

An hourglass with dark sand falling from the top bulb to the bottom bulb, set against a blue gradient background.

# **Adopting a Winners Mindset**

## **Finding More Opportunities in a Turbulent Marketplace**



**Dave Staughton**  
B.Sc.(Hons) CSP CCEO  
Consultant





***How are YOU?***

# CHOOSE YOUR MOOD & ATTITUDE

## BANNED WORDS

- ☒ GOOD
- ☒ OK
- ☒ Alright
- ☒ Not Bad
- ☒ Average
- ☒ Can't Complain
- ☒ Not dead yet!

- ✓ Great
- ✓ Awesome
- ✓ Fantastic
- ✓ Marvellous
- ✓ Terrific
- ✓ Pumped
- ✓ Amazing



# ATTITUDE REALLY COUNTS IN TIMES OF CHANGE



**Have a  
nice day!**

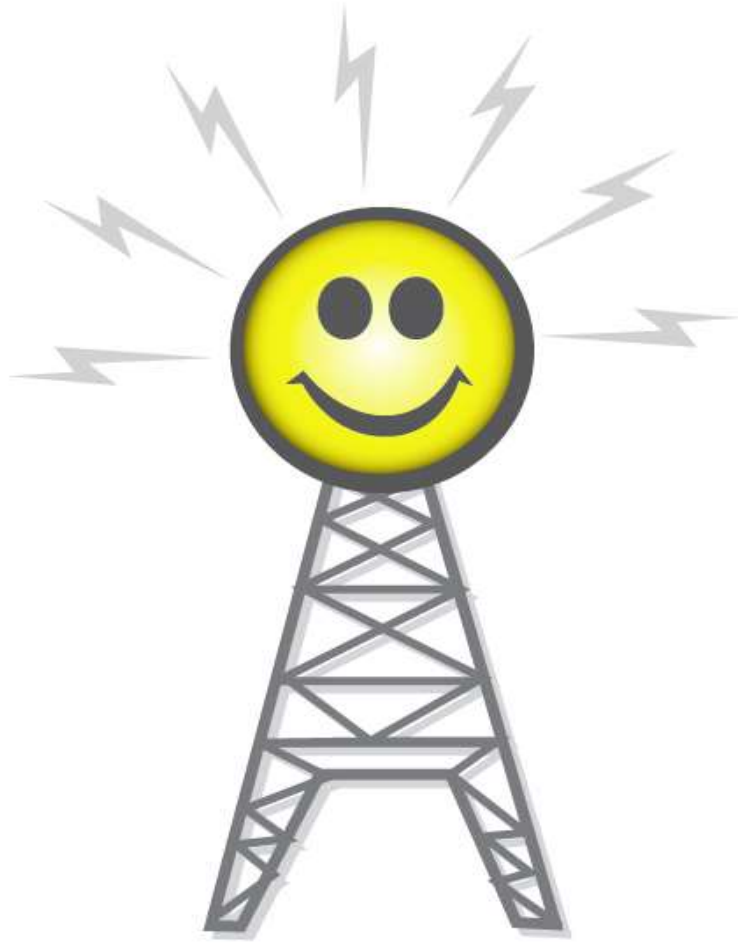


**Stressed out**



THERE IS ALWAYS SOMEONE CHEAPER!





**BE A BEACON!**

**Positivity  
Optimism  
& Love**

A red rotary telephone is shown in the lower-left corner of the image. The handset is on the left, connected by a coiled red cord to the base unit on the right. The base unit features a numeric keypad with buttons for digits 0-9, an asterisk (\*), and a pound (#) symbol. The telephone is set against a light blue background.

# THE 😊 PHONE TEST



# HAVE A POSITIVE MENTAL ATTITUDE (PMA)

*“Thanks for calling (Biz name)  
This is DAVE!”*





Choosing your

**MOOD &  
ATTITUDE**

Every Day



**SPEx**  
SPECIALIST  
PRACTICE  
EXCELLENCE

# COMPLAINERS ARE CRAP MAGNETS



**MISERY LIKES COMPANY!**



**Bite me!**



**Bite me!**



**Bite me!**



**Bite me!**



**Bite me!**



**SPEx**  
SPECIALIST  
PRACTICE  
EXCELLENCE

**Customer service**

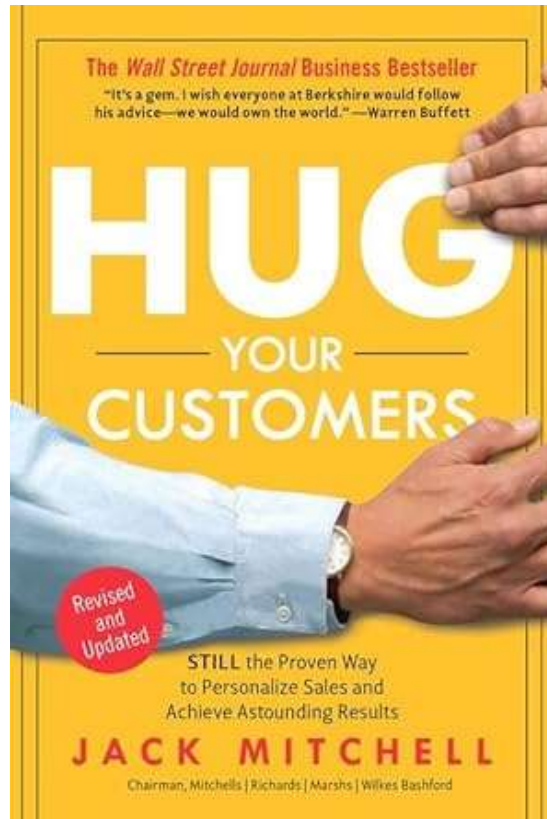
**Excellent**



**Poor**



# IMPROVE YOUR CUSTOMER EXPERIENCE



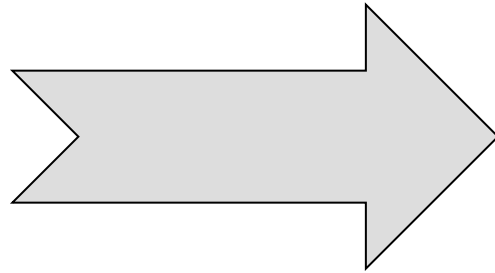
- ✓ More Smiles & Happiness
- ✓ Positive Workplace
- ✓ Service Standards
- ✓ Training & Coaching - CANI
- ✓ Client Surveys & Feedback
- ✓ Better Technology
- ✓ Service Recovery



# SHIFTING FROM GRUMPY TO GREAT



**Bite me!**



**Have a  
nice day!**

# ATTITUDE SHIFTING LIFE QUESTIONS

1. What's **WORKING WELL**? (Good Stuff)
2. What am I **GRATEFUL** for? (Positive Focus)
3. What am I **looking FORWARD to**? (Future)
4. What's **really IMPORTANT**? (Values)
5. What are my **current GOALS**? (Purpose)
6. What **CAN** we do? (Possibilities)
7. What's the **NEXT STEP**? (Movement makes motivation)

