



Office Hours



Welcome to Office Hours

- A relaxed, informal mentoring program
- Held every Monday at Noon Pacific Time
- The recording will be available online for a few days
- All recordings and slides will be archived in our member's area
- All recordings are available on my YouTube channel



The Reasons

- Being a successful small business owner can be a great experience!
- But it's tough - you need Education, Training, Tools, and Team to be successful
- I want you to get to know me
- I care – I want you to succeed!



The Reasons

- First and most importantly, I **care** about you.
- I want you to **succeed** in every area of your life, whatever that means to you.
- I want you to find the **greatness**, the **happiness**, the **divinity** within yourself, and then **remember** it, **embrace** it, and **live** it every day.



My Vision...

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



Agenda

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



Join Us!

- Facebook Brilliant Business Group
- <https://www.facebook.com/groups/BrilliantBusiness/>
- Make comments, ask questions, share insights and “takeaways”
- “Like” my business page on Facebook
- I am Posting Energy of the Day and Business Lesson of the Day to the group



Today's Topic:

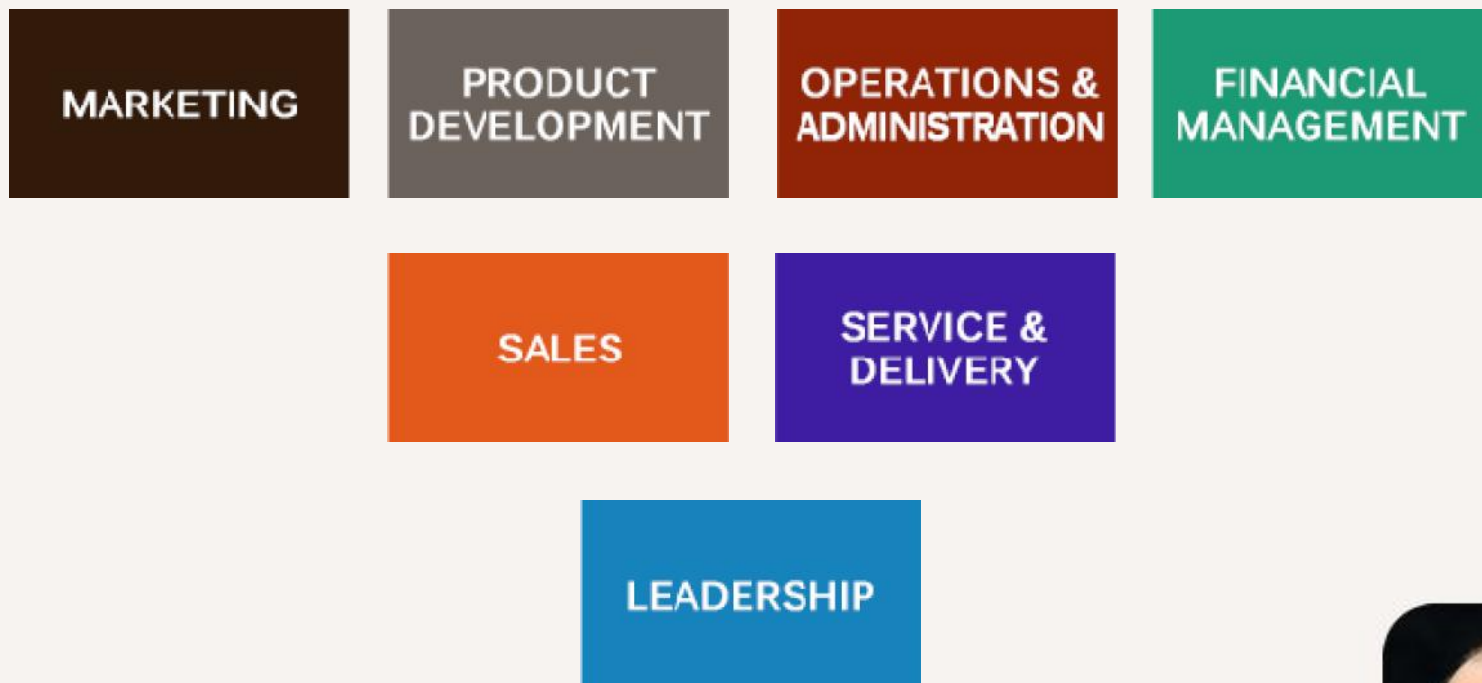
Decisive Leadership – Claiming Your Own Truth

Inspired by “Rework”

