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**DON'T COUNT THE THINGS YOU DO,
DO THE THINGS THAT COUNT.**

-ZIG ZIGLAR



ARE YOU READY?

ZIGLAR.COM

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got fti?

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get fit!

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FOCUS

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IMPLEMENT

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TRACK

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**Stay
Inspired!**

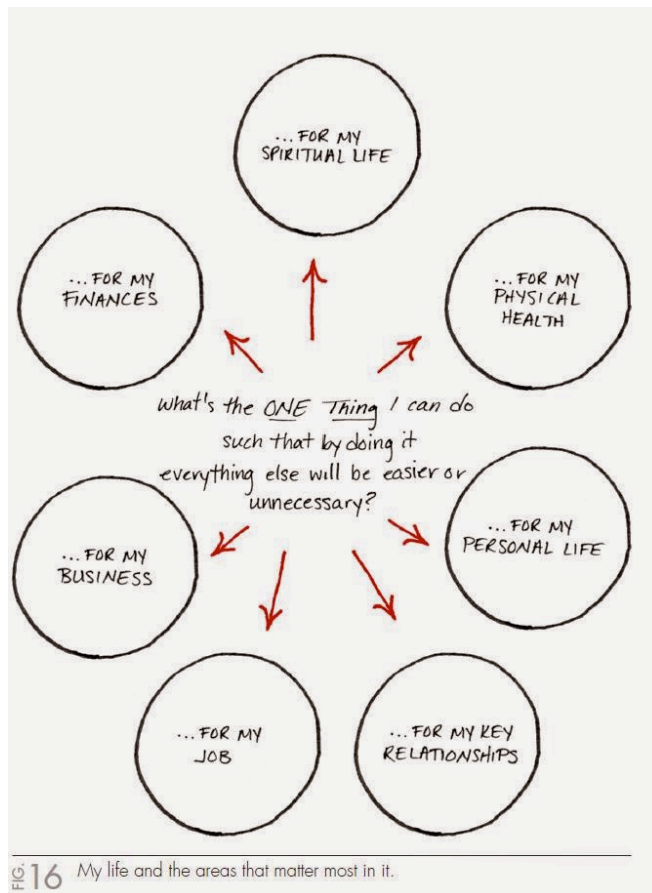
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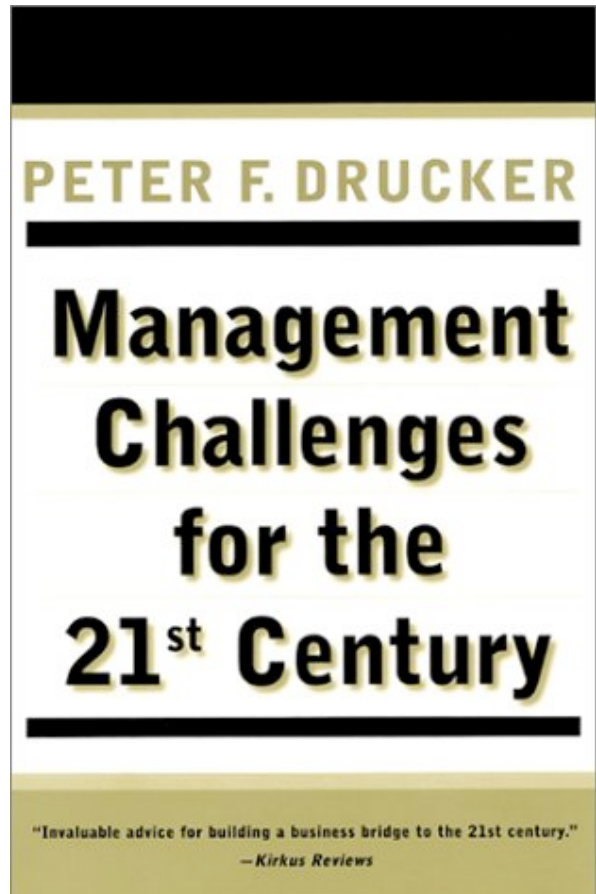
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Assumptions Strategies & Discipline



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ACHIEVING YOUR WILDLY
IMPORTANT GOALS

