

Paul Hoyt's "Office Hours" Series



paul  hoyt

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

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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

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The Reasons

- First and most importantly, I want you to know that 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.

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My Passion

- To increase the survival rate...
- Accelerate the growth rate...
- And reduce the struggle rate of businesses in America

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My Vision...

- To help millions of CEOs and Entrepreneurs accelerate their business growth and enjoy greater harmony and balance in their lives
- To help them “Grow and Thrive and blast past Survive!”
- You can help by passing 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!

- Brilliant Business Groups on Facebook and LinkedIn
 - <https://www.facebook.com/groups/BrilliantBusiness/>
 - <http://bit.ly/BrilliantBusinessGroup>

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Join Us!

- Business Success Principle of the Day postings on both Facebook and LinkedIn
- Energy of the Day posting on Facebook
- Make comments, ask questions, share insights and “takeaways”
- “Like” my business page on Facebook

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Today's Topic:

The Power of Habit: Why We Do What We Do in Life and in Business

by Charles Duhigg (2012)

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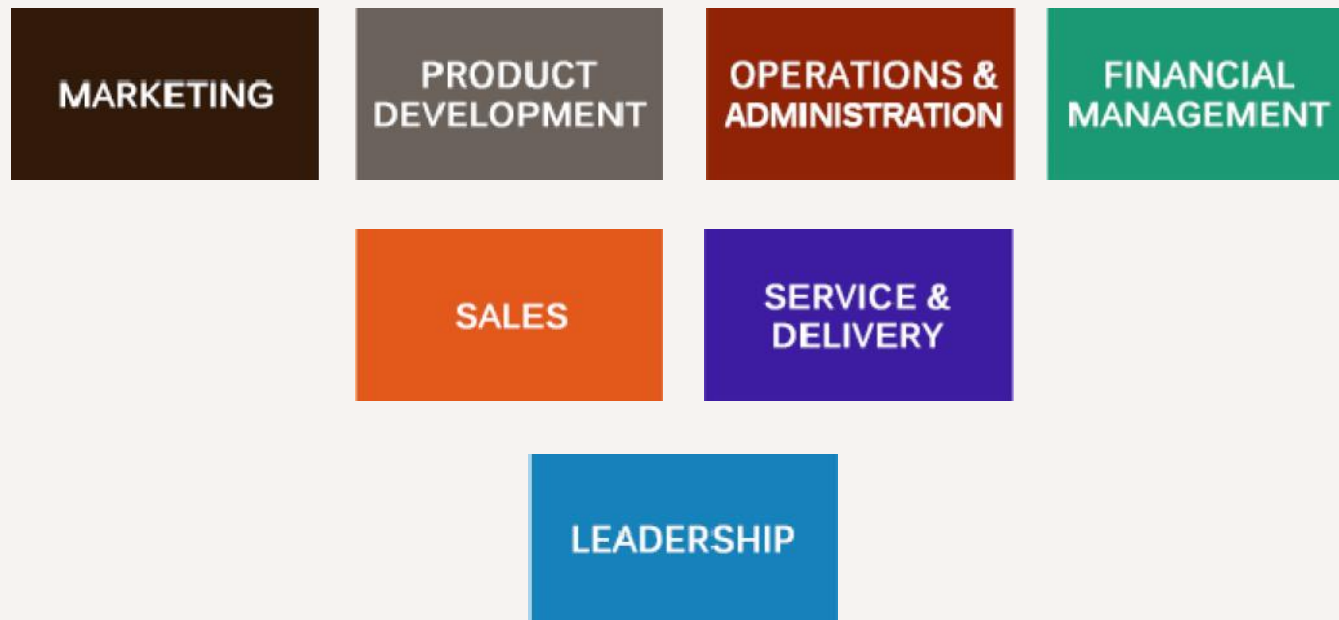
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The Key Performance Areas



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The Key Performance Areas



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Five Primary Business Environments

- Startup
- Steady Growth
- Rapid Expansion
- Turnaround
- Exit

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Agenda

- What are Habits?
- Habits and the Brain
- The Habit Loop
- Changing Habits
- Habits and Business
- The Bottom Line

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What are Habits?

- Learned behaviors, repeated regularly
- The result of repetition
- Typically unconscious and automatic
- Triggered; activated in response to stimuli
- Persistent and reliable
- Permanent or semi-permanent
- May be positive or negative

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Bad Habits

- Procrastination
- Fidgeting
- Getting angry
- Nail-Biting
- Addictions: smoking, drinking, etc.

