

The Business of Thinking

JANUARY 24, 2019



DEFINE U CONSULTING, LLC
Sales and Leadership Training

Our Time Together

- ▶ Overview of Whole Brain® Model
- ▶ Strategies for using your brain to be more agile, effective, and adaptive to change
- ▶ Tips to help you harness the power of Thinking Agility™ to communicate, lead, and influence all types of people
- ▶ Offer you a practical framework for improving conversations, presentations and all customer-facing interactions



VUCA

Volatility

Uncertainty

Complexity

Ambiguity



Our World

- ▶ ACA
- ▶ Regulatory & political landscape
- ▶ Technology
- ▶ Consolidations
- ▶ New players in healthcare space
- ▶ Alternate funding arrangements
- ▶ Reference based pricing
- ▶ Pharmacy coalitions
- ▶ Consortium business
- ▶ Captives
- ▶ Others?



Today's Buyer

- ▶ They're more informed, and require that you be too
- ▶ The average purchase decision is 57% complete before a supplier/seller is engaged
- ▶ They don't want their time wasted
- ▶ They are living in their own VUCA world!



VUCA

Vision

Understanding

Clarity

Agility



Thinking Agility™



The ability to **consciously shift** your thinking and learning **when and how the situation requires it**



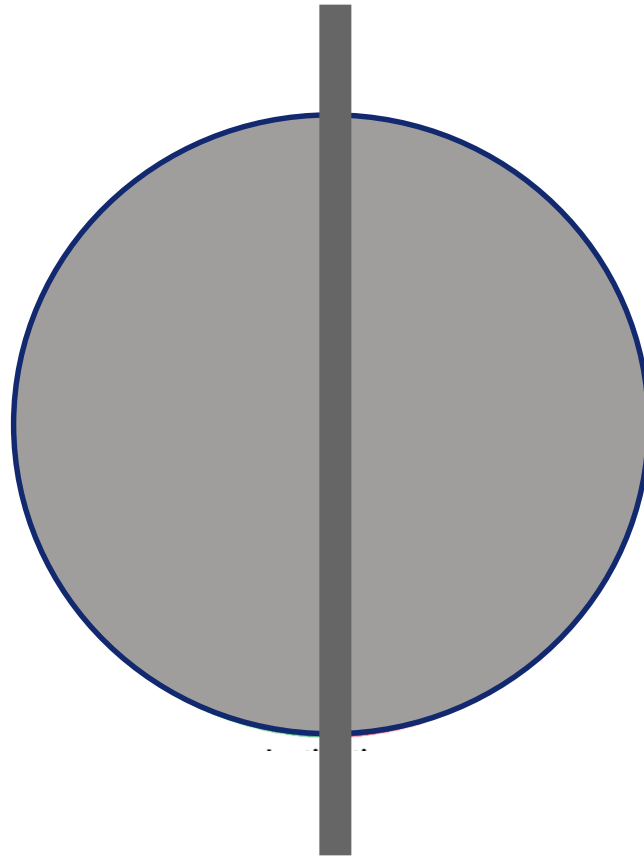
The Brain is the Source...

