

# SMALL CHANGES, BIG RESULTS!

**How to alter behaviours and shift stubborn habits  
one easy step at a time**



Professional Speaker & Team Trainer

[www.bigdave.com.au](http://www.bigdave.com.au)



**David Staughton**  
The Business Improvement Guy



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# Some of DAVE's CLIENTS

## TOP 10 CLIENTS

1. Winnebago Motorhomes
2. BSC Bearings (Inenco)
3. IP Australia (Trademarks)
4. Invocare (Funerals)
5. Lowes Menswear
6. Lenard's Chickens
7. Yokohama Tyres
8. JG King – Home Builders
9. William Buck
10. NSW/Qld Clubs (CMA)

## TOP 10 INDUSTRIES

1. Caravans & Motorhomes
2. Industrial Products
3. Professional Services
4. Funerals & Cem/Crem
5. Franchises
6. Tourism/Accommodation
7. Gaming
8. Property & Building
9. Web Businesses
10. Retail Chains

# THANKS!



# CTPM

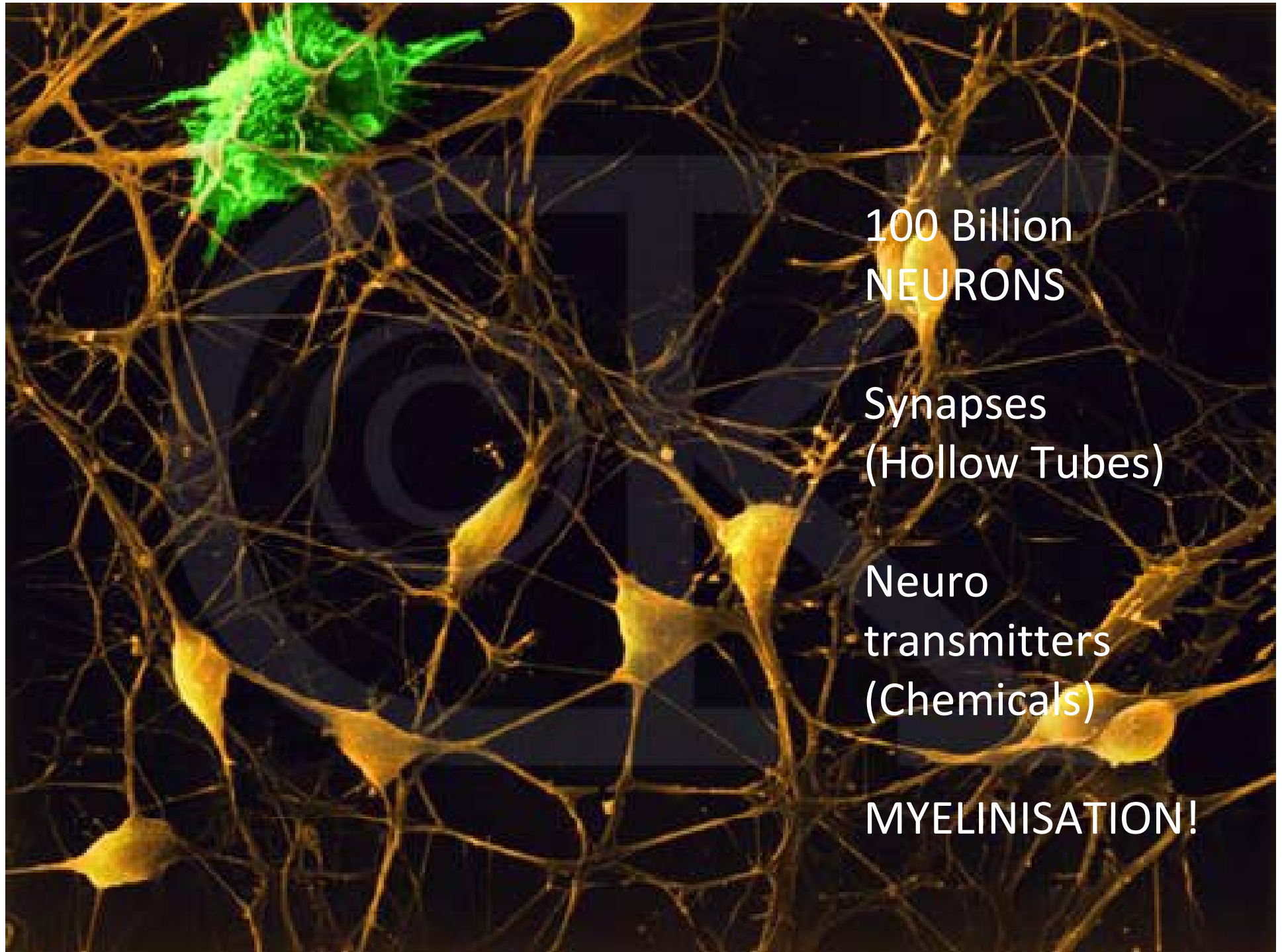
Australasia



# CHANGE TOOLS

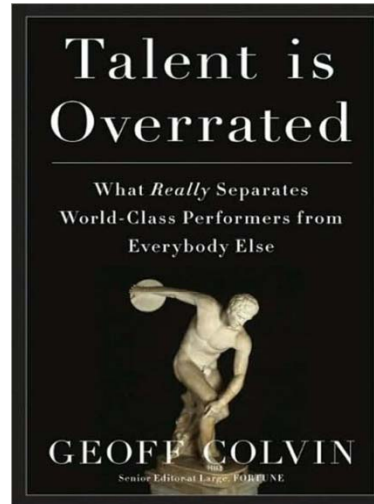
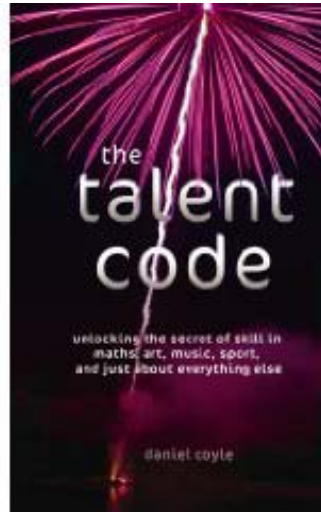
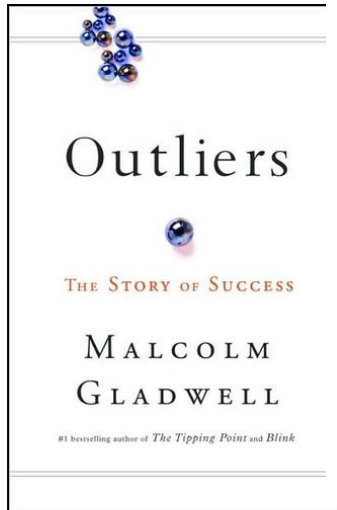
- **Inspiration** = Ideas - Keynote (Why? & What?)
  - **Instruction** = A Skills Workshop (What?)
  - **Improvement** = A Program (How? & Whatif?)
  - **Implementation** = Ongoing Programs & Support
- 
- **Information** = Google or Books
  - **Insight** = Mentor or Consultant (Ask = Coach)
  - **Issues** = Counsellor or Coach

**BEING – KNOWING – DOING - HAVING**

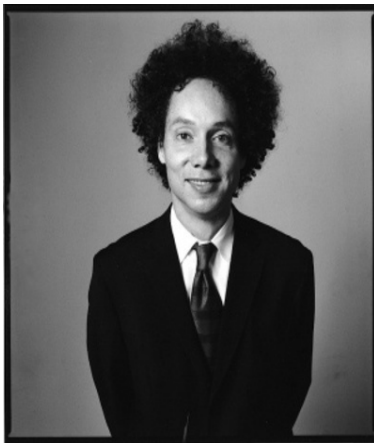


# DEVELOP WORLD CLASS SKILLS

## 10,000 Hours to Mastery!



Developing more  
Myelin in the brain



- Beyond the Comfort Zone
- The importance of deliberate practice with a mentor or coach.
- Lots of Repetition (push to challenge/test)
- Continuous feedback
- Hard work (not always fun) – mentally demanding

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# CONVINCER STRATEGY (NLP)

WHEN & HOW are you Convinced?

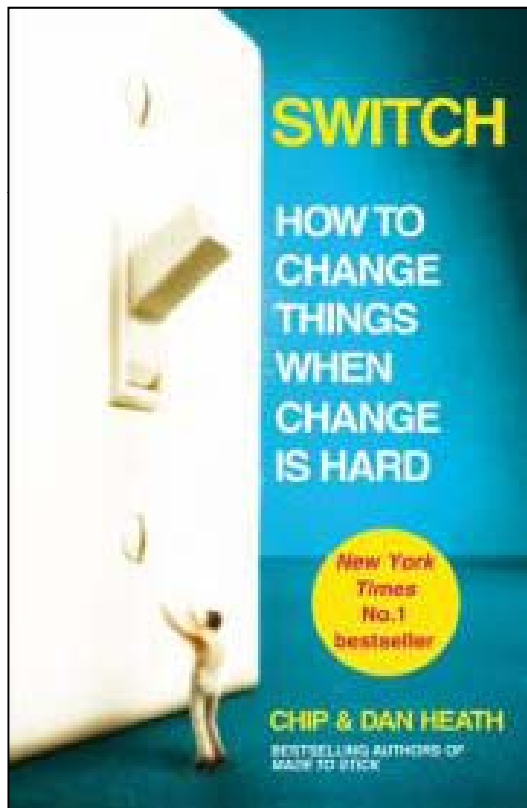
- Repeated a certain Number of Times?
- Length of Time (1 day, 1 week, 1 month, yrs)?
- See It, Hear It, Touch It, Told About it, Demo, DIY
- More Influenced by **Peers** than expert/leader

