



IFA26 evolve.



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FRANCHISE
ASSOCIATION

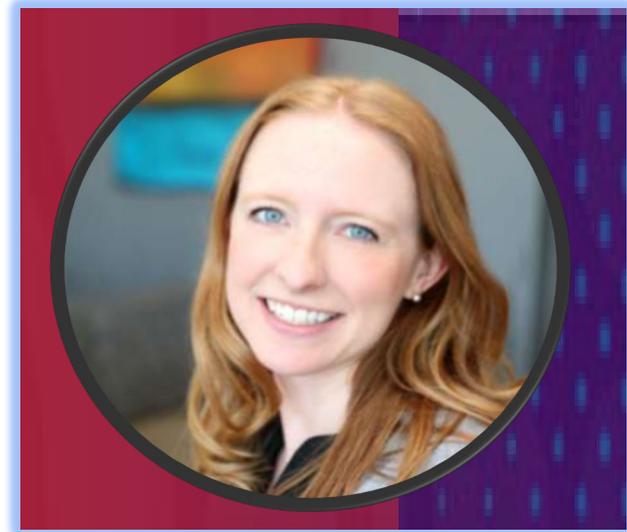
PERFORMANCE BASED HABITS TO INSPIRE FRANCHISE DEVELOPMENT SALES



SPONSOR



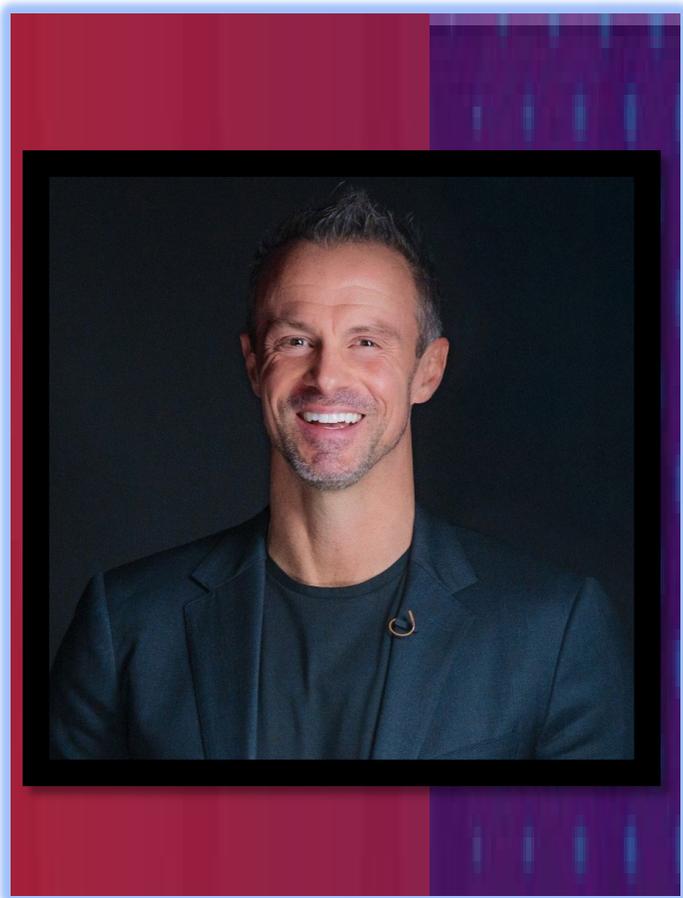
CLA (CliftonLarsonAllen LLP)



Rachel O'Leary

CLA

Rachel.OLeary@claconnect.com



Alan Stein, Jr.
SUCCESS SIMPLIFIED

Performance Coach, Keynote
Speaker, and Author of *Raise
Your Game & Next Play*

Alan@alansteinjr.com

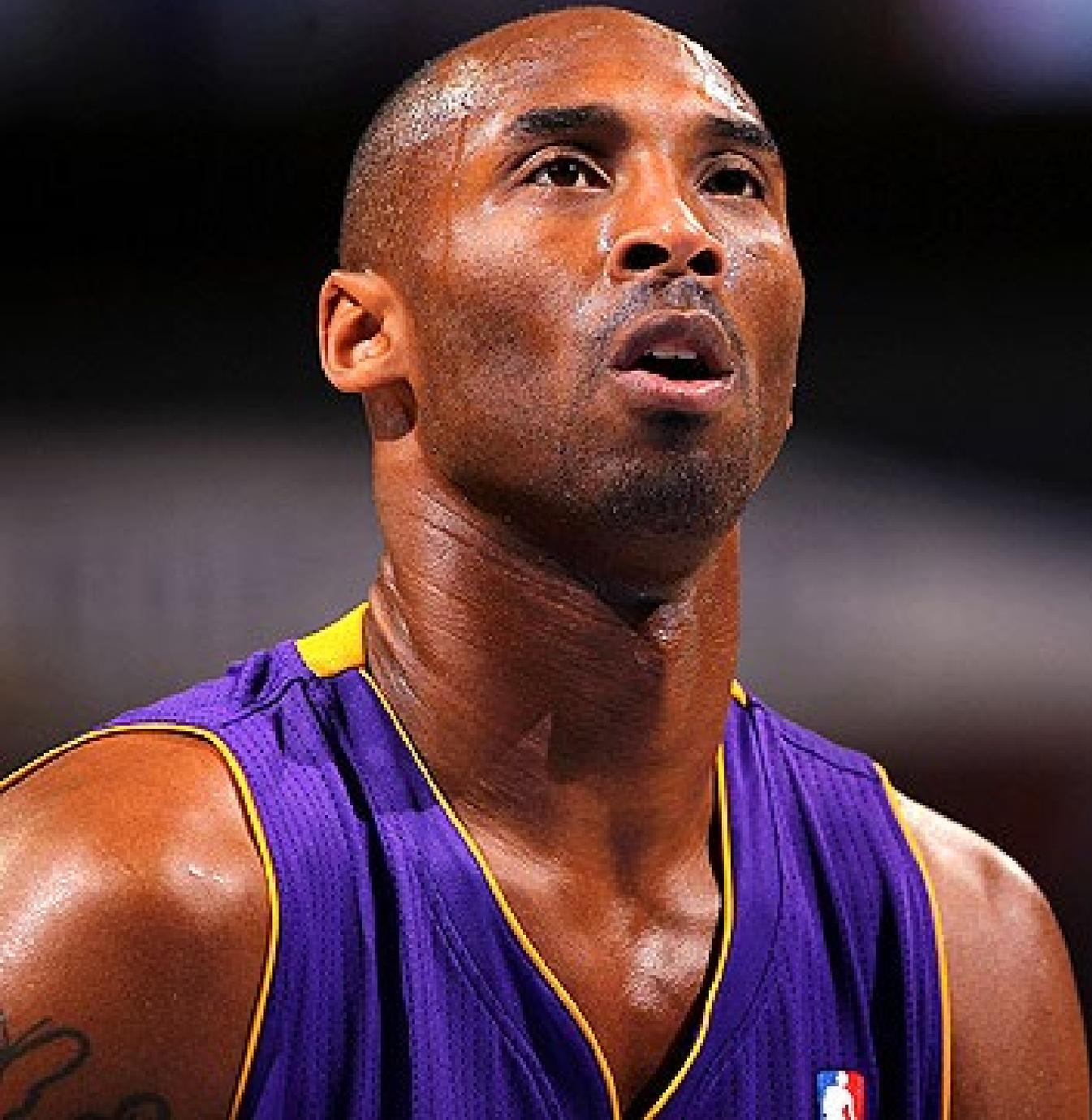


A solar eclipse is shown in the center of the frame, with a dark sun disk surrounded by a bright orange and red corona. The scene is set against a dark, starry sky. In the foreground, a dark silhouette of a mountain range is visible. The word "PHASE" is written in large, bold, white, sans-serif capital letters across the bottom of the image, with a slight glow effect. The letters are positioned such that the mountain range appears to be in front of them.

