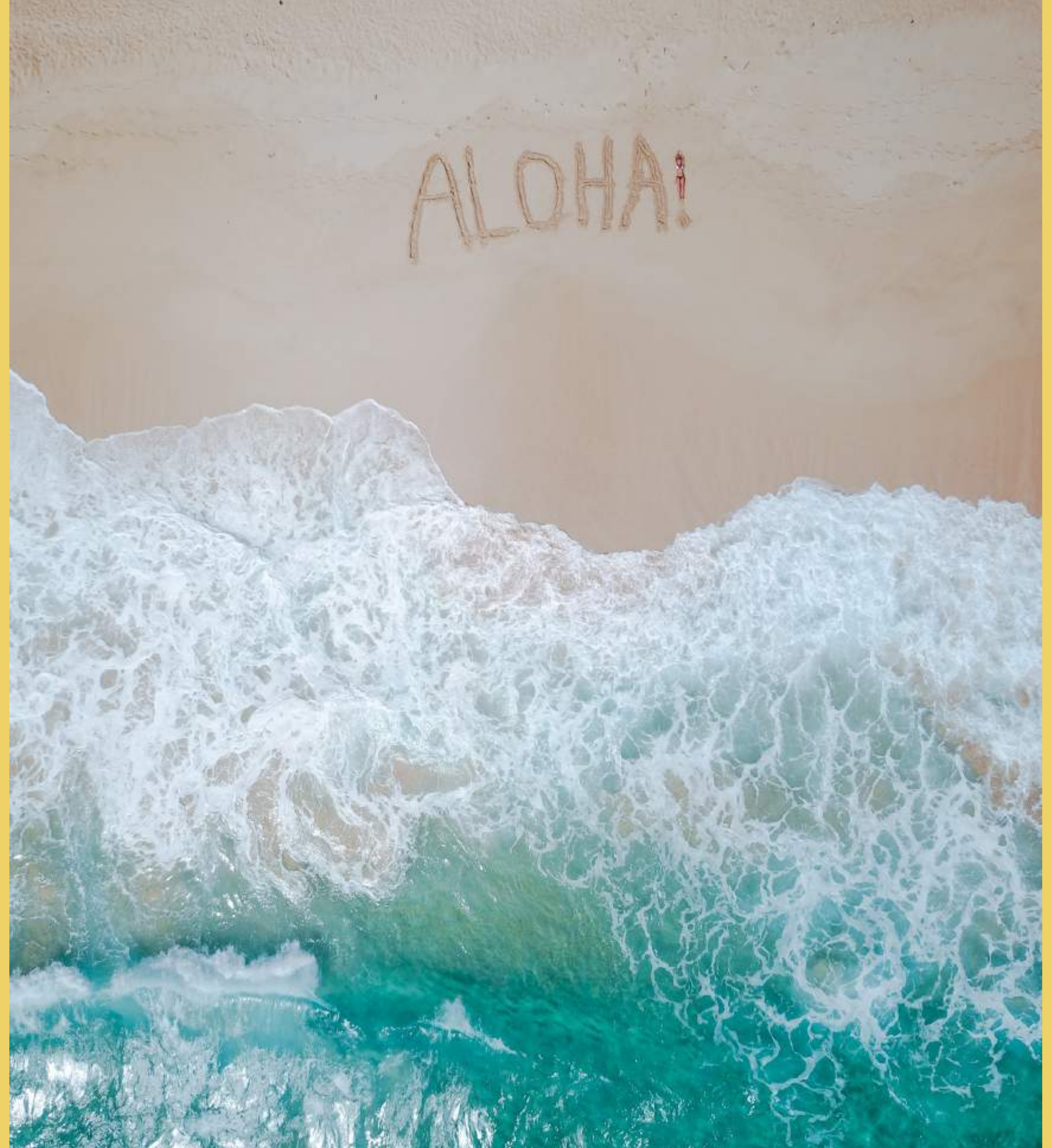


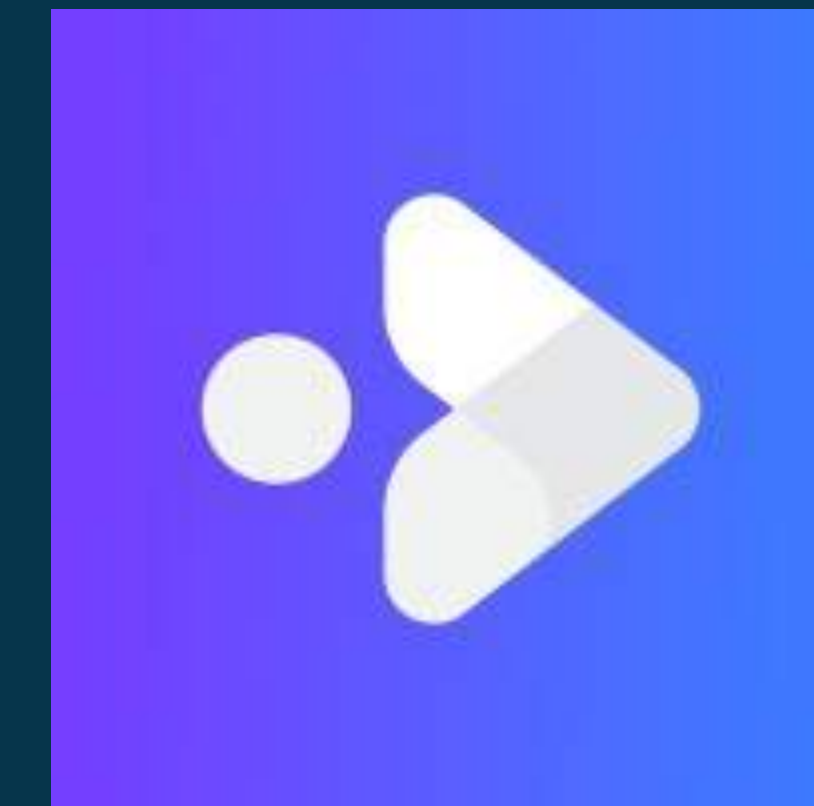
