

*Paul Hoyt's "Office Hours" Series*



# THE **Awakened** CEO System

## Office Hours

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# Welcome to Office Hours

- A relaxed, informal mentoring program
- Held every Monday at Noon Pacific Time
- All recordings, slides, and exercises are archived in our member's area
- All recordings are available on my YouTube channel:

[www.YouTube.com/user/PaulHoyt](http://www.YouTube.com/user/PaulHoyt)

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# The Reasons

- Being a successful small business owner can be a great experience!
- It's tough - you need Education, Training, Tools, and Team to be successful
- We want you to get to know us

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# The Reasons

- First and most importantly, we want you to know that we care about you.
- We want you to succeed in every area of your life, whatever that means to you.
- We want you to find the **greatness**, the **happiness**, the **divinity** within yourself, and then remember it, embrace it, and live it every day.



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# Our Passion

To increase the survival rate...

Accelerate the growth rate...

And reduce the struggle rate  
of businesses in America

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# Our Vision...

To help millions of CEOs and  
Entrepreneurs accelerate their business  
growth and enjoy greater harmony and  
balance in their lives

*Please Pass the Word!*

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# Office Hours Agenda

- In depth discussion of a business success principle
- Closing remarks, special offers, and invitation for next weeks session
- Open Q&A and coaching

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# Join Us!

- The Awakened CEO Communities on both LinkedIn and Facebook
- Business Success Principle of the Day postings on both Facebook and LinkedIn
- Energy of the Day posting on Facebook

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# Today's Topic:

## How to Be a Great Leader!

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# The Key Performance Areas



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# The Key Performance Areas



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THE **Awakened** CEO  
System



A Balanced and Comprehensive Approach  
to Business Growth, on multiple levels



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# The Awakened CEO System



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# Agenda

- How To Transform Yourself and Your Company
- What is Leadership?
- The Value of Leadership
- The Six Leadership Success Principles
- The Bottom Line

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# How To Change

- What to do
- How to do it
- Doing the work

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# How To Change

- What to do - Education
- How to do it
- Doing the work

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# How To Change

- What to do - Education
- How to do it - Training
- Doing the work

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# How To Change

- What to do - Education
- How to do it - Training
- Doing the work - Coaching

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# The Awakened CEO System

## Levels of Performance



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# Doing the Work

- **Mindset** – your beliefs and perspectives
- **Methods** – your plans, processes, and procedures
- **Momentum** – taking action, accelerating your velocity



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# What is Leadership?

- Setting Direction
- Building Your Team
- Aligning Your Organization
- Inspiring Your Team
- Getting The Results You Want

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# Value of Excellence

- Business is profitable and growing
- Everyone is happy and optimistic
- Employees love to work there
- Customers are happy
- Everyone wants to partner with you

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# Impact of Poor Leadership

- Losing money
- Lots of wasted time
- Customers are hard to find
- Good employees are leaving
- ... many other bad things are happening



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# Principles of Great Leadership

- Take Complete Responsibility for Your Results
- Get Massive Support
- Develop a Profitable and Sustainable Business Model
- Make Plans and Achieve your Interim Goals
- Communicate to Everyone
- Inspire Others with your Winning Mindset

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# Take Complete Responsibility

- The most important of all the leadership principles!
- Make the tough decisions
- The **duties** of the CEO are not the same as the **responsibilities**
- You can **delegate** – but not **abdicate**



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# Not Everything is in Your Control

- **How you respond** to others and the *\*stuff\** that happens is completely in your control
- **Your attitude, your education, your flexibility and coachability** are completely in your control!

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# Take Complete Responsibility

- A lot of companies die **between the dreaming and the doing**
- **Some of the work you will love, some you will hate, and some will scare you**
- **But you have to make the tough decisions**
- **You have to make sure the work gets done!**



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# Taking Responsibility

- **Mindset** – believe that you can and believe in the value
- **Methods** – self awareness, logs, coaching
- **Momentum** – be courageous, develop the habit



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# Get Massive Support!

- The Most Important Question in Business...
- “Who can I get on my team to help me form a great team?”

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# Talent, Bandwidth, and Support

- It is difficult to be good at everything
- It is impossible to be excellent at everything
- It is impossible to do everything
- You need support!

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# What Great Teams Do

- Combine to have expertise in every area of business
- Work well together – with great synergy
- Show up every day eager, enthusiastic, energized, and excited!
- Avoid problems and solve them quickly



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# Types of Teammates

- Employees
- Contractors and consultants
- Partners

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# Working Relationships

- **Teammates** help you do the work
- **Cheerleaders** who encourage you
- **Umpires** tell you what you need to hear
- **Advisors** give you the guidance you need
- **Coaches** hold you accountable

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# Functional Responsibilities

- Leadership
- Marketing
- Sales
- Financial Management
- Operations and Administration
- Product Development
- Customer Service



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# Massive Support

- **Mindset** – believe that you can't do it alone, want to create greatness with the assistance of others
- **Methods** – gap analysis, hiring process
- **Momentum** – make every hire a great hire!



