

THE Awakened CEO System

Office Hours



methods

momentum



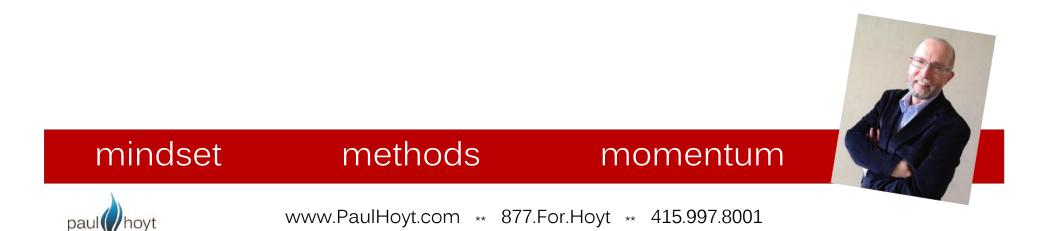
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Audio Check

• Can you hear me OK?





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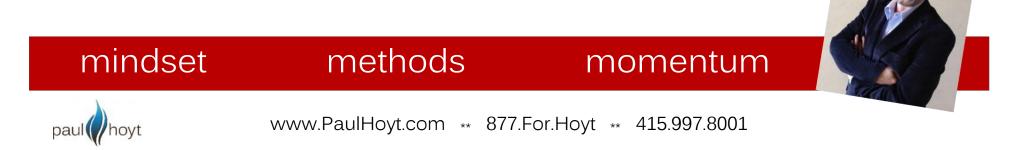
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Welcome to Office Hours

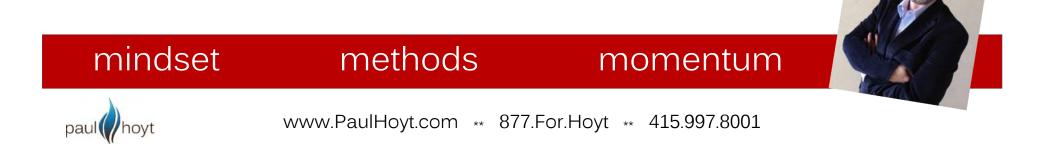
- A relaxed, informal mentoring program
- Held every Monday at Noon Pacific Time
- All recordings, slides, and exercises are archived in our member's area
- All recordings are available on my YouTube channel: www.YouTube.com/user/PaulHoyt





The Reasons

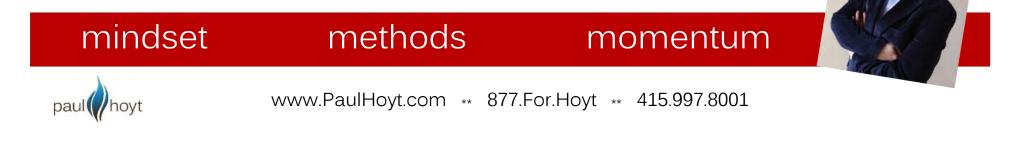
- Being a successful small business owner can be a great experience!
- It's tough you need Education, Training, Tools, and Team to be successful
- We want you to get to know us





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.





Our Passion

To increase the survival rate...

Accelerate the growth rate...

And reduce the struggle rate of businesses in America





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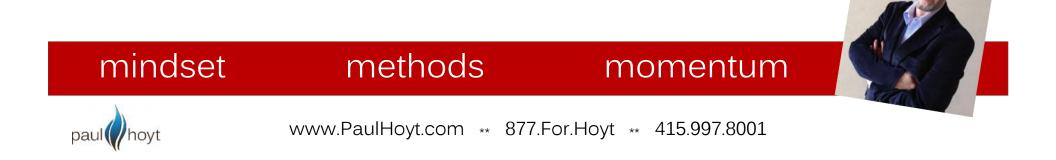
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Our Vision...

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

Please Pass the Word!





