

Strategic Acceleration:
Succeed at the Speed of Life (Session 4)
Monday Call, December 19, 2011

- Home for the Holidays – Tuesday Night Live – 7:30 PM CST Mannatech Corp Offices or www.mannatechlive.com
- Last week of BP 13 is Friday, December 23rd. (Remember Corp Offices closed on the 23rd but you can signup people and place orders on www.mannatech.com)
- Don't forget about the specials when you are calling people this week. (Skin Care products can be great Christmas presents)
- No Monday Training Call on December 26th

Book by Tony Jeary

CLARITY - FOCUS - EXECUTION

1. Review of Prior Week Exercises

Exercise #10: Evaluate Your Current Focus Skills

Exercise #11: Improve Your Focus Skills

Exercise #12: Get Clear on Current Conditions

Exercise #13: Develop your Strategic Plan

2. 3 Legs to Execution tripod: #1 **Persuasion** Matters

a. Clarity Focus and Execution...all equally important. Anyone lacking puts the others out of balance like a three-legged stool. Execution is where you spend the most of your time...it is doing.

Clarity: what you really want and understanding the purpose and value of your vision.

Focus: avoiding distractions and learning to identify the high-leverage activities that significantly move the results needle.

Clarity and Focus together form the basis for execution. Once you know your high-leverage activities, you must take action and that action inevitably requires other people buying in.

Exercise 14: Determine what to say and how to say it

b. Regardless of your role or vision, you need others' assistance and cooperation to be successful, and your ability to persuade has a lot to do with others' willingness not only to assist you, but also to exceed expectations.

1) Most of us spend over 50% of our time persuading, or influencing others.

2) Exceeding expectations is what makes all the difference. Ex: Starbucks. Expectations are met when people get what they bargained for; they are exceeded when they get something more than they expected.

Exercise 15 to understand exceeding expectations

3) Your mind is ever powerful: thinking clearly creates, and creating exceeding expectations produces excellence. When you can persuade others to exceed expectations, you take execution to a higher level and

really move the results needle. Acceptable performance is mediocrity.

Every human being is able to produce excellence.

c. The most successful people can effectively convince and persuade other people to take action on their behalf. They do it by knowing what they want to say and how they want to say it. Then they can say it in a way that impacts others and spurs them to take action.

3 Elements of effective persuasion:

- 1) Communicate at the Belief level and explain the "Why"
- 2) Set a powerful example by your own behavior "What you do speaks so loud I can't hear what you say!"
- 3) Demonstrate confidence in what you say and do. Confidence not humility is necessary when you are trying to persuade others to make voluntary change.

3. #2 **Production** before Perfection

a. Production defined as: completing tasks and projects in reduced time frames. Of the things you can actually control about your production, one habit has more impacts on delaying results than any other: procrastination. We all are guilty of procrastination in some way. There are two kinds:

- 1) Positive procrastination: this is when you legitimately need some mental percolation time to gather your thoughts and get clear on what you need to do.
- 2) Negative procrastination: This is based on some pretty flimsy excuses to avoid doing something, which will ultimately affect your results in negative ways.

b. The principle of going as far as you can see and then being able to see farther is the basic justification for practicing Production Before Perfection ("PBP"). This is the catalyst for great results as well as the solution to negative procrastination.

c. PBP means that you start doing things immediately, regardless of what you think you need to make them perfect. act first, worry about perfect later. Rather than waiting for every aspect of a project to come into perfect, linear alignment, PBP allows you to manage the aspects in parallel, adjust the project as you progress, and reach greater results.

Before you employ this strategy know that you are going to come up against resistance...90% of the people on this planet don't think this way. p. 152 quote and Nemo example

d. Procrastination is a bad habit. The basic justification is alleged need to wait until you can see more. "If you begin to take action based on going as far as you can see, it will begin to choke procrastination because you can always see something."

Direct sales clients: building any such business as an associate requires certain basic things:

- 1) A base of customers must be built
- 2) A network of associates must be created
- 3) Product expertise and knowledge must be acquired

4) Basic sales skills must be learned.

Those who fail, fail to put these basic pieces in place.

e. Identifying the foundations of procrastination:

1) "I can do it tomorrow"

2) "I don't have everything I need so I will wait."

3) "I can't do it perfectly so I'll wait."

4) "I don't have time right now." NO SUCH thing with high leverage activities.

5) "Someone else can do it better." If you are the first person to see something needs to be done, you are probably the best person to do it."

Exercise 16 Will guide you to answer 4 questions:

1) What you need to do more of

2) What you need to do less of

3) What you need to start doing

4) What you need to stop doing

4. #3 The Persuasive Influence of Strategic **Presence**

a. The third leg of the Execution tripod is Presence. to be most persuasive in working with others and creating change, you must understand how others perceive you which will help you communicate more effectively.

b. An impression of you exists in the mind of every person with whom you have a personal or professional relationship. It is a persona-identifying presence that defines the total perception others have about you. We create positive and negative strategic presences all the time...and the positive presence is what creates voluntary cooperation versus the negative that triggers resistance.

