

#### **Getting Wired for Prosperity**

SOUNTERN ARIZONA ESTATE PLANNING COUNCIL • WEDNESDAY, DECEMBER 11, 2019



### Get Wired for Prosperity

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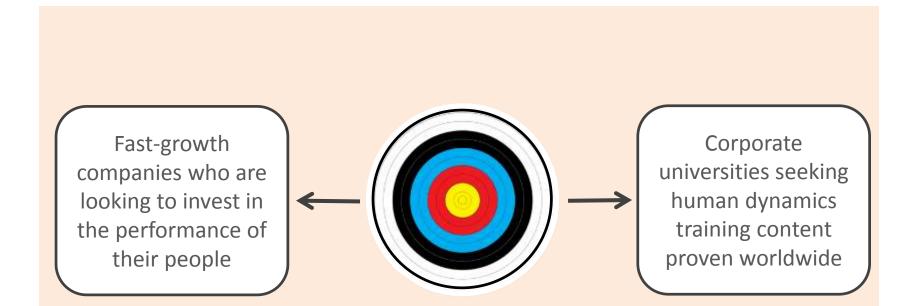
What is Prosperity?





#### **Our Target Markets**





### Serious players in the game of business with the **desire** to play at a championship level





#### **Business Execution System**

• L&D company focused on eliminating suffering and improving the value of human connections at work.

**TEAM PERFORMANCE • BUSINESS DEVELOPMENT • LEADERSHIP CAPABILITIES** 

- 40-year history, with proven results around the world, serving a diverse range of industry types.
- Scientifically-based methodology that maps intuitive business practices, focused on the core mechanisms of effective communication and collaboration.

#### **Travis Carson, JD/MBA** *Market Force Founder*





Using my experience as a 4-time business owner, combined with 13+ years in business coaching and graduate degrees in law and business, I help companies solve their most pressing issues and create prosperity.







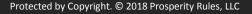
## 70% of *strategic failures* are the result of *ineffective execution*.

**Research from Franklin-Covey Institute** 

#### Introduction



#### We offer practical tools that help people excel under pressure





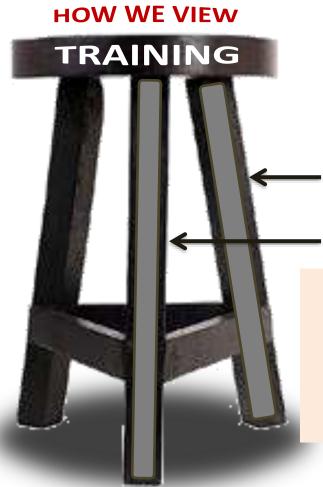


#### **Business Skills**

#### **Industry Agnostic:**

- Public presentation
- Reading financials
- Meeting management
- Business development





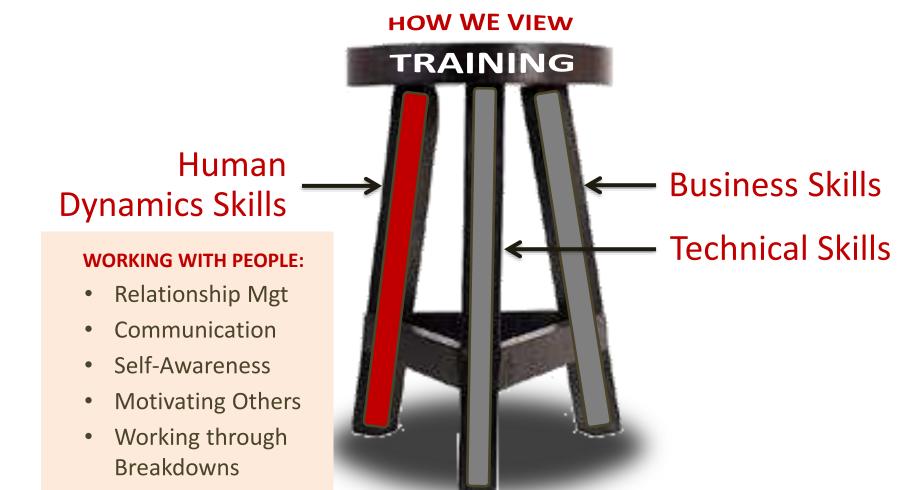
#### **Business Skills**

#### **Technical Skills**

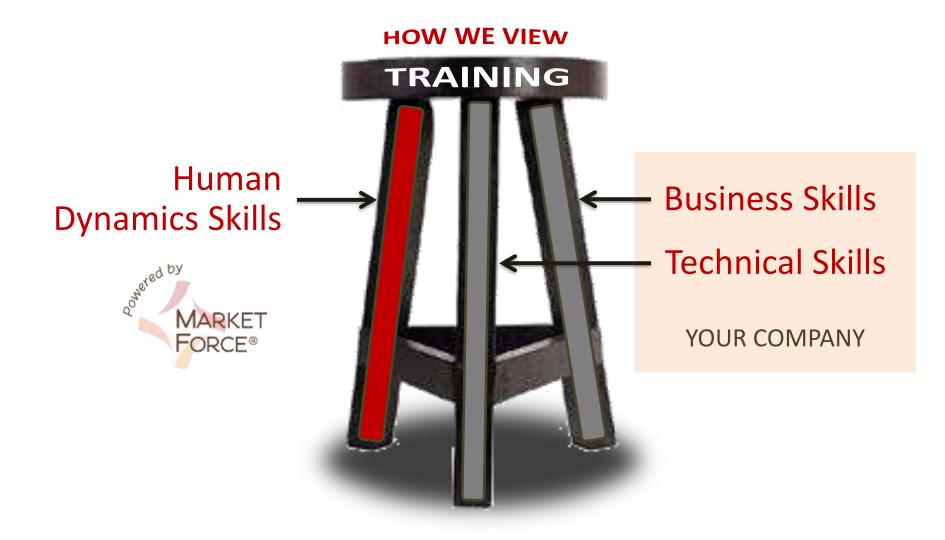
#### Industry Specific:

- CRE: Reading a lease
- IT: Coding language
- Corp Law: Contracts











#### **HOW WE VIEW**



# HumanSkillsEARLY-CAREERMID-CAREERLATE-CAREERTechnicalIncomeIncomeIncomeBusinessIncomeIncomeIncomeHuman DynamicsIncomeIncomeIncome



#### HOW WE VIEW



# HumanSkillsEARLY-CAREERMID-CAREERLATE-CAREERTechnical1Income (Comparing the comparing t



#### HOW WE VIEW



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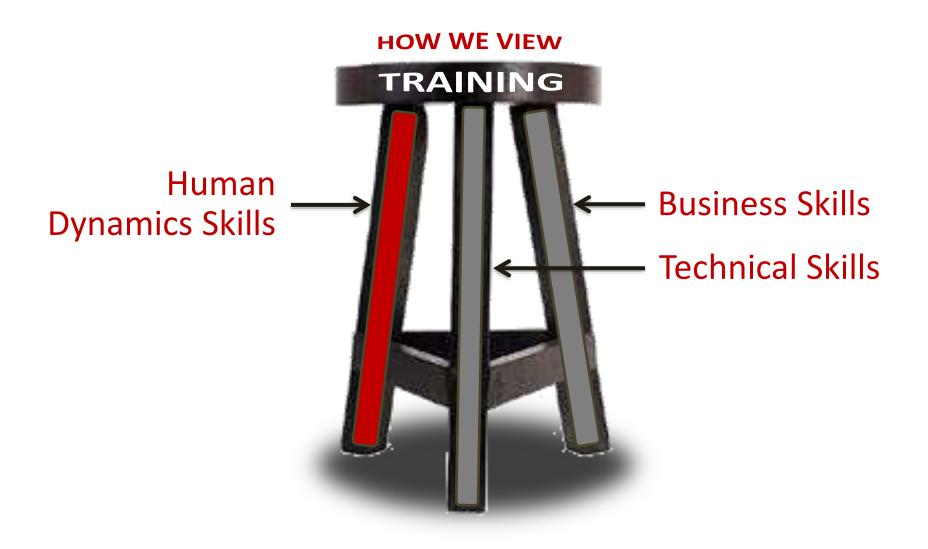


#### HOW WE VIEW



#### LATE-CAREER EARLY-CAREER **MID-CAREER SKILLS** Technical 2 3 1 2 2 **Business** 1 **Human Dynamics** 3 NA 1





#### Instability



#### Powered by Market Force



#### Industry & Culturally Agnostic • Globally Relevant



#### Powered by Market Force





#### Client Case Study #1

#### 2,500 people trained over 2 years



With participants from WeWork's Enterprise Sales and Business Development Teams in Shanghai, China



"Market Force has been critical to the ongoing growth and engagement of our people over years full of shifting priorities, extreme pressure and a number of changes to the work environment." – David Fano Chief Growth Officer

Travis Carson with David Fano, WeWork Chief Growth Officer

#### Powered by Market Force



#### Industry & Culturally Agnostic • Globally Relevant







#### Client Case Study #2

8,000 people trained over 13 years

#### 108% More Revenue

Producers using Market Force generate *more than twice* the revenue of their counterparts

#### 43% Higher NPS

Professionals using Market Force are *rated much higher* than their counterparts

Source: 5-year study evaluating broker & shared services performance, conducted by Colliers International

#### Training Agenda



#### Getting Wired for Prosperity

- Styles: The Fundamentals
- Indicator Results
- Personal Development
- Relationships
- Style Identification
- Workshop

#### Training Agenda



#### Getting Wired for Prosperity

- Styles: The Fundamentals
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#### 

#### **Business is a People Problem**



Two Things About People

DO

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There is no cure.
 They are predictable.

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red by

MARKET FORCE®

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#### **The Latest Neuroscience**



## ... is Providing **New Understanding** of How the Brain Works.





#### Under Pressure...

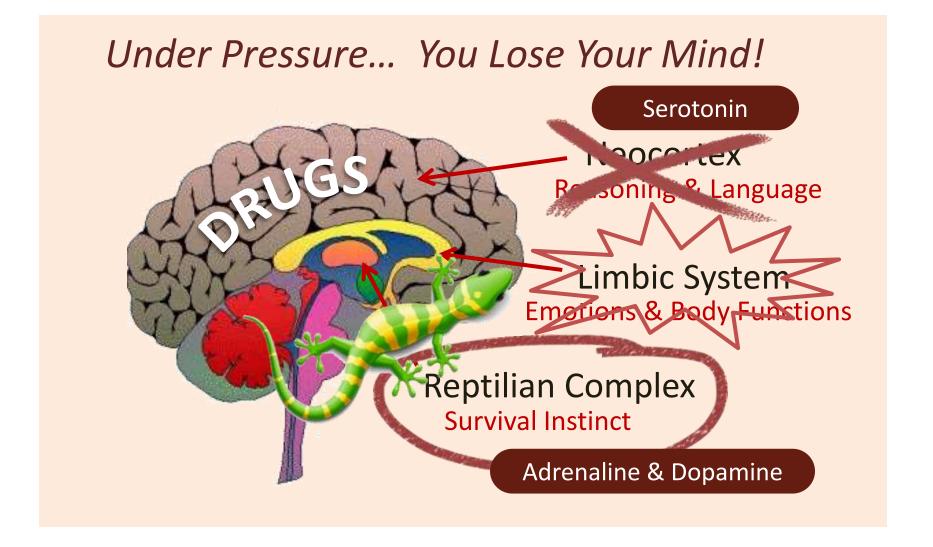


Limbic System Emotions & Body Functions

Reptilian Complex Survival Instinct





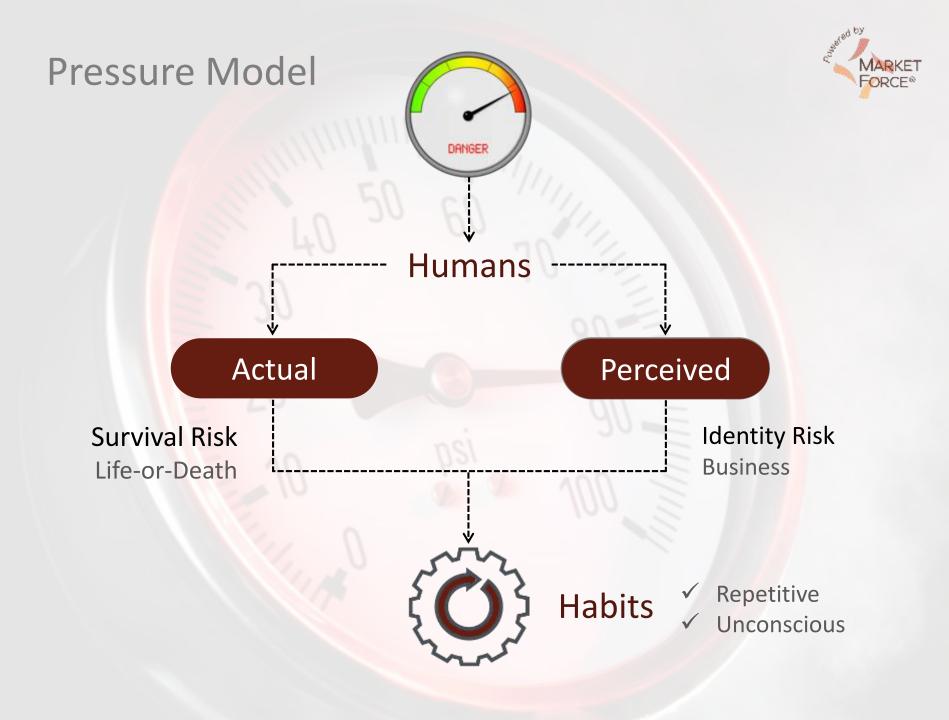






And, when you lose your mind...





#### The networks are up and running...

#### It's time to upgrade the humanware!

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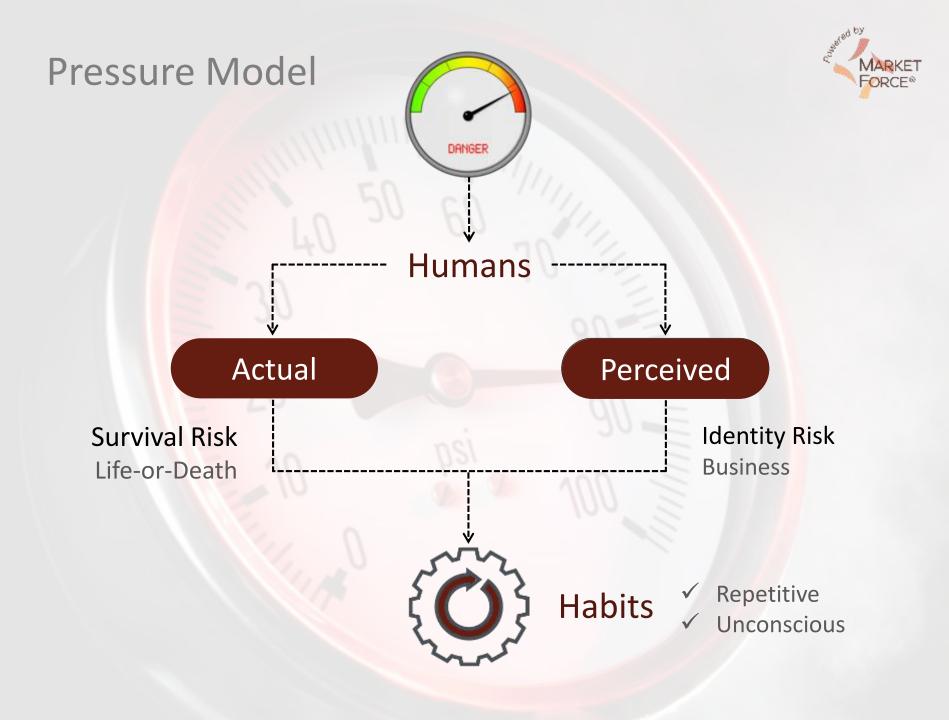
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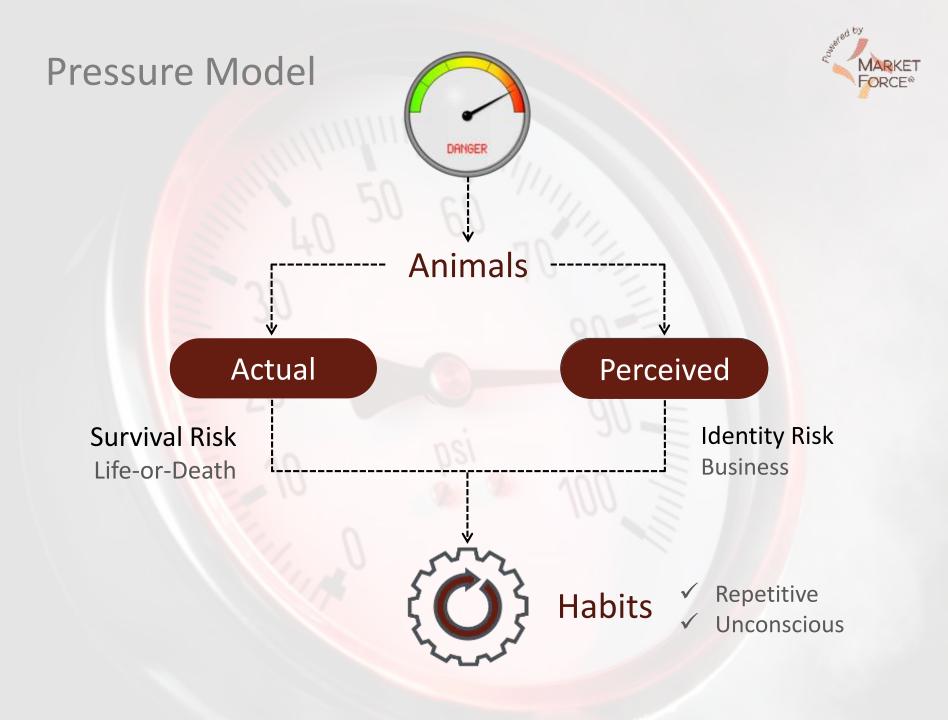




