



Photo by Sergio Dabdoub sergio-art@cox.net

Chip Lambert: Super Hero of Coaching

It would not surprise us to see Chip Lambert burst from a phone booth, leap to the skies and arrive on the doorstep of a client, briefcase in hand, completely unruffled and ready for business. He is the Clark Kent of business coaching. And like the mild mannered reporter, he has a way of making everyone feel at ease in his presence. But when duty calls he answers with surprising skill and considerable muscle. Irreverent, playful, focused, and smart, Chip is the kind of coach you want on your team.

S@W: *What exactly do you do?*

I train seasoned professionals to leverage their books of business and unlock the value in their networks. It's basically business development, but on a much deeper, strategic level.

S@W: *What is your "True North"?*

I believe that people are genuinely trying to do the right thing. This principle guides every conversation, interaction, and piece of coaching that I engage in. Even if the strategy or tactics are not producing the results people want, they are still genuinely trying to achieve their goals. I listen for the "fire behind the smoke" and have that guide me in my relationships.

S@W: *As a child, what did you want to be when you grew up?*

Alternately a truck driver, a marine biologist, an archeologist, and a business mogul. I certainly don't think of myself as a mogul now, but I guess I am closer to that ambition than the other three.

S@W: *What was your first job?*

I delivered 150 newspapers for the Arizona Republic and sold subscriptions door to door. I was 12.

S@W: *What is the hardest thing you've ever done or accomplished professionally?*

Shifting with the circumstances without stopping. When markets shift, it can be painful. I've learned to feel the pain and use it to move me forward.

S@W: *Do you have a mentor?*

Tex Johnston – he founded Johnston Consulting 35 years ago before "coaching" was part of our vocabulary. He is one of those old-time insurance guys from the 40s. He was 25 with 2 kids selling insurance door-to-door – he had to

make it work. Because of his experience he has an understanding and appreciation for what people go through to achieve success. He learned that people are great if you allow them to be. Rather than telling me what to do he trained me as I went. He allowed me to discover my own genius while building my skill set. When I asked for guidance he told me to, "Go out and get your nose bloodied then we'll talk." The best advice I ever got.

S@W: *What brings balance to your life?*

A balanced approach. I don't really believe in balance per se - sometimes focused attention is what makes things happen. I do however take time to recharge and re-energize myself by reading, taking classes, sailing, traveling, etc.

S@W: *Is there an accomplishment or achievement that makes you especially proud?*

Training close to 400 local business people and watching them prosper!

S@W: *Do you have a favorite book?*

Subjectivity and Reality by Dr. David Hawkins. It deals with the reality of humanity and demystifies it. So many business people focus on strategies and tactics without taking into account the human component. This book helped me develop a capacity for compassion that has really helped me in my coaching business.

S@W: *If you could have any job in the world, what would it be?*

This is it. I'm doing it!

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FAVORITE MOVIE The Matrix

FAVORITE BOOK I and Thou by Martin Buber

FAVORITE MUSIC Jazz

LANGUAGES: Spanish, Portuguese, French and English

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