

## **G2G056 - Cutberto Hernandez**

Welcome to Garage to Goliath. I'm Dan quiggle. I'm honored to have my dear friend Cutberto Hernandez joining me on my podcast today. Cutberto Hernandez is the president of Mares Mortgage, which helps keep him very involved. But his commitment to philanthropy is truly mind blowing. From his work as the co-founder and director of Mares Foundation, Boys & Girls Club, Boy Scouts of America, Mission Basilica, San Juan Capistrano Catholic Church, the building to serve campaign, Museum Cata Suey, Museum in Sonata Mexico, and the list goes on and on. You'll definitely want to stick around to hear about Cutberto Hernandez unique leadership style and his desire to educate and promote the welfare of others.

2:00 - About Cutberto Hernandez

3:14 - Cutberto key driving force to becoming an entrepreneur

5:38 What did you want to do differently?

7:09 What is your true passion right now?

8:45 Culture, within your organization.

12:32 How has educating your clients helped your business be successful and helps your customer base?

13:52 - How do you market your business? And what are some strategies that have made you more successful?

16:31 - Do you have any systems for decision making learning execution? Like how do you handle that part of the business?

19:49 What is non negotiable for you like what is what is important to you that you just won't give up?

22:25 How to encourage creative thinking within a organization

24:25 What's one of your biggest failures and what did it teach you?

31:27 Biggest aha moment

33:51 Philanthropic work

39:21 How do you choose these organizations? How much time do you put in?

43:20 If you want to start a business or organization how should you invest your time?

49:02 Advice for family run businesses

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