

# INFLUENCING CHANGE

## Asking more Effective Questions



Professional Speaker & Team Trainer

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

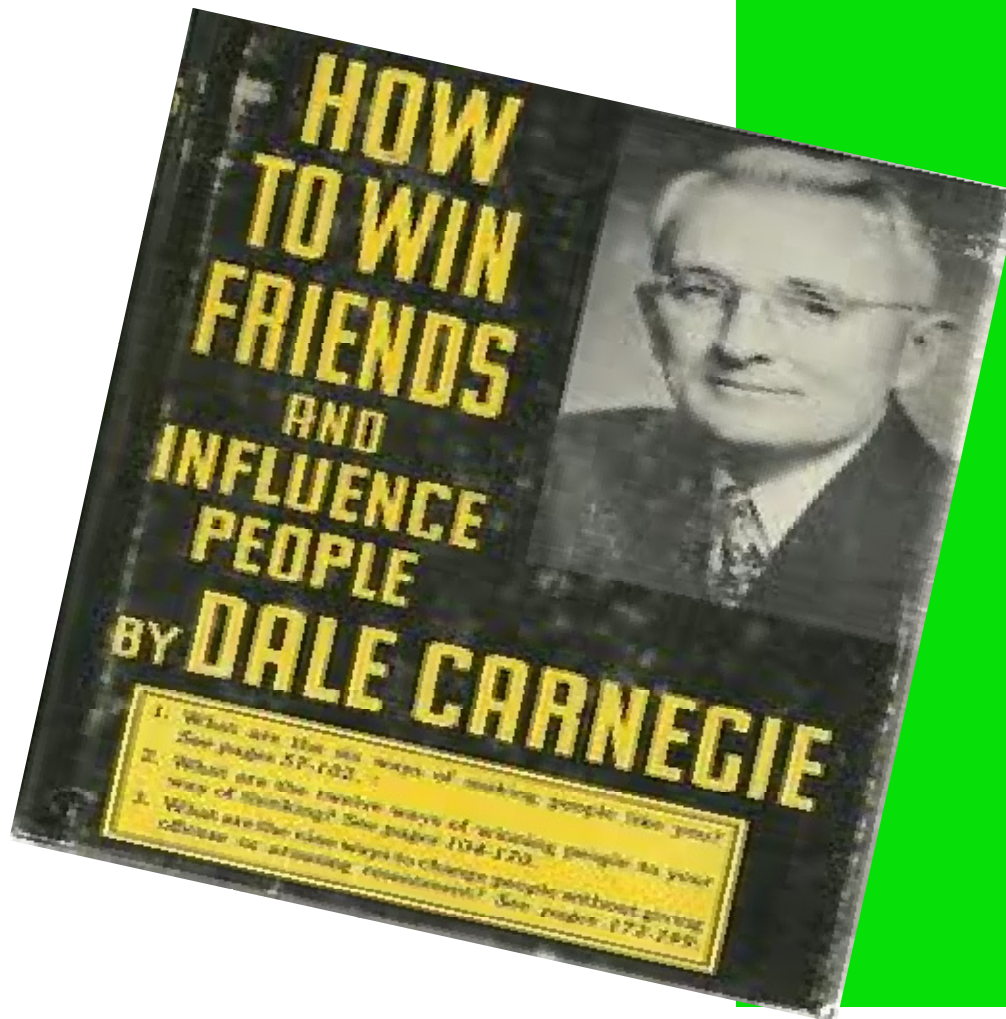


**David Staughton**  
The Business Improvement Guy



**David Staughton**  
The Business Improvement Guy





  
**KEEP  
CALM  
BECAUSE  
I LOVE  
DALE**



# **MILLION DOLLAR QUESTION for HANDLING UGLY QUESTIONS – PRICE, AVAILABILITY & FINE DETAIL**

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

# MILLION DOLLAR QUESTION FOR SHIFTING MINDSETS

*“By the way,  
have you considered (offer)  
BECAUSE (reason)”*

***A REQUEST WITH A REASON  
GETS BETTER RESULTS***

# Value Proposition - CVP – USP - POD

# WHY?

*Give me a BIG enough reason WHY?*

*START WITH A PURPOSE*

*SEE Simon Sinek TED TALK*



# Some of DAVE's BIGGER CLIENTS



**David Staughton**  
The Business Improvement Guy

# THANKS!



# CTPM

Australasia

# A COMPETITIVE MARKETPLACE



**David Staughton**  
The Business Improvement Guy



# Change Brings Gifts

**“Find the  
opportunity  
in change”**

**INNOVATE & CREATE  
MORE NEW SERVICES &  
HOT NEW PRODUCTS**



**David Staughton**  
The Business Improvement Guy

# BATTLE FOR MARKET SHARE



## 1. DIVERSIFY

**Selling More Extras  
& Add-On Services  
NEW PRODUCTS!!**

## 2. INNOVATE

**Grow the PIE with  
New Ideas!**