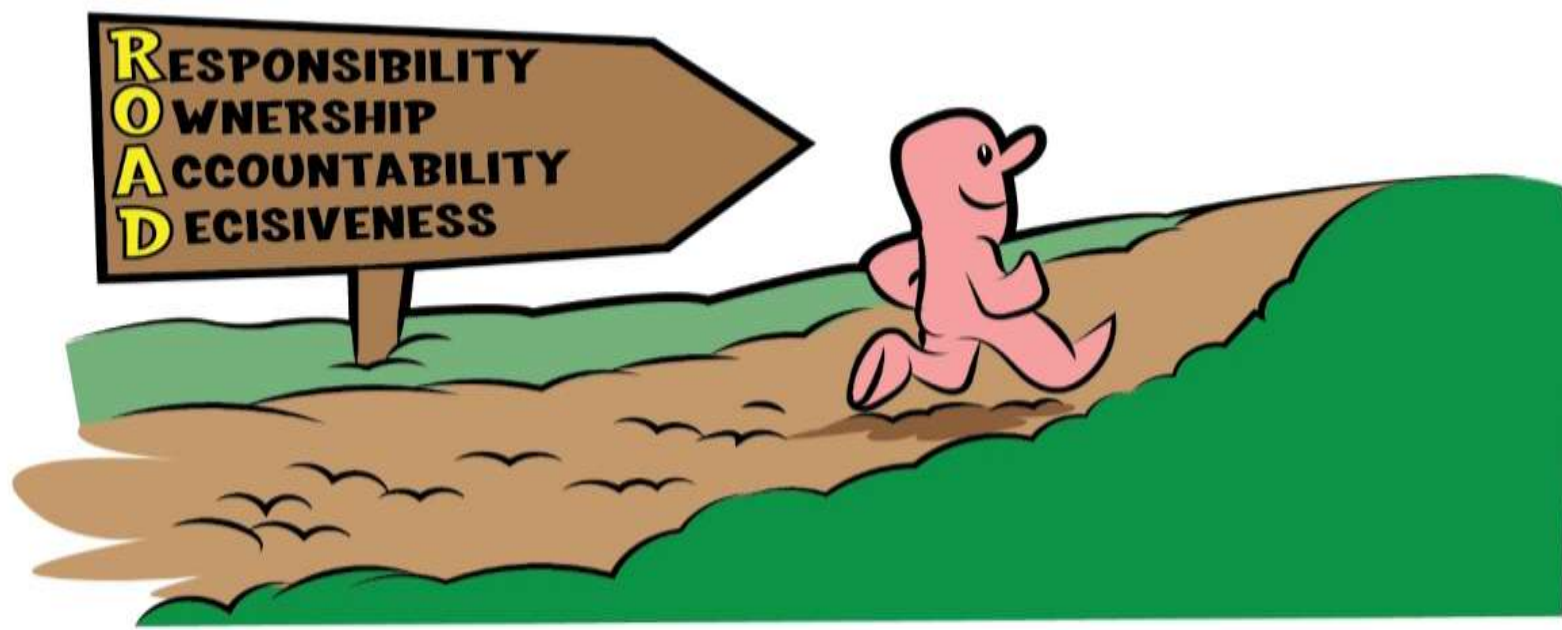


LISTENING – CHOICES – POSITIVITY – GROWTH - QUESTIONS - ACTIONS

**YOUR  
BEHAVIOUR  
IS A CHOICE**

**CHOOSE  
ABOVE THE LINE  
BEHAVIOUR**

**THE GOLDFISH**



# MY BUSINESS JOURNEY & LIFE LESSONS

*“I made a LOT of Mistakes”*







## BROCK'S HARDWARE Melbourne, Australia

Wouldn't CHANGE  
- CLOSED DOWN 1980



# WORKED AS A GEOLOGIST

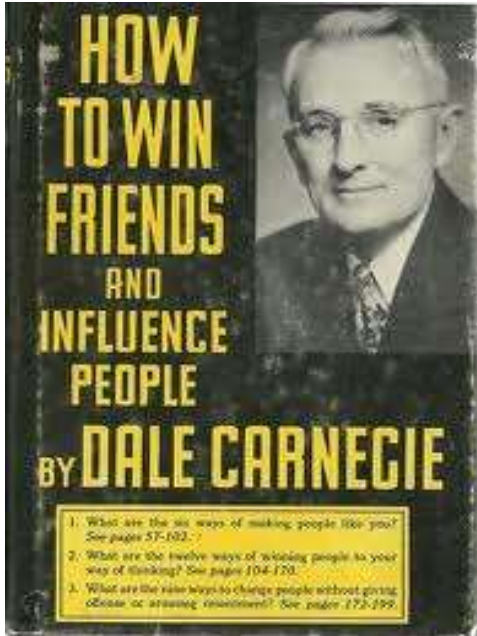


# DAVE's EARLY DAYS IN BUSINESS

## Bought a Derelict Restaurant In 1987



# Found My 1<sup>st</sup> LIFE CHANGING BOOK



## Fundamental Techniques in Handling People

1. Never **criticize, condemn or complain.**
2. Give honest and sincere **appreciation.**
3. Arouse in the other person an **eager want.**

## Six ways to make people like you

1. Become **genuinely interested** in other people.
2. **Smile.**
3. Remember that a person's **Name** is to that person the sweetest and most important sound in any language.
4. Be a **good listener.** Encourage others to talk about themselves.
5. Talk in terms of the **other person's interests.**
6. Make the other person **feel important** - and do it sincerely.

People  
Skills  
101

# ACT LIKE A DOCTOR! - ASK MORE DIAGNOSTIC QUESTIONS



“First tell me what you’re buying,  
then I’ll tell you what I’m selling.”



**SPEx**  
SPECIALIST  
PRACTICE  
EXCELLENCE



# ASK MORE 'MILLION DOLLAR QUESTIONS'

*“Just before I answer that  
do you mind if I ask you  
a few quick questions?”*



**Sell more Add-ons**



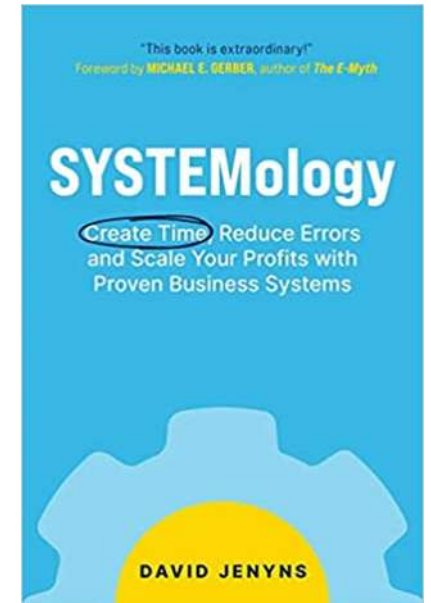
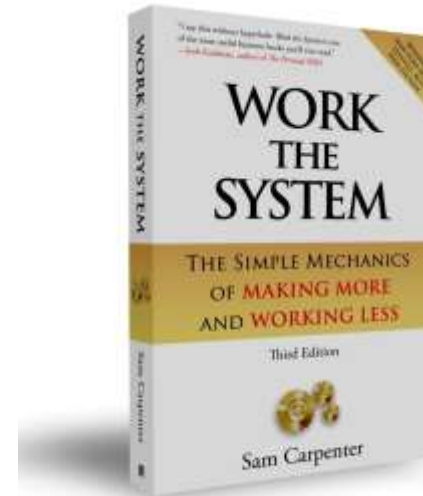
**“fries with that?...”**

# 2<sup>nd</sup> Book – Using SYSTEMS for Consistency

**AVOID**  
“Guess What  
I’m Thinking”

**Do you have a  
SYSTEMS problem?**

- ✓ Develop More Systems
- ✓ Policies & Processes
- ✓ Checklists & Clarity



## Process Pays Off

CHECKLIST



**“Give me a checklist  
& I can rule the world!”**







# GROUP DISCUSSION

Do you have a **'LIFE CHANGING'** BOOK?

(Who has made a difference for you?)