### Get Wired for Prosperity

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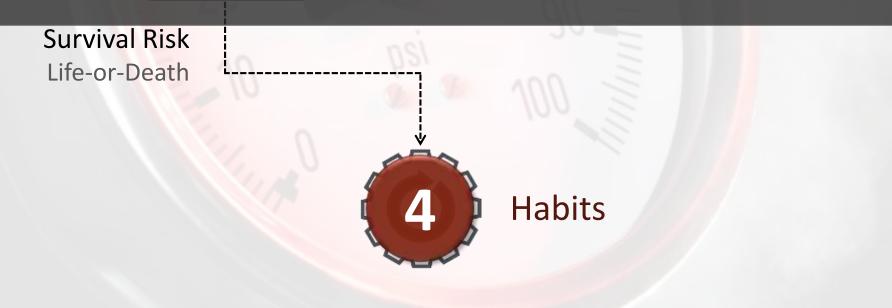


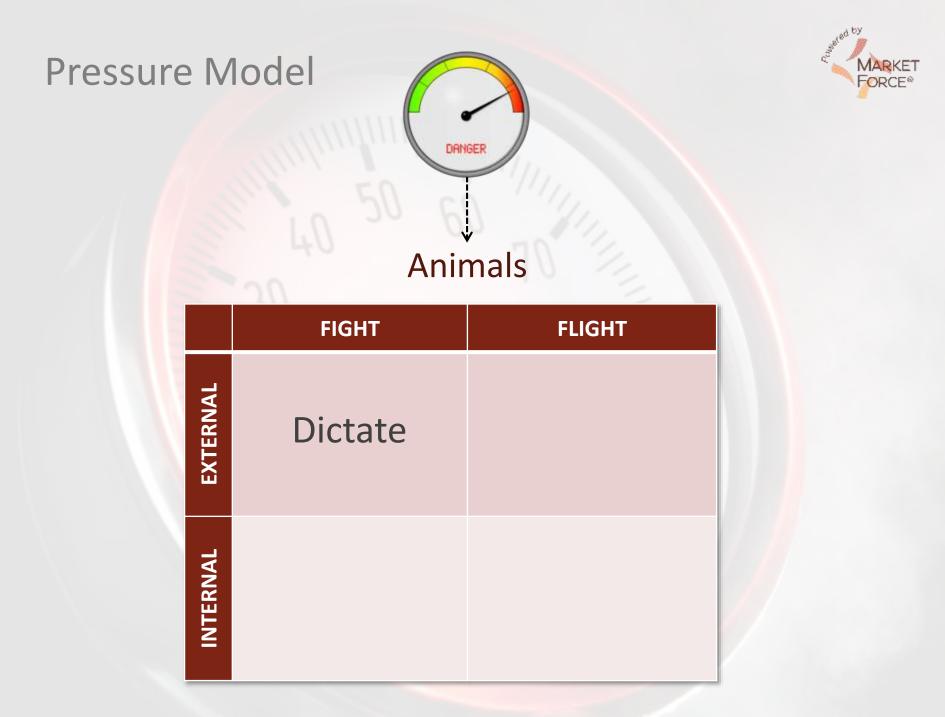
#### **Pressure Model**

#### The "Fight or Flight" Mechanism

Animals

DANGE







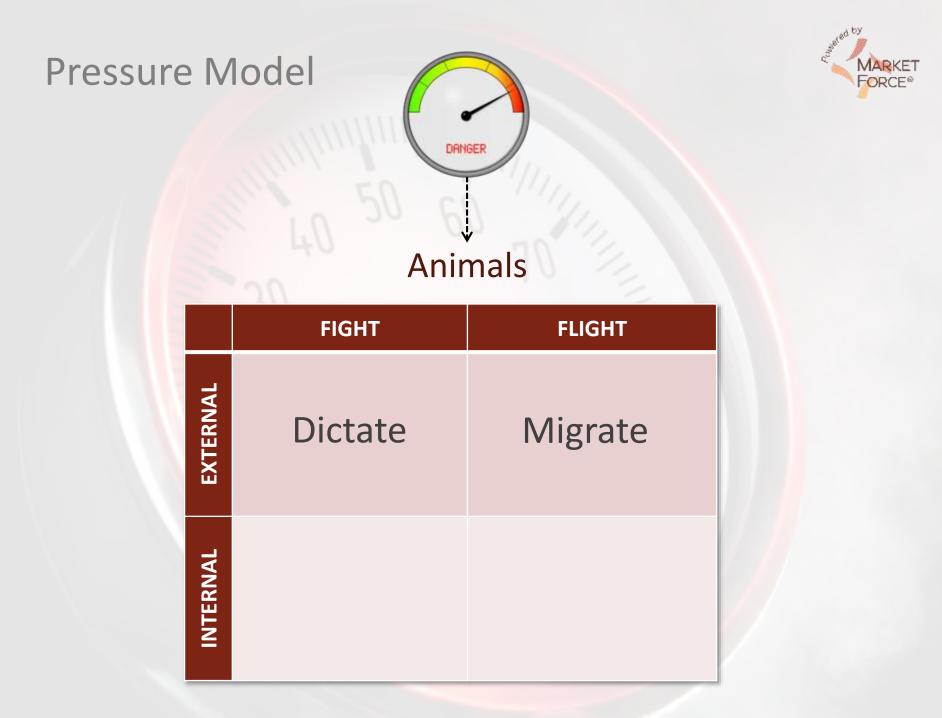
### Dictate

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## Dictate

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### Migrate

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### Migrate

Pressure	e M	lodel Anir		Cost of the second seco
		FIGHT	FLIGHT	
	EXTERNAL	Dictate	Migrate	
	INTERNAL	Tolerate		





## Tolerate

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Pressure	e M	odel Anir		Constant of the Arket Forces
		FIGHT	FLIGHT	
	EXTERNAL	Dictate	Migrate	
	INTERNAL	Tolerate	Hibernate	



# Hibernate

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#### survival

### Hibernate

-

Pressure	e M	odel Anir		Constant of the Arket Forces
		FIGHT	FLIGHT	
	EXTERNAL	Dictate	Migrate	
	INTERNAL	Tolerate	Hibernate	

#### But we're not animals, right?





#### Let's See...

MARKET FORCE®



#### Dictate





Room



#### Migrate

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# 

### What Drives Your Habits?

#### 1. Your Biology = Hardware

### 2. Your Biography = *Software*

#### Upgrade Your Humanware in Your Biography

#### **Application to People**



BIOLOGY	BIOGRAPHY	NEEDS TO KNOW	STYLE
Dictate	Certainty	there's a plan.	Control
Migrate	Freedom	I have an out.	Influence
Tolerate	Stability	we'll get through it.	Power
Hibernate	Security	this will work.	Authority



### Market Force Styles



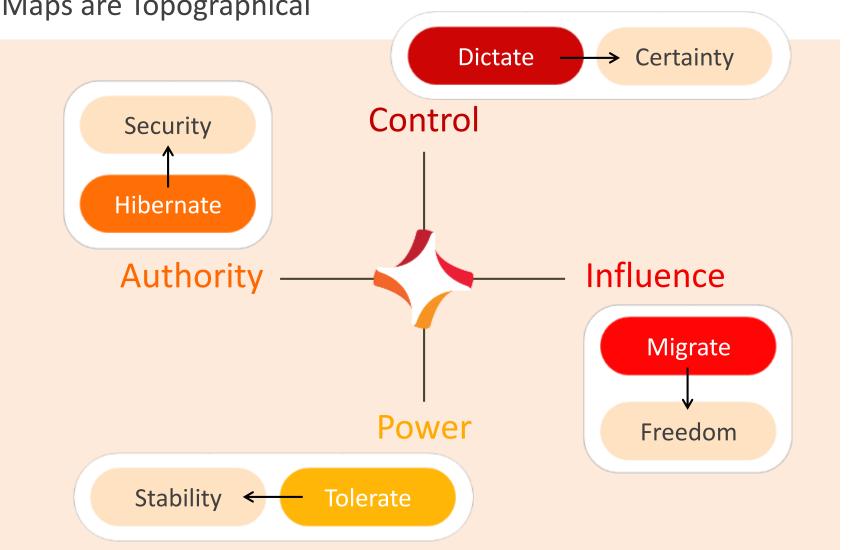
CHARACTERISTIC	CONTROL	INFLUENCE	POWER	AUTHORITY
SURVIVAL	1		1	
Strategy	Dictate	Migrate	Tolerate	Hibernate
Concern	Certainty	Freedom	Stability	Security
Conversaton (I will die if)	Others know that I don't know.	I have to do what others say.	I am not included.	I have to decide
COMFORT ZONE				
Learns by	Thinking	Talking	Listening	Reading
Sight Line	Foresight	Insight	Oversight	Hindsight
Time Frame	S Years	Moment to Moment	90 Days	The Past
"Go To" Phrase	Should	Could	Have To	Should Have
Building Trust	Competence	Sincerity	Sincerity	Competence
50/50's Position on the Field	Offense (0	Creational)	Defense (Pre	servational)
Making Progress	Thought	Action	Action	Thought
Primary Personal Focus	Others	Self	Others	Self
ASSETS				
Natural Business Position	Marketing	Sales	Production	Administration
Position of Accountability	System	Mission	Structure	Standards
Opportunity Accountability	Finder	Binder	Grinder	Minder
Leadership Accountability	Intention	Mood	Alliance	Confrontation
LIABILITIES				
Confuses w Accomplishment	Ideas	Relationships	Replication	Reflection
Sacrifices Accomplishment For	Being Right	Being Free	Having More to Do	Having an Impa
Projected Emotional Breakdown	Arrogance	Impatience	Frustration	Indifference
Negative Reputations	Bully	Flakey	Pushover	Roadblock
Bad Behavior	Manipulate	Sacrifice	Undermine	Capitulate



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#### Styles Maps are Topographical



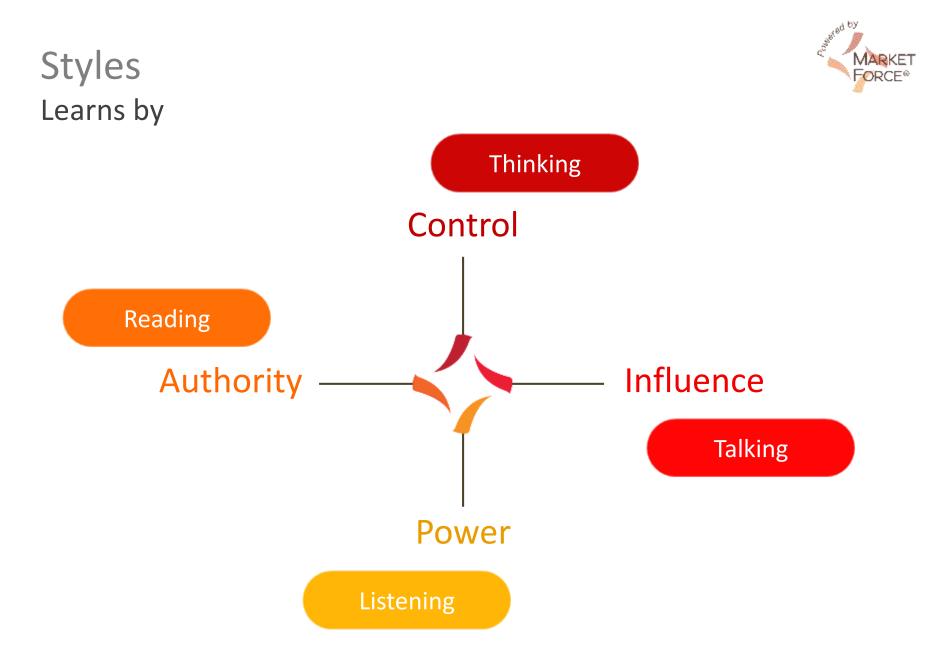




### **Primary Styles Distinctions**

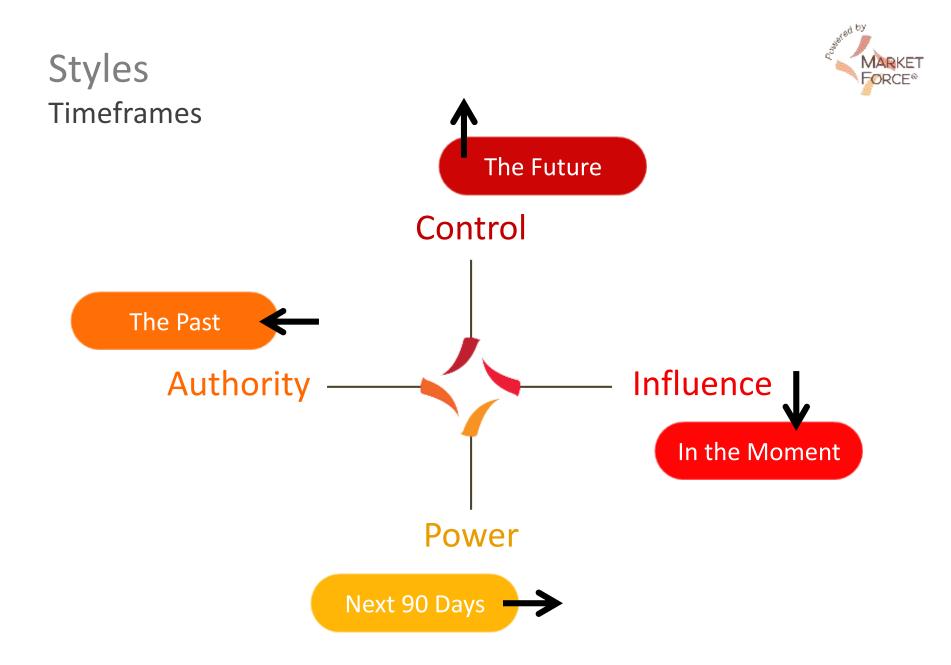


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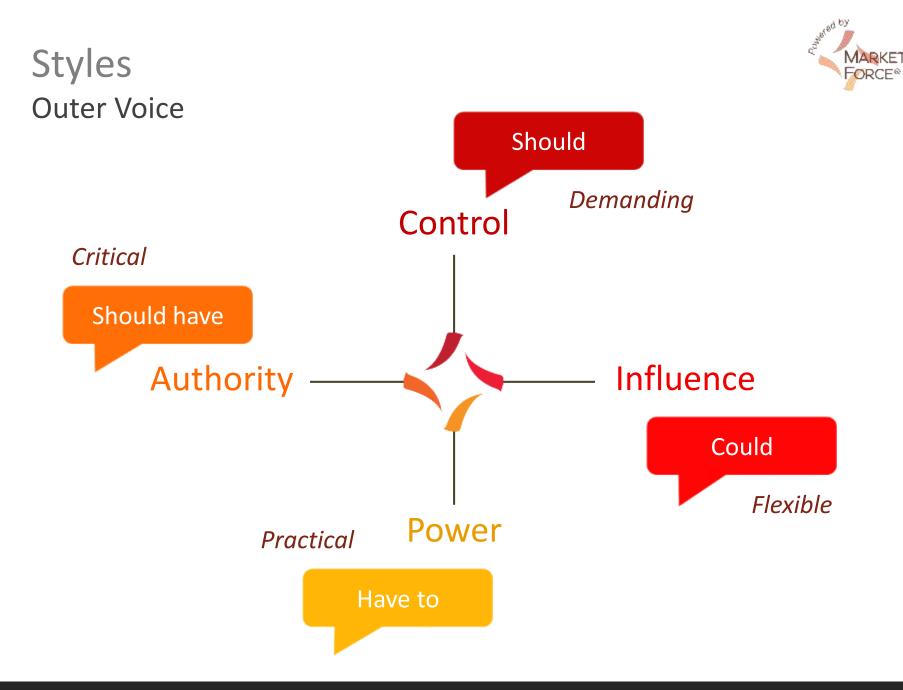


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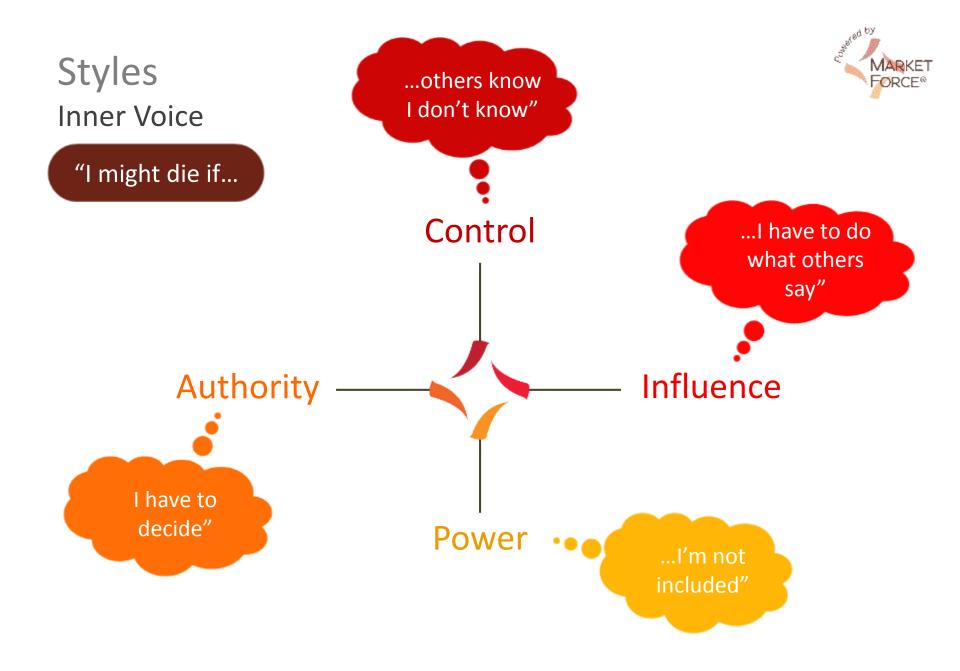


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#### Trust is Essential in Business

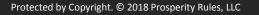


#### **Building Trust**





### But, how do you build it?



#### **Elements of Trust**



# Trust happens when both parties accept each others' promises based on the following:

### 1. Sincerity

What kind of a person are you? Do you have integrity? Will you have my back?

