

Richard T.: [00:00](#) Welcome to the Soul Business Show. The Show for conscious creators, authors and entrepreneurs where we talk mindset, meaning, money and mastery. I'm your host, Richard Taubinger. Find out more at ConsciousMarketer.com. Hi everybody, thanks for tuning in. I am Richard Taubinger, the CEO of Conscious Marketer, and the host of the Solo Business Show. I appreciate you being here today. Super excited to have today's guest, David Franklin on. He's going to be talking about giving back to the veteran community.

Richard T.: [00:35](#) Now, my dad was in the military. He was in the Air Force actually, so I moved around quite a bit. I know the transition that he went through when he got out of the military, and it was an interesting one. Let me tell you a little bit about David before we get going. He's an expert at Cloud computing. He's a US Navy Gulf War veteran, and an accomplished technologist that helps veterans, active duty members, and military spouses transition into the workforce. He's participated in two IPO's, and leads an international consulting firm based on Cloud based application. On the side, he's in the process of launching his first book, and he has the second one right behind that. Maybe we'll talk a little bit about that.

Richard T.: [01:20](#) Today, he's going to talk about kind of working with veterans, especially in technology and philanthropy. Hi David, how are you doing today?

David Franklin: [01:30](#) Hey, very good Richard. Thank you for having me on today.

Richard T.: [01:32](#) Yeah, thanks for being here. Now, do you want to maybe start by ... It sounds like you've had, like right before this call I got to know David a little bit more. He's got a really interesting background. Do you want to tell us a little bit about your heroes journey, and what led you to this place in your life?

David Franklin: [01:49](#) Yeah, definitely. Thank you again. For me, I was born in Saint Louis, grew up in Southern California for a little while. As we transitioned back to rural Missouri, part of my driver was, is getting out of a small town environment. I joined the Navy, I went into the Gulf War. Then, finally had eight successful years in the military. I eventually went out and went into the corporate environment, and soon learned how to transition from one workplace to another. Eventually I ended up in Austin Texas, a beautiful city that I love to be in. I'm coming from our offices here now.

David Franklin: [02:28](#) What I've learned was is that, through transition, we need to have a more mindful way of doing it, and not complicate what the word is. For a career standpoint coming out of the military, I was fortunate enough to have some schooling that was provided to me through my employer.

Richard T.: [02:46](#) Right.

David Franklin: [02:46](#) Then through that, I was able, here in Austin, get into the startup community. Through that startup community, I did participate in a couple IPO's. I really found a niche that, as a veteran and a veteran-preneur, and entrepreneur. Hey, we really like being in a place that involves transition-

Richard T.: [03:05](#) Right.

David Franklin: [03:05](#) And, in an area with culture, and in environment. Through my workforce experience and through the IPO's, I worked customer service, field engineering, sales operations, marketing operations, and finally after the two IPO's I said, "Hey, I need to go into consulting, and be a consultant, have my own business, and help others out and have a bigger reach."

Richard T.: [03:28](#) That's a pretty fast track from service, all the way ... Military service to entrepreneurship. I've heard it said that sometimes it's the place that makes the person, rather than even an idea. Austin has a really thriving tech community, is that right?

David Franklin: [03:45](#) It is. There's tremendous incubators like Capital Factory, Tech Ranch, just the community as a whole is very entrepreneurship minded.

Richard T.: [03:54](#) Yep.

David Franklin: [03:55](#) It's a good place to cultivate new ideas.

Richard T.: [03:58](#) You're kind of an expert in helping people transition from one thing to the next. Can you share maybe some of the challenges you had when you were like shift ... Because, a lot of people go through these career shifts.

David Franklin: [04:12](#) Yeah.

Richard T.: [04:12](#) Now, I feel like I've been through three or four, that's probably another couple of episodes. Why do people struggle when they're having to shift, when something speaks to them and

they're like, "Look, I have to do something different." How can you help them?

