

Call Notes

Who would you like to model?

Have you ever watched the show undercover boss? Owners of well-known businesses go undercover and get to know their employees. At the end of the show, the business owners reveal who they are and generously give their deserving employees money for a house, educational opportunities or a dream vacation. Wouldn't you love to be that generous and model what these business owners are willing to do to contribute to the lives of others?

Here's why I am so interested in this. One of the standards of integrity that is on my list is generous. I know this is mine because "I see it in others".

Who would you like to model? I'll bet it's someone you admire because they share your standards of integrity. Everyone get out their card with STD of Integrity on it.

Think about the agents you most admire. We had a great group in Atlanta a couple of weeks ago, a kind of mutual admiration club. There may be an agent in your organization you admire. If you have an agent in mind, that you admire. look at your Stds of Integrity and observe the qualities that you admire in them. THIS would be a good agent or person for you to model.

We model those we admire from the time we are young. You have modeled your parents, your teachers, your brothers, your sisters and many people in your life unconsciously.

In addition to looking at your standards of integrity, you might find that there is a particular skill you would like to model. AJ showed us how skilled he is at FSBO's. You might like the way an agent dresses and you can model that. You might want to model their business model. You might want to communicate like them. Do you want to negotiate like they do? What behaviors or skills are you looking to develop?

Modeling is the ability to fully replicate another person's desirable competence.

When we model excellence, we have a great opportunity to **FAST TRACK change by making the most of OTHER'S EXAMPLES. Why reinvent the wheel? If you want to find a way to have clarity, focus, ease and grace in your business, find someone who has clarity, focus, ease, and grace. If you want to be someone who is successful at FSBO's, find someone who does it well.**

Modeling is most valuable...

- When you are enthusiastic about making a change.
- When you are willing to BE CLEAR about what you are looking to model
- When you have an outcome in mind.
- When you have identified an exemplar (the person you would like to model)

How do you begin?

Like everything, you begin with a plan.

Modeling involves looking at two aspects of the exemplar's strategy.

- The external behavior. What they do step by step
- The internal processing: How the person thinks in sensory terms when engaged in the behavior. What do they see, feel, or hear?

Clearly, #1 is easier. Anyone can observe others from a distance and note their behaviors. #2 is more challenging, because you actually need to talk to them, have lunch, visit, and really learn from them.

Steps for Modeling

1. The first step requires that we choose a top performer. Maintain as your most important criteria to choose someone who produces outstanding result or results consistently. (what is our definition of success?). Find out if they are willing and accessible.
2. Be specific about what you want to model. Whether it is a skill, a competence or a quality of being. (Identify a precise strategy to model instead of attempting to model all aspects of their behavior)
3. Ask them to define what (desired skill, etc) means to them by digging into the inside story (not just what you perceive on the surface).
4. Assimilate their behavioral pattern on an unconscious level. This means that you visualize actually stepping into their shoes. This alone can fast track your results. Copy them.
5. Inquire about their internal dialogue. Do they experience Monkey Mind around it? Did they in the past?
6. Present your role model's strategy to your coach and get support around observing which strategies you want to take on board to excel.
7. (and #7. Give them something of value for sharing with you. A great book, etc)

"Whatever you want in life, someone has already discovered how to get it — and you want to figure out what they are doing right. Someone can likely save you time and pain with the knowledge they've gained in their

own experiences, but understand that their time is valuable. First, figure out how you can help them, add value to their life, and then they will be more likely to help you. " Tony Robbins

Remember that you can model excellence in any field. Take a business owner to lunch 1 x a month. Model people who know about finances. Model people like Walt Disney. When we do the Walt Disney Dreamer, Realistic Critic process we are modeling excellence. Disney used this process consistently to bring his dreams to life. <http://www.designorate.com/disneys-creative-strategy/>

The Analysis Stage with your Exemplar

The Social Environment:

- Where does this person spend most of their time? Why?
- How do they tend to spend their time? Why?
- Do they partake in any specific hobbies? Why?
- What kind of environment do they tend to nurture? Why?
- How is knowing this of value for me and for the outcomes I would like to achieve?

Acquiring Knowledge:

- What does this person tend to read? Why?
- Do they watch anything in particular on the Internet or on TV? Why?
- What does this person tend to listen to? Why?
- How do they acquire the relevant knowledge and information they need to be successful?
- How is knowing this of value for me and for the outcomes I would like to achieve?

Networking and Connections:

- Where does this person tend to network and connect with other people? Why?
- Whom do they tend to network with in particular? Why?
- How do they networking and form connections with people? Why?
- What groups, clubs, and/or organizations do they belong to? Why?
- How is knowing this of value for me and for the outcomes I would like to achieve?