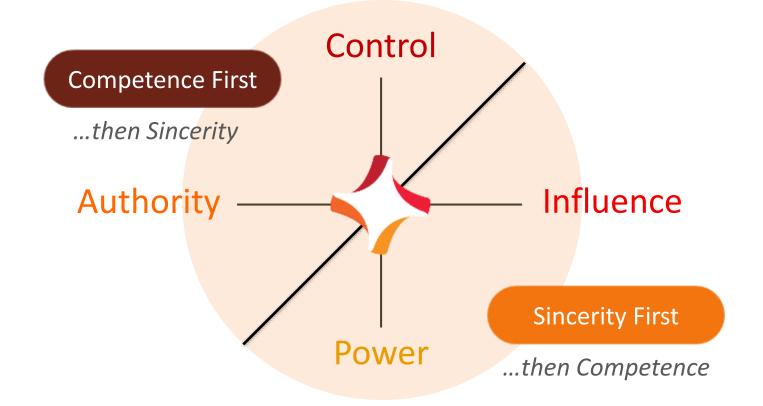
#### 2. Competence

What kind of skills do you have? Are you good at what you do? Will you get the job done?





#### Trust = Competence + Sincerity







#### The Golden Rule

## Treating others how **you** want to be treated.





#### The Golden Rule

### But, treating others how you want to be treated fails 3 out of 4 times.



That's a 75% failure rate!





# 70% of strategic failures are the result of ineffective execution.

**Franklin-Covey Institute** 

Making more sense now?





#### The Golden Rule

## Treating others how **you** want to be treated.







#### The Platinum Rule

## Treating others how *they* want to be treated.

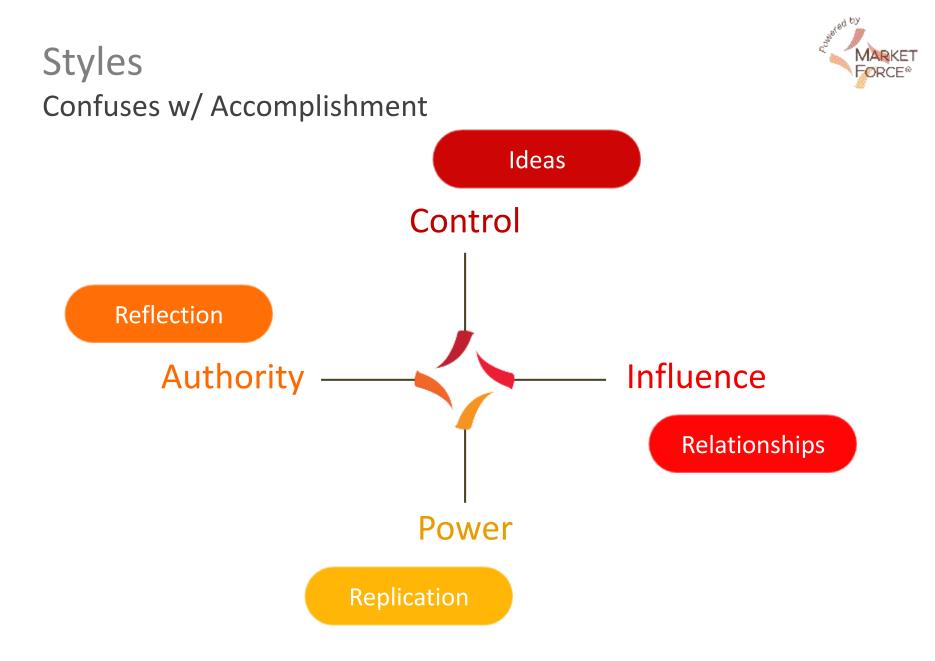




#### **Styles Chart**



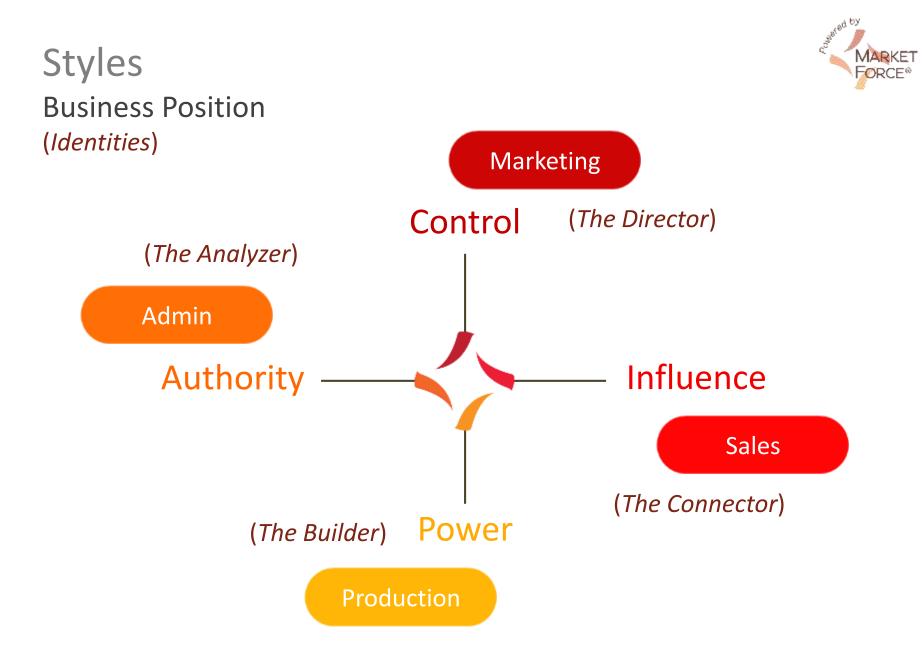
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#### **Styles Chart**



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#### Training Agenda



#### Getting Wired for Prosperity

- Styles: The Fundamentals
- Indicator Results
- Personal Development
- Relationships
- Style Identification
- Workshop

#### Training Agenda



#### Getting Wired for Prosperity

- Styles: The Fundamentals
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#### Indicator Results Full Report





#### Indicator Results Summary



#### Generated Report Download full report Download report summary Admin dashboard Your Market Force Style Indicator Results CONTROL Authority Α INFLUENCE Authorities tend to be all about quality control. They see imperfections and areas where we can POWER do better, and their attention to detail is typically unmatched by the other styles. Once they learn how to jump into situations where things are not AUTHORITY working with an attitude for helping, rather than proving others wrong, Authorities become invaluable team members. Strengths in Business Weaknesses in Business Your Pet Peeves Ability to analyze Prone to "analysis paralysis" Inefficiencies Quality control May move too slowly for others Inaccuracies Can be too critical of others' work People who are not punctual Prudent as it relates to resources

#### **Indicator Results**



#### How the Styles Indicator Works

- 20 "either/or" questions, pitting one Style against another at a time.
- Eliminates patterns & simulates pressure.
- Additional questions posed in case of tie.
- Total score of 20, with minimum of 0 and maximum of 10 for each Style.

#### **Indicator Results**



#### What the Styles Indicator is Not

- It does not put you in a box.
- It's not the same thing as personality.
- It's not an excuse to be unaccountable.
- You are not your Style.

Results may not be 100% accurate





Completely Up to You!

#### Just send your email address to Melinda at

#### Admin@saepc.org

#### **Please Note:**

## Your email will NOT be used for marketing purposes or sold to any other companies.

#### Training Agenda



#### Getting Wired for Prosperity

- Styles: The Fundamentals
- Indicator Results
- Personal Development
- Relationships
- Style Identification
- Workshop

#### Training Agenda



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### **3 Prosperity Principles**

#### **Prosperity Principles**





#### Please Write Each Principle Down



### Principle 1: The Struggle Principle





#### 1. The Struggle Principle

#### I usually struggle the most with the things that come naturally to the Style *clockwise* to my own.



### Principle 2: The Second Most Principle





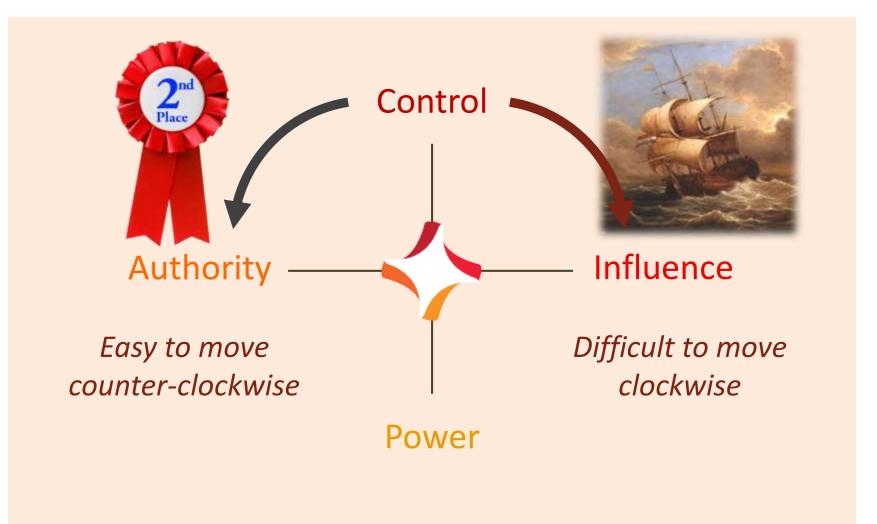


#### 2. The Second Most Principle

#### My second most comfortable Style is most likely the one *counter-clockwise* to my own.

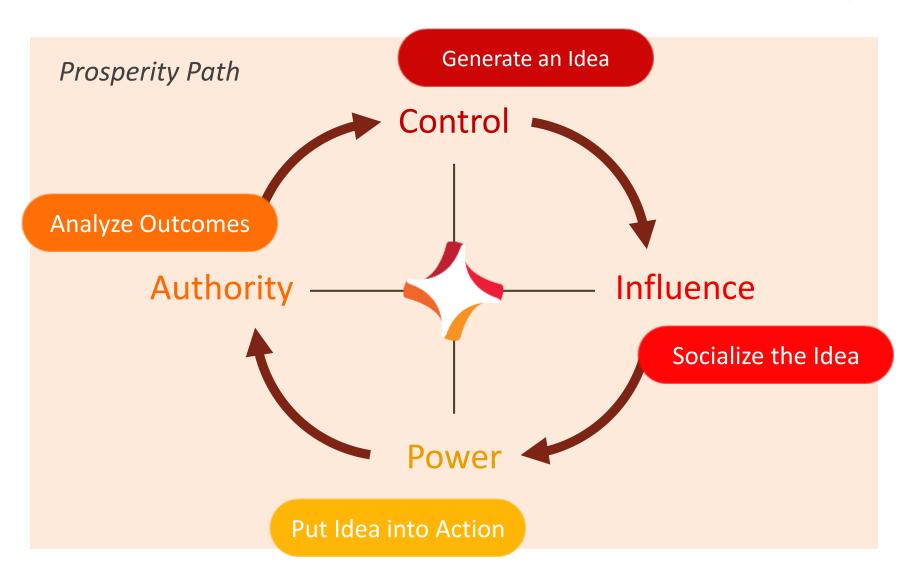
#### **Prosperity Principles**





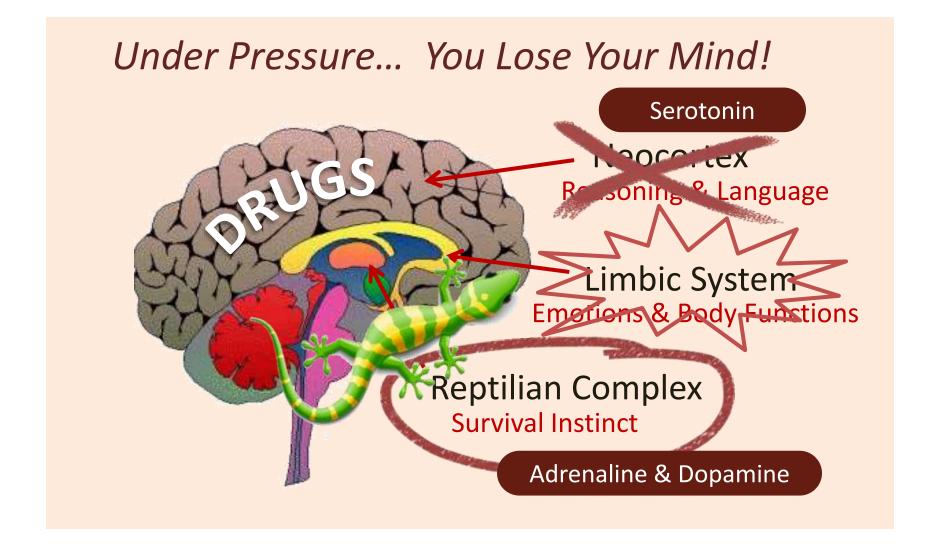
#### Makes Sense, Right?





