



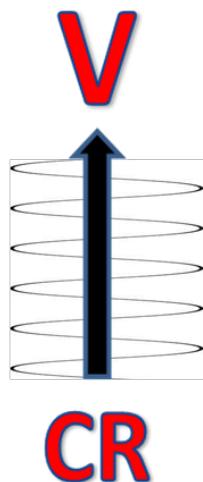
FIAE Annual Convention 2019 First Timers Workshop Success by Intent

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Vision and Goal Setting



How intentional are you in your personal or professional life? Do you have written goals in all areas of your life? When you set an intention or a goal that is important to you, creativity and positive energy is generated. Your internal radar starts sweeping for information and resources to accomplish the goal or resolve the problem. When these resources appear, you may call it a coincidence or you may think you're lucky. This internal radar is called your **Reticular Activating System (RAS)**. Your RAS also acts as a filtering mechanism. Only valuable information and threats get through. *Goal setting creates value.* This is also true of negative goals such as worry. You are drawn to what you dwell on, whether it is positive or negative.

Positive energy and creativity are released if the vision:

- is something to look forward to.
- is something meaningful and makes people feel significant.
- is something to be proud of and gives a sense of accomplishment.

Goal clarity is also critical. The vision of the future should be clearly defined, including why this goal is important as well as the emotion of how it will feel when accomplished. The more clearly defined the vision is, the easier it is to stay focused. Good and frequent communication matters when motivating others to action to achieve collective or individual goals.

You're naturally drawn toward the dominant image. If you talk about (or worry about) the current reality more than the vision, you will become stagnant. "Stuckness" occurs when the picture or fear of the current reality is stronger than the vision of the future.

4 Steps to Growth

1. Self-Reflection and Self-Awareness

How am I living my life? Is that how I want it to be? What do I really want?

2. Seek Insight

What does this mean? Why does this matter?

3. Identify Choices

How can I contribute to a different outcome?

4. Commitment to Action

Choose one thing that would make the most significant difference.

Develop the Habit of Being Intentional

At the beginning of your day –

Reflect on how you want your day to be and how you will lead and respond throughout your day.

Throughout the Day – Pause and decide how you want it to be – What's the best thing that can happen...?

At the end of each day –

Reflect on your successes and celebrate someone. What are you looking forward to tomorrow?

SWOT Analysis Template

Internal	
Strengths	Weaknesses
1.	1.

External	
Opportunities	Threats
1.	1.

SWOT Analysis Summary

What do I think and what do I know?
Have I gotten an Outside-In perspective?
Have I turned data into information?

