

Paul Hoyt's "Office Hours" Series



THE **Awakened** CEO System

Office Hours

mindset

methods

momentum





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

mindset

methods

momentum





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

mindset

methods

momentum





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.

mindset

methods

momentum





My Passion

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

mindset

methods

momentum





My Vision...

- To help millions of CEOs and Entrepreneurs accelerate their business growth and enjoy greater harmony and balance in their lives
- You can help by passing the word

mindset

methods

momentum





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

mindset

methods

momentum





Join Us!

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

mindset

methods

momentum





Join Us!

- Business Success Principle of the Day postings on both Facebook and LinkedIn
- Energy of the Day posting on Facebook

mindset

methods

momentum





During the Call...

- Make comments, ask questions, share insights and “takeaways”
- Goal: 20 comments and likes in Facebook group

mindset

methods

momentum





THE **Awakened** CEO Conversation

- An Interactive Webinar, with guests
- Wednesday, May 27th, 6 PM PT
- Watch your emails for signup information

mindset

methods

momentum





Today's Topic:

Psycho-Cybernetics

By Maxwell Maltz, MD (1960)
(1899 – 1975)

mindset

methods

momentum





The Key Performance Areas



mindset

methods

momentum





The Key Performance Areas



mindset

methods

momentum





The Awakened CEO System

- Mindset
- Methods
- Momentum

mindset

methods

momentum





The Awakened CEO System

- Mindset
- Methods
- Momentum

mindset

methods

momentum





Agenda

- About the Author
- The Fundamentals of Psycho-Cybernetics
- Your Self-Image
- Key Practical Points
- The Chapters
- The Bottom Line

mindset

methods

momentum





Maxwell Martz, MD

- Renowned plastic surgeon
- Wrote “New Faces, New Futures” in 1936
- Found that some of his patients did excellent after surgery, but others did not
- Theorized the “psychological face-lift”
- Did years of research and testing to help his patients have the best possible outcome
- Wrote this “how to” book in 1960



mindset

methods

momentum



Psycho-Cybernetics

- Originated the concept of self-image
- Popularized self-affirmations and visualization
- Proposed that one could not experience outer success above what was visualized internally
- Concepts and techniques used by Tony Robbins, Zig Ziglar, Brian Tracy, and many others

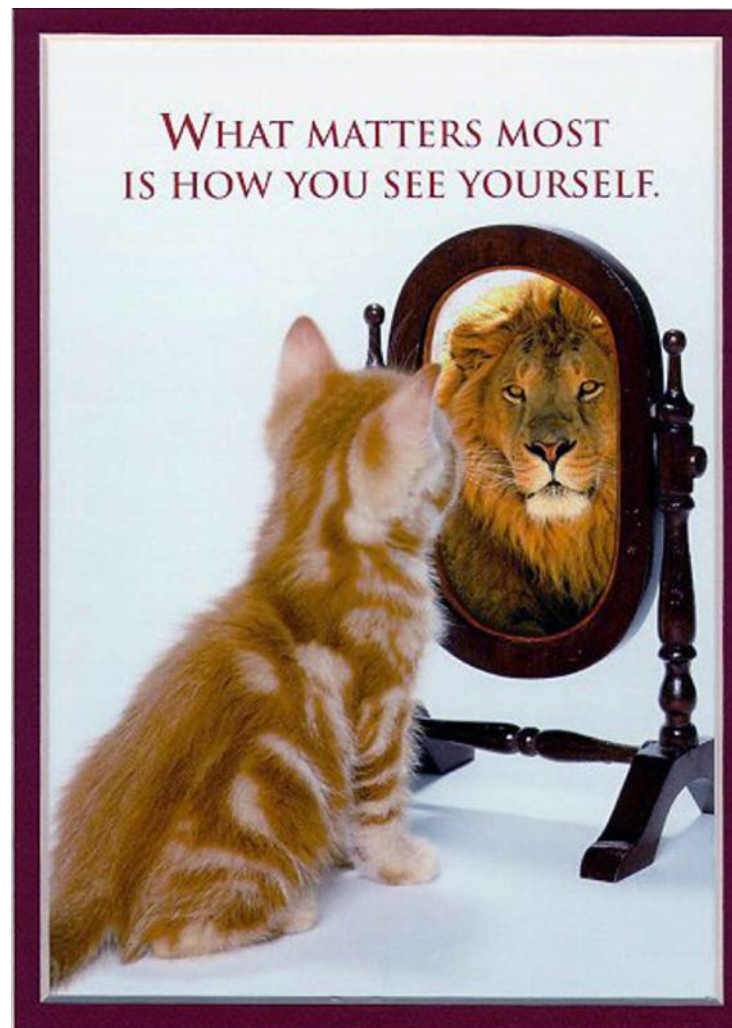


mindset

methods

momentum

Paul Hoyt's "Office Hours" Series



mindset

methods

momentum





Psycho-Cybernetics

- Cybernetics: the science of automatic control systems
- The analogy: the brain is a cybernetic “servo-mechanism”, much like the computer in a guided missile...
- ... that finds it way to the programmed target
- The key is defining and focusing on the target!



mindset

methods

momentum



Your Self-Image

- Fundamentally provides your brain with direction
- Virtually identical to your goal-image, the image of your desired future self
- Failure to accurately picture the future you desire is avoidance...
- ... leaving your desires to atrophy in the shadows of the unconscious mind

mindset

methods

momentum





Your Self-Image

- Your internal success thermostat. No matter what is going on outside, the temperature will remain at your setting.
- The setting is your comfort-zone

mindset

methods

momentum





Your Self-Image

- “All your actions, feelings, behaviors – even your abilities- are consistent with your self-image”
- “The self-image can be changed. Numerous case histories have shown that one is never too young nor too old to change his self-image and thereby start to live a new life.”