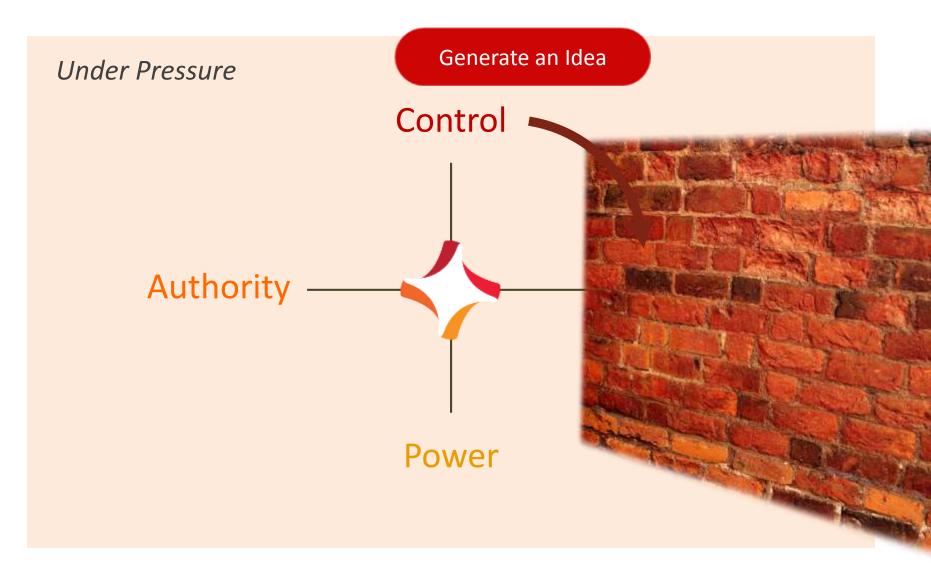






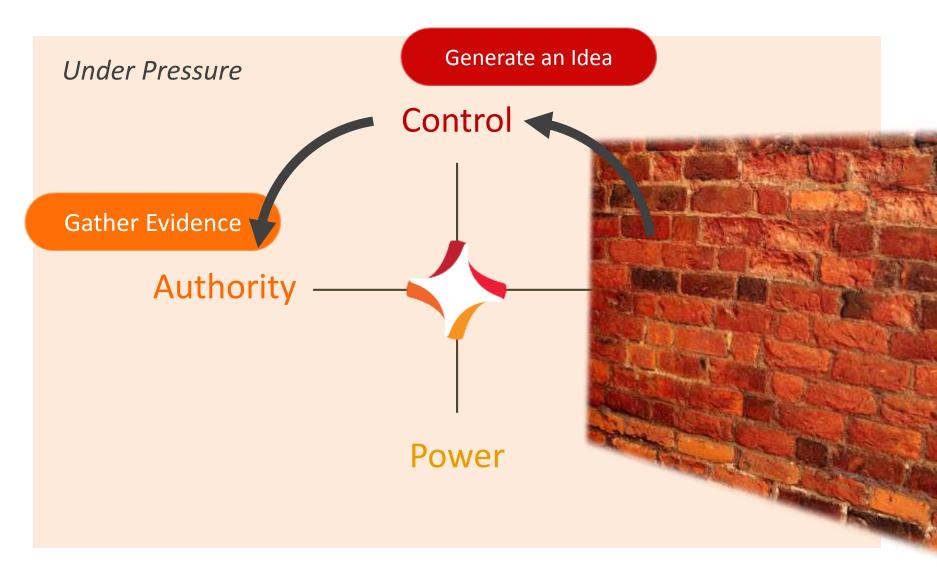
#### Controls





#### Controls





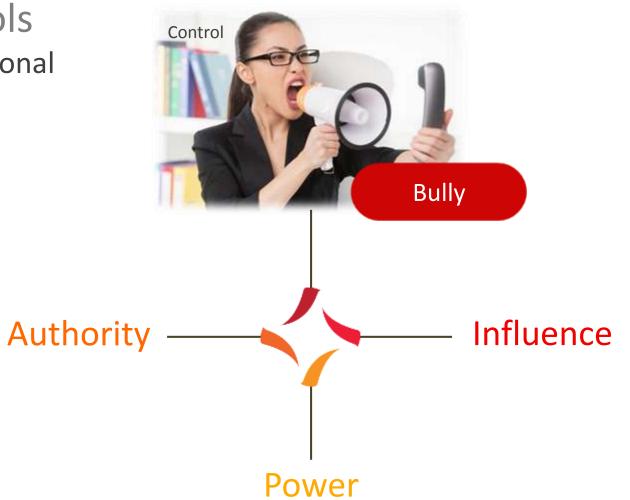
## Controls



## Dictate

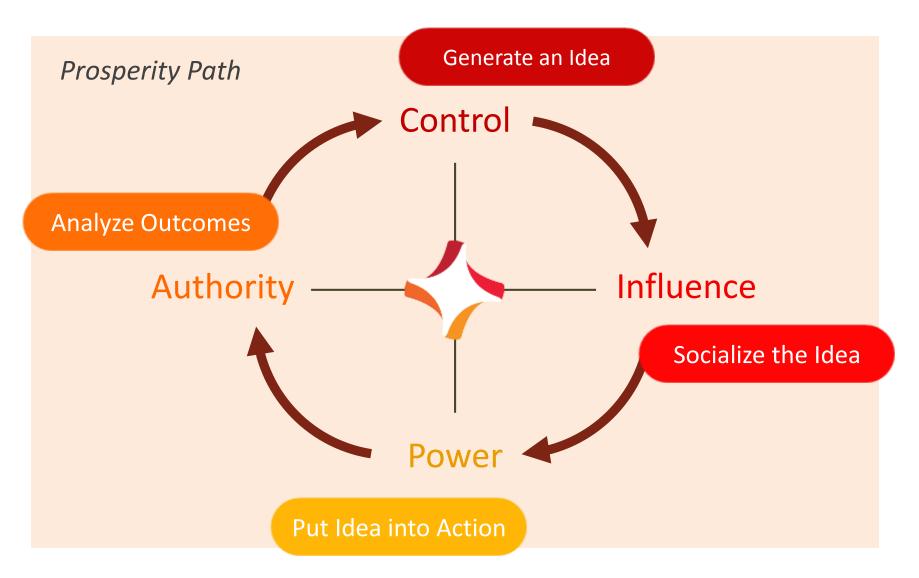


**Controls** Reputational Damage



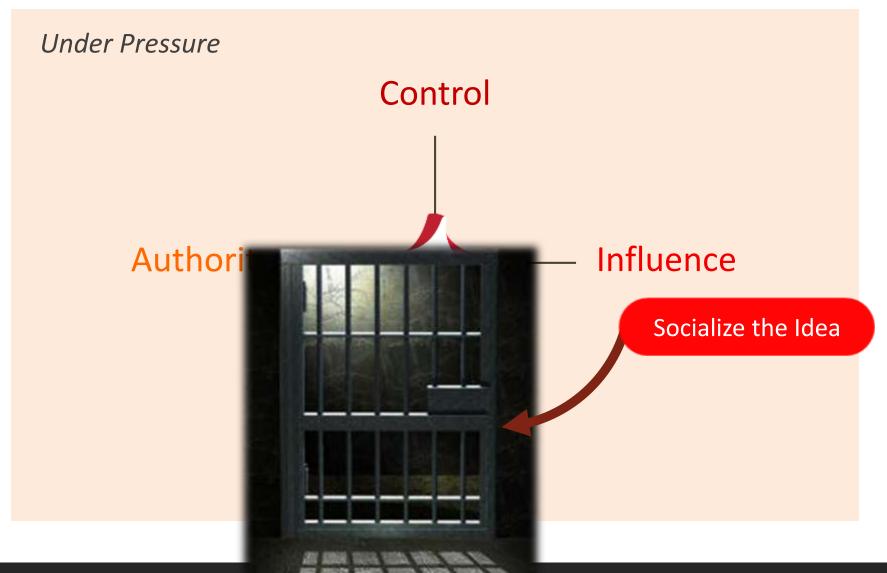
#### **Prosperity Principles**





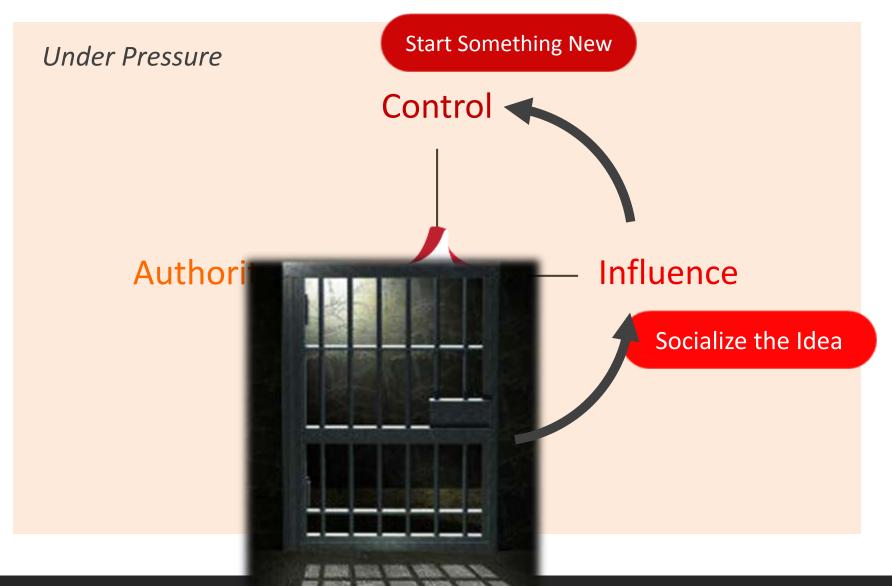
#### Influences





#### Influences





### Influences



## Migrate

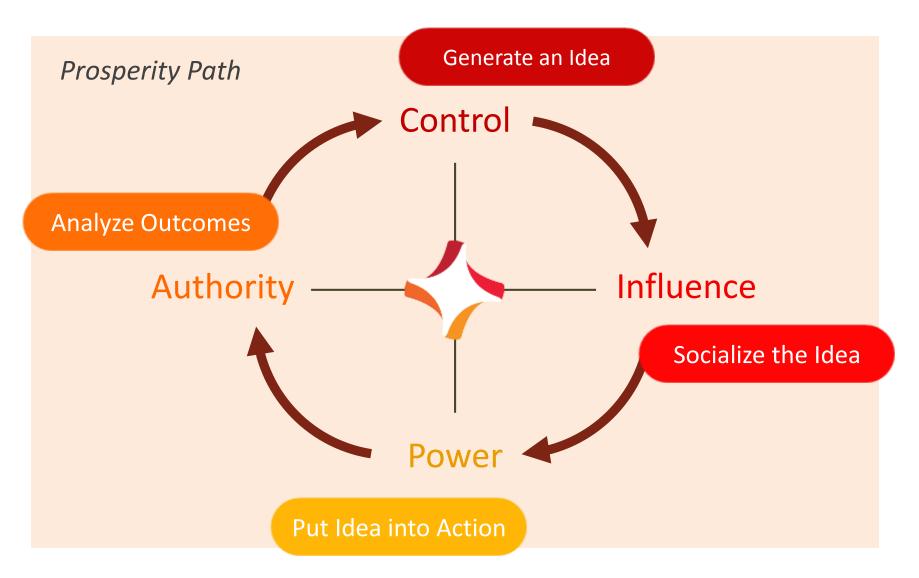
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Influences Reputational Damage