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Good Habits

- Cleanliness
- Exercise
- Courtesy
- Getting to work on time
- Driving responsibly

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On Several Levels

- Personal (personality)
- Business (routines and culture)
- Societal (norms)

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Habits and the Brain

- In the Basal Ganglia
- Not the same place as memories
- Our primal learning center
- The brain's way of conserving energy and acting very quickly
- The case study of Eugene

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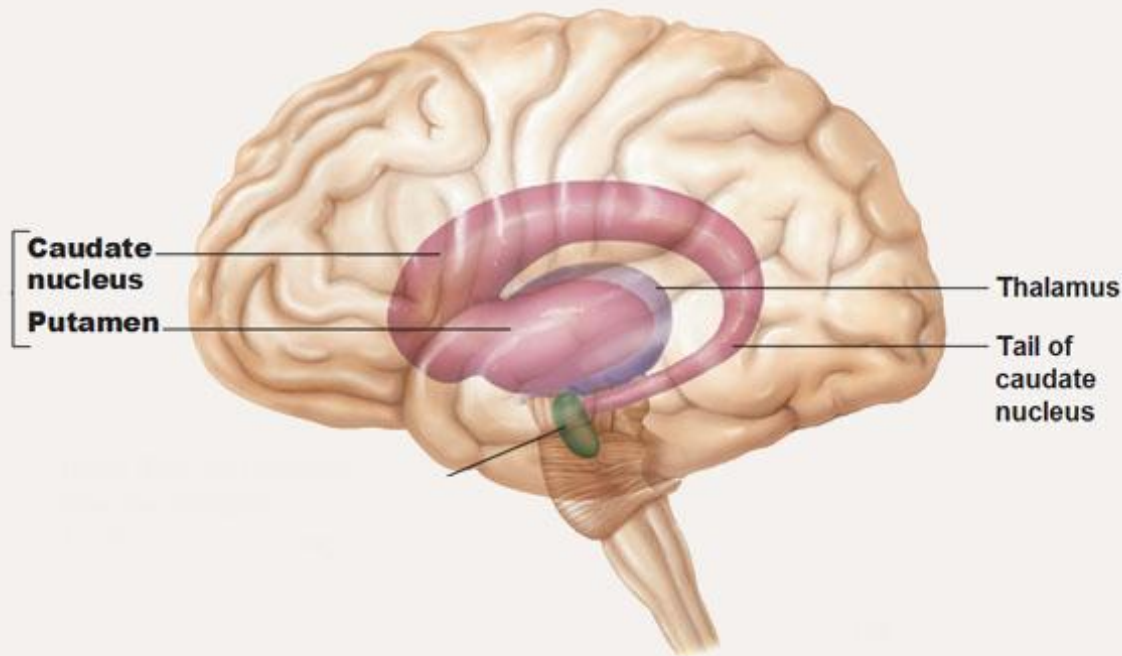
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Habits and the Brain

Basal Ganglia



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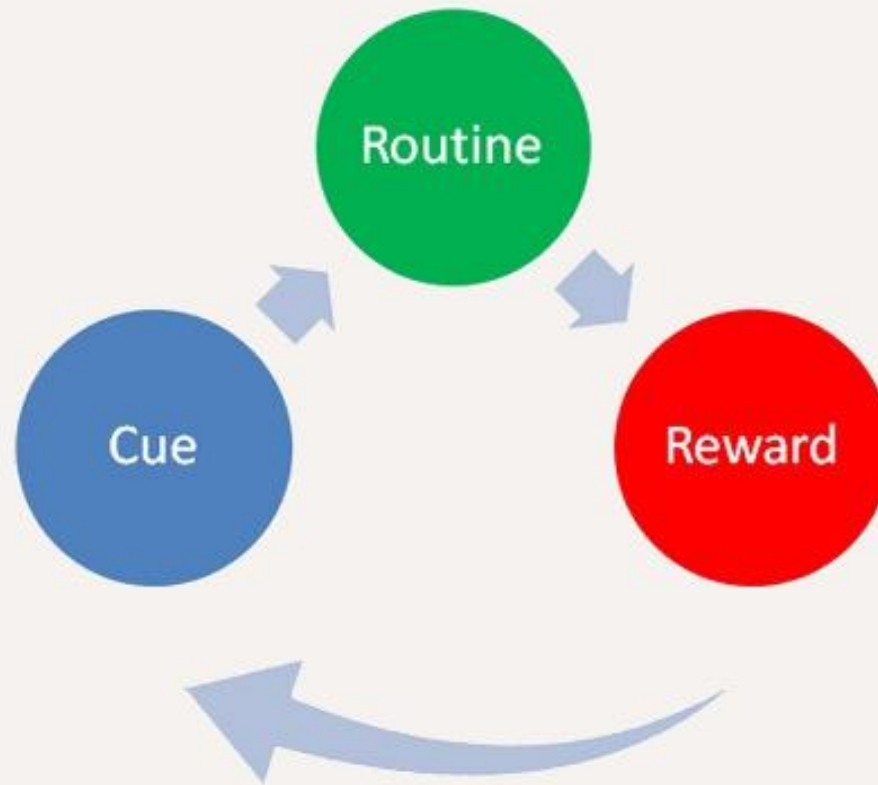
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The Habit Loop