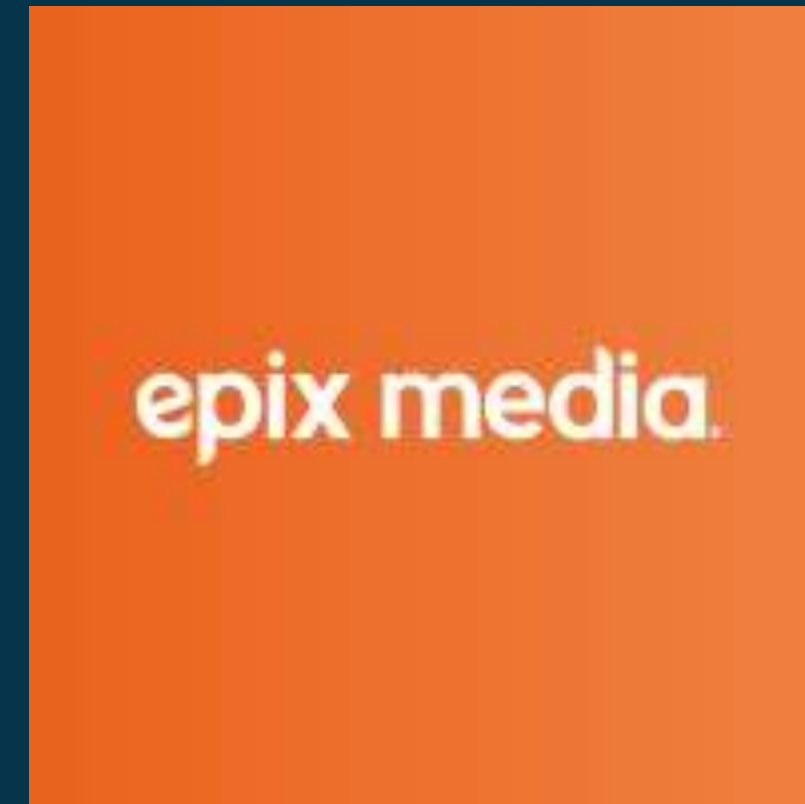