- Who we are
- What we do
- How we do it



Sperry's Left/Right Brain Model

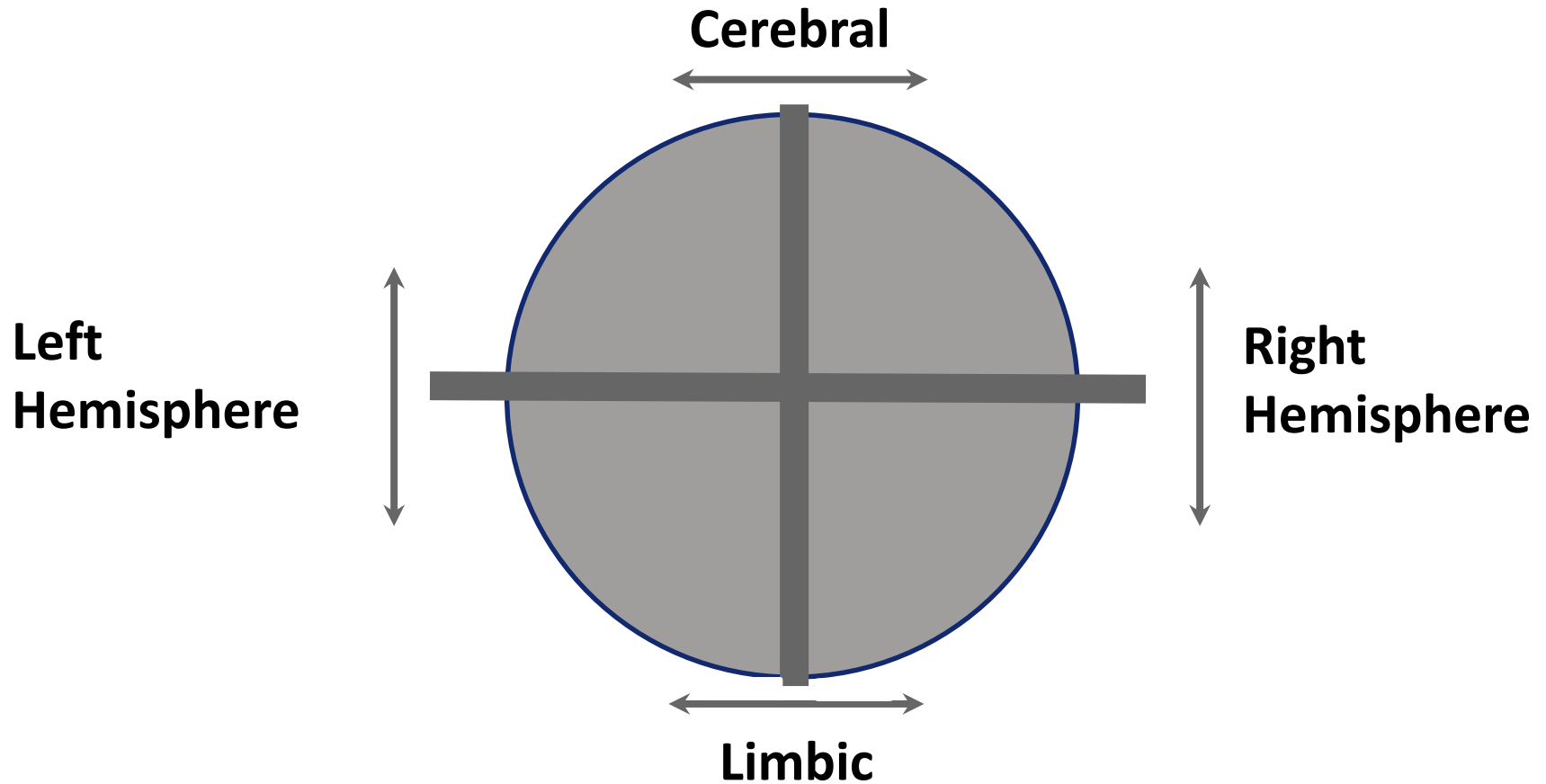
**Left
Hemisphere**



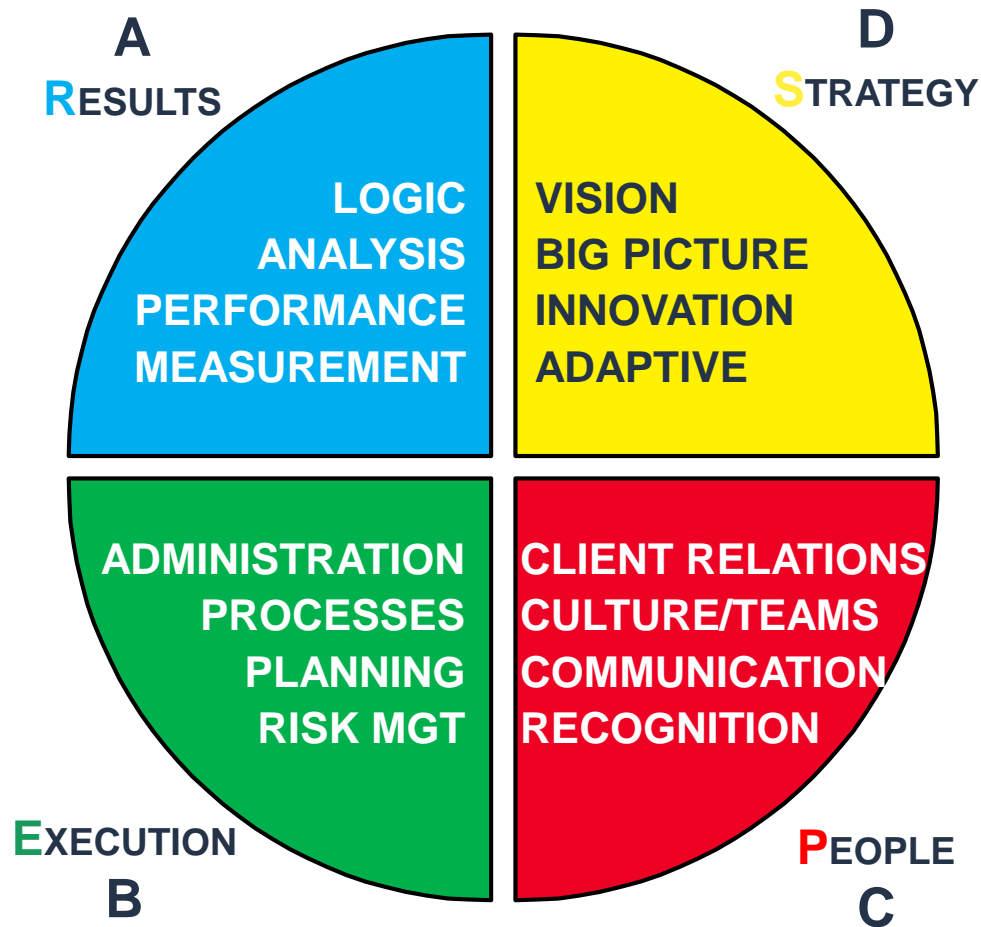
**Right
Hemisphere**



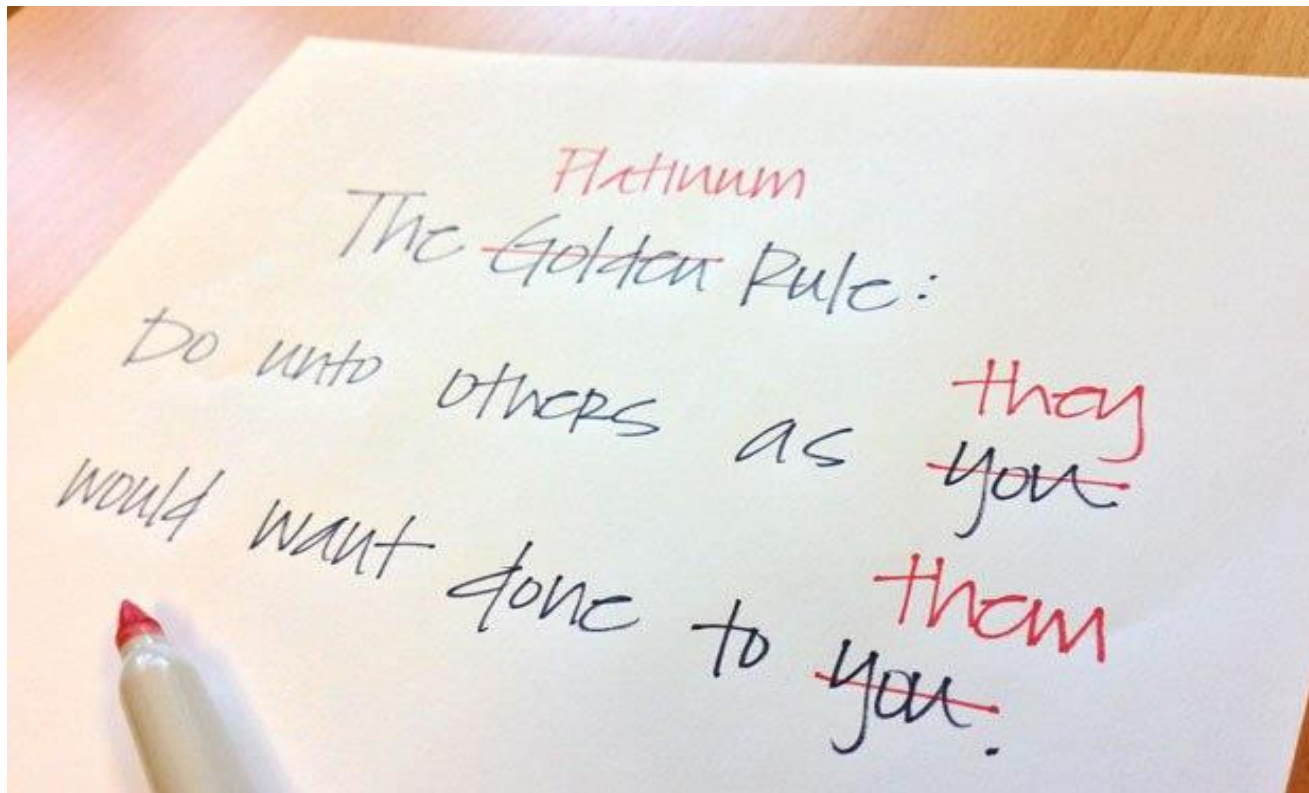
Four Thinking Structures



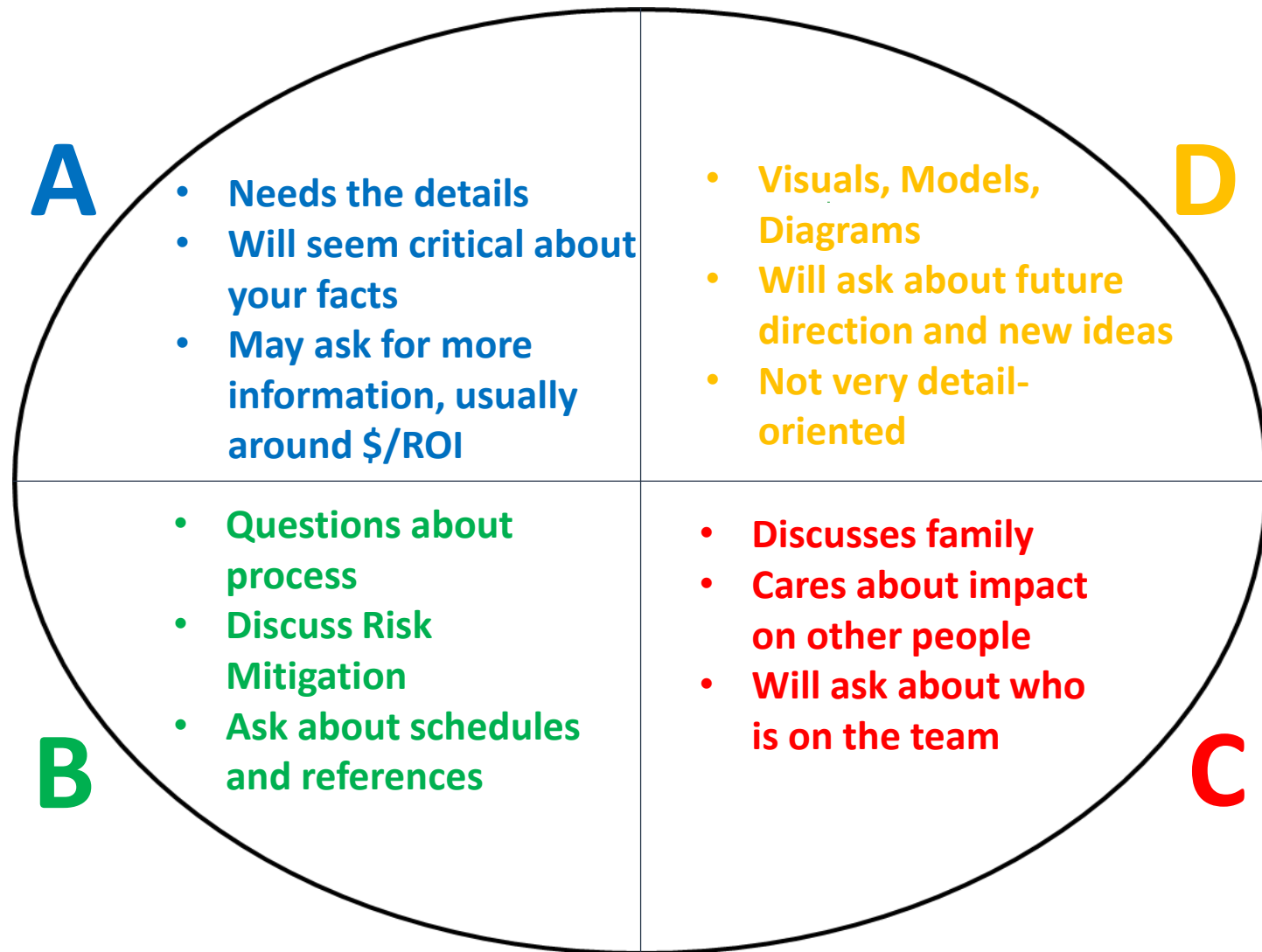
Whole Brain[®] REPS Model



The Platinum Rule



Picking Up Clues



Same Words, Different Meaning

“Quality Product”

Great value for the dollar
Excellent consumer ratings

Innovative technology
Latest version/model

Reliability
Proven record of success

Great relationship with seller
My friends love it



Same Words, Different Meaning

“ Poor Customer Service”