# Lessons from DAVE's BIGGER CLIENTS

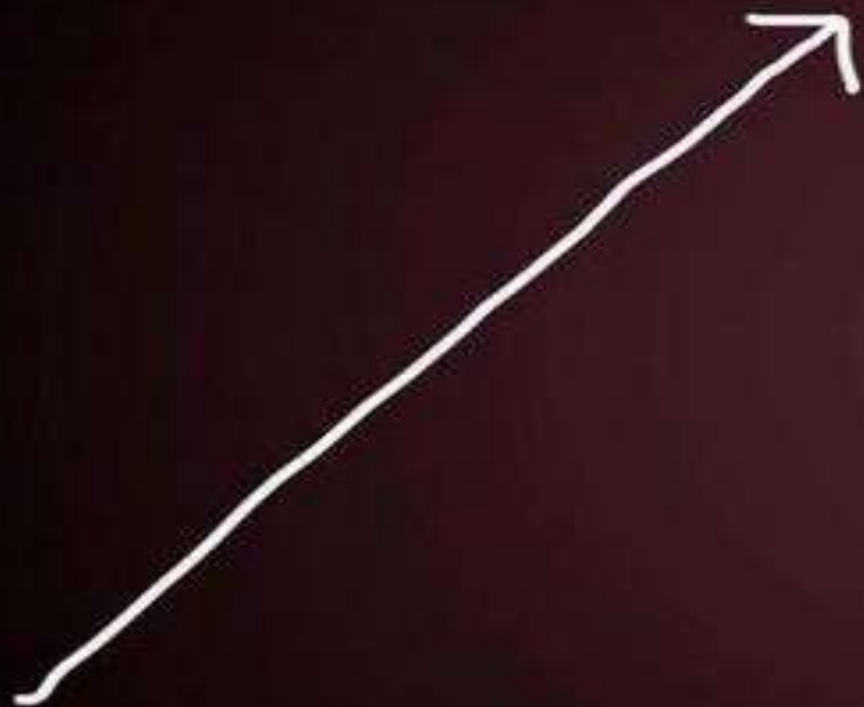


# Dave's PROFESSIONAL SERVICE CLIENTS

Financial Planners, Accountants, Lawyers, Business Bankers, Mortgage Brokers, Insurance Brokers



# SUCCESS



**WHAT PEOPLE THINK  
IT LOOKS LIKE**

# SUCCESS



**WHAT IT REALLY  
LOOKS LIKE**



# THE POWER OF COLLABORATION

**“If you want to go fast go alone,  
if you want to go far go together”**

**Work Together**



**STUDY SUCCESS & FAILURE**

**BECAUSE**

**“SUCCESS LEAVES CLUES”**



**SPEx**  
SPECIALIST  
PRACTICE  
EXCELLENCE



## RULE # 1

**ALWAYS KNOW YOUR OUTCOME**

*What do you really **WANT** ?  
(or Invert what you **DON'T** Want)*

*Know your **WHY?** – Simon Sinek*



**SPEx**  
SPECIALIST  
PRACTICE  
EXCELLENCE



**“Man who aim at nothing  
achieve it with amazing  
accuracy”**

**Man Needs Purpose**

**Take a quick look  
at this Picture.....**





# What did you See?

- Two Old People ?
- Two Mexicans relaxing ?
- A Golden Goblet ?
- A Young Lady in a doorway ?
- The bottle of Tequila?



You find what you're looking for





**B<sup>+</sup>**

BE POSITIVE

**Be Positive**

**“Focus on what you want  
to achieve – Not what you  
want to avoid”**



**HOW'S THINGS?**

**GROWING?**

**SLOWING?**

**GOING?**





# PREDICTING THE FUTURE



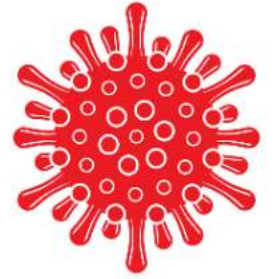
## FUTURE DRIVERS OF CHANGE

- Demographics
- Globalisation
- Technology
- Sustainability
- Lifestyle shift
- **Government**
- **Black Swans**



**SPEx**  
SPECIALIST  
PRACTICE  
EXCELLENCE





**COVID-19**  
Coronavirus



# COVID CAUSED RAPID TECH EVOLUTION

JUMPED +10 years

*“Covid has accelerated digital transformation and the demise of some already dying industries”*



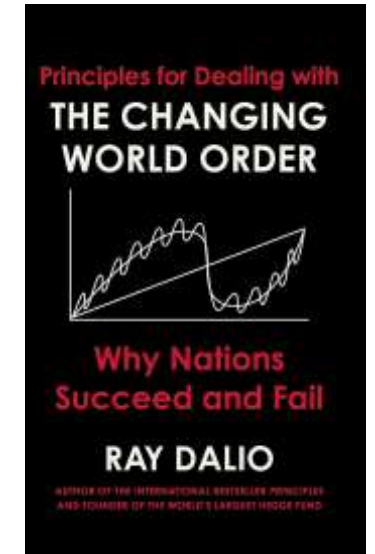
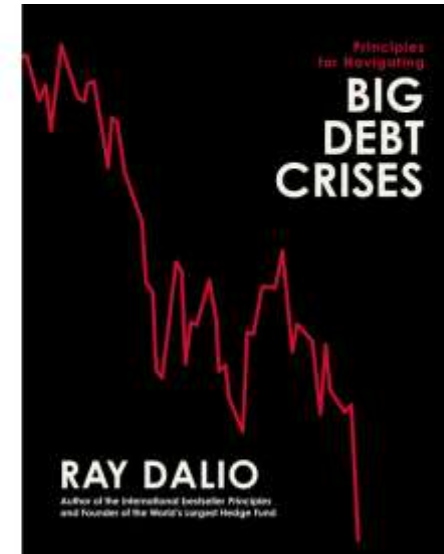
# SIX BIG COVID SHIFTS & NEW LENSES

<b>Virtual Everything</b>	<b>Much More Technology</b>	<b>Reinvention - 'New Values'</b>
<b>Future of Work</b>	<b>New World of Leisure</b>	<b>Your Health &amp; Future Risks</b>



**SPEx**  
SPECIALIST  
PRACTICE  
EXCELLENCE

# THE ROARING TWENTIES



**SPEx**  
SPECIALIST  
PRACTICE  
EXCELLENCE

**Post the Covid BOOM – This is the NEW NORMAL**





# BATTLE FOR **MARKET SHARE**



In Good times,  
**Grow PROFIT**

In Tough times,  
**Grow MARKET SHARE**

**Change Brings Gifts**

**“Find the  
opportunity  
in change”**

**Opportunity**



Learn to  
**LOOK** for the  
**GOOD!**

GET YOUR  
**LOVE GOGGLES**  
**ON!**

**Adopt Strategies  
for Changing Times**

Celebrate .....

- ✓ Any Successes
- ✓ Small Wins
- ✓ Personal Bests
- ✓ What's working
- ✓ Fan their FLAME
- ✓ Make the Most of ALL you have!