- David Franklin: [04:27](#) Well, one of the ways is identifying the purpose, and identifying a cause that's really driving you to go into that shift. Sometimes the shifts are self induced. You want to make the change, and sometimes the employer makes the change for you.
- Richard T.: [04:42](#) Right.
- David Franklin: [04:42](#) In either case it's very important to one, remain positive. Have a positive outlook, and understand that as this door closes, another one opens. It may be a little cliché, but you have to have a forward looking, positive personality about yourself. And, really foster and nurture what could be next. I do that now, and I've learned over really, the last four or five years to incorporate mindfulness and meditation. I also extend that out to veterans, and to understand that transitioning is a daily occurrence. We transition from the house to the car, from the car to our works. We transition from employer to being a spouse, or being a father. To learn to embrace that transition.
- David Franklin: [05:31](#) Additionally too, you need to have a plan. You need to have a roadmap. You need to have a guide. You need to know where you're going. Even in any type of transition, whether it's through work, whether it's through a relationship, your kids going off to college. You need to have a plan in place that can guide you, and steer you along the way. Patience, and through meditation, deep breathing techniques, has really helped me and benefit others that I've been able to touch as well.
- Richard T.: [06:00](#) I'm going to pummel you with some hard questions, 'cause I know like ... 'Cause I know you can handle it. Sometimes, like you said, the employer makes the choice for you, which I'm assuming maybe they let you go, or they downsized, or something like that. What if you're left in a situation where you're not quite sure what your cause is? Your three step process begins with cause. How do you help people who are kind of searching, and they're a little bit lost?
- David Franklin: [06:28](#) Well, one of the things is, is being able to ... If you can't self reflect and identify that immediately, you may look outwardly and try to understand, where would I like to get help?
- Richard T.: [06:40](#) Okay.

David Franklin: [06:40](#) How can I give back to a community? How can I be involved? Whether it's, traditionally the nonprofit. It could be a church even. It could be a donation center.

Richard T.: [06:52](#) Yep.

David Franklin: [06:52](#) It could be a foundation. But, learning to give back in that environment. You will be ritually blessed in that regard. Then, what you do is you need to find companies who also have a similar cause.

Richard T.: [07:06](#) Right.

David Franklin: [07:06](#) One of the things that I've done recently, over the past few years is, to work with an organization called Pledge 1%.

Richard T.: [07:16](#) Okay.

David Franklin: [07:18](#) Pledge 1% is a foundation organization that helps corporations learn how to give one percent of their equity, product, and employee time back into the nonprofit community. So as you're in these transitions, or you're in an interview process, you definitely want to look for a company that has a strong cause associated to it, because you don't want to end up just in another cubicle, running through a machine, and not feel like you have a meaningful impact. Not just in that job, but in a bigger picture that you can relate to from a humanity standpoint.

Richard T.: [07:52](#) Yeah, so that's so true. We, last year ... Actually, it was a year and a half ago we did a summit on servant leadership with Kent Blanchard, and a cast of characters and conscious companies. The idea was service. It's like, how can you serve your customers, and people? That's kind of like a breadcrumb trail to finding out what you really care about, you know?

David Franklin: [08:15](#) This is very meaningful to a military veteran, or a military spouse. Because, many of the reasons why they went into the service was to serve.

Richard T.: [08:25](#) Right.

David Franklin: [08:25](#) When they transition out, they cannot find that service attribute with inside of a corporate environment, so they-

Richard T.: [08:33](#) Yeah.

David Franklin: [08:33](#) ... Tend to lose that momentum of why they're there, right?

Richard T.: [08:36](#) Right.

David Franklin: [08:37](#) They're not connected to the cause anymore. The cause is 10 floors up in the building-

Richard T.: [08:41](#) Right.

David Franklin: [08:42](#) ... And, you're down here, and they're not connected to it. So, very important for somebody from a military background to find that. Even for a non military civilian, it's just important to find that from a heart space.

Richard T.: [08:57](#) Yeah.

David Franklin: [08:57](#) You know? Connect to something bigger than them, and give back to society.

Richard T.: [09:01](#) Yeah, that totally makes sense. Many companies don't have a code of honor, or things that make ... Or, a brotherhood or sisterhood that kind of cements the military. Then, just the discipline that I think that veterans have too. They have discipline, and they're able to get things done quickly. Now, your second item here is about community. I'm really big on community. I feel like we've kind of lost this in our world a little bit today. In the transition thing you say, "Bridge the community." Can you explain a little bit about what that means, and how you go about it, or how you counsel others to do so?