5 Workshops, 2 & 3 Weeks Apart for 11 weeks

Success Stories - Early Adopters told of experiences

# SWITCH! - NEW YEAR, NEW YOU!

## Making Resolutions & Changing Habits

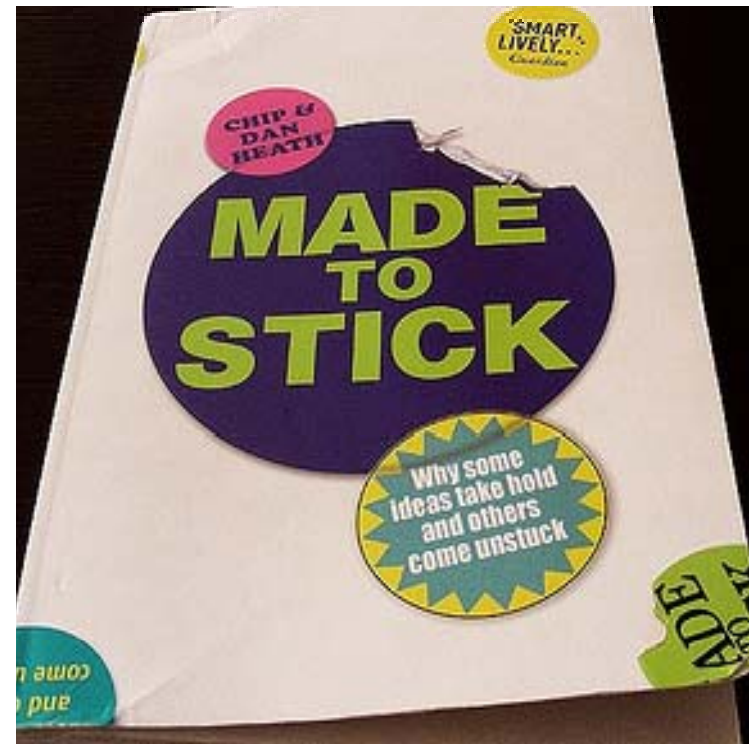


1. Start with **Small changes**
  2. **Repetition** gets Results
  3. **Celebrate** any Improvement
  4. Use **Planning** not Willpower
  5. **Commit to others** & get Help!
- 6 to 8 weeks to change a habit!  
- 12 week Celebration Cycles

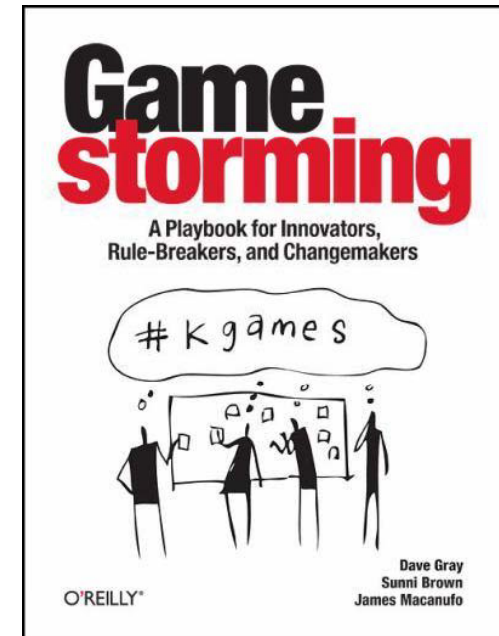
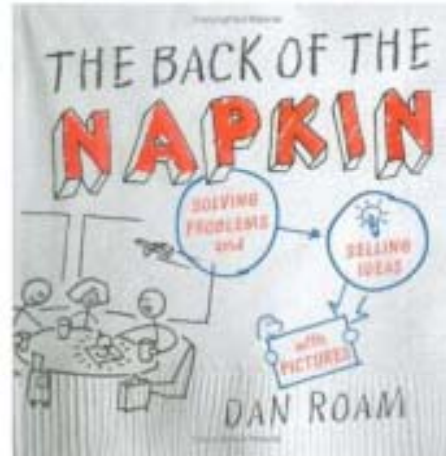
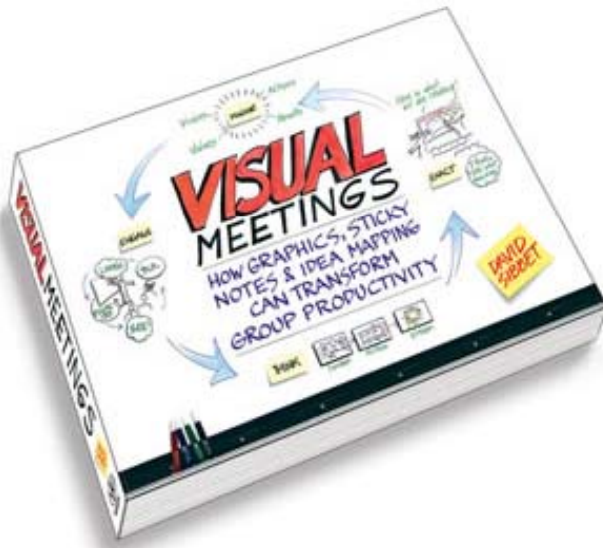
# IDEAS - MADE TO STICK

**What makes a concept 'sticky' (memorable)**

- **Simplicity**
- **Unexpectedness**
- **Concreteness**
- **Credibility**
- **Emotions**
- **Stories!**

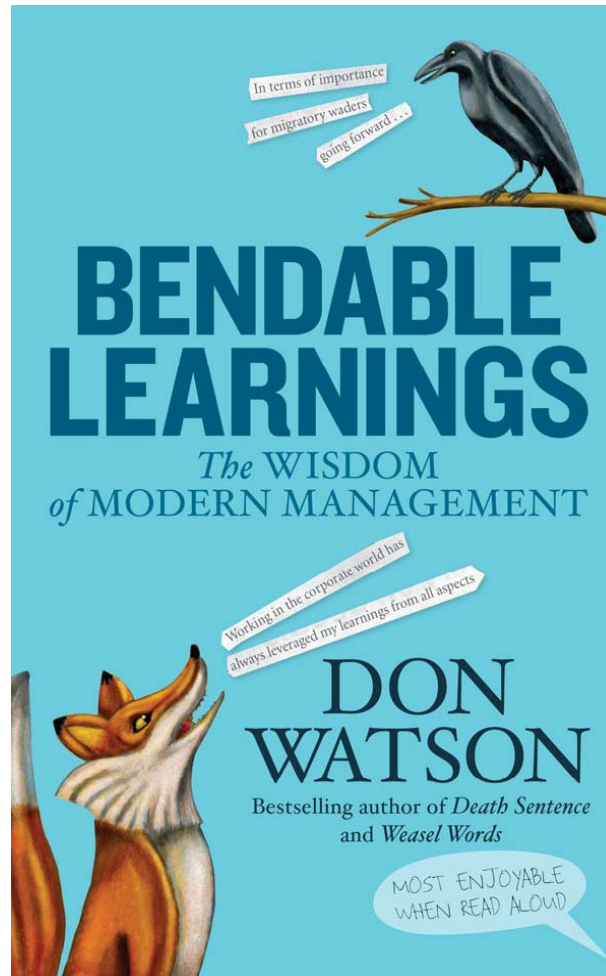
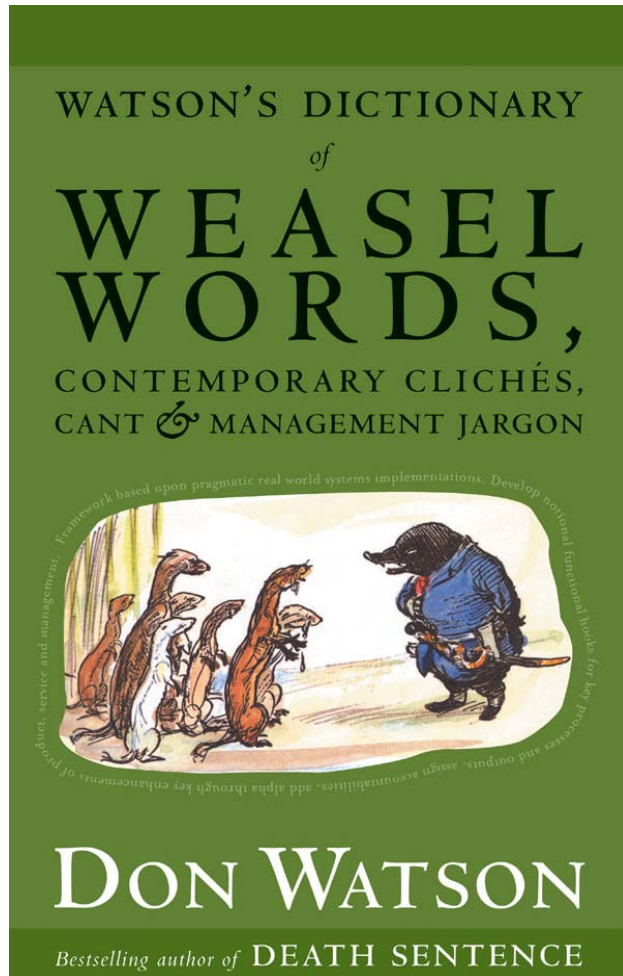


# USE STICKY CHANGE AIDS - VISUAL!



- **Anchors** – Mantras & Messages
- **Artefacts** - Posters, Stickers, Cards, Pins
- **Visual Aids** from Grove- [www.grove.com](http://www.grove.com)
- **Sibbet** - Graphic Facilitation techniques (**IFVP Australia**)
- **Make it a GAME** - Training Games Ideas – [www.thiagi.com](http://www.thiagi.com)

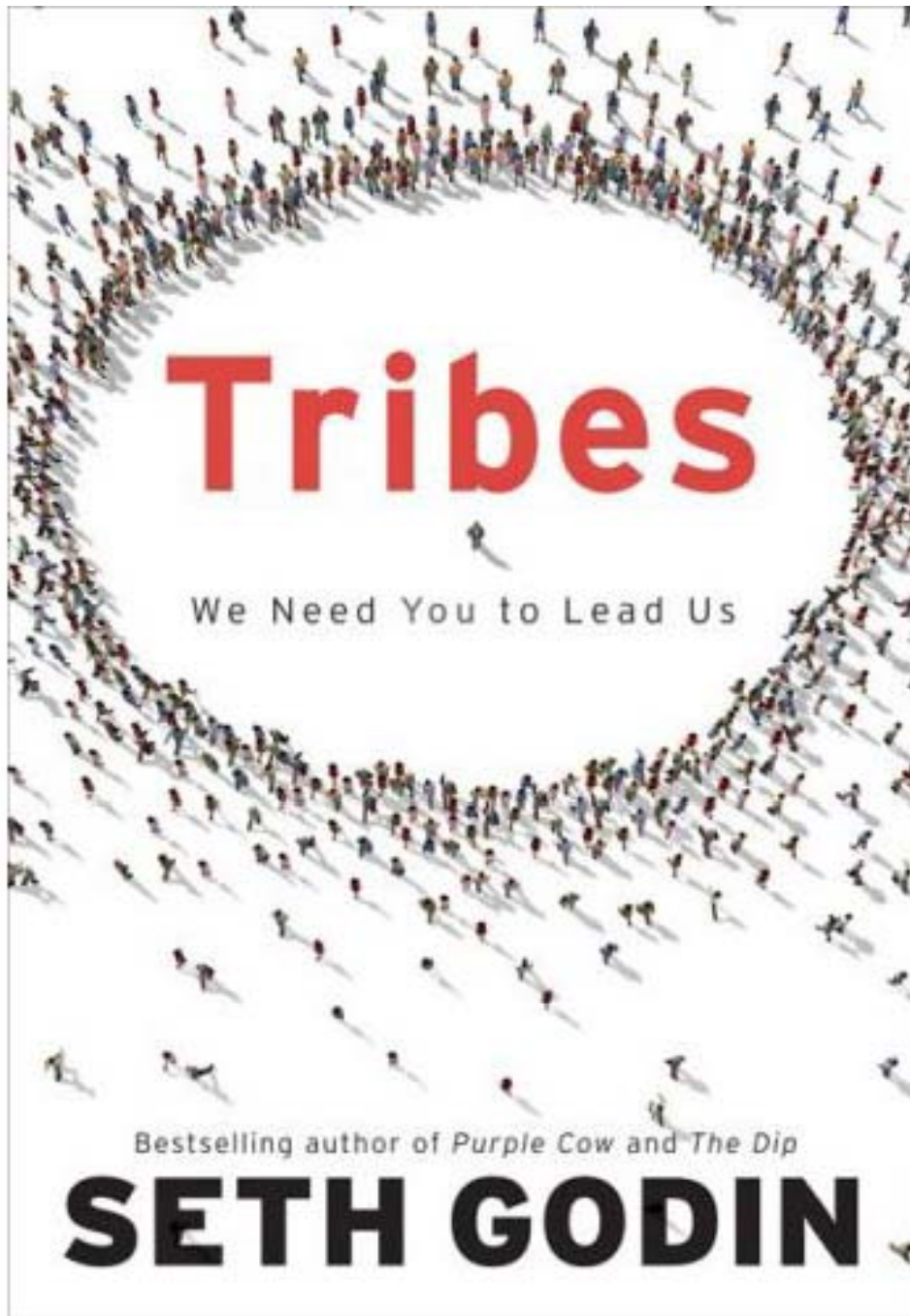
# GET BUY IN - USE PLAIN SPEAKING - A LOT LESS BULLSHIT BINGO!