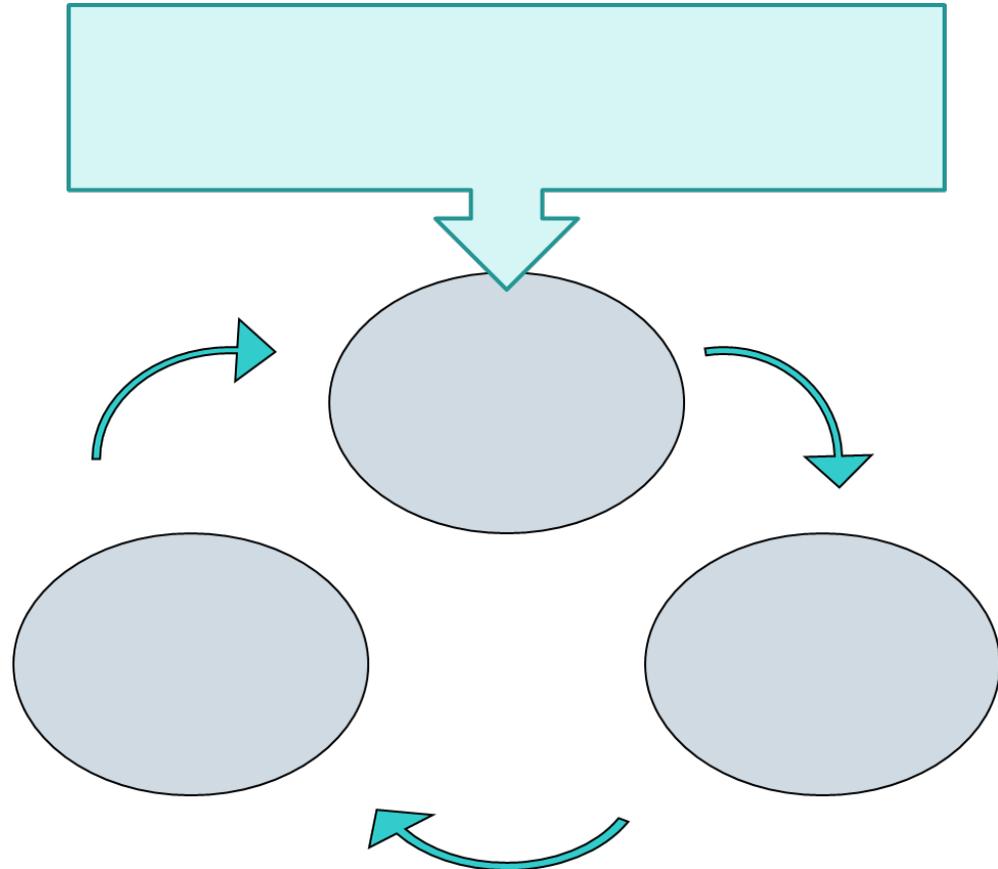
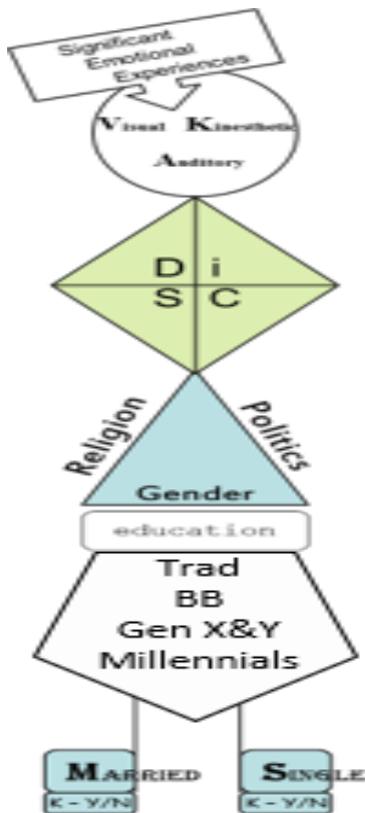
Demystifying Strategic Thinking

WHAT?

SO WHAT?

NOW WHAT?

Good People: Real Biases and Blind Spots

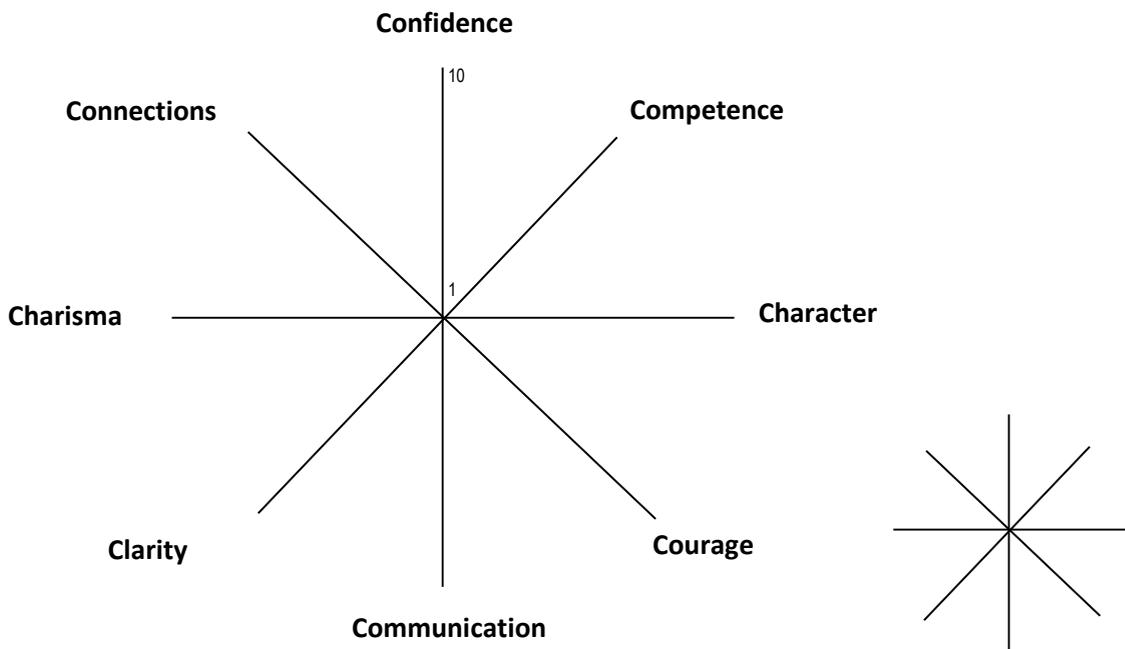


Cognitive Biases that Derail your Decisions

Anchoring Bias
Bandwagon Effect
Blind Spots
Asymmetric Information
Overconfidence