I have gotten inconsistent information when I call with questions.

I don't like when they use all that jargon; please keep it simple; explain it to me in language I understand.

There have been times when I have waited in the phone queue for what seemed like hours.

I don't like the impersonal approach they take to handling calls; I feel like a number.



- A**
- Inarticulate, “off the track” communication
 - Excessive “chatter”
 - Vague, ambiguous approaches or instructions
 - Illogical comments
 - Inefficient use of time
 - Lack of facts or data
 - Inappropriate informality
 - Overt sharing of personal feelings
 - Fear of challenge or debate
 - Impression of not knowing the “right” answer

- D**
- Repetition
 - Too slow paced
 - “Playing it safe” or “by the book”
 - Overtly structured, predictable
 - Absence of humor and fun
 - Lack of flexibility, too rigid
 - Inability to get concepts or metaphors
 - Drowning in detail
 - Too many numbers
 - Dry, boring topic or style

Frustrations

- B**
- Unknown or absence of a clear agenda
 - Disorganized
 - Hopping around from subject to subject
 - Too many ideas at once
 - Unpredictable
 - Too fast paced
 - Unclear instructions or language
 - Too much beating around the bush
 - Incomplete sentences
 - Lack of closure

- C**
- Lack of interaction
 - No eye contact
 - Impersonal approach or examples
 - Dry or “cold” un-enthusiastic interaction
 - Insensitive comments
 - No time for personal sharing
 - All data, no nonsense
 - Lack of respect for feelings
 - Overly direct or brusque dialogue
 - Critical



© Randy Glasbergen. www.glasbergen.com



“Your presentation was thought-provoking. I thought you’d never shut up. I thought I might die of boredom. I thought about smashing your projector with my shoe...”



WBWA for discussions and presentations

- Once you have context and an agenda, you can dive into content
- Present key data and facts that back up your intention
- Customer will have clarity and perspective to view it as intended
- Be prepared with necessary knowledge to be credible