"Creating an authentic positive strategic presence is critical in the execution of your vision."

c. Why not just let our strategic presence be what it is? Because we create it whether we are proactive or not. Have you ever heard "I am being misunderstood?" Feedback is essential to be proactive and achieve greater results.

d. Two strategic issues are most responsible for creating the persona that establishes your strategic presence in the minds of others; your values and your behavior.

1) Values: just because you say you have certain values does not mean you are practicing them. Showing them every day, through good and bad times builds authenticity. Being aware of your values and being able to state them is important.

2) Behavior: 5 categories of actions that have a significant influence

(a) Work ethic

The most visible elements are the things you do that impact the time and effort of others: being on time, keeping appts., etc.

(b) Integrity: keeping your word, communicating honestly, and doing what you say you are going to even if it hurts.

(c) Judgment: taking into account the needs and safety of others; levelheaded and realistic

- (d) Courage: evidenced when others see how you handle adversity
- (e) Willingness to help others: if you want others to help you, you must be willing to help others. Understanding what others need and want, and investing some of you into their goals.

c. How to communicate strategically.

Your messaging must meet one or more of these standards to be effective:

1) Your communication must impact others' beliefs

To achieve authenticity must:

- (a) tell the truth
- (b) demonstrate commitment by what you do
- (c) be real about your motives, and what they can expect

2) You must communicate vision, strength and opportunity

Your vision must be in the forefront of people's awareness...for those you hope to inspire. Strength: nothing instills confidence in people more than understanding they have to be successful. Opportunities: what is in it for them if they successfully follow the strategies must continuously be communicated.

3) You must communicate value

Not your personal values but rather the real value of your vision and your enterprise. You are best to communicate relevant value to others when you understand their felt needs. Need fulfillment business.

d. We need to create images of influence...three strategic building blocks are important:

- 1) A vision statement
- 2) Behavioral priorities
- 3) Presence statements and characteristics

Exercise 17 will help you create your visions statement

Exercise 18 will help you identify your own characteristics, create your presence statements.

e. The images of influence you create affect others' perceptions, attitudes and behavior in a subtle but powerful way. The authenticity of these images of influence is vitally important to your success.

Exercise 19 will help you understand your presence

"A good objective of leadership is to help those who are doing poorly to do well and to help those who are doing well to do even better." Jim Rohn

Exercise 14: Determine What to Say and How to Say It

3-D Outline

This matrix will help you organize your thoughts and actions by giving you space to document information about your audience, objectives, key points, timing, and more. After you use it a few times, you'll see how you can customize it to fit your unique presentation needs. Whether you're presenting to one person or a large group, the 3-D Outline enables you to keep everything you need on track and in line.

3-D Outline

Presentation Title:				Delivery Date:		
Audience:				Start Time:		
Objectives:				End Time:		
Final Preparation:		•		•		
		•		•		
#	Start Time	Length	What	Why	How	Who
1.						
2.						
3.						
4.						
5.						
6.						
7.						
8.						
9.						
10.						

Exercise 15: Give Value and Do More than Is Expected

Exceeding Expectations

This exercise will help you determine how you can exceed others' expectations and provide unexpected value to them. You'll be asked to consider and document your top talents and skills, your loves and passions, your uniqueness and value, and how you could better leverage all of them. Finally, you'll write a "fantasy testimonial," which is what you'd like a raving fan to say about you. At the end of the exercise, you'll see how you can better capitalize on what makes you *you*, which will in turn enable you to give and do more than is expected.

Exceeding Expectations

Question	Your Answer
What are your top talents and skills?	
What do you love to do?	
What are you passionate about?	
What truly makes you unique?	
What do others value about you?	
What could you do to better highlight or leverage above?	
Write your "fantasy testimonial" – what you'd like a raving fan to say about you.	

Exercise 16: Document What Is and Is Not Working Well

More Of/Less Of (MOLO) Matrix

The MOLO Matrix will allow you to see what you need to keep doing as you pursue your vision, as well as what you need to change to be more effective. From there, you'll see the high-leverage activities that deserve the majority of your time and effort. Focusing on those actions will help you move the results needle.

MOLO Matrix

What do I Need To...	Actions	Why
... Do More Of?		
... Do Less Of?		
... Start Doing?		
... Stop Doing?		

Exercise 17: Describe Your Hope and Great Goal for the Future

Vision Statement

As you go about creating your vision statement, you should consider what you want, why you want it, and what positive things will happen when your vision is executed.

My Vision Statement

My Vision is:



Exercise 19: Understand What You Are and What You Want to Be

Presence Statements

Think through what you value most in yourself and in others. Think about what you want others to see in you and to emulate. Think about the other side, too – what are you *not*?

My Presence Statements

I Am:	<ul style="list-style-type: none">•••
I do not:	<ul style="list-style-type: none">•••