By Jason Fried and
David Heinemeier Hansson



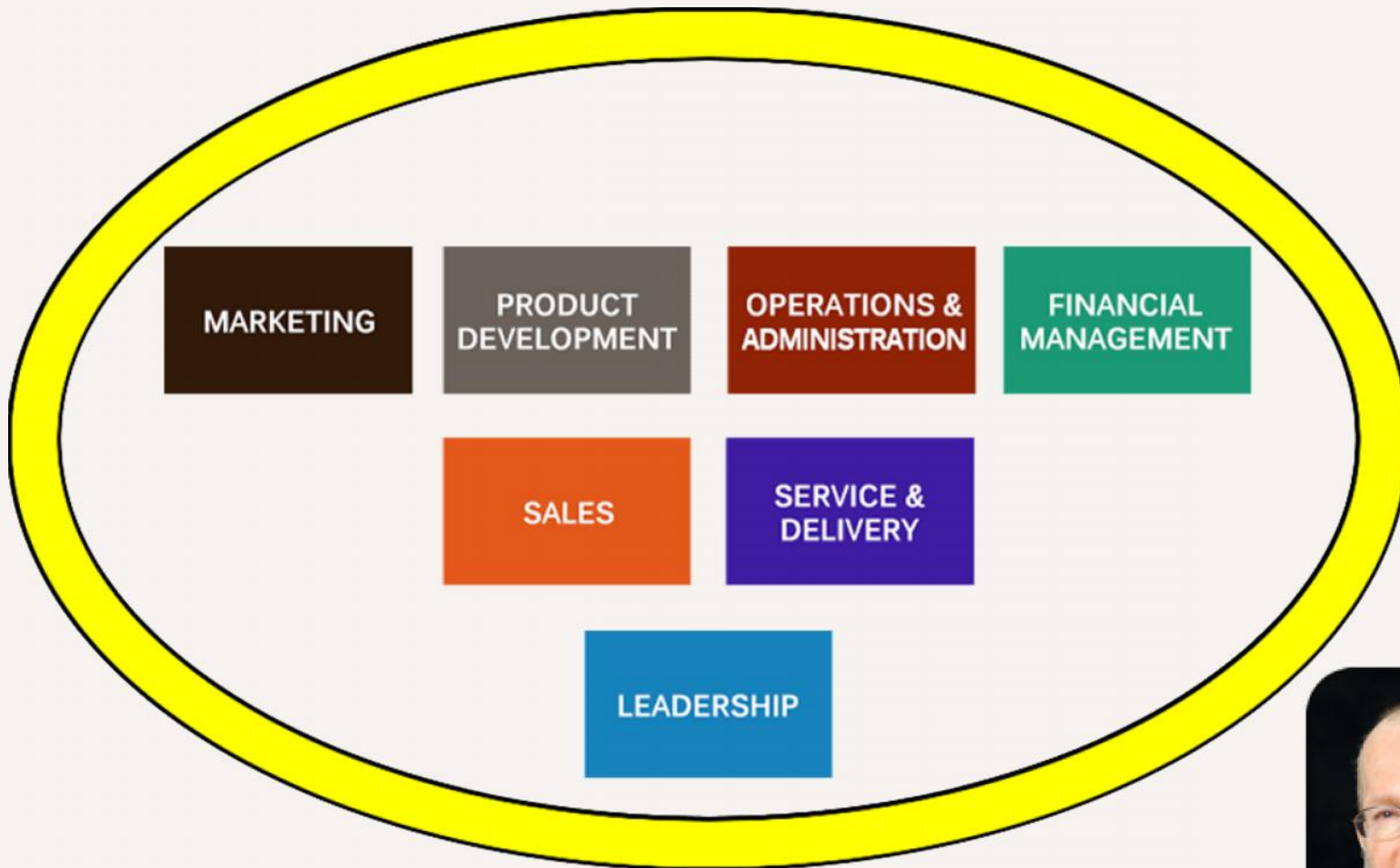
The Key Performance Areas



The Key Performance Areas



The Key Performance Areas



Agenda

- “Rework” Overview
- Things I Agree With
- Things I Sort of Agree With
- Things I Disagree With
- Claiming Your Own Truth
- The Bottom Line



“Rework” Overview

- Written by the founders of 37Signals (now Basecamp)
- Products include “Basecamp”, “Highrise”, “Ruby on Rails”
- Created Basecamp for themselves, and their clients wanted it, too
- Have had extraordinary success with simple, effective systems
- Very small company (16 people?)



“Rework” Overview

- Collection of decisions that worked for them
- They were bold and decisive in their decision about their products, their management style and their culture
- I completely agree with some of their guidance...
- .. Sort of agree with other tidbits
- ... and completely disagree with other suggestions they offer



Things I Totally Agree With...

