



ARIZONA
SMALL
BUSINESS
BOOT CAMP &
COLLECTIVE



RESPOND → PLAN → RETURN STRONGER

How to 10x Your Probability of Success

PRESENTED BY
Brett Gilliland



How to 10x Your Probability of Success



Brett Gilliland, Co-Founder and CEO
Elite Entrepreneurs



Story Time



Source: <http://blog.paperblanks.com/>

80% of Exercise and Diet New Year's Resolutions fail by the 2nd Week in February...

Luciani, J. (2015). Retrieved from <https://health.usnews.com/health-news/blogs/eat-run/articles/2015-12-29/why-80-percent-of-new-years-resolutions-fail>.

YIKES!

The 2 Classic Questions About New Behavior:

Do they
want to do it?

Will?

Do they
know how to do it?

Skill?

If you want it bad enough,
you'll find a way to make it
happen.

Book Recommendations For New Year's Resolutions: Our Reading List For Every Goal You Set - Forbes.com (Jan 2020)



Can we all agree?

If you want a different
outcome, then you have to
do something different.





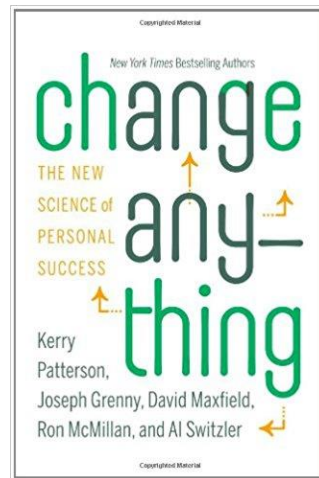
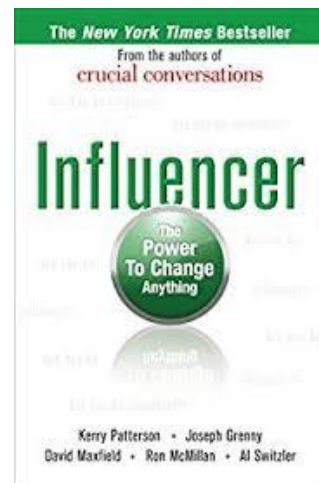
A bad system
will beat a good
person every
time.

W. Edwards Deming

source: quotes.deming.org/10091

Shout out to **Vital**Smarts®

	MOTIVATION	ABILITY
PERSONAL	<p><i>Do they want to engage in the behavior?</i></p> <p>MAKE THE UNDERSIRBLE, DERISABLE</p>	<p><i>Do they have the right skills and strengths to do the right thing?</i></p> <p>HELPING THEM SURPASS THEIR LIMITS</p>
SOCIAL	<p><i>Are other people encouraging and/or discouraging behaviors</i></p> <p>HARNESS PEER PRESSURE</p>	<p><i>Do others provide the help, information, and resources required at particular times?</i></p> <p>FIND STRENGTH IN NUMBERS</p>
STRUCTURAL	<p><i>Are systems rewarding the right behavior and discouraging ineffective ones?</i></p> <p>DESIGN REWARDS AND DEMAND ACCOUNTABILITY</p>	<p><i>Are there systems that keep people in place and on progress?</i></p> <p>CHANGE THE ENVIRONMENT</p>



<https://www.youtube.com/watch?v=osUwukXSd0k>

If Nothing Else... a New Vocab Word!

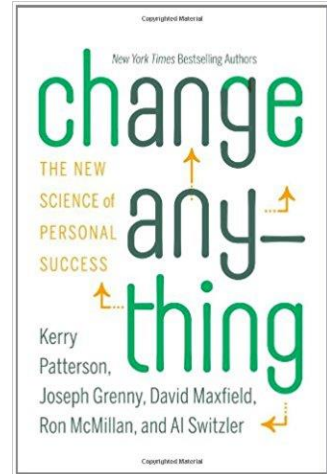
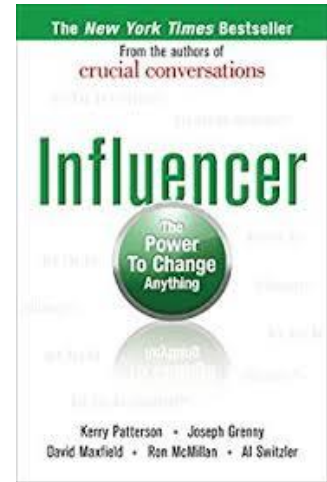
pro·pin·qui·ty
/prə'piNGkwədē/