David Franklin: [09:41](#) Yeah. In this case more from like a business executive standpoint. I would say your company, it's nice to do an event. Say, you host a trade show. Within that trade show event you're going to have marketing, you're going to have visitors, you're going to generate leads. But, why not tie that event back to a social cause and have a social impact?

Richard T.: [10:01](#) Right.

David Franklin: [10:01](#) Double down on what you're already doing. But, outside of the event, you need to have that culture that creates a community, or creates a social impact that ties to the community. For us, an example. Here in Austin, we're members of Keep Austin Beautiful.

Richard T.: [10:20](#) Mm-hmm (affirmative).

David Franklin: [10:20](#) We can go out, and we have a street that we go out and clean quarterly-

Richard T.: [10:24](#) Mm-hmm (affirmative).

David Franklin: [10:25](#) ... That we've designated. From a marketing standpoint, we have a sign up, and we get air time out of that, so to speak.

Richard T.: [10:32](#) Right.

David Franklin: [10:34](#) Tying it to the community is, is not just saying, "Hey, people in my corporation go out and do it." But now, employees, go bring your spouses, bring your children, tell your neighbors to come out as well. Now you're reaching into the community, and the community sees that you have an impact and you care about the community they live in, and that they will support your corporation.

Richard T.: [10:55](#) Yeah, that's great. I think we're seeing more and more of that as being the norm. But, I think we still have a long, long, long way to go.

David Franklin: [11:05](#) It's trending in the right direction.

Richard T.: [11:08](#) It's definitely trending in the right direction. We've got some catching up to do though, just to stay positive.

David Franklin: [11:13](#) Yeah.

Richard T.: [11:17](#) I think back in the day, say 20 years ago, this conversation maybe wasn't as open, and there wasn't as many things going on. Yeah, it's great. Your third step is become a coach, can you talk a little bit about become a coach, and how that helps in transition time?

David Franklin: [11:35](#) Yeah, and this here's specific, related to if you want to onboard a veteran. From a veteran's point of view, if you're an employer. One, you need to have a company that has a cause, right? It's not just about the paycheck-

Richard T.: [11:50](#) Yep.

David Franklin: [11:51](#) ... For them as much, but have a cause that they can relate to, and create the community. But, to extend that, don't just leave them behind. Become a coach to them.

Richard T.: [12:00](#) Yep.

David Franklin: [12:00](#) Start to mentor them and coach them with inside of the company. Not just within the role, but as a human from a business perspective as well. Help them to learn business-

Richard T.: [12:11](#) Yep.

David Franklin: [12:11](#) ... Help them to transition out. Something that we've done within my own company, and it's not from a foundation, it's not a nonprofit, it's just a social good that we do. We created a program called, "Vets to Cloud," Veterans to Cloud, Cloud computing. So, veterans who want to learn Cloud computing, they can become an apprenticeship within our organization. Then, senior people within the firm can coach and mentor these veterans in real life work project environments. It allows the senior consultants to give back to the junior consultants, or to the veteran community.

David Franklin: [12:52](#) We extend that out beyond our organization. If there's senior consultants who want to give back to the veteran community, they can do it through us.

Richard T.: [13:01](#) Yeah, that's great. I mean, I think it's great too that you've had this sole path that's brought you into military service, and now you're part of your cause, and part of what you're doing is you're creating a community around veterans, and helping them. Then, coaching and enabling them, because you're basically ... You're helping solve a problem, which is that there's not a recognition of that the veterans need this help as they come out. And that, you're changing people's lives. That's really valiant, you know?

David Franklin: [13:34](#) Yeah. I think the important thing there is that really, it's having an impact. Whether they're a veteran or not, we've helped other people. It's just being able to share something that you have, and not look at somebody as a competitor, but look at them from a cooperation point of view. How can I cooperate, how can I work with you, how can I enrich your life, how can I share what I know into your life to give you a better life existence from a business point of view?