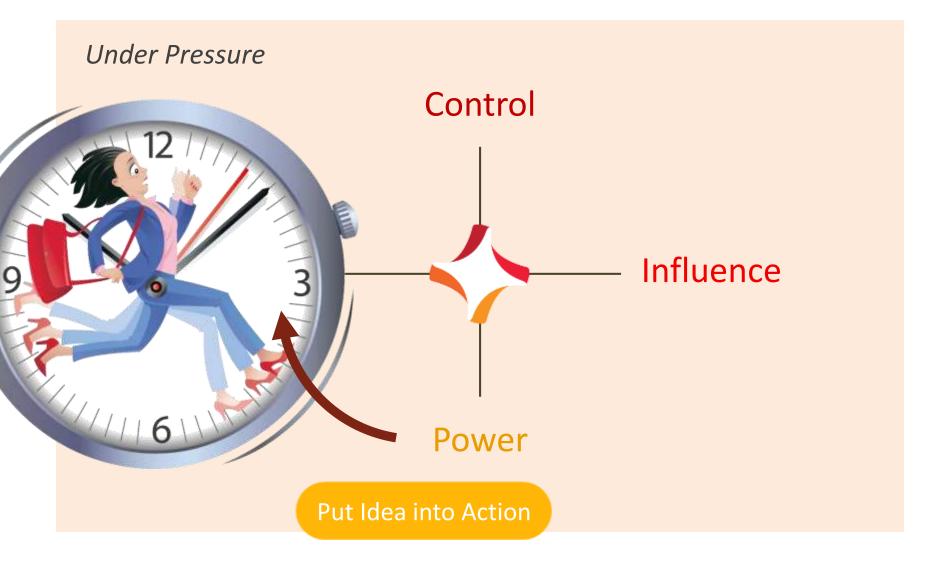






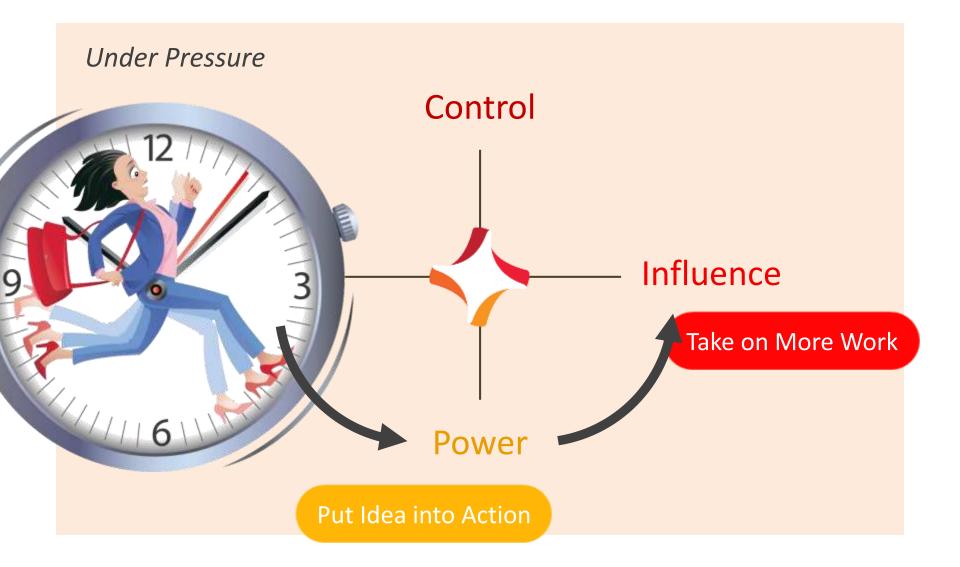
#### Powers





#### Powers

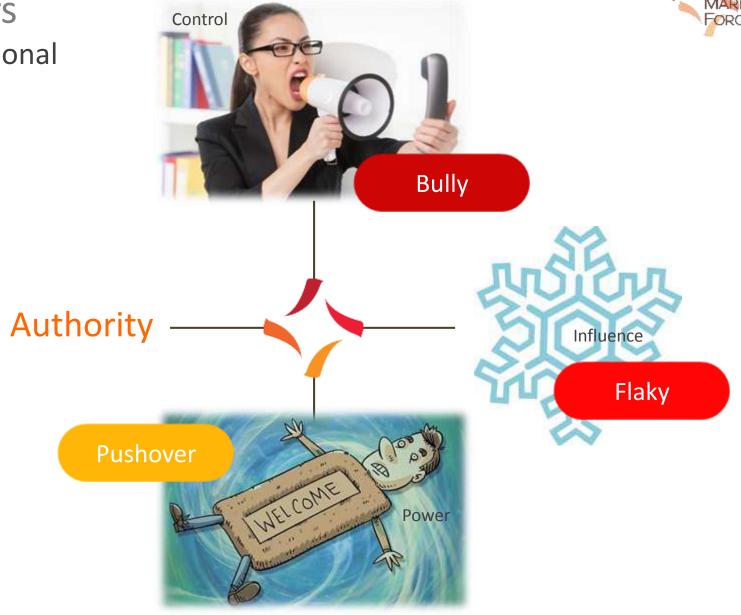




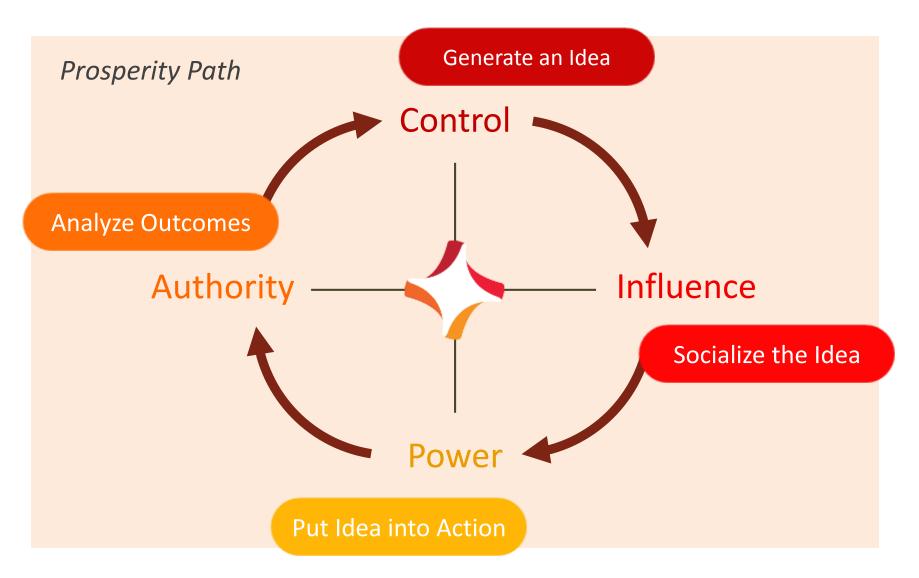


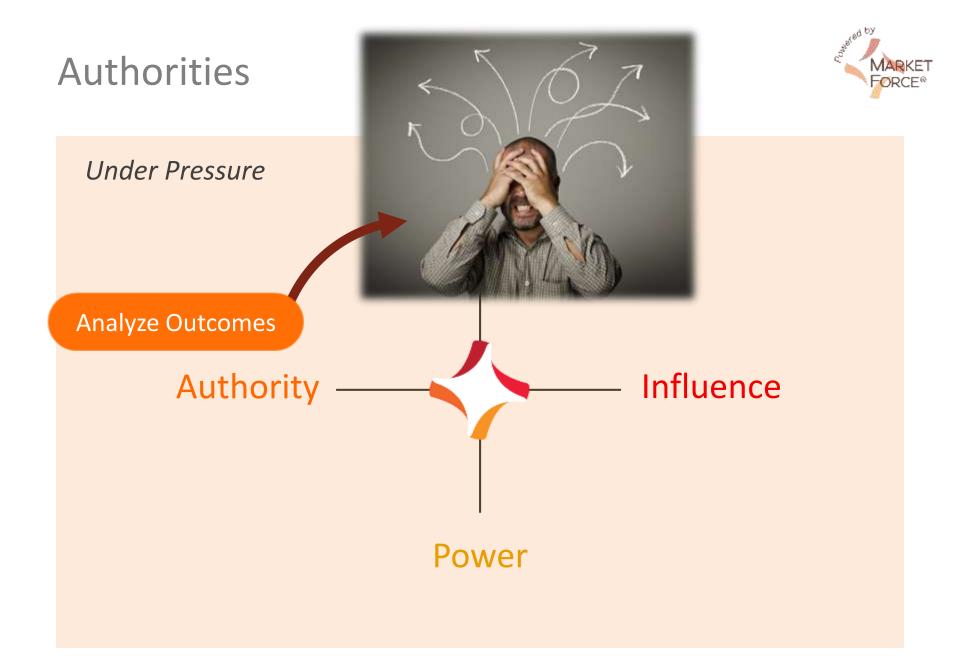


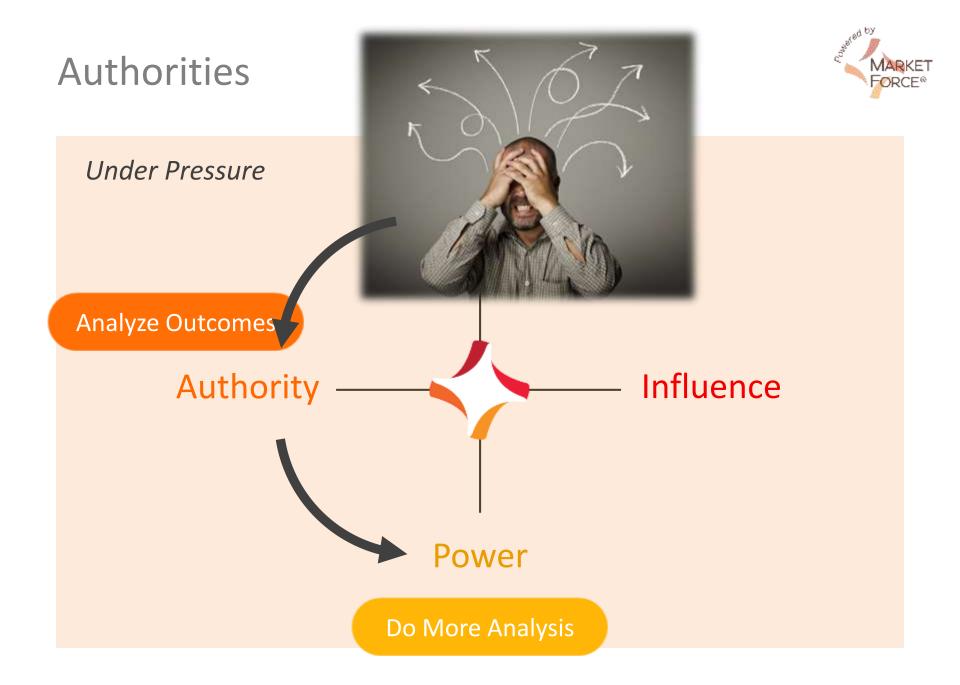
Powers Reputational Damage











# Authorities

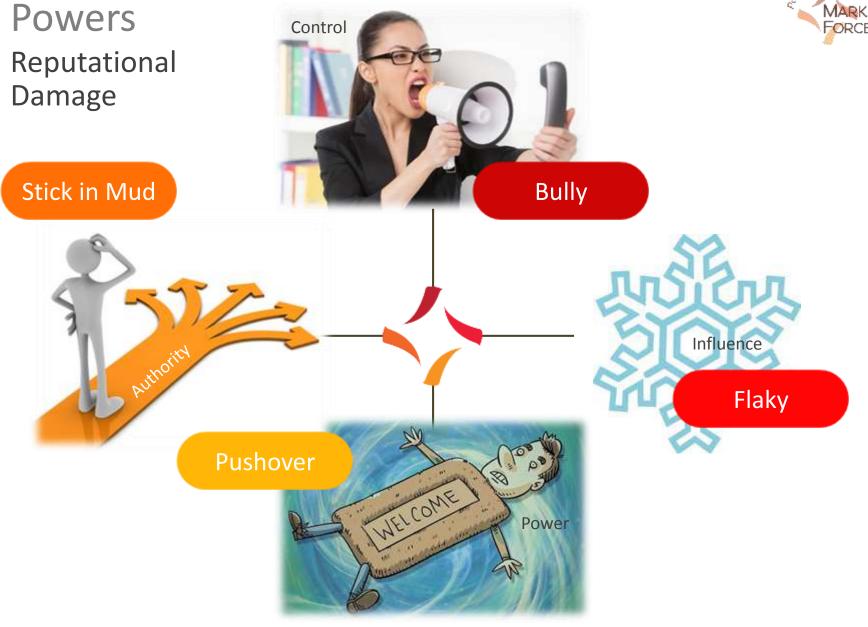


# Hibernate

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#### The Main Takeaway

When you let your survival strategy run your business game, *it damages your reputation*.

# Principle 3: The Turnaround Principle

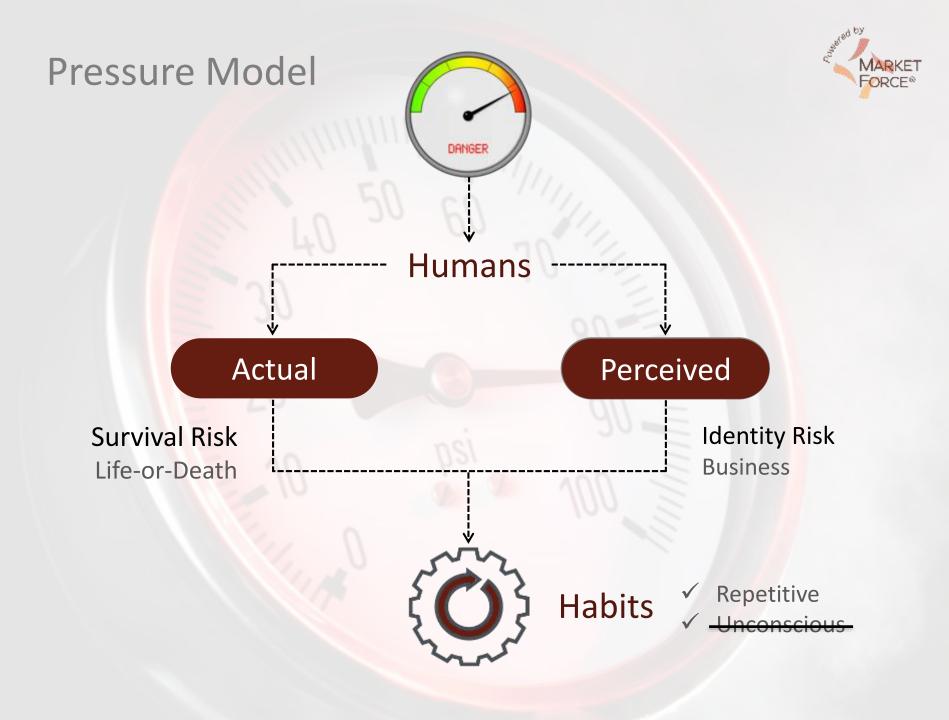


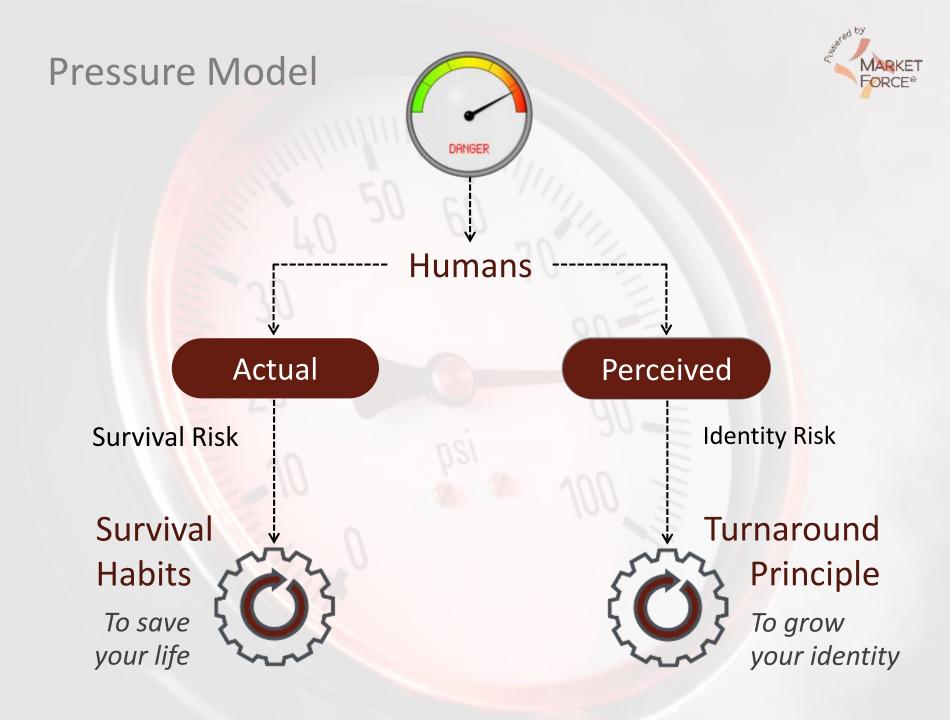




### 3. The Turnaround Principle

## When I find myself under business pressure, turn around and move *clockwise*.





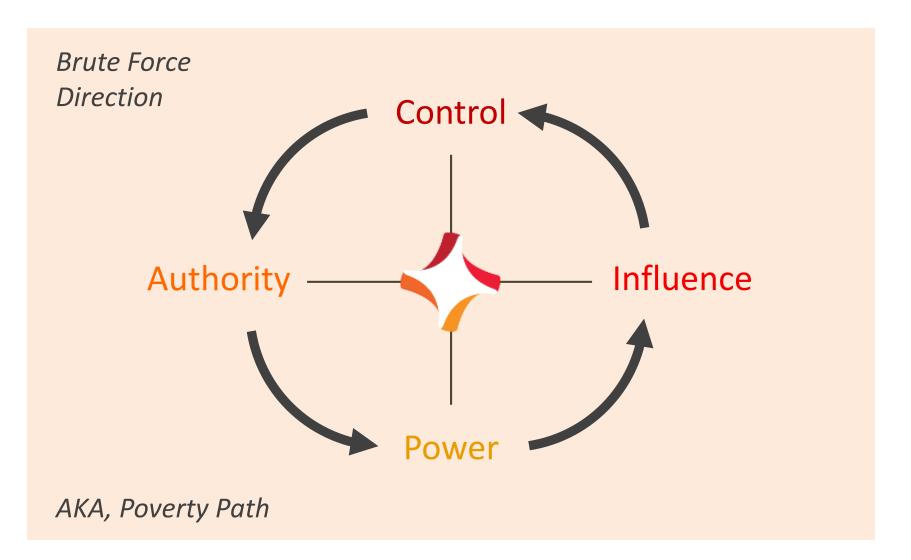




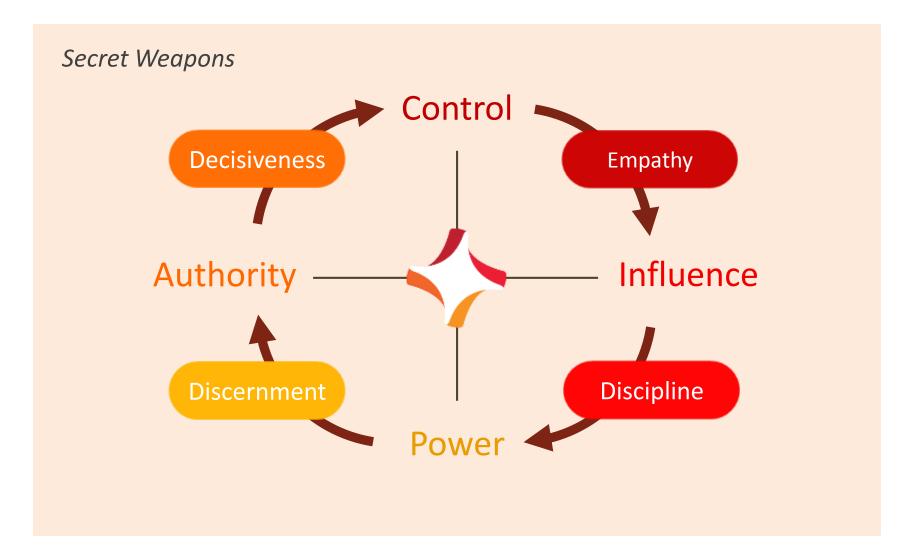
### 3. The Turnaround Principle

## When I find myself under business pressure, turn around and move *clockwise*.









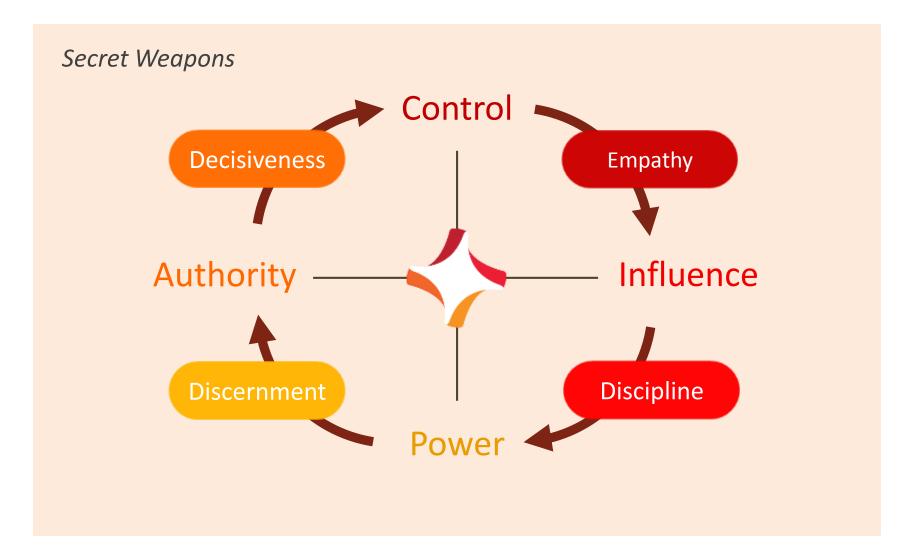


Test It Using Your Own Experience

The most successful times in your career, you were moving clockwise.

The most successful people you know in business move clockwise.





