

# THE Awakened CEO System

# **Office Hours**



methods

momentum



mindset

www.PaulHoyt.com \*\* 877.For.Hoyt \*\* 415.997.8001



#### Audio Check

• Can you hear me OK?





# THE Awakened CEO System

# **Office Hours**



methods

momentum

n



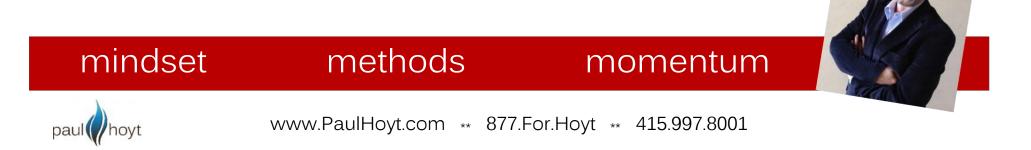
mindset

www.PaulHoyt.com \*\* 877.For.Hoyt \*\* 415.997.8001



# Welcome to Office Hours

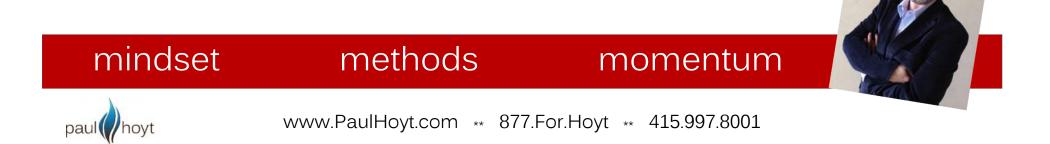
- A relaxed, informal mentoring program
- Held every Monday at Noon Pacific Time
- All recordings, slides, and exercises are archived in our member's area
- All recordings are available on my YouTube channel: www.YouTube.com/user/PaulHoyt





# The Reasons

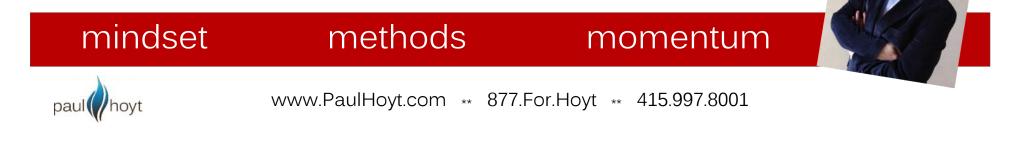
- Being a successful small business owner can be a great experience!
- It's tough you need Education, Training, Tools, and Team to be successful
- We want you to get to know us





# 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





mindset

www.PaulHoyt.com \*\* 877.For.Hoyt \*\* 415.997.8001

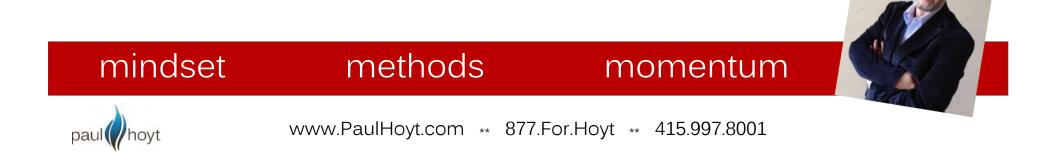
methods



# 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

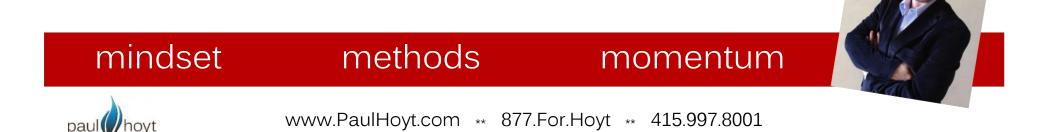
- In depth discussion of a business success principle
- Closing remarks, special offers, and invitation for next weeks session
- Open Q&A and coaching