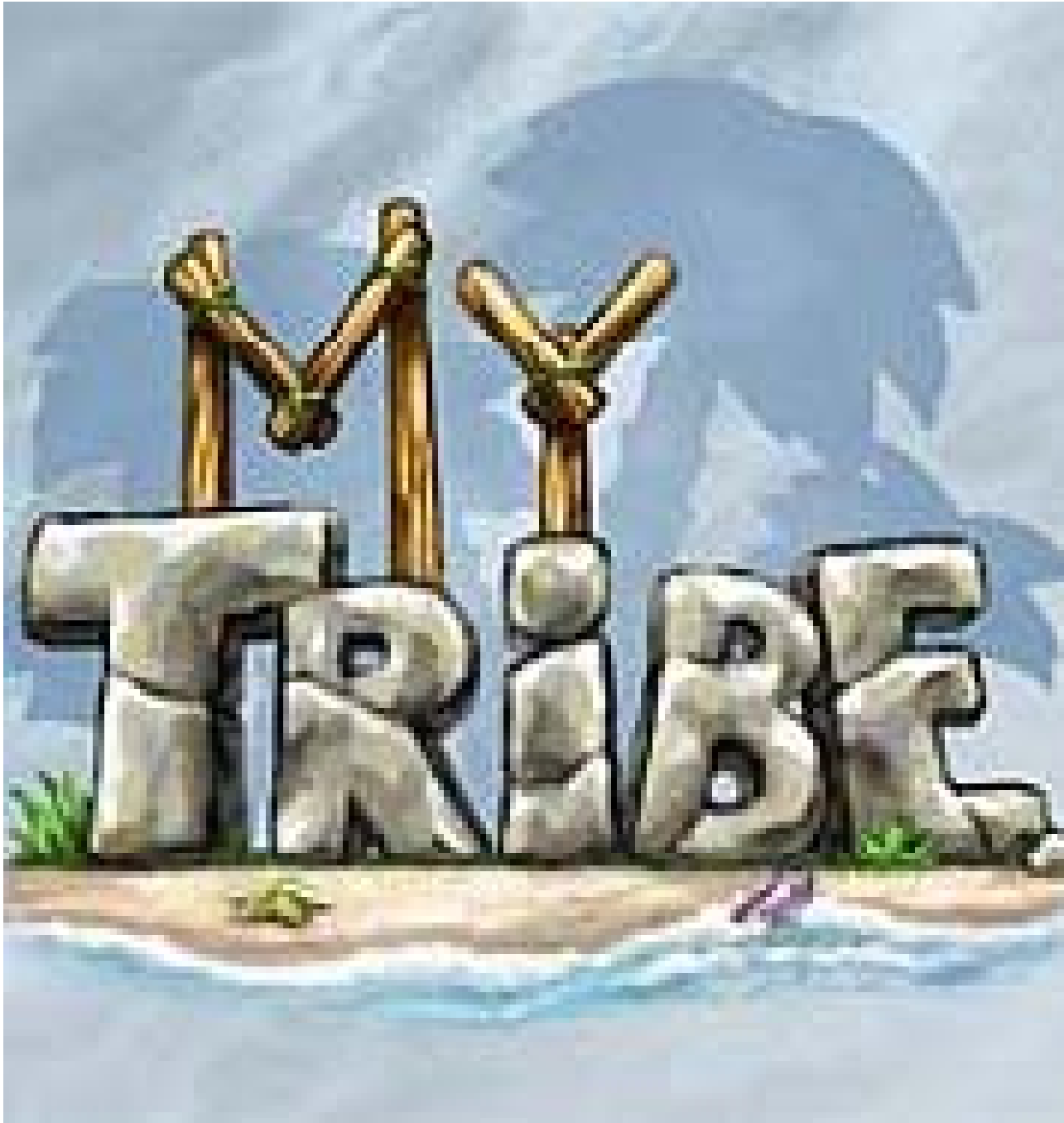
CEO &  
Consultant  
Translator

VAK or Ad





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# TRIBE Building

- Symbols
- Rituals
- Language
- Heroes
- Stories
- Legends
- A Cause
- Enemies

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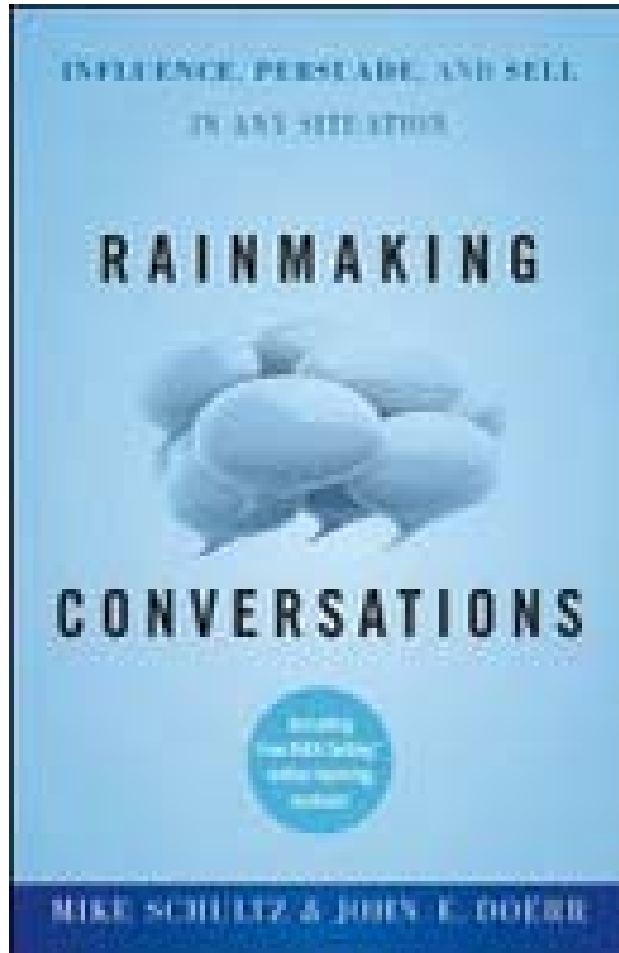
# CHANGE ANYTHING!

## SIX STRATEGIES for Massive Change Momentum



	Motivation	Ability
Personal	<b>1</b> Make the Undesirable Desirable	<b>2</b> Surpass Your Limits
Social	<b>3</b> Harness Peer Pressure	<b>4</b> Find Strength in Numbers
Structurel	<b>5</b> Design Rewards and Demand Accountability	<b>6</b> Change the Environment

# PITCHING YOUR TPM PROJECTS



- 16 Principles of Influence!
- The Five Whys?
- Sell/Tell/Ask/Listen
- Prospecting tips & scripts
- Project Sales Conversations



Planning for them,  
Handling Objections and  
How to KILL them!

**R**apport – **A**fflictions/Aspirations – **I**mpact – **N**ew Reality

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1848-1923

Vilfredo Pareto

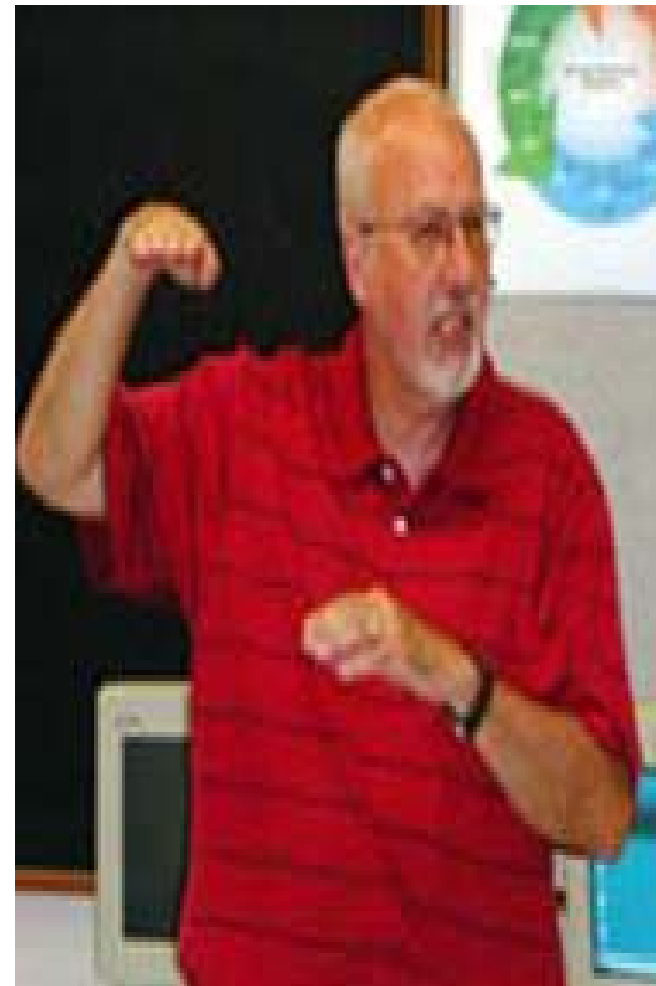
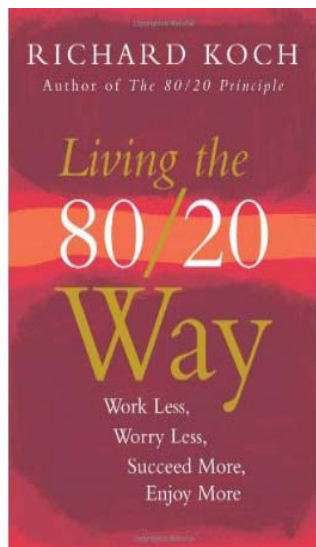
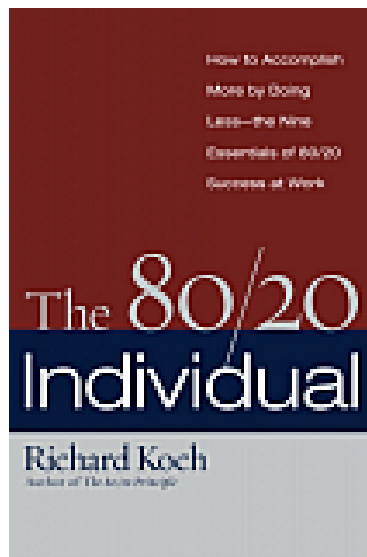
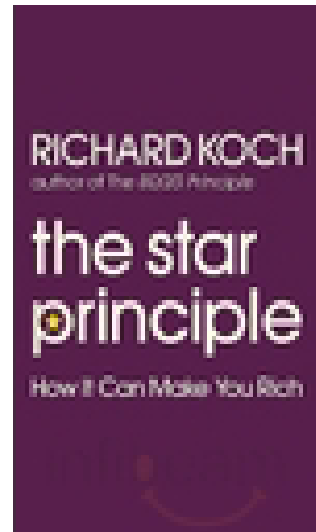
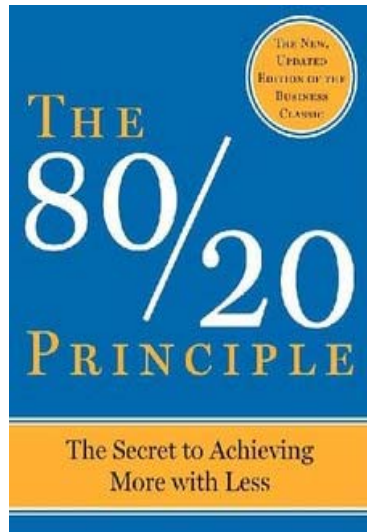
# THE 80/20 PRINCIPLE

