

A System to Grow Your Business 200% in 12 Months

Special Offer for SNN Members!

Receive 10% off the

Got Results, Respect, Revenue?

book with a description of The System
using coupon code “snn” at
www.GainingResults.com



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*Gaining Results partners with inspired CEO's who are (or want to be) growing at 20%+ per year. Start **Mastering the Rockefeller Habits** and adopt the wealthiest business leader's practices to reap the rewards of growth of 20%+ four years in a row. When you do, you will have attained **Gazelle** status: creating jobs for your community, freedom for you & ecstatic customers.*



The System

1. Define your t_____.
2. What is your h_____?
3. What is your c_____?
4. Select _____ interviewees. They will suggest the rest.
5. Write your questions?
6. Do you have a t_____?
7. Write advance e_____ and phone script.
8. Conduct _____ for the book.
9. Ask for permission for second m_____ to share results.
10. Uncover e_____ w_____. Ask to meet to explore EW resolution.
11. Plan, write, edit, publish book & book launch.
12. Design & plan one-of-a-kind _____ launch party.
13. Follow up, follow up, follow up.

Gaining Results helps you scale and sustain: Results, Respect & Revenue

**AUTHOR
YOUR
BOOK
TODAY -
PAGE 100**



GAINING RESULTS^{INC.}

Helping your business grow 20%+



GOT RESULTS, RESPECT, REVENUE?

Innovative Strategies from 60+ Succeeding Leaders

By Betsy Allen, MBA, CSP, MOK

GOT RESULTS, RESPECT, REVENUE? INNOVATIVE STRATEGIES FROM 60+ SUCCEEDING LEADERS

"Time is short. So are these leadership snapshots, offering real-life voices and relevant lessons."

Mei-Mei Chan, president and publisher, The News-Press Media Group

"Betsy's excellent work with growth firms shows through in her series of concise mini-case studies—proving that these ideas work and work quickly to drive growth!"

Verne Harnish, founder and CEO of Gazelles, author of **Mastering the Rockefeller Habits**

"This isn't just another how-to-be-a-leader book. It's a fun read of real-life experiences of leaders who have succeeded in one of the more challenging economies ever."

Barbara Watt, broker/owner, international-award-winning Century 21 Sunbelt Realty

"If you want to think about your organization, your leadership, or you want someone else to, there is plenty here that can move you to action!"

Brian Botts, principal, Edison Collegiate High School

"This book embodies Betsy's 'call to action' personality."

Steve Marino, CEO, Home-Tech

"A corporate bible if there ever was one."

Gail Markham, founding partner of Markham Norton Mosteller Wright & Co, P.A.

"This is another one of those books that leaves you feeling like you can't wait to tell everyone that you're reading it."

Cass Wheeler, former CEO of the American Heart Association and author of **You've Gotta Have Heart: Achieving Purpose Beyond Profit in the Social Sector**

"Make your meetings regarding leadership exciting and relatable discussions."

Matt Chambers, president, Marine Concepts/JRL Ventures Inc.

"More than ever before, the pressure is on for management to get results and at a faster pace. Leading any government organization today takes guts, grit, perseverance and thick skin. Change creates vulnerability, so be prepared to master the criticism, know what makes you tick and carry your integrity boldly."

Karen Hawes, County Manager, Lee County, Florida

WE'VE GOT TO START MEETING LIKE THIS...

"A meeting is an event where minutes are taken and hours are wasted."

James T. Kirk on Star Trek

"We are an A-level company. Recently, however, we have been experiencing some holes in our performance. So I went out and bought 52 helium balloons. And I called a meeting.

Everyone crowded in the room. I handed each person a balloon and a hat pin. 'On the count of three, pop the balloons together,' I said. '1,2,3 ... pop!'

As you can imagine, the noise got everyone's attention.

'Your jobs just blew up,' I told them.

'We are an A company and we're performing like a B company,' I explained.

'I trust you know how to fix the holes. You're the right people for the job; otherwise you wouldn't be here. If you're tired or burned out, take a vacation. But fix the holes by the end of this quarter.'

Bob Simpson, CEO, LeeSar

Betsy's Bonus: Do you notice Bob didn't just set a goal. He closed the loop with a deadline or target date.

While at Harvard Business School, I enjoyed studying strategic planning with Michael Porter, the strategic planning guru at HBS.

Michael says, "If your goal doesn't have a number and a date, it's not a goal. It's a hallucination."

Are you hallucinating or illuminating?