## 3. AGGREGATE

**Getting Bigger –  
Merge & Shrink Costs**

## 4. ALLIANCES

**Working Together  
for Synergy**



**David Staughton**  
The Business Improvement Guy



# ATTITUDE REALLY COUNTS IN TIMES OF CHANGE



**Have a  
nice day!**

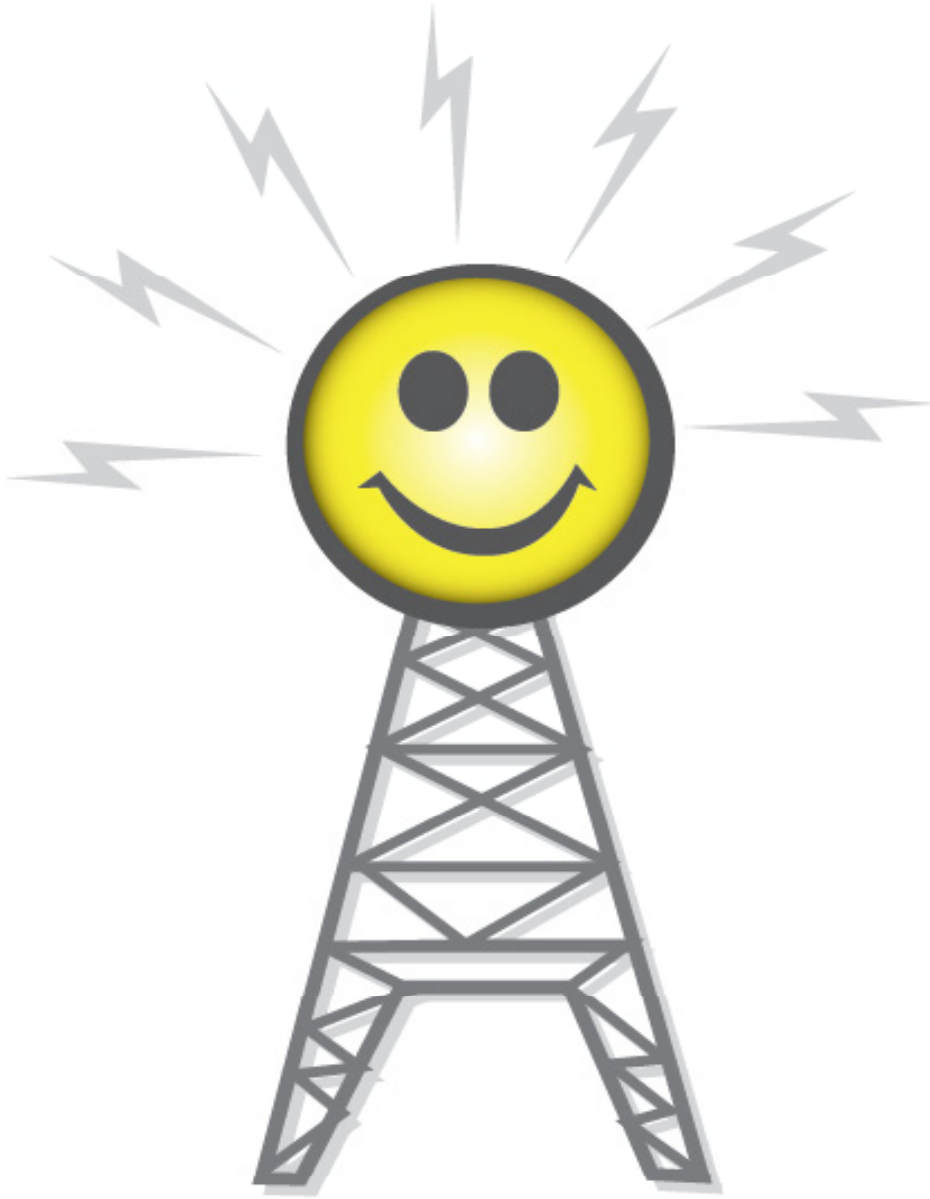


**Stressed out**

THERE IS ALWAYS SOMEONE CHEAPER!



**David Staughton**  
The Business Improvement Guy



# BE A BEACON!

**Positivity  
Optimism  
& Love**



# COMPLAINERS are CRAP MAGNETS!



# YOU CAN FLICK THE SWITCH FROM GRUMPY TO GREAT!



**Bite me!**




**Have a  
nice day!**

# QUESTIONS TO SHIFT MINDSET FROM GRUMPY TO GREAT

1. What's **WORKING WELL**? (Find the Good)
2. What are you **LOOKING FORWARD to**? (Future)
3. What **IDEAS** have you Tried?
4. What **CAN** we do?
5. What's the **NEXT STEP**?
6. What are you **GRATEFUL** for? (Positive Focus)
7. What's really **IMPORTANT** to you? (Values)



You missed a call from  
 who said  
"Woof woof woof woof  
woof woof woof woof  
woof woof woof woof."  
This message was  
provided by Telstra at no  
charge to you.

# “Avoid ‘yep,yep,yep’ syndrome”



Less Talk More Listen

**David Staughton**  
The Business Improvement Guy

# ASK BEFORE TELLING

Don't SOLVE ALL THEIR PROBLEMS – ASK Qs!

- *What do you think we should do about it?*
- *What else could we do? X 3-5*
- *How about? (add other suggestions)*
- *Which do you think is best?*