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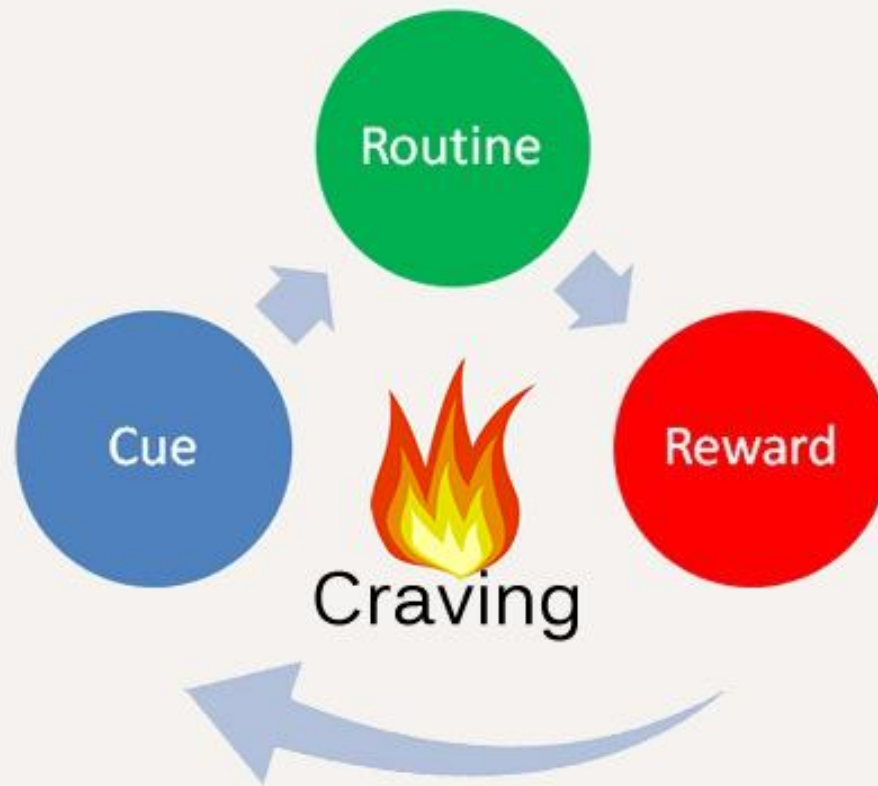
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Cravings



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Examples

- Pepsodent
 - The “tingle”
- McDonalds
 - Melt in your mouth fries
- Addictive substances
 - Accelerate cravings
- Sales

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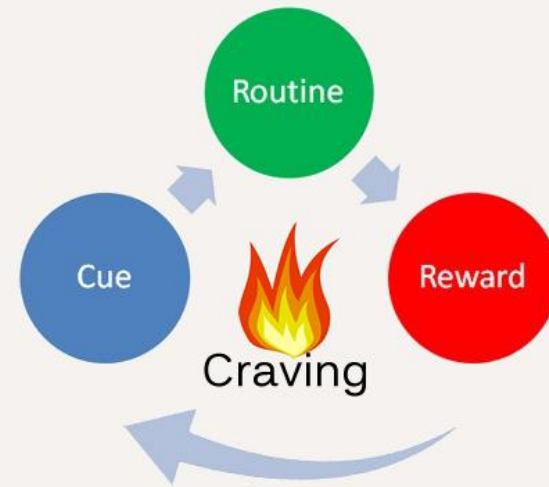
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Changing Habits

- Change the cue
- Change the routine
- Change the reward
- Change the craving



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Change the Cue

- Eliminate or minimize the triggers of bad habits
 - Don't go to the bar
- Increase the frequency and intensity of triggers of good habits
 - Hang out with those who exercise
- Very important to know your cues!



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Change the Routine

- The Golden Rule of Habits
- Easier to form a replacement habit than eliminate an old one
- Examples:
 - Gum instead of cigarettes
 - Healthy food instead of junk food
 - Meditation instead of alcohol

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Change the Reward

- Reduce or eliminate the reward of bad habits
 - Waking up in the gutter / DUIs
- Increase the reward of good habits
 - The sales bell
 - Massive encouragement

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Change the Craving

- Reduce the sensitivity of the system
 - Getting more sleep
 - Drinking more water
 - The Law of Empowerment
- Reduce the memory of the reward
- Watch out for stress!

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How Long Does it Take?

- Common wisdom: 21 days
- Recent studies: average of 66 days
 - From 18 to 254 days

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Willpower and Habits

- Willpower is the ability to control your urges – which is to say, your habits
- Willpower is an exhaustible resource
- It is also a resource you can increase

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Habits and Business

- Why? Automatic and immediate behavior
- Focus on “keystone habits”
 - dressing sharp, focus on safety, customer interactions
- Repetition from role models
- Consistent negative rewards
- Enthusiastic positive rewards

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The Bottom Line

- Consciously manage your personal habits
- Consciously manage your business habits
- Change your habits – change your life!

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Homework / Exercises

- Do a personal habit inventory
- Complete a business habit inventory
- Focus on the cues
- Change or eliminate a bad habit
- Install a good habit
- Review Office Hours 56: "Switch"
- Get coaching and support to manage the process

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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

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

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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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New Program: The Awakened CEO

- For those who are not only building the business of their dreams, but also becoming the person they have always wanted to be
- Call me for more information

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Next Office Hours: Feb. 16th

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

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Open Q & A and Coaching

- 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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