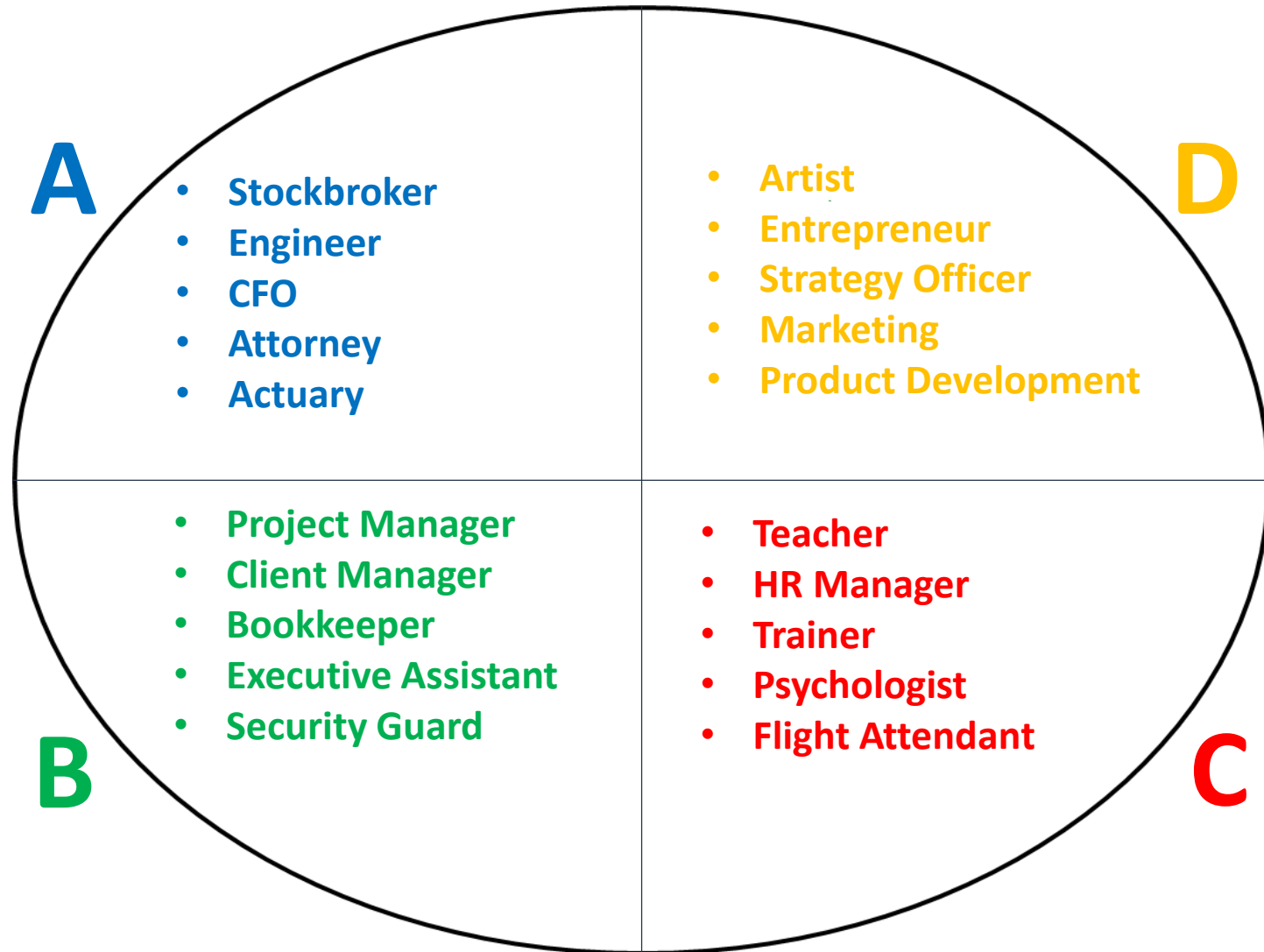
- Give context to clarify why you're there
- What's your point? What's the big picture?
- Why does this matter to THEM?
- Without context your message may be misunderstood or even ignored

- Have an agenda or outline in mind to let person know where you are going/what to expect
- This will keep you on track and demonstrate a clear purpose and ensure you hit on everything you need to address

- Engage with interactions and relevant stories
- Make great eye contact and listen
- This fosters connections, which will help your messages "stick"



Thinking about Jobs



So Let's Think....

What we've covered

Why we covered it

How we covered it

Who benefits



What We've Covered

- ▶ We live in a VUCA world
- ▶ Thinking Agility™ is a must in order to be successful
- ▶ An overview of the Whole Brain® Model
- ▶ Differences, strengths, communication tips, frustrations
- ▶ Leveraging Whole Brain® Thinking to improve interactions



How We Covered It

- ▶ **Applying VUCA to our reality**
- ▶ **Discussion about the Whole Brain® Model- what each quadrant represents and how preferences “show up” in us and in others**
- ▶ **Whole Brain® Walkaround tool**
- ▶ **“What’s my preference?” exercise**
- ▶ **Some communication and presentation strategies**



Who Benefits?

- ▶ **Improved self-awareness and development**
- ▶ **Better personal relationships**
- ▶ **More successful outcomes with:**
 - ▶ **Prospects**
 - ▶ **Clients/Customers**
 - ▶ **Coworkers**
 - ▶ **Managers**
 - ▶ **Others outside your organization**



Why We Covered It

- ▶ Better thinking
- ▶ Better performance
- ▶ Better results



THANK YOU!

www.defineuconsulting.com

gina@defineuconsulting.com

610-659-0380