Find the Vital Few in  
the Trivial Many!

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# RICHARD KOCH – THE 80/20 MAN



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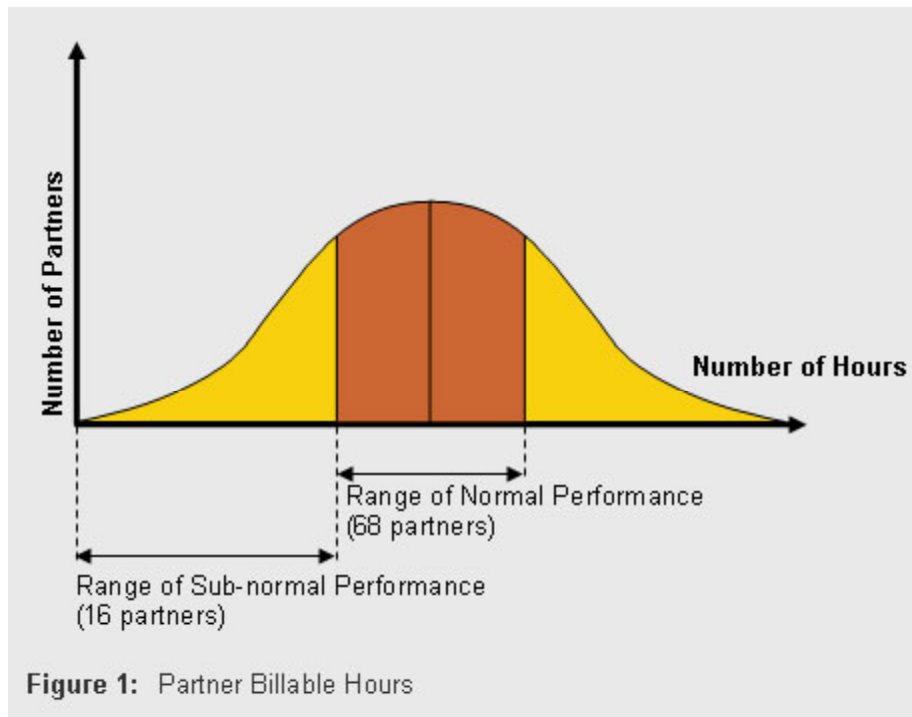
# LESS IS MORE!- MAKING THE MOST OF YOUR LIMITED RESOURCES

## USE LEVERAGE TOOLS – 80/20

- **T**ime
  - More Planning & Prioritising (E vs E)
  - More Clarity & Focus (TTTTT)
- **E**nergy
  - Better Systems & Processes
  - Better Recruitment & effective Training
- **A**ttention
  - Quality, Design & Branding efforts
- **M**oney
  - Use of Technology & New Equipment
  - Energy - Remove Ouch! & Reduce Pain
- **S**taff
  - Be Frugal – Sustainable & Saving \$
  - ASK for Help! – Ideas & Experience

# LESSONS FROM PERFORMANCE GRADING

- 20% - Top Performers = High Performance Group
- 60% - “Moving the Middle” – Strategies?
- 20% - Low Performance = Issues to be resolved!



Different Learning  
and Training needs

# GET AN EARLY WIN! A CULTURE CHANGE SUCCESS

***ANSWERING THE PHONE  
3 RINGS! - (SMILE & PAUSE)***

***“Welcome to (COMPANY)  
This Is DAVE”***

***Do NOT say – “Speaking”  
& Avoid “How can I help you?”***





# FAST CHANGING FUTURE



D,L,T,S,G, Govt



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# A TOUGH, COMPETITIVE MARKETPLACE



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# RAPID BUSINESS MODEL EVOLUTION



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**Change Anyway**

# Change

**“Change is hard work.  
Some people love it and  
some avoid it”**





**"It's either a blessing  
or it's a disaster"**

**Consider the Consequences**





**“If you want to make  
enemies – try changing  
something.”**

**Change Isn't Manageable**

# MOST AUSSIES DON'T LIKE CHANGE



“Laid back”  
“Easy Going”  
“She’ll be Right”  
“Maaaaaaate”  
“Fat & Happy”  
“Comfy!”

“Comfort is the enemy of GREATNESS”

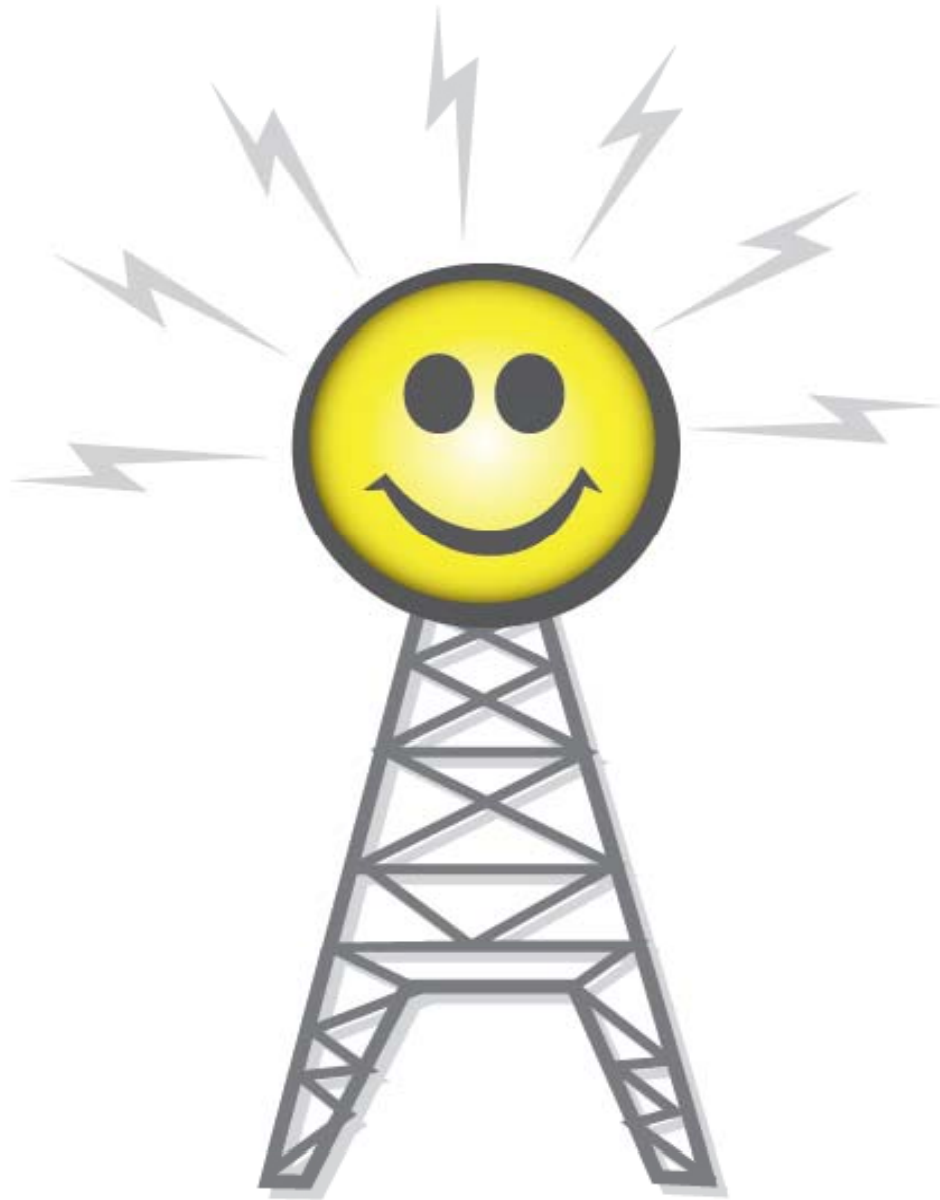
# ATTITUDES IN TURBULENT TIMES



**Have a  
nice day!**



**Bite me!**



# BE A BEACON!

**Positivity  
Optimism  
(Tough) Love**

# COMPLAINERS are CRAP MAGNETS!



**Bite me!**

**“CRAP MAGNET”**



# ARE YOU FEELING THE LOVE?



**Bite me!**



**Whatever...**



**Have a  
nice day!**



**30%**



**60%**



**90%**



**"Fill their love bucket!"**

**Use love Languages**

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**“Authentic not sarcastic”.**

