

MASTERS by Winn Claybaugh, June 2026

Yureesh Hooker: Communicate the Truth with Love



Yureesh Hooker is a communication and performance specialist, educator, hairstylist, and speaker who helps people strengthen the one skill everything runs through: communication. His work is rooted in the simple truth that when communication improves, everything else follows. Interviewed by **Winn Claybaugh**, Yureesh shares a consistent message about communicating the truth with love and applying it to everything you do. This interview is not just for inspiration; it's a road map for achieving better relationships through connection—and the healthiest connection is based on this: love equals truth.

WC: Hi, everybody. Winn Claybaugh here and welcome to another issue of **MASTERS** by Winn Claybaugh. And I keep on saying this in the last, I don't know, several months, mainly because I'm so proud of this. This is my 30th year in doing these podcasts. And I'm so grateful to all of you. Many of you, believe it, or not—and I hear from you—many of you have been listening since day one for 30 years. You're still not sick of me yet. So, I'm happy for that. But I also know it has to do with the quality of the individuals that I am bringing onto this podcast, the wonderful people who always, always immediately say yes. And sometimes I know these people for a very long time, for years and years before I interview them. But many of them are like, I don't know who they are, they don't know who I am, but I reach out and they immediately say yes. And that's the story of today, which again, I'm just so grateful for. Before I tell all of you who he is, and I'm going to read this because there's a lot to read, but I just want to welcome right now, Yureesh Hooker. So, Yureesh, thank you so much for agreeing to doing this.

YH: You know what, Winn, thank you so much for having me. It's really a pleasure to be here. Thank you so much. I really appreciate the opportunity to connect with you. And honestly, and I always get a little bit started, but always saying yes has been one of the keys to the success of my career. So, when you threw this invitation my way, it was one of the easiest yes RSVPs that I've had to actually return in quite a long time. So, thank you again, Winn.

WC: Oh, that makes me happy. I love telling this story as well. One of the first people that I interviewed 30 years ago was Vidal Sassoon. And he said yes. And by the way, maybe I had two listeners. I don't know, my mom and somebody else. But Vidal Sassoon said yes and that, you know, the fact that he didn't say, "Hey, Winn, I always say yes." He just said yes. But it taught me a lesson just to his example that, you know what? If this incredible, powerful, amazing human being said yes to somebody who has no résumé, no background, but he said yes to me, of course, I need to say yes every single time. And I tell you, I do a lot of podcasts with people who—same thing. They're brand new. They're starting off brand new. And they're like, "I can't believe you said yes." I'm like, "Well, why

would I ever not say yes if I had amazing leaders and mentors and teachers who that many years ago said yes to me?" And so, it is a great lesson. You know, one of the things that I learned about being a dad, and I love sharing this message as well, is, you know, *let your no be a no, but let your yes be a yes*. And I learned that from being a dad, you know, because before there was no such thing as a no. Even if I didn't have the time, even if I was exhausted, even though somebody else was going to pay the price and suffer because, you know, because I agreed to do something that I don't really have the time for. You know, if somebody asked when my response should have been a no, I never said no. Well, now there's no way somebody is going to impede on my time with my daughter so, it's a hard no. When it's a no, it's a no. But then also my yes has to be a yes. Because prior to that, I would say yes but then show up 50 percent. You know, so.

YH: And to that point, Winn, if I may jump in for one second and we're already going, right? Is that in my opinion, it's not only a yes, but it's a hell yes.

WC: Oh!

YH: Because again, to your point, it's like a yes. It's like, you can say, "Where's that yes coming from? How are we saying that yes?" And I notice when it's just like, "Oh yeah, yeah, sure," which is technically a yes, actually, what winds up happening is you wind up, just like you say, you're not 100 percent in. You're not that 100 percent, you know? And when it's a no, it's a strong no. It's not a negotiating no, it's just a no. And to your point with that as well, I find that when you don't have that boundary and you can't say a clear no and stand by it, a lot of resentment winds up happening. And the person that I found for me that I've hurt the most whenever I've not said no is actually me the most, and then everybody else cascading after that fact, actually.

WC: Right, you're the one who suffers by not making it a hard no. Now we've reached the thing that I'm trying to learn is that when it is a no, that no is a complete sentence. *[Laughs]*

YH: *[Laughs]*

WC: Because sometimes I'm like, "Nooo," and then I try to explain myself and I make excuses and I justify it to them rather than just, "No."

YH: Yep. And that lesson, I continue to learn it as well. Because one thing, and we'll really dive into this with communication, which is interesting, is the more you find you explaining yourself, the more you actually weaken yourself. And your position.

WC: Wow, you're right.

YH: Right? I just say, "No, why am I explaining it so much?" You know? And worth noting, if you have questions, "Oh, why not?" I'm happy to share, you know, but when I front load the fact, then I know that I'm going to have to give explanations in this and that and all these various different things. It weakens my own position and it takes away from my own strength.

WC: Wow.

YH: Which is such an important reason why, you and me Winn, you know, is one of those things—it's a practice, not a perfect. Do know what I'm saying?

WC: You're right. Oh, and by the way, for our listeners right now who just think that they've eavesdropped on our private rambling conversation, all of this is actually in line with what our topic is for today during this podcast. So, this is a good introduction. And by the way, Yureesh, I love your haircut. So, good job.

YH: Thank you. I was complimenting on yours as well. We found the same stylist, you know? It's fantastic.

WC: And by the way, where's the name Yureesh come from?

YH: You know, my name is actually—it's based on a sound my father heard. My father is a free jazz musician, considered one of the founders of free jazz, actually. And it was a sound he heard and he said, "Oh, this is it." What I never did find out was what the sound originated from. That part of the story is a little bit of a lost legend, if you will. But that is actually the root and the basis of my name.

WC: That's awesome. I love when there's a story behind a name. And I always ask—when people who have these creative names or names I've never heard, because I'm curious, you know, because I know where my name came from and I'm always curious. And so, I ask people, "Where did that name come from?" A lot of times people are like, "Oh, I don't know." You never asked your parents? Like you weren't curious to know, "Mom, where did this name come from?" So anyway.

YH: You know what, Winn I'm always surprised at how uncurious many people can be, you know, with that statement. And I will also add, I have to tell you, I've grown into my, you know, Yureeshness because, for goodness sake, when I was in elementary and middle school, can I just please be Steve or John? You know what I'm saying? *[Laughs]*

WC: *[Laughs]*

YH: But it's one of those things, you grow into it and now I can't imagine being anything but, you know, Yureesh.

WC: Right.

YH: It's very funny evolution that way, yeah?

WC: Right, and I'm sure, myself included, probably not as much as you, that I have a name that I have to spell every single day. It's Winn, W-I-N-N. I gotta spell it every day, but I'm sure you have to do that a lot more often than I do, right?