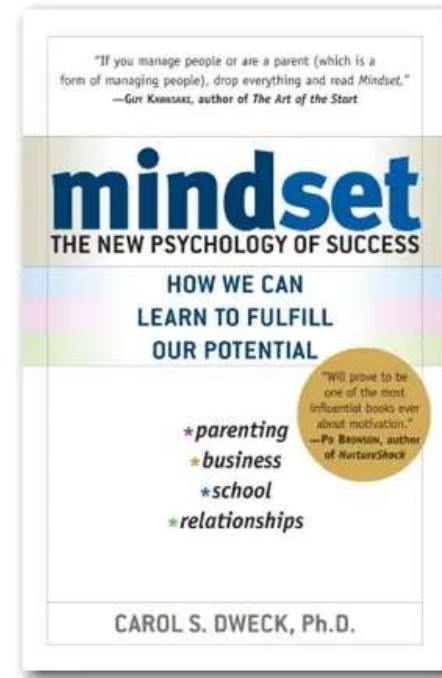






# 80% of Your Results is MINDSET

1. MINDSET
2. STRATEGY
3. ACTIONS



- Beliefs, Values, Ethics, Character Traits, Habits, Behaviours, Results
- Know You – Like You – Aware of You Do – TRUST You (see Covey Speed of Trust)



**WHAT MATTERS MOST  
IS HOW YOU SEE YOURSELF  
& WHAT YOU SAY TO YOURSELF**

**“I AM...”**



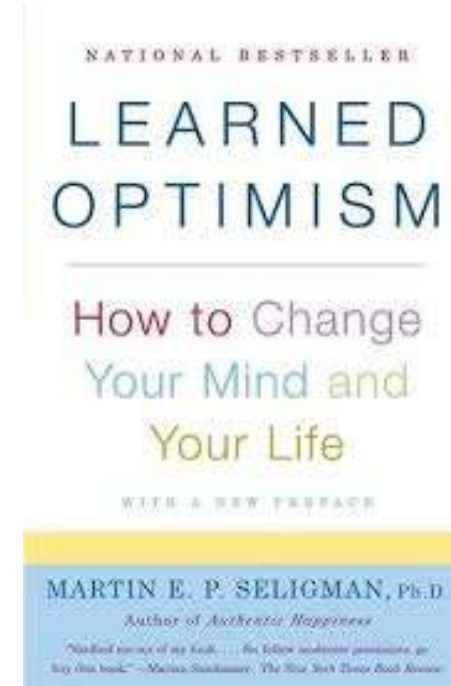
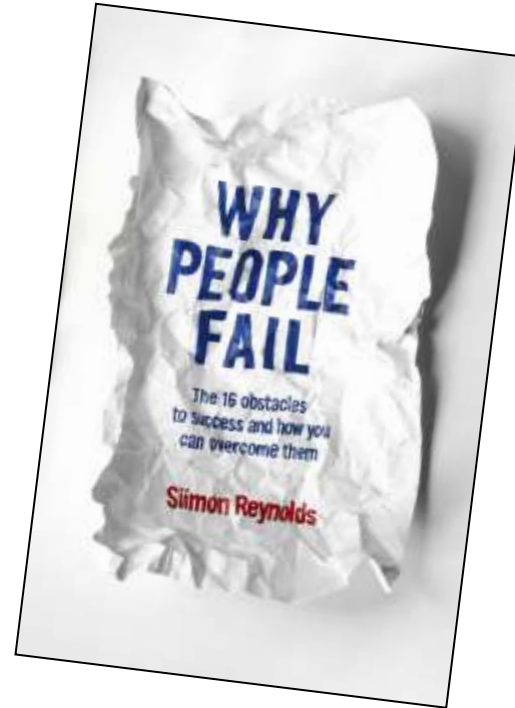
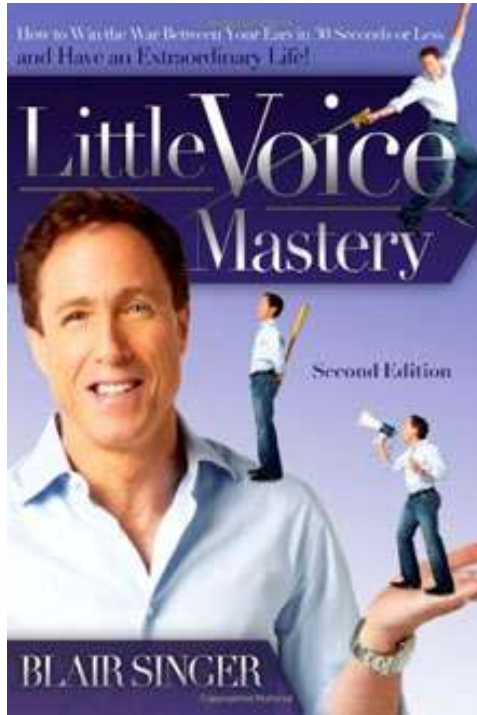
**SPEx**  
SPECIALIST  
PRACTICE  
EXCELLENCE



# YOUR SELFTALK OR LITTLE VOICE



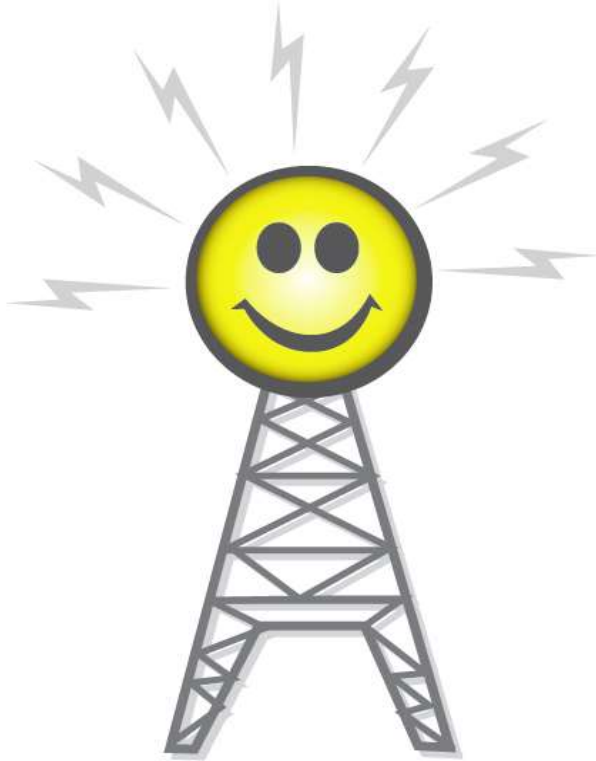
# MANAGING YOUR **SELF TALK & ENERGY** (PMA)





# MANAGING YOUR **ENERGY LEVEL**

- ✓ Sleep
- ✓ Rest
- ✓ Visualisation
- ✓ Music
- ✓ Sunlight
- ✓ Walking
- ✓ Exercise



- ✓ Massage
- ✓ Chiropractic
- ✓ Family Time
- ✓ Positive Friends
- ✓ Learning
- ✓ Time Alone
- ✓ Holidays

✗ Alcohol / Cigarettes / Junk Food / Red Bull / Drugs

**Think D.E.A.L**



**“Improve your Diet, Exercise,  
Attitude and Lifestyle to get  
more energy**





# HIGH PERFORMANCE MINDSET & RESULTS

- Morning Routine
- Mindfulness
- Meditation
- Affirmations
- Inner Voice
- Healthy Diet



- Lifting Weights
- Stretching
- Breathing (Wim Hof)
- Sleeping Better
- Vitamins
- Tech Detox (Blue light)



A photograph of a lush green rice field with several farmers working. In the foreground, a farmer wearing a white shirt and olive green pants is bent over, working in the water. In the background, two other farmers wearing white shirts and dark pants are also working. The field is filled with tall, green rice plants.

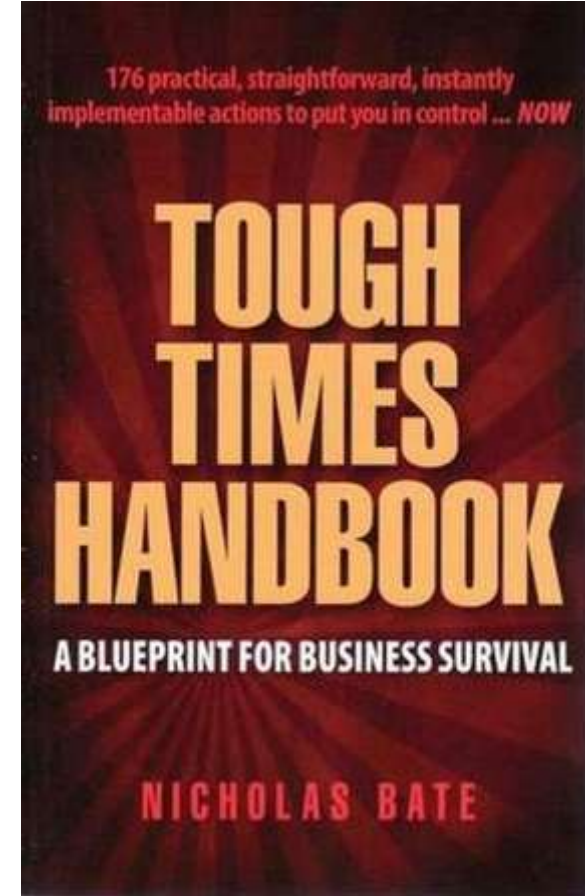
**“How hard you work and  
how much you make are  
not always related.”**

**QUALITY x QUANTITY**

**Work Smart**

# BUSINESS SURVIVAL IN **TOUGH TIMES**

- ✓ Turnover
- ✓ Teamwork
- ✓ Technology
- ✓ Training





# PROSPECT OF THE MONTH - POM

“If you don’t LOOK for them,  
you don’t find them!”