**BRING ME SOLUTIONS  
NOT PROBLEMS**



**“Be an asker -  
tellers belong in a bank”**

**Ask not Tell**



**David Staughton**  
The Business Improvement Guy

# ASK more MILLION DOLLAR QUESTIONS!



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

**THE TURN**



# THE TALE OF TWO BEGGARS

**David Staughton**  
The Business Improvement Guy



**David Staughton**  
The Business Improvement Guy

**“Tell people what you want.  
Be simple polite and direct.”**

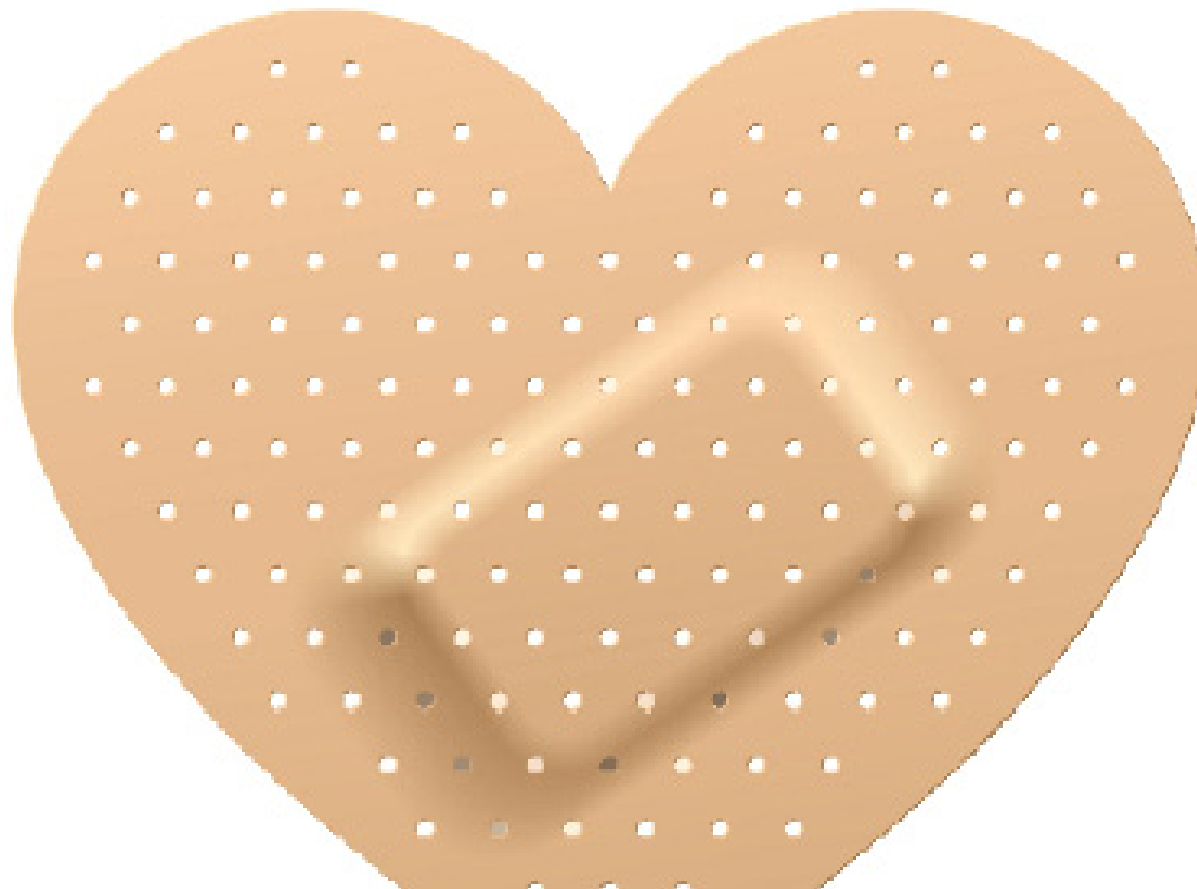
**Set clear Outcomes**



**David Staughton**  
The Business Improvement Guy

**“What’s one thing we could do  
to help you do a better job?”**

**Remove My Pain**





# ACCOUNTABILITY, COACHING & COUNSELLING QUESTIONS

- *Is there anything I'm doing that is stopping you from being great?*
- *We seem to have a problem with X – What can we do about it?*
- *Could you TELL ME MORE about that?*
- *What's really stopping you from X ?? What else?*
- *Could I just ask - WHY you're doing that?*
- *How is that working for you??*



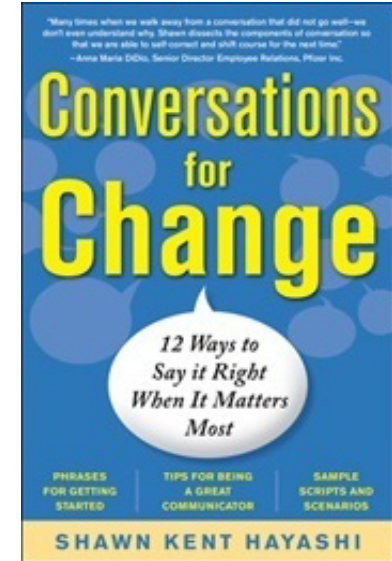
**“What you allow  
you teach!”**

**Enforce Standards**

**David Staughton**  
The Business Improvement Guy

# CONVERSATIONS FOR CHANGE (USING DISC MODEL)

## 12 Common Change Conversations



1. Connection - C
2. Create New Possibilities - S
3. Structure - D
4. Commitment - I
5. Action - S
6. Accountability – S&C
7. Conflict Resolution - S
8. Breakdown - I
9. Withdrawal – S & C
10. Changing – C & S
11. Appreciation - C
12. Moving On – S & C

# INNOVATIVE RE-INVENTION IDEAS - The Star Principle by Richard Koch



# FOCUS & CLARITY FOR IMPROVEMENT



# LESSONS FROM THE NAILS GAME



- Don't Give Up easily!
- First time is the hardest
- Work the SYSTEM
- Roles + Teamwork + Plan + Process = Wow!
- **PRACTICE** increases speed  
2 hours > 20 mins > 2 mins > 20 sec  
**> 10 seconds**

# GETTING THINGS DONE – MORE LESSONS FROM THE NAILS GAME

- ✓ Which resources have you tried?
- ✓ Online Solutions - Google – What? Or Youtube – How?
- ✓ Observe or Ask others – Request Assistance – Don't just DIY
- ✓ Learn from Others and Improve - Ripoff & Duplicate?
- ✓ Teamwork - Allocate Roles & Responsibilities
- ✓ Try things and Experiment – Research & develop a new way (fail faster)
- ✓ Any Feedback and Focus improves performance (speed)
- ✓ Develop a better System & Process – checklists!
- ✓ Outsource – Get someone else to do it!
- ✓ You don't have to DIY – just get it done well.