The 4 Disciplines of Execution



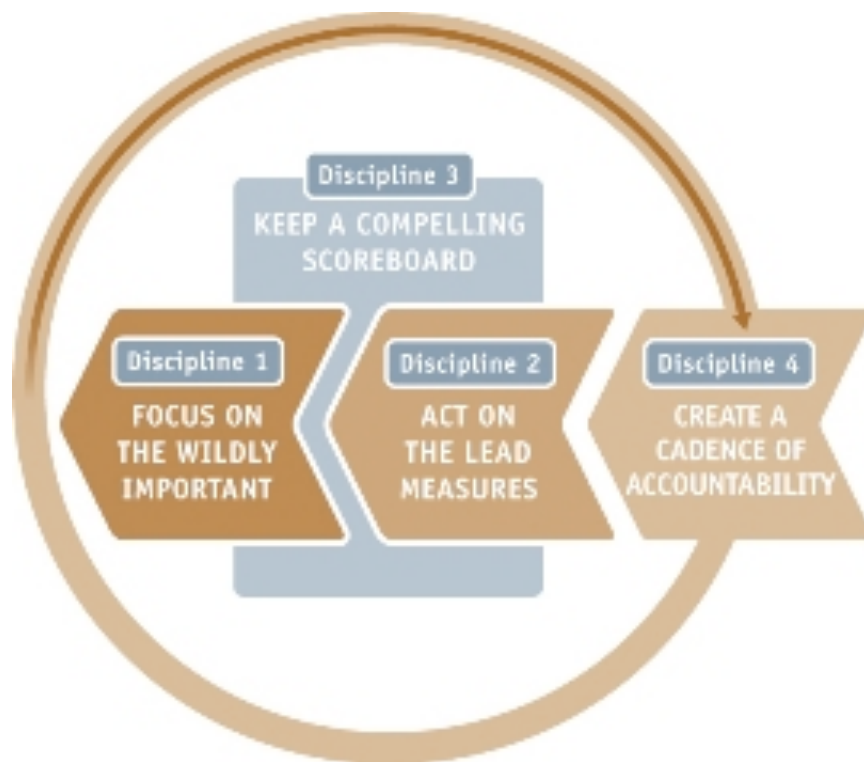
CHRIS McCHESNEY

SEAN COVEY

THE NEW YORK TIMES BESTSELLING AUTHOR

JIM HULING

FOREWORD BY CLAYTON CHRISTENSEN



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The 4 Golden Keys to Overcome F.T.I.

1. Inspiration
2. Organization
3. Training
4. Support





TOM ZIGLAR

THE INNER CIRCLE

YOUR INSPIRATION TO IMPLEMENTATION



HOWARD PARTRIDGE

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**“True Success is Found in
Community”**



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COMMUNITY

1. Everyone has a longing for belonging
2. We're more connected "digitally" than ever before, but more isolated than ever
3. A virtual community is an oxymoron
4. "No one cares about me, so why should I care about them?"

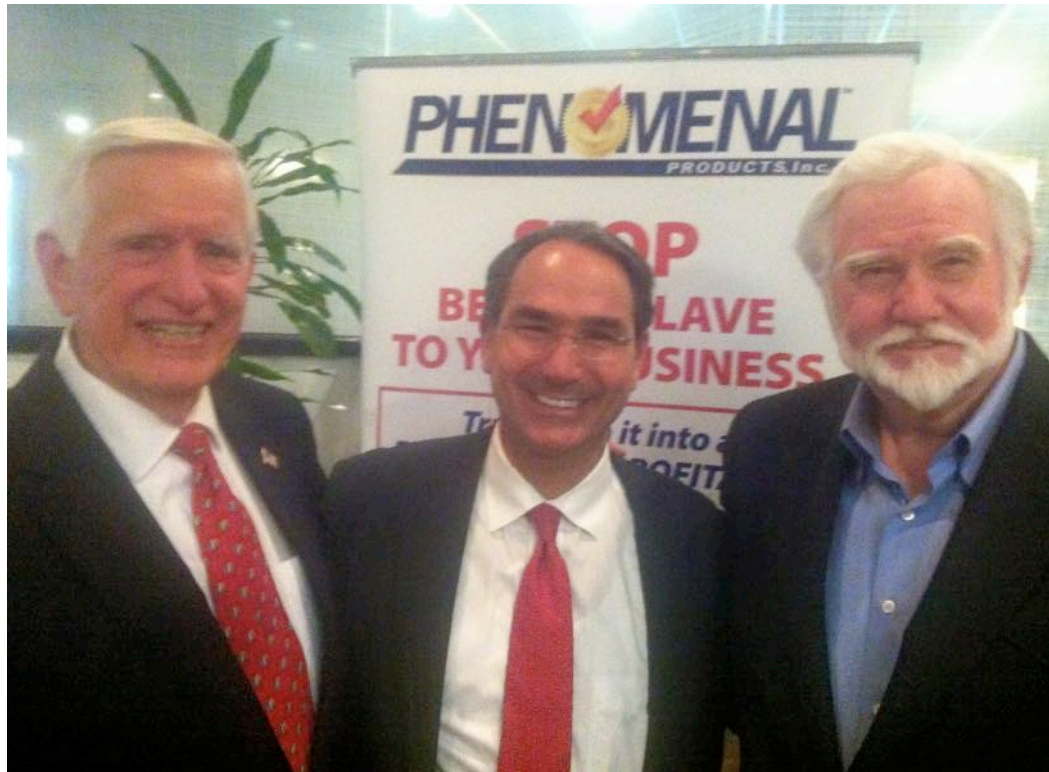
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Benefits of “COMMUNITY”

