

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

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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:

Change or Die: The Three Keys to Change at Work and in Life

By Alan Deutschman

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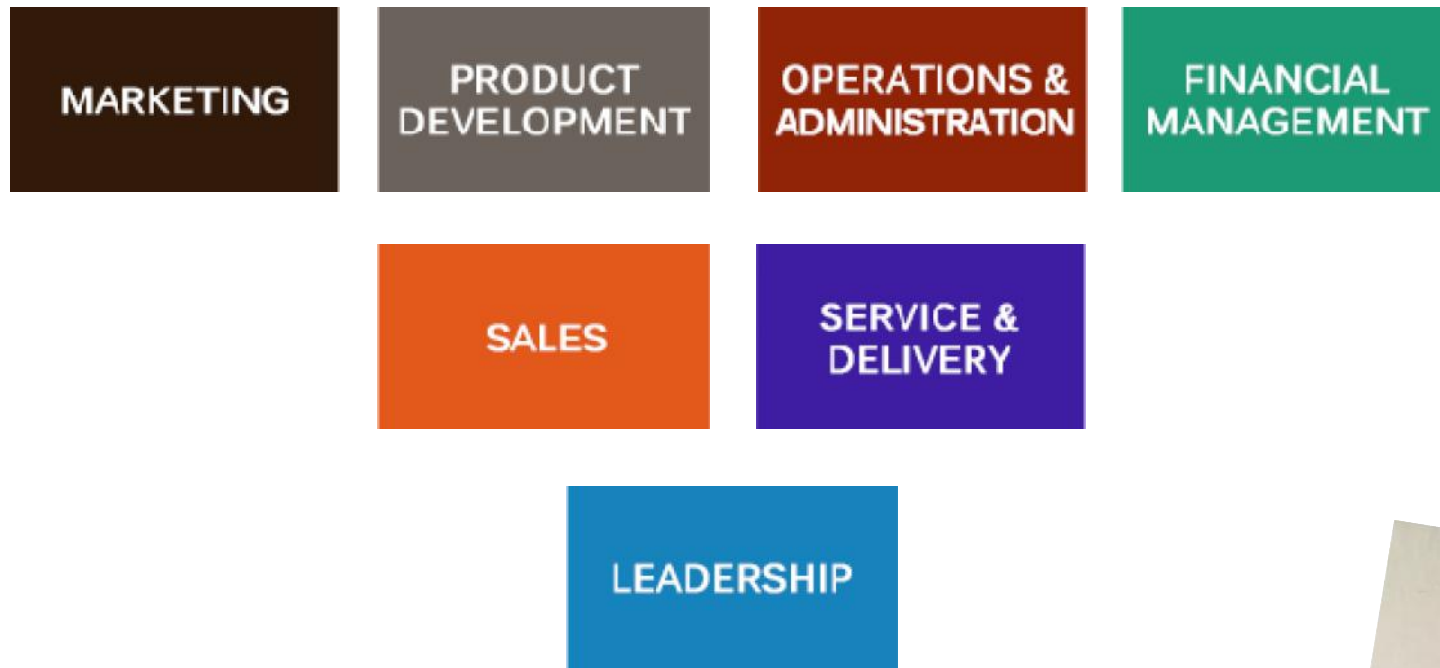
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The Key Performance Areas



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The Key Performance Areas



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THE **Awakened** CEO
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A Balanced and Comprehensive Approach
to Business Growth, on multiple levels



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Agenda

- About the Author
- The Problem
- What Doesn't Work
- The Three Keys to Change
- Applying the Keys in your Business
- The Bottom Line

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How To Change

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

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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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About the Author

- Correspondent for Fast Company, Vanity Fair, GQ. Other magazine
- How Steve Jobs Changed our World (2011)
- Change or Die (2009)
- Walk the Walk (2009)
- The Second Coming of Steve Jobs (2001)
- Fortune Cookies (1993)



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The Problem

- Q: How many people faced with life-threatening behaviors actually change?

- A: 10%

- **A: 10%!**

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Examples

- 80% of all medical costs are related to controllable behaviors: smoking, drinking, poor diet, no exercise, too much stress
- 90% of people with coronary-artery grafts don't change their lifestyle
- Only 3% will lose a significant amount of weight and keep it off for five years



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Examples

- 67% of people released from prison return within 3 years; most are felons
- 70% to 90% of people treated for alcoholism will relapse within a year

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There Are Solutions!