mindset

methods

momentum





Key Practical Points

- Understand psychology of mental imagery
- Don't dabble! Put your heart into it!
- Work at least 30 mins per day for three weeks
- Verbalize your self-image. Discuss it and write about it in great detail
- Turn problem-focus into solution-focus
- Everyone can do it!

mindset

methods

momentum





More Practical Points

- Assume that it is easy to do
- Remind yourself that your dream could happen!
- Picture your goal as if it is happening now!
- Words build pictures. When you describe your goal, the picture crystalizes
- Depressed people find it difficult to visualize... and it is difficult to be depressed when absorbed in the goal-future

mindset

methods

momentum





The Chapters

1. The Self-Image: Your Key to a Better Life
2. Discovering the Success Mechanism Within You
3. Imagination – The First Key to Your Success Mechanism
4. Dehypnotize Yourself from False Beliefs
5. How to Utilize the Power of Rational Thinking

mindset

methods

momentum





The Chapters

6. Relax and Let Your Success Mechanism Work for You
7. You Can Acquire the Habit of Happiness
8. Ingredients of the Success-Type Personality and How to Acquire Them
9. The Failure Mechanism: How to Make it Work for You Instead of Against You
10. How to Remove Emotional Scars, or How to Give Yourself an Emotional Face Lift

mindset

methods

momentum





The Chapters

11. How to Unlock Your Real Personality
12. Do-It-Yourself Tranquilizers that Bring Peace of Mind
13. How to Turn a Crisis into a Creative Opportunity
14. How to Get "That Winning Feeling"
15. More Years of Life and More Life in Your Years

mindset

methods

momentum





The Success Personality

- **S**ense of Direction
- **U**nderstanding
- **C**ourage
- **C**harity
- **E**steem
- **S**elf-Confidence
- **S**elf-Acceptance

mindset

methods

momentum





The Bottom Line

- Self-image is everything. The brain, the nervous system and the muscles are obedient servants of the pictures in your head
- You can change your self-image
- TO achieve success, focus on your vision of success to, every day, and **PASSIONATELY!**

mindset

methods

momentum





Agenda

- About the Author
- The Fundamentals of Pyscho-Cybernetics
- Your Self-Image
- Key Practical Points
- The Chapters
- The Bottom Line

mindset

methods

momentum





Homework

- Buy the book – you are going to love it!
- Cultivate your positive self-image
- Do the exercises for 21 days,
30 minutes a day, with words and PASSION
- Get coaching and support to help you along
the way from a coach or buddy

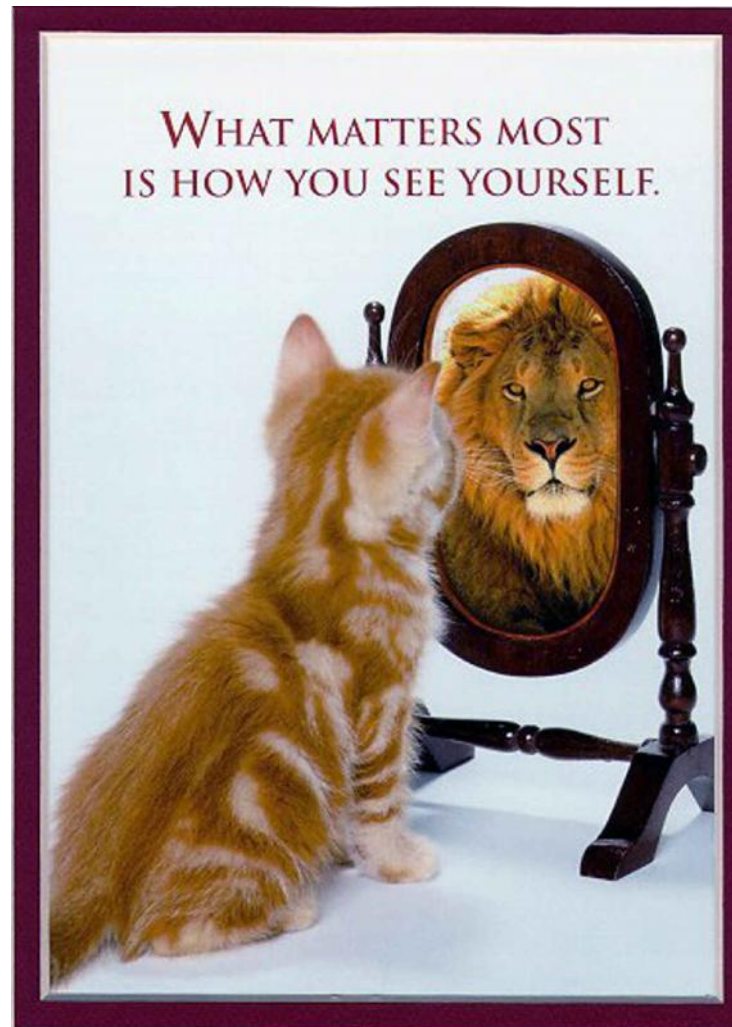
mindset

methods

momentum



Paul Hoyt's "Office Hours" Series



mindset

methods

momentum





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

mindset

methods

momentum





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

mindset

methods

momentum





THE **Awakened** CEO Conversation

- An Interactive Webinar, with guests
- Wednesday, May 27th, 6 PM PT
- Watch your emails for signup information

mindset

methods

momentum





Next Office Hours: May 25th

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

mindset

methods

momentum





Open Q & 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

mindset

methods

momentum



Paul Hoyt's "Office Hours" Series



THE **Awakened** CEO System

Office Hours

mindset

methods

momentum

