

*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
- Best question or comment wins!

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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:

# Crossing the Chasm

by Dr. Geoffrey Moore

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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

- About the Author
- The Technology Adoption Curve
- The Chasm
- Crossing the Chasm
- The Bottom Line

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# Background

- Undergrad from Stanford, 1969
- PhD from Univ. of Washington, 1974 (English Literature)
- English Professor at Olivet
- Worked at McKenna Group
- Crossing the Chasm, 1991
- Inside the Tornado, 1995

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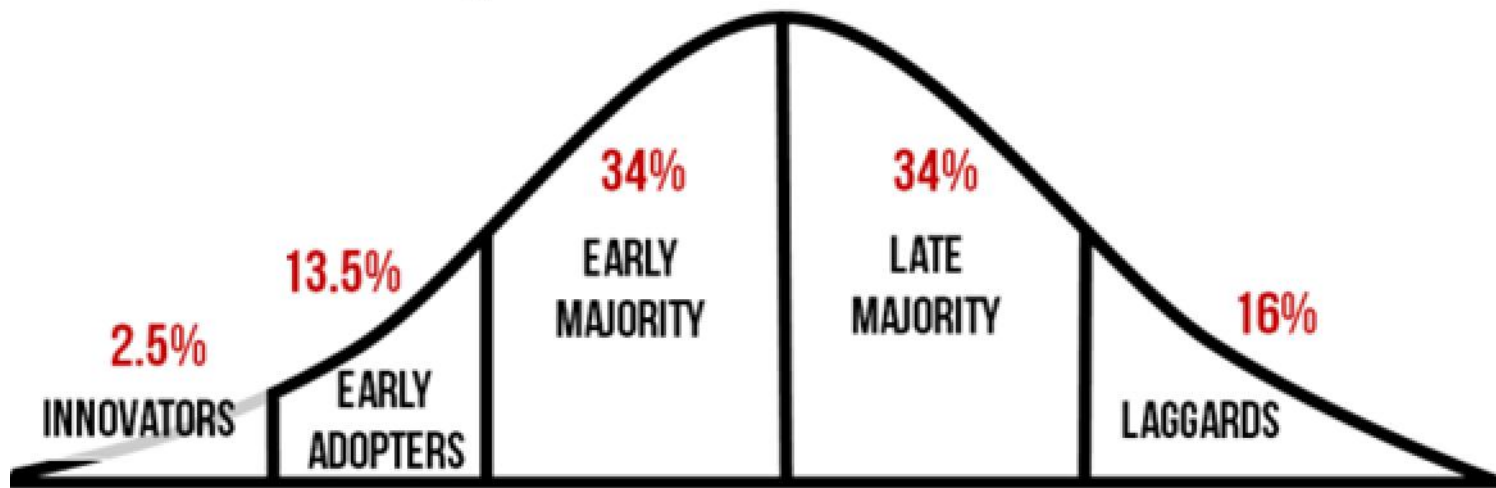