- Dr. Dean Ornish at UC San Francisco developed a program for heart patients that has a 77% success rate
- Delancy Street has been achieving a 70% success rate for the past 38 years
- Toyota took over a failed GM plant and dramatically improved morale and quality – with the same workers and equipment



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What Doesn't Work when Someone's Stuck

- Facts
- Fear
- Force

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Facts

- Knowledge isn't power to change
- Truth doesn't set us free
- We ignore and deny the facts that challenge us
- We seek the facts that support us...
or we just make them up

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Fear

- People become numb to it
- Worse – the fear becomes addictive
- They are more afraid of changing than they are of the results of continued poor choices
- Short term anxiety is far more important than long term health



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Force

- People fight back instead of giving in
- Punitive measures don't work
- People don't resist change – they resist being changed

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The Mind Needs to Be Right

- The fear of being wrong keeps us trying to prove to ourselves and others that we aren't
- We shield ourselves from humiliating facts and banish the bad news
- We argue to maintain a sense of self-respect
- Demoralization is the real enemy



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The Mind Needs to be Right

- We form new habits very slowly
- We have dozens of very effective defense mechanisms

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Common Defense Mechanisms

- Denial
- Projection
- Wishful thinking
- Rationalization
- Repression
- Withdrawal

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Psychological Immune System

- “People go to great lengths to view the world in a way that maintains a sense of well-being. We are masterly spin doctors, rationalizers, and justifiers of threatening information”

Strangers to Ourselves, Thomas Wilson

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Other Challenges

- We don't follow the advice of doctors
- People don't know how to make their life work without their addictions, their stressful jobs, their prisons

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Blocking Mindsets

- I really don't have to change
- I am hopelessly trapped
- I have to do this alone
- I have to fix this all at once
- Changing is shameful

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What Does Work – The Three Keys to Change

- Relate
- Repeat
- Reframe

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Relate

- Form a new emotional relationship with a person or a community that inspires and sustains **hope**
- One that makes you **believe you can** change and **expects that you will** change
- So we can borrow their willpower
- Support has to be caring and firm



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Repeat

- With your new support team, learn, practice, and master new behaviors
- Replace old habits with new ones
- One little step at a time

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Reframe

- With your new support team, learn new ways of thinking about your situation and your life
- Change your story – everyone has one

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Business Applications

- People resist change because they don't want to be seen as weak
- People resist change because they don't want to look like an idiot
- You have to give them a way to feel good about themselves
- You have to make them safe



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The Law of Protection

- “No matter how illogical, ill-conceived, or ineffective their attitudes and behaviors are, everyone is just trying to protect themselves. They are just trying rescue themselves from their own fear and darkness as best they can.”
- (from *The Levels of Creation*)



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Business Blocks

- Sales
- Public speaking
- Talking to bankers
- Talking to potential investors
- Negotiating and managing large contracts
- Hiring and managing employees
- Business taxes and licenses

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Business Applications

- Relate
 - Get a coach
 - One who **gives you hope**
 - One who **believes in you**
 - One who **expects you to succeed**
 - Join a community for an increased sense of social proof and acceptance

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Business Applications

- Repeat
 - Take little steps
 - Develop new habits with repetition
 - Celebrate the small wins

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Business Applications

- Reframe
 - Tell a different story
 - See yourself as one who recovered, rose from the ashes, learned your lessons
 - Help others

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Personal Application

- Practice changing!
- Your change muscles can be strengthened
- Escape your expertise and do something radically different
 - Learn to dance
 - Take up an instrument
 - Take up a new sport
 - Learn a foreign language

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Integration

	Relate	Repeat	Reframe
Mindset	1		6
Methods	2	4	
Momentum	3	5	

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The Bottom Line

- Change can be very hard – even when your life depends on it!
- You can change...
- ... You can help others change, too ...
- ... but you have to know how

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Homework / Exercise

- Get the book and read it!
- Practice changing
- Make sure you have a support team and follow the process

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Related Office Hours

- 56 – Switch: How to Change when Change is Hard
- 65 – The Power of Habit
- 78 – Psycho-Cybernetics
- 91 – Emotional Intelligence

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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: Mar. 14th

- Skipping a week!
- Topic is: **TBD**
- Let me know what topics you would like for me to address: www.PaulsSurvey.com
- Do your homework!

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Quarterly Planning Workshop – Mar 19th

- Section One: Critical Concepts
- Section Two: Your Vision
- Section Three: Your Status
- Section Four: Your Plan
- **Reserve your seat today!**

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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
call or text: 415.997.8001
- www.SchedulePaul.com



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