- the state of being close to someone or something;
- physical proximity



Shout out to **Vital**Smarts®

	MOTIVATION	ABILITY
PERSONAL	<p><i>Do they want to engage in the behavior?</i></p> <p>MAKE THE UNDERSIRBLE, DERISABLE</p>	<p><i>Do they have the right skills and strengths to do the right thing?</i></p> <p>HELPING THEM SURPASS THEIR LIMITS</p>
SOCIAL	<p><i>Are other people encouraging and/or discouraging behaviors</i></p> <p>HARNESS PEER PRESSURE</p>	<p><i>Do others provide the help, information, and resources required at particular times?</i></p> <p>FIND STRENGTH IN NUMBERS</p>
STRUCTURAL	<p><i>Are systems rewarding the right behavior and discouraging ineffective ones?</i></p> <p>DESIGN REWARDS AND DEMAND ACCOUNTABILITY</p>	<p><i>Are there systems that keep people in place and on progress?</i></p> <p>CHANGE THE ENVIRONMENT</p>



<https://www.youtube.com/watch?v=osUwukXSd0k>

Before we go any further...

I need to teach you about
'Vital Behaviors'

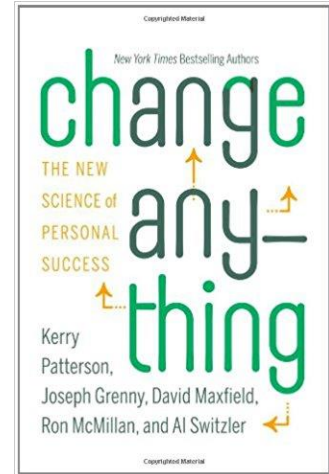
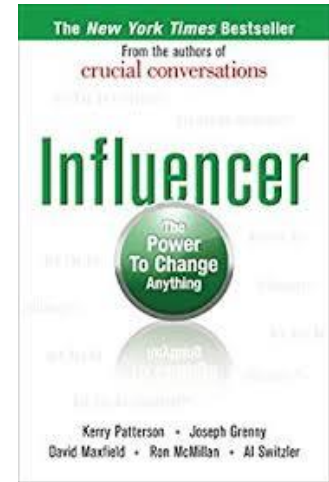
Understand Vital Behaviors

Vital Behaviors for losing weight:

- Weigh yourself every day
- Eat breakfast
- Exercise at home

Shout out to **Vital**Smarts®

	MOTIVATION	ABILITY
PERSONAL	<p><i>Do they want to engage in the behavior?</i></p> <p>MAKE THE UNDERSIRBLE, DERISABLE</p>	<p><i>Do they have the right skills and strengths to do the right thing?</i></p> <p>HELPING THEM SURPASS THEIR LIMITS</p>
SOCIAL	<p><i>Are other people encouraging and/or discouraging behaviors</i></p> <p>HARNESS PEER PRESSURE</p>	<p><i>Do others provide the help, information, and resources required at particular times?</i></p> <p>FIND STRENGTH IN NUMBERS</p>
STRUCTURAL	<p><i>Are systems rewarding the right behavior and discouraging ineffective ones?</i></p> <p>DESIGN REWARDS AND DEMAND ACCOUNTABILITY</p>	<p><i>Are there systems that keep people in place and on progress?</i></p> <p>CHANGE THE ENVIRONMENT</p>



<https://www.youtube.com/watch?v=osUwukXSd0k>

Finally... the PUNCHLINE!