### Training Agenda



#### Getting Wired for Prosperity

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# "50/50" Styles Distinctions

## Styles Chart



CHARACTERISTIC	CONTROL	INFLUENCE	POWER	AUTHORITY
SURVIVAL			r 1	
Strategy	Dictate	Migrate	Tolerate	Hibernate
Concern	Certainty	Freedom	Stability	Security
Conversaton (I will die if)	Others know that I don't know.	I have to do what others say.	I am not included.	I have to decide.
COMFORT ZONE				
Learns by	Thinking	Talking	Listening	Reading
Sight Line	Foresight	Insight	Oversight	Hindsight
Time Frame	5 Years	Moment to Moment	90 Days	The Past
"Go To" Phrase	Should	Could	Have To	Should Have
Building Trust	Competence	Sincerity	Sincerity	Competence
50/50's	Offense (Creational)		Defense (Preservational)	
Position on the Field	Offense (Creational)		Dejense (Preservational)	
Making Progress	Thought	Action	Action	Thought
Primary Personal Focus	Others	Self	Others	Self
ASSETS				
Natural Business Position	Marketing	Sales	Production	Administration
Position of Accountability	System	Mission	Structure	Standards
Opportunity Accountability	Finder	Binder	Grinder	Minder
Leadership Accountability	Intention	Mood	Alliance	Confrontation
LIABILITIES				
Confuses w Accomplishment	Ideas	Relationships	Replication	Reflection
Sacrifices Accomplishment For	Being Right	Being Free	Having More to Do	Having an Impac
Projected Emotional Breakdown	Arrogance	Impatience	Frustration	Indifference
Negative Reputations	Bully	Flakey	Pushover	Roadblock
Bad Behavior	Manipulate	Sacrifice	Undermine	Capitulate

## **Playing Style**

MARKE

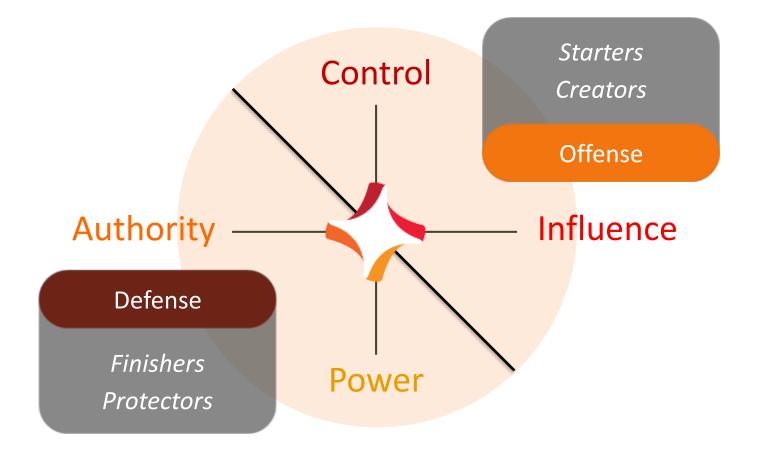
# Defense vs. Offense







#### Championship Teams = Offense + Defense



#### Making Progress



# Thought vs. Action

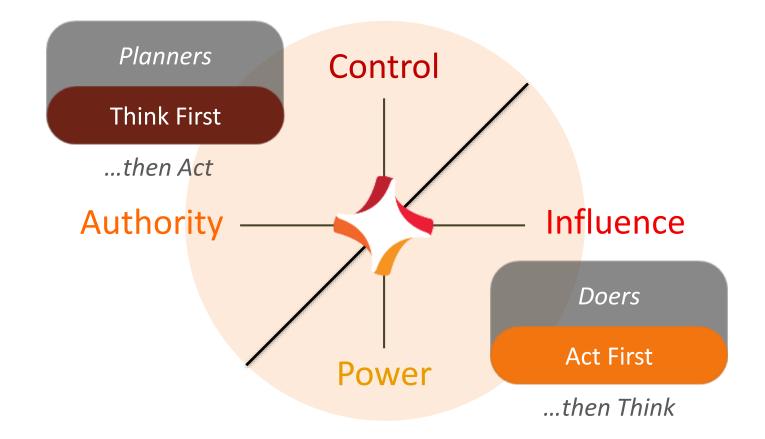
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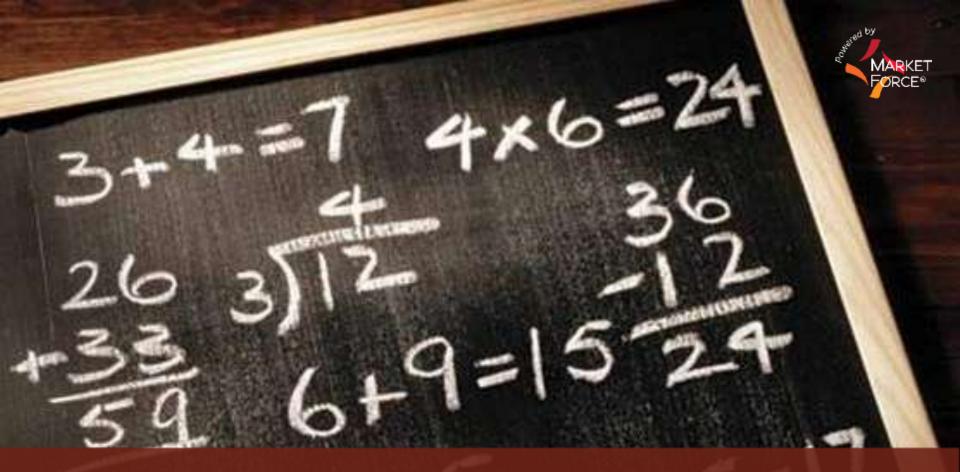
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### Making Progress

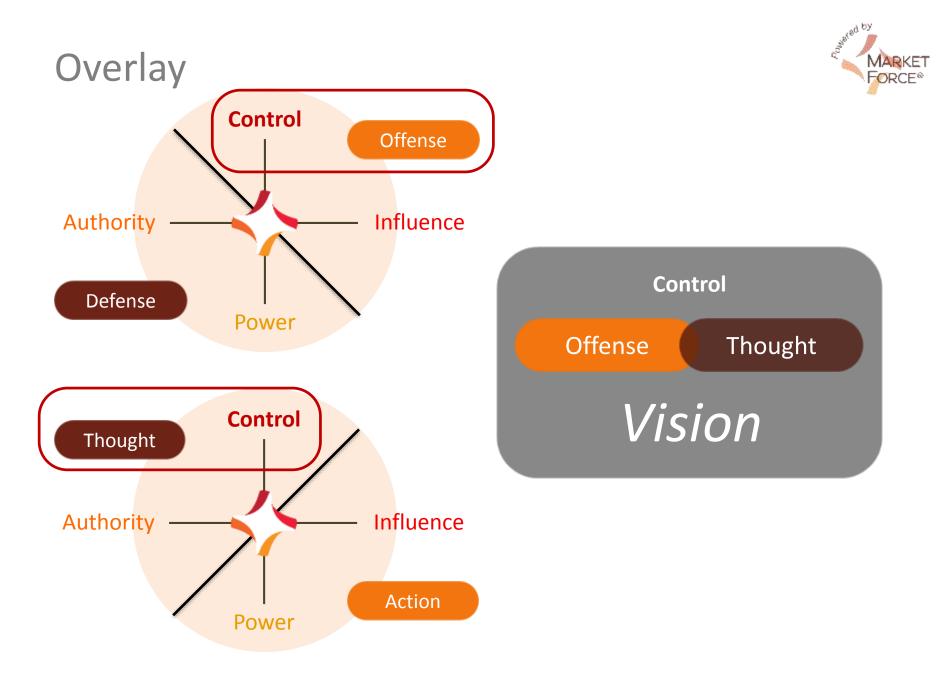


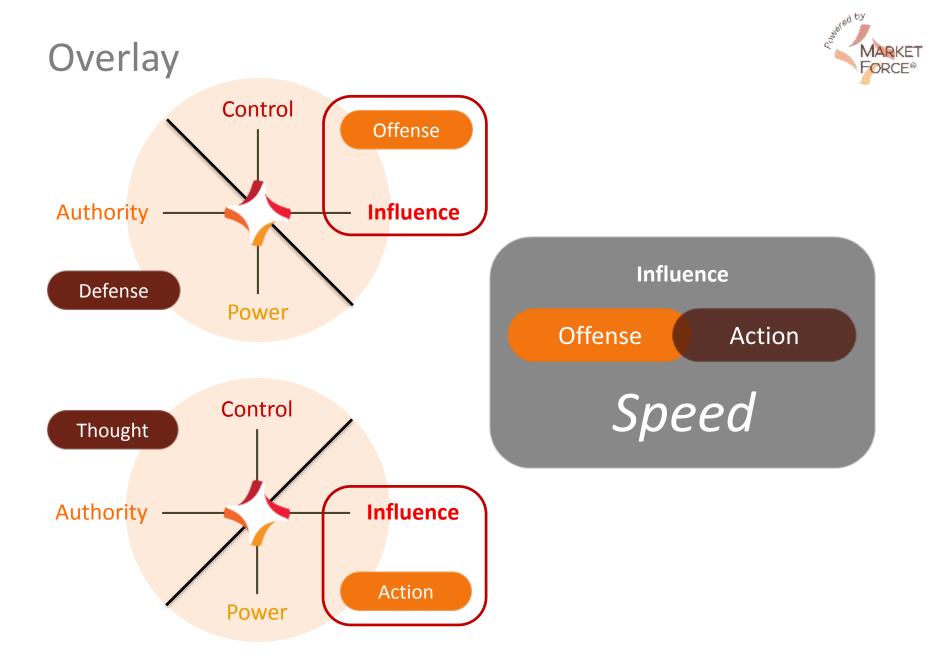


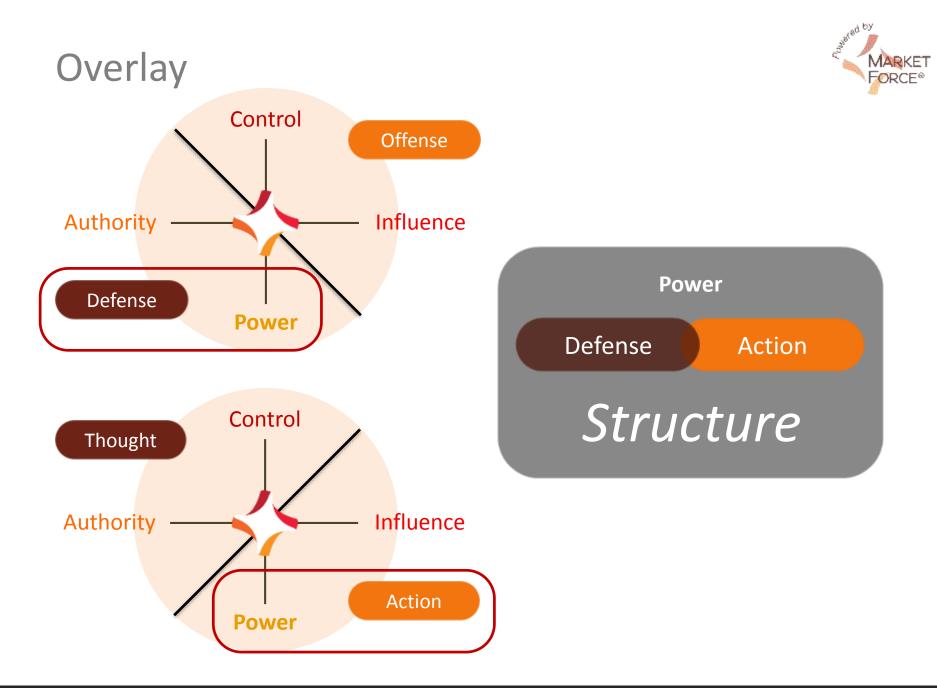


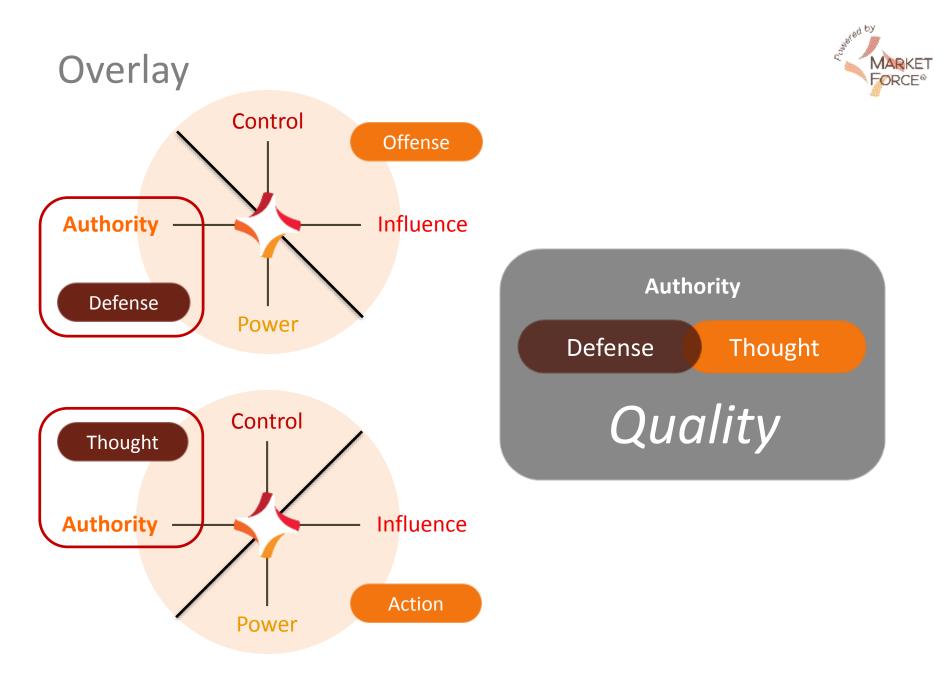


## What does it all add up to?









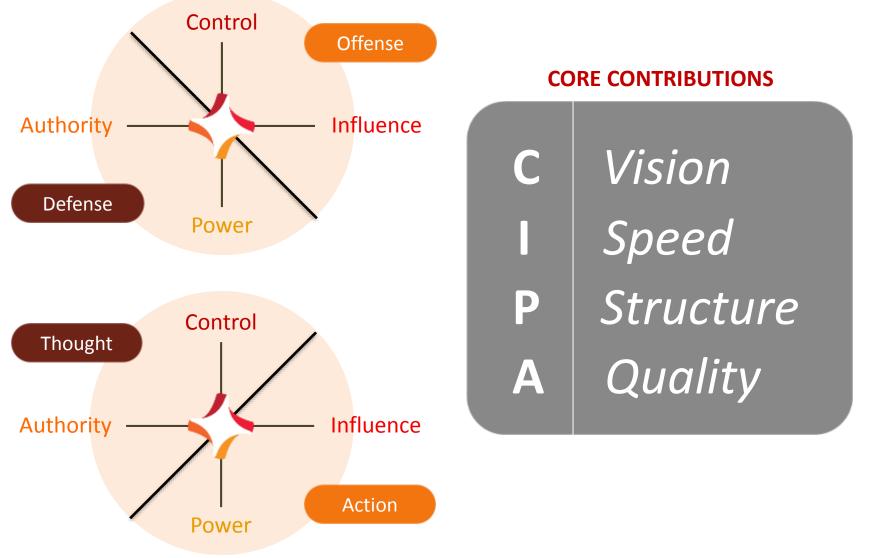
## **Styles Chart**



CHARACTERISTIC	CONTROL	INFLUENCE	POWER	AUTHORITY
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Projected Emotional Breakdown	Arrogance	Impatience	Frustration	Indifference
Negative Reputations	Bully	Flakey	Pushover	Roadblock
Bad Behavior	Manipulate	Sacrifice	Undermine	Capitulate

### Overlay







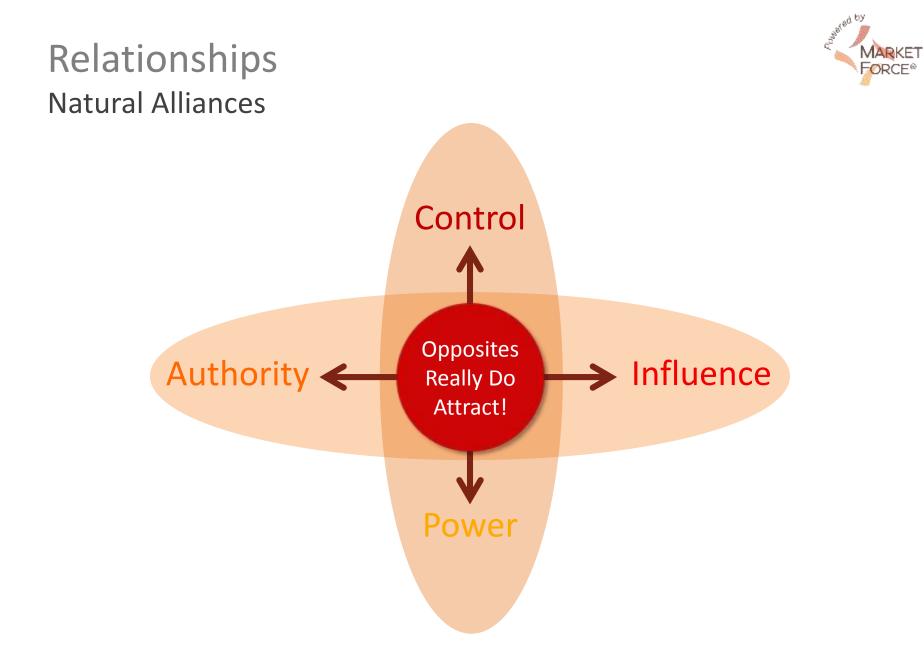
# **Styles Relationships**





## Question

# Which sets of Styles do you think form *natural alliances* with each other?



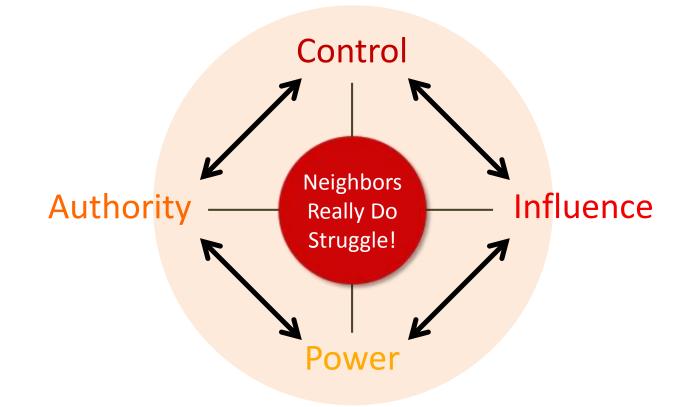




## Question

Where are the *natural conflicts* between Styles?