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

**Man Needs Purpose**

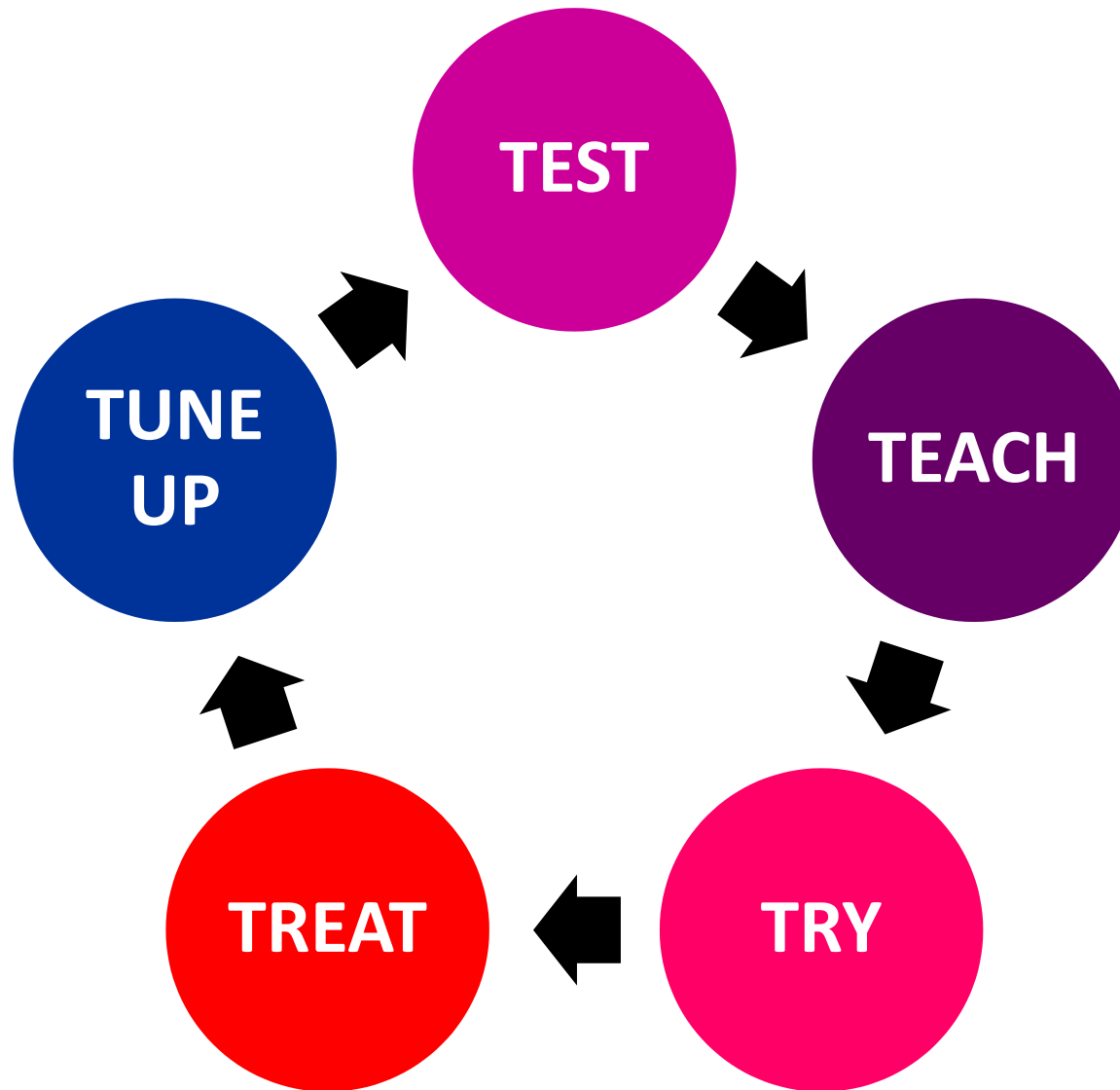
**David Staughton**  
The Business Improvement Guy