- Learning from success is better than learning from failure
- You don't have to be big to be successful
- Start a business – not a startup
- Make a dent in the universe
- Do what you love
- Draw a line in the sand



Things I Totally Agree With

- Ignore the details at first
- Decisions are progress
- Sell by-products
- Interruption is the enemy of productivity
- Quick wins are great!
- Make tiny decisions



Things I Sort of Agree With...

- Planning is guessing
- Outside money is Plan Z
 - Might lose control
 - Cashing out becomes more important than building a quality business
 - Raising money is distracting
- You need less than you think
- Most software is too complex



Thinks I Sort of Agree With

- Smaller is better
- Get it out there!
- Meetings are toxic
 - Set a timer
 - Keep them small
 - Assign responsibility
- Good enough is fine
- Don't be a hero



Things I Don't Agree With...

- 10-40 hours a week is enough
- You need a commitment strategy, not an exit strategy
- Building to flip is building to flop
- Never take notes at meetings



The Lesson

- One person's, one company's path to success, is not necessarily your path to success
- What works for others may not work for you
- You have to
Find and Claim Your Own Truth!



We Are All Different

- We are in different places, headed in different directions
- We have different personalities, thinking styles, and talents
- We have different gaps, weaknesses, blocks, and fears
- We have different geniuses



One Way of Classifying our Differences

- Bill Stierle, Corporate Culture Development
- Four Thinking / Personality Styles:
 - **Blue** – Analyst (CFO, Programmer)
 - **Green** – Implementer (COO, Clerk)
 - **Yellow** – Visionary (VP Marketing)
 - **Red** – Connector (VP HR, VP Sales)
- Impacts the way we communicate, address issues, and respond to stress



Different Management Styles

- Consensus
 - Democratic
 - Collaborative
 - Hierarchical
-
- Which is right for you?
 - Which is comfortable for you to work under?



Claiming Your Own Truth

- Decisiveness and Clarity are fundamental leadership and management skills
- Self awareness is a key to relationships and personal growth
- Tip: Use “I” statements



Some People Don't Get It

- They think there is only One Truth, and One Way
- They have a strong need to be “right” ...
- ... for everyone
- They don't see the power in diversity
- Probably has to do with a Childhood Survival Strategy



It Takes a Lot of Strength...

- To Claim Your Own Truth
- To allow others the right to claim theirs
- To be OK with the differences
- To be OK with disagreeing and seeing things differently...
- ... Because fear gets in the way



The Bottom Line

- Listen to others, but decide for yourself
- Practice declaring your truth, when it is safe to do so
- Be respectful and appreciative of others
- Learn to appreciate and encourage diversity
- Work on being clear, confident, and compassionate every day



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Homework / Exercise

- Get Rework and read it for yourself
- Decide which of their decisions will work for you and try them out
- Think about other ways in which you choose to be different for your greater success and enjoyment of life
- Get coaching and support to accelerate your growth and progress



Open Q & A – in a minute

- Comments and questions on the topic of the day
- 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



My Distinctions

- I don't want a lot of your money. I just want you to get the support you **want**, **need**, can **use**, and can **afford**
- I want you to **learn to swim** before you jump into the deep end
- I believe that Belief and Persistence are necessary, but not sufficient – you also need a **viable business model** and **a lot of support**
- I focus on the “**whole person**”



Our Support Services

- Education
- Training
- Consulting
- Coaching
- Growth Management
 - A “Do it With You” service!



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



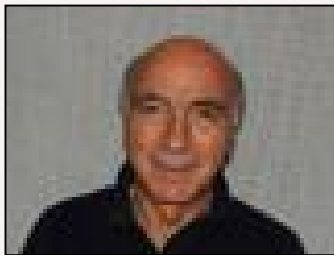
Sign up for our Business Growth Acceleration Kit

- www.PaulHoyt.com/CEOBonus
- “Five Choices of Winning CEOs”
- Article on “10 Things You Should Know about Raising Capital”
- Samples of inspirational works
- Free Business Clarity Session
- Surprise bonuses
- The value is enormous!



Purchase My CEO Training Program

- www.BeyondBusinessSurvival.com
- “What You Need to Know When You’re the CEO!”
- “This program is worth at list 20 times more than the current price. I finally understood what I need to do to succeed.”



Nick Catricala



Next Office Hours: Nov. 17th

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



Open Q & A

- Comments & questions on the topic of the day
- Any other issues
- Your take-aways and insights
- Survey: www.PaulsSurvey.com

Contact Me at paul@paulhoyt.com

call or text: 415.997.8001

www.SchedulePaul.com





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