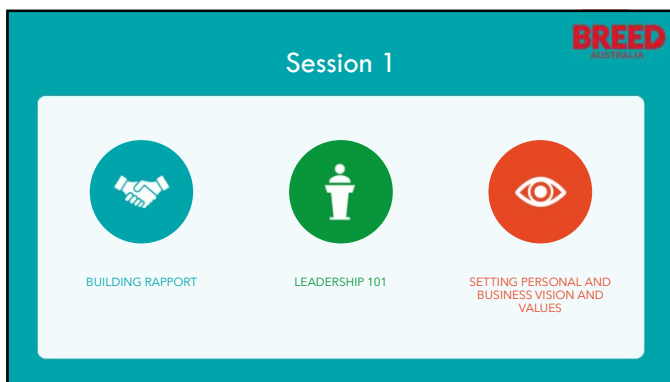




1



2



3

You are a genius

- Your Brain is the Centre of your intelligence.
- Your Mind is the brain in "Action"
- Your Brain processes 400 Billion bits of information every second!
- We are only "aware" of around 2000 bits of information at any given time (our self awareness)
- There is an "intelligence" that lives within us, which keeps us alive.
- It enables your heart to pump 380 litres of blood in 1 hr!
- It enables your heart to beat 3 billion times in one lifetime through 96,000 km of blood vessels!



4

You are a genius

- The same intelligence makes 10 million cells every second!
- In the 100 trillion cells in your body, each cell goes through 100,000 chemical reactions per second!
- You have enough DNA in your body to go from earth to the sun and back 150 times!
- You got to get out of the way to let this "intelligence" do it's thing!



5

Who are you really?

- You are an intelligent energy in a form we call 'body'
- You have a body and a brain - the vehicle
- You have a conscious mind with 6 intellectual functions
- You have a subconscious mind with 3 functions
- You have a psycho-cybernetic mechanism
- You have a Reticular Activating System (RAS)
- You have infinite potential

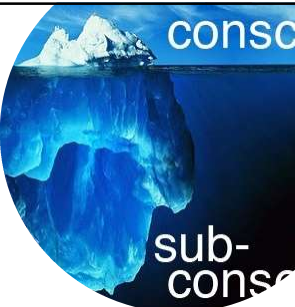


6

Your Conscious Mind

- 17% of brain mass
- Thinks and reasons / uses logic based on experience
- Your free will
- Decides the changes required to live according to your thoughts and actions.
- Can accept or reject any idea
- Sets Goals
- Short term memory only (20 seconds)
- 1-3 events at a time

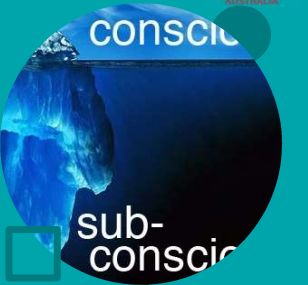
• The thoughts you consistently choose and impress from your conscious mind to your non-conscious mind will determine the results in your life.



7

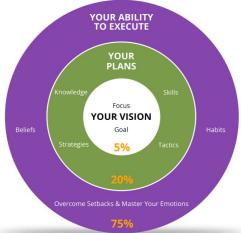
Your Sub-Conscious Mind

- 83% of brain mass
- Controls up to 98% of our behaviour
- Averages 400 billion actions per second
- Sees in pictures and actions
- Impulses travel 1000 times quicker than Conscious Mind.
- Long Term Memory
- Cannot tell truth from lie and accepts all as truth based on pictures and images you send it.
- Your Subconscious Mind holds the true power in achieving your goals and dreams.



8

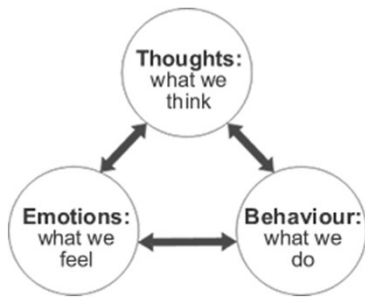
The Goal Setting and Achievement Model of Success



9

Another Perspective

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AUSTRALIA



10

The Definitions of Rapport

BREED
AUSTRALIA

Rapport is the ability to enter someone else's world, to make him feel that you understand him, that you have a strong common bond.

Tony Robbins

Rapport

Your ability to enter into another individual's model of the world so that you can give them a feeling of being totally understood.

11

Rapport is needed to grow your business

- - Building rapport is an essential element in building a trusting relationship and your ability to influence others.
- Building rapport enables clearer communication.
- Building rapport is a key element of generating sales.