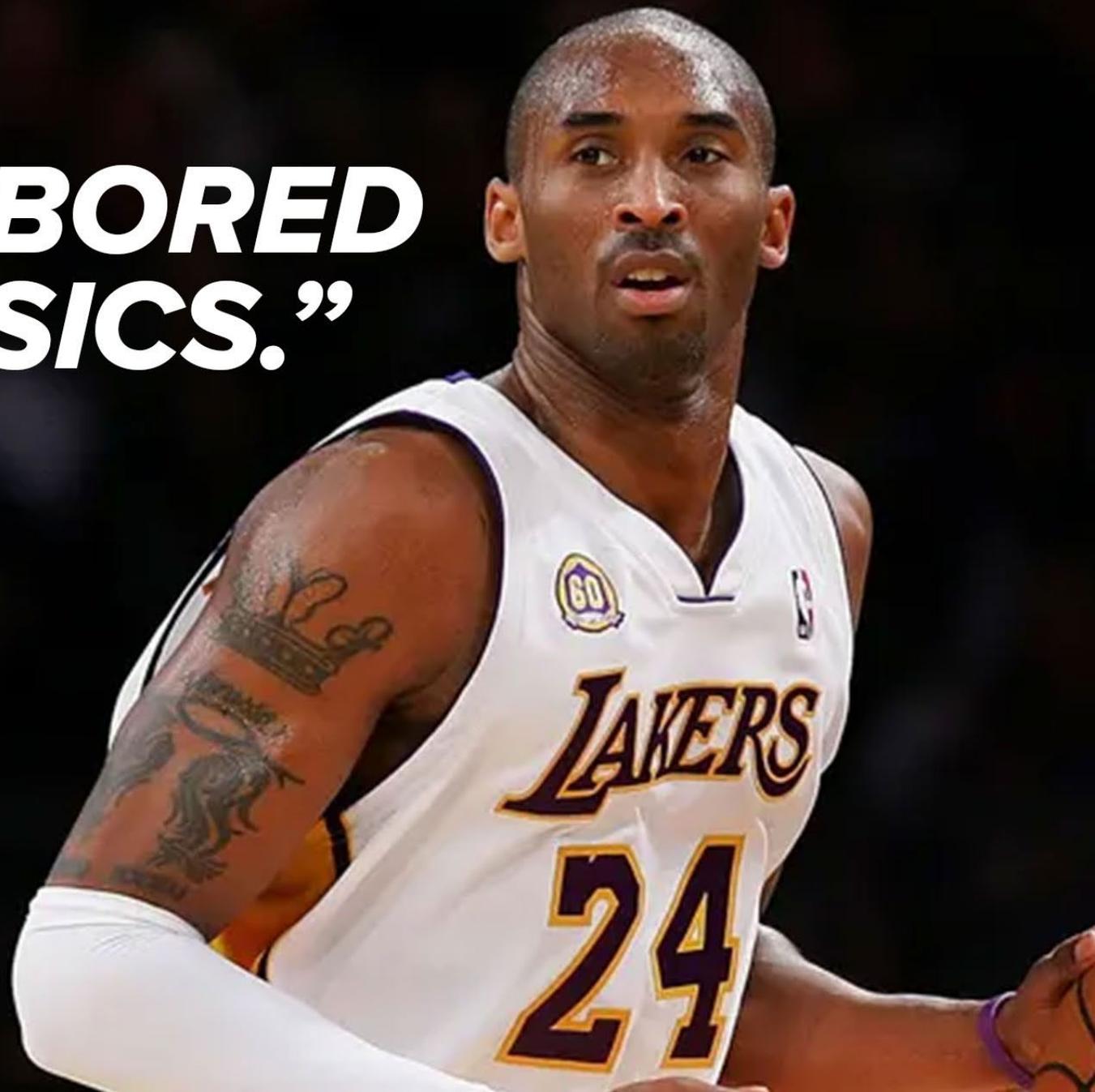
PHASE



Alon Stein, Jr.
SUCCESS SIMPLIFIED



***“ I NEVER GET BORED
WITH THE BASICS.”***



*JUST BECAUSE IT'S **BASIC**
DOESN'T MEAN IT'S **EASY***





COMPLEXITY
UNDERMINES
EXECUTION



HIGH PERFORMERS
ARE ALWAYS LOOKING TO GROW



#1: PERSPECTIVE

#2: CORE VALUES

#3: PURPOSE



IT'S NOT ABOUT ME

IT'S ABOUT YOU



**MAKE DECISIONS BASED ON
YOUR *CORE VALUES*, NOT
YOUR *EMOTIONS***



DON'T
CONFUSE
FUNCTION
WITH
PURPOSE





DHL

AACK156799

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#1: HABITS

#2: MINDSET

#3: FOCUS



-
- **HALF** OF EVERYTHING WE DO IS **HABITUAL**.
-



FILLS YOUR BUCKET

WHAT YOU DO



PERFORMANCE GAP:

WHAT YOU KNOW

VS

WHAT YOU DO



ANY TIME YOU SHOW UP
AS LESS THAN YOUR BEST SELF
IT IS AN ACT OF **SELFISHNESS**



**DO THE BEST YOU CAN
WITH WHAT YOU HAVE
WHEREVER YOU ARE**



NO BLAMING
NO COMPLAINING
NO EXCUSES





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IFA



W.I.N.

WHAT'S IMPORTANT NOW



**“BE WHERE
YOUR FEET ARE.”**



#1: THE NEXT PLAY

#2: THE CONTROLLABLES

#3: THE PROCESS



**NEXT
PLAY**



ANY ENERGY YOU **WASTE** ON
SOMETHING THAT IS IN THE PAST
THAT IS **UNCHANGABLE**
MEANS YOU DON'T HAVE THAT
ENERGY TO INVEST IN THE PRESENT
MOMENT WHERE YOU CAN STILL
MAKE A DIFFERENCE



EFFORT
&
ATTITUDE



**YOU DON'T CONTROL
CIRCUMSTANCES & EVENTS...
BUT YOU ALWAYS CONTROL
YOUR *RESPONSE***





*WHEN YOU FOCUS
ON THE **PROCESS**
THE **SCOREBOARD** WILL
TAKE CARE OF ITSELF*







#1: ROLE CLARITY

#2: ACCOUNTABILITY

#3: COMMUNICATION



HOLDING SOMEONE
ACCOUNTABLE IS SOMETHING
YOU DO **FOR** THEM,
NOT SOMETHING YOU DO **TO** THEM



DELEGATE

VS

MICROMANAGE



*IT'S NOT WHAT
YOU **SAY**...
IT'S WHAT
THEY **HEAR***





MIKE KRZYZEWSKI

April 3, 2008,

Dear Alan:

Thanks for your note. I really enjoyed our conversation at Montrose. You have done a terrific job there and obviously, you have also built a great national reputation. I'm happy for you.

Take Care,
Coach K



THANK YOU

TO THE AV TEAM!



*THAT WHICH GETS PRAISED
GETS REPEATED*





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THE STANDARD YOU SET
TODAY WILL DETERMINE
WHERE YOU'LL BE
TOMORROW



SALES SKILLS DEVELOPMENT



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Missy Wright
Vice-President
Five Star Franchising
Mwright@fivestarfranchising.com



STEP 1:
QUALIFIED LEAD

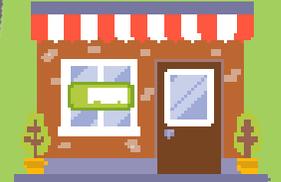
STEP 2:
INTRODUCTION CALL

STEP 7:
SIGN FRANCHISE AGREEMENT

OPEN YOUR BUSINESS!
Launch your business and build a successful team

STEP 3:
BRAND REVIEW

STEP 6:
DISCOVERY DAY



START
Express interest in owning a franchise

STEP 5:
VALIDATION

BEGIN BUSINESS TRAINING

STEP 4:
FDD OVERVIEW

Multi-Step Development Process



FRANCHISE SALES FUNNEL

QUALIFIED LEADS

INTRO CALL

BRAND REVIEW

FDD OVERVIEW

VALIDATION

DISCOVERY DAY

SIGNING DAY

FRANCHISE SALES FUNNEL

QUALIFIED LEADS

INTRO CALL

BRAND REVIEW

FDD OVERVIEW

VALIDATION

DISCOVERY DAY

SIGNING DAY

- Why Prospects Drop Out
- Developer Skillset
- Best Practice

FRANCHISE SALES FUNNEL



TOTAL LEADS

QUALIFIED LEADS

Dropped %

Active Leads

1,000

(83%)