YH: Every single time. It's not even sometimes. Literally every single time. And what makes me laugh even more is when then people ask me, which then brings into a whole other element of, we'll say, you know, childhood trauma, is when they ask me to spell Hooker. It's like, okay, H-O-O-K-E-R, I get it, now we're doing this. It's really so funny.

WC: Oh my gosh.

YH: You know, the stories that we live with until we acknowledge that they're just stories. You know what I mean?

WC: I guess they built character for us, right?

YH: *[Laughs]* Sure did. You know, I'm good with these. You know what I mean, Winn? I'm good with these. *[Laughs]*

WC: Okay, well, we're already, I don't know, 30 minutes into this and I haven't even told everybody who you are. So, okay, I'm going to read this, you guys. So, this is your Yureesh Hooker. He is a communication and performance specialist, experiential facilitation trainer, which I have no idea what that means. And you're going to tell us. You're an educator, you're a hairstylist and Yureesh—by the way, probably at least half of my listeners are not from the professional beauty industry. So, you've got the masses here. You're a keynote speaker. Yureesh helps leaders, teams, and professionals improve results by strengthening the one skill everything runs through and that is communication. Yureesh translates real-world challenges into practical, repeatable behaviors that drive sustainable growth. That's a lot. That's a big promise. His work bridges communication, human behavior, and performance, helping people not just understand what to do but consistently apply it in high-stakes, real-life environments. And I wanna know, we'll ask you later, what are some of those high-stakes, real-life environments that you're referring to? With over two decades of experience spanning the salon floor, global education, and executive leadership, including serving as Assistant Vice President of Education for Pureology, Biolage, and Misani at L'Oreal Professional Products Division, Yureesh brings both strategic depth and lived experience to every conversation. Known for his ability to connect across industries and speak to both personal and professional transformation, Yureesh's work is rooted in a simple truth: when communication improves, everything else follows. And obviously I'm reading that and I don't think that there's anybody who would not agree: when communication improves, everything else follows. You know, Yureesh, I have often thought that the reason why problems come up in our personal lives as well as in our romantic relationships and our work environments, problems come up because relationships break down. And I firmly believe that relationships break down because we are not communicating. End of story. It's not like our relationship broke down because I decided to become a jerk all of a sudden. It's because we're not communicating. Would you agree with that?

YH: I would and, you know, I always find that communication can be looked at quite narrowly in the sense of like right now, right? Oh, I'm communicating with Winn. Yes, also true. Prior to me communicating with you in this moment, Winn, I communicated with myself so that I was checking in: where am I communicating from? Because, see, that's when all of a sudden, when you joke, "I didn't all of a sudden become a jerk." Yet times when you choose to communicate something that's a vital statement or something that's important or something that can trigger emotion, and you don't check in with where you are first and you deliver it

from the wrong type of place, that is that moment where you inadvertently turn into that jerk that you're talking about. *[Laughs]*

WC: Right.

YH: And it's a minor moment, and then you're back, but sometimes those minor moments can have long-ranging consequences. And so, there's always those levels of communication. First communicating with yourself before you communicate with the world. Now I'm able to communicate with the world. And at the risk of getting a little deep this early is communicating with the universe, with that belief in that thing that is bigger than you, whatever that may be, whatever language that makes that real for you. But that is where the resilience is. Because ultimately, so much that takes place, so much of our conversations, so much of our communications, so much of our experiences require that inner resilience so that we're effective. Because not every conversation happens in 10 minutes. Sometimes they continue on for quite some time. And sometimes things get damaged and one has to have the resilience to go back, make things right, and then carry on. So, it's always a threefold conversation, I find, when we talk about where communication originates, where it lands, and where it's necessary to be in touch with it.

WC: Well, you've already got me intrigued and I'm already off script and taking notes over here because of what you said. So, in a personal relationship, in a marriage, we're not arguing and communicating about the dirty dishes. It's about something else. It's about something that's deeper. And, like you said, before that communication happens about the dishes, you said that you're communicating with yourself. So, is there like a practice or a routine that you put yourself through, prior to having these kinds of conversations? Because I know I'm the type of person that I'm really—as much as I would like to think that I am really good on the spot, maybe not. I've been coached, I've been mentored, I've been told that I need to take a breath, that I need to sleep on it before I give an answer, before I—you know, let me prepare myself before I respond back, before I communicate back. And oftentimes that means I gotta sleep on it. So, what advice do you have? What steps or good practices do you have for that?

YH: I'll take the dishes example. And Winn, that's a perfect one, because it's a multi-fold. Frequently, you know, to this point in two different ways, right? Sometimes you are yelling about the dishes and that is the problem. The thing that isn't acknowledged, though, is the fact that perhaps you didn't communicate to the person that the undone dishes has really been bothering you. So, it may be half a year worth of dirty dishes that you're actually fighting over, not the one moment in which you choose to express yourself. So ultimately, you've had—now I'm addressing six months' worth of dirty dishes, which is like, it's like, "Why is this person freaking out?" You know, because if it's just one day of dirty dishes, that's something easy. It's like, "What do mean? Just let's get this together and work together and do this." But when you're addressing six months of past dirty dishes, all of sudden your communication, your response, it sort of takes on a really crazy, oversized kind of energy to it. And that winds up affecting that communication. Right? And also, before I would say—communicate about the

dirty dishes, I might just take literally two seconds and sleep on it sometimes, depending on the decision, depending on the conversation that you need to have. Sleeping on it can be a very wise idea, but frequently I find it's just a matter of a few seconds. It's just like, *Where am I with this moment? Am I angry right now?* Because ultimately we all communicate from a place, and there are multiple places that we can communicate from. Anything that we speak, we can communicate it from a place of love. We can communicate it from a place of frustration. We can communicate it from a place of anger. We can communicate it from a place of resentment, jealousy, all these various different things. So right before I might address with my wonderful wife about the dirty dishes, I might ask myself really quickly, "Where am I communicating this from?" And if it's any other place than love, I need to take a moment, I need to check with myself. And then after I've done that, now I'm ready to communicate. Because any of those other communications wouldn't really be true. The one from love is true. Because I love my wife. So, if I communicated in any other way than that, I've missed the mark, largely because I'm not being true to myself because I haven't checked in with myself prior to having the conversation.

WC: Wow. One of our golden rules—in my company we have what we call our golden rules and there's 13 of them. Number one is: be on time. I think number three is: always be in a great mood; fake it when necessary. I mean, so there's a lot of, you know, just guidelines on how we can have a healthy culture, how we can have good relationships and good energy. One of the golden rules is: resolve all personal challenges with love. And you put that out there in the business world and people are like, "No, that's not how we resolve challenges. We resolve challenges at the HR department. How radical for you to propose that we resolve business challenges with love."

