

8 O'Clock Zoom Room

CEO Growth - Rapid Response Team

Thursday 30 April 2020

With Sales Expert: Andy Lopata



Welcome to the conversation designed to challenge & raise your game

COVID-19
is a 100yr
GAME
CHANGING
EVENT

Business
As Usual
is **not**
coming
back

The **BIG SHIFT** impacts everything we know and rely upon from our people's values & expectations to the very heart of the global capitalist systems.

The quality of thinking that got us here is not good enough to take us to the next level

(Albert Einstein)

We took the old rules for granted. Are you going to **write the new rules** or wait for your competitor to do it?

The quality of our leadership is a combination of our **mind-set & skill-set** plus our level of **commitment to excellence.**

Crisis
always
reveals our
weaknesses
and our
new
possibilities

When the tide goes out you find out who's been swimming naked

(Warren Buffet)

As leaders we can choose to be unconsciously **reactive** or consciously **creative.**

Aim Higher & Evolve or get left behind

TRUTH will set you free but first it will piss you off (Gloria Steinem)

Our Approach: Mind-set x Skill-set x Action = Effectiveness

Mindset: (noun)

an **established** set of beliefs, attitudes, perspectives, worldviews, mental models, lenses, frameworks through which we understand the world that **pre-determine** how we **interpret and respond** to any and every situation.

Customer Promise, Product Value, Pricing, Brand Experience, Marketing, Selling, Cashflow, Business model, Profitability, Talent Acquisition, Team Engagement, Purpose, Vision, Values, Mission, Systems, Processes, Technology, Innovation, Culture, Strategy, Risk Assessment, Health & Safety, Contracts, Organisation, Planning, Management, Competitor Research, Goals, Targets, Performance Analysis, Continuous Improvement, Sustainability, Communication...

It all matters, is all connected and all makes a difference **but the way you see it may as well be everything.**

It's time to **see & think differently** and **raise our game** because the world has changed and success is always imagined, designed and built **from the inside out.**



Andy Lopata

The Net-working Master

<https://www.linkedin.com/in/networkingstrategy/>

The Financial Times called Andy ‘one of Europe’s leading business networking strategists’ and he is ‘a true master of networking’ according to the Independent and Forbes.com. As an international speaker and the author of five books, Andy is the right person to help us focus on the attitudes and activities that are going to make the biggest difference.

In this session, Andy will distil more than 20 years of expertise into what makes professional relationships work well and how to unlock their true potential.

In this session we will discuss...

Why and how to strengthen your business-critical relationships with meaningful conversations.



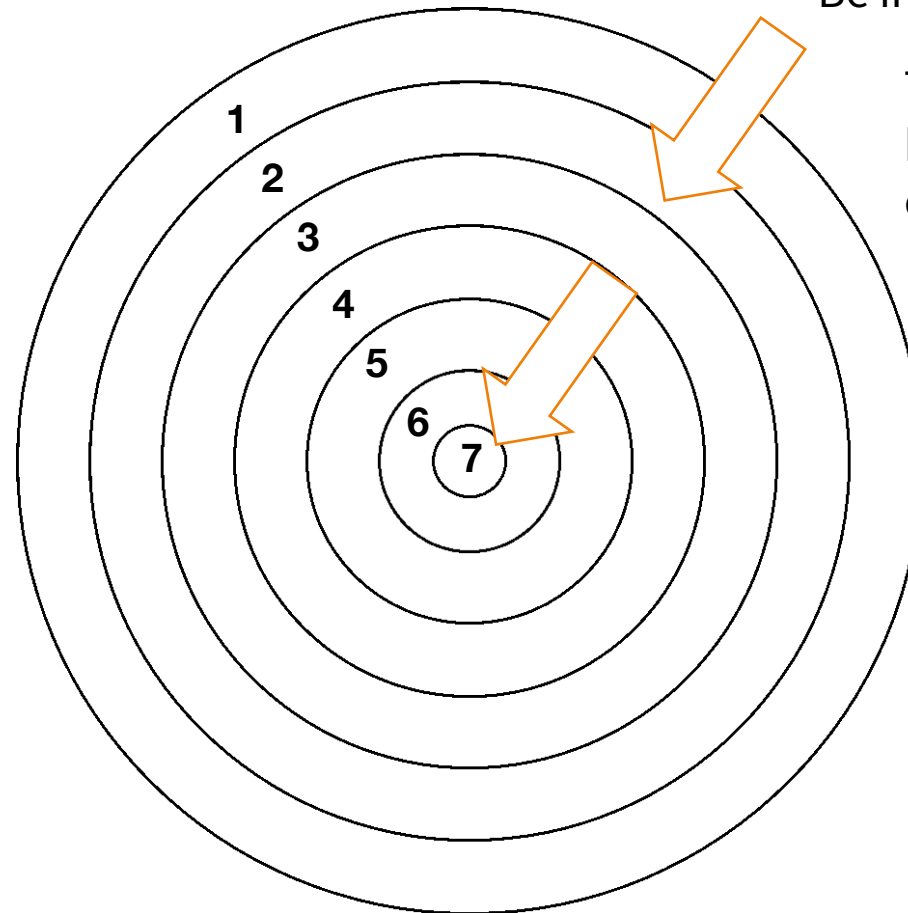
The Challenge / Question

We will all be remembered, far beyond this crisis, for how we showed up. Our brand impression, you could say.