# The Technology Adoption Curve

## TECHNOLOGY ADOPTION CURVE

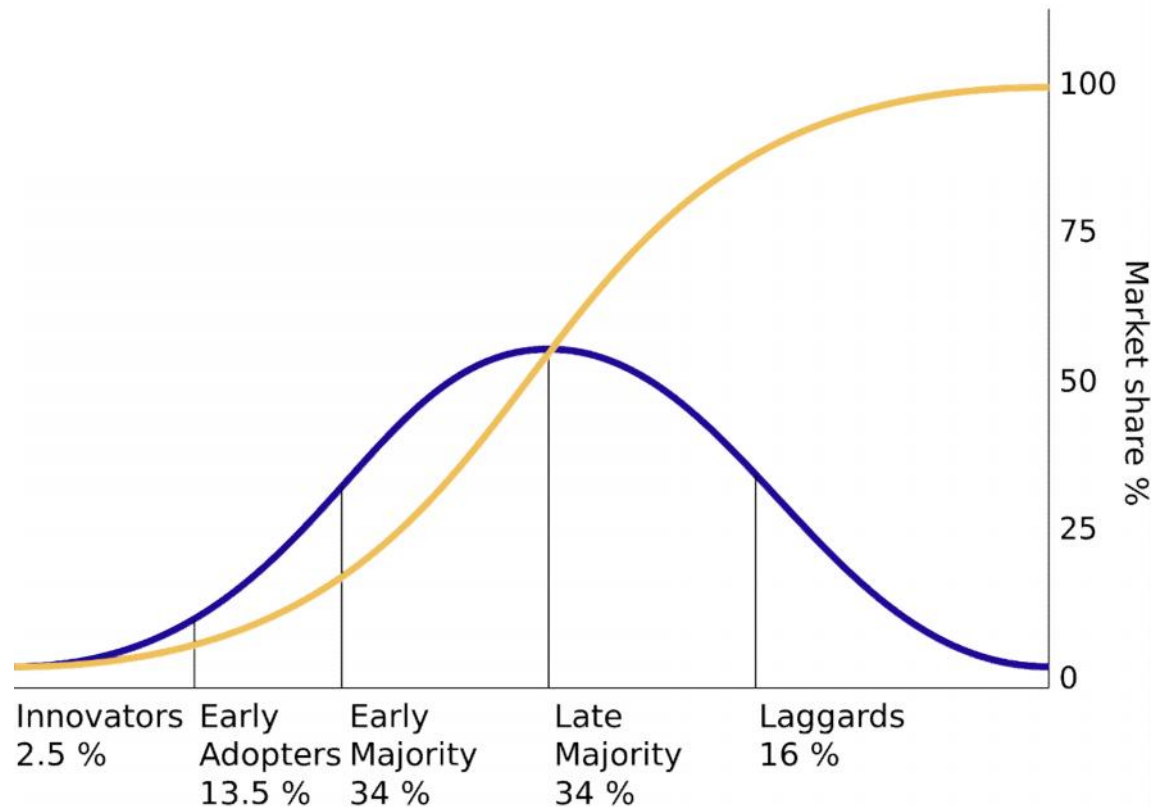
Everett Rogers – Diffusion of Innovations 1962



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# The Curve and Total Sales



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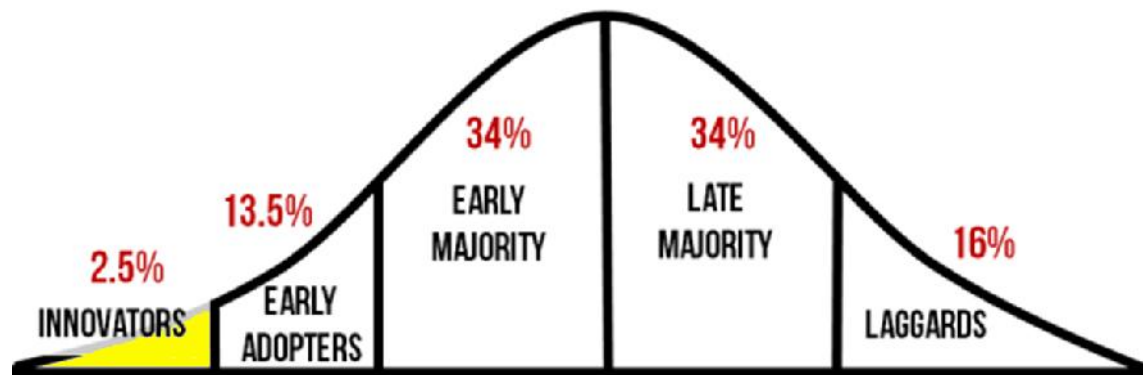


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# Innovators

- Technology Enthusiasts
- Have to be first!
- Very small portion of the overall market



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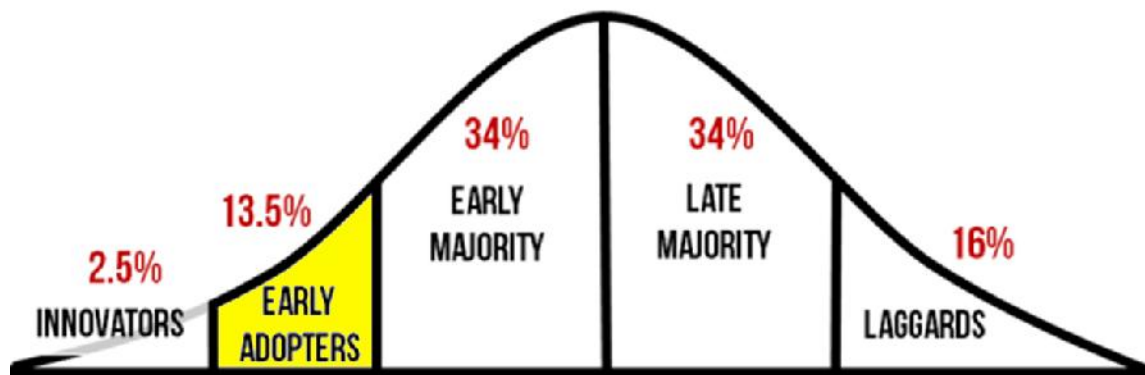
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# Early Adopters