YH: Ultimately, I do believe that's what it comes down to. And I—please. Listen, as you mentioned, I had just actually, I served for a relatively short time in this corporate position. HR was all over the place and I understand why. It's a large organization. You know, people are communicating, they don't largely know each other, really, and they're also communicating under tremendous pressure with a number of different things taking place all at the same time. People need help in that moment to really get down to, like, where are the facts, lose the emotion behind it, and have a true communication. And HR serves that purpose, especially within larger organizations. I find the smaller organizations that I work with, largely they don't have HR departments, number one. And number two, I do believe in the end, if we were able to truly check in with ourselves and always communicate from love,—and I mean it in this respect: when we communicate from love, we communicate from truth. And that's truth in the expression, that's truth in what we're addressing, that's truth in our relationship: how I feel about you and how I feel about us and how I feel about working together with you. You know, whoever the abstract *you* is in actually accomplishing a goal. And from that place, that communication—I still believe, even within a corporation—would be effective communication. And honestly, in many regards, in my experience, would lead to definitely improved results, improved outcomes, and a closer connection to the culture of the organization. In being able to truly nurture that

culture, then you become a nurturing element to the culture. And I do believe this, I've said it a million times, I'll say it here for you, Winn—is that, you know, what we all do is fairly common. How we do it is unique. And when we speak from love, that's the how. It's not the what. And when we address it from that place, the truth always speaks and the truth when said with love never hurts. It only informs and it informs with kindness and that is rarely taken wrong.

WC: Right. I mean, that's also profound because you're right. At the end of the day, as we say, it's all about relationships. And relationships, doesn't matter what our product is, what our service is, of how we bring income into the company where we work, which results in our paycheck, that doesn't matter. We're dealing with human beings. And people want to feel valued, people want to feel that they belong, people want to feel that they're safe. And if it's communicated improperly—you know, we're going to make mistakes. And it's like, “Okay, well, when you're sharing this with me, gosh, do I feel like you want a better outcome? Are you just attacking me just to diminish me or are you really coming,” as you say, Yureesh, “coming from kindness where our end result here, what we're looking for, where we want to end up, is a better relationship than when we started, even though what we're communicating might be something difficult and tough to share.”

YH: You know what, Winn, when it comes down to it—and you are so on target with that. And I'll add that it's those rough patches that really create strong relationships. And in the end, it's those rough patches and seeing your way to the other side of them that wind up really developing trust. Listen, none of us is perfect. None of us will communicate perfectly every time. And, you know, the thing is, when we aren't communicating as our best selves, right, are we able to say, “Listen, you know, I apologize. I want to make this right with you because I think it's that important.” Do you know when someone communicates with you in a way that you feel a certain way about, settle down. Take the emotion out of it. You know, “Were you aware of the fact that when you communicated that to me, it made me feel like that? Was that your intention?” And I guarantee you, “God, no, that totally wasn't my intention. What was happening was, I was getting a text and I was answering an email and all of these various different things were happening during that exchange and I tried to sneak it in.” The communication that you sneak in.—we sneak in communication at our peril. Sometimes it works out well; frequently it doesn't. Because when you're sneaking in, you can't really check with yourself and you're actually scattered in your thoughts. And when you're scattered in your thoughts doing multiple things, you're not concise and true with your communication.

WC: Wow. Can you give us some ideas? You know, what are the biggest mistakes that people are making before they communicate? Because you said before you communicate with somebody, you're communicating with yourself. I think that by that, you're making sure that you're in the right alignment, that your intentions are pure, that you're not diverted or flooded with the wrong emotion, which really has nothing to do with the person that you're communicating with. So, what are some of the mistakes that people are making? And I'm thinking of lots of different

scenarios. So, I'm thinking a spouse to their partner, their spouse. I'm also thinking of a leader: the boss to the team member. I learned a long time ago that there were certain things that, the higher up I went in my company, the larger we got, which meant I'm spending less time with certain individuals. That there were certain things that I had to stop communicating. For example, if the receptionist is wearing the wrong shoes, that should not come from me. Because I haven't seen them in a month and I'm the big bad boss. I could be the nicest guy on the planet but at the end of the day I'm holding that role, that position and so in their mind, because every big bad boss is a bully, is a meanie and they're out to get me, even though I might be the nicest boss they've ever had, the fact that I haven't seen them for a month, I walk in, and I say, "Wrong shoes," that comes off too harshly and so I had to learn from my team members. "Winn, if they're wearing the wrong shoes, tell us about it so that we, because we have a relationship with them, we communicate with them all the time, all day, every single day, we can easily communicate that so it doesn't come off as harsh," even though I'm not a harsh person. Or maybe I wouldn't have been harsh in that moment, I know I'm rambling, but what are the mistakes that we're making that we need to be aware of so that our communication does land the way we want it to land?

YH: You know, Winn, I'm gonna stick with your shoe example because, to me, it begins speaking about one of the first, we'll say, things that we could all do a little bit better. It's not so much that you commented on the person's shoes not being appropriate. What we frequently miss is, did you compliment her on the purse that looked amazing? That's the miss. When you do that, you can comment on the shoes. And when you comment on the person, you say how beautiful that is. And then you say, you know what, what's happening with the shoes today? It takes on a whole different kind of a tenor from that place. And you help to build the relationship with the person that was on your team. And it can happen in little micro moments, right? This was a big thing during COVID, right? Everybody missed the micro moments. Everybody missed the—like, where's the person I just go down and I get my latte from every day and I say, "Hey, what's happening, Stacy?" and she says back and we smile and wave and maybe catch up for like 10 seconds and then we move on. It's one of those type of things. So, Winn, it does come to a place where, again, I don't know whether appropriate, not appropriate. One could say from a stratifying level it may be inappropriate but I also believe that it's always appropriate for everybody to talk to anybody. You know, it's just about the how and it's about how it's set up. So, just to reiterate that point, it's like just pay attention. Are your moments of catching someone being amazing equal to your moments of catching someone who needs some feedback? That's a big thing, right? Another thing, perspective taken. Oftentimes we don't do that. We just look at our experience within the interaction and don't necessarily look with empathy or compassion and perspective at who we're speaking with or who's just addressed us. You know, it's not to make an excuse and it's not to make it all right, because frequently it's just not all right, you know? But one can gain understanding. And when one gains understanding, one can gain awareness. And when one gains awareness, now we're communicating from a whole other different type of place. So, it's a perspective taking as well of

the other person. You know, frequently we get so lost in what we want to say, we forget, you know, the other person and where they're coming from. And maybe they didn't have a chance to check in with themselves like I did. So, there's that. I believe also another moment is that we frequently find ourselves trying to be so interesting rather than seeking to be interested. It's the idea of curiosity. It's the idea of reaching out and bridging a gap, wanting to learn more about the person that you're communicating with. And again, you know, with everything that you shared about the various different industries and different people that may be listening to this podcast and understanding different size organizations and what have you, but whenever it comes down to it, that to me too is a core moment. And when we lose the time to do that—and mind you, these things happen in seconds. They're not minutes and they're not hours. They're just seconds that are done consciously with intention, right? And those things can make all of the difference when communicating. And I am going to reiterate the point of frequently we just want to get the message out so quickly because of pressure, time, this, that, that we don't really pay attention to where it's coming from. And I will be banging that drum all the way home, Winn, because that's one of the core things is our world moves so quick and it's almost—no, I would say frequently it's too quick for true communication. And when I say true, I mean communication delivered from a place of love and received from a place of love as well.