Conversational Catalysts

1. Are there holes in your team's performance? Explain.
2. What is one way you could creatively focus your staff's attention on identifying and fixing problems (like balloons)?
3. When will you hold your "fix it" meeting?
4. When will you assign a metric that matters to each and every employee? Who can you empower to help plan and track progress?

ARE YOU ENGAGING THE HEART?

*"I set goals and then test reality:
Am I achieving them or do they need adjusting?
Setting realistic goals is more an art than a science.
Sometimes you have to be forgiving of others.*

"It's important not to be thinking, 'I am the smartest person in the room.' I want to be intentional and be thinking and asking, 'What could go wrong here?' Then I need to be still and strive to learn.

"I have a high-powered, driving team. I can't browbeat anyone. When you need 110%, you must engage the heart."

President Wilson Bradshaw,
Florida Gulf Coast University

Betsy's Bonus: President Bradshaw shared with me, "Recently, I authorized an organizational diagnostic. I wanted to culturally take the temperature. There was talk that I would never make it public. I did. Every mean-spirited word went on the website. A core team of staff and students was asked to absorb and bring suggestions to the board. I try to work side by side with all our employees and not be hierarchical.

"Let's understand and value what people contribute. An employee said to me, 'You're the president. I'm just a janitor.' I replied, 'No, I am a state employee just like you.'"

Are you asking the tough questions and doing something with the answers? Most of my engagements begin with diagnosis, with the executives, sales staff and or the entire organization. Why? How do you measure behavioral and leadership return on investment (ROI) absent a baseline? Without diagnosis, action is potentially malpractice. Consider it a leading indicator where as revenue or profits are lagging.

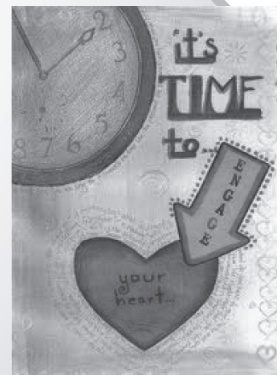
President Bradshaw walks the talk. He defines accountable and transparent engagement.

"I'm always looking for something to engage my imagination and take me on a little mental voyage. I just want a new topic in my life."

Steve Martin, comedian,
author, playwright

Conversational Catalysts

1. What are some ways you engage the hearts of your employees?
2. Do you have an instrument or process to quantify how emotionally engaged your employees are?
3. Is there evidence that employees enthusiastically refer your organization to their family and friends?



YOUR BOOK *NOW!*

Would you like a customized version of this for Your Industry? Your Community? Your Company? Your Chamber? Your Church?

Imagine honoring respected thought leaders and their best-practice kits for their years in your industry. How would that make them feel?

Imagine creating a legacy product that captures the enduring wisdom of icons in your community. What lessons could they share? What growth could they inspire?

Imagine positively profiling a composite of company leaders who exemplify your core values. How can we learn from them?

You don't have to imagine it. Got Results? Publishing Inc. can do it for you.

This book is designed to be hypercloned (rapidly repeated) and used by an individual, an executive team or an organization as a catalyst for growth, marketing and competitive immunity. We can write, edit and publish your book for you and deliver it to your doorstep in time to help you with current issues. Don't let writer's block, fear of a big project, or present priorities keep you from considering a custom book. We do it all!

Is There a *Book in You?*

1. As an executive, could you highlight core values by honoring a host of employees' humble stories (you'd be a loyal, engaged employee, wouldn't you)?
2. As a chamber executive, would you see to it that your chamber of commerce created champions in your leadership graduates (you'd keep up your membership, wouldn't you)?
3. As a leader of a not-for-profit organization, why not exalt donors or board members (you'd stay committed, wouldn't you)?
4. As a for-profit sales executive, could you create competitive protection with your top 50 customers (you'd keep coming back, wouldn't you)?
5. As a spiritual leader, might you celebrate community leaders and their ongoing contributions (you'd keep attending, wouldn't you)?

Bonus: A Baker's Dozen Ways to Use

GOT RESULTS, RESPECT, REVENUE?

Seamlessly integrate these lessons learned to optimize your meeting rhythm for impact, collaboration and forward momentum. Get several copies today so you can ...