Zero-Risk Tolerance
Conservatism
Recency
Confirmation Bias
Stereo Typing

8 C's of Influential People



Step 1: Rate yourself on a scale of 1 to 10 (10 being the best) in each attribute with a dot (•).

Step 2: Choose one of the attributes that if improved, would significantly improve your ability to influence others. What would make it a “10”? What does ideal **LOOK** like? What does ideal **ACT** like? What does ideal **FEEL** like?

Step 3: What do you need to do to accomplish the above? What behaviors do you need to **INCREASE** or **DECREASE**? What skills do you need to develop? Who could you ask for help? Where could you go to practice?

Step 4: Think of someone you'd like to influence. How would they rate YOU in each of the 8 areas above? Make an 'x' on the diagram. What do you need to do to positively influence their opinion?

More about Influence and Influencers:

- Influence is about communicating ideas that affect the outcome and motivating others to action.
- Influencers have the ability to make the mundane interesting.
- Most influencers have a unique ability to make the people around them feel special.
- The ability to step out of the first perceptual position and explore someone else's view of the world is essential .
- Influential people are optimistic – they know what they want and believe they can get it
- Influential people are authentic – they stand for what they believe in – and in the end, people will respect and trust them more.

6 Principles of Influence

Reciprocation. People give back to you the kind of treatment that they've received from you. If you do something first by giving something of value—be it more information or a positive attitude—it will all come back to you.

Scarcity. People will try to seize those opportunities that you offer them that are rare or dwindling in availability. This is an important reminder that we need to differentiate what we have to offer that is different from our rivals and competitors. That way, we can tell people honestly "You can only get this aspect or this feature by moving in our direction."

Authority. People will be most persuaded by you when they see you as having knowledge and credibility on the topic. You'd be surprised how many fail to properly inform their audience of their genuine credentials before launching into an influence attempt. That's a big mistake.

Commitment. People will feel a need to comply with your request if they see that it's consistent with what they've publicly committed themselves to in your presence. The implication there is to ask people to state their true priorities, commitments and features of the situation that they think are most important. Then align your requests or proposals with those things. The rule for consistency will cause them to want to say yes to what they've already told you they value.

Liking. People prefer to say yes to your request to the degree that they know and like you. No surprise there but a simple way to make that happen is to uncover genuine similarities or parallels that exist between you and the person you want to influence. That person is going to like you more and be more willing to move in your direction.

Consensus. People will be likely to say yes to your request if you give them evidence that people just like them have been saying yes to it too. I saw recent study that showed if a restaurant owner puts on the menu "This is our most popular item" than it immediately becomes more popular.



"That's a great question. Come to think of it, I'm not sure what it is I'm trying to sell you."

Power Influencing - Thinking It Through

Preparation

- 1. Think positive and expect positive results**
 - Manage your self-talk – Reflect on ‘Atta Girls’
- 2. Clearly define your objective/desired outcome**
 - Choose your “ask” wisely – set yourself up for success
 - Chance favors a prepared a mind
- 3. Go for a “Win-Win” not a “Winner Take All” outcome**
 - Considers your ‘Indifference Curve’ options
- 4. Do your research**
 - Educate yourself on how decisions are made (by committee or individual)
 - Identify early adopters who could be influential champions or advocates
- 5. Build your case**
 - What is their why – customize your message to the individual or group
 - Don’t just *think* you know their perspective
 - Make it easy for others to say yes!
 - Create an impactful presentation (rehearse and get feedback if necessary – use a Thinking Partner)
 - Conduct a series of informational meetings to socialize the idea and get feedback or advice – give others permission to be brutally honest

Delivery

- 6. Make your case**
 - Start with mutual goals/objectives
 - Flex your communication style
 - Align with organization / individual goals
 - Focus on pain points
 - Prepare and ask Powerful Questions (see below)
- 7. Ask for the business**
- 8. Agree to an action plan for next steps**