# 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**



methods

momentum



www.PaulHoyt.com \*\* 877.For.Hoyt \*\* 415.997.8001



## The Key Performance Areas





## The Key Performance Areas

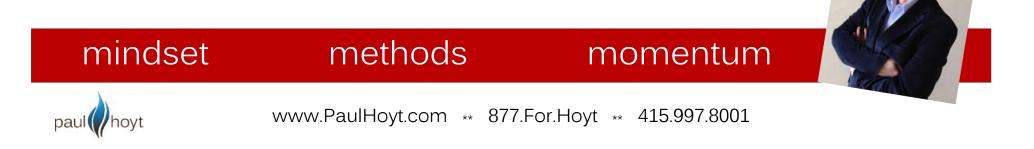








A Balanced and Comprehensive Approach to Business Growth, on multiple levels





# Levels of Performance

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

methods







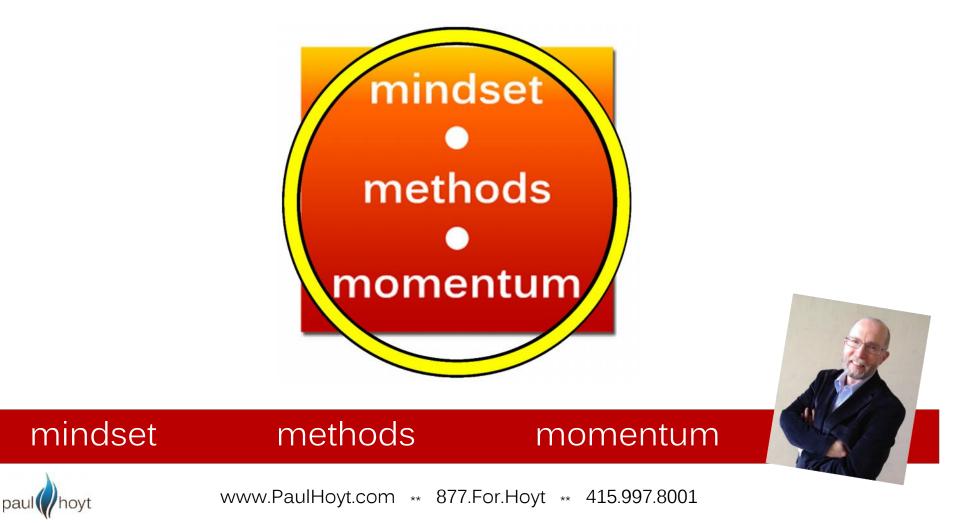
mindset

www.PaulHoyt.com \*\* 877.For.Hoyt \*\* 415.997.8001





## The Awakened CEO System





# Agenda

- Why Have a Structured Conversation?
- Formal Facilitated Conversations

methods

- Personal Conversations
- Sales Conversations
- The Bottom Line





mindset



## 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

methods

- Debates
- Legal Proceedings
- Mediations
- Conflict Resolution





mindset

www.PaulHoyt.com \*\* 877.For.Hoyt \*\* 415.997.8001



## 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

methods





mindset



## 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)
- 2<sup>nd</sup> negative rebuttal (6 min)
- 2<sup>nd</sup> affirmative rebuttal (3 min)

methods





mindset



# Mediations

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

(source: Intl Inst for Conflict Prevention & Resolution)



