

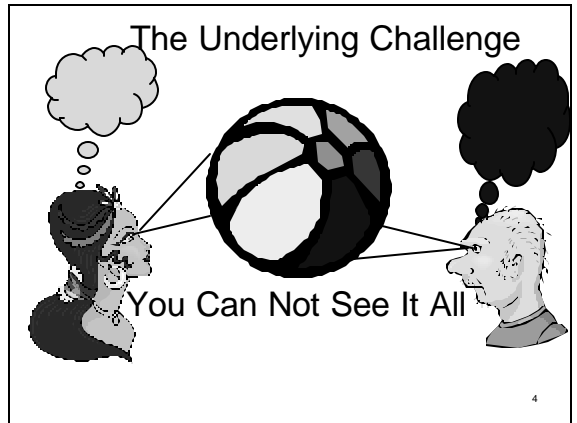
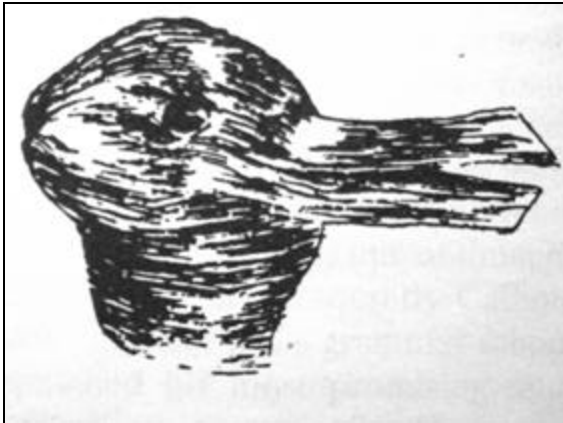
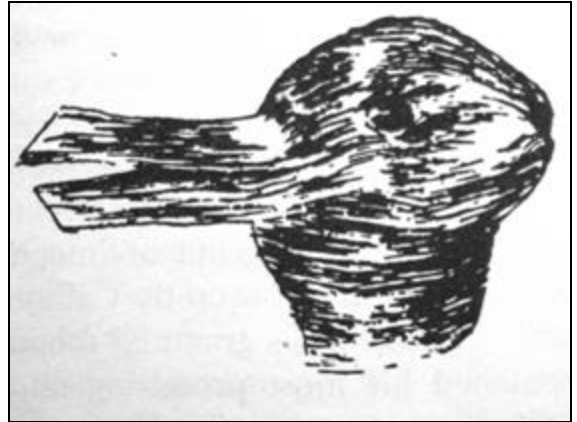


Presents:

THE MISSING INGREDIENT TO SUCCESS

By Will Phillips

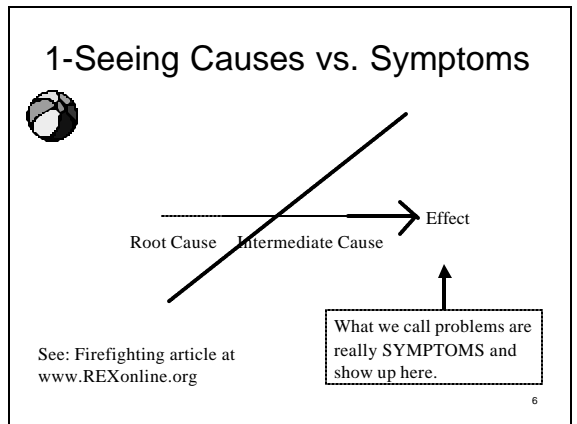
Will@REXonline.org



We think
we see the world
as it is,
**but we see it
as we are.**

Anais Nin

5





2-Working 'On' vs. 'In'

- E mail
- Phone messages
- Fed Ex
- Voice Mail
- Walk Ins
- Emergencies



7

Short Term Mind

- Urgent
- Impatient
- Responding vs. thinking
- Undisciplined
 - Goals do not drive actions and agendas
 - Trojan Horses abound.

8

Breaking The Cycle

- Beginning the day-Choose your attitude
 - [Nightingale.com]
- Review Goals and Derived Actions
- Create Getting Better Time
 - Personal
 - Business
- Armor it
- Getting Better Team
 - [Responsible Managers Get Results chapter 12 see www.REXonline.org]

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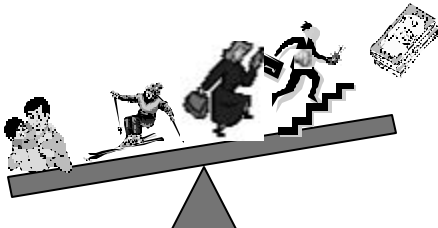
3-Major Decisions

- Data
- Experience
- Fears
- Assumptions
- Desires
- Ego
- Emotions
- Marketing
- Sales
- Operations
- New Products/services
- Accounting
- Finances
- Personnel
- Human Resource Development
- Legal
- Technical

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4-Balancing Life and Work

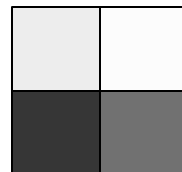


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5-Seeing Where We Need To Change

The Four Room Apartment



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The First Room



Energy
Joyfulness
You're in the groove.