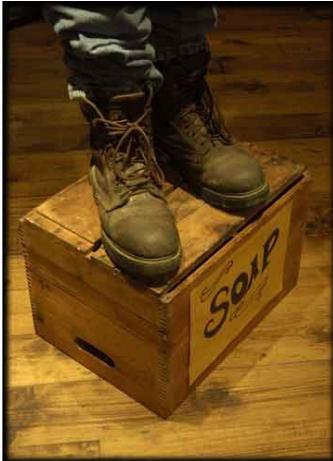
Follow Up

- 9. Identify follow-up needs and preferences**
- 10. Follow-up with the client**
 - To maintain the relationship
 - Deliver Best In Class service and response

Examples of Powerful Questions

- Why are you considering a change at this point?
- If I addressed that concern, would our proposal meet your needs?
- Help me to understand the uniqueness of your situation.
- What’s important to you? What would be an ideal outcome for you regarding _____ ?
- What reservations do you have? What other options are you considering?
- What else is important for me to know?

Strategic Networking as a Multiplier



On My Soap Box

Networking is a core competency in all aspects of our lives.
Successful networking takes planning.
The self-fulfilling prophesy prevails.
Real relationships take time and require sincerity.
Honesty is still the best policy.
Manners do matter.
Be purposeful - Have A Plan
Be Intentional!



Be Intentional - How do you want to be known?

Look Like	Act Like	Sound Like
Do you look like you know what you're talking about? Do you look professional? What does your body language convey?	Are your activities in alignment with how you want to be known? Do you act like a business leader, a community leader, an expert or do you look administrative?	What are you talking about? Is your small talk purposeful? What can you share that they will benefit from? To educate them? Challenge their thinking?

Networking is a Team Sport

Make it easy for others to refer you – educate them

By definition, you refer them too.

To get referrals, you must deserve referrals.

Do they know who you want to meet?

Do you know who they want to meet?

What do you want your referral partners to say about you that aligns with how you want to be known?

Are you willing to use your influence to make an introduction or to set up a meeting to discuss their needs?

Who is in your tribe?

Your friends/colleagues want to help but you've never asked them and they may not know what to say about you.

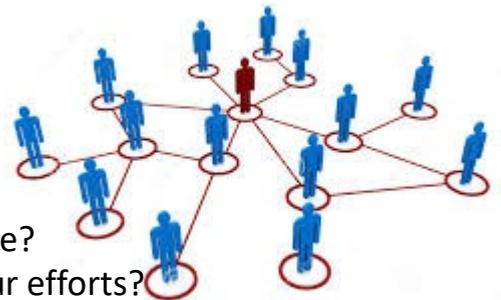
Who wants you to succeed?

Who is an influential advocate?

Who knows the people you want to know?

Who could mentor you and become an advocate?

What kind of Go To people will enhance you and your efforts?



Make connections at this FIAE Convention.

Follow up. Start your list below:

Strategic Networking Plan

Vision

What are your Network Targets and Why?

Who do you want to meet?

Future clients, connectors,
business leaders, referral
partners, members

Identify 1° Connectors

Who is currently doing
business with or knows your
targets?
Who do you currently know
that could make intros?
Circle the wagons.

Strategies

Contact Connector
Identify their preferred
style
What's most important to
them?
Create introduction script
Go where they go