WC: Okay, so a couple of things that you said. First of all, I love that you said, “with intention.” And then you're back to repeating that true intention is that it's truth but the point is it's done with love. And then also you said something: we're more focused on being interesting than we are in being interested, which kind of reminds me of Stephen Covey when he says, you know, seek first to understand and then to be understood. You know, we just want somebody to understand me: “This is my point. Let me communicate this. Let me let me be right.” And we're so focused on that part of it rather than understanding where the other person is coming from. So, you know, maybe I kind of want you to expand on that with a real-life example of how it is that we're more focused on being understood, we're more focused on being interesting than understanding where the other person's coming from.

YH: I think honestly it happens all the time. I can use it in my field as a hairstylist; I'll take that for an example. Right? You're serving a guest; many hairstylists feel as though they need to keep the show going, so they keep talking. Got it. You keep talking: when are you listening? Because ultimately, right, this is the client. Why don't you want to learn more about them? Because the more you're speaking, the less you're learning about who they are and the less able you are to actually serve them fully as your client, which then winds up connecting to not being able to build a strong relationship with connection, which means you don't have a loyal following, and then your revenue and your clientele become a little bit at risk. That's one of those moments that I might say is a direct moment that I can use as an example, right off the cuff. And I mean, it's all over the place. The world speaks it, to be honest with you. Look at almost anything that's going on. There's a whole bunch of people who are guarding their position and want to be right rather than to understand the perspective of who they're communicating, working

with. Which we all are working with each other. Whether we like it or not, that is what's taking place, right? And rather than that moment, they're so busy pleading their case that they're not taking the time. We're—I'm gonna keep it in the we, not in they, cause I do it too, right? We're all in practice. We're not all imperfect, right? And it's those moments when we actually wind up negating the value of the other person's experience, negating the value of, the effect of, what's going on another person or another person's. And what that winds up happening and where that really breaks communication apart is, and I think we've all—perfect example. You call an organization, United. United always—I fly a lot, right? Just like probably a lot of people who listen to this podcast, maybe some not, right? So United is a perfect example. I fly United, right? Great. Every time I fly, they want to give me a survey about how things went. Now this, to me, is a perfect example and I hope this translates. I don't bother because I know you're not really interested. And when you're so busy guarding your position and you're so busy guarding and pleading your case and trying to be right, the other person automatically knows that you're not interested in them. And this creates this—which, if you're not watching this and listening to it—is a friction and a clash rather than two people who are actually engaged in finding out and working together on the solution, right? It's me and you against that. It's not me and you against each other.

WC: Wow,.

YH: Which is a very important thing to recognize. And this is the bottom line for almost all communication in life, in business, large scale or smaller or more intimate scale as well, Winn.

WC: Wow. This time with you has been like this download review of 20, 30 years' worth of therapy and self-help books. This a review of things that are coming up for me, like this idea that we would rather be right than to be happy. We just want to be right.

YH: Mm-hmm.

WC: You know, and also having business coaches, you know: “Hey, Winn, you're the boss and even though you're in a good mood, if they don't know that you're in a good mood, you have work to do.” And I'm like, you know, “What do you mean? That's—I'm in a good mood. That's their problem, if they think I'm in a bad mood.” They're like, “Oh, really? Where's that going to get you?”

YH: Yeah.

WC: “I hear you. I hear you. Fine.” I'm communicating with my energy. I'm communicating with my facial expressions and also with my words and what I have communicated, or at least what they received was “Winn's in a bad mood.” And I can't have the attitude like *I don't care what they think about me* because now everything is screwed up. As we said in the very beginning of this interview, it's all about relationships.

YH: Yes. Tonality is another thing too, Winn, if I may. It's kind of interesting, you know, communicating with you. You're a very clear communicator. You're a joy to

communicate with. The very nature of your job speaks to your curiosity, to be honest with you, right? You wouldn't be able to do this for 30 years if you weren't curious, right?

WC: Right.

YH: You would be losing your mind, right? And I say this, too, because frequently we forget to modulate our tonalities. And sometimes we're always in business mode, because we're at work. Got it, right? There's appropriate, inappropriate. I'm totally understanding of all of that. But there's also micro modulations, where it's like I may be able to slow down my cadence. So that you have maybe a little bit more space to listen to what's being communicated. Maybe I can soften my tone a little bit. Winn, I'm big with this, just like you, and I might say, I bet that's something that you play with or could have some awareness with. I can be so all-on and like I get excited fast so I'll talk loud. I grew up in Hell's Kitchen, New York City. I grew up behind my dad's drums. It's loud, loud, loud, loud, loud. So that's a default for me. And there comes a moment when actually maybe it's better, it's like, hey, Winn you know, what's been happening, what's going on with you? You know? And I can say that in a very professional and in a business way, and from a place of caring, that isn't actually inappropriate. And I can listen to your response.

WC: Right.

YH: And then I can respond from a place of kindness and calm rather than excitement and overwhelm.

WC: I'm laughing as you talk about this because, yeah, I always joke that people love me in small doses.

YH: *[Laughs]* And you know what?

WC: I mean I'm overwhelming, I'm too energetic. And like, "Whoa, whoa, Winn, tone it down." I'm like, "What? What do you mean, tone it down? I can't tone it."