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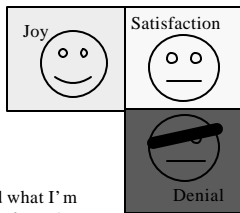
The Second Room



Things are still good, you feel satisfied, not joyful,
No reason to change.
Later- the doldrums set in
Energy drops.

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The Third Room



Who I am and what I'm
doing are out of synch.

15

Denial

- Protects you from

Pain

Confusion

Uncertainty

16

Denial

Also

PREVENTS

all significant learning.

17

Of 46 major U.S. businesses
that were in trouble:

-95% blamed poor performance on outside
conditions.

-5% blamed management decisions

..... of their predecessors.

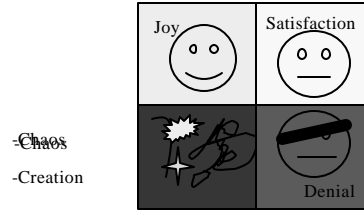
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Prescription for Denial

- Not a consultant, but
- An Insultant
- Some one with a fresh viewpoint
- No axe to grind
- Who lays out the evidence with respect,
- not blame
- Who makes the case for change
- Who can stand your upset
- Who does not go away!

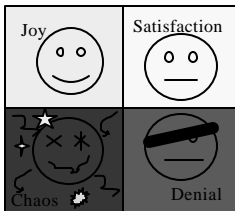
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The Fourth Room

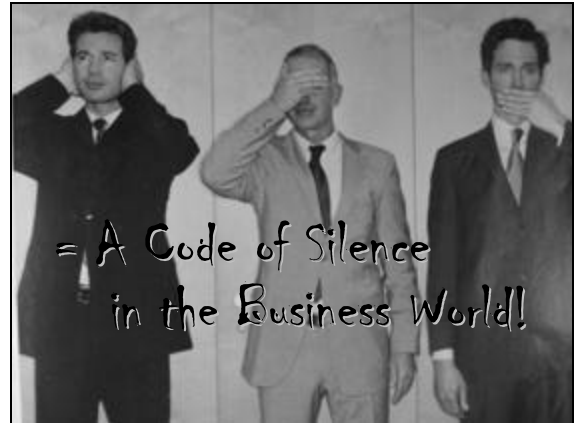


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Which Room Are You In ?



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Only One Factor Helps

An ir reverant search for the truth!

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The Barriers to Truth

Your Desire:

- to be right
- to be in control
- to avoid discomfort

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How To Wake Up

- Fail
- Be challenged by peers
- Pray *'Open My Eyes That I May See'*

25

A Buddy-A Peer



26

The Solution

- An informal board of peers
- An advisory board
- Business leaders
 - not Attorneys, Bankers and CPAs
- Non competitors
- Meet regularly
- Get vulnerable and find truth!

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The First

- Benjamin Franklin
- The Junto



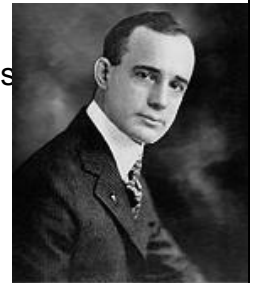
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Next

- Napoleon Hill
- Mastermind Groups



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Then – AssociationS

- Every new industry association
 - When it had less than two dozen members
- As association grows
 - Senior CEOs attend less
 - Or prefer the bar meetings with buddies
 - Or AI joins

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AN EXAMPLE

- 16 cardiac surgery teams.
- Using new technology for 12 months.
- 8 teams reduced average time 10% in 12 months.
- 8 teams cut time by 45% in 12 months.
- Why?



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Developing The Missing Ingredient

- Build Your Team
- Build A Master Mind Group

for Guidelines visit REXonline.org

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- Join An Executive Group

- YPO
- TEC = Vistage
- Renaissance
- The Advisory Board
- REX Roundtables

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*Thank You,
Will Phillips*



Updated Handouts
and
Resources cited
will be posted on
www.REXonline.org

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