167



FRANCHISE SALES FUNNEL

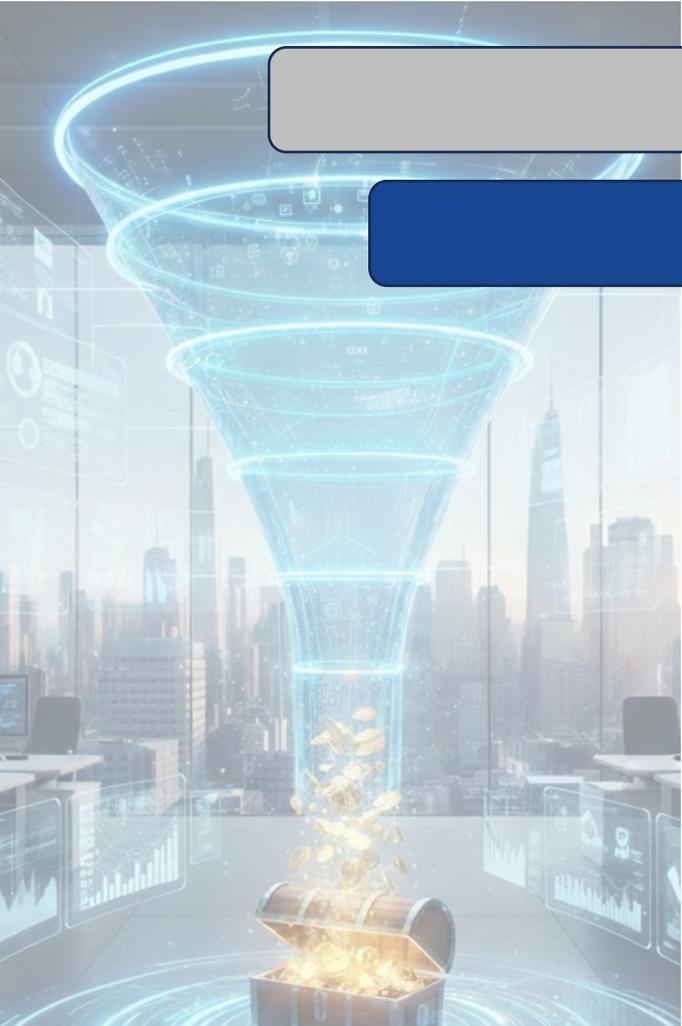
Dropped
%

Active
Leads

QUALIFIED LEADS

INTRO CALL

167



LIVE POLL:

What percentage of candidates drop out during the Intro Call stage?

0-10%

11-20%

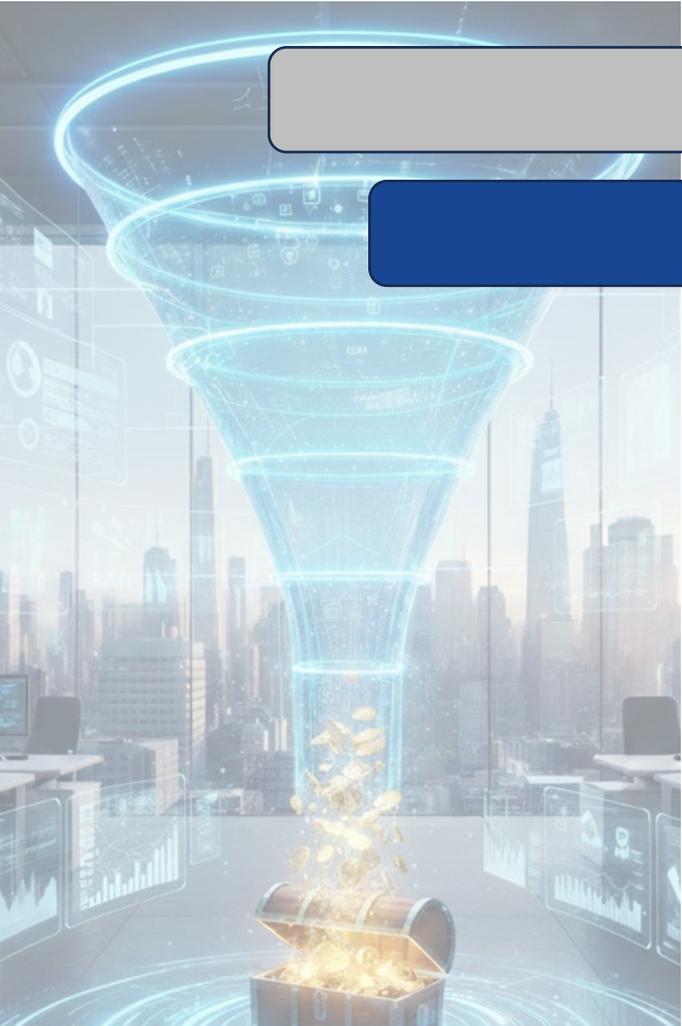
21-30%

31-40%

41-50%

50+%

FRANCHISE SALES FUNNEL



QUALIFIED LEADS

INTRO CALL

Dropped %

Active Leads

167

(20%)

134



INTRO CALL

Why Candidates drop out: No Connection or Excitement

Developer Skillset: Inquisitive, Rapport-based Listening

Best Practice: Prepare & 80/20 Rule



FRANCHISE SALES FUNNEL



QUALIFIED LEADS

INTRO CALL

BRAND REVIEW

Dropped
%

Active
Leads

167

(20%)

134

LIVE POLL:

What percentage of candidates drop out during the Brand Review stage?

0-10%

11-20%

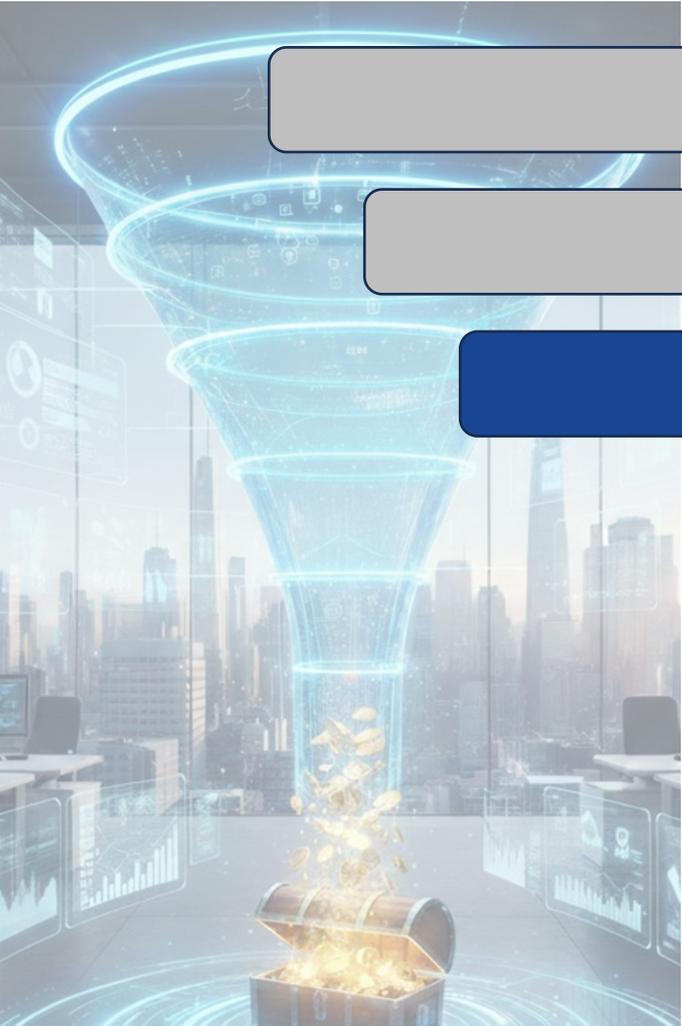
21-30%

31-40%

41-50%

50+%

FRANCHISE SALES FUNNEL



Dropped %	Active Leads
	167
(20%)	134
(35%)	87

QUALIFIED LEADS

INTRO CALL

BRAND REVIEW



FRANCHISE SALES FUNNEL

Dropped

Active

BRAND REVIEW

Why Candidates drop out:

Information Overload

Developer Skillset:

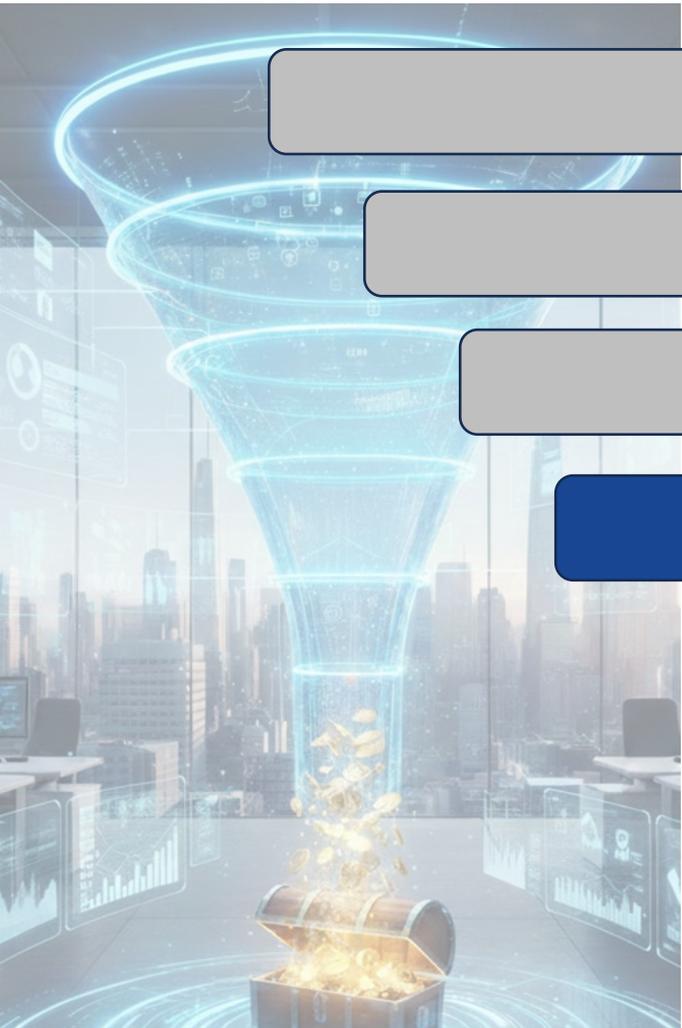
Consultative Brand Storytelling

Best Practice:

Customize, Benefits-led



FRANCHISE SALES FUNNEL



QUALIFIED LEADS

INTRO CALL

BRAND REVIEW

FDD OVERVIEW

Dropped %

Active Leads

	167
(20%)	134
(35%)	87



LIVE POLL:

What percentage of candidates drop out during the FDD Overview stage?

0-10%

11-20%

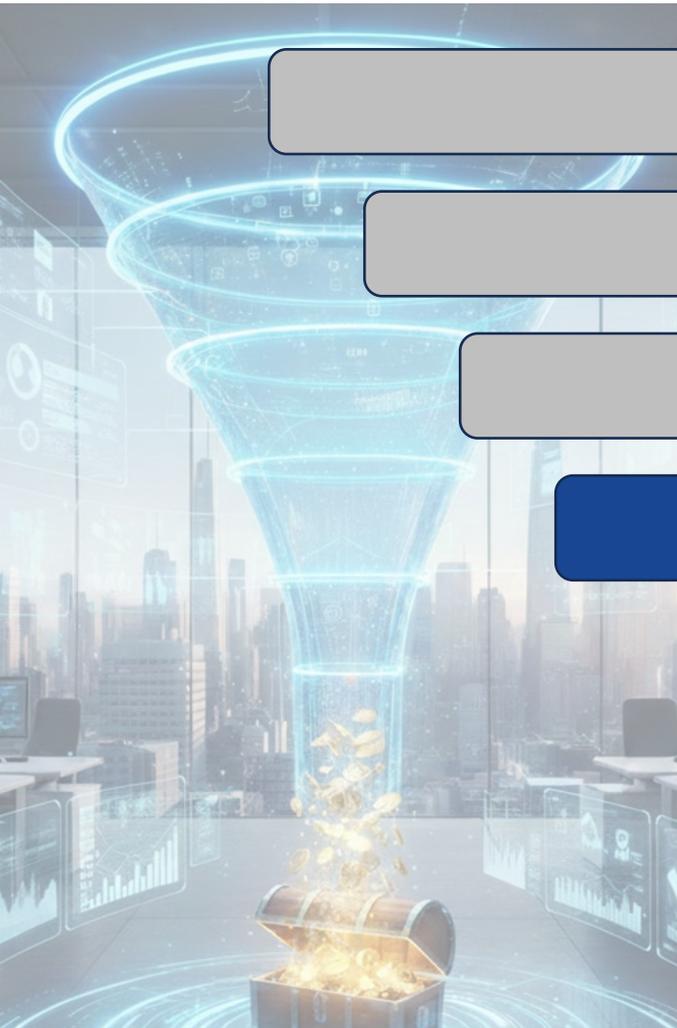
21-30%

31-40%

41-50%

50+%

FRANCHISE SALES FUNNEL



Dropped %	Active Leads
	167
(20%)	134
(35%)	87
(30%)	61

FRANCHISE SALES FUNNEL

Dropped % Active Leads

FDD OVERVIEW

Why Candidates drop out: Lack of Transparency – F.E.A.R.

Developer Skillset: Knowledgeable and Confident

Best Practice: Send After the Call



FRANCHISE SALES FUNNEL

Dropped %	Active Leads
	167
(20%)	134
(35%)	87
(30%)	61

QUALIFIED LEADS

INTRO CALL

BRAND REVIEW

FDD OVERVIEW

VALIDATION



LIVE POLL:

What percentage of candidates drop out during the Validation stage?

0-10%

11-20%

21-30%

31-40%

41-50%

50+%

FRANCHISE SALES FUNNEL

Dropped %	Active Leads
	167
(20%)	134
(35%)	87
(30%)	61
(34%)	40

QUALIFIED LEADS

INTRO CALL

BRAND REVIEW

FDD OVERVIEW

VALIDATION

FRANCHISE SALES FUNNEL

Dropped
%

Active
Leads

QUALIFIED LEADS

167

VALIDATION

Why Candidates drop out: Poor Validation = Loss of Momentum

Developer Skillset: Relationship Building

Best Practice: Make Intros Directly & Know Your Validators

4

7

1

0



FRANCHISE SALES FUNNEL

Dropped % Active Leads

QUALIFIED LEADS

167

INTRO CALL

(20%)

134

BRAND REVIEW

(35%)

87

FDD OVERVIEW

(30%)

61

VALIDATION

(34%)

40

DISCOVERY DAY



LIVE POLL:

What percentage of candidates drop out during the Discovery Day stage?

0-10%

11-20%

21-30%

31-40%

41-50%

50+%

FRANCHISE SALES FUNNEL

Dropped %	Active Leads
	167
(20%)	134
(35%)	87
(30%)	61
(34%)	40
(33%)	27

QUALIFIED LEADS

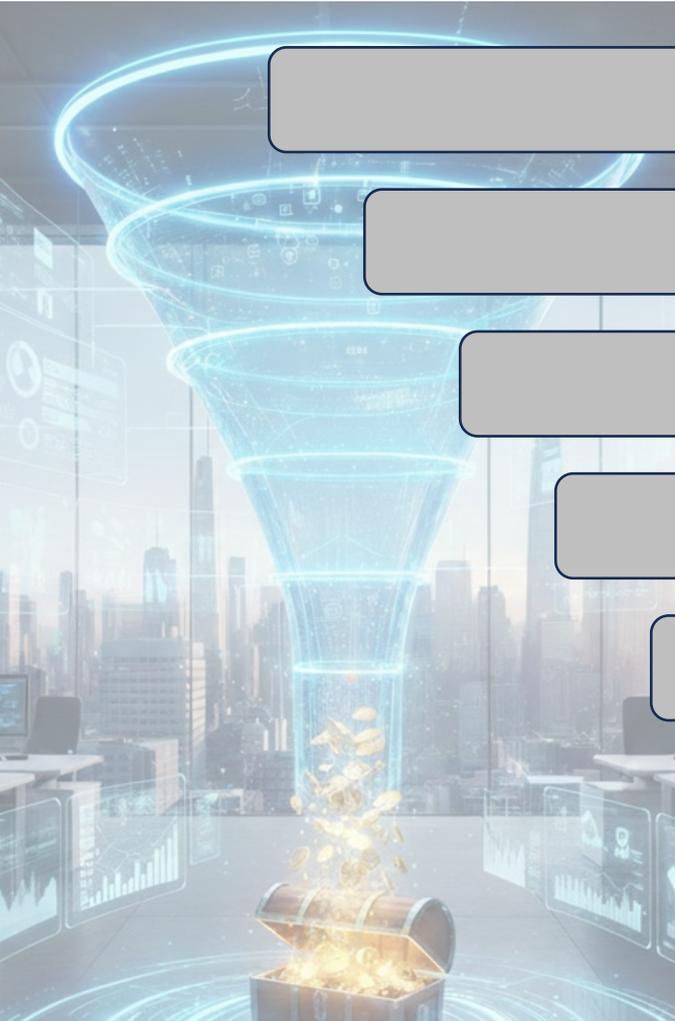
INTRO CALL

BRAND REVIEW

FDD OVERVIEW

VALIDATION

DISCOVERY DAY



FRANCHISE SALES FUNNEL

Dropped
%

Active
Leads

QUALIFIED LEADS

167

DISCOVERY DAY

Why Candidates drop out: Not Decision Ready

Developer Skillset: Ability to Walk Away

Best Practice: Validate, Don't Explore

FRANCHISE SALES FUNNEL



QUALIFIED LEADS

INTRO CALL

BRAND REVIEW

FDD OVERVIEW

VALIDATION

DISCOVERY DAY

SIGNING DAY

Dropped %

Active Leads

167

(20%) 134

(35%) 87

(30%) 61

(34%) 40

(33%) 27

LIVE POLL:

What percentage of candidates drop out during the Signing Day stage?

