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Hey everyone, welcome to another episode. Today I want to focus on your three to five, go to statements. So in recently talking to several individuals and coaching them and mentoring them, you know, we always find ourselves as we personally grow. And as we grow our businesses, we find ourselves in new conversations and new situations. And so I came up with this methodology whenever I worked in corporate, and I was helping other leaders understand how to have consistent conversations about their business. And so if you think about it, you typically get the same questions about your business or about your leadership or whatever the case may be. Right? We usually get the same questions. You know, how's your business performing today? Right, if you if you have a supervisor, and you're a business leader, you know, you get questions like how's your business performing? You know, how was business yesterday? How many times Customer you have, you know, what's your customer service level? You get the same questions. And so, you know, not only in that regard, but you also get the same questions when it comes to you know, talking about your business. Well, what does your business do? Who do you serve? What is your goal? You know, how have you been trending? You know, what is your What is your financial goal for the year? Those are all this, we always get those same questions be about a business that we own, or if we're in a leadership position for another business. And so, I have found through the years that leaders will struggle with answering those questions. Okay. And so when we struggled to answer those questions, and don't mean, because we don't know the answer, okay. I'm talking about when we know the answer. We just don't know how to answer the question. Because either we're caught off guard, or, you know, we're not sure exactly what they may be looking for when they're asking the question and so we immediately start To go through this conversation in our heads, as opposed to having the conversation out loud. And so what I have taught my mentees and

my other coaching clients to do is have your three to five go to statements for certain situations. And so that's my challenge for you today. As you find yourself continuing to grow your business, people are going to ask you, what do you do?



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Right? What is your business about? Who do you serve?



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You know, what are you trying to accomplish? And it's almost like your elevator speech. And I'm sure you've heard a lot of people talk about your elevator speech, which is, you know, who you are and what you do. If you don't have one of those, I would encourage you to have one but this goes a little bit further. Because you need to have your three to five goto statements, when you get in conversations that are gonna end up with those same questions being posed to you. Okay, you know the answer, you just need to complete the phrasing in your mind. Because I am sure that you're going to say it differently every single time. It's like my last position that I had at my corporate job. The title was extremely long. And the title was like five or six words. And so I would say the title of my job different almost every time because it was so long and so convoluted. I kept trying to find a way to explain what I did in like two words, as opposed to the five word title. And every time I would stumble and say something different, and it was very awkward and uncomfortable, because the title didn't convey what I actually did. And so it was always frustrating for me. And so that's a great example of how I know what I knew what I did. I knew what the role entailed, but to try to describe that to someone was difficult. And so what I want you to do is take the time today to think about one of the most common questions that you get about your business. Okay? Or if you're a business leader, what are the Most common questions you get in your leadership role about your business. I want you to jot those questions down. And I want you to take the time today to write out your answers. What would you want to say every single time?



04:14

What would your answer be?



04:17

How would you say it such that it provides confidence in your leadership? If you can say it

the same way every single time, you've delivered the confidence that you want to convey about your knowledge, regarding your business, your position, whatever it is you're talking about. And so it's not that you haven't had the questions before. And it's not that you don't know the answer is that you've not practiced the answer to the point that you feel confident in the way in which you're going to convey it. And so that's my challenge to you, because we all know we've been in positions like that. And we've also been in positions where we've asked questions of others. And we know how that feels when we've asked questions of other people and they can't confidently answer it or They're stumbling around or they're not quite sure. It just seems like they don't know. We move on pretty quickly. Most of us in the business world if someone can't answer our question reasonably, quickly and with with a standard level of confidence, do we start to doubt that person's ability to help us as we move forward? Or just we start thinking maybe they're not as good at their job as, as I thought they were? Right? And that's, I mean, no one wants to be in that role. Definitely not us. So, today, three to five, what are those three to five questions that you consistently get the you know, you're going to have to always answer, write down the confident answer that you want to provide. Now, here's the other thing that I would advise, don't write a paragraph about what your answer is going to be. No way. Will you ever remember exactly how you want to do that? Give yourself two or three bullet points. Keep it very simple and direct. Answer the question directly with confidence. And say it consistently practice saying those answers those two to three bullet point And then move forward practice that you can add live as you go ad libbing is fine, when you're trying to do is nail down the two to three biggest points you want to convey. And if you can land the plane on those two to three every single time, you will have achieved your goal of delivering your message. All right? So what are your three to five? No paragraphs, let's just do some bullet points. And then I want you to practice it. Because I will tell you that if you can get these three to five down, whenever you go and get in a conversation, it's going to be a habit for you. The answering of those questions will be a habit and you will confidently answer them and move on and not think twice. But the message that you will convey about yourself will be tremendous. And it's going to remove the guesswork about oh my gosh, how do I say that? Or? I didn't answer it right this time or I still need to figure out exactly what I want to say there. Nope. You saw all of those problems just by doing this exercise. Right. So that is your Past for the day. What are your three to five? I'm excited to get some feedback from you and hear how that works out. Thanks for listening