**Be a True Leader**

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**Be Appreciative**



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## Give Small Rewards



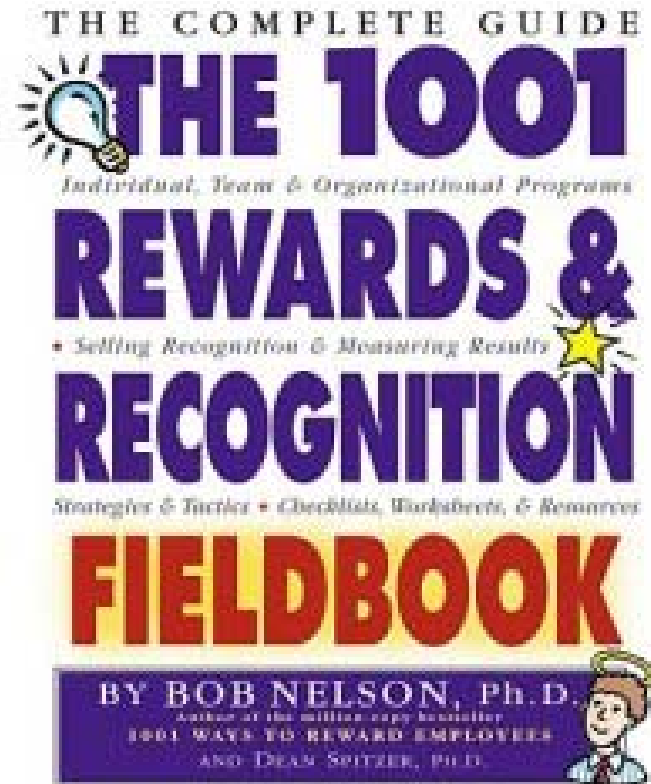
**“What gets rewarded  
gets repeated”**

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# REWARD ANY IMPROVEMENT

- Recognition
- Prizes & Certificates
- Publicity & PR
- Management Attention
- Events





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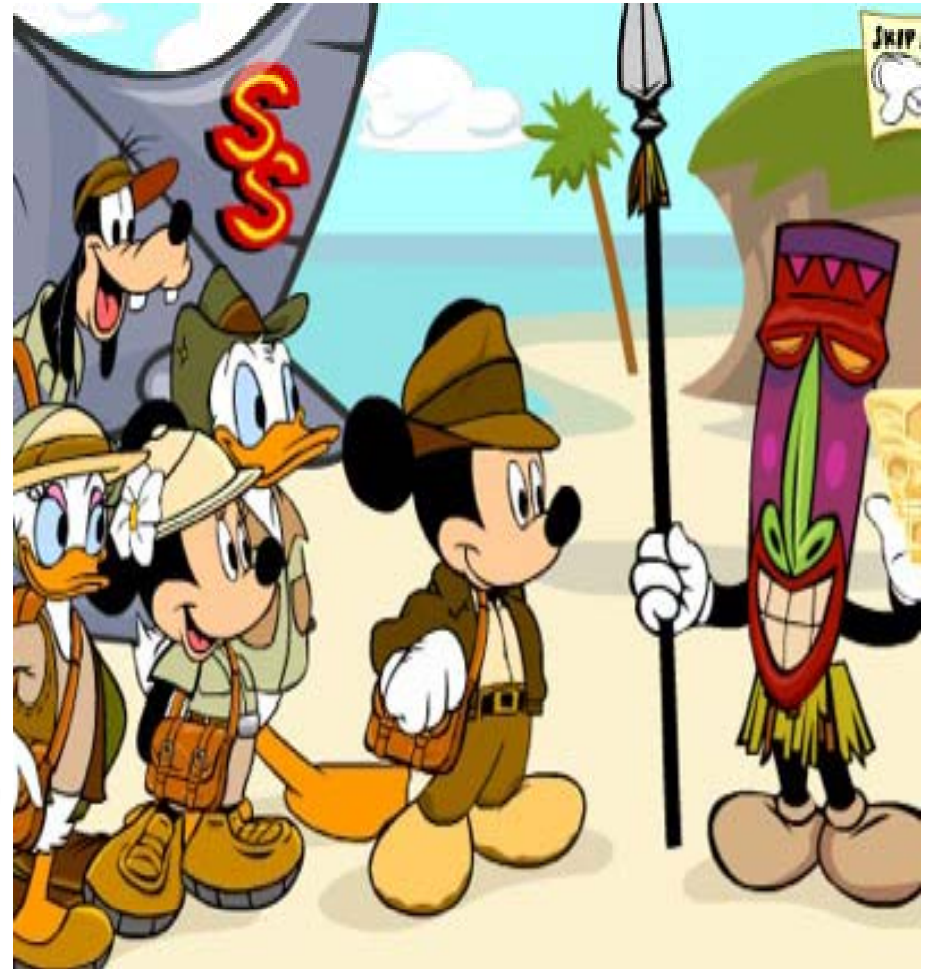




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# LIKEABLE CHARACTERS STICK!

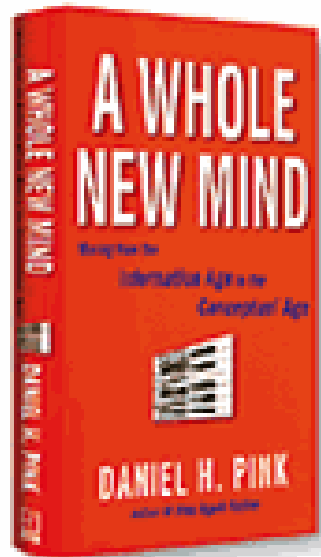
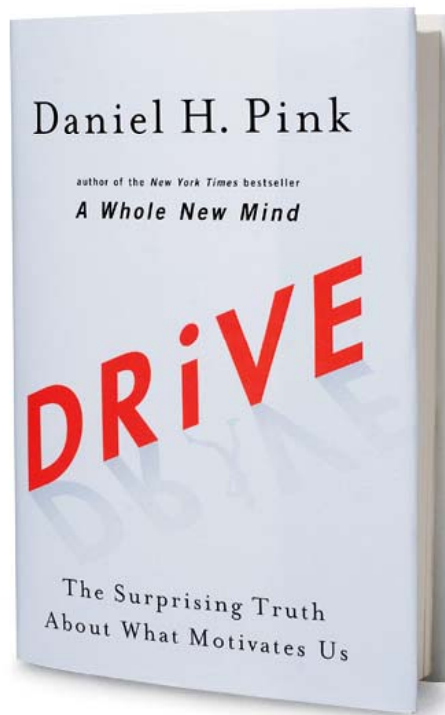


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# MOTIVATION!

## DRIVE & A WHOLE NEW MIND

Examines Strategies for  
Human MOTIVATION.