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





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





Today's Topic:

Structured Conversations



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The Key Performance Areas





The Key Performance Areas

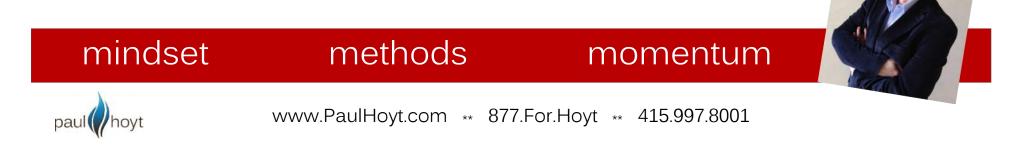








A Balanced and Comprehensive Approach to Business Growth, on multiple levels





Levels of Performance

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

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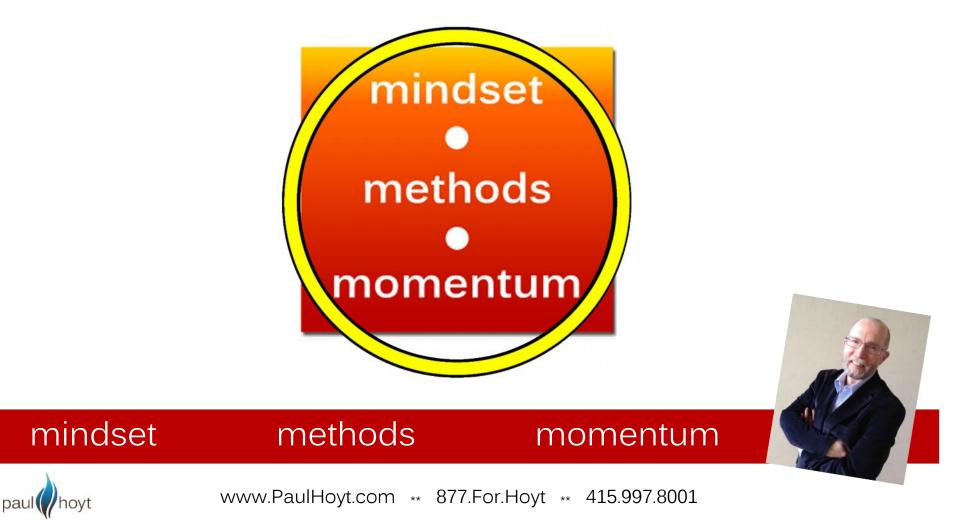
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The Awakened CEO System





Agenda

- Why Have a Structured Conversation?
- Formal Facilitated Conversations

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- Personal Conversations
- Sales Conversations
- The Bottom Line





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Why Have a Structured Conversation?

- Communication is essential!
- There is or could be an emotional charge
- All parties want / need to be heard fairly
- One or more parties tends to dominate the conversation
- You want to reach an agreement





Formal Facilitated Conversations

Facilitated Planning Sessions

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- Debates
- Legal Proceedings
- Mediations
- Conflict Resolution





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Facilitated Planning Sessions

- Values and Vision
- Long-term and mid-term goals
- History and significant achievements
- Current products and services
- Current markets and industries
- Trends and opportunities
- Product development roadmap

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Facilitated Planning Sessions

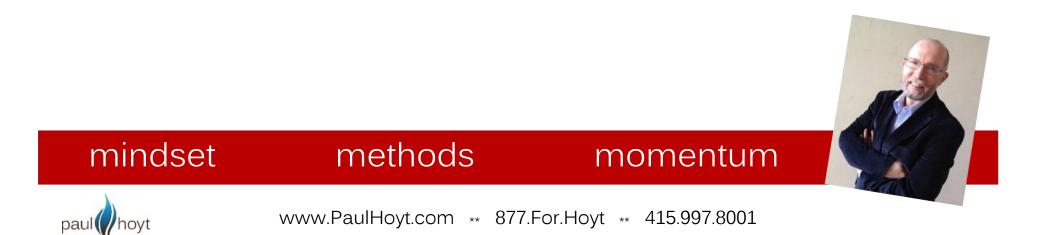
- Market positioning
- Market expansion opportunities
- SWOT analysis
- What's working and what's not
- High-level growth strategies
- Critical competencies and success factors