Momentum

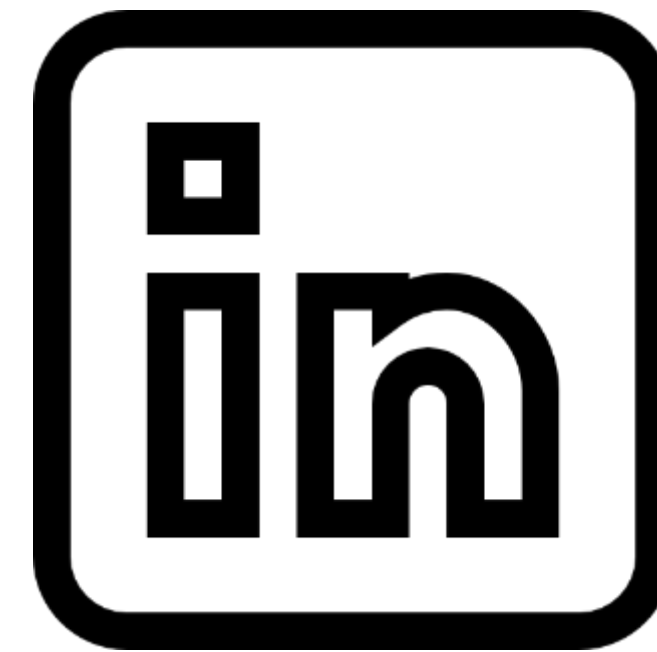
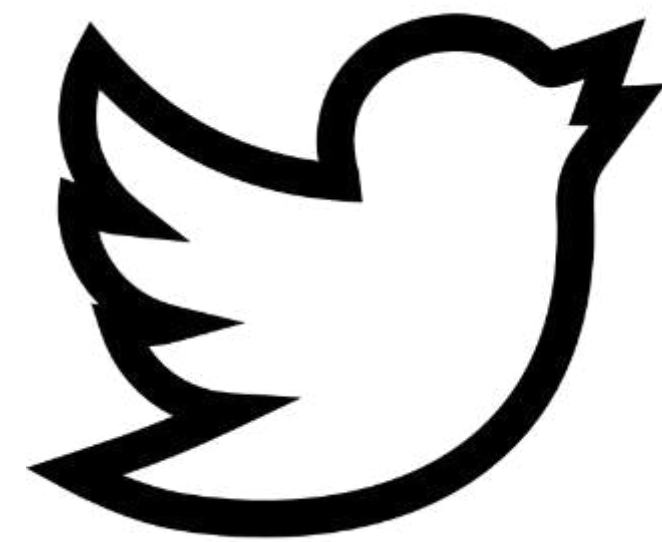
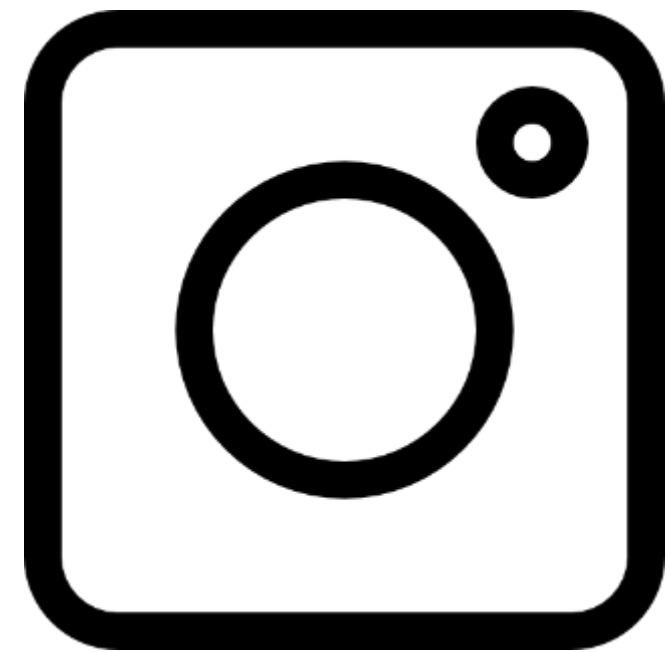
For Digital, Creative and Tech businesses in Lincolnshire, a fresh course designed and delivered by sector experts

Welcome Back!