0-10%

11-20%

21-30%

31-40%

41-50%

50+%

FRANCHISE SALES FUNNEL

Dropped % Active Leads

QUALIFIED LEADS

167

INTRO CALL

(20%)

134

BRAND REVIEW

(35%)

87

FDD OVERVIEW

(30%)

61

VALIDATION

(34%)

40

DISCOVERY DAY

(33%)

27

SIGNING DAY

(26%)

20



FRANCHISE SALES FUNNEL

Dropped %	Active Leads
-----------	--------------

QUALIFIED LEADS

167

INTRO CALL

(20%)

134

DISCOVERY CALL

(25%)

87

SIGNING DAY

Why Candidates Fall Out: Not Ready to Commit, Attorney Review

Developer Skillset: The Reverse

Best Practice: Agreements in Advance

51

40

27

20





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Thank you for investing your time and attention with me. This PDF serves to reinforce the principles, lessons, and strategies I share in person during my keynotes, workshops, and trainings.

Whether you've seen me speak in person or not, the goal of this document is help you **Raise Your Game!**

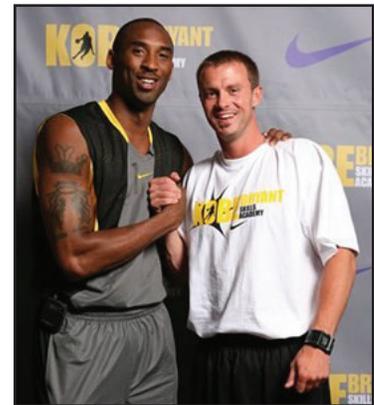
PRIMARY THEME

Be the best version of yourself and strive for excellence in everything you do.

This will allow you to raise your performance, value, and significance as well as lead and positively influence others more effectively. Don't overcomplicate this process. The basics work. They always have and they always will. But just because something is basic it doesn't mean it is easy.



**"I NEVER GET BORED
WITH THE BASICS."
- KOBE BRYANT**



How do you become the best version of yourself? Answer (and act upon) these 5 questions:

- 1) What sacrifices do I need to make?
- 2) What skills do I need to acquire?
- 3) Whose help would I benefit from?
- 4) What challenges should I expect?
- 5) What habits do I need to change?

VALUE RELATIONSHIPS

The key to everything you want in life - happiness, fulfillment, respect, influence, success and significance - is achieved through your relationships.

Regardless of what business you are actually in – you are in the relationship business. That's because 100% of your clients, customers, co-workers, and colleagues are human beings. Your relationships with them determine your success.

Building meaningful relationships is the only way to create a winning culture... at home or at work. In fact, in a study of the 50 best places to work in the U.S., 'quality relationships' was the only trait that all 50 organizations had in common.



Pouring into these three key relationships will allow you to make them your separator and competitive advantage. People can copy products. They can copy services. They can copy prices, floor plans, and features/benefits. But they can't copy your relationships!

With the world aggressively moving towards automation, digitization, and A.I. – truly connected relationships are more valuable than they've ever been!



Living by these three mantras will help you forge stronger relationships (personally and professionally).

THE 6 PILLARS TO LEADING YOURSELF

1. ACTIVE LISTENING

You will impress people with how well you speak. You will impact people with how well you listen.

But not just listening – it must be active listening. What is active listening? It's listening to connect instead of listening to respond. It's listening to learn instead of listening to reply.

Hearing is involuntary, but listening is a choice. Listening is also a skill. How do you get better at any skill? Practice! Thankfully there is no shortage of opportunities to practice... as everyone loves to talk! So take advantage and let them.

3 Keys to Active Listening:

- **Ask:** the best response is often to ask an insightful follow-up question
- **List:** at an appropriate break in the conversation, list back (in their words) what they just said
- **Empathy:** do your best to listen with a compassionate ear and put yourself in their shoes

2. EMBRACING CHANGE

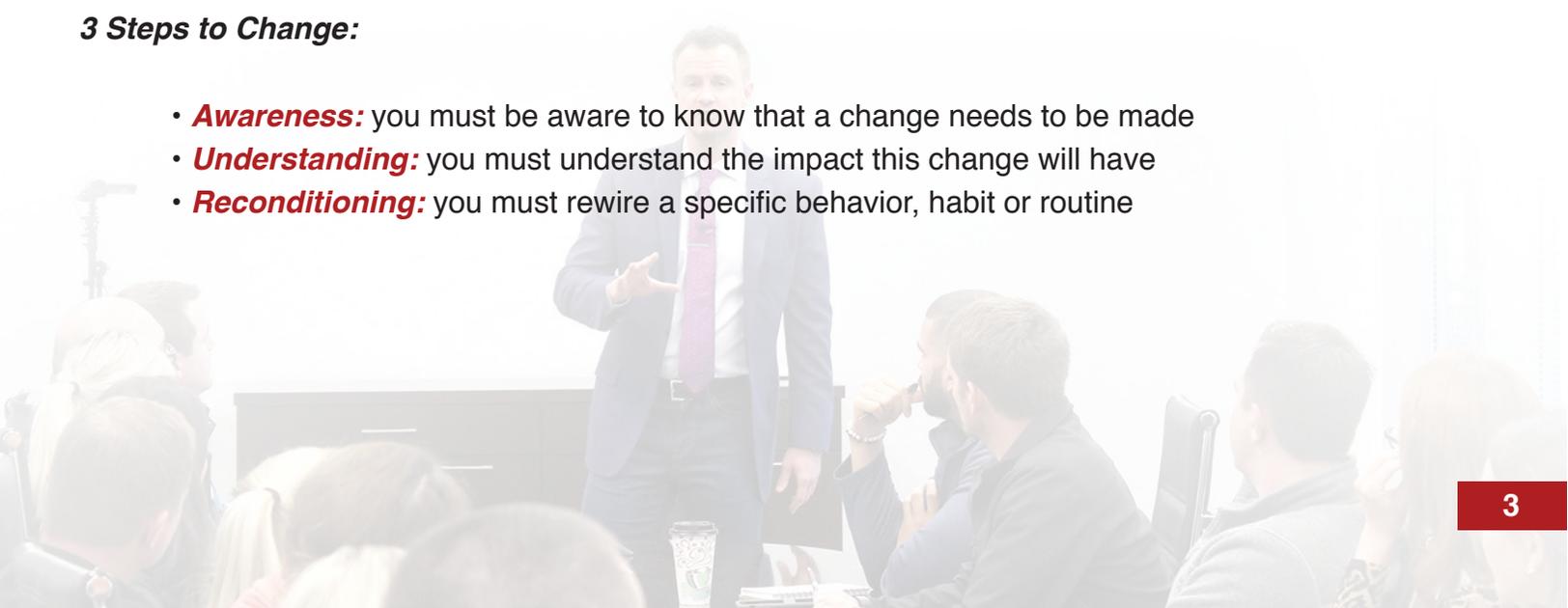
If you keep doing what you've been doing, you will keep getting what you've been getting. If you don't like what you've been getting, you need to change what you've been doing.

After all, if nothing changes... nothing changes.