1. Start the 10 minute staff-meeting conversational catalysts (more than a year's worth of weekly meetings).
2. Develop leaders to help your smart execs get even smarter.
3. Use when staff members don't play well together, as a mediation tool.
4. Make it required reading for new employees so they "get" your corporate culture.
5. Give to prospective vendors as a sample of core values.
6. Thank clients in a unique way for their continued business.
7. Win the business of potential clients in a new way.
8. Give it to your son in high school or your daughter in college. Tell them it will help shape them into effective leaders in their classroom, locker room or home life.
9. Show your toddler the book. Maybe they'll want to use it for show-and-tell because their parent or the boss of their parent is in it.
10. Give it to the employees of your colleagues and customers.
11. Use it as an ideal resource for educators and influencers on additional ways to make a difference and initiate discussion.
12. Celebrate your mentor by starring your page and thanking him for his influence.
13. Use Conversation Catalysts to leverage the leadership of your mastermind, walking or book club.

Tailor the Template

Got Results, Respect, Revenue can also be used as a template for a book tailored to an organization with a specific message to deliver. The organization could be a church, a chamber, or a customer. The entity could be for profit, not-for-profit, government or a newspaper. It could be an association, a society or a speakers' bureau. It could be a city, a county or a culture. It could be a cause, candidate's campaign contributors or athletic achievers.

Betsy's Bonus

Just as I have used my "Betsy's Bonus" to move my message, you can use **your input** to create "Dan's Deliverables," "Gary's Gifts," "Nancy's Nuggets," "Karl's Kwips," "Angie's Ahas," or "Zeke's Zingers." **Share your transforming takeaways with your audience!**

The Publishing Process

- 1) Decide your purpose for the book. To build interest, loyalty, or retention?
- 2) Crystallize your theme, values or core messaging to be featured in the book.
- 3) Select a diverse mix of people to be interviewed for the book.
- 4) Contact, schedule and conduct in-person, Skype, or phone interviews:
 - a. Write up the questions,
 - b. Write up your quips. Each page should highlight a "word of wisdom" from you.
 - c. Storyboard the collected interviews to select a non-repeated, innovative, comprehensive nugget from each interview
- 5) Strategically envision and execute a comprehensive holistic coverage of your industry or market area.
- 6) Distill your interviewees' wisdom into a compelling, intriguing, "never been said that way insight."
- 7) Read, edit and polish your points.

Don't have full time to devote to this effort? **We can help.** Through Got Results Publishing, we can write, edit and publish **your book** for you and deliver it to your doorstep in as few as 45 days (optional). That's less than 30 percent of the time it would take you to navigate and negotiate with vendors, interview the people and **publish your book.**

Gaining Results helps you scale and sustain: Results, Respect & Revenue

WE WANT TO HEAR FROM YOU

At Gaining Results Inc., we are always looking for the next interviewee. Nominate yourself or someone you admire for one of our upcoming books.

Want to help?

Keep your eyes open, ears listening and antennae up for innovative and successful individuals, organizations and events. When their leadership, teaching or coaching strategies “have you at hello,” take a moment to send their contact information to us at MyBook@GainingResults.com and put “interviewee” in the subject line.

With your permission, we will include the interview in a blog, newsletter, book, corporate or convention presentation or on our website.

We'll be glad to make this win-win and credit you, link to your website, blog or social media and send you our top 10 favorite interviews (which are constantly being updated).

Want more information?

Whether it is about Betsy Allen, Got Results? Publishing, Gaining Results, Inc. products, consulting, coaching or the Got Results? Planning™ process, visit GainingResults.com or blog.gainingresults.com.

If you're planning a conference, a convention or a program, you can hire Betsy or one of our Gaining Results consultants to share innovative strategies or moving messages that will have audiences on the edge of their seats and boosting behavior before they leave the room. “It will not be basic, boring ‘been there, done that’; it will be ‘new to you, you can use.’”

Betsy has been coaching, consulting strategically, training adults and authoring seminars, books and keynotes for over 20 years. Her success as an audience-centered, results-oriented, high energy presenter led her to open Gaining Results, Inc. (GRI).

At GRI, she helps inspired business leaders strive for higher levels of revenue, lower costs and enhanced leadership. She has delivered more than 2,000 seminars and workshops to Fortune 500 clients, not-for-profit organizations, international audiences and government agencies.

Betsy was most recently certified as a Gazelles International Executive Coach, joining an elite group of less than 100 in the world.

GRI clients include: the Abu Dhabi Federal Government, Allergan, Cypress Cove Retirement Community, Covidien, Edwards Life Sciences, Home-Tech, Johnson & Johnson, LeeSar, Manhattan Construction, Inc., McDonald's, Microsoft, Promotional Incentives, Sanofi Aventis, Toshiba Medical and The World Bank.

Do you want to interview Betsy for your radio or TV show? Contact us at 239-898-1623 or write to info@GainingResults.com and put “MEDIA INTERVIEW” in the subject line. We look forward to hearing from you soon so we can start Gaining Results for you.