- ❑ How do we want to be remembered?
- ❑ How can we leverage our most important relationships?
- ❑ How can we authentically connect with all the people that matter to our future – ie our professional relationships with our team, customers, suppliers, strategic partners and your wider network?

The Seven Stages of Professional Relationship

1. Recognise
2. Know
3. Like
4. Trust
5. Support
6. Advocate
7. Friend/Personal Network



Don't fall into the trap of aiming for the biggest list.
Be intentional about building depth

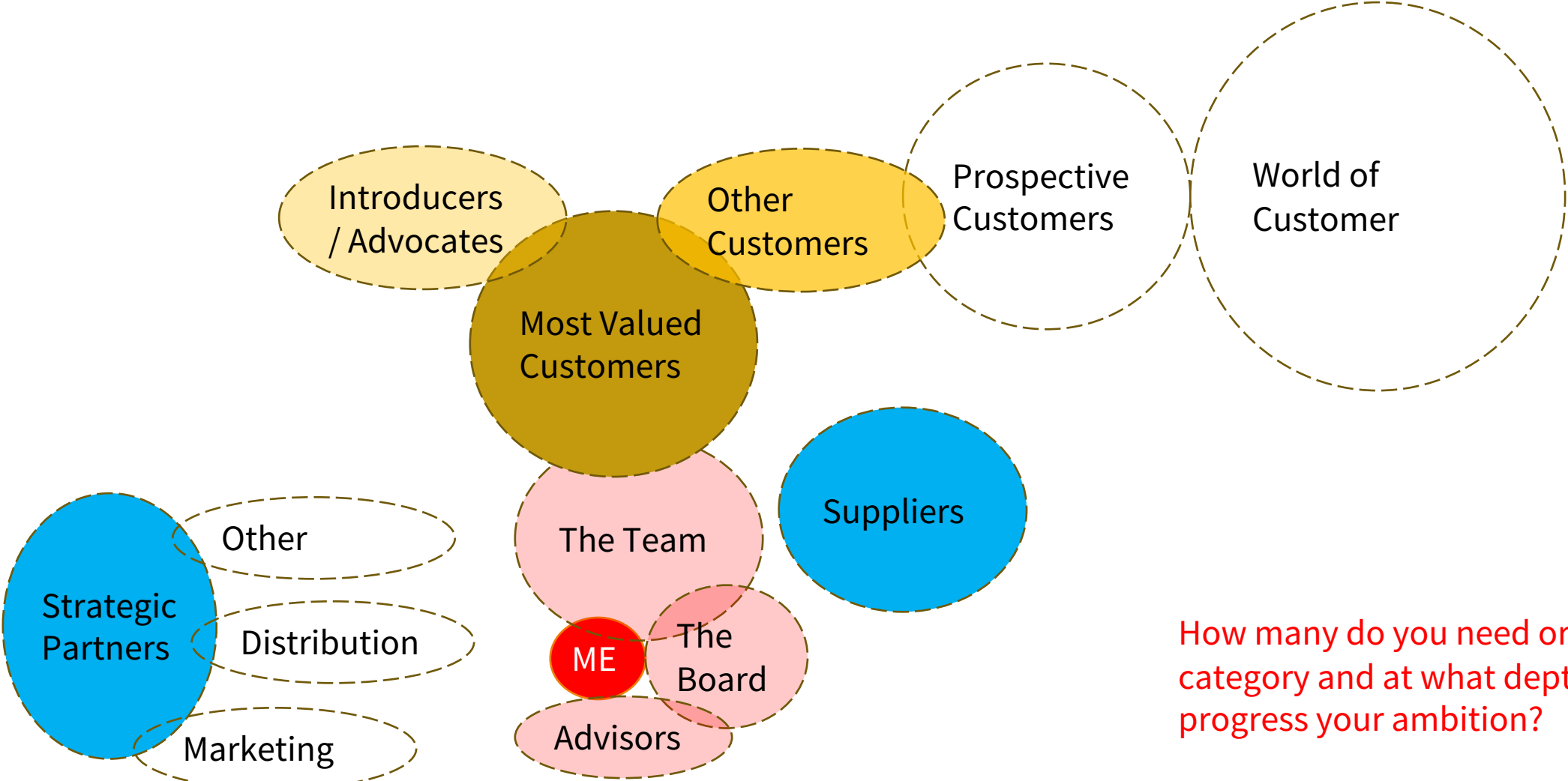
This is about how well you know / care and are known / cared about.

Do I have a good number (not large number) of the right people at the deeper level?

People who will...

- Support – when I ask
- Advocate – are always looking out for you

MAP your most valuable business relationship & connections (not as lists or hierarchies)



How many do you need of each category and at what depth, to progress your ambition?