- The Visionaries, seeking competitive advantages
- Have to be seen as leaders
- Think it is smart to be second, and terrible to be anything else



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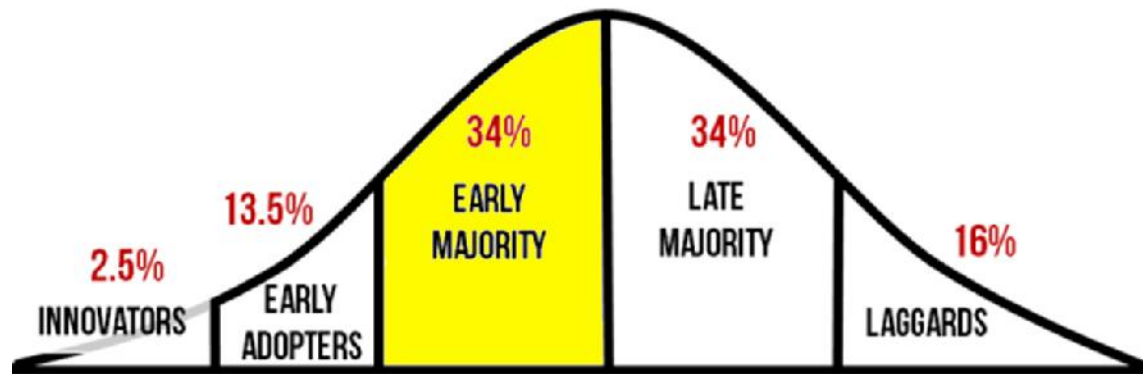
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# The Early Majority

- The Pragmatists; move quickly after it is reasonably safe
- Need a lot of social proof and references



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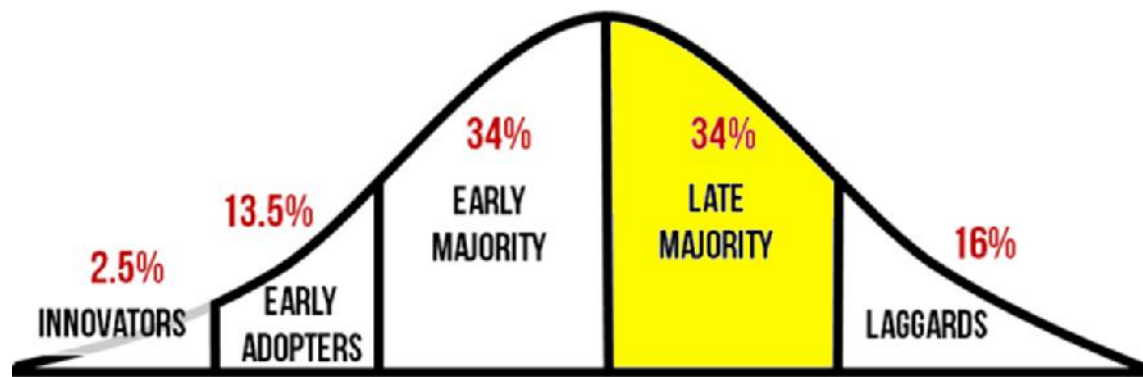
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# The Late Majority

- The Conservatives
- Very cautious, cannot afford mistakes
- Need undeniable proof



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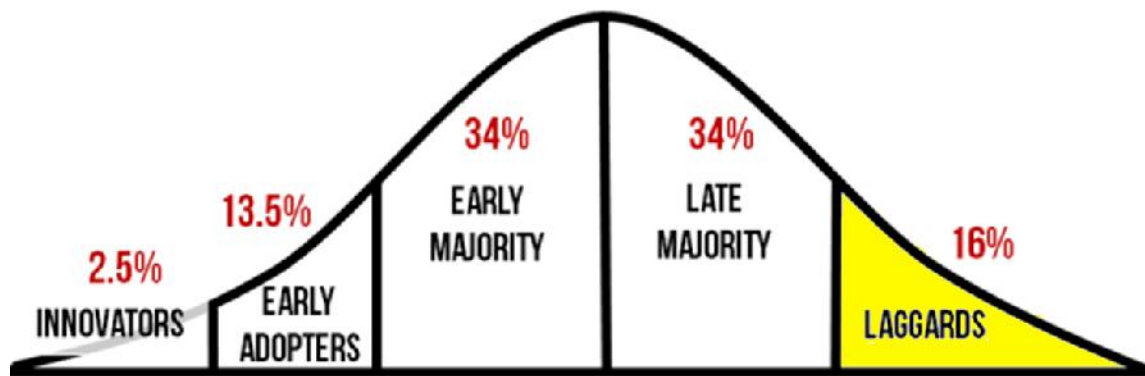
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# The Laggards