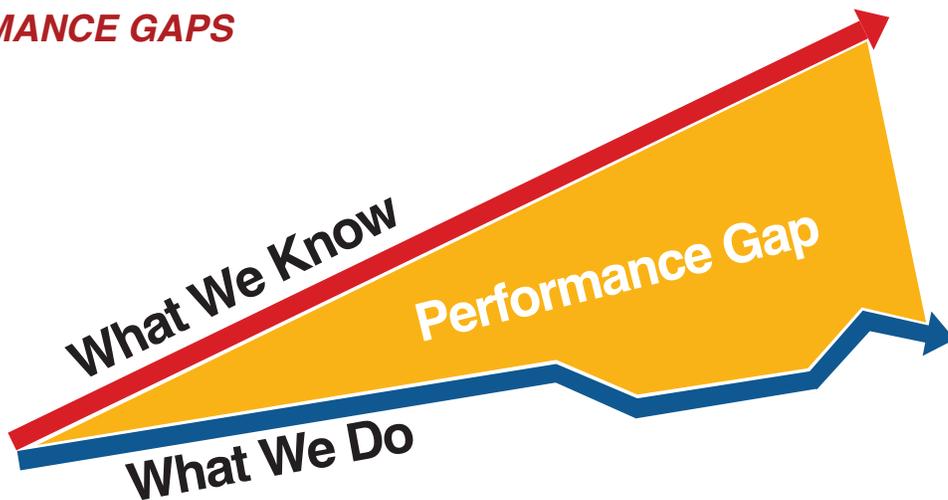
Change is a requirement of growth and development. Unfortunately change is hard. Why? It causes discomfort. We are all creatures of habit. And any time we alter our routine it makes us uncomfortable. This is unavoidable. So we need to change how we view discomfort. We need to embrace it. We need to learn how to be comfortable being uncomfortable.

3 Steps to Change:

- **Awareness:** you must be aware to know that a change needs to be made
- **Understanding:** you must understand the impact this change will have
- **Reconditioning:** you must rewire a specific behavior, habit or routine



3. PERFORMANCE GAPS



I doubt that lack of knowledge is what's hindering you. I'm willing to bet you know what to do... you simply aren't doing it. That's called a Performance Gap.

Performance Gaps are the difference between what you know you should do and what you actually do.

You can have Performance Gaps in any of area of your life: relationships, fitness, finance, etc. Closing your Performance Gaps is the first step towards meaningful improvement.

3 Steps to Closing a Gap:

- **Pick One:** Choose one habit to change (either something to START or something to STOP).
- **66 Days:** Stay committed to making this change for approximately 66 consecutive days.
- **Spotlight On:** Ask your most trusted friends, family and colleagues to hold you accountable.

Changing a habit is not easy! The human brain wants to work as efficiently as possible. That's why we create habits... so that we can do things consistently and without thinking about them consciously.

Studies have shown that up to 45% of our daily actions are habitual. This means almost half of everything we do when we're awake is a habit... so we need to make sure they are good ones!

Don't forget, success is not a result of what we do occasionally. Success is a result of what we do daily. You choose your habits. Your habits dictate your success. Therefore, success is a choice.

4. GUARDING TIME

Time is, without question, our most precious resource. While most people acknowledge this, they don't live their lives accordingly. That needs to change in order to raise performance.

Imagine your life is like an hourglass. And the moment you were born, your hourglass got flipper and the sand started falling.

3 Truths About Time:

- **We don't know how much sand is at the top.** Time is not promised and it is not guaranteed. Every single one of us knows someone whose sand ran out unexpectedly.
- **We can't stop the sand from going to the bottom.** Time can't be stopped or paused. It's constantly in motion. It's ever fleeting. The clock is always ticking and the calendar is always turning.
- **Once the sand hits the bottom – it's gone – forever!** You can't save time or get time back. Yesterday's newspaper has already been printed.

So clearly, time is our most precious resource. It doesn't get any more basic than that.

In order to maximize your time and efficiency, don't worry about getting more things done... focus on getting the right things done. As the legendary Coach John Wooden said, "Don't confuse activity with achievement."

5. FILLING BUCKETS

They say you can't pour anything out of an empty cup. In order to be an effective leader and to positively influence others, it is imperative that your bucket is full. That is the only way you can pour into others and fill their buckets.

3 Self-Awareness Audits

- **What?** Write down the top five activities that fill your bucket, recharge your battery, and empower you to be the best version of yourself. Next, write down your typical daily schedule. Then compare the two lists. Are you making time for the activities you need to perform at your best?
- **Who?** Write down the top five people that challenge you, love you, support you and push you to be the best version of yourself. Next, write down the five people you actually spend the most time with. Then compare the two lists. Are you making time for the people that help you perform your best?
- **When?** Author Daniel Pink has tons of research to support that fact that when we perform certain tasks has a profound impact on our performance. What time of day do you have the most energy? The best focus? Do your best.

3 Ways You Will Drain Your Bucket



6. LIVING PRESENT

If time is our most present resource, then our attention in the present moment is our #1 currency. If we can't change the past and the future isn't promised... all we have is the present moment.

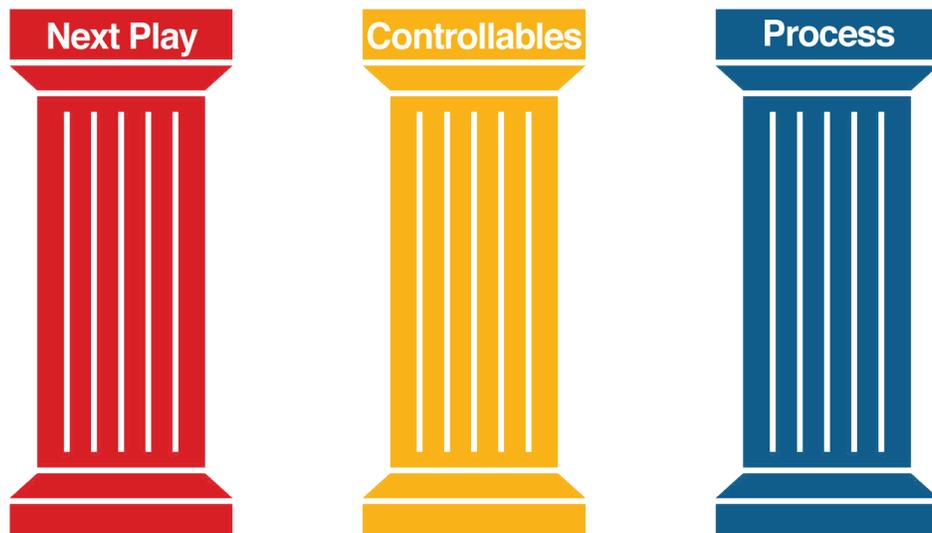
Where we choose to put our attention shows what we value and what we care about.

Therefore we must develop the vital skill of giving some one or some thing, our undivided attention. We must learn to live present in a digitally distracted world so we will become more connected, productive and influential.

Giving someone your complete attention (unconsciously) shows that person that you truly care. And caring creates connection. And connection is the foundation of all relationships.

How Do You Live Present?

Be where your feet are: wherever your feet are... make sure your head and your heart are there as well.



THE 3 PILLARS TO LEADING OTHERS

1. AUTHENTIC LEADERSHIP

A Gallup poll revealed that the #1 cause of employee attrition (65%) is poor management and leadership.

While certain people may be given more authority ('in charge')... leading is actually a choice. It's not a title. It's not a position. It's not a rank. It's choice. It's a mindset. Regardless of where you fall on the org chart, you decide whether or not you are a leader.

Thankfully leadership skills can be improved and developed through purposeful practice. Investing in these skills is one of the soundest investments you can make.

From an organizational standpoint, the more team members that view themselves as leaders, the better. That's because a 'player' led team will always outperform a 'coach' led team. The research backs this up:

According to the Manchester Consulting Group, organizations that focused on leadership development training improved:

- Relationships (77%)
- Teamwork (67%)
- Job satisfaction (61%)
- Productivity (53%)

The foundation of effective leadership is acknowledging you must connect before you coach. Connect first. Coach second.

Everyone talks. Some people listen. Very few connect. And connection creates buy-in and believe-in.

As a personal audit, here are some internal and reflective questions leaders must ask themselves consistently:

- Do I have people that make my team better?
- Do I have a culture that makes my people better?
- Do I have the right people on my team?
- Do they care about the vision/mission?
- Do they care about their teammates?
- Do they care about improvement?