YH: Yeah. And that's another thing, too, Winn. And I swear we can go on about communication forever and how it affects everything. And I think that is, just to bring it back around, just so that we're always keeping this conversation relevant, this is important whether you're in your life, in your work, and it really does not matter what industry you're in or what population you serve. These are universal rules, we'll say. Mm, rules; I hate rules. I'm not gonna say rules. These are universal concepts that, when applied, have a direct effect on your success. And when I say success, success ain't always about money. Success is about like, did I make you feel like you matter? When it comes down to it, Winn, here, check this out. About 15 years into my career behind the chair, I realized something. I realized that actually I like connecting with people more than I like cutting hair. And I really like cutting hair. And I realized that actually cutting hair was a vehicle that actually allowed me to connect with people. And then right after that came another revelation. The fact that I cut hair very well, and I do, right? Well trained, you know, old school. Funny you said Sassoon, he's like my hero, you know, so please, right? And I have to tell you, I realized then, too, that my skill in cutting

hair wasn't actually making me fully booked out six months in advance either. It was actually my ability to connect with people. Because now, I've taught hair cutting around the world, and I've taught people who are, you know, not amazing hair cutters. But boy, you want an appointment with them, you're gonna have to wait like half a year. And their gift is in truth, making their client feel beautiful. Because that's what it's about, right? Making someone look beautiful, that comes and goes. Let me make you feel beautiful. That's a gift that lasts forever. And that's a gift people don't forget. And that's the gift, that when we as human beings—and please let's all hear this—make mistakes in whatever industry and whatever job or whatever task you're engaged in, when we connect in that way, that's what gives us the chance to do it again. Because see, they're connected with us. They're not connected to my service. Because my service, I cut hair in Manhattan. I could throw a comb from my salon, I'll hit five other salons. That ain't the problem, right? It's what kind of experience are you having with me? Do you trust me? Do I trust you? Am I showing that with a certain amount of appropriate vulnerability? Perhaps another thing we can get into a little bit, because that becomes relevant as well, because you don't want to necessarily be talking about everything in your life, but what do you share that provides a little bit of that window into who you are and what makes you tick so that the other person can connect to that. And not the person you pretend to be, because you can't ever connect to that, yeah?

WC: Okay, well I just made a note that we are gonna talk about that.

YH: Oh, got you. I got it, right? And these are all of those moments that become important and that actually work so well when it comes to executing whatever we're doing that we look more at the task and whether it's complete or not, not in how it's completed. And that's a very different story. And in my opinion, I believe how it's completed is actually more relevant and more powerful than if it's completed.

WC: I love some of the things that you brought up. You know, we can stand on a stage in front of a thousand hairdressers, again, relating this to the beauty industry and say, "It's your job to help people look good and to *[pauses]*

YH: Feel good.

WC: And a thousand hairdressers will complete that sentence: "It's my job to help people look good and feel good." But that's not exclusive to the beauty industry.

YH: No, it is not.

WC: You can be selling pizzas, you can be selling dental work and still go out of your way to make sure that people feel connected, that they feel good about themselves, that they feel beautiful. It's not just exclusive to the beauty industry. And I mean, I love it when I'm in a restaurant and somehow the waitress, just in the first two seconds of her conversation: "Hey, sweetheart, how you doing? Can't wait to serve you today." Oh my gosh. That's all she had to do rather than, "Have you looked at the menu?"

YH: No, totally.

WC: I feel a connection and it took her two seconds. I remember a long, long time ago, I had this assistant and he was on the phone. I don't even know who he was dealing with, but I heard him be really short with the person. And I was like, "You know, how come you were so short with them? Why not be just a little bit more engaging, be a little nicer?" "Well, I normally am, but I'm just really in a hurry." I was like, "How much longer, how much more time would it have taken you to engage with this person just a little bit more? And what would the end result be of what you were looking for had you just taken that extra two or three seconds to really engage?" And by the way, I know I'm layering on this question here, but I also, I want advice because you had brought up tone. Well, in an email or in a text, we don't know what the tone is. And oftentimes we assume that it's a horrible tone when really that might not have been anywhere near the truth. And because I get emails and I'm thinking to myself, it would have taken that person two extra seconds to just write, "Hey, Winn, how you doing? Thinking about you. How was your vacation? Hey, and by the way, here's my business at hand." But when they skipped the introduction or the wrap-up—you know, "Hope you're having a great day. Anything I can do for you, let me know." When they skip that part of it, and it's business only, my thought or my translation is that the tone is harsh, even though that may not be near the truth. So that was a lot. I know there's a question in there somewhere, so.

YH: No, I got you, I got you. Winn, we are in alignment and walking the same path; I got you. And here's the deal: this can be an issue and a strong one with texts or emails, right? And I will say something, and I do believe this is very, very important. I just happened to be talking about this with my parents this weekend during one of our heated conversations about creativity and belief, which is hilarious. We rarely argue about stuff. We're just passionate about that, right? And share this.

WC: You're New Yorkers, that's why.

YH: You're absolutely right. And I will say this, and it's true from what I see. If you want to make it all about business, just about business is pretty shallow. You don't need to do a lot to accomplish business. You don't have to do a lot to make money, right? You know, it's got it, if it's all business. However, when difficulty happens—which it will happen, Winn, to be very clear, because it happens to us all—that's when the just-business approach bites you in the you know what. Because the fact of the matter is, if it's all business, and now we're in a hard time, guess what? I'm not interested in helping you to move through this situation because perhaps it's easier for me to just leave and find another situation. After all, this isn't my business, it might be yours.

WC: Mmm.

YH: Right?

WC: Yeah.

YH: Like these are all choices and we forget that. I choose who to do business with. We choose who to work for, who to work with. These are all choices. Sometimes

we feel like they're not, but trust me, they all are. And the fact of the matter is, is if that's what it's about, there's no underlying relationship commonality. And Winn, it doesn't have to be very deep, it just has to show me that you give a crap about what's happening to me or with me or in my existence outside of me serving your business tasks, aims, and goals. That's a different thing. And we can forget that. And that's the tenor that those type of emails and those type of texts can really bring across. And we forget as well. And this is, you know, a little bit of nerdy science; I am that guy, too. You know, humanity, we're wired to listen to stories. We're wired to care. We're wired to work as a team. We're wired to work together. We're wired to do all of these things. So, when you get this really short email, you don't even realize it. That's why you're like, "What, are they pissed off at me? Like what's going on with them?" All these stories happen because that's actually an unnatural form of communication that human beings actually aren't wired to actually receive. You can be trained to receive it. You can be trained to do anything, yeah? But that's not natural. And in the end, it's those little moments that make the biggest difference when the chips are down. Listen, when everything is going great—this is back to another thing that we fall for that affects our communication—is, during times when things are going smoothly and well, we take for granted that this is the moment to build up the relationship and communication capital. This is the moment. Things are moving smooth. We don't have any conflict, there's no friction, things are just rolling along like nothing, right? This is that moment to add in those extra phrases, to add in those moments, "Hey, how you doing?" To add in those little extra connector points so that we can start building a relationship, which means the art of relating, not just talking back and forth at each other, giving each other directions. So that when we do hit rocky patches, I can remember those moments because during the rocky patches, we don't have as much time for that.

WC: Right.