- The Skeptics
- Dragged kicking and screaming into the fold



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# The Language Dilemma

- **Innovators:** Be the first kid on the block!
- **Early Adopters:** Get a potentially significant competitive advantage
- **Early Majority:** It's the safe and smart thing to do
- **Late Majority:** It's easy, so don't be left behind
- **Laggards:** Change or die

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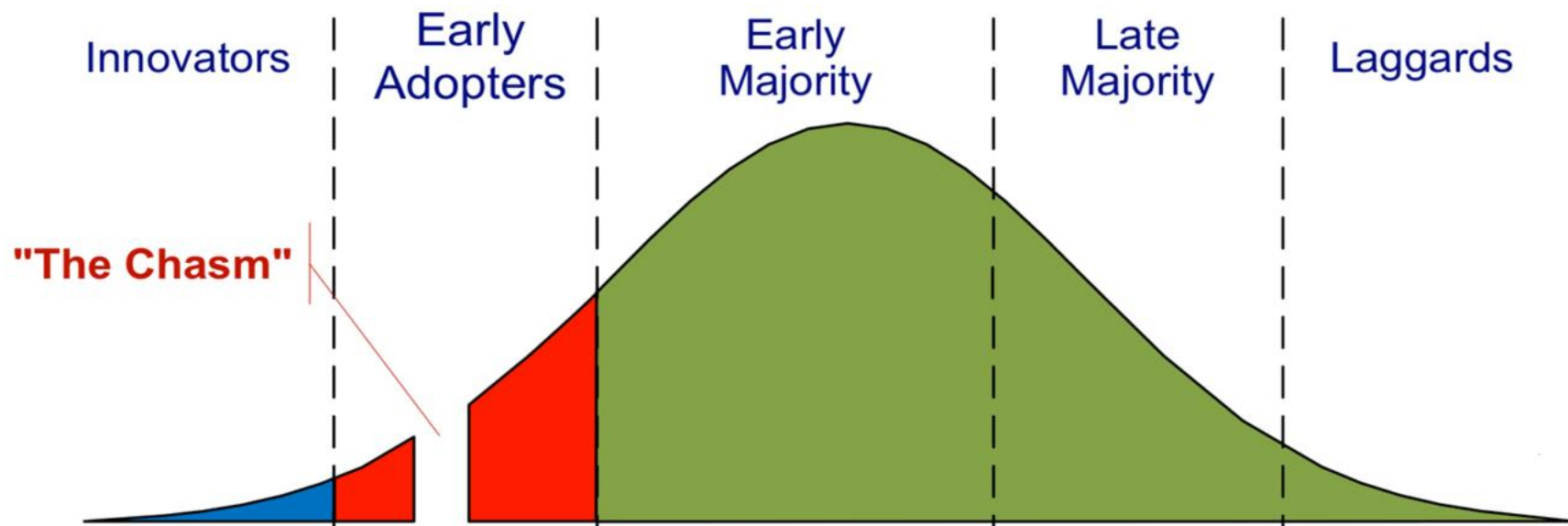
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# The Chasm