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# Business Model

- The business model is how you make a **profit**, not just how you make money!
- Your business depends on having a profitable and sustainable business model
- Scalability is optional
- Varies from business to business and over time
- Experience is critical



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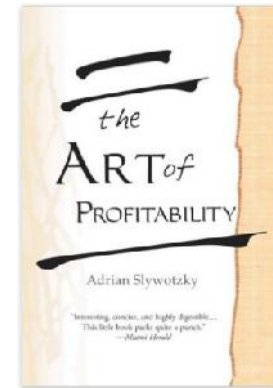
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# Business Model Possibilities

- “The Art of Profitability” by Adrian Slywotzky
- Focuses on business model design elements
- How companies make money
- Defines 23 profitability strategies
- I organized them, renamed a lot of them...
- ... and defined 21 more 😊



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# Emerging Challenges

- Build it and they will come
  - Always been a problem for inventors
  - Bigger problem when inventions are digital
- Build a following and the money will come
- Volume will result in profitability

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# Business Model

- **Mindset** – focus on profitability, sustainability, and scalability; humility
- **Methods** – Lean Startup Methodology, and getting into revenue ASAP
- **Momentum** – sell something... and then sell a lot more!



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# Make Plans, Achieve Goals

- Success is 1% idea, 2% plan, and 97% doing the work
- The only reason to plan is to make your company more profitable and efficient when you are doing the work!
- Plans help you communicate, focus, and align the team



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# Sequencing is Critical

- You cannot do everything at once!
- Make sure your next steps are the right steps
- When starting focus on two things only:
  - Engaging with the marketplace
  - Achieving financial stability

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# Appropriate Plans

- Make sure your plan is appropriate for your
  - Class of business
  - Size of business
  - Trajectory of business

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# Classes of Business

- Startup
- Steady Growth
- Rapid Expansion
- Turnaround
- Exit

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# The Five Plans

- Startup – Launch and Financial Stability Plan
- Steady Growth – Harvest and Evolution Plan
- Rapid Expansion – Managed Chaos Plan
- Turnaround – Survival and Turnaround Plan
- Exit – Value Creation and Exit Plan

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# Levels of Planning

- Long-term plans (3 -5 years)
- Mid-term plans (6 to 24 months)
- Short-term plans (30 – 90 days)

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# The Importance of Execution

- If you cannot execute a 90 plan, you have no hope of executing a longer term plan
- Your long term success requires a lot of short term accomplishments.



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# Planning and Goal Achievement

- **Mindset** – understand why it is so important, and commit to being great
- **Methods** – Embrace multiple planning methodologies and goal achievement systems
- **Momentum** – build personal and cultural habit of consistent goal achievement



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# Communicate!

- Many groups and communities
  - Employees
  - Suppliers
  - Customers
  - Investors
- It is hard to over-communicate!
- Communicate good news and bad news



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# Give Them a Story

- Give them a story, or they will make up their own!
- If they make it up, it is not likely to be the story you want

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# Frequencies of Meetings

- Depends on your need for **Operational Integration** and **Collaborative Decision Making**
- For some companies, weekly meetings are best
- For others, daily meetings or meetings at every shift change are best
- **Bonus:** have a meeting every week with your critical partners and employees



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# Communication

- **Mindset** – believe that it is important and commit to being great
- **Methods** – schedule, agendas, culture
- **Momentum** – start small and grow carefully



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# Winning Mindset

- You are a role model
- Attitudes are contagious
- A winning mindset is a skill that can be developed over time

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# Challenges

- Challenges of the head
- Challenges of the hands
- Challenges of the heart

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# Winning Mindset

- **Mindset** – embrace the opportunity of having a winning mindset
- **Methods** – focus on personal growth, especially discipline
- **Momentum** – start every morning with attitude optimization, and practice through the day



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# Principles of Great Leadership

- Take Complete Responsibility for Your Results
- Get Massive Support
- Develop a Profitable and Sustainable Business Model
- Make Plans and Achieve your Interim Goals
- Communicate to Everyone
- Inspire Others with your Winning Mindset



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## Excellence in Leadership Mantra

“I take complete responsibility for the results of my entire company. I know I can only achieve greatness with the counsel of others and through the efforts of others, so I am getting massive support for my business. I know that it is my responsibility to develop a profitable and sustainable business model. I am committed to making plans and achieving my goals. I communicate eloquently and often to everyone and I inspire others with my winning mindset.”



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# The Bottom Line

- Leadership is the most important aspect of business
- You can become a great leader!
- Focus on making improvements every day

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# Agenda

- How To Transform Yourself and Your Company
- What is Leadership?
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# Homework / Exercise

- Talk about Leadership
- Read books on Leadership
- Get a coach to help you become a great leader...
- ... and don't settle for being anything less than your best

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# Open Q & A and Coaching – in a minute

- Comments and questions on the topic of the day, then any other issues
- Tell me what your biggest “take-aways” are and what insights you gained from this presentation
- Tell me what you are going to focus on

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# Our Support Services

Service	Teach You	Do It With You	Do it For You
Education	X		
Training	X		
Coaching	X		
Advising / Mentoring	X	X	
Consulting		X	X
Growth Management		X	X



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# Next Office Hours: Jan. 11th

- Topic is: How to Be Great at Marketing
- Let me know what topics you would like for me to address: [www.PaulsSurvey.com](http://www.PaulsSurvey.com)
- Do your homework!

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# Open Q & A and Coaching

- Comments & questions on the topic of the day, then any other issues
- Contact Me at [paul@paulhoyt.com](mailto:paul@paulhoyt.com)  
call or text: 415.997.8001
- [www.SchedulePaul.com](http://www.SchedulePaul.com)

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