#momentumlinc



Our Aims



Our goals for the 'course'

Giving everyone the 'luxury' of time to reflect & connect



Offer some frames, methods and big ideas for thinking afresh



Build some confidence and hope around what's next for you



Quick Recap



So...



Personal OS

In relation to your personal performance and that of your business, where are your current blind spots?



What 3 things do you need to work on now to make a difference?

1.

2.

3.

Understanding + Care

Empathy



Experience + Capability

Authority



Afters



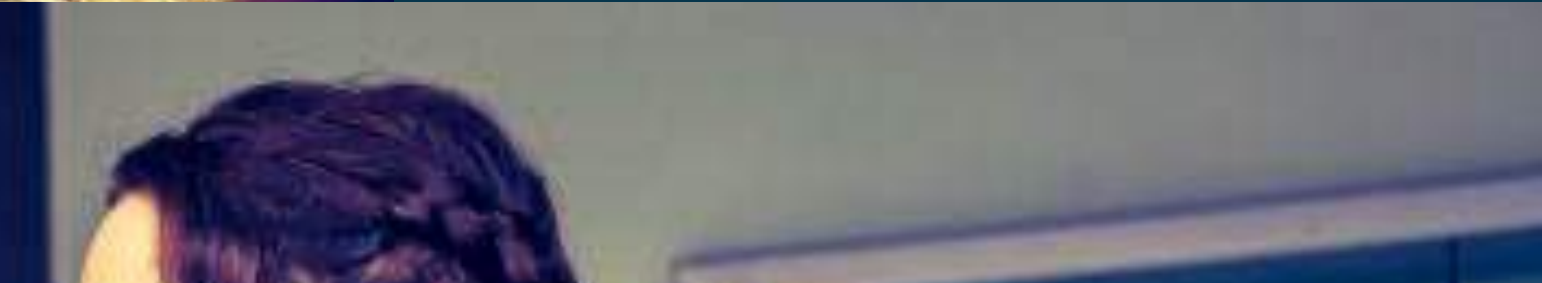
A) Influence and the Amygdala

Preserves life by...

- 1. Avoiding danger**
- 2. Retaining Calories**

B) Narrative Processing / Ideal Identity

From 2,000 years of storytelling, we know everyone self-identifies as a **hero in a story their brain is writing**



Five forms of language to steal and start using

Naming The Afters

“Just to check... is what’s most important to you here XX ...??”

Communicates understanding & care

Typically

“Typically customers come to us because we...”

Leverages social proof, establishes a norm, communicates empathy AND authority

Problem > Solution > Positive impact

“Often people face... so we... which...”

Quickly resonates with a buyer and sets a frame for them to draw you out!

Traps

“What you really want to watch out for is...”

Puts you firmly in the guide box.
“These guys are indispensable”

What we finds...

“What we find is our e-commerce customers are wrestling with incorporating voice search into their platforms”

Makes you an expert. Lays the ground for you to offer insight / a compelling point of view.

Storyselling

You Sell

Website Design /
Development

Your buyer is

Heads of Digital in Councils
and Local Authorities

Their Afters might be...

Remember, afters are "the thing after the thing"

Some language that lifts you into the Guide box could be...

Remember, refer to the 5 phrases...

How we can sow empathy before demonstrating authority...

Remember, empathy = understanding + care

A man with grey hair and a beard, wearing a blue button-down shirt, is gesturing with his right hand while speaking. He is positioned in front of a large blue screen. The screen displays a quote in white and pink text. The background is a plain, light-colored wall.

**"Great work wins clients,
great relationships
keeps them"**



Fans

“Customers who love the value they get from your company so much that they...”

- 1. Happily pay full price**
- 2. Repeat buy often**
- 3. Tell others about you**

Great client service



A golden retriever is sitting in the open trunk of a white van. The dog is looking out towards the camera. The van's interior is visible, showing the back seats and a black carpeted floor. Outside the van, the ground is wet and there are some trees with autumn-colored leaves. The sky is overcast and rainy. The text "Surprise & Delight" is overlaid on the right side of the image in a large, white, sans-serif font.