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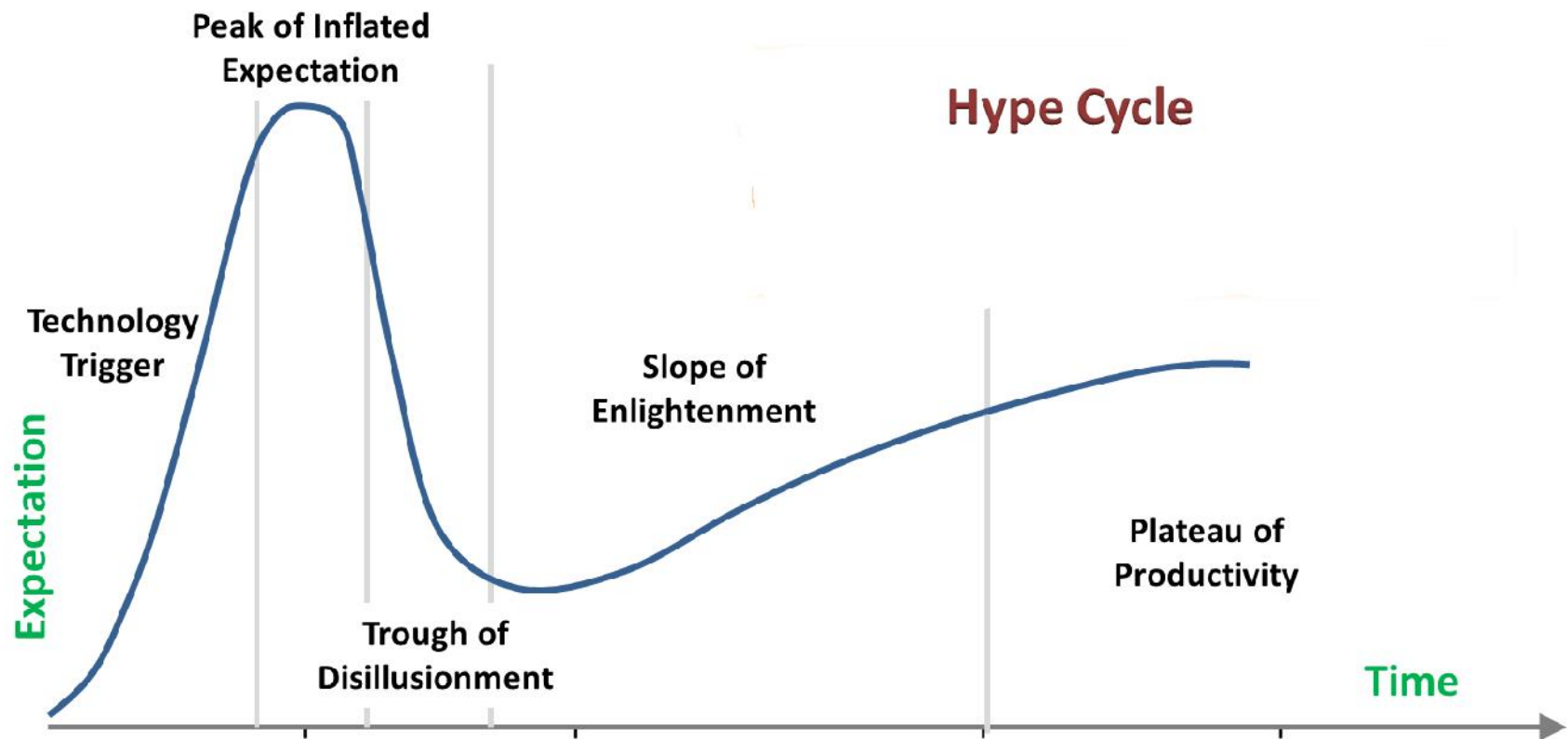
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# The Hype Cycle