See what's going on

- **How we act now** towards people in our networks will affect how they think of us after the lockdown.
- **During crisis we turn to people we trust** – people who care enough to support us and our business with advice and practical help. How does that relationship strength get built that means people give despite their own challenges?
- **Usually we focus only on our own needs....** but we must step back and look at our relationships and what impact we are having on them.

Avoid the mistakes

- **Don't broadcast** - engage and empathise with other human beings
- **Don't presume anything** – they could be worried about family, business, losing job, dealing with death.
- **Don't be afraid** to open up - people are willing to share if you do
- **Don't tell**...ask open questions - “how are you coping? What’s happening?”
- **Don't ask for help** before you've offered it.
- **Don't be transactional** - When Andy texted his book-reviewer people for an update without enquiring about how they were doing, they were unresponsive because they saw it as transactional not as a person. It was easy for Andy to misinterpret their silence and feel insecure about it.
- **Don't jump to conclusions** but pick up the phone and say hi.

NOW is
always the
right time for
building
relationships

- **“Make friends** when you can – not just when you need support” It’s a lot harder to ask for help, if your relationship isn’t strong
- **Communicate with empathy** – ask what’s going on in their world.
- **Apply this attitude to being a good customer** yourself – caring for your suppliers and partners.
- **Remember 80%** of your conversation and touch points should be about them – not you
- **Be patient** – the investment in relationship may pay off later
- **It’s okay to sell** – if you’re providing value to people, but know that empathy always comes before rapport, even in good times.
- **Remember - helping IS selling** but selling is NOT always helping.

Questions about my LEADER MINDSET

Am I living with the mindset of **abundance**?

Can I see that there's **opportunity** for ALL of us – not just what I can get out of this?

Am I showing up as a **powerful leader or just a manager**?

- **“Leaders eat last”** (Simon Sinek)
- **Leaders build community** and are willing to introduce others to their trusted people to help solve their problem - not just offering their own ill-fitting solution
- Leaders are **willing to take themselves out of the equation** – listen FOR people, not listen TO people
- Leaders are careful of the language they use because it betrays mindset : e.g. **cope, survive**
- Leaders **take a long term view** because they are building something important
- Leaders know how to **give things away** and not lose sight of the value they offer
- Leaders will turn up for free but **confidently charge for creating value.**

What practical next steps can I take?

Check in at the start of calls - and ask with empathy, not a transactional mindset.

Be open and honest. If we are asking for vulnerability, we need to give vulnerability too

Talk to others in your industry – it's a huge support network

- Virtual coffees etc
- E.g. Professional Speaker Assoc – a group for remote speaking
- Look after yourself – but enabling your network to help you too
- “Would it help you

Map out your network – look at the people who you need to deepen relationships with

- What do you want to achieve and who can help?
- Work out how to engage with them and stay in touch to intentionally deepen / strengthen the bonds.
- Use the ‘touchpoint spreadsheet’ – what to do per month, per person – and it becomes a habit.

TOUCHPOINT RECORD

Organisation	Name of Contact	Type of Relationship *	Strength of Relationship /10	Last Touchpoint #	Touchpoint score **	Follow up action	Next touchpoint needed	Touchpoint score this month	Target score this month
KEY:	* Champion / Influencer / Intermediary / Other		# Date and type of touchpoint						
	** Touchpoint Scores: Social Media 'Like' – 1 / Social Media Comment – 2 / Email (Transactional) – 2 / Text Message (relational) – 2 / Conversation at event/Conference – 2 / Social Media Share – 3 / Phone call (transactional) – 3 / 1-2-1 meeting (transactional) – 4 / Personal event invite – 4 / I Saw This and Thought of You' – 5 / Personalised 'Thank You' note or card – 5 / Phone call (relational) – 5 / 1-2-1 meeting (relational) – 6 / Personalised 'Thank You' gift – 7 / 1-2-1 Lunch/Dinner (transactional) 8 / 1-2-1 Lunch/Dinner (relational) 8 / Give referral/key support 8-10								



Key Takeaways

- Andy showed he was being vulnerable even as an expert
- The importance of helping and picking up the phone – the other might not know what they want
- Response cycle has sped up
- Using the ‘touchpoint game’ / spreadsheet /
 - Intentional connection to bring us closer
- Building depth to the relationship – a good number not a large number
- Keeping the communication line open and think about what you are asking
- Give value – ‘Value at no cost’, not free
- Put yourself in someone else’s shoes
- Reach out to the people who are struggling or stressed – with how are you, not what can you buy
- We don’t know what the new normal is, but we will be there for you when it is
- How do I prevent this not being ‘yet another thing to do’
- What is the new normal is? This is a shift from the **profit motive to empathy motive** for success

Be genuinely interested!
Say How are you + **Listen**
to the answer
How are you really
How are you coping?

See you again in the 8 O'Clock Zoom Room

- Wed, Fri at 8AM THE ISSUE **HOT SEAT**
- Tue & Thu 8AM or 8PM THE **GAME CHANGER** CONVERSATIONS
- Don't forget to tell other CEOs and Senior Execs you care about.
All they need to do is register here to receive notifications:

<http://RapidResponseTeam.biz>