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12

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A Pretty Straightforward Explanation



People like people who are like themselves....



People like people who they feel are like themselves....

13

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A Pretty Straightforward Explanation

People like people who are like themselves....

People like people who they feel are like themselves....

14

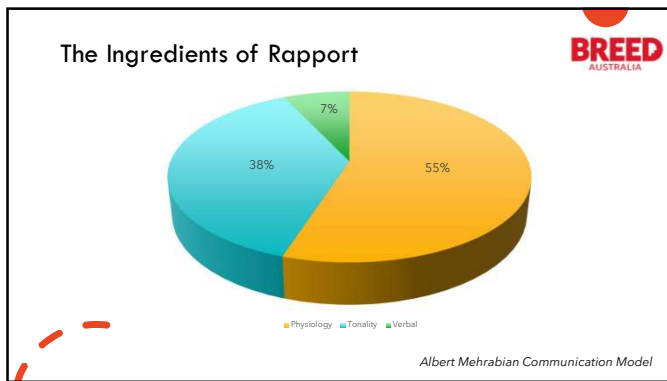
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Rapport is primarily 'Subconscious'

- Deep Rapport or connection is rooted in our subconscious ...



15



16

Communication styles

Human beings process information by using their five main senses:

1. Seeing (**VISUAL**)
2. Hearing (**AUDITORY**)
3. Feeling (**KINAESTHETIC**)
4. Smelling (**OLFACTORY**)
5. Tasting (**GUSTATORY**)

These allow the mind to code and understand what is happening.

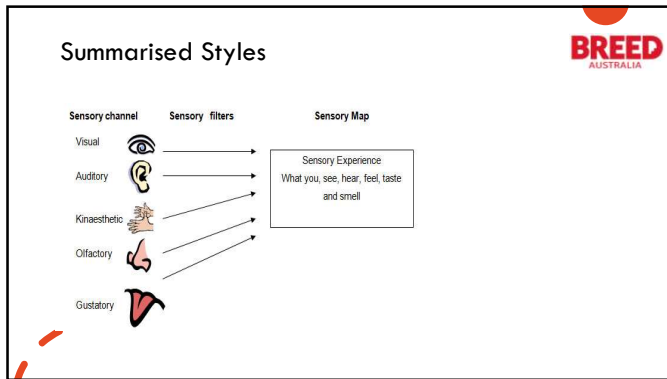
Albert Mehrabian Communication Model

17

Which is your communication style?

- Complete the Supplementary Handbook to determine your own preferred communication style.

18



19

The Visual Style

- **General**
 - Head/Body erect, eyes up.
 - Breathe from top of lungs
 - Sit forward in chair, well organised and groomed
 - Memorise by seeing pictures and less distracted by noise
 - Trouble remembering verbal instructions as mind often wanders
- **Words/Sentences**
 - That looks right
 - I get the picture
 - See what I mean
 - That is colourful, coming from you
 - Show me what you mean.

20

The Auditory Style

- **General**
 - Move their eyes sideways
 - Breathe from middle of lungs
 - Talk to themselves (silently and lip movement) and are distracted by noise
 - Learn by listening
 - Likes to be told how they are doing
- **Words/Sentences**
 - Sounds good to me
 - Clear as a bell
 - We are on the same wavelength
 - I hear what you say
 - Listen to this.

21

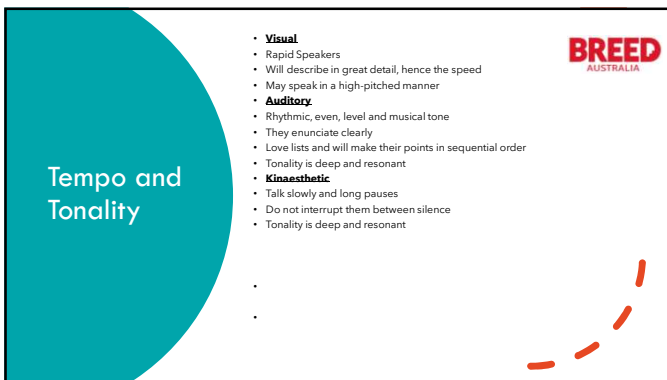
The Kinaesthetic Style



- **General**
 - Breathing from bottom of lungs
 - Stomach will go in and out when they breathe
 - Move and talk slowly
 - Respond to physical rewards and touching
 - They stand closer to people than visual people
- **Words/Sentences**
 - I feel good about this
 - That touched me here
 - I cannot get a grip on this
 - I felt right at home
 - I was feeling rough at the time.
 -