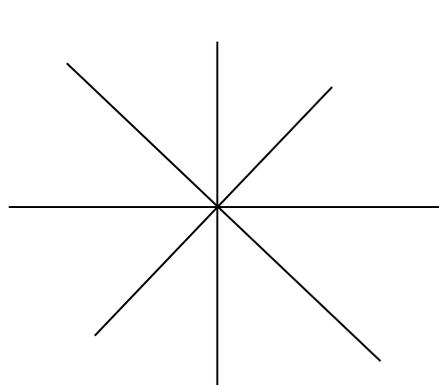
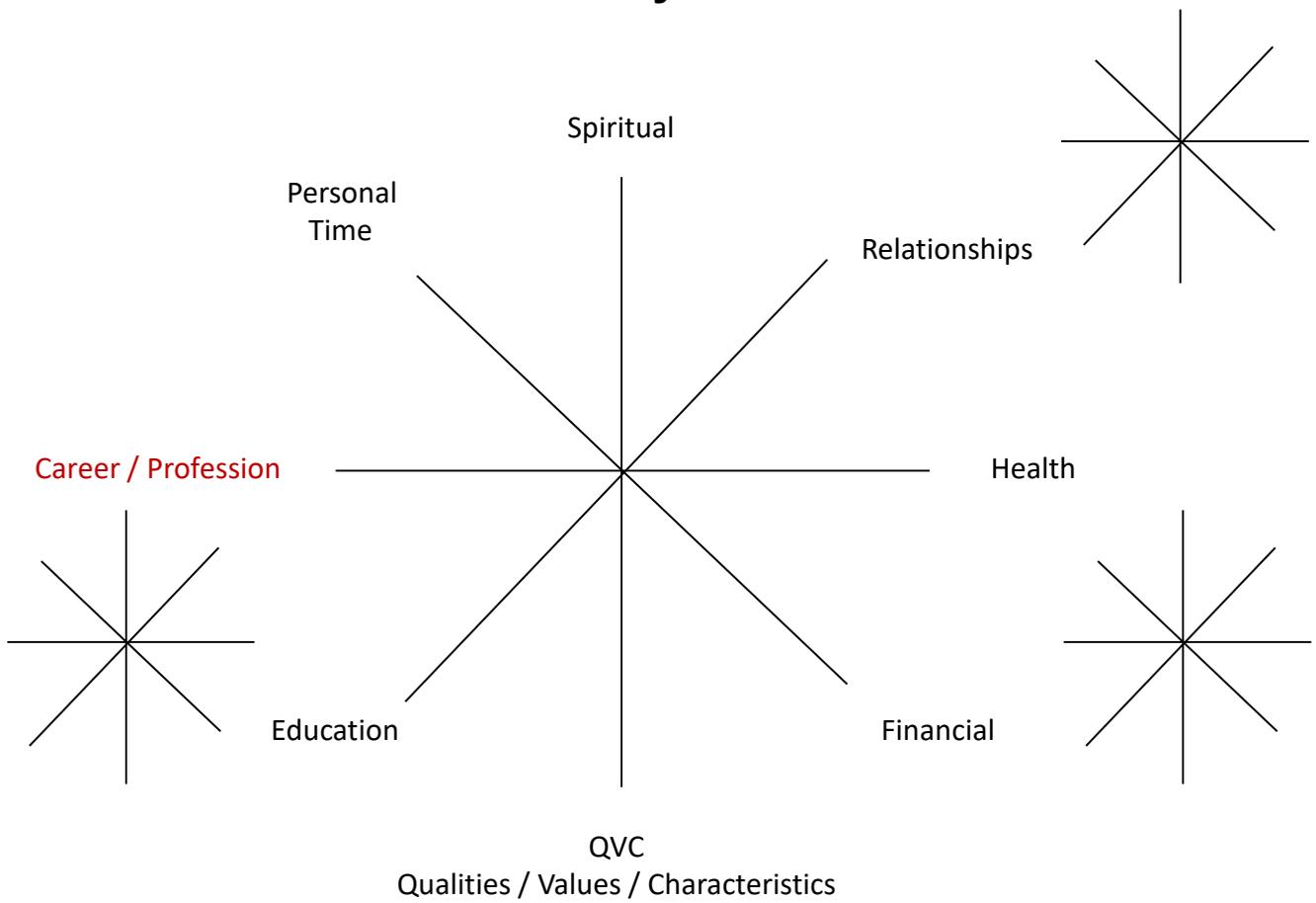
Invite them
To a community event
To a social event
Be a connector to someone
they want to meet

Purposeful Small Talk and Purposeful Interactions

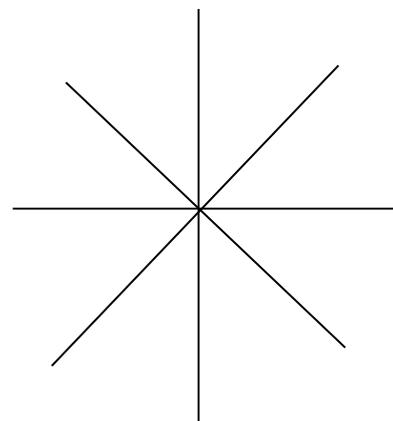
How can you be visible?
Where can you speak?
What can you write about?

Next Steps:

Success By Intent



Role/Responsibilities



Traits / Skills

Reflection Question: *What would make it a "10"?*

INSIGHTS

1. Insights I've had as a result of today's discussions and activities are...

a.

b.

c.

2. What one significant activity will I do first to intentionally advance my organization's success?

3. What are some other 'Now Whats'?

Discussion Notes