# FOCUS & FUN

- ✓ It's a GAME
- ✓ Scores on the Wall
- ✓ Colour / Pictures



# TEAM IMPROVEMENT CYCLE - CANI

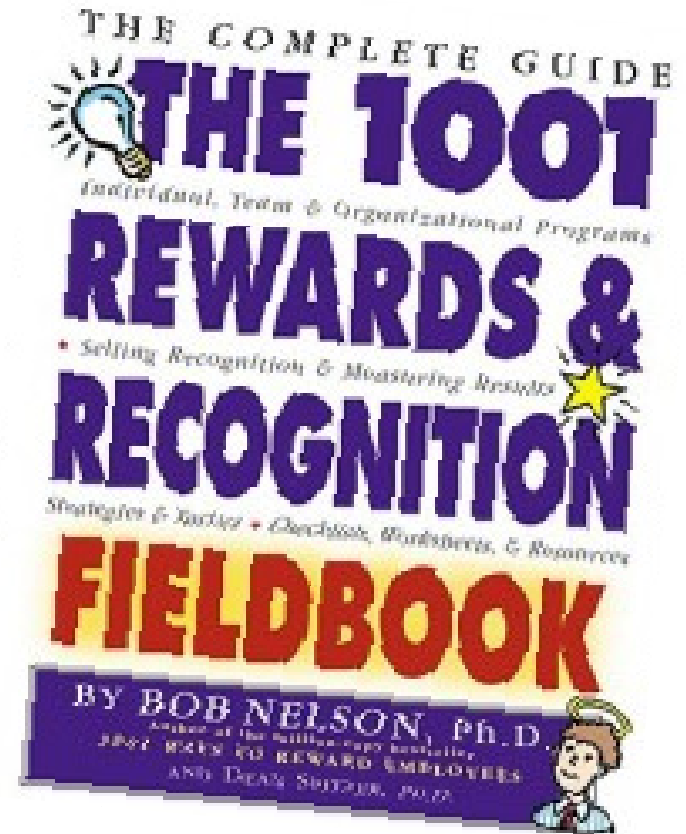




# TUNE UP / DEBRIEFING QUESTIONS

- *What happened?*
- *So what?* (does that mean)?
- *Now What?* (are you going to do differently)