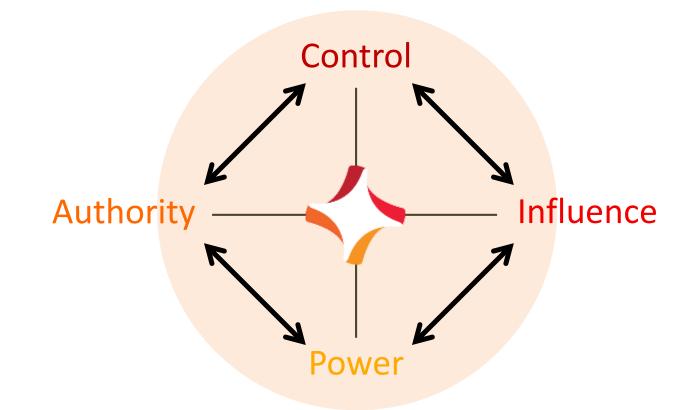


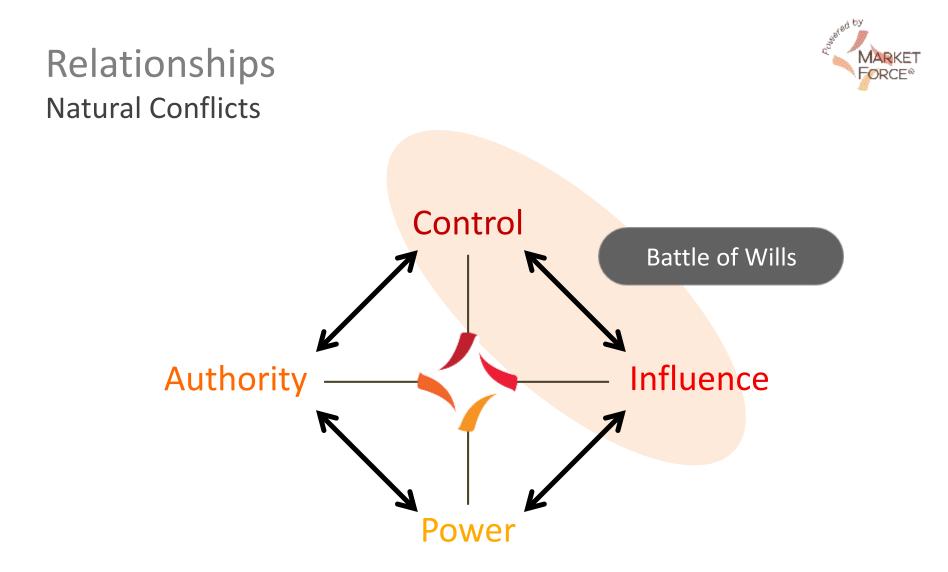


## Relationships

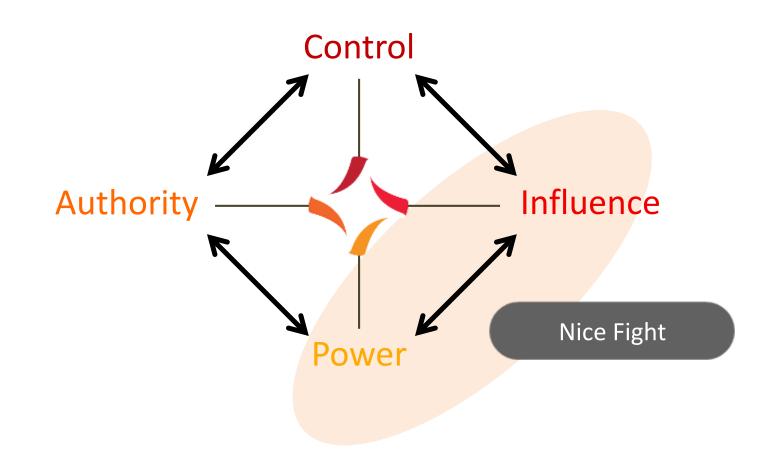
# "Good fences make good neighbors." ~Robert Frost



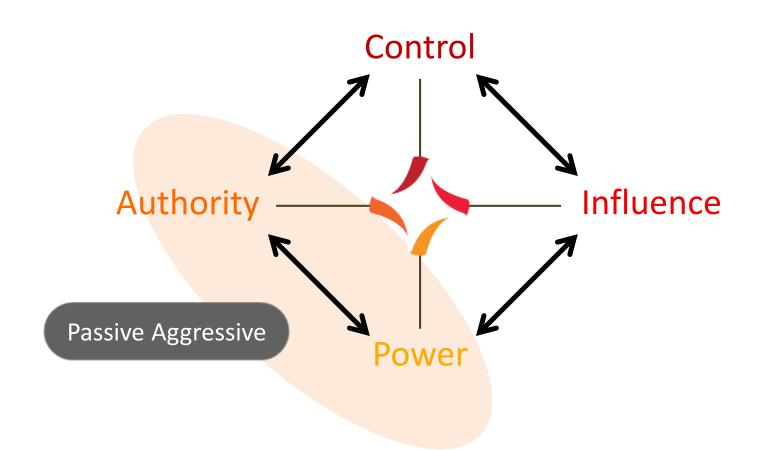


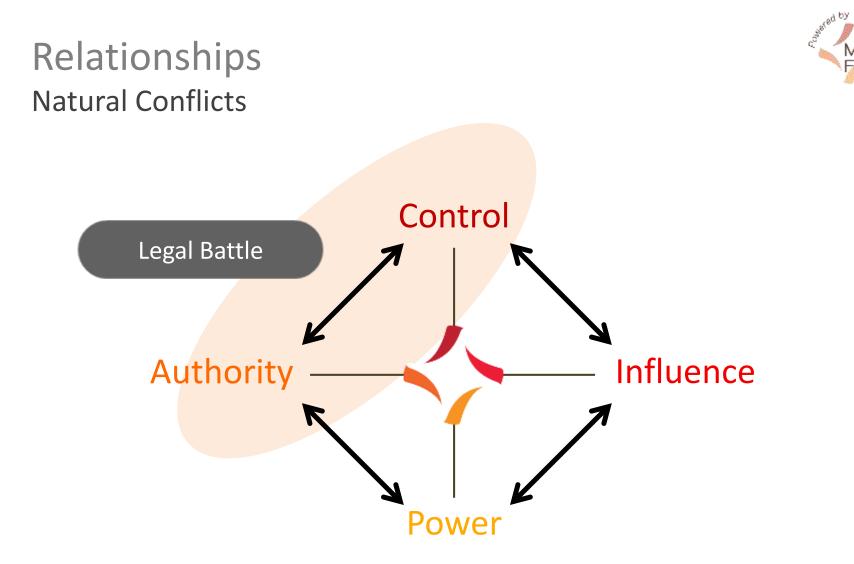




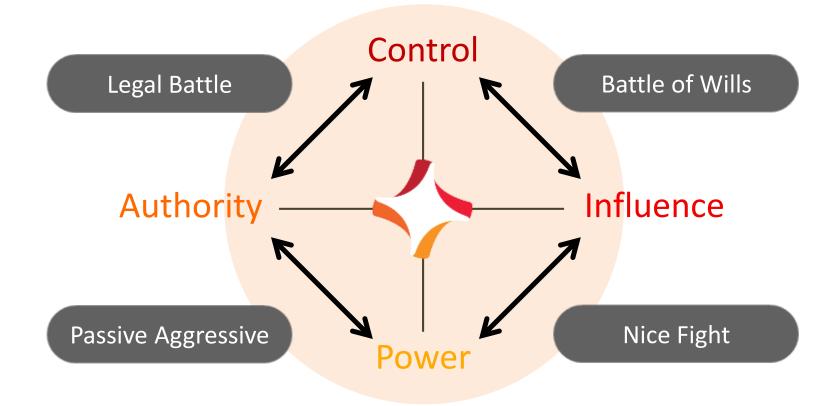
















# We need to build bridges (*not fences*) to improve our neighbor relationships.

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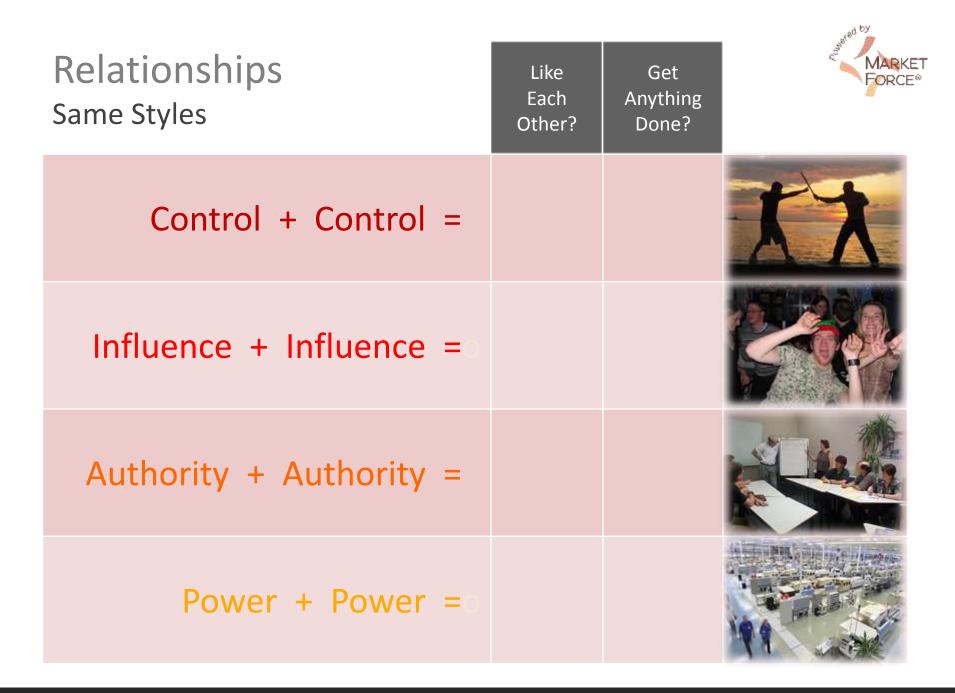




# How do relationships go between same Styles?

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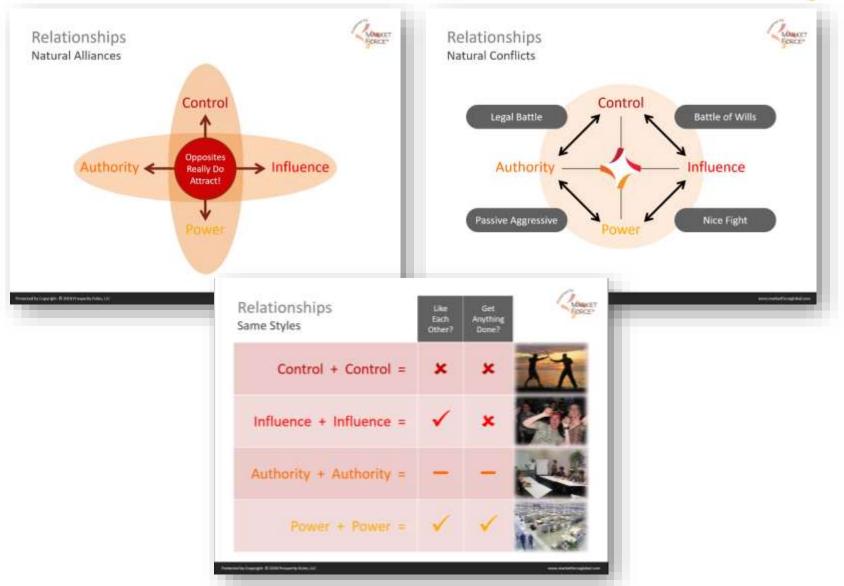


## Summary

# In the absence of awareness, *here is your cheat sheet*.

# Relationships









Humanware Relationship Upgrade

Suffering = Being surprised when these natural breakdowns occur & letting them get in the way of progress.

**Prosperity =** Anticipating predictable challenges and employing pre-determined strategies to generate breakthroughs.

# Training Agenda



## Getting Wired for Prosperity

- Styles: The Fundamentals
- Indicator Results
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- Relationships
- Style Identification
- Workshop

# Training Agenda



## Getting Wired for Prosperity

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# Overcoming the Gap





# Identification Methodology

### **Keys to Success**



- Ask open-ended questions...
  - Creates a sense of pressure
  - Gets the other person talking
- Look & listen for predictable habits
- Most importantly...
  - Set aside your own Style
  - Keep your attention on them





## 2-Step Approach

# Use the first two 50/50 distinctions help you make a quick assessment.

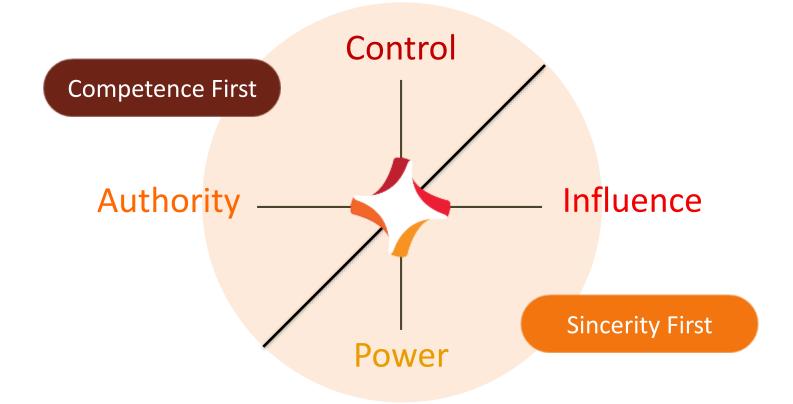


CONSIDERATION	С	I	Р	А
1. Their Primary Trust Concern				
2.				





#### 1. What is their primary trust concern?





#### Competence

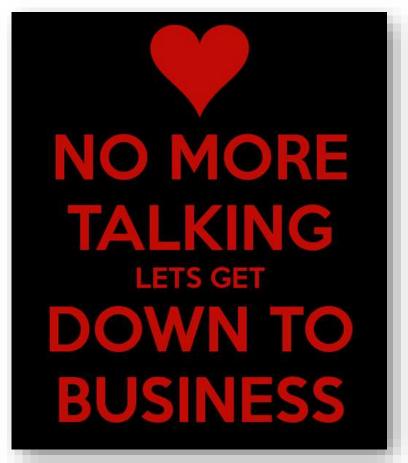


#### Sincerity





#### Competence



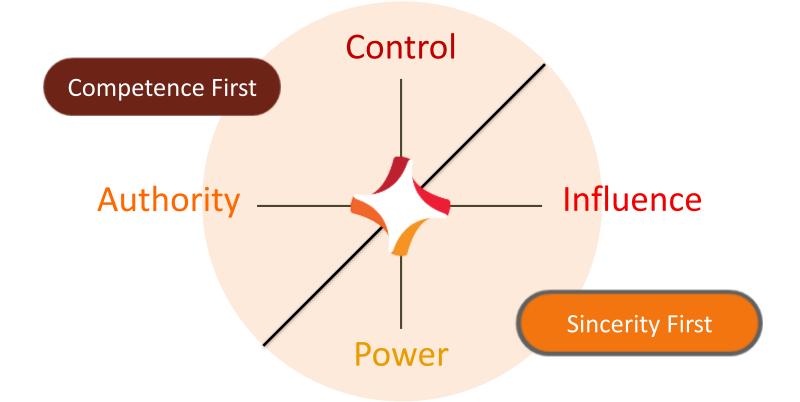
#### Sincerity







#### 1. What is their primary trust concern?





CONSIDERATION	С	I	Р	А
1. Their Primary Trust Concern				
2.				



CONSIDERATION	С	I	Р	А
1. Their Primary Trust Concern		$\checkmark$	$\checkmark$	
2.				

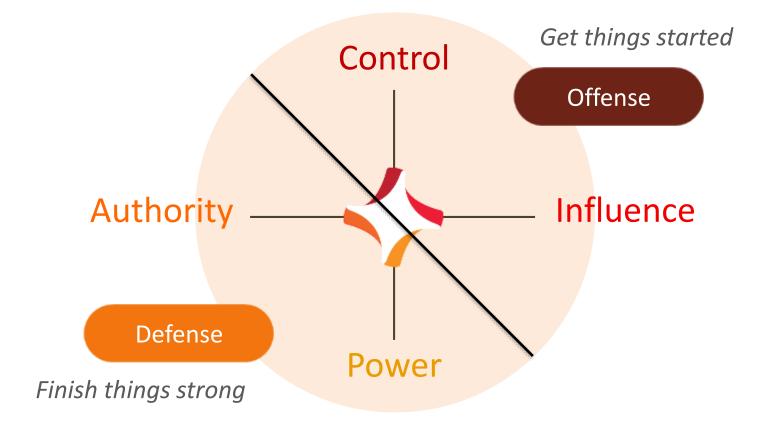


CONSIDERATION	С	I	Р	Α
1. Their Primary Trust Concern		$\checkmark$	$\checkmark$	
2. Their Primary Position on the Team				





#### 2. What is their primary position on the team?







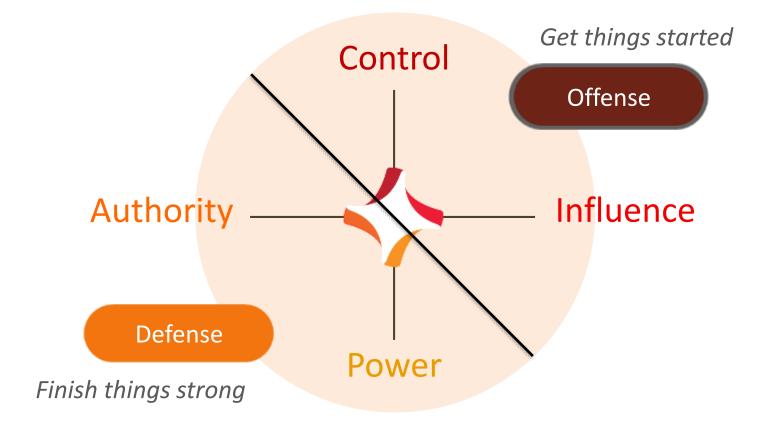








#### 2. What is their primary position on the team?





CONSIDERATION	С	I	Р	Α
1. Their Primary Trust Concern		$\checkmark$	$\checkmark$	
2. Their Primary Position on the Team				

# **Styles Identification**



# 2-Step Approach

CONSIDERATION	С	I	Р	А
1. Their Primary Trust Concern		$\checkmark$	$\checkmark$	
2. Their Primary Position on the Team	$\checkmark$	$\checkmark$		



# Identification in the Wild



# Notice the Signs The Art of Observation

**Styles Identification** 



What's Their Job Title? What Car Do They Drive? How Do They Dress? What's Their Communication Style? What Timeframe Do They Focus on? What Does Their Office Look Like? What's Their Body Language? What Do They Complain About? What's Important to Them?