Role Models:

- Who are their role models? Why?
- How do their role models influence their behavior, decisions and actions?
- How is knowing this of value for me and for the outcomes I would like to achieve?

The External Analysis Stage

Your next objective is to conduct an external analysis of the person you are going to be modeling. This will require gaining insight into the decisions they make, the questions they ask themselves, their attitude, qualities, actions, physiology, habits, emotional tendencies, skills and much more. Here are some important questions you might like to ask yourself:

Decision Making:

- How does this person tend to make decisions? Why?
- What criteria do they use to make their decisions? Why?
- What kinds of decisions do they make in different situations? Why?
- How is knowing this of value for me and for the outcomes I would like to achieve?

Qualities and Characteristics:

- What strengths does this person have? Why?
- What are their dominant traits? Why?
- What qualities do they have that I admire most?
- How are these qualities and traits expressed through their daily actions, interactions, and undertakings?
- How is knowing this of value for me and for the outcomes I would like to achieve?

Daily Actions and Habits:

- What daily actions does this person take? Why?
- What habits do they have that I admire?
- What rituals do they tend to indulge in? Why?
- What's their routine like? Why is this important?
- How is knowing this of value for me and for the outcomes I would like to achieve?

Language and Questions:

- What words does this person tend to use on a daily basis? Why?
- How do they speak? What's their tone of voice like?
- How do they tend to speak to themselves? To others?
- What questions do they tend to ask?
- How do their questions influence their decisions and actions?
- How is knowing this of value for me and for the outcomes I would like to achieve?

Ongoing Attitude:

- If I could sum up this person's attitude in a few words, what would it be?
- How do they respond under heavy stress or during a crisis?
- What emotions do they tend to experience on a daily basis? Why?
- How is knowing this of value for me and for the outcomes I would like to achieve?

Skills and Abilities:

- What kinds of skills has this person learned and mastered over a lifetime? Why?
- How have these skills helped them get to where they are in life?
- Where did they learn these skills? How did they learn these skills?
- What does it take to learn these kinds of skills to this level of proficiency?
- How is knowing this of value for me and for the outcomes I would like to achieve?

Physiology:

- What is evident when I observe this person's physiology?
- How do they tend to stand?
- How do they tend to sit?
- How do they move their body while interacting with others?
- What's their physiology like when under immense stress?
- What insights does their physiology provide me about their internal state-of-mind?
- How is knowing this of value for me and for the outcomes I would like to achieve?

Motivations Behind Actions:

- What motivates them to take action? Why?
- What kind of pain are they trying to avoid? Why?
- How are they doing this?
- What drives their behavior forward? Why?
- What pleasures are they seeking to attain? Why?
- How is the pleasure and pain principle influencing their daily attitude, decisions and actions?
- How is knowing this of value for me and for the outcomes I would like to achieve.

Thoughts and Mental State:

- What does this person tend to think about most of the time? Why?
- How do they tend to think about these things? Why?
- What do they tend to focus on? Why?
- How do they tend to focus on these things? Why?
- How is knowing this of value for me and for the outcomes I would like to achieve?

Human Needs:

- What are this person's dominant needs? Is it the need for certainty, uncertainty, significance, connection, growth or contribution? Why?
- Which needs are they satisfying at the highest level? Why?
- How do these needs affect their priorities in life?
- How do these needs influence their daily choices, decisions and actions?
- How is knowing this of value for me and for the outcomes I would like to

achieve?

Core Values:

- What values does this person tend to live by?
- What are their core values? Why?
- What is their hierarchy of values? Why?
- How do they tend to satisfy these values on a daily basis?
- How do their values affect how they prioritize their life, decisions and actions?

Personal Beliefs:

- What do they believe about themselves, others and circumstances?
- What convictions do they have?
- Why do they tend to believe these things?
- How do they express their beliefs on a daily basis?
- How is knowing this of value for me and for the outcomes I would like to achieve?

Expectations, Personal Standards and Rules:

- What expectations do they tend to have? Why?
- What do they expect of themselves, others and circumstances?
- What does all this say about their personal standards?
- What rules do they tend to live by? Why are these rules important to them?
- How is knowing this of value for me and for the outcomes I would like to achieve?

Perceptions and Pattern Recognition:

- How does this person tend to perceive things? Why?
- How do they tend to perceive other people and situations? Why?
- What patterns do they tend to recognize? Why is this important?
- How do they recognize these patterns?
- How is knowing this of value for me and for the outcomes I would like to achieve?

As you are working on your business, imagine what your exemplar would say to you. (My WW story).

Modeling successful performance leads to excellence. Find others who have trodden a similar path and learn from them.