

*Paul Hoyt's "Office Hours" Series*



# THE **Awakened** CEO System

## Office Hours

mindset

methods

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# Audio Check

- Can you hear me OK?

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*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:

# Structured Conversations

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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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# Levels of Performance

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



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# The Awakened CEO System



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# Agenda

- Why Have a Structured Conversation?
- Formal Facilitated Conversations
- 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



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# Formal Facilitated Conversations

- Facilitated Planning Sessions
- 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

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# Facilitated Planning Sessions

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

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# 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)
- 2<sup>nd</sup> negative rebuttal (6 min)
- 2<sup>nd</sup> 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

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# 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)*

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# Formal Facilitated Conversations

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# Personal Conversations

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

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# Couples Dialogue

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

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## UCR / UCD

- **U**ncomfortable
- **C**oncerned
- **R**equest / **D**ecision
- 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
- **C**ompliment
- **D**ecline
- 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



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# Personal Conversations

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# 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
- 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
- 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*



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# 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)*

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# 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
- You can dramatically improve your communications by using them



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# Agenda

- Why have a structured conversation?
- Formal facilitated conversations
- 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



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# 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

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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: Apr. 25th

- Topic is: TBD
- 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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