



<http://voicesofvaluepodcast.com/>
Episode 3

1:25 -: **You've got to be comfortable about being uncomfortable:** Professor Carol Dweck Ted Talk regarding "Fixed" Vs "Growth Mindset".

3:03 -: **Perfection** at the expense of **PROGRESS!** Delayed gratification. How the process of hard decisions precedes better results in time.

5:00 -: **Obstacles Vs Opportunities.** Winners are **unafraid to lose!**

6:27 -: **"Simplicity is the ultimate sophistication".** "Simplicity"; taking the complex and making it simple. Who are the next 5 prospects we can turn in to profit? It's not about short cuts. There are no shortcuts to anyplace worth getting to! You cannot change your destination over-night; but you can change your direction that quickly. Make some hard decisions and you will end up with an easy life!

9:00 -: **P.R.O!** **P**erpetual. **R**eferral. **O**perational. Do you have your processes itemized and checkable? It's what you do after you've delivered what is expected that makes the biggest impact on your current client's motivation to refer others to you. Do more than is expected and watch your referral's flow! Don't ask "Who do you know?" Do ask "Who will be next"?

18:05 -: When you're in a jet, a pilot with a checklist is a reason for **comfort** not **concern**. Pilots leave nothing to chance before they fly and their **operational checklist** confirms this! Do you have a seamless process that you can evidence to a prospect when you're in 'presentation mode' about your service delivery?

19:56 -: *"The faintest pencil is more powerful than the greatest memory", Albert Einstein. "I don't want this to be the one time where I miss something off the checklist", Captain Cliff Vanslow, Virgin Australia.*

Recommended Viewing-:

Professor Carol Dweck's TED talk on Growth Mindset.

Black Mirror, (Season 3 Episode 1).