

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

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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
- 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>
- New: The Awakened CEO Communities on both LinkedIn and Facebook!

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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

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During the Call...

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

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THE **Awakened** CEO Conversation

- An Interactive Webinar, with special guests
- Wednesday, July 8th, 6 PM PT
- Watch your emails for signup information

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Today's Topic:

The Power of Why: How Great Leaders Inspire

Based on the book *Start With Why:
How Great Leaders Inspire Everyone
to Take Action*

Simon Sinek (2009)

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The Key Performance Areas



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The Key Performance Areas



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Agenda

- About the Author
- The Golden Circle
- The Language of Why
- The Why of the Why
- Implementing the Why
- The Challenge of Success
- The Bottom Line

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About the Author

- From Wimbledon, England (1973)
- Recorded the famous “Start With Why” TED talk, the third most viewed video on TED.com (over 500,000 views)
- Degree in cultural anthropology
- Intended to be a barrister, but went into advertising instead



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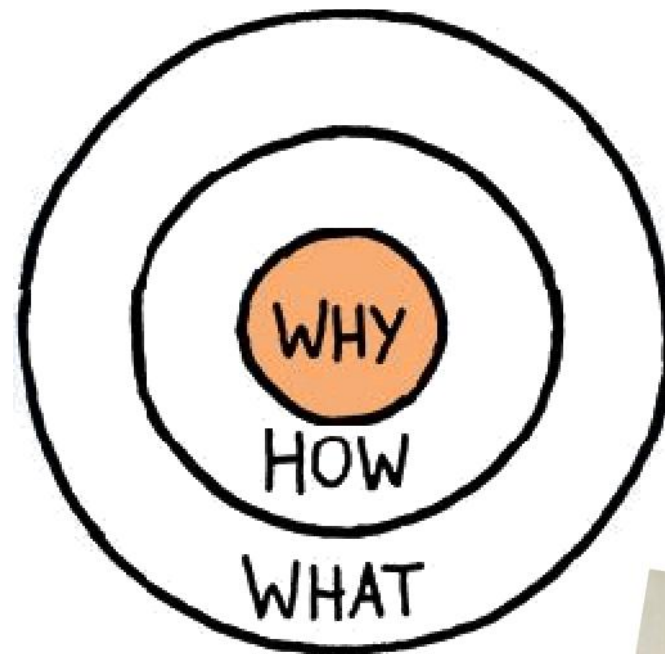
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The Golden Circle

- **What:** What You Do
- **How:** Ways to Fulfill the Belief
- **Why:** Core Beliefs, Purpose, and Passion



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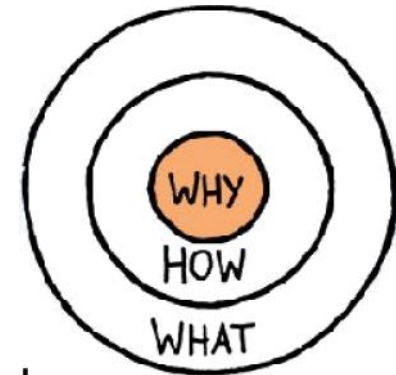
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The Golden Circle

- Clarity of Why
 - People need to know Why to buy in
- Discipline of How
 - Enables you to hold people accountable
 - Allows you to scale
- Consistency of What
 - Focus on the results



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When You Are Aligned

- People will say “We know who you are”
- and “We know what you stand for”
- They will understand you at a gut level
- There is no confusion to cause hesitation

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The Language of Why

- “People don’t buy What you do, they buy Why you do it”
- “The goal isn’t to sell to people who need what you have, it is to sell to people who believe what you believe.”

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The Language of Why

- Not: “Our products are beautifully designed and user friendly. Wanna buy one?”
- But: “In everything we do, we believe in challenging the status quo. We believe in thinking differently. The way we do this is by making our products beautifully designed and user friendly. Wanna buy one?”

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The Language of Why

- Not: Men needed for expedition. Minimum five years' experience. Come work for a fantastic captain.
- But: Men wanted for hazardous journey. Small wages, bitter cold, long months of complete darkness, constant danger, safe return doubtful. Honour and recognition in case of success.

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The Language of Why

- What: We have great salads!
- How: They are made from the finest organic ingredients and Momma Sherry's special dressing that you can't get anywhere else!
- Why: We are out to change the world's eating habits to save our planet and give our children longer, healthier lives.

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The Why of the Why

- The emotional mind is much more powerful than the conscious mind
- The limbic brain is much more powerful than the neocortex



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The Why of the Why

- When we activate the limbic brain, we become more powerful
- People instinctually follow powerful people



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Inspiring Leaders

- The Wright Brothers
 - They had to fly
- Martin Luther King
 - Had a dream about equality
- Steve Jobs
 - Railed against establishment
 - Wanted to make a “ding in the universe”

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Inspiring Leaders

- “All great and inspiring leaders think and act and communicate like each other... and it is complete opposite of everyone else.”
- Everyone else starts with the What
- Great leaders start with the Why
- Great leaders touch the hearts of their community

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Implementing the Why

- Find people who believe the way you believe
- You can teach skills, but you can only influence the heart
- Share your dreams, then share your plan
 - Martin Luther King said “I have a dream!” not “I have a plan”

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Rallying Those Who Believe

- Energy Excites. Charisma Inspires
- Encourage them to dream the dream, too!
- Be real and authentic
- Be in integrity in everything you do
- Any hypocrisy or lack of alignment significantly diminishes your power

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The Challenge of Success

- The Why gets fuzzy
- Focus shifts from the Why
to the What and the How
- The feeling of success leaves

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The Bottom Line

- If you are clear and passionate about Why, people will follow you
- You will find those who also believe in your mission, find it to be a worthy cause, and will join you in your cause
- People don't care what you do nearly as much as why you do it

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My Why

- I love small business owners and entrepreneurs!
- They are the finest people on the planet
- And they are struggling unnecessarily because they don't get the training and mentorship they need.
- I know that I can make a huge difference in their lives!

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My Passion

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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
- Do you want to help?
- Do you know someone who could use some support?

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Agenda

- About the Author
- The Golden Circle
- The Language of Why
- The Why of the Why
- Implementing the Why
- The Challenge of Success
- The Bottom Line

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Homework

- Buy “Start With Why” and read it
- Discover your Why
- Find ways to communicate it
- Hold true to your Why
- Find people to join you in your cause
- Get coaching and support to help you along the way

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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: July 6th

- Topic is: Live Group Coaching
- 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, then any other issues
- Contact Me at paul@paulhoyt.com
call or text: 415.997.8001
- www.SchedulePaul.com

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