Surprise & Delight

Turning Customers into Fans

In terms of your business, which of Onboarding, Retention or Growth is in need of the most attention?

- Onboarding
- Retention
- Growth

What three things can you start doing tomorrow to improve performance in this area?

1.

2.

3.



**Let's hear
back!**

Our Journey Together

23 / 5

½ day in person



1 / 6

2h group zoom



7 / 6

2h group zoom



Early July

1-1 with David or Sean



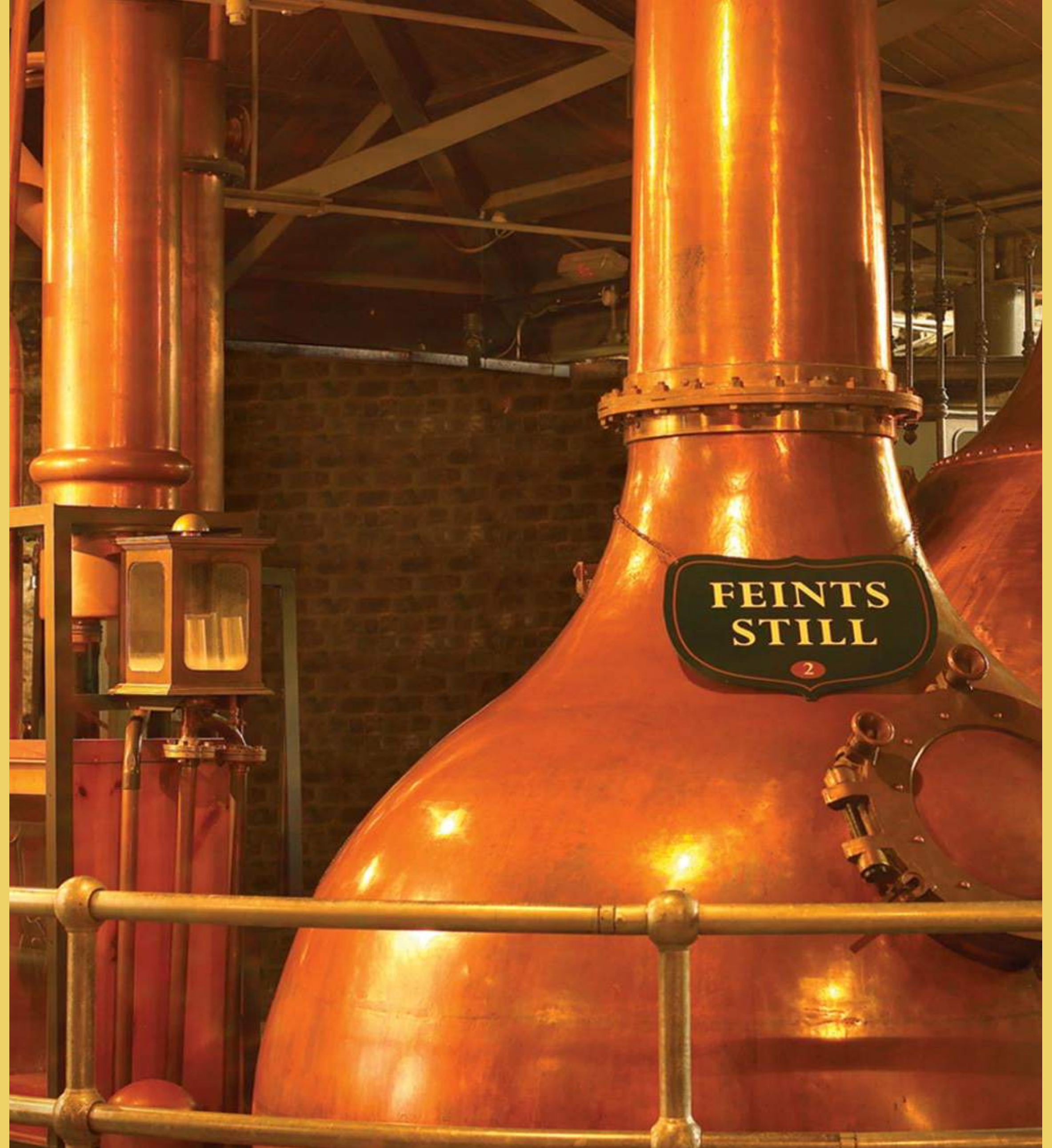
Our Journey Together

1 / 6

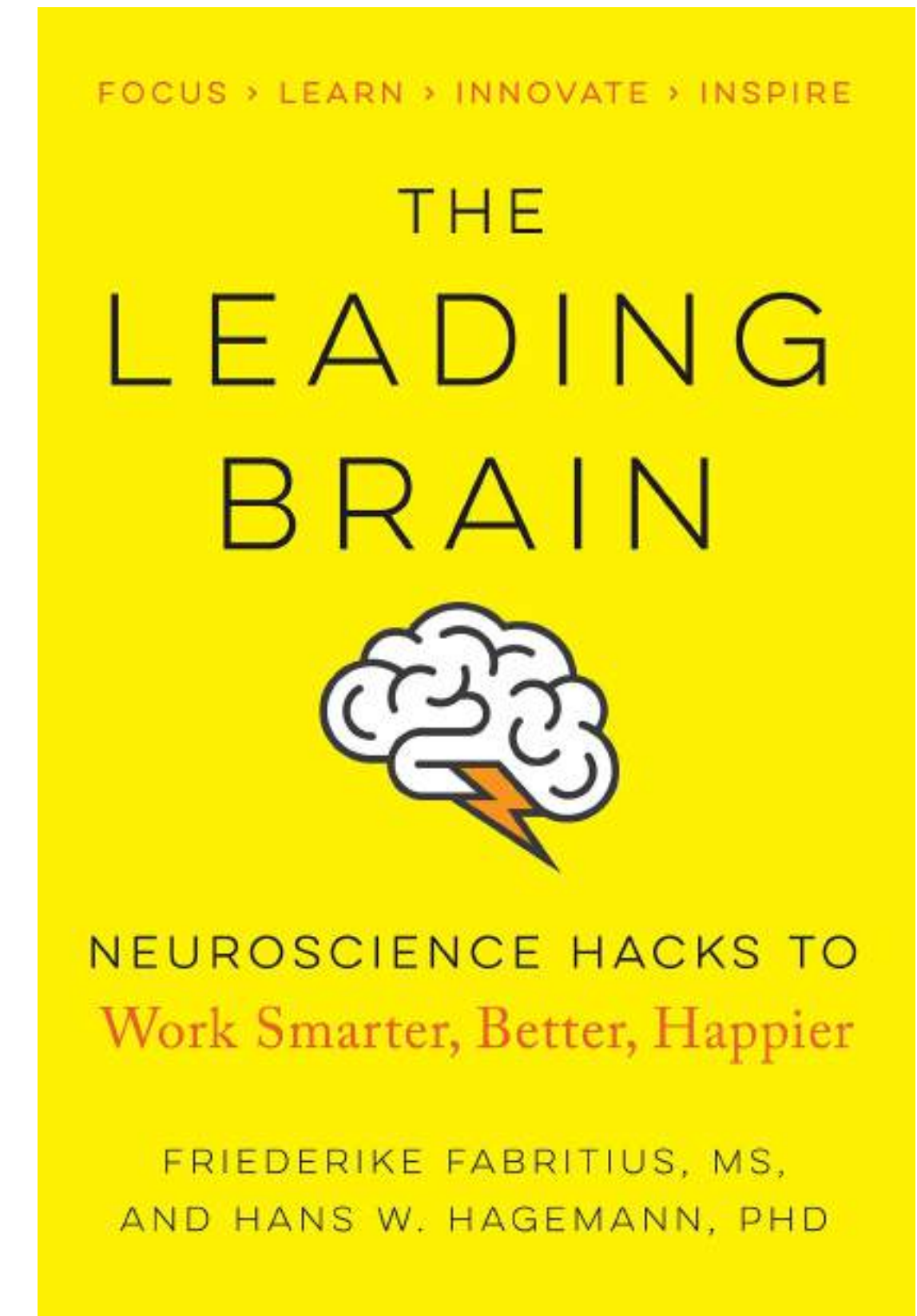