YH: And when we invest in those little micro moments and those moments of true connection and relationship building, trust building, when times are running smooth and times are great, that's when actually during the times of difficulty, struggle, challenge, that's when all of those, that's when we go into the bank and we start making withdrawals. Because I don't have time to tell you that now but, see, here's the deal because I told you it then, you know that I care. You know that I believe in you. You know that I'm curious about your experience in this because I'm having challenge and so are you. And your challenge is different than mine. Let's you and I unite against this one shared challenge, whether you and I continue to argue back and forth trying to be right, ignoring the real issue at hand, which is the challenge of the struggle.

WC: Wow. Here I am taking more notes here.

YH: *[Laughs]* Please feel free Winn, you know.

WC: I mean we all—doesn't matter what stage you are. Listener, it doesn't matter what stage you are. You can be brand new in a relationship, brand new in business. If you're brand new in business, now you're thinking about maybe you

don't even have the job yet. So, you're okay, this communication information is applicable to me because I want to get the job. I need to communicate properly. My body language, my image, my energy and the words that I use and my listening skills so that I am a good candidate and I get the job. Or I got the job, now I gotta build a clientele. Or now I'm moving up the corporate ladder and they're giving me more responsibility so people are working under me, I need to learn better communication so that I'm empowering the people who are so-called under me. So, I mean this—or I'm brand new in a relationship. I'm trying to attract the right spouse, the right partner, the right date, or I'm 30 years, 50 years into my relationship and I gotta keep it alive. It doesn't matter where you are in your stage of life, personal or in business, all of this, all of this has application.

YH: If I could jump in for a moment, Winn. Just one really brief moment. You shared this story arc: whether you're going to get the job, whether you're keeping the job, whether you're working within the job, keeping the client, now I'm leadership. Here's the deal, and this is something that I would like to share. All of those communications, when given from love, that's really all you need to know about. So, when you're looking for the job, just communicate the truth with love. You won't have to alter that strategy throughout the entire growth process of your career, your relationship, no matter how long, no matter how many years, no matter how many people you wind up leading. The message will always remain the same. The method may need to shift. Similar to your story.

WC: You gotta repeat that. Repeat that and expand on that.

YH: Okay. The method may change; the message does not. All right?

WC: And the message is your expression, you're sharing truth, you're communicating, and it's always with that underlying feeling, that delivery with love.

YH: Absolutely. And perhaps, and love can show up on a Slack channel if your team uses that. Love can show up on a Teams chat, depending on how you want to address it. Are we doing all business? Or I might say, "Hey, how's everybody doing today? Hope everybody had a great weekend. You know, there was something that we needed to address on Friday that I'd like to pick up today on Monday so that we can move forward." You see? I mean, what are you talking about? It's just on a Teams chat, I just, what did I take? Three seconds to just say how I hope everybody had a good weekend and hello in a positive, uplifting manner. Like, wow. That's not much effort at all. So really, no matter what the method is, the delivery of the message, the heart, the spirit of the message, that can be imbued with love no matter what method you're needing to communicate your message with. Yeah?

WC: Okay. Again, this is bringing up such wonderful memories of leaders and books and seminars that I've been to. Now it's all coming full circle. It's all about communication because it's all about relationships. And some of my best mentors and teachers have been examples like, you know, the Ritz-Carlton. You know, if you're at the Ritz-Carlton and you're the customer, you're the guest and you say, "Thank you so much," they're not going to respond with, "No problem."

YH: [Laughs] Totally.

WC: That's not the script. No problem—really? No problem? “It's my pleasure.” I mean, there's ways, depending on who you work for, and if you don't work for a company that does properly train you on how to communicate to develop customer loyalty, which is going to impact how much money goes into your pocket with that paycheck. Well then, figure it out. Find the right mentors. I'm reading this book now written by a guy who apparently had the number one restaurant in the world, right? And he's talking about, you know, the mistakes that restaurants will make, you know? “Oh, is this your first time in?” “I've been coming here for 10 years,” meaning all of his team members are trained. You never ask that question. You never ask that question: “Is this your first time in?” You know, so there's just, there's things to say, not to say. I remember, you know, Jane Wurwand, you know, co-founder of Dermalogica, saying that she would have an opening and so she'd be interviewing people for the position and she'd interview these people, the interview would end, and the person would say thank you and then they would leave. And she's thinking after they left, “Do they want the job?” Like they failed to communicate, you know, “Jane, this is my résumé and I really, I want this job so bad. I want it. My résumé doesn't speak it because I don't have enough experience, I don't have enough education, but I have passion. Jane, I really want this job.” They failed to communicate their passion properly. So, this has so much application. I've also had to learn—had to because I learned the hard way—you know, what does Tony Robbins say? We learn through desperation or inspiration. You know, inspiration is we seek out the knowledge and the books and the teachers and the mentors and the seminars, you know, before we fall flat on our face, you know. And falling flat on our face is the desperation: I made a mistake. How do I fix this? And I've learned from desperation that when I don't communicate enough as the boss, as a leader, if I don't communicate enough information, people will finish the story. As you said, we are wired to live by stories. We're storytellers. We learn, we engage through storytelling. And if we don't tell the entire story, people will make stuff up. So, if their paycheck is late, which I never do that, so don't call me out. But if their paycheck is late and I don't communicate: “Well, you know, the bank closed down or there was,” I don't know. If I don't communicate the reason why, they'll make stuff up: “Oh my gosh, my paycheck's late. I bet the company's going out of business. I better look for a new job.”

YH: Absolutely.

WC: They will make stuff up if we don't tell the whole story, if we don't properly communicate.

YH: You got it, Winn. I encourage us all to never forget exactly the level of creative beings that all of us are. We literally create our world. The way each one of us is perceiving our world is a creation of each one of us individually. That's why we can both be looking at the same sunset, Winn, you'll tell me one story and I'll tell another. That's how creative we are. So, what you leave out, trust me, someone is creating the end of that story or whatever was missing. And if I may, and this is relevant in the communication: another key tip. You know, just because you gave

all the information doesn't necessarily mean that the listener heard it. And doesn't necessarily mean that one key piece of information that's important to the listener, you include it. Because your measure of importance isn't their measure of importance. This is the perspective-taking nature of communication is understanding that. So, a thing that I find is one of the most useful tools that I will give. This may be worth the cost of listening to this podcast right here, Winn. This may be the moment is: after you're done giving the instruction or giving the direction or the feedback or whatever it is you're going to say as, "So, what did you hear?"

WC: Mmm. Wow.

YH: Ask them to repeat it back.

WC: Right.