The Usual Failure of  
“If... Then” Incentives  
For advanced work

Favours “Now... That”  
Rewards

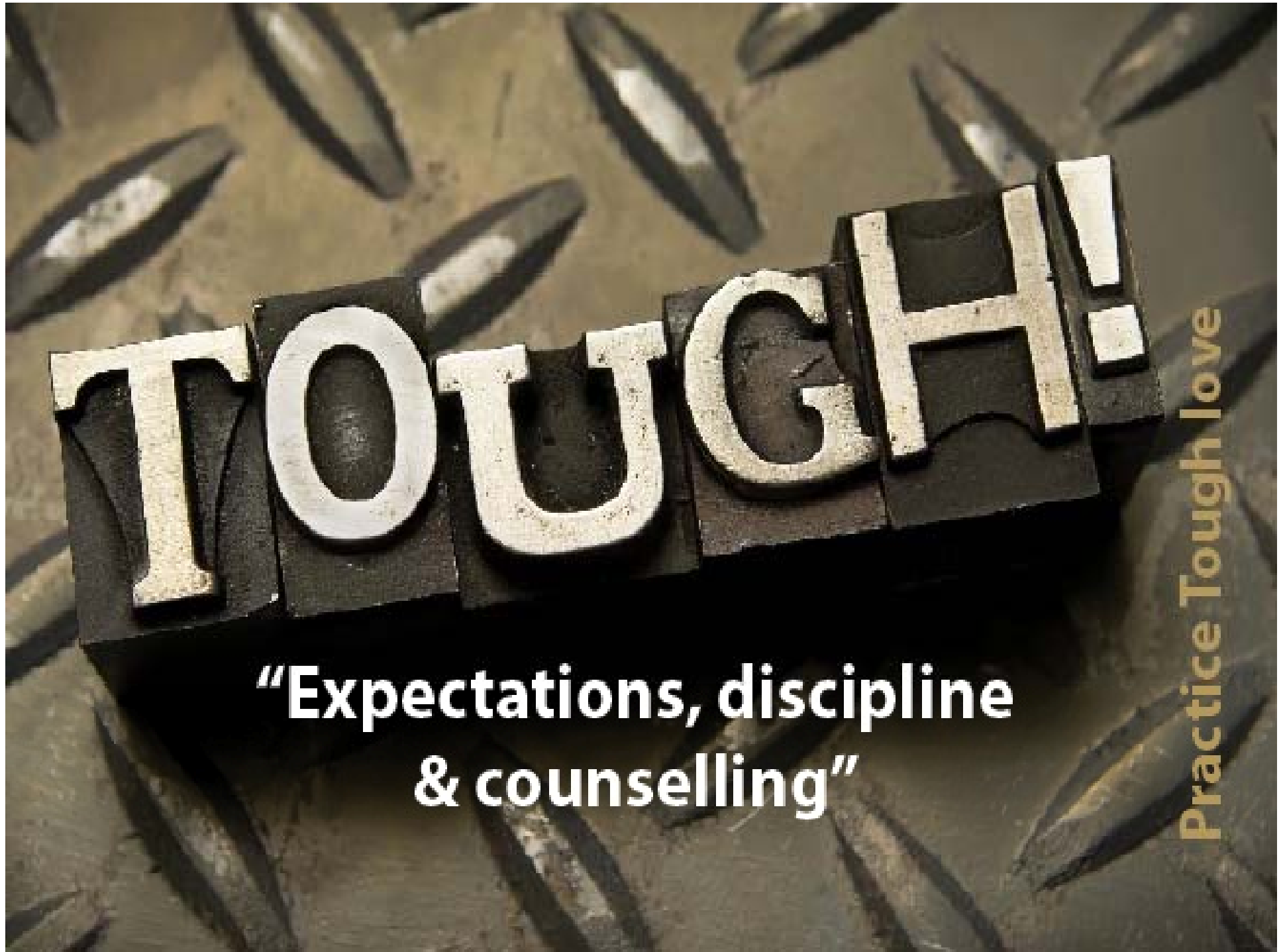


**“What gets  
celebrated  
gets achieved”**



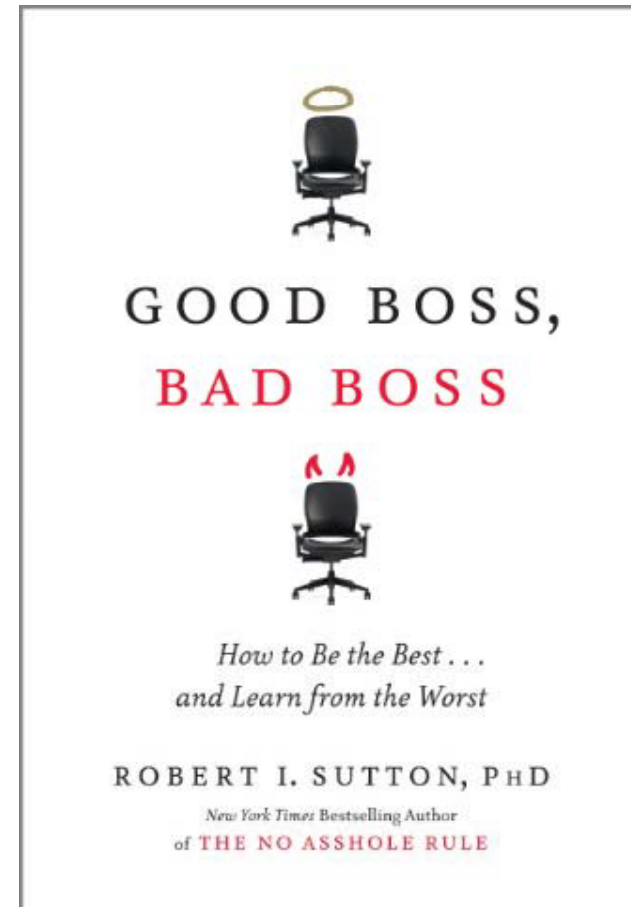
**Celebrate Success**

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# THE 'TOUGH LOVE' MODEL

- House Rules
- Code of Conduct
- High Expectations
- Fair Discipline
- Lead by Example
- Celebrate Successes
- Beyond the Comfort Zone
- More Documentation



# AGREE ON THE HOUSE RULES

**The House Rules - be part of the team!**

 <b>Be on time for work</b> Dave put copy here?	 <b>Sick Notification by phone - Not SMS</b>	 <b>Switch off your mobile</b> Dave put copy here?
 <b>Wash up after yourself</b> Dave put copy here?	 <b>Replace the paper</b> Toilet, Fax & Copier	 <b>No PRANKS</b> Death and Danger
 <b>Tidy Up</b> Don't leave a mess	 <b>Use Internet wisely</b> No porn or social stuff	 <b>Be Clean</b> Shave wash & no Smell
 <b>Dress for Success</b> Uniform & Nametag	 <b>Check Twice</b> Be thorough	 <b>Smoke Only</b> In designated places

I understand and agree to abide by the rules above...

Signed:

Date: / /

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1. Lateness
2. Sick Notification (not SMS)
3. Mobile Phone Use
4. Clean up after yourself
5. Replace the Paper
6. No Pranking!
7. Friend Visits & Freebies
8. Uniforms & Badges
9. Hygiene & Hair Standards
10. Theft – Don't Lie, Cheat or Steal!
11. No Drug Use or Hangovers
12. Internet Usage / Misuse





**“It’s not about time  
management it’s about  
energy management”**

**Think energy not time**

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**“Morning, afternoon or  
evening energy peak?”**

**Work your best time of day**

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**Think D.E.A.L.**

**“Improve your Diet, Exercise,  
Attitude and Lifestyle to get  
more energy**

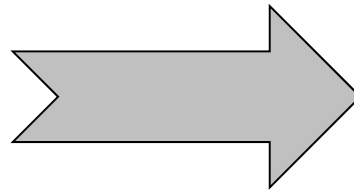
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# YOU CAN FLICK YOUR OWN SWITCH FROM GRUMPY TO GREAT!

Movement, Walking, Breathing, Exercise,  
Gratitude, Affirmations, Little Voice “I am”,  
Visualisation, Great Qs, Meditation, Music,  
Positive Friends, PMA CDs, Coffee, Goals Focus



**Bite me!**



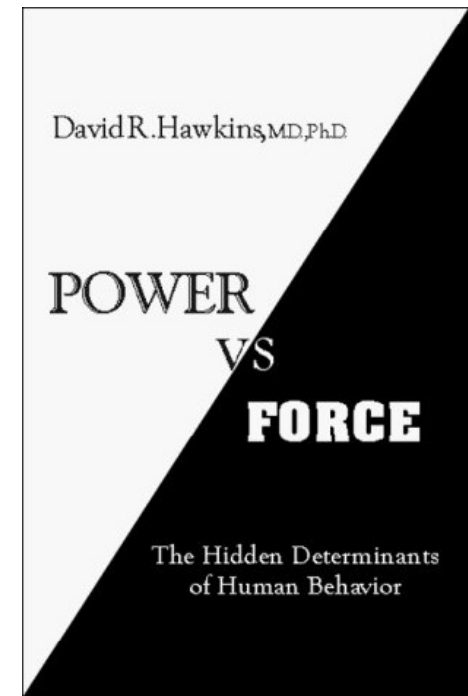
**Have a  
nice day!**

# THE FUDGE FACTOR

- Fear
- Uncertainty
- Doubt
- Guilt/Greed
- Etc...

A Whole Range of Positive & Negative  
Techniques for  
Influence & Persuasion

- Cialdini's Factors
- Marwell & Schmitt
- Power Vs Force





# GET YOUR LOVE GOGGLES ON!



**Love Goggles**

**SEEK PLEASURE**



**B.U.G Eyes**

**AVOID PAIN**



**Change Brings Gifts**

**“Find the  
opportunity  
in change”**



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# THINK DIFFERENT!

## Most other People Are NOT like you!



MINI-ME  
ANTI-YOU

# UNDERSTANDING DIFFERENT PEOPLE

- Slower (Considered) - Faster (Now!)
- Quieter (Listen) - Noisier (Talk a lot)
- Facts (Logic) – Feelings (Emotions)
- Results (Direct) – Relationships (Indirect)
- Process (Agenda) – New (Variety)
- Big Picture (Ideas) – Detail Person (Data)
- Who? Why? What? How? Whatif?

# PEOPLE ARE DIFFERENT!

- V – Lookers
  - A – Sounders
  - K – Feelers
  - Ad - Thinkers
- Preferred Communication Channels
  - Values? (What's really Important to them)
  - Convincer Strategy? #, time, method



**People, Process or Product?**

# THE FOUR DISC BEHAVIOUR STYLES

## CORTISOL

C Type  
Analytical  
Melancholy  
Perfect



Facts



## ADRENALINE

D Type  
Driver  
Choleric  
Powerful

Ask

Tell

## SERATONIN

S Type  
Amiable  
Phlegmatic  
Peaceful



## DOPAMINE

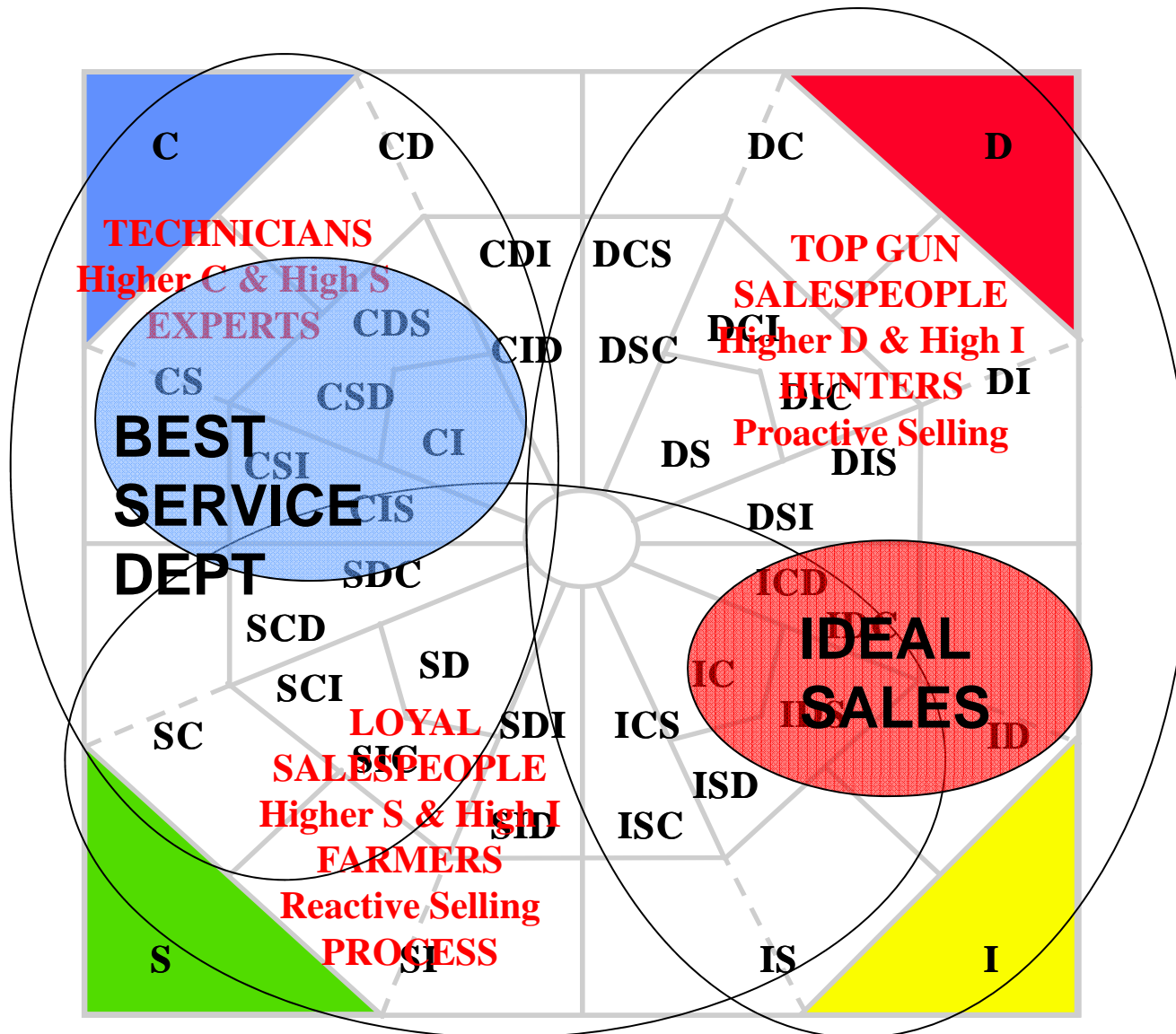
I Type  
Expressive  
Sanguine  
Popular

Feelings

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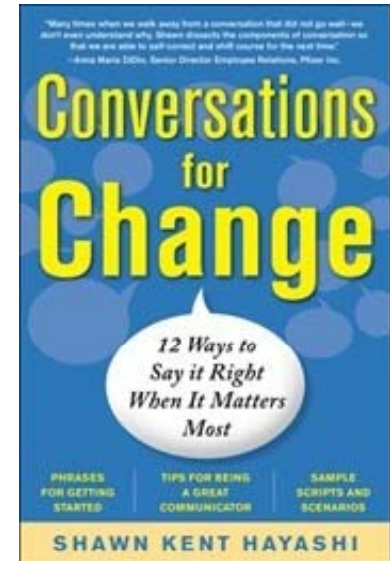