David Franklin: [14:07](#) If you can take care of them, and if you can reach them here first, and then start cultivating their mind in a positive way-

Richard T.: [14:16](#) Mm-hmm (affirmative).

David Franklin: [14:18](#) ... It doesn't matter what job they have, it doesn't matter what salary they have. The salary will come, the jobs will always be

there. When they go home at night, there always will be a good position for them, because in their mind and in their heart, they know that they're connected.

- Richard T.: [14:34](#) Yeah, that's awesome. Let me ask you, 'cause you do have these two books and they're around this mindfulness. How did you kind of come to some of these insights, and what's your ... How do you integrate your spiritual practice into your business? 'Cause it sounds like ... You know, I can feel you speak from a really deep place. You can always, you can hear it in your voice, you know? It's just a knowing, and it's a connection that, it's rare actually, you know? How did you get that, and can you share some ideas for people that are listening?
- David Franklin: [15:10](#) Yeah. Actually, I did attend Moody Bible Institute. My initial studies were in biblical studies.
- Richard T.: [15:19](#) Okay.
- David Franklin: [15:21](#) I was brought up in the church environment, and then I was a licensed minister, and an ordained pastor for a while, and what they call leading from the second chair. So, not the primary but one, helping with operations, with just administration.
- Richard T.: [15:41](#) Okay.
- David Franklin: [15:42](#) But, over the last four years, and basically my wife and all of her experience is in neurolinguistics and emotional intelligence. In simple terms, I started to wake up.
- Richard T.: [15:57](#) Right.
- David Franklin: [15:58](#) My conscious mind started to wake up, and I started to have a more mindful viewpoint of life in humanity. It took a lot of layers, of peeling this onion to get to where I am today.
- Richard T.: [16:13](#) Right.
- David Franklin: [16:13](#) A lot of tears, a lot of pain. Not just from myself, sometimes from people around me.
- Richard T.: [16:19](#) Yeah.
- David Franklin: [16:19](#) And, to really shift from more of a religious point of view of life, to a spiritual point of view in life. In doing that is, what led me down into a deeper understanding of mindfulness, and meditation.

Richard T.: [16:39](#) Yep.

David Franklin: [16:40](#) And, having more patience in life, and really having more care, more empathy, more concern. But, a lot of it deals with one, through my son mirroring me as an inner child, was quite shocking. It was hard for me to embrace that, and that was a challenge to me, right? I've benefited a lot from him being in my life, showing me who ... A better life of who I was as a child that I didn't know, right? 'Cause I lost a lot as a child.

Richard T.: [17:18](#) Right.

David Franklin: [17:19](#) Just through ... You know, I was the youngest of seven. Food only goes so far, so to speak, right?

Richard T.: [17:27](#) Right.

David Franklin: [17:28](#) Love, and passion-

Richard T.: [17:29](#) Well, they say the most advanced souls, one idea is that the most advanced souls, they actually incarnate in really difficult circumstances, 'cause it provides the maximum life lessons in a shorter amount of time. But, at some point you're like, "Isn't there like a Four Seasons Resort on the end of that?" You're kind of like, "Okay, I think we're going fast enough here."

David Franklin: [17:53](#) ... Even in business when I've led teams. It's not about the product, it's not about the sale. I would say, "Hey, we sale a product but we service people." Right?

Richard T.: [18:03](#) Yep.

David Franklin: [18:04](#) Listen to the people, understand what they're saying, connect to them. Understand that this person sings in the Oakland Opera, this person's having challenges with their adolescent son or daughter, right? Then, reconnect with them down the road, and just connect with them, right? Don't be so obscure from a business standpoint that you don't relate to the person that you're dealing with, right?

Richard T.: [18:31](#) Right.

David Franklin: [18:32](#) We have to get back, especially as a technologist, as an inventor, as a creator. When you look at artificial intelligence coming. We have to get back to where we can look at each other in the eye, and have conversations outside of the phone, and relate to people, and begin to feel what they feel again.

Richard T.: [18:54](#) Yeah, I think there's a book out, that's just recently out that's called, "Empathy Effect." I like to think about marketing as having clear empathy for not just your clients, but especially the people you're working with around you, you know? This skill of empathy I think is like, I think it should be like the skill of the next 10 years or whatever. If everyone can have a little more empathy, we'd be better ... More empathy in business.