2. GENUINE COHESION

What is a team? A team is not simply a group of people working together. A team is a group of people that truly care and respect each other... that puts the team's needs ahead of their own... and works relentlessly to fulfill their role to accomplish the group's shared vision and mission.

The key to building a successful team is to create a culture where people care – care about each other and about the mission. Caring is an act of will. Caring is a choice. And caring is the foundation of which elite teams are made.

After all, when it comes to massive achievement, working together is more efficient, effective and productive than doing your own thing and going at it alone. But it takes a special person to be “we” driven, not “me” driven.

Improve your team’s cohesion with ‘10 Assists’ (Credit to Rich Sheubrooks)



Every morning, encourage every member of the team to put 10 pennies in their left pocket or 10 rubber bands on their left wrist. Every time they assist a teammate... they transfer one penny (or one rubber band) from their left pocket to their right pocket (or left wrist to right wrist). An assist is anything they do to serve a teammate or to add value to their life... from bringing them a cup of coffee to rescheduling a conference call. But here’s the catch: they don’t leave the office until they’ve dished out 10 assists.

3. CREATING STANDARDS

Rules are decided by the top, handed down the org chart, and expected to be followed blindly. Standards are collectively agreed upon (giving everyone on the team a voice) and collectively upheld.

Why is this important? People will always give a better effort when they feel like they have a voice and feel like their voice matters. Effective leaders realize that people should always have a say in the work they help create and they always involve people in the work that directly affects them.

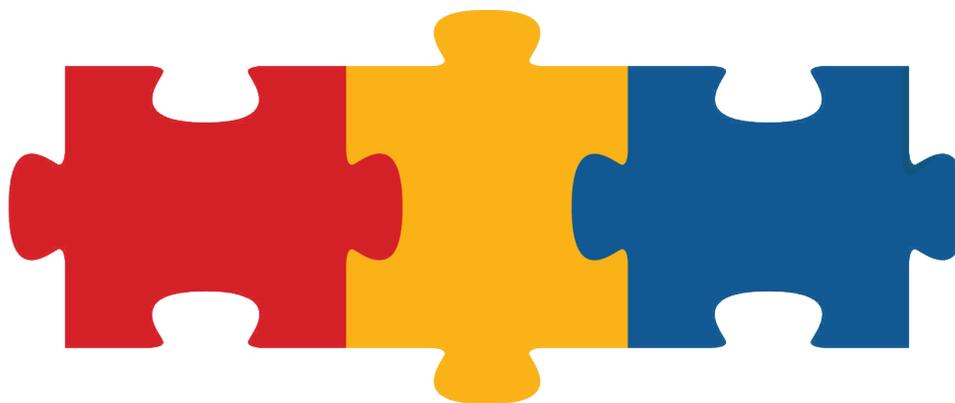
However, before you create standards – for yourself or for your organization – you must first clarify your identity.

Your identity is the collective answer to these questions:

- Who are you?
- What do you believe?
- What do you stand for?
- What is your philosophy?
- What is your mission?

Your standards are the code you live by to uphold your identity. If you want to immediately raise your performance... raise your standards!

THE 3 KEYS TO A WINNING CULTURE



Role Clarity Accountability Communication

1. ROLE CLARITY

After establishing a solid connection, a leader's primary job is to find out what each team member does really well... and how to best utilize that skill set for the team's benefit.

To be successful organization, you need the right people in the right positions. Many teams have the right people in the wrong positions (which is fixable). When this happens... morale, productivity and efficiency are low... and attrition is high. It should go without saying, but if you have the wrong people... it doesn't matter what position they're in!

When adding someone to the organization (a new hire), they must have a talent that fills a team need. The organization needs the mindset of 'what drives us must be good for you and what drives you must be good for us.' When a new team member is added, they must be put in roles that they enjoy and at which they excel.

3 types of job responsibilities (from an employee's perspective):

- Things I'm really good at and I really enjoy
- Things I'm OK at and I don't mind doing
- Things I'm not very good at and I don't like doing

Efficiency, productivity, and job satisfaction skyrocket by eliminating #3. One person's #3 will be another person's #1!

It should be no surprise that a Gallop poll of thousands of organizations showed that when management focused on an employee's strength - the employee's level of engagement was 75%. When they didn't? 9%. You can conclude how that affects productivity.

Here are 3 weekly questions leaders must ask to ensure high levels of engagement:

- What did you do this week that you want to do more of?
- What did you do this week that you want to do less of?
- How did you use your strengths this week?

The goal is to make sure everyone in the organization knows, understands and embraces their role. To do that, you must clearly establish and communicate each individual's role, create buy-in and believe-in with their role and openly praise those that star in their role (regardless of what it is). The most influential leaders go out of their way to acknowledge and praise the 'smaller' roles.

2. ACCOUNTABILITY

In order to be a true team, everyone must acknowledge that no one is above the team and that everyone must be held accountable to the team's standards (no one is immune). It helps to realize that holding someone accountable is something you do for them... not to them. Holding someone accountable to the team's standards shows that you care.

To lay this foundation, these four questions should be asked of every team member:

- Are you coachable?
- Do you give me permission to coach you?
- Do you give me permission to hold you accountable?
- How do you want me to hold you accountable?

It should be made clear that each person is responsible for their role and accountable to the team. As mentioned previously, when it comes to the relationship between behavior and accountability, you either accept it or you correct it!

We should also note that average organizations only have Vertical Accountability. That is when accountability only occurs from the top down. Elite organizations also have Horizontal Accountability. That is when everyone holds everyone else accountable!

3. COMMUNICATION

You are always communicating. Even when you don't think you are communicating... trust me... you are communicating. And it's vital you are aware of, and in control of, the messages you put out there. Almost every issue and dysfunction we have in relationships and as part of a team is within a couple of degrees of poor communication (or lack of communication).

Even more important than the messages sent through non-verbal communication (eye contact, body language, tonality, etc.) are the unconscious messages we send with our behavior. Make sure you are intentional with your behavior!

For example, when you delegate an important task or project to a teammate, you are unconsciously telling them you trust them, you believe in them, and you know they are competent. This will strengthen your relationship. Conversely, when you micromanage a teammate, you are sending the exact opposite message and will erode your relationship. Every time you interact with another human being, you either strengthen a connection or you erode it. Choose wisely!



BUILDING CULTURE

As you can see, culture is what drives results (long term, sustainable results). What is culture? How do you define culture? How does your team define it?

I'm willing to bet if you ask everyone on your team to define it you will get a wide variety of answers. How can you expect to collectively improve a trait that each of them defines differently?

Culture is the collective values, beliefs, behaviors, decisions, and environment of your team or organization. The strength of your culture is the environment when the CEO (or 'head coach') isn't around. How does everyone act, behave, and perform when the 'boss' isn't present? That is your culture.

A positive culture increases efficiency, effectiveness and productivity. A poor culture lowers morale, increases attrition, and undermines every aspect of team cohesion.

People are not loyal to jobs. They are not loyal to businesses. They are loyal to other people. And effective leadership creates strong loyalty. And loyalty creates commitment. And commitment strengthens culture.

One of the glues of a strong culture is showing appreciation. Regardless of what business you are in, your people are your primary competitive advantage. And people need to feel appreciated. You can copy products. You can copy services. You can copy technology. It's very hard to copy people (thus culture).



WHAT NOW?

You need to make the choice to act. You need to make the choice to become the best version of yourself. You need to make the choice to close your Performance Gaps. After all... the choices you make **today** will determine where you are **tomorrow**.

By implementing the strategies in this PDF, you will:

- Heighten self-awareness
- Improve productivity
- Create winning habits
- Inspire teamwork
- Maximize impact

You will also be able to:

- Empower everyone to lead
- Establish true role clarity
- Create supreme team
- Shift your mindset
- Become a world-class communicator



WOULD YOU (OR ANYONE YOU KNOW) BE INTERESTED IN LEARNING MORE FROM ALAN?

Fill out our Speaker Request Form or you can connect directly with Michelle Joyce, Director of Events, at 704-965-2339

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"We have had Alan speak at 4 of our events in the past 18 months... and have experienced an unparalleled 26% growth in sales during that span. He has been a key part of our high performance culture."