LOOK FOR YOUR CLIENTS OF CHC





# VISIT SIGNWRITERS FOR NEW BUSINESS

The chart is a complex project management tool, likely a Gantt chart or a similar task scheduling tool, used for organizing and tracking various tasks and projects. It is divided into several main sections, each with a different color and header:

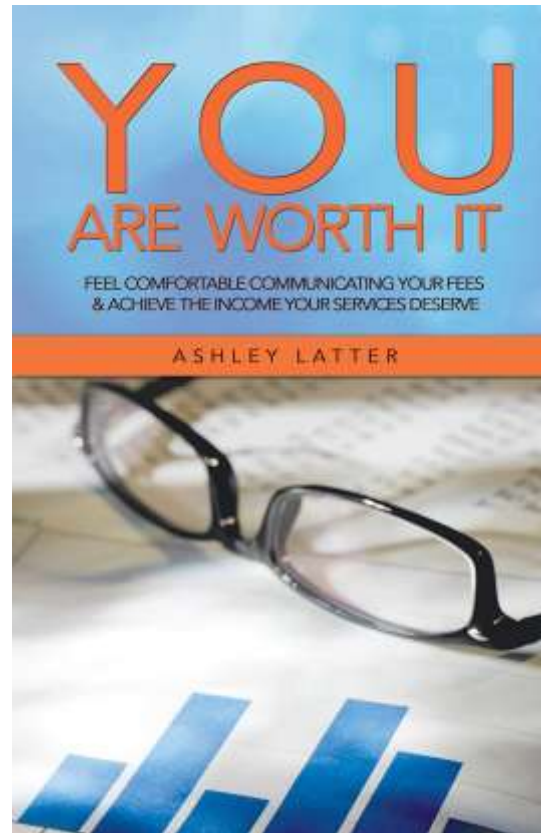
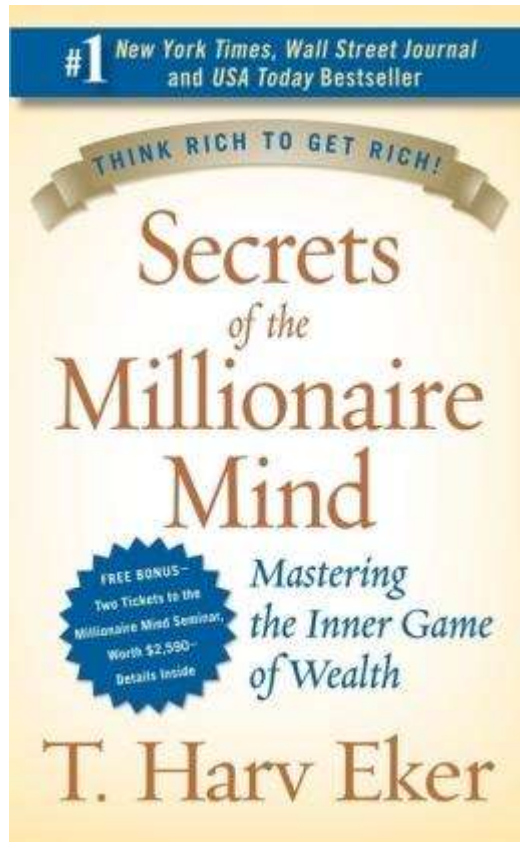
- Waiting jobs** (Blue header): This section is on the far left and contains a list of tasks with associated dates and status indicators.
- Sale Signwriting** (Blue header): This section is the second from the left and contains a large number of tasks, each with a date and a status indicator (e.g., "OK", "NOK").
- Protect Printing** (Green header): This section is the third from the left and contains tasks with dates and status indicators.
- Management** (Grey header): This section is the fourth from the left and contains tasks with dates and status indicators.
- Production** (Red header): This section is the fifth from the left and contains tasks with dates and status indicators.

Each section contains numerous small, color-coded cards with handwritten text, likely representing tasks, dates, and status. The cards are organized in a way that suggests a workflow from left to right. The chart is mounted on a light-colored wall, and a portion of a blue and white object is visible in the bottom right corner.

**COLLECT THEIR DATA!**



# VALUE, PRICING & CONFIDENCE

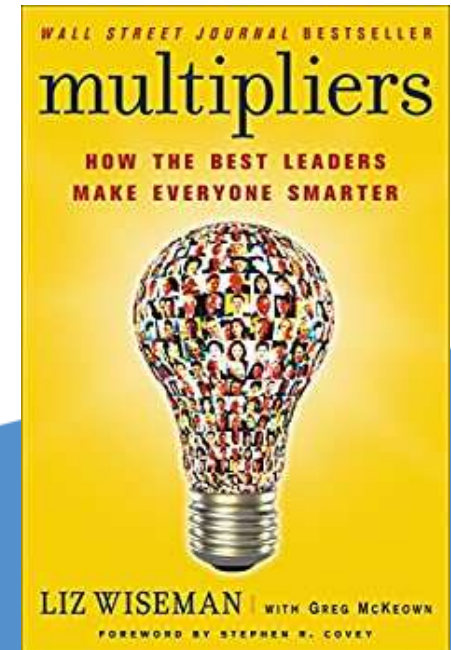


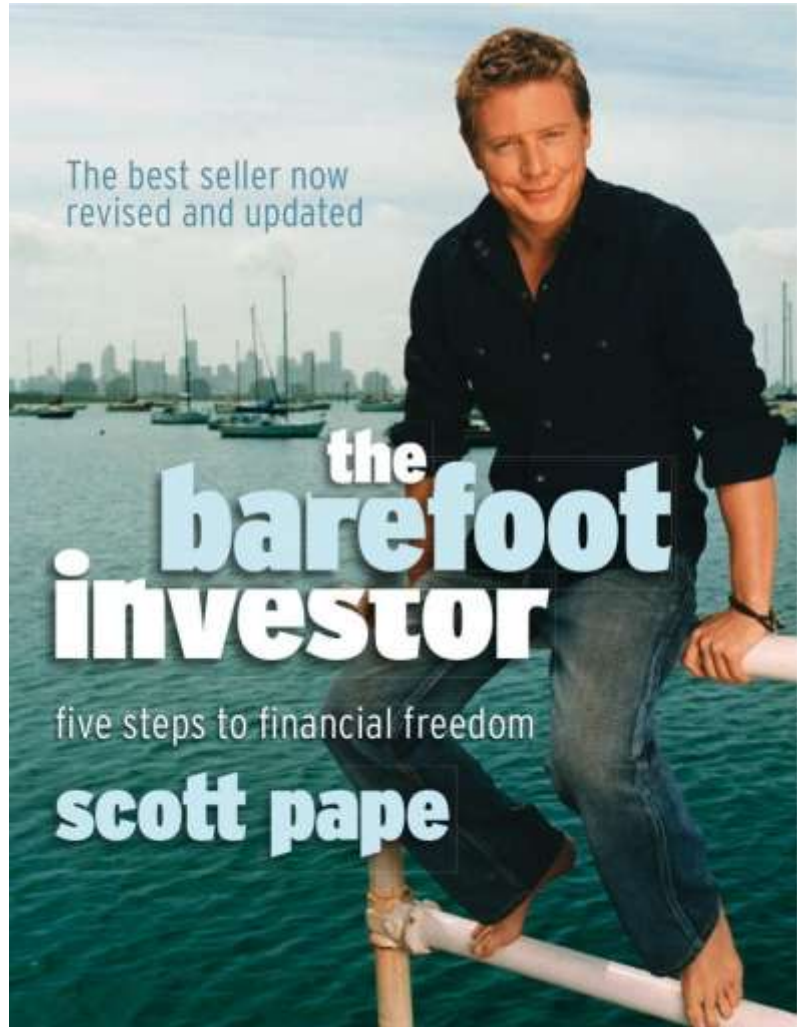
*Credentialing & Reputation*  
Provide More PROOF – **Why You?**