YH: We forget a vital element in the tradition of storytelling and oratory history that humanity shares for over a million years, well over a million years. There's engagement. These stories were meant to teach. So, always remember that initially these stories would be told around a grouping, say a campfire or one-on-one in a wonderful moment from an elder or someone with wisdom to someone who was seeking more wisdom. And then there would be a moment when actually that story would come to life, right? And then you could apply it. And then, "Well, what did you learn?" And see, these is the back and forth that frequently we forget as well. "What? I just told you what to do. What's the problem?" It's like, because there's a lot more nuance, too, within that. And worth noting, it's real quick connection to all of that nuance, which is ultimately, just ask, "Could you tell me what you heard so that I can make sure that the way I spoke it actually speaks to your listening." See? And when we say that, it's like, let me not blame your listening because now we create another kind of a conversation with the listener. Let me just say that perhaps what I've spoken isn't connecting to your listening. See, now I'm taking a little bit of that responsibility, too, because we're co-creating this conversation. I don't create it. Winn this is your podcast. You don't create the conversation; you co-create the conversation. You could have somebody on here and they have nothing to say and guess what? That's not a great podcast and you are a great interviewer and you have a great podcast. It's a co-creation; it's not a creation. And that's sometimes something we can often forget as leaders when we're giving direction or we're creating a task or we're creating a vision to our team. It's even more important to create it when you're communicating a vision. Wow, are you making that dance? Are you bringing it to life? Or is it something that you're imposing? Different. A vision can be communicated in a way that says, "This is my vision and you work for me. And so ultimately, either you're down with this vision or you're not, and if you're not, you need to leave."

WC: Right.

YH: Or you can communicate it, "This is my vision, and you know what? I believe every single person in this room can be a vital—or is a vital part of making this vision come to life. Here's how I see it."

WC: Wow.

YH: “Do you all see it with me?” And that's that check-in. “Do you all see it with me?” “You know what? We do.” And if they don't, “Let me tell you a little bit more.” Because anybody with a vision, trust me, they can go on and on about their vision, Winn. [Laughs] You know, so if more inspiration and motivation to actually enroll and engage within a vision is necessary, trust me, it'll happen. Open up the question. You know, I was told once—and this is from me as an educator in that realm, actually, and a keynote speaker, you know—is I never need to be afraid of any size room because I know that all I ever need to do is ask a question.

WC: Tell me exactly how would you apply that information?

YH: How would I apply that information? If I go into a situation, we'll say, right—I'll make it a business one. Initiative that we've been working on, it actually didn't yield the results that we might like. And now we've got to course correct because it's not finished and we have time to address but here we are, right? So frequently the approach, “Okay, listen. So, this was the initiative and I can see where this went wrong. It went wrong because we didn't execute here, because this whatever, because we didn't follow up with this client, whatever the case may be.” That's version one or version two: “So, what do you all think happened?”

WC: Mmm. Ask them.

YH: Now we begin to have a real conversation.

WC: Right. Got it.

YH: We can have a conversation that actually includes and incorporates responsibility, accountability, participation. This is something we all were engaged in together. Why am I the leader—see all these air quotes? The leader of this initiative. Why am I informing everybody about what happened? You just lived it. Why don't you tell me what happened? So that I can understand your perspective of what happened and now I may learn something, which I guarantee you will, Winn, as sure as the day is long. Start with a question: you will learn more to address whatever situation is before you than you ever will if you make a statement and tell everybody what just happened.

WC: Wow, wow. Again, great advice. And again, to the listeners, once again, doesn't matter the stage that you're at, the stage that you're in. Whether it's business or personal or friendships or romantic or whatever, there's great information and resources available. I think people beat themselves up thinking that all of this should just be natural to them, that it should just be automatic.

YH: Oh gosh!

WC: And it's not. My gosh, the mistakes that I made in the beginning stages of, again, relationships, personal relationships, and in business. And the mistakes that I continue to make. And there's nothing wrong with feeling like, “Well, that's—he's telling me I should be scripted?” Yes, I am. They're scripted at Ritz-Carlton. They're scripted—you work at Disney, you're scripted and you rehearse that script over and over again. You know, I liken it to, you know, people say, “Well, I

just want to wing it.” You know, I just—no. You know, if you're—we'll take them back to the beauty industry, you know? It's like a Broadway show. Right? You walk into a salon, you know, into a spa. There's lighting. There's costuming. There are actors, there's humor, there's drama, there's fun, there's—well, liken it to a Broadway show. It's not like the principals of *Phantom of the Opera* walk out and say, “You know what? I'm gonna wing it tonight. I'm not gonna follow the script. I'm just gonna wear what I want on stage and just make it up as I go along.” No, that's not a Broadway show. That's not what people are paying for. There's a script you follow. This is the character, this is the costuming, this is the lighting. And all of that coming together creates the experience that you want people to have. Well, this applies to everything in life and the scripting, the language, and the listening, and the body language is all a big part of this as well.

YH: I forgot who said this quote. I'm sorry, Winn, if I may. And it's kind of funny, what you say about scripting, and then you're back. It's the notion of don't “fake it till you make it.” I'm forgetting who to attribute this quote to, but it is not mine, although I wish it was. “Fake it until you become it.”

WC: Well, there you go.

YH: That's value of a script. In the end, do you want people to feel welcome? Yes, actually you do, right? You may express it in, “Oh, is this your first time with us?” I mean, you're doing that because you want to try and connect with somebody. You're not doing it because you want to make somebody mad because they've been here 50 times before and you just happened to be not the person who served them. Do see what I'm saying?

WC: Right. Yeah.

UH: But the more you actually connect with these words and make the words yours, and they will come out differently eventually because you will have to make them yours because eventually you will become the script.

WC: Yeah.

YH: And when you become the script, you will have stayed true to the message. You might have just shifted the method that Yureesh might use, to what Winn might use. But it's always the same message delivered with love.

WC: Yeah. You know, I have my favorite restaurants that I tell people about that I refer them to. And people sometimes will challenge me, you know: “Why that restaurant, Winn?” Do they have the best food? No. Best ambiance? No. And I have to think about it. And when you really think about it, it's like, it's how they make me feel.

YH: That's it. That's it. Me and my wife, we love to cook. I grew up cooking. My grandmother taught me how to cook, right? And I always say I don't need to eat out. I mean, I'll cook my own food, I don't care. I'm good with it. I cook great, you know. When I go out, don't just tell me where the best food is. Tell me where there's amazing food and there's an incredible experience. Because there's no amount of amazing food that's gonna make me give a crap about the restaurant without an incredible experience.

WC: There you go.

YH: You could have the best food on the planet. If you give me a crap experience, I will think your restaurant sucks.

WC: There you go.