# USING DISC for SELECTION



# CONVERSATIONS FOR CHANGE (USING DISC MODEL)

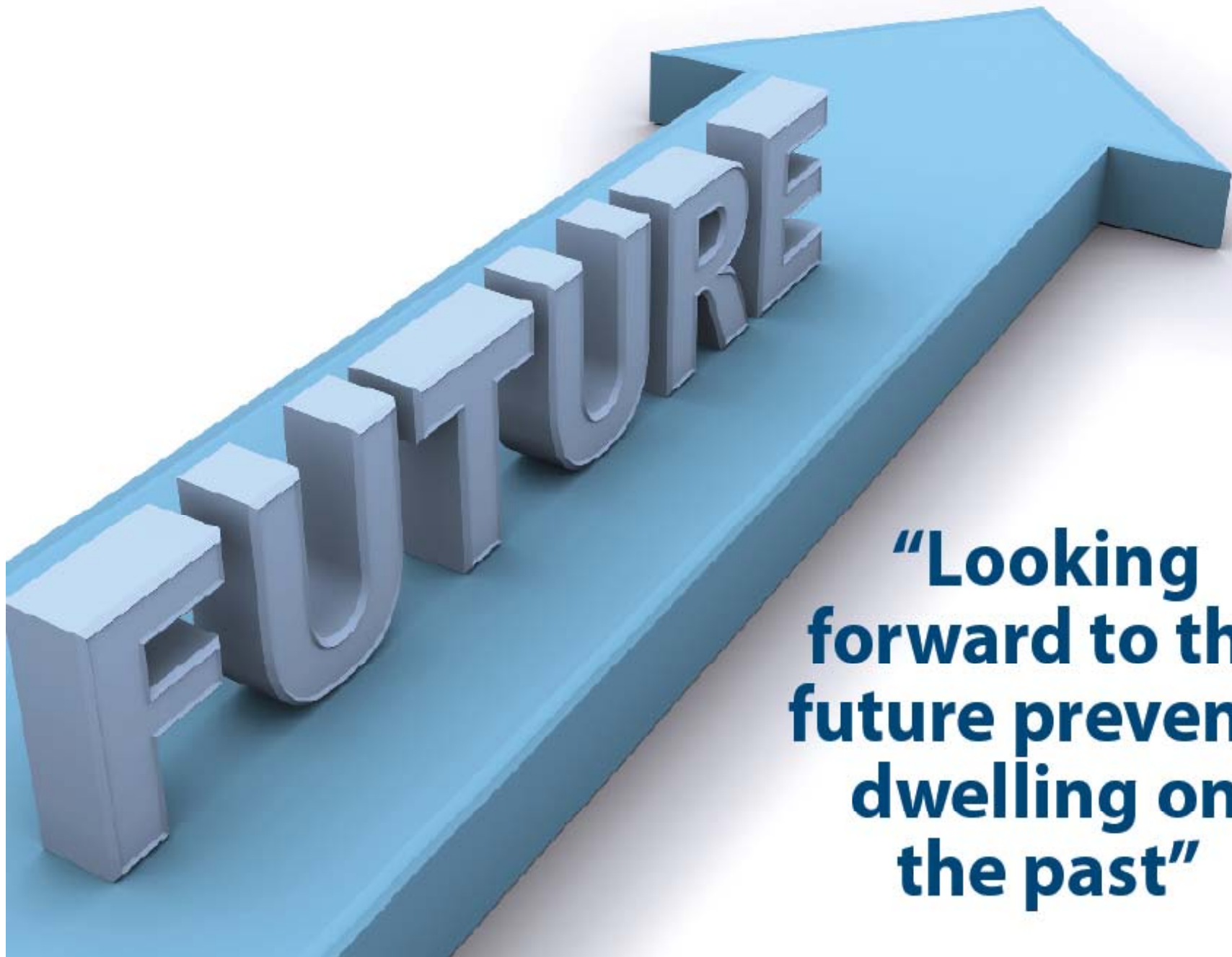
- Using EI, Values & DISC Communication
- 12 Different Change Conversations



- |                                 |                            |
|---------------------------------|----------------------------|
| 1. Connection - C               | 7. Conflict Resolution - S |
| 2. Create New Possibilities - S | 8. Breakdown - I           |
| 3. Structure - D                | 9. Withdrawal – S & C      |
| 4. Commitment - I               | 10. Change – C & S         |
| 5. Action - S                   | 11. Appreciation - C       |
| 6. Accountability – S&C         | 12. Moving On – S & C      |

# WORKING WITH DISC TYPES

- **Send an Agenda?**
- **Pre-Information sent?**
- **Appointment/Drop In**
- **Do some Preparation?**
- Small Talk / Chat
- Speed - Fast/Slower
- Dot Points or Stories?
- A Process or Variety
- Outcomes/Results?
- Try it? (OK to Make Mistakes)
- Decision Time?
- A Bit at a Time or Whole Complete Solution?
- Making Claims / Benefits?
- Testimonials? – V A K
- Demonstration? – V A K
- Case Studies & Proof?
- Detail & Tech Data ?
- Do you Want a Guarantee?
- Are you Open to Alternatives?



Be futured focussed

**“Looking  
forward to the  
future prevents  
dwelling on  
the past”**





**“Any plan is better  
than no plan”**

**Start with A Plan**

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# MOTIVATION: PEOPLE NEED A PURPOSE!



<http://flickr.com/photos/jon77/84306821>



<http://flickr.com/photos/fulltimeandude/53838441>

# PEOPLE WANT MORE CLARITY



## LEADING

- Purpose & Values – Why?
- Authentic & Open
- Aligned – Being, Doing, Saying



## ENERGISING

- Teamwork – Who?
- Positivity & Optimism
- Tough Love



## STRATEGISING

- Vision, Mission - What?
- Clear Focus – Niche
- Systems – How?





**“Go easy on the  
bright shiny objects”  
(No BSOs)**

**Be Disciplined**



# Actioning



[www.bighat.com.au](http://www.bighat.com.au)

**Do The Work**



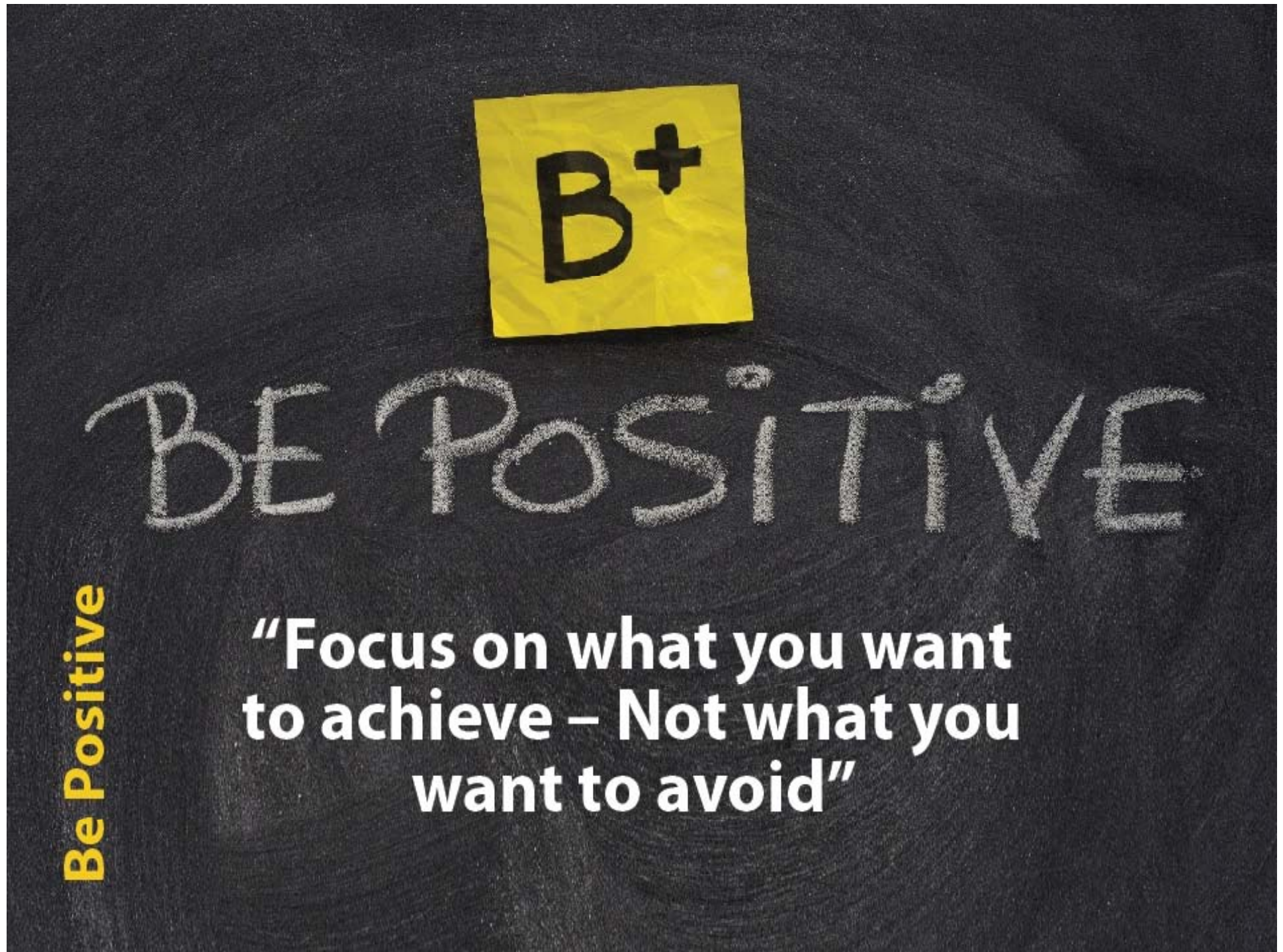
**“Stop looking for the  
magic wand solution”**