# REWARD ANY IMPROVEMENT



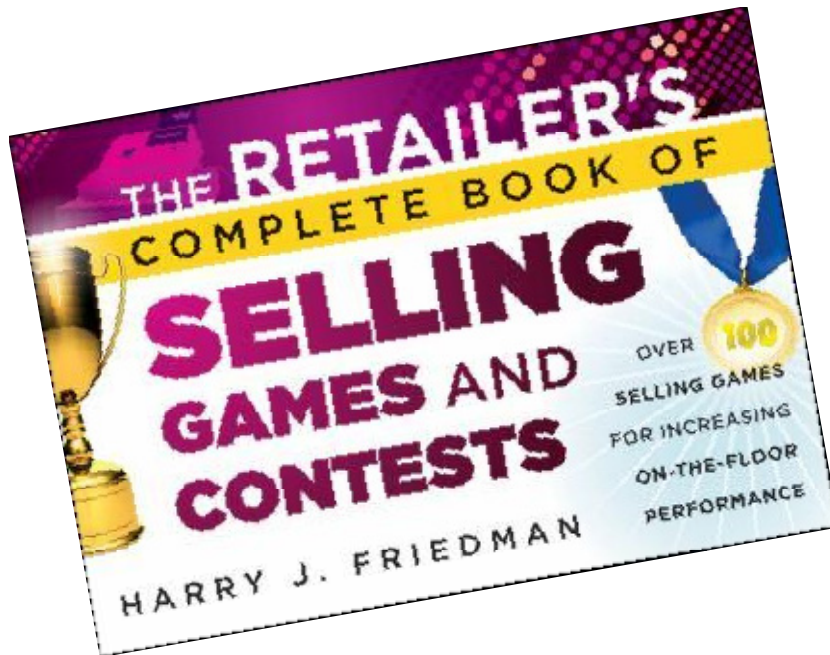




**David Staughton**  
The Business Improvement Guy



# INCENTIVES – Target & Bonus



**“What gets  
celebrated  
gets achieved”**



**Celebrate Success**

**David Staughton**  
The Business Improvement Guy





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

**Quality x Quantity**

**Work Smart**

**David Staughton**  
The Business Improvement Guy



# **“Don’t do it yourself- Just get it done well”**



**Learn to Delegate**

**David Staughton**  
The Business Improvement Guy

# BUILD HIGH-VALUE RELATIONSHIPS

A close-up photograph of a white ceramic coffee cup filled with a latte. The surface of the milk is decorated with intricate brown latte art, resembling a spiderweb or a starburst pattern. The cup sits on a matching white saucer. The background is a dark, textured surface.

**10 – 100 – 1000**

Dunbar's Number  
Saying NO!

# COLLECT THEIR DATA!



**David Staughton**  
The Business Improvement Guy

# USE YOUR BUSINESS CARD COLLECTION - THE POWER OF WEAK CONNECTIONS



**Linked** 



# PRACTICE PITCHING

**Train harder**

**“The more you sweat in training,  
the less you bleed in battle.”**

# F.T.I.

**= Failed to Implement**

There is no “Magic Solution”