Facilitated Planning Sessions

- Phased growth strategy
- 90 Day growth plan
- Budgets (optional, and a separate process)





Debates

- Present affirmative case (6 min)
- Negative cross examination (3 min)
- Present negative case and rebuttal (7 min)
- Affirmative cross examination (3 min)
- First affirmative rebuttal (4 min)
- 2nd negative rebuttal (6 min)
- 2nd affirmative rebuttal (3 min)

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Mediations

- Agreement to Mediate
- Selecting the Mediator
- Exchange of Information
- Presentation to the Mediator
- Negotiations / Settlement
- Confidentiality

(source: Intl Inst for Conflict Prevention & Resolution)



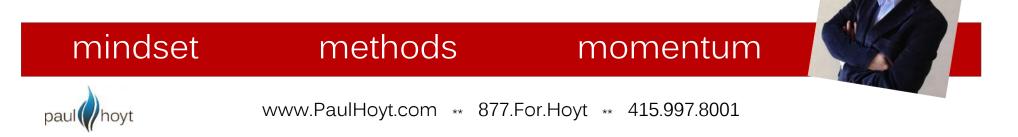


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Trial Proceedings

- Jury selection
- Opening statements
- Plaintiff / Prosecutor presentation of evidence and witnesses
- Defendant presentation and witnesses
- Closing arguments
- Instructions / deliberation / verdict





Conflict Resolution

- Discussion of The Attitude of Resolution
- Telling Your Story (each party)
- Listening for the Preliminary Vision of Res.
- Getting Current and Complete
- Reaching Agreement in Principal
- Crafting the New Agreement
- Resolution

(From Getting to Resolution by Stewart Levine)





Formal Facilitated Conversations

Facilitated Planning Sessions

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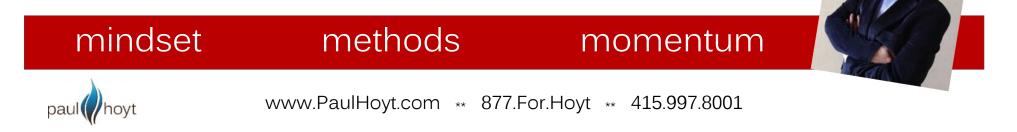
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Personal Conversations

- Couples Dialogue
- UCR / UCD
- TCD
- Compassionate Communications
- Compliment Sandwich
- Awakened CEO Communications Process





Couples Dialogue

- Permission
- Mirroring
- Validation
- Empathy
- (aka Imago Dialogue by Harville Hendrix)





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UCR / UCD

- Uncomfortable
- Concerned
- Request / Decision
- Example: "I am uncomfortable with our current working relationship. I am concerned that we are not in balance. So I am requesting that we re-negotiate".

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TCD

- Thank you
- Compliment
- Decline
- Best wishes
- Example: "Thank you for your kind offer to come over and discuss your business. You certainly have put a lot of effort into and made a lot of progress. I am, however, going to decline. I wish you well!"



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Compassionate Communications

- Facts
- Feelings
- Needs
- Request

(from Marshall Rosenberg aka "Non-Violent Communications")

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Compliment Sandwich

- Compliment
- Issue
- Compliment
- Example: "John, you are really doing a great job for us. I appreciate you! I would like to see you get to work on time, however. Punctuality is one of our core values. Again, great work and I appreciate you!"