Jeff Schlossnagle - Omnicell (Vice President of North America Sales)

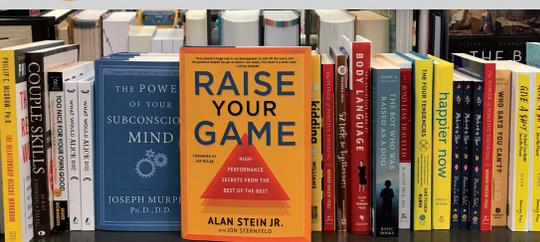
Raise Your Game

High-Performance Secrets from the Best of the Best

Foreword by Jay Bilas of **ESPN**

Available at

amazon TARGET Walmart BARNES&NOBLE



LinkedIn

David Wright · 1st Connection

President Bus - Forest River, Inc. Berkshire Hathaway

“One of the best leadership books I’ve read in a long time. If you want to perform at a higher lever, be a better teammate and/or lead well, this book is for you. I believe this book is so valuable and worthwhile I ordered copies for all of our management team. Thank you Alan Stein, Jr. for such a great resource.”



★★★★★ AMAZON REVIEWS ★★★★★

Raise Your Game with Alan Stein!

Alan’s compelling anecdotes and stories provide a platform for anyone to become a better teammate and leader. Alan’s philosophies on personal development, leadership and business have truly impacted my journey. If you are looking to raise your game by learning from the best, I highly recommend Alan’s book.

It’s ALL a game - play it to your fullest

“As a business owner and a basketball coach for many years, I’ve always taught my players that the way you approach your game will be the way you approach your career or business when the ball stops bouncing. The way Alan laid out the Player, Coach and Team sections of the book and how they apply to the Employee, Manager/CEO and Organization is brilliant.”



mobilemiker @mobilemiker

Follow

bit.ly/2DHmi3F - Much more than a typical apply sports to business book, Raise Your Game truly inspired me to further push my personal and professional growth. The book is engaging and quick read. The insights apply to all aspects of life. #inspiration #business

Do you want a team set of **Raise Your Game?**

Email Alan@AlanSteinJr.com

to save 40% on a

bulk order of pre-signed copies!

Teams that read together, succeed together. If you’d like more information on the Raise Your Game Book Study program (complete with a Facilitator Guidebook and Team Member Workbooks), please visit www.RaiseYourGameBook.com

BELIEF

- Be accountable
- Believe in others

UN SELFISHNESS

- Swen Nater example
- self test (p. 193)
- 1+1 = 3!!!

ROLES

- Clarity is key
- Do the best with your role

COMMUNICATION

- "I understand" > "I know"
- self test (p. 220)
- Six steps of mastery (p. 22)

COHESION

- Inner circle (p. 248)
- self audit (p. 244/245)

TEAMS

DISCIPLINE

- Focus ≠ Multi-tasking
- Time = #1 Currency!!!!
- Focus + time = High Quality work
- Must build good habits
- Eliminate Distractions!

PASSION

- Invite "structured" failure
- Adversity challenges passion
- Passion separates you from others
- Hard work = leaving your comfort zone

COACHABILITY

- trust + openness + execution (humility)
- "structured" Failure is a great teacher
- Fall in love with a journey/process

SELF AWARENESS

+ Passion

+ Discipline

+ Coachability

CONFIDENCE

VISION

WHY > HOW

Self test (ps. 96/102)

CULTURE

- Self-test (ps. 121/124)
- eliminate negativity
- Focus on individual GROWTH

SERVANT

- Serving = Leading
- 10 pennies each day
- Self test (ps. 132/133)

CHARACTER

- GET DIRTY
- Praise moments of character!!

EMPOWERMENT

- TRUST is key!!
- self test (ps. 171)

COACH

IMPLEMENT ASAP

RAISE YOUR GAME

PERFORMANCE PRODUCTIVITY SIGNIFICANCE

AIM FOR CONSISTENT **EXCELLENCE**

THE **BASICS** WORK!

FUNDAMENTAL: THE MOST ESSENTIAL



VALUE RELATIONSHIPS

POWER OF



REPETITION

DROP



DIMES!

6 PILLARS TO LEADING YOURSELF

- ACTIVE LISTENING
 - ASK
 - LISTEN
 - EMPATHY



- EMBRACE CHANGE
 - AWARENESS
 - UNDERSTANDING
 - RECONDITIONING



- PERFORMANCE GAPS
 - DIFFERENCE BETWEEN WHAT YOU KNOW AND DO
 - PECK ONE
 - 66 DAYS
 - SPOTLIGHT ON

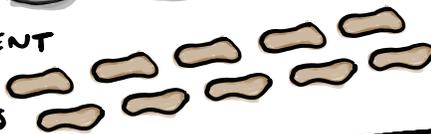


- GUARDING TIME

- FILLING BUCKETS
 - 3 SELF-AWARENESS AUDITS
 - WHAT?
 - WHO?
 - WHEN?



- LIVING PRESENT
 - FOCUS
 - NEXT PLAY
 - CONTROLLABLES
 - PROCESS



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RELATIONSHIPS → LOYALTY → COMMITMENT → CULTURE → RESULTS

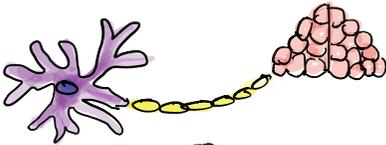
RAISE YOUR GAME



Next Play
MENTALITY

CONTROL
THE
CONTROLLABLES

REWIRE YOURSELF



ALAN STEIN JR.

6 PILLARS TO LEADING OTHERS
 HOW TO RAISE YOUR TEAMS PERFORMANCE

- ✓ AUTHENTIC LEADERSHIP
 - CONNECT
- ✓ ROLE CLARITY
 - KNOW
 - UNDERSTAND
 - EMBRACE
- ✓ GENUINE COHESION
 - DIMES
- ✓ CREATING STANDARDS
 - STANDARDS ARE YOUR CODE
- ✓ COLLECTIVE ACCOUNTABILITY
 - ARE YOU COACHABLE?
 - CAN I COACH YOU?
- ✓ BUILDING CULTURE

CONNECTION

TEAM

BASICS

WORK

ALWAYS HAVE

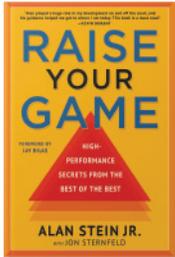
ALWAYS WILL

IDENTITY → STANDARDS → ACCOUNTABILITY → CULTURE → RESULTS

8 BOOKS EVERY LEADER MUST READ

Whether you coach a team, own a company or have a family... below are 8 books that are 'must-reads' to maximize your impact and influence.

"Your future is heavily influenced by the people you hang out with and the books you read."



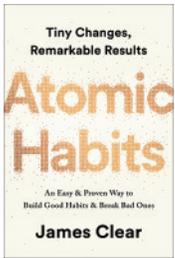
Raise Your Game

by: Alan Stein, Jr.



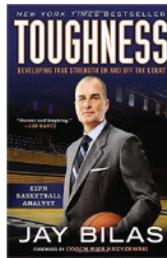
Dream Teams

by: Shane Snow



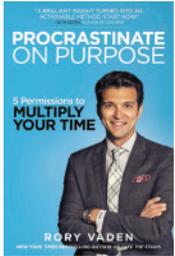
Atomic Habits

by: James Clear



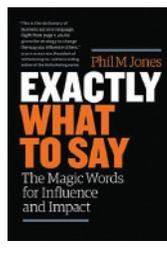
Toughness

by: Jay Bilas



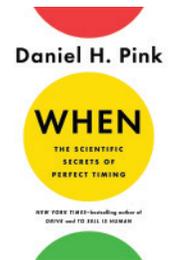
Procrastinate on Purpose

by: Rory Vaden



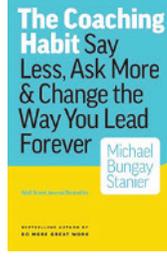
Exactly What to Say

by: Phil M. Jones



When

by: Daniel Pink



The Coaching Habit

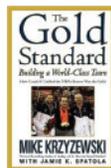
by: Michael Bungay Stanier

Why stop at 8? Here are 4 more must reads!



Leaders Eat Last

by: Simon Sinek



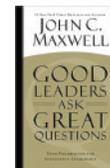
The Gold Standard

by: Coach K



Radical Inclusion

by: Martin Dempsey



Ask Great Questions

by: John C. Maxwell



Alan Stein, Jr. is a speaker, author, and performance coach whose programs teach businesses and organizations how to develop championship-level performance, cohesion, and accountability. [Click here for more information.](#)

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