Work on a lot of little  
improvements

**100 x 1% is harder to copy**

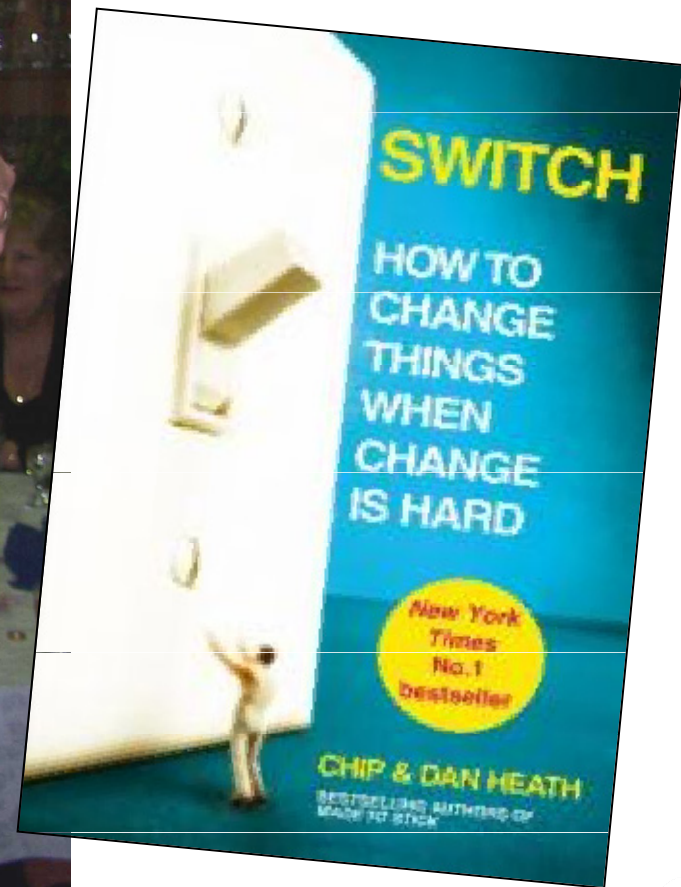




BIG DAVE  
2007

# IMPLEMENTING CHANGE

## Changing Habits



**David Staughton**  
The Business Improvement Guy

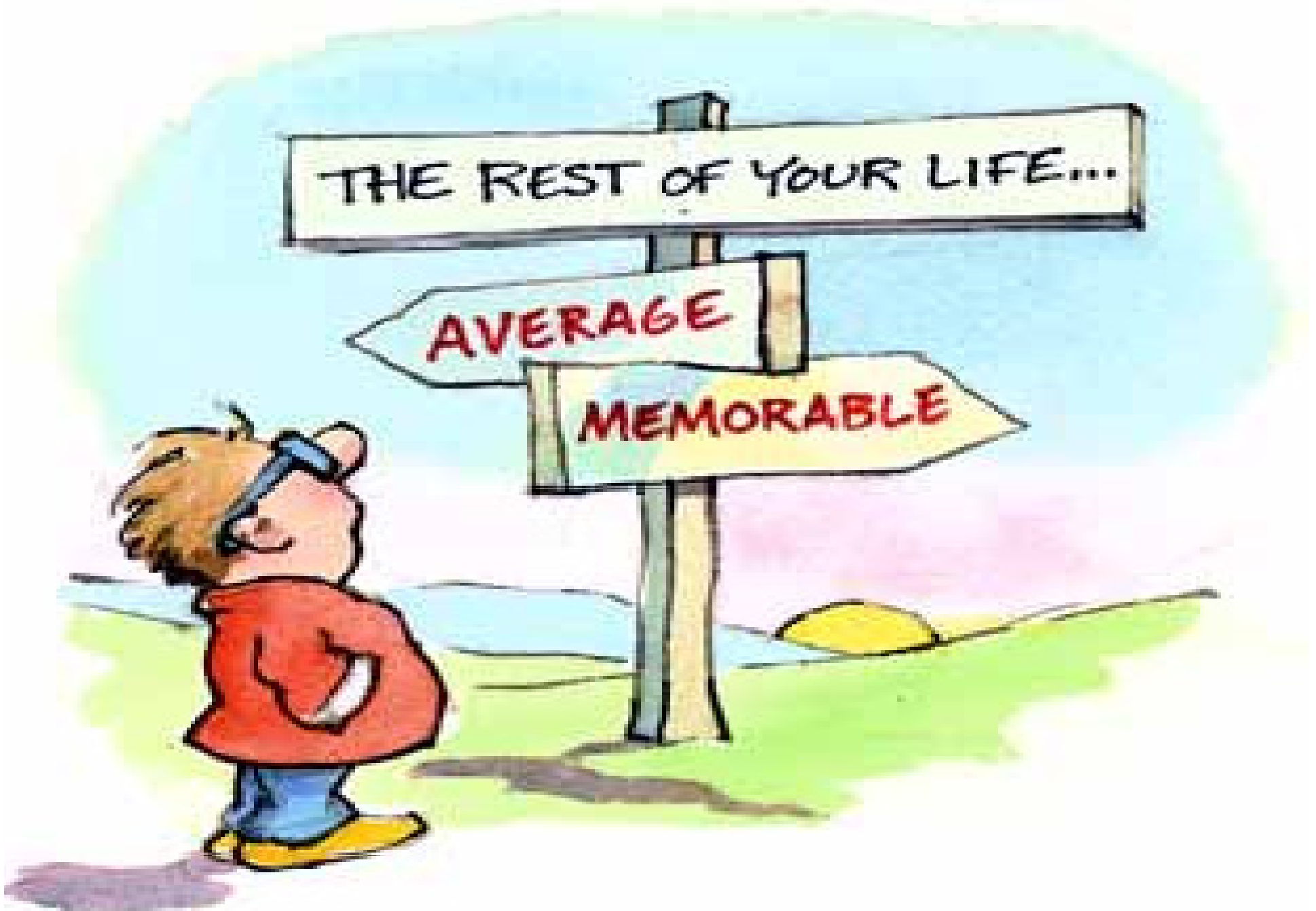




**SMALL DAILY  
IMPROVEMENTS  
ARE THE KEY TO  
STAGGERING  
LONG-TERM  
RESULTS**



**David Staughton**  
The Business Improvement Guy





**DIED WITH  
POTENTIAL  
STILL INTACT**





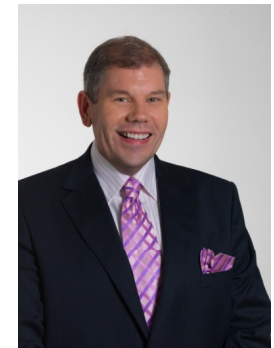
# BEST WISHES FROM DAVE!

For a FREE COPY of  
this Powerpoint  
and a great Manual (pdf)

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

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

Or Talk to QBE!



**STAFF, SALES & STRATEGY**