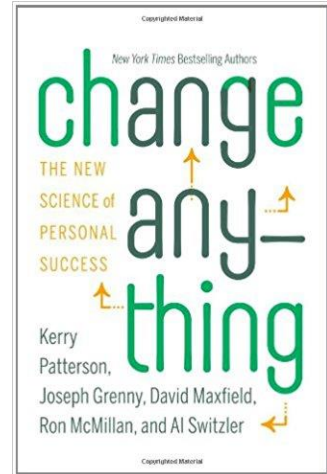
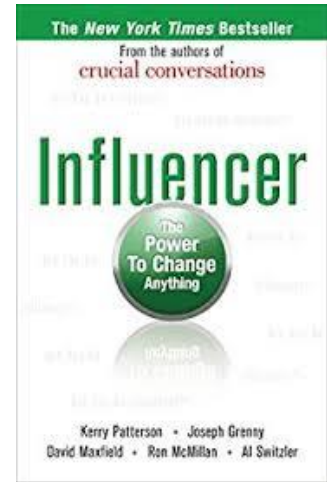
When you employ at least 4 of the 6 Sources of Influence, you are **10x** more likely to get the behavior change you want.

Back to My Story...
What was the difference?

The moment 4 sources of
influence were on my side
the scales tipped from
unlikely to inevitable.

Shout out to **Vital**Smarts®

	MOTIVATION	ABILITY
PERSONAL	<p><i>Do they want to engage in the behavior?</i></p> <p>MAKE THE UNDERSIRBLE, DERISABLE</p>	<p><i>Do they have the right skills and strengths to do the right thing?</i></p> <p>HELPING THEM SURPASS THEIR LIMITS</p>
SOCIAL	<p><i>Are other people encouraging and/or discouraging behaviors</i></p> <p>HARNESS PEER PRESSURE</p>	<p><i>Do others provide the help, information, and resources required at particular times?</i></p> <p>FIND STRENGTH IN NUMBERS</p>
STRUCTURAL	<p><i>Are systems rewarding the right behavior and discouraging ineffective ones?</i></p> <p>DESIGN REWARDS AND DEMAND ACCOUNTABILITY</p>	<p><i>Are there systems that keep people in place and on progress?</i></p> <p>CHANGE THE ENVIRONMENT</p>



<https://www.youtube.com/watch?v=osUwukXSd0k>

Key Takeaways

- You MUST change behavior to get different outcomes
- It starts with identifying Vital Behaviors
- Think through the 6 Sources of Influence
- Apply AT LEAST 4 of the 6 Sources to Vital Behaviors

Have fun changing
Yourself,
Your Business,
and the World!

Q&A



Predictable Solutions to Common Challenges

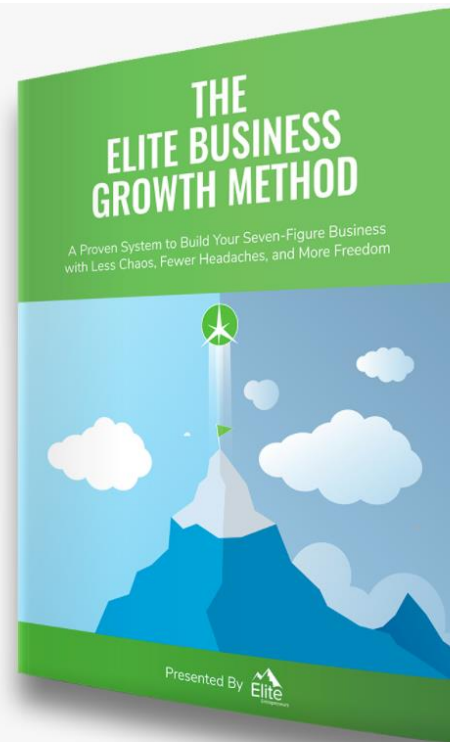
Get our ebook to learn how to get rid of the chaos and gain clarity, distribute the weight of your business and get what you always wanted out of your business.

From the ebook, you'll learn how to:

- Crank up your Clarity to grow your business
- Strategic Progress: Building for the Long-Term
- Operational Excellence: Executing in the Short-Term
- Finding the Right Balance Through Meeting Rhythm

Download our free ebook by filling out the form below.

Obtain Greater Clarity, Increased Productivity and Stable Revenue while having greater fulfillment in your business and your life..



<https://growwithelite.com/>

