

ADDICTION PHILOSOPHY

FOR GOOD BUSINESS

& SALES

02

TODAY'S FLOW

Title of the Report | Date of the Report

WINS & LESSONS

YOU EITHER WIN OR LEARN

- What are you Excited about?
- What has been a win this week?
- Is there something you're looking forward to?
- Did you learn something?

SUCCESS DESIGN

WHAT'S BEST FOR YOU

- Eating the Frog First
- Eating Dessert First
- Self Awareness

TRAINING

ADDICITON PHILOSOPHY FOR BUSINESS

- The three principles
- Data Analysis
- Next steps

 SUCCESS BY DESIGN

WINS & LESSONS

EAT THE FROG

Or

EAT DESSERT FIRST



Frog

Get Right to it



Dessert

All the goods for you



Choose & Try

Create Your Routine &
Test it

ADDICT PHILOSOPHY FOR BUSINESS

Adpated from Michael Brody-Wait,
author of Great Leaders Live Like Drug
Addicts

**RIGOROUS
AUTHENTICITY**

01



01

BE HONEST. BE REAL.

According to the University of Massachusetts, in a study, 60% of adults can't go 10 minutes without telling a lie.

That means that we grow up in a world where the majority of the people around us are practicing the opposite of authenticity every 10 minutes.

IN PRACTICE

Call out the Elephant in the Room

- Yes, this costs.
- Yes, I have a business.
- Yes, I have a product.
- Yes, I will let you know about my product.
- Yes, I'm here to sell.
- No, I'm not here to sell.
- Yes, I know how this usually is.
- I'm not good at this part.
- I'm uncomfortable too.

Share Values and Passions

Don't try to be perfect, be the best you.

**SURRENDER THE
OUTCOME**

02





HAVE GOALS & OBJECTIVES....

then let them go

02

When we try to “Make” things happen, manufacture the outcome, manipulate the outcome, we push things away. It’s obvious

Whether visually, energetically or otherwise.

It creates overwhelm, overthinking, uncomfortability, doubt and distraction.

IN PRACTICE

Focus on your excellence
Focus on your delivery
Focus on the quality of your work
Focus on the quality of your
webinar, speech, book.

Don't focus on the sales, applause,
sign ups or outcome.

Head into a sales call to SERVE on
that call.

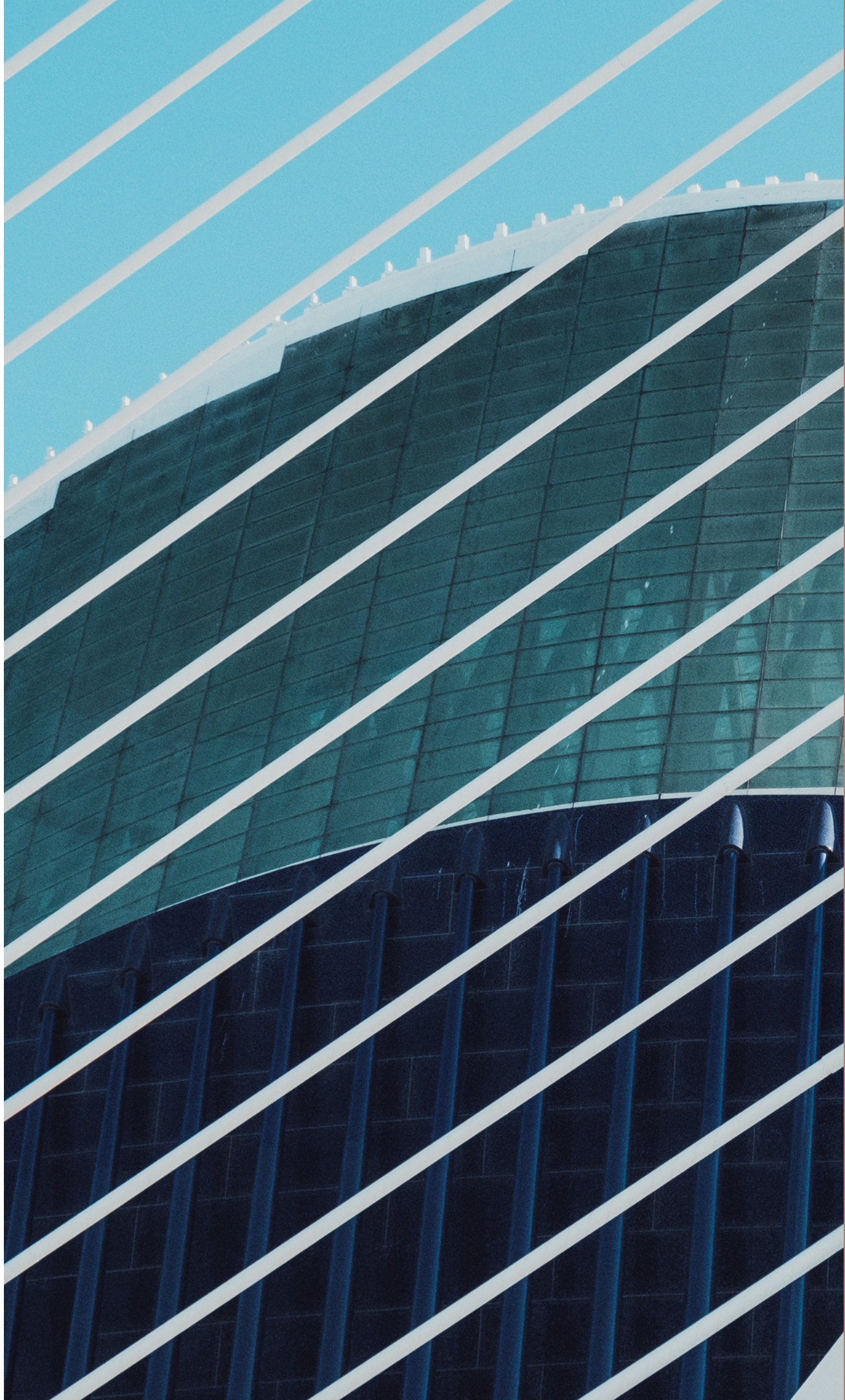
Release making the sale.

Yes, you go in prepared.

Yes, you know your general style,
plan, or script.

But don't go in there to "make a
sale"

RELEASE THE OUTCOME.



**DO
UNCOMFORTABLE
WORK**

03

BE WILLING
BE VULNERABLE
BE OPEN

03

Are you saying “yes, when you could say “no”
Hiding a weakness
Avoiding difficult conversations
Holding back your unique perspective?
Spending time on things you’ll regret at the end of your life.

We need to be able to know our weaknesses, see our blindspots and be open to learn

IN PRACTICE

Have the uncomfortable conversation

Admit you don't know
Admit you were wrong

Ask for the sale

Ask for feedback

Risk hearing the answer you don't want to hear

Get comfortable feeling uncomfortable

MINDSET QUOTE

"If you want something you've never had, you must be willing to do something you've never done"



Break out of fear, embrace the unknown and move forward with your goals and let go of the outcome.



INSIGHTS & ACTIONS

*What will we will take away & what will we do
with it?*