#### Styles Identification In Meetings





Busy Reviewing Docs

Super Busy Running Late







#### Styles Identification In Their Work Spaces



### Styles Identification How They Describe Their Role







#### Styles Identification Descriptives

Rational Systematic Determined

> Conventional Organized Skeptical



Dependable

Adventurous Impulsive Intuitive



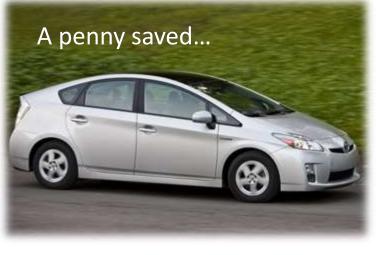
#### Styles Identification What They Drive











# Styles Identification

Pace











#### Styles Identification Decision Making



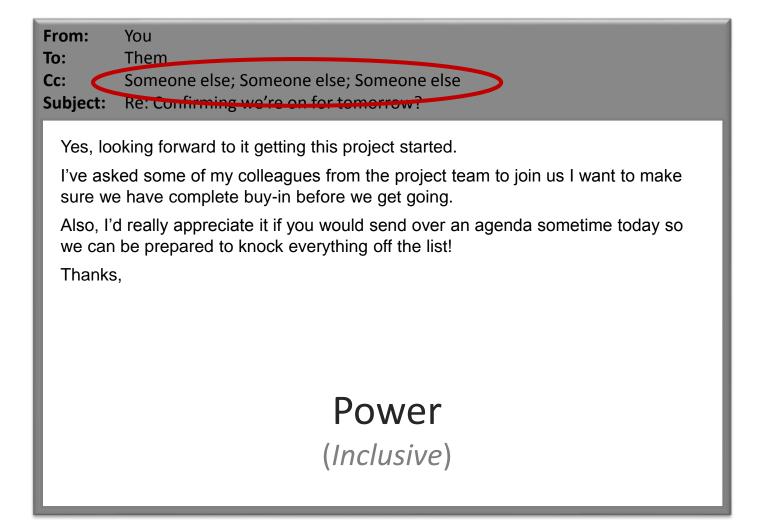


- Methodical & Careful *Process of elimination*
- Decisive & Adamant "This is the way"
- Impulsive & Spontaneous *Changes daily*
- Accommodating "Let me talk to my team"

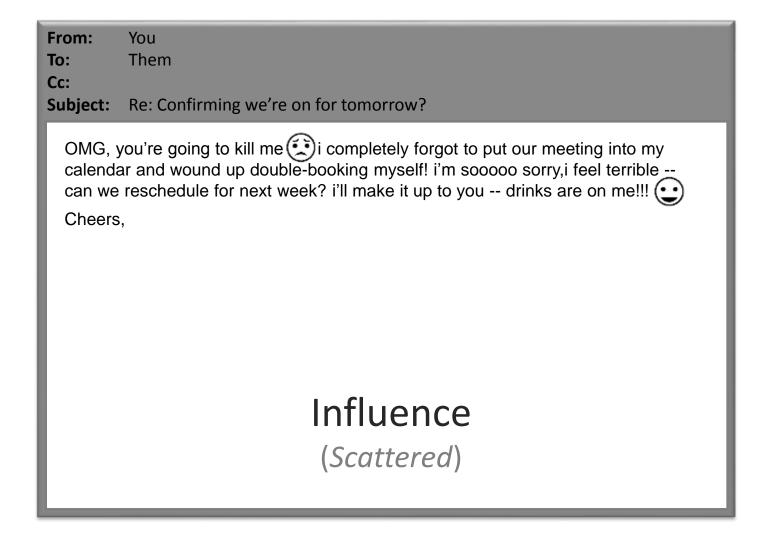


From: To: Cc:	You Them
	Confirming we're on for tomorrow?

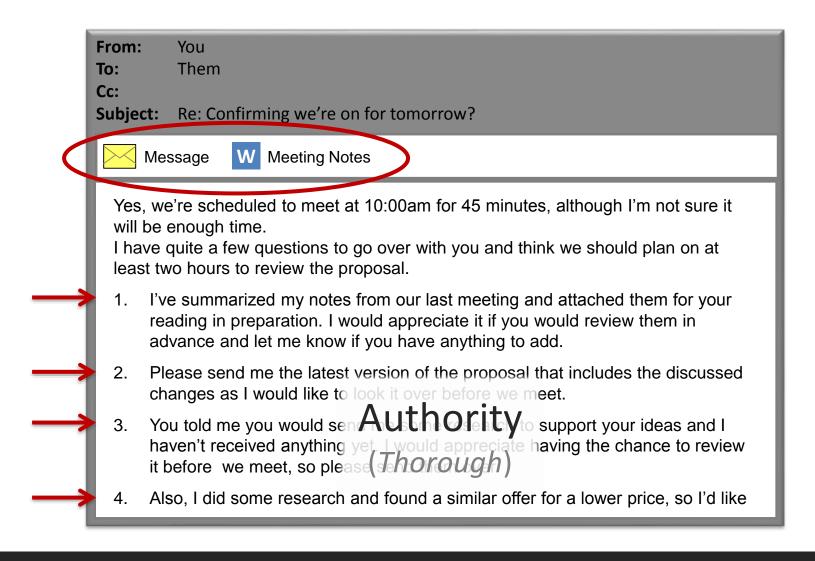














From: To: Cc:	You Them
Subject:	Re: Confirming we're on for tomorrow?
Y	
	Control (Direct)

#### Styles Identification Focus





# Training Agenda



#### Getting Wired for Prosperity

- Styles: The Fundamentals
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# Training Agenda



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#### As You Know





# "In theory, there is no difference between practice and theory. In practice there is."

~ Yogi Berra Baseball Hall of Famer Platinum Rule Application Workshop



#### Considerations

- What is the other person's Style?
- What is the situation?
- Based on what you've learned about Styles, how will you apply the Platinum Rule to the following situations?

Platinum Rule Application Workshop



### Questions for Each Style

- 1. What is their primary survival concern?
- 2. What is their primary trust concern?
- 3. What would you send them before a meeting?
- 4. How would you make a strong first impression?
- 5. How would you make them look good to others?
- 6. In a breakdown, how to get them back on track?

#### **Control** "Cheat Sheet"



SITUATION	DESCRIPTION
Primary Survival Concern?	Certainty – They need to know there's a plan
Competence or Sincerity?	<b>Competence</b> – Be impressed by their ideas
Send Before a Meeting?	Executive summary
Strong First Impression?	You "get it", play at high level & can move their vision forward
Make Them Look Good?	Socialize their ideas on their behalf
If a Breakdown Occurs?	Reconnect them to their vision

# Influence "Cheat Sheet"



SITUATION	DESCRIPTION
Primary Survival Concern?	Freedom – They need to feel they have options
Competence or Sincerity?	Sincerity – They're looking to feel a connection with you
Send Before a Meeting?	Friendly reminder
Strong First Impression?	You move quickly and willing to handle the follow up
Make Them Look Good?	Coordinate next steps on their behalf
If a Breakdown Occurs?	Allow them to vent (verbal/energetic processors)

#### **Power** "Cheat Sheet"



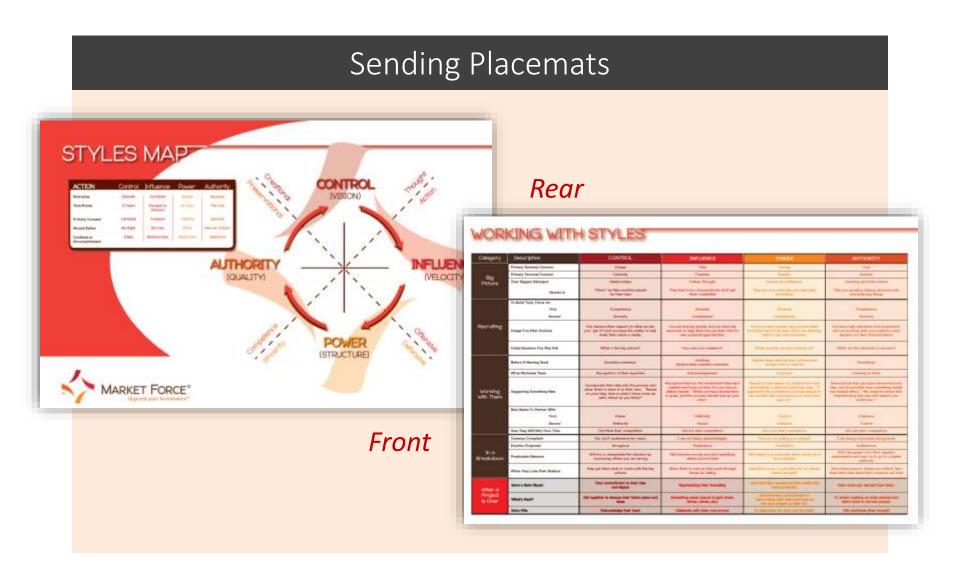
SITUATION	DESCRIPTION
Primary Survival Concern?	Stability – They don't want to get distracted from their work
Competence or Sincerity?	Sincerity – They want to know you'll work well together
Send Before a Meeting?	Agenda & action items
Strong First Impression?	You pull your own weight and value fairness
Make Them Look Good?	Help them focus on the highest priorities
If a Breakdown Occurs?	Refocus them on priorities (eliminate blame/shame)

# Authority "Cheat Sheet"

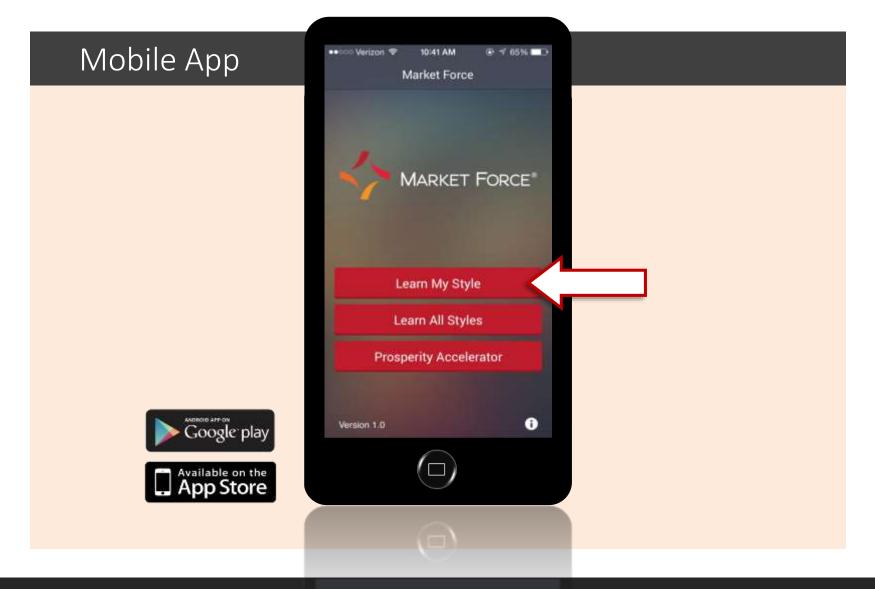


SITUATION	DESCRIPTION
Primary Survival Concern?	Security – They need to know things will work out well
Competence or Sincerity?	<b>Competence</b> – Impress them with your solid credentials
Send Before a Meeting?	Everything you have!
Strong First Impression?	You operate with high standards & help make good decisions
Make Them Look Good?	Help them feel heard and valued by others
If a Breakdown Occurs?	Give them time/space to reflect, then get them reconnected

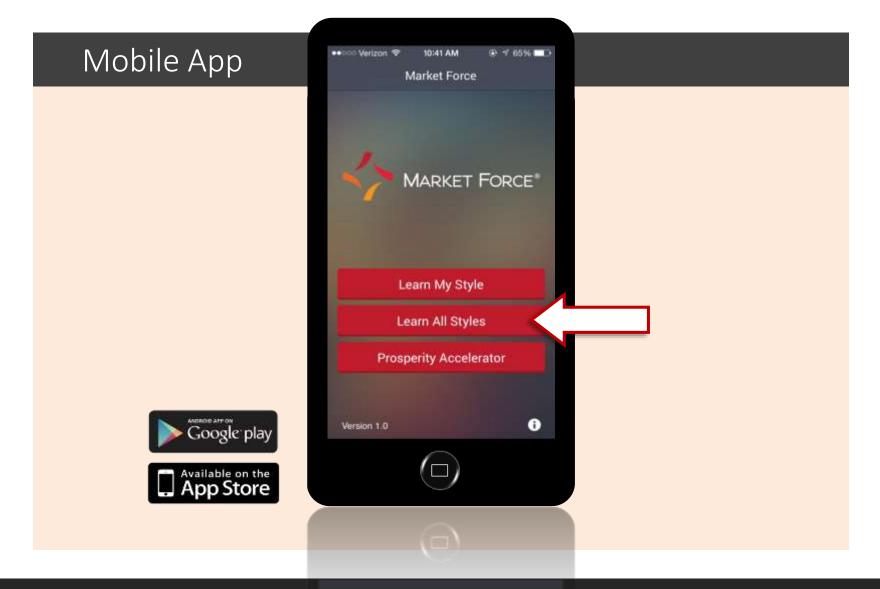




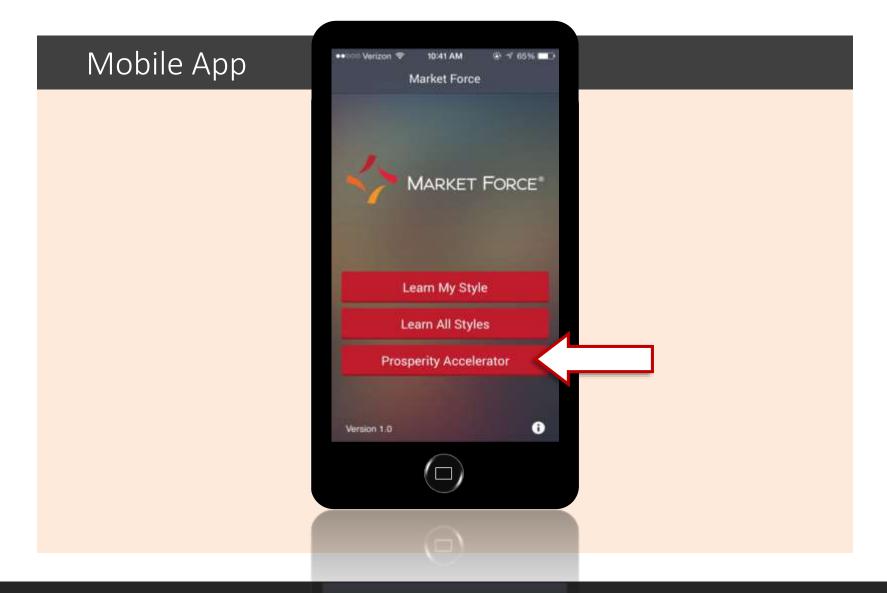














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Select from the list for principles to con when working with this Style:	sider		
Their Perspective	>		
Making Strong First Impression	>		
resenting To	>		
legotiating With	>		
Closing	>		
Vorking With	>		
Managing This Style	>		
reakdown With	>		
After Work Completed	>		
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#### Getting Wired for Prosperity

- Styles: The Fundamentals
- Indicator Results
  We Did It!!
- Personal Development
- Relationships
- Style Identification
- Workshop

#### Your Key Learnings







# Get Wired for Prosperity



# **Getting Wired for Prosperity**

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