# Learn to Be a **Better LEADER & Build a TEAM**

- **FIND & RETAIN** the Best People – Country People & Recent Immigrants
- Learn to Understand **DIFFERENT PEOPLE** – Use Personality Profiling (DISC)
- “Look for the **GOOD**” - Be a **Multiplier** - Not a Diminisher (FAN their FLAME)
- **Give Better FEEDBACK** - the breakfast of champions, 3 to 1 +ve > -ve
- Regularly **TRAIN** your Team and use **Systems & Checklists**
- Learn How to **COACH** People – **ASK Great Questions**
- **You DON'T have to DIY – Just get it done well!**





Teach your  
TEAM  
**Financial  
Literacy**

# LEARN **AI TOOLS** FOR PRODUCTIVITY

## **CHATGPT + BARD + BING + CLAUDE**

- ChatGPT for Sheets
- ChatGPT for Google
- Perplexity AI
- Jasper AI
- Notion AI
- Fathom AI
- Merlin AI
- MidJourney AI
- Futurepedia



- ✓ Improves your Writing & Planning
- ✓ Give ChatGPT Feedback and Prompts
- ✓ Use Shortcuts and AI Fire cheat sheets
- ✓ Personalise Your Emails and Comms
- ✓ Use Data Analysis Tools
- ✓ AI Tools for Excel / Sheets calculations
- ✓ Use AI Research with caution

SEE A BIG LIST of AI TOOLS

[www.davidstaughton.com.au/AI](http://www.davidstaughton.com.au/AI)



# GROUP DISCUSSION

What are your favourite TECH TIPS & TOOLS (AI)?



A wooden boat is beached on a sandy shore, with the ocean and a clear sky in the background. The quote is overlaid on the image in three stacked dark boxes.

Time is your most  
precious resource; make  
every minute count.