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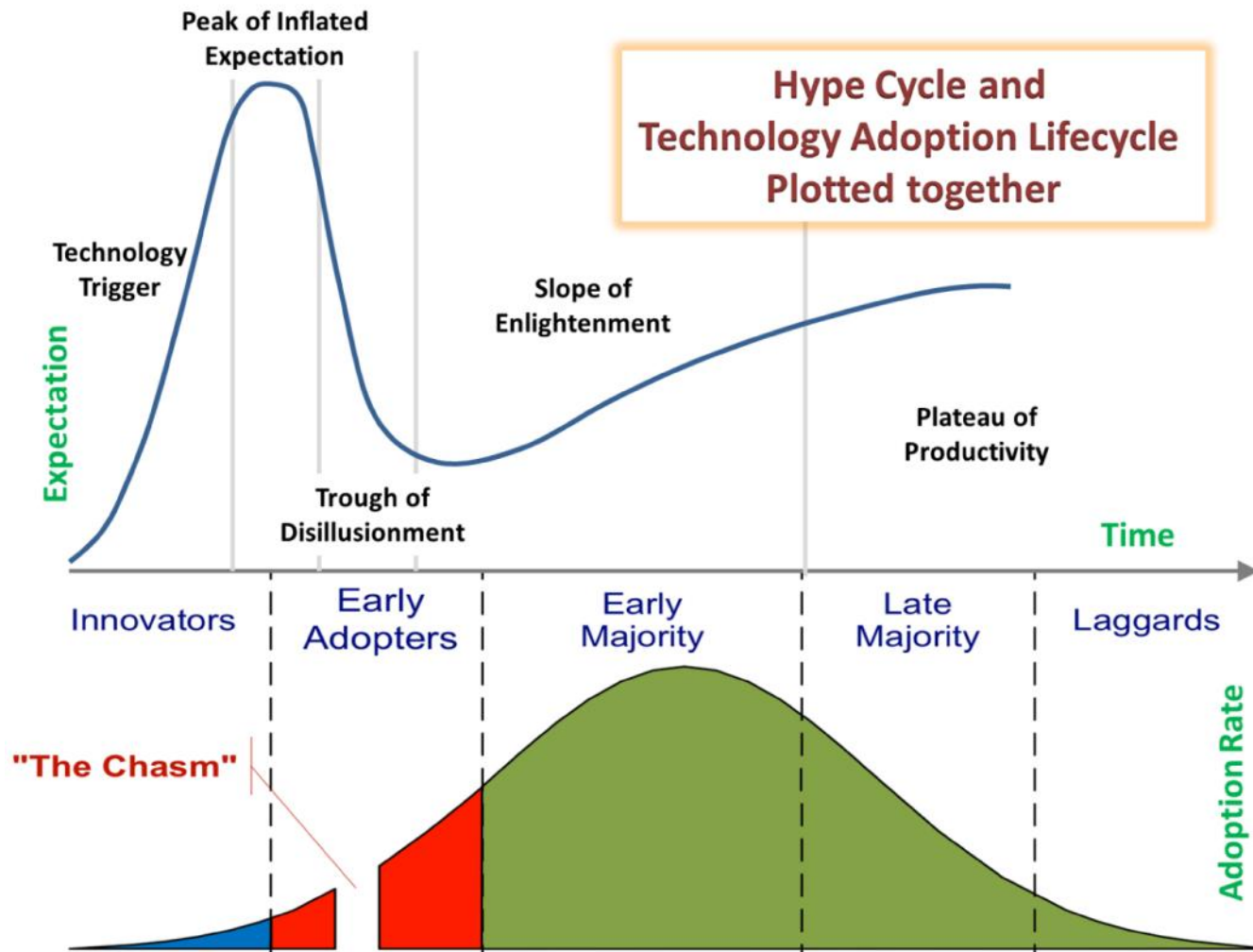


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# More on the Problem

- Early Majority doesn't listen to the Early Adopters
- They don't even like them!
- They won't listen to you either!
- They don't like change
- They only listen to their own peers
- Need proven benefits

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# Crossing the Chasm

- It has to work!
- You have to deliver value, and prove that you delivered value
- You need social proof and references to reach the mass market
- You may have to buy your way in the door
- “Fake it till you make it” is risky, but can work

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# Crossing the Chasm

- User friendliness is essential
- Must be very easy to use
- Must be very easy to implement
- Must have a total solution
- The more pain there is, the easier it is to Cross the Chasm

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# Crossing the Chasm

- Assemble an invasion force
- Create a total solution
- Dominate a very small market
- Establish a beachhead
- Leverage your marketing dollars
- Capture ALL of the Early Adopters

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# Bonus: Chasm Checklist

- Know your target customer
- Give them a compelling reason to buy
- Deliver a total solution
- Have partners and allies
- Develop your sales channels
- Price the product correctly
- Know your competition
- Position yourself correctly

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# Bonus: Raising Capital

- The Innovators – Seed Round
- The Early Adopters – Angel Groups
- The Early Majority – Venture Funds
- The Late Majority – Private Equity
- The Laggard – Other Conservative Funds

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# The Bottom Line

- You have to understand who you are marketing to in order to create messages that work
- You have to manage the technology adoption curve successfully to enable massive growth...
- ... and that means changing your messages over time

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# Agenda

- About the Author
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# Homework / Exercise

- Get the book and read it!
- Analyze your position in the technology adoption curve – which may or may not be related to the your stage of business
- Get support in developing your strategies and messaging

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# Related Office Hours

- 66 – The Five Classes of Business
- 77 – The Startup Owner's Manual
- 94 – Lean Startup Methodology
- 104 – How to Be Great at Marketing
- 116 – Nail It Then Scale It

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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: Aug 1st

- Skipping a week!
- Topic is: **Live Group Coaching**
- 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
- **Best question or comment wins!**
- 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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