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Awakened CEO Communication Process

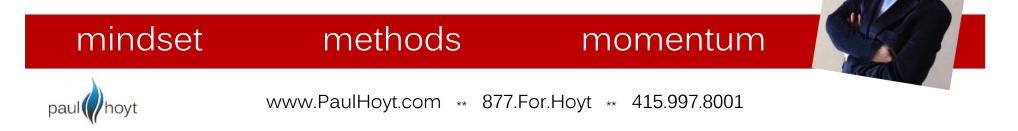
- Mindset Choice
- Opening Goodwill and Invitation to Collaborate
- Issue Introduction
- Issue Discussion and Solution Exploration
- Resolution, Next Steps, and Commitments
- Closing Goodwill





Personal Conversations

- Couples Dialogue
- UCR / UCD
- TCD
- Compassionate Communications
- Compliment Sandwich
- Awakened CEO Communications Process





Sales Conversations

- Hot Customer Process
- Classic Sales Process
- Free Sessions that Sell
- Collaborative Closing





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Hot Customer Process

- Let them vent
- Make an empathetic and / or apologetic response
- Begin active problem solving

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- Set their expectations appropriately
- Thank them and wish them well





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Classic Sales Process

- Establish Trust and Rapport
- Identify an Opportunity
- Qualify the Opportunity
- Develop the Opportunity

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- Present the Solution
- Close the Deal





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Free Sessions that Sell

- Make a connection
- Stimulate their desires
- Increase emotional connection to desires
- Uncover blocks and barriers
- Increase emotional connection to pain
- The turn-around
- The offer
- Christian Mickelson





Collaborative Closing

- Trust and Rapport
- Frame the conversation
- Elicit desired outcome
- Confirm outcome, elicit values
- Current status
- Ask questions to build the solution
- Summarize and deliver solution
- Affirm success and close *(Frank Kern)*





Sales Conversations

- Hot Customer Process
- Classic Sales Process
- Free Sessions that Sell
- Collaborative Closing





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The Bottom Line

- There are many forms of structured conversations
- There is **always a way** to communicate if the other party is willing
- Many of them can be used without the other party's knowledge or consent

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• You can dramatically improve your communications by using them

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Agenda

- Why have a structured conversation?
- Formal facilitated conversations

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- Personal conversations
- Sales conversations
- The Bottom Line





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Homework / Exercise

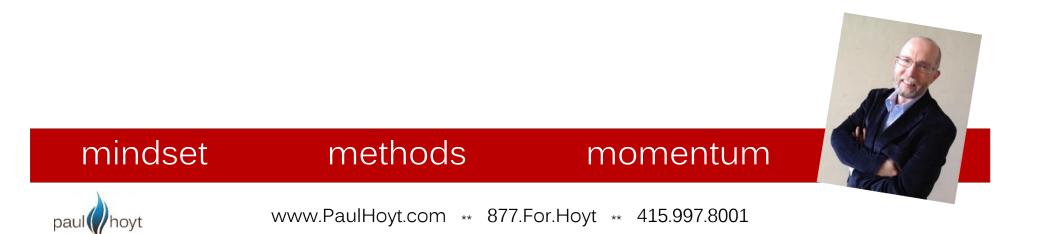
- Learn the UCD, TCD, and Awakened Conversation systems
- Practice them with a friend or coach
- Implement them today!
- Use third-parties (facilitators, mediators, coaches, therapists, and conflict resolution experts) when there is a lot on the line





Related Office Hours

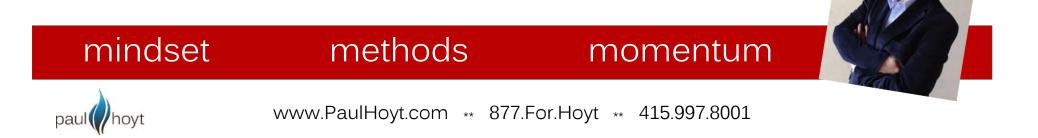
- 43 Improve Your Sales Results
- 83 Sales Scripts
- 108 How to Be Great at Sales
- 109 How to Be Great at Customer Service





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





Our Support Services

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



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Next Office Hours: Apr. 25th

- Topic is: <u>TBD</u>
- Let me know what topics you would like for me to address: <u>www.PaulsSurvey.com</u>
- Do your homework!





OpenQ&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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