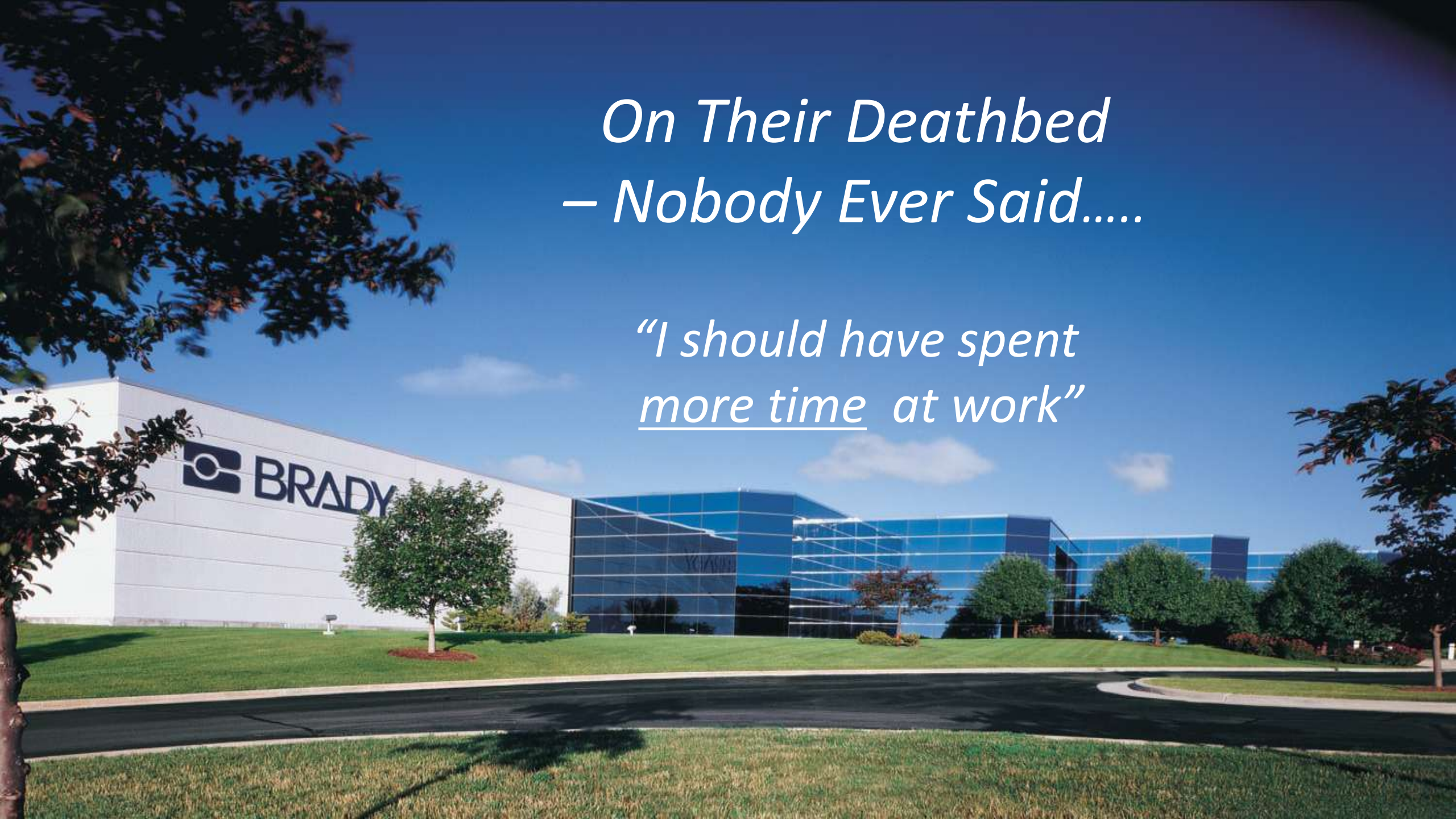
Brian Tracy

 quote fancy



*On Their Deathbed  
– Nobody Ever Said.....*

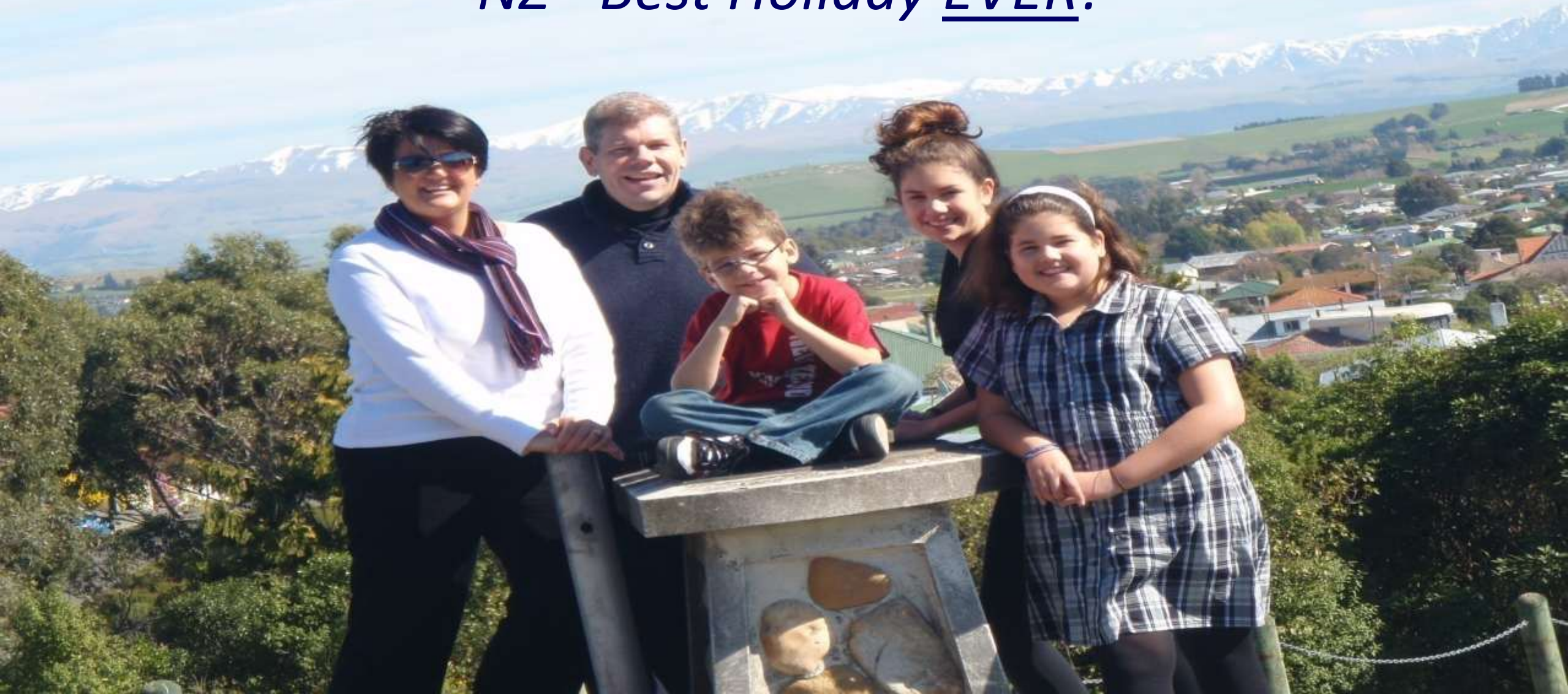
*“I should have spent  
more time at work”*



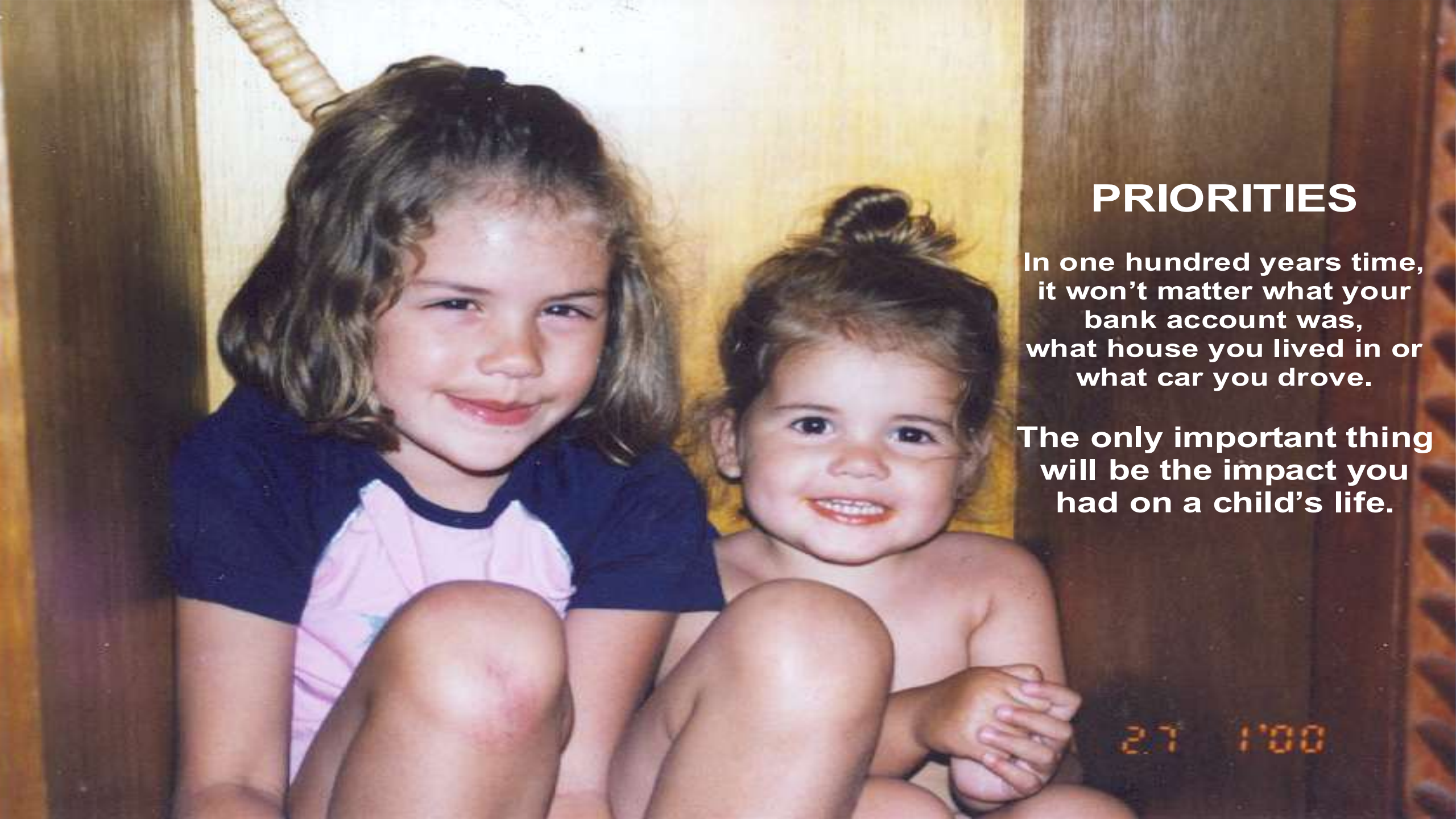


**Spend More Time With The Family & Travelling**

*“NZ - Best Holiday EVER!”*







## **PRIORITIES**

**In one hundred years time,  
it won't matter what your  
bank account was,  
what house you lived in or  
what car you drove.**