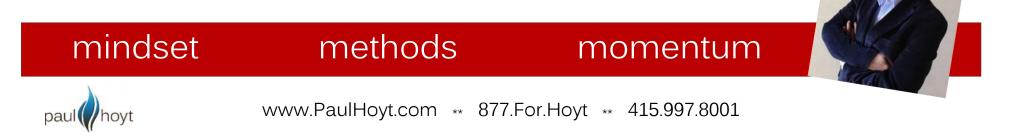


mindset



# **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

methods

- Debates
- Legal Proceedings
- Mediations
- Conflict Resolution





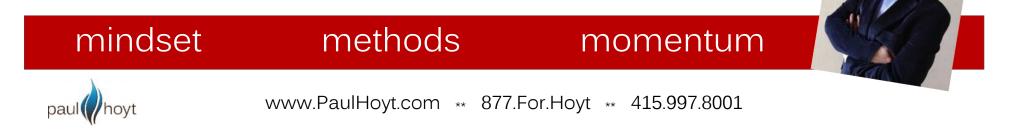
mindset

www.PaulHoyt.com \*\* 877.For.Hoyt \*\* 415.997.8001



# **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)





mindset

www.PaulHoyt.com \*\* 877.For.Hoyt \*\* 415.997.8001

momentum

methods



# 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".

momentum





mindset

methods



# 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!"



methods





#### **Compassionate Communications**

- Facts
- Feelings
- Needs
- Request

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

methods





mindset

www.PaulHoyt.com \*\* 877.For.Hoyt \*\* 415.997.8001



# **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!"



methods





# Awakened CEO Communication Process

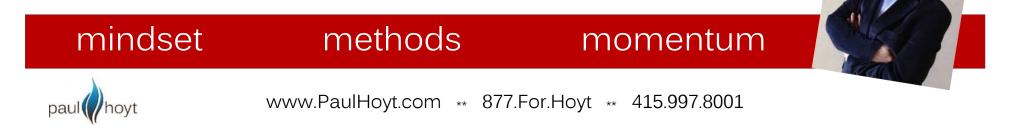
- Mindset Choice
- Opening Goodwill and Invitation to Collaborate
- Issue Introduction
- Issue Discussion and Solution Exploration
- Resolution, Next Steps, and Commitments
- Closing Goodwill





# **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





mindset



#### Hot Customer Process

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

methods

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





mindset

www.PaulHoyt.com \*\* 877.For.Hoyt \*\* 415.997.8001

momentum



### **Classic Sales Process**

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

methods

- Present the Solution
- Close the Deal





mindset

www.PaulHoyt.com \*\* 877.For.Hoyt \*\* 415.997.8001

momentum



### 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





mindset



## 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

momentum

• You can dramatically improve your communications by using them

methods





mindset



## Agenda

- Why have a structured conversation?
- Formal facilitated conversations

methods

- Personal conversations
- Sales conversations
- The Bottom Line





mindset

momentum



## Homework / Exercise

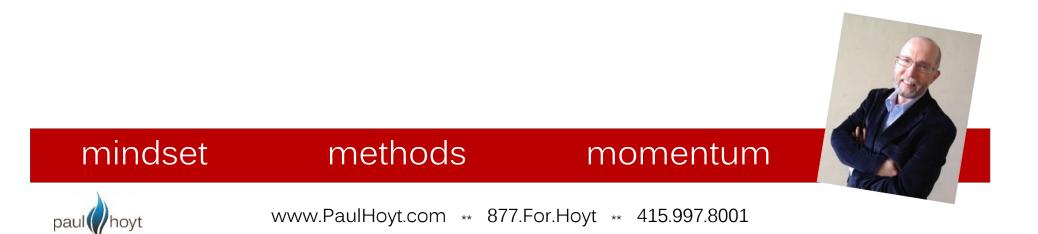
- Learn the UCD, TCD, and Awakened Conversation systems
- Practice them with a friend or coach
- Implement them today!
- Use third-parties (facilitators, mediators, coaches, therapists, and conflict resolution experts) when there is a lot on the line





## **Related Office Hours**

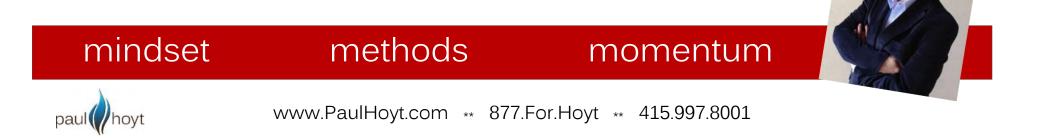
- 43 Improve Your Sales Results
- 83 Sales Scripts
- 108 How to Be Great at Sales
- 109 How to Be Great at Customer Service





#### 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



methods

momentum



www.PaulHoyt.com \*\* 877.For.Hoyt \*\* 415.997.8001



## 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





# THE Awakened CEO System

## **Office Hours**



methods

momentum

mindset



www.PaulHoyt.com \*\* 877.For.Hoyt \*\* 415.997.8001