22

Tempo and Tonality



- **Visual**
 - Rapid Speakers
 - Will describe in great detail, hence the speed
 - May speak in a high-pitched manner
- **Auditory**
 - Rhythmic, even, level and musical tone
 - They enunciate clearly
 - Love lists and will make their points in sequential order
- **Kinaesthetic**
 - Talk slowly and long pauses
 - Do not interrupt them between silence
 - Tonality is deep and resonant

23

Advanced Rapport Building Techniques



- **Matching**
 - *Gradually and Subtly, match:*
 - Tonality
 - Breathing
 - Eye-Blinks
 - Words
 - Tempo
 - Posture
 - Facial Expressions

24

Advanced Rapport Building Techniques



1. Subtly matching or 'mirroring' the other person's posture, body language and/or volume, speed and tone of voice
2. Picking up on the other person's use of technical words, colloquialisms and metaphors
3. Picking up on the other person's dominant way of experiencing and expressing things
4. Listening attentively and actively to what the other person is saying (switch off internal voice)
5. Finding topics of common interest, and emphasising areas of agreement or common ground where possible
6. Remembering and using people's names

25

The main value of building rapport

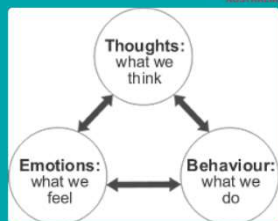


em • pa • thy
noun

The ability to step into the shoes of another person, aiming to understand their feelings and perspectives, and to use that understanding to guide our actions.

26

THOUGHTS SHAPE LEADERS

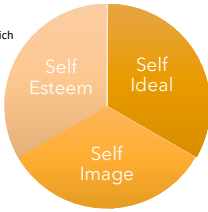


27

LEADERS HAVE POTENTIAL

- You become what you 'feel' about what you 'think' about, most of the time.
- Your external world is largely a reflection of your inner world (self-concept), which determines your attitudes, expectations, values and behaviour.
- Your self-concept is the hard drive of your computer.
- Self-Ideal – person that you most admire, that person you want to be.
- Self-Image – the way you see and think about yourself.
- Self-Esteem – how much you like and value yourself.

Research has shown we use only between 2%-10% of our potential.



28

Success principle 1



You feel happy, content and peaceful with yourself, no matter what is going on around you.

Scale of 1-10

29

Success principle 2

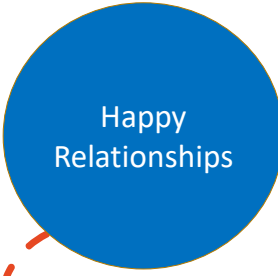


You have high levels of health, energy and physical well being.

Scale of 1-10

30

Success principle 3

Happy Relationships

Determined by the people you love and care about and the people who love and care about you

Scale of 1-10

31

Success principle 4




Meaningful Work

You LOVE what you do and put your whole heart into becoming better and better in that area.

Scale of 1-10

32

Success principle 5



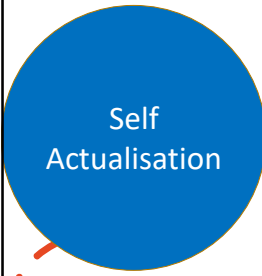

Financial Independence

Having Financial Freedom – knowing you have enough money that you never have to worry about money again

Scale of 1-10

33

Success principle 6

Self
Actualisation

Feeling that you are becoming all that you are capable of becoming and you are reaching your potential and growing and becoming more every day

Scale of 1-10

34

Success principle 7




Living you
LIFE your
WAY

Feeling free to make your own decisions in the way you lead your life

Scale of 1-10

35

SO WHAT IS LEADERSHIP?