YH: Flat out. Flat out, you know. There was something else that you said, Winn—if I may, to just go back—about winging it. I think it's also important to recognize that there's no right or wrong, there's right or wrong within a given arena. Because there is improvisational plays and people pay money to go watch people improvise, who are experts in improvising. My father's a free jazz musician; his entire concert is an improvisation, right? But it's what are you using when? When does it work for you? When does it work against you? When do you want to come with the script and the prep? And when do you want to come from the heart, raw? Both, neither one is right or wrong. Just be conscious of what results you'd like at the end of it. And the more you work and think about where you're communicating from, again, your improvisation will never land wrong but certain things need to be prepped beforehand, you know, or else they do go wrong and you miss stuff and it's important, you know? And other stuff. It's more about the way you made me feel. And I don't know what you missed because I don't have your script. Right? So, then there's that.

WC: Right.

YH: And that's something important, too. Lest people believe that it's always this or always that. It's one of the greatest weaknesses I will see in anything and I don't care what business and I do this with all my professional development across any industry. Right? It's never about that. It's about: is it in the right arena? Right?

WC: Wow.

YH: You know, with conflict resolution: “Oh, I'm avoidant with conflict.” Got it. Sometimes that's the best way. Sometimes collaboration is the best way. It depends on when you're applying it that makes it relevant and makes it most impactful and effective in whatever arena you're within.

WC: Okay, I have to tell our listeners because, believe it or not, we need to start wrapping this up. I'm sitting here while I'm looking at my script because I have a script. I over prepare for every interview that I do and I bet I—I'm not exaggerating but I bet I have 30 questions that I never even got to, which is fine because we had a wonderful exchange and I hope that the listeners felt that way as well. But as we do start to wrap things up, first of all, I really want to thank our good friend Ruth Roche. Here's what she said: Ruth finds Yureesh fascinating. That you're passionate. Oh, and she said that you have so much damn charisma. So that's directly from Ruth. That was a text message that she sent to me.

YH: And I will take that, Ruth. High compliments. Thank you, Ruth. Yes, absolutely.

WC: We love her. I tell everybody she's just a big old nerd like I am. So, I don't know if you'll appreciate that, but that's what I say. So, as we start to wrap things up and

we'll have to put my 30 questions on hold for another time, I guess, I don't know. What's one simple shift that people can make immediately to improve their communication?

YH: Wherever you are and whoever you're with, be present. That is the biggest shift. Today, hands down, just do that. Just do that. Keep your phone in your pocket. Don't put it face down on the table. Because face down on the table, why is it on the table? If it's face down, obviously you're looking to answer it. And that's a subconscious cue. No, be present where you are with who you are in this moment. Don't bring your past moments, don't bring your future moments, be in this moment. You do that, that will be the, literally, practically the only shift that you need. Because if I may, Winn, and I think this is important, and now I'm gonna touch on something that you mentioned before, now it's, hmm, it's coming back. You know, we really—this is a little controversial, but I'ma go with it. You know, we really don't need to be taught this, we need to remember it. Winn, in the end, if you looked at two children from families whose parents are giving it their best, right? I think that's important because there are different challenging households; got it. You know, but let's just say it could be different dynamics. Not everything's going perfect. We all know that with parents. It's like we're all shooting in the dark trying our best. If you put a bunch of one-and-a-half-year-olds together in a place. with that type of surrounding and how they're growing up, there's not a problem. They are love. They love each other. They think nothing. If I take this toy, they're like, "Got it, next toy." These are things we learn. We need to remember who we were: these loving beings that shared space, that shared things, that were with each other, that knew connection to each other. I find as we get older and we need to get jobs and we compete for jobs and we do all of these various different things, we create a little bit of separation between us and the world and people in it and all these various different things. If we can just remember the love that we really are and the very fact that we all just really want to feel like we matter and that we're all connected to something and are a part of something that matters. That's a universal truth for everyone. If we could lean more into that, that would give us ample room to work on the method, right? Because the message would be grounded in something that we all already are and that we all already inside, whether we want to say it outside or not, all inwardly recognize as truth.

WC: Wow. And I can really add nothing to that. Other than, I have to be honest with you, prior to this interview and as I was researching you and preparing my 30-plus questions, I sort of thought that this was going to be a lot more textbook, more technical method. And I'm pleasantly surprised to know this sentiment that you shared, not only at the very beginning of our conversation today, but throughout. And now you're wrapping it up with this theme of communicating the truth with love. That's the underlying message. And you kept on bringing us back to that. I get it that you're right. I get it that you got to get the job done, I get it that they need to hear you, I get it—all of those things. But gosh, can you just make sure that the underlying theme, the underlying truth is coming from a place of love, so thank you for that.

YH: Ahh, you're welcome, Winn. And listen, there's many methods, you know? In any workshop, any team, any coaching that I ever do or whoever I'm able and honored and privileged enough to serve, they get the methods. Do you know? But I think for the purposes of this, this is why I'm not sharing methods during this conversation, because there's an underlying true message that supersedes all methods. Yeah? And just like your script, you know, super important. Keep using it until you become it. You know? All the methods, you know? These are practices, of course. You know, there's a million practices to stay aware of your tonality and control your body language. What speaks close, what speaks open. There's a number of these methods, of course, you know, right? And I share them all. But know that those are the ornaments on the tree. The tree is: be present and communicate from a place of love, not from any of those other places. Yeah?

WC: Beautiful. Thanks, Yureesh. Amazing. Just really, really amazing. My gosh. Two bald dudes really got to it today, so I—

YH: *[Laughs]* Yeah, we did.

WC: Good for us, finally.

YH: Absolutely. And thank you so much for having me. And thank you so much for being so open to having me on. It's been a real privilege to be here.

WC: For me as well. For me as well.

YH: It sure is. So, thank you so much, Winn. If I may share a little bit of where to connect with me.

WC: Oh, yeah. Yeah, that's supposed to be my last question. Sorry. Hey, can you please share with our listeners how to—

YH: Got it. So, what was the last question, Winn?

WC: I'm going to step out while you finish my podcast. Hey, can you, Yureesh, please share with our listeners how they can connect with you more?

YH: Absolutely. Please visit my website, www.yureeshstyle.com. It shows how you can connect with me, contact me, and find out how you can work with me and in what capacities. Check out what I've got to share on Instagram. It's at [ystyleny](https://www.instagram.com/ystyleny). I'm engaged in all of the social media platforms. I find that Instagram is a great one that allows me to really share a little bit more of who I am. And I also have a great blast on TikTok as well as at [@Yureesh](https://www.tiktok.com/@Yureesh). So, that's another place. And honestly, when it comes down to it, just know this: I love connecting and I believe that that is the secret sauce to anything. Anyone who reaches out to me will always be met with that energy and with my interest and curiosity in how I can support you in being the best version of yourself and communicating in your most authentic truth.

WC: Perfect. Enjoy, everybody. Thanks, Yureesh.

YH: Thank you, Winn. Bye, everyone. Thank you.