David Franklin: [19:24](#) I've taken clients, I've been bold enough to take clients through breathing exercises, through gratitude exercises. I can't say that I do that with all of them, but even internally with veterans. We will use, whether it's strength finders, Myers-Briggs. What's there is one to help them get to understand who they are.

Richard T.: [19:45](#) Right.

David Franklin: [19:45](#) That's most important, they have to be able to understand who they are. Then two, appreciate who I am without any judgements, right?

Richard T.: [19:55](#) Yeah.

David Franklin: [19:55](#) When we're speaking, we're talking to each other, just understand what makes me special, right? And, how you can benefit and leverage that, right? It's not a disadvantage because we're different.

Richard T.: [20:10](#) Yeah, that's wonderful. Now, you're ... I don't know if you want to mention your book, but you've been working on a book on mindfulness which is kind of exciting. That's kind of like you're moving into a new role as an author. So, [crosstalk 00:20:22].

David Franklin: [20:21](#) I'm super excited about that. It's like my heart's on fire. it's called, "How to Catch a Turtle." It seems laughable, right? I can just walk over and pick up the turtle. It's not a race, right? But if we remember back to the childhood fable of the tortoise and the hare, and we know the story. It's my 2020, 2019 spin on that, but more from a practical mindfulness standpoint. Really, that in this instance, we are at every given point of our life, we are both the turtle and the hare at the same time. If we just slow down that rabbit, then the turtle will appear.

Richard T.: [21:08](#) Right.

David Franklin: [21:08](#) When the turtle appears, then we can have more space, as Viktor Frankl talks about, right? As having that space between decision and reaction. If we can do that, then we can respond

better. Most importantly, we can identify our own emotions and not become those emotions. I think without mindfulness, it's so easy to become the emotion. I've become the emotion, I have no problem saying that. And, learning not to do that, right?

Richard T.: [21:41](#)

Right.

David Franklin: [21:42](#)

The book is just a practical guide to mindfulness, How to Catch the Turtle.

Richard T.: [21:47](#)

Okay.

David Franklin: [21:47](#)

With you being both the rabbit and the turtle at the same time.

Richard T.: [21:50](#)

That's awesome. Well, look out for that book. I'm super excited to see how this unfolds for you. You mentioned right before the call that you just started a new company. We're expecting great things from you. You have a new site, a new website that you've been working on. You do, you work basically with corporations, C level executives. You do speeches, and leadership engagements. Is that right?

David Franklin: [22:16](#)

Yeah, it's just more, as I've matured, I've held several roles within side of corporate. I've grown and matured as an entrepreneur. I've helped, and coached other people. Now as I look to segue into new adventures into my life as being an author, how ... You know, one of the things I say is the deeper I go in, the further I can reach out.

Richard T.: [22:39](#)

Right.

David Franklin: [22:40](#)

I'm constantly trying to go deeper in so I can have a further reach in. To do that, I may have a creative idea, start a new company like I'm doing in healthcare, or write these books. But, at the end of the day it's really about how do I give back, how do I have an impact on society, and how do I help us move forward?

Richard T.: [23:05](#)

That's awesome David. Well, thanks for being here on the Solo Business and sharing a little bit about your story, about your book, about how you're helping veterans, and giving us this three step process for a transition. I loved that idea that we're always in transition, that you said earlier. That was really impactful. I love what you just said right there about the more I go in, the further I can go out. That's prophetic. You should be a

poet and a writer. I love it. Thanks for being on the Solo Business, and thanks for being here today.

David Franklin: [23:37](#) Thank you very much, and I look forward to reconnecting with you further down the road. Take care, and blessings to everyone. Bye, bye.

Richard T.: [23:44](#) Yeah, thanks everybody for listening to Solo Business Show. You can get this show at ConsciousMarketer.com/Show. If you're listening on iTunes right now, you can download the show, subscribe, and we'll see you on the next episode. Thanks so much.

Richard T.: [24:02](#) Thanks for listening to the Solo Business Show. Find out more, and subscribe at www.ConsciousMarketer.com.