everything. And it helped me realize my anxiety was useless, my time was my own, and I could live a story of my own making. It helped me tremendously when doing sales for my company.

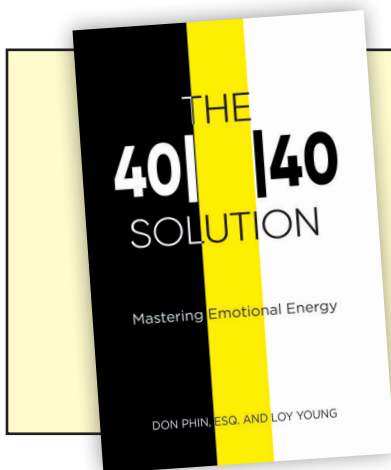


**If there is one bit of take-home advice from your book, and I know there are many, what would it be?**

**Don Phin:** I would advise playing 40|40 and allow other people to become the hero in your relationships.

**Anything else you want to add?**

**Don Phin:** Yes. Playing 40|40 is about resonance. Harmony. It is the energy behind win-win solutions... and tuning forks. It is the emotional sweet spot. It's like laughing with great friends on a beautiful summer day. And, it is a source of great prosperity.



**The 40|40 Solution is available online as an eBook or print publication. Employers, associations, MLMs and others can obtain discounts on multiple copies by contacting [don@donphin.com](mailto:don@donphin.com) or (619) 852-4580**