**The only important thing  
will be the impact you  
had on a child's life.**

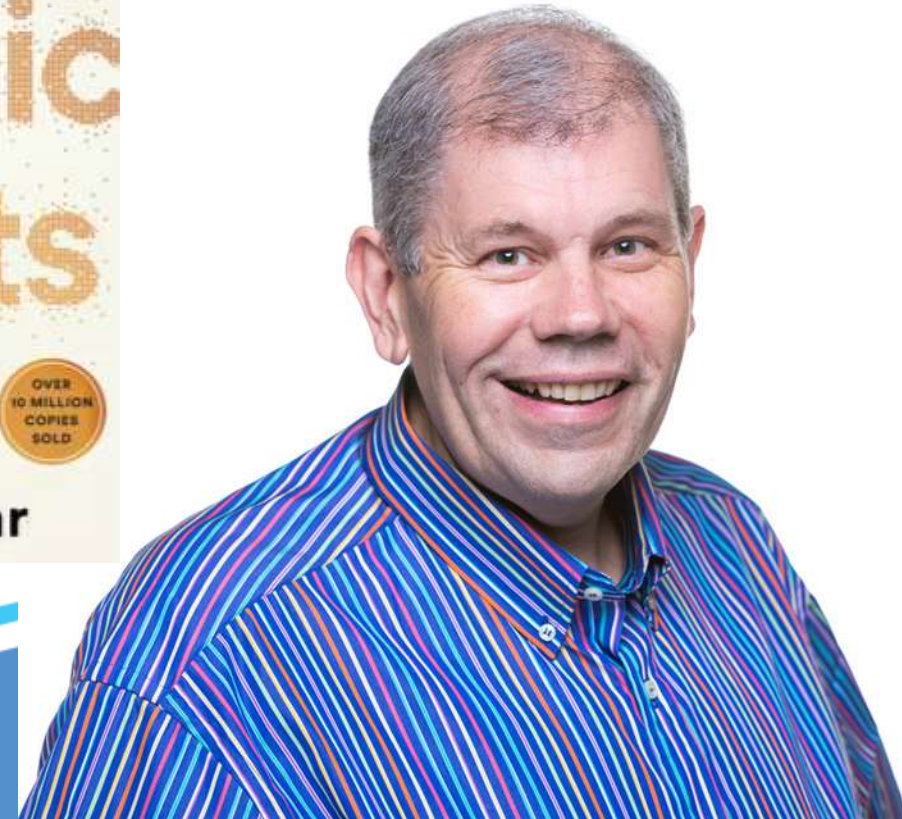
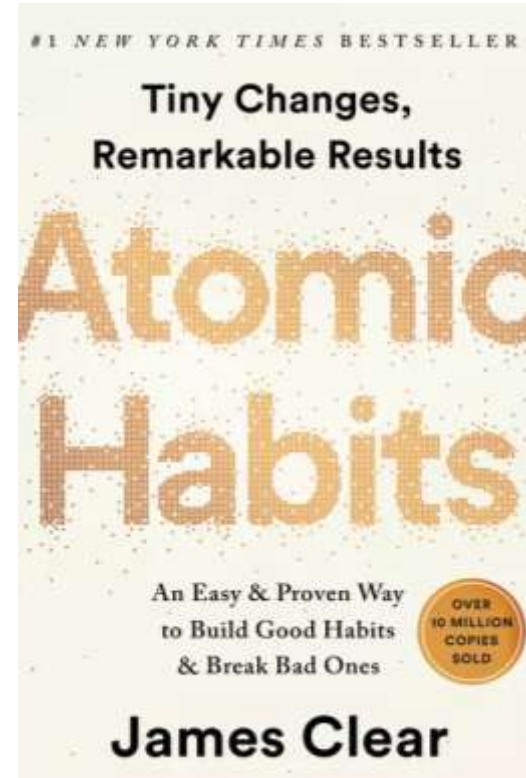
27 1'00



BIG DAVE  
2007



**CHANGE YOUR  
HABITS =  
CHANGE YOUR LIFE!**





**TIRED OF  
BEING  
FAT & UGLY?**

**JUST BE UGLY!!**

**GYM**

**Tel: 251 7928**

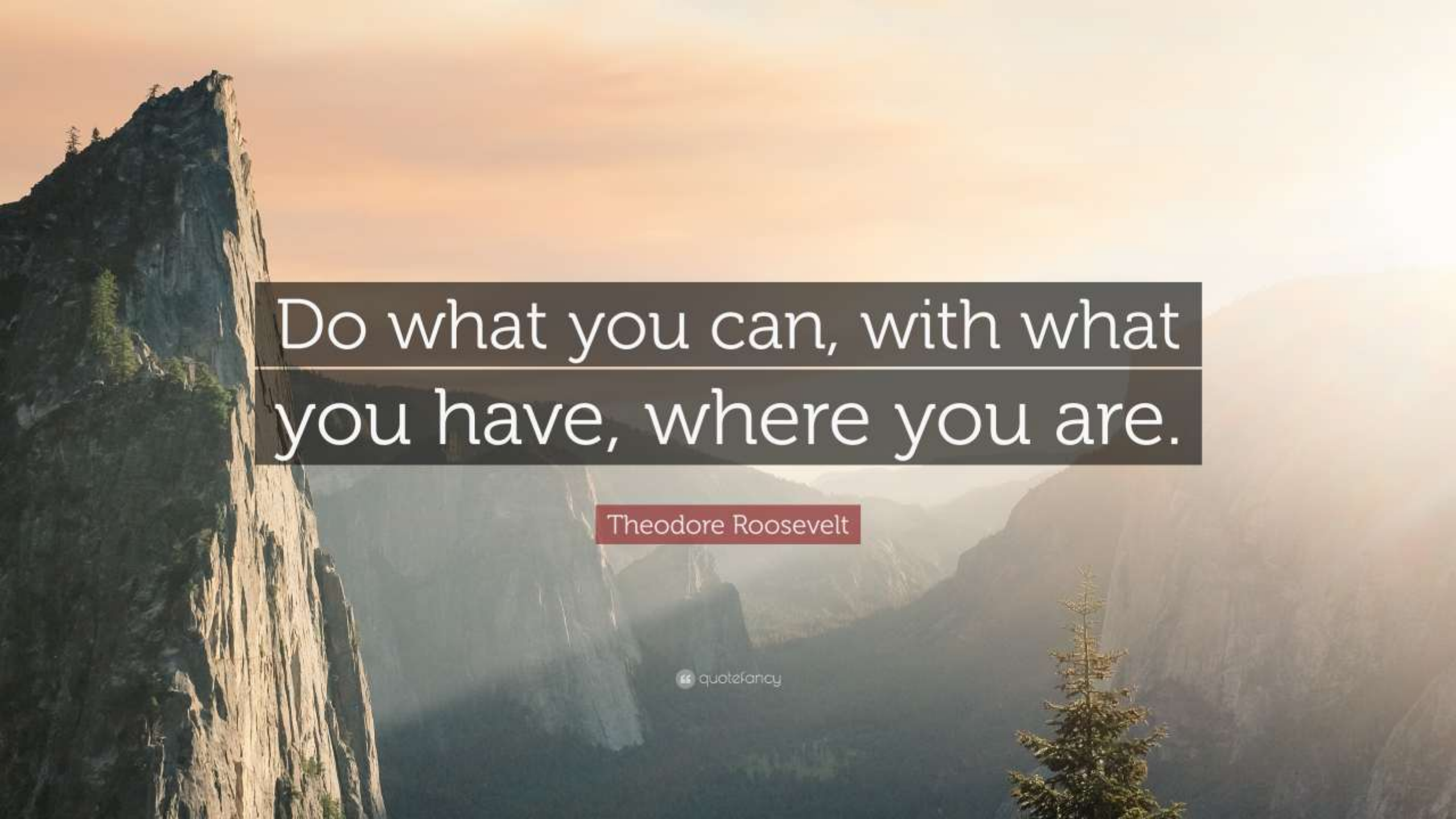


**SPEx**  
SPECIALIST  
PRACTICE  
EXCELLENCE

**SMALL DAILY  
IMPROVEMENTS  
ARE THE KEY TO  
STAGGERING  
LONG-TERM  
RESULTS**







Do what you can, with what  
you have, where you are.

Theodore Roosevelt



# CONNECTING WITH DAVE



[www.davidstaughton.com.au](http://www.davidstaughton.com.au)

[www.speakeradvisor.com.au](http://www.speakeradvisor.com.au)

[david@davidstaughton.com.au](mailto:david@davidstaughton.com.au)



[DavidStaughton](#)

[DavidStaughtonSpeaker](#)

[@DavidStaughton](#)

[DavidStaughton](#)

[DavidStaughton](#)

WANT SOME HELP? – Call me on 0408 375100