1. Inspire Your Team to IMPLEMENT
2. WOW Your Customers (clients, patients, or guests)
3. Make You BIG Profits!

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SOME OF GALLUP'S MOST IMPORTANT FINDINGS INCLUDE:



**ENGAGEMENT MAKES A
DIFFERENCE TO THE BOTTOM LINE**



**MANAGERS AND LEADERS PLAY A
CRITICAL ROLE**



**DIFFERENT TYPES OF WORKERS
NEED DIFFERENT ENGAGEMENT
STRATEGIES**

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70%

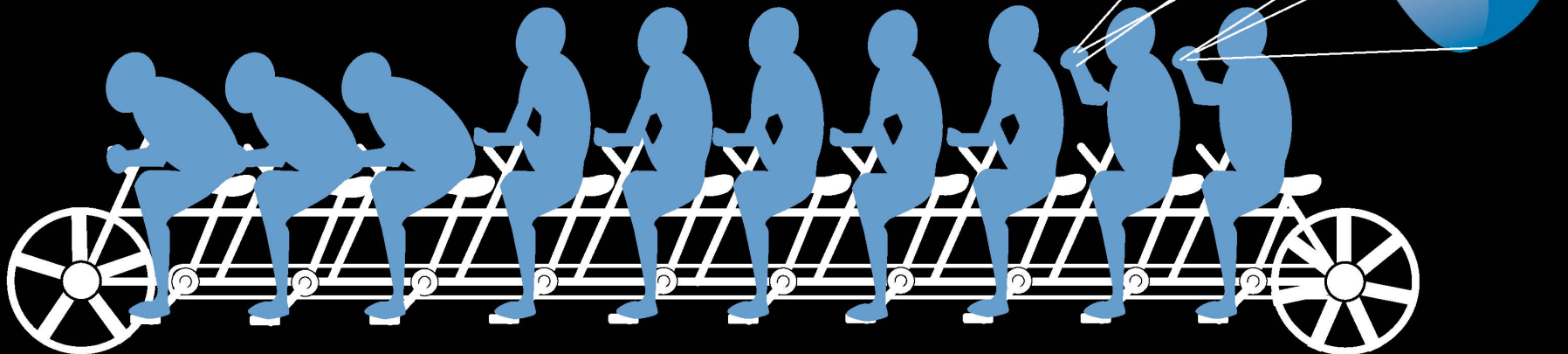
**OF AMERICAN WORKERS
ARE “NOT ENGAGED” OR
“ACTIVELY DISENGAGED.”**



Engaged
30%

Disengaged
52%

Actively
Disengaged
18%



Pedaling
Like Crazy

Coasting

Causing
Resistance

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01

I know what is expected of me at work.

07

At work, my opinions seem to count.

02

I have the materials and equipment I need to do my work right.

08

The mission or purpose of my company makes me feel my job is important.

03

At work, I have the opportunity to do what I do best every day.

09

My associates or fellow employees are committed to doing quality work.

04

In the last seven days, I have received recognition or praise for doing good work.

10

I have a best friend at work.

05

My supervisor, or someone at work, seems to care about me as a person.

11

In the last six months, someone at work has talked to me about my progress.

