

Q&A with Logan Stout, Founder and CEO of IDLife



Logan Stout: IDLife Founder and CEO

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CEOCFO: *You are a Business Owner, Philanthropist, Entrepreneur, Best-Selling Author, Keynote Speaker, Mentor and Leadership Coach. What came first? What was your vision as a young adult?*

Logan Stout:

My goal has always been to help people. I want to add value to people's lives and help them reach their true potential. As an entrepreneur, building a culture around a movement that not only inspires people, but gets people to move in a positive direction to make their lives better, has been one way that I've been successful.

I never imagined I would be where I am today when I first got started. Progress makes all the difference. What you envision for yourself for the next year as a 20 year-old changes if you keep progressing. Every dream and every vision really carries you into the next, even bigger one!

CEOCFO: *How does IDLife fit into your interests and passions? Did you always recognize the importance of health and wellness?*

Logan Stout:

My dad taught me to eat healthy at a very young age. This habit stuck with me as I played baseball in college and professionally. IDLife really fits in to my core values as a way to help people. I've always been really passionate about helping others and it's really the bullseye of what we do at IDLife. We add value to people's lives mentally, spiritually, physically, emotionally, financially and relationally.

CEOCFO: *How did you get started? What were the unexpected challenges in creating and growing a successful business? What was easier than anticipated?*

Logan Stout:

I created a youth baseball organization because I was passionate about helping kids and loved the sport. From there, I formed other companies and was very strategic in the partnerships that I made. One of the keys to intentional growth is surrounding yourself with the right people.

The man at the top of success mountain didn't just fall there. You have to fight through adversity to get there! It's never as simple as you think it will be, but that's why it's worth it. It's going to be a lot longer, a lot harder and a lot more difficult than you imagined, but I promise you, if you stick with it, it'll be worth it.

CEOCFO: *Would you tell us about IDLife?*

Logan Stout:

IDLife is the world's first ever truly customized nutrition platform. What really makes us unique, is that we have the worldwide patents on our flagship product, IDNutrition. This customized vitamin program is based on third-party, independent clinical studies and it's completely customized to each individual. It provides you with the nutrients that you need in the appropriate doses and blocks what you don't need. I've always said that people will look back and laugh one day that they ever took a multivitamin instead of customized vitamins. In addition, our entire product line is made with the highest-quality ingredients and is Non-GMO, Soy-Free and Gluten-Free.

CEOCFO: *How does IDLife make a difference in people's lives?*

Logan Stout:

When you see people that have struggled with their weight for years and are finally able to make progress towards a healthier life, it's huge. It's life-changing. I've encountered people that had debt racking up month after month and are in a position now where they are debt free and can rip up their credit card because of the opportunities IDLife provided. On a more important note, I see people that have restored their marriages. There is really just no way that I can accurately describe how emotional this job is from seeing people's lives transformed every day! It's humbling. I think all of us are hard-wired to help people and I'm thankful that IDLife is able to just that in such an impactful way.

"My goal has always been to help people. I want to add value to people's lives and help them reach their true potential."- Logan Stout

CEOCFO: *When did you realize the need to mentor, encourage and foster leadership?*

Logan Stout:

I realized the need to mentor others after it was done for me. I'm honored to have the most influential leadership expert on the globe, John C. Maxwell, as a personal friend and mentor. At 17, I read one of his books and thought, everyone needs this because I know what it did for me. I believe that thoughts lead to actions, actions lead to habits, and habits lead to results. What you're reading and the people you do life with directly influences your behaviors. I've chosen to invest my time in mentoring others through my program, Stout Mentoring, at LoganStout.com as a way to help others receive the same value that I do from my mentors. If people only knew how impactful personal development could be for their business successes, for relationships, for their lives, it would be the very first thing people would do every day.

CEOCFO: *Why is giving back important to you? Where do you focus your efforts and why?*

Logan Stout:

My mom raised my little brother and I with next to nothing. I remember that when we would go to the grocery store, my job was to pick out the apples. My mom would always tell me how many we could afford and I would select that many. As a kid you don't really understand that. As I grew up, I realized that my mom was telling me this because she couldn't pay for any more than that quantity. I made the commitment that if I ever saw financial success, I would give back more than I spent on myself. One of my greatest passions is helping under-privileged children and that's exactly why my wife and I started the Youth Athletes Foundation. The YAF is an amazing 501c non-profit and 100% of the proceeds go to the children in need. You can learn more and donate today at YouthAthletes.org.

CEOCFO: *What have you learned from leadership coaching and public speaking? How you grown and evolved as you work with people?*

Logan Stout:

We are all unique and we all have a story. We're all vulnerable. We must have empathy and compassion on people, even when they may not deserve it. John Maxwell said it best, "Everything rises and falls with the leadership". You're going to attract who you want and the better you are as an individual, the better the things you attract in your life. And it's important to me that I attract the right people. One of the coolest things that I've gained along my personal growth journey is that some of the people that I look up to the most have now become my best friends. There are days that I literally pinch myself thinking, "how in the world am I getting to go on vacation with these people or have dinner with them?" I want to encourage everyone out there that person growth is critical and whatever you do, don't allow your knowledge to create a judgmental attitude. Don't allow what you've learned to make you feel that you are better than other people. Whatever you do, understand that your role is to add value to people, not to lift yourself up over people.

CEOCFO: *How do you find time for all your endeavors, as well as family? Does it take a concerted effort to live life to the fullest?*

Logan Stout:

Everything that I do is intentional. I don't just go hang out. I'm very intentional on who I spend my time with because time with someone else is time away from my wife and kids. So the answer is very simple, I don't waste time. You'll see the worst of me when I'm put in a situation where time is being wasted. We all have the exact amount of time in any given day, but it's how we choose to spend it that's different. Every time I do anything in the world, I ask myself "Is this worth being away from my wife and kids?" I answer that question with asking "What's the return on my time?" I measure that in how many lives can I impact. If the answer's not obvious, then I turn it down.

The real answer is simple. I don't run all my companies day to day. I put people that I trust in positions to do that and I let them do what they're great at. I operate under my principle of 5/90/5. I cast 5% of my vision, the team is responsible for putting the next 90% of that vision in place and then they come back to me to put the last 5%, or the "bow-tie" around it. I think a big leadership flaw is leaders not trusting their people. If you can't trust your people, then you don't have the right people in place.

CEOCFO: *What would you like to tackle next?*

Logan Stout:

This may sound crazy, but IDLife is the last business that I see myself tackling. It meets all the key criteria that I wanted and all the core values that I believe in. From a business standpoint, I'm sure I'll invest in other ventures and sit on boards, but I don't plan to start another business.