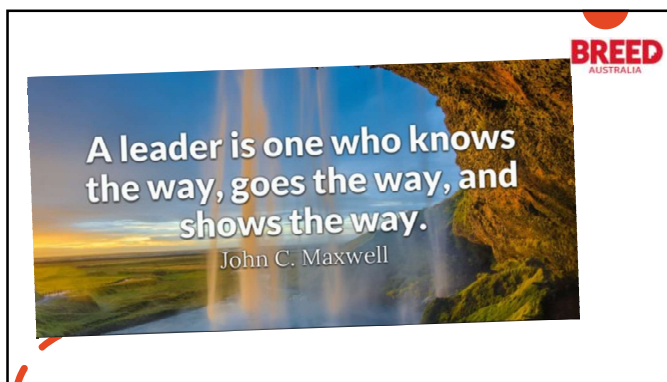



Leadership

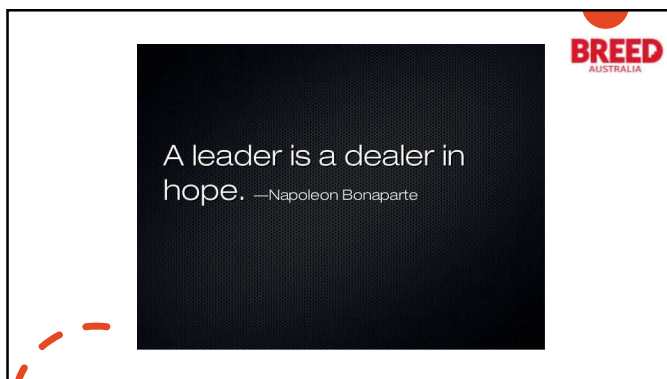
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37



38



39

Leadership QUALITY - VISION

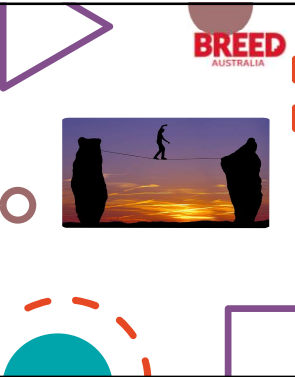
- Ability to see the BIG PICTURE, LOOK INTO THE FUTURE, to rise above what is going on and to work out WHAT IS REALLY IMPORTANT
- **Values, Mission**



40

Leadership QUALITY - COURAGE

- Leaders face their fears
- Leaders take ACTION with NO GUARANTEE of Success



41

Leadership QUALITY – REALISM

- Ability to see the world as it is, not as you wish it were.
- Honesty and Integrity



42

Leadership QUALITY – RESPONSIBILITY

- Leaders accept responsibility for Results
- Leaders volunteer for RESPONSIBILITY

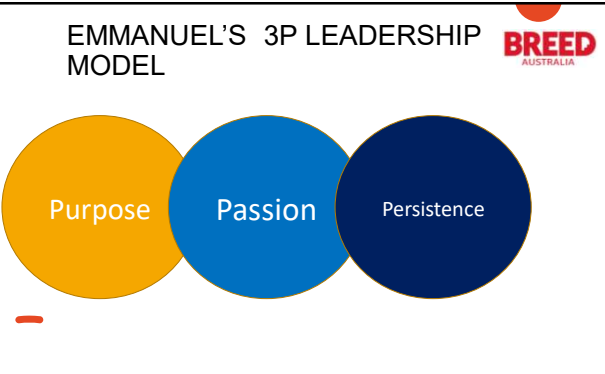


43



44

EMMANUEL'S 3P LEADERSHIP MODEL



45

The Five Hats of Running a Business

- **Visionary**
 - The visionary is responsible for creating the big picture of where your business is going. What products or services should you create? Most entrepreneurs are visionaries and need help fulfilling the other roles of running a business.



46

The Five Hats of Running a Business

- **Marketer**
 - Some people are natural marketers whereas others are not. The marketer is responsible for all aspects of the brand and generating interest in your products and services. Who is best suited to define your brand and can maintain it? Who can efficiently generate enough leads and manage your communications until a sale is made? What do people in your niche want and need?



47

The Five Hats of Running a Business

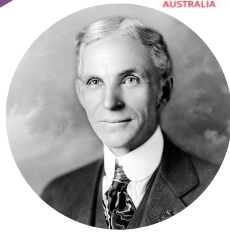
- **Salesperson**
 - A great salesperson has the skill to interact with your prospects and present your products and services. The salesperson is able to assess which product or service will benefit your customers and help them overcome any objections they may have during the buying process. They understand the sales process and master persuasion techniques.



48

The Five Hats of Running a Business

- **Engineer**
- Engineers make sure that all your systems and processes are in place. They understand how all the pieces of your business work together so that you can maximize your efficiency. They create the procedures that keep your business running like a well-oiled machine.



49

The Five Hats of Running a Business

- **Manager**
- Once your business has In-house or Outsource employees, you need managers to make sure that they are focused on the right tasks. Managers watch over the processes and systems to make sure that everything and everyone are working toward your overall goals.



50

Ingredients of WORLD CLASS LEADERSHIP



51

Your Commitment to build momentum

- **Watch the following clip on Youtube and send a short summary of your insight to my email**

<https://www.youtube.com/watch?v=qp0HIF3Sfl4&t=5s>

52