



Troy Wiseman
Chairman & CEO
InvestLinc Financial Services

At the time of this interview, Troy was founder of InvestLinc Financial Services. He also has served as Manager of the Invest Linc Bridge Fund, a privately held investment fund that provided short-term financing to both privately and publicly held companies. Mr. Wiseman has also served on three International boards, NICANOR, a Central American subsidiary of Norfco Bioproducts based in Norway, Nicaraguan-based NICA Holdings, and Mexican-based Waldo's Dollar Mart.

Troy and his wife Tina have four sons.

p r o f e s s i o n a l

What are top 3 principles for success in your industry?

The first one that we talk about is really knowing what you know, and knowing what you don't know. The second thing for our particular industry is, knowing and having access to the people that do know what you don't know. We have a lot of situations where we may not be experts, but we have access to people who are. Making sure we get the right answer is important. The third thing is only taking on a project or a company where the Senior Partner or the Lead Advisor has been in the same situation as that person or company. We have to stand in their shoes before we can advise them. And, in our particular industry I think that is pretty key. The experience that you've been on both sides of the table allows you to better serve who you are dealing with.

Personally, I think perseverance is huge. Also, integrity and loyalty are important. Of course we've lost a lot of loyalty through the years, but we still think it is important.

What character qualities do you look for when hiring?

Leadership qualities, which is a whole host of things, and humility. We also look at what their relationship is with their family. If it is a young person, how is their relationship with their parents? If it is a married guy, what is his relationship like with his wife and kids? We take a hard look at that. If it is a senior level position, or a partner level position, then we look for them to be a faith-based person, a believer. But if it is not at that level, we look at the other issues for sure.

What makes a great leader?

A great leader is somebody who has the ability to think outside the box, who is good at crisis management, who has tremendous endurance and energy, and the ability to execute. Those are really the key ones in my opinion.

Who are your heroes and why?

This is a tough one for me. Really the only hero I ever had, I actually married. I wasn't one who grew up with heroes and role models. Honestly my wife is my hero and my best friend. As an entrepreneur, starting a business and a family, my wife really sacrificially gave of herself, taking care of the kids and me, and every aspect for over fourteen years while I really built my dream and matured spiritually and emotionally. She treats the lawn guy, or a peasant or the President with the same respect. Everything about her is how I strive to be. She is really everything that a wife was intended to be, and not only is she my hero, she is also my best friend. I didn't really get caught up in heroes and role models. She's it!

What are the 2-3 most valuable lessons you learned in your career?

We've actually put them into short phrases around here. One is "Fail to plan, is a plan to fail." And, that's big for us. Two, "Structure follows strategy." Three, "There is wisdom in a multitude of

counselors.” The fourth one is really unique to me, “Just because a person has more money than you do, doesn’t mean they are smarter than you.” I can recall times where people got involved in a project that had tons of cash, or invested in a client and got everybody off focus. Everybody just kind of followed them because they were rich. In the end, it doesn’t have to do with how much money you have, but really the experience and the fortitude you have in that particular situation. But, a lot of people get trapped by that.

p e r s o n a l

How do you define success? How has your definition evolved?

I define success by achieving the goals you set.

What is the difference between success and significance?

Significance is really impacting people or situations that have eternal value. To me there is a big difference between success and significance. Because significance is eternal, or things that have lasting value. Success is really temporary.

What does balance mean to you? How important is balance to success?

Balance to a successful entrepreneur is really an oxymoron. It really doesn’t exist in the traditional way until he or she is no longer the leader in the business. A lot of people try, but what ends up happening is, you get balance, but not in the traditional way. Meaning, you are focused on your business, and your family life and relationships are going to the bottom of the scale. Then you run over to the other side and get the family and everybody back up at the top, then your business goes to the bottom of the scale. So what is happening is you are really giving equal focus to both, and probably equal time, but it is never at the same time, keeping the scale at level. One’s going way up and way down, or way up and way down. You’re fooling yourself that you are balanced.

How do you prioritize your time/values? What are your priorities?

I prioritize based on the bigger problem or need or crisis. Wherever the biggest crisis is, or the bigger problem is, goes to the top of the list.

How do you deal with stress? How did you used to deal with stress?

I really don’t get stressed out. We have a saying around here, “ It is what it is, and you just deal with it.” I don’t really personally have a lot of stress. We think that stress really should be spelled FEAR. And fear doesn’t have a place in business, or in leadership because it neutralizes you. Our job is to neutralize fear. We spend a lot of time just looking at the situation and dealing with it. I think the people that know me would say that stress doesn’t affect me, because I really don’t let it.

s p i r i t u a l

How does your faith help you in your professional life?

I started blending the biblical wisdom with work. I used to separate my faith and work, thinking that maybe one day I would be called into ministry. Really when I started using InvestLink as a platform for more significant things with eternal impact, and blending all that together, I realized that this really is my ministry. To try to make a better world and better people, and use the faith appropriately, which is key. I started using my faith as a road map to do something more significant.

How does your faith help you in your personal life?

The understanding of how to overcome fear is one key thing. I think it is real relevant with what has just happened with the Pentagon and with the World Trade Center. We need to understand that fear isn’t from God, and that He is our protector. It is like we tell our kids, “If you are going to worry, why pray? If you are going to pray, why worry?” We spent a lot of time on that this week. All of that comes from just knowing what the Bible says and believing it.



Priority

Developing Leaders from the Inside Out

How has God /faith changed your perspective on fulfillment, significance and success

Ultimately, fulfillment, significance and success are measured by how much you make a difference from an eternal standpoint. Ultimately, that is how it is going to be judged. Putting God first is really what it all comes down to.