06

There is someone at work who encourages my development.

12

This last year, I have had opportunities at work to learn and grow.

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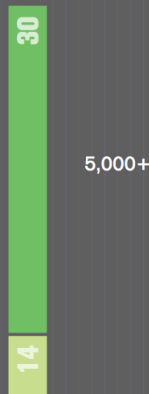
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MAGIC NUMBERS: HOW ORGANIZATION SIZE AND TEAM SIZE AFFECT ENGAGEMENT

**WHAT IS THE
TOTAL NUMBER
OF EMPLOYEES IN
YOUR COMPANY/
ORGANIZATION?**

Percentage of workforce



When Gallup examined engagement by company size, it found the highest employee engagement level by far (42%) in companies with fewer than 10 people, suggesting something unique and beneficial about working in a smaller, tight-knit work environment when it comes to engagement. Unfortunately, with 9% of U.S. employees working for companies of this size, few benefit from this advantage.

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1

SELECT THE RIGHT PEOPLE

Though many organizations focus on strengthening their current employees' engagement, few have realized the potential effect the selection of managers and employees can have on engagement and organizational performance. Ultimately, people engage people. Gallup helps organizations ensure they select the right people to increase their overall engagement.

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2

DEVELOP EMPLOYEES' STRENGTHS

Gallup researchers studied human behaviors and strengths for decades and established a compelling connection between strengths and employee engagement in the workplace — one that has the power to accelerate performance when companies work on enhancing both simultaneously. The research shows that people who use their strengths every day are six times more likely to be engaged on the job.

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3

ENHANCE EMPLOYEES' WELLBEING

As healthcare costs continue to rise in the U.S., employers who invest in engaging their workers *and* improving these employees' wellbeing have a distinct competitive advantage. In studying the relationship between employee engagement and worker wellbeing, Gallup researchers found that when an organization increases both, it pays off in terms of lowering medical costs *and* accelerating important performance outcomes. Despite these clear benefits, it appears that U.S. employers are doing little to maximize engagement and wellbeing simultaneously in their companies. In 2012, less than a quarter of American employees were engaged in their jobs and thriving in their overall lives.

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**EMPLOYEES WHO ARE
THRIVING IN THEIR
LIVES OVERALL ARE
MORE THAN TWICE AS
LIKELY AS THOSE WHO
ARE STRUGGLING TO
BE ENGAGED IN
THEIR JOBS.**

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**WHEN ORGANIZATIONS SUCCESSFULLY ENGAGE THEIR
CUSTOMERS AND THEIR EMPLOYEES, THEY EXPERIENCE A**

240%

**BOOST IN PERFORMANCE-RELATED BUSINESS OUTCOMES
COMPARED WITH AN ORGANIZATION WITH NEITHER
ENGAGED EMPLOYEES NOR ENGAGED CUSTOMERS.**

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**“How Committed Are You
to *Your* Community?”**





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PHENOMENAL MARKETING SYSTEMS WORKSHOP

March 6th & 7th in Houston



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Session 1: Create Your Unique Experience

- What's Truly Unique About You
- Going Deep on Your Target Market Needs
- Creating the Right Message for them



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Session 2: Marketing Your Unique Experience

- The 6 Marketing Methods
- Determining the Right Methods for You
- Determine Your Free Trial



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Session 3: Referral Marketing

Part 1

- Create Your Referral Source List
- What To Say (and not to say)
- What to Bring (and not to bring)
- The Tools to Use
- Multiple Examples



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Session 4: Part 2 - Advanced Referral Marketing Strategies

- Events and Joint Ventures
- Overcoming Referral Source Objections
- Strategies Used to Generate Millions of \$\$\$



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Session 5: Create Your Client Base Marketing Systems

- Confirmations and Reminders
- Thank You Letter, Card, Package
- Creating Your Upsells in Marketing
- What to Send and When



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Session 6: Go Deeper on E-Mail Marketing

- Set Up Your E-Mail Campaigns
- Set Up Your Automation
- Set Up Your Automated Relationship Marketing Processes



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Session 7: Direct Advertising

- When to Use It (and when not to)
- How to Write Phenomenal Copy
- Tracking Results



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Session 8: Direct Selling

- How to Create Business from “Thin Air”
- What to Say and Do (and not)
- How to Track Results and Create a Follow Up System
- Special Guest “Mrs. Phenomenal”



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