**“Do the most you can with  
what you already have”**



**Get Started Now**





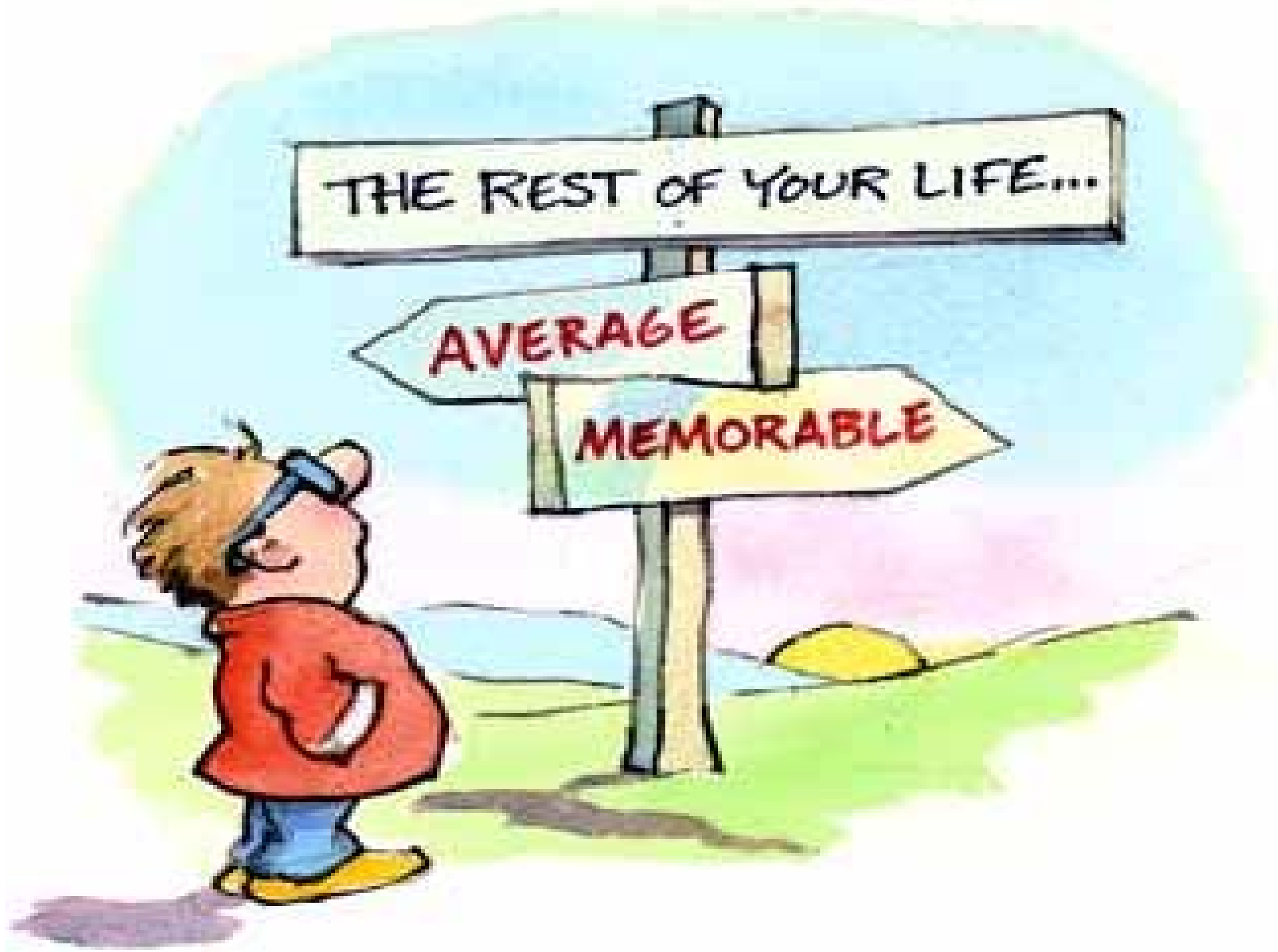
**Be Focussed**

**“What you focus  
on expands!”**











**REMEMBER WHAT'S  
REALLY IMPORTANT!**

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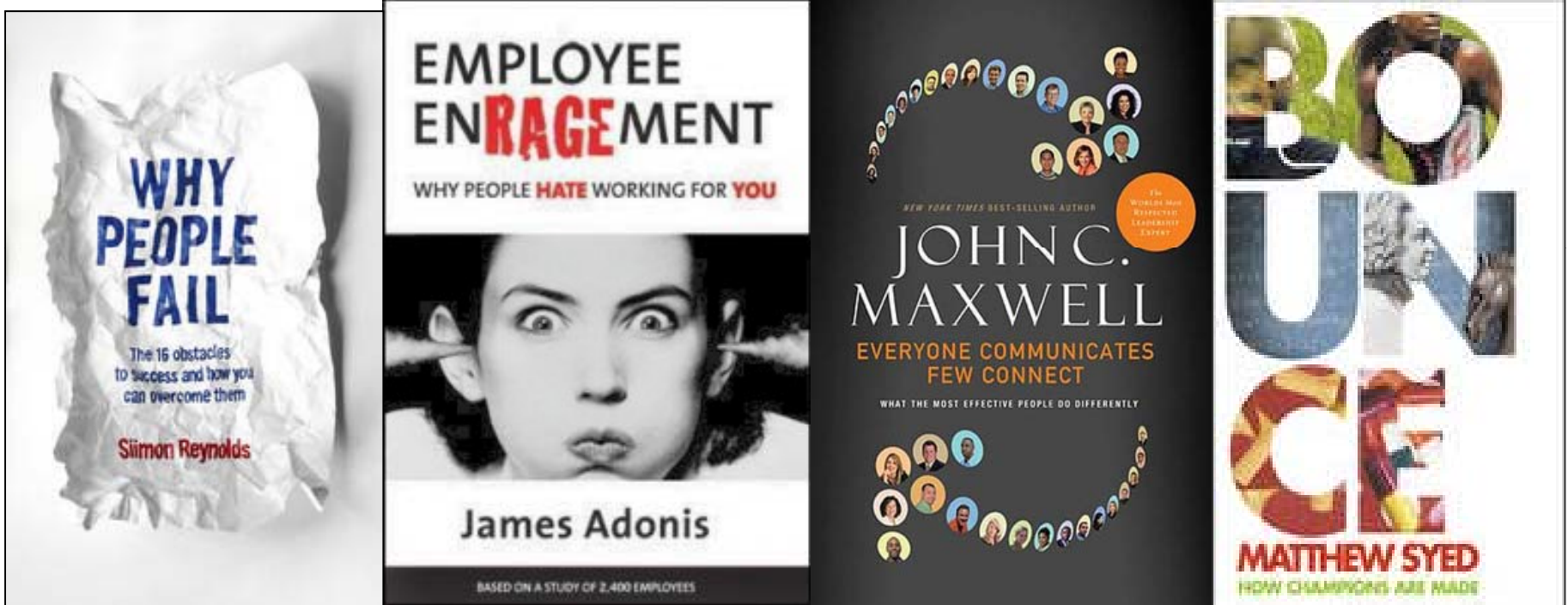
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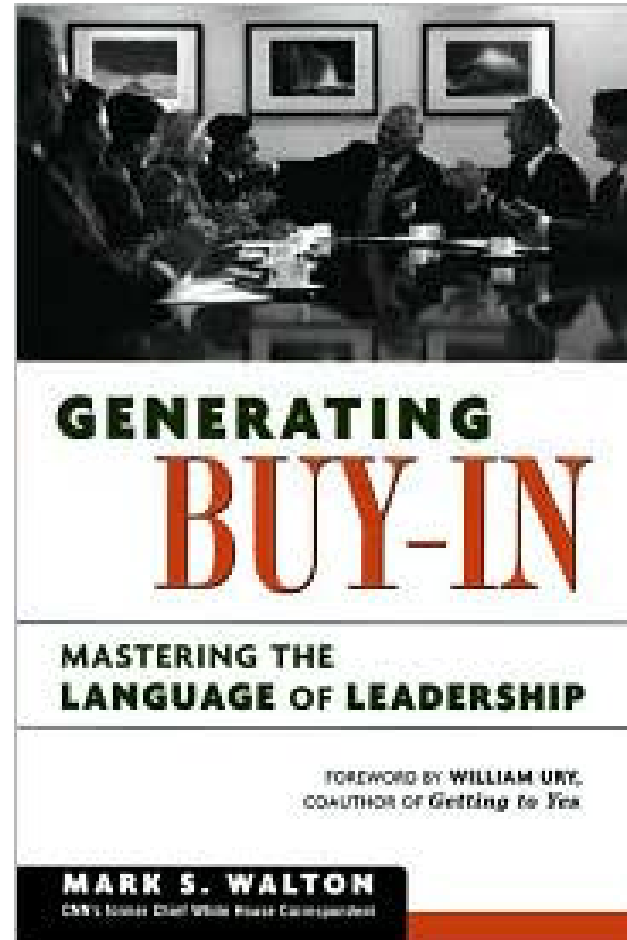
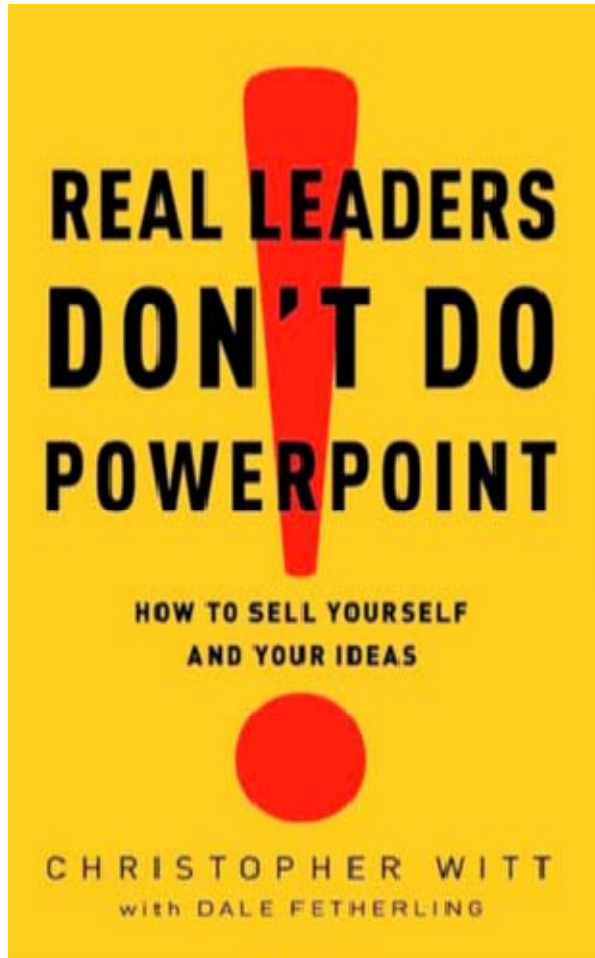


**GO SPREAD  
THE LOVE  
AND THE  
MESSAGE!**

# MORE RECOMMENDED READING FOR MANAGERS



# RECOMMENDED READING FOR THE MANAGER



# BEST WISHES FROM BIG DAVE!

For a FREE COPY of

- this Powerpoint or Manual
- More Resources

[www.bigdave.com.au](http://www.bigdave.com.au) (Get a CARD)

Email: [bigdave@bigpond.net.au](mailto:bigdave@bigpond.net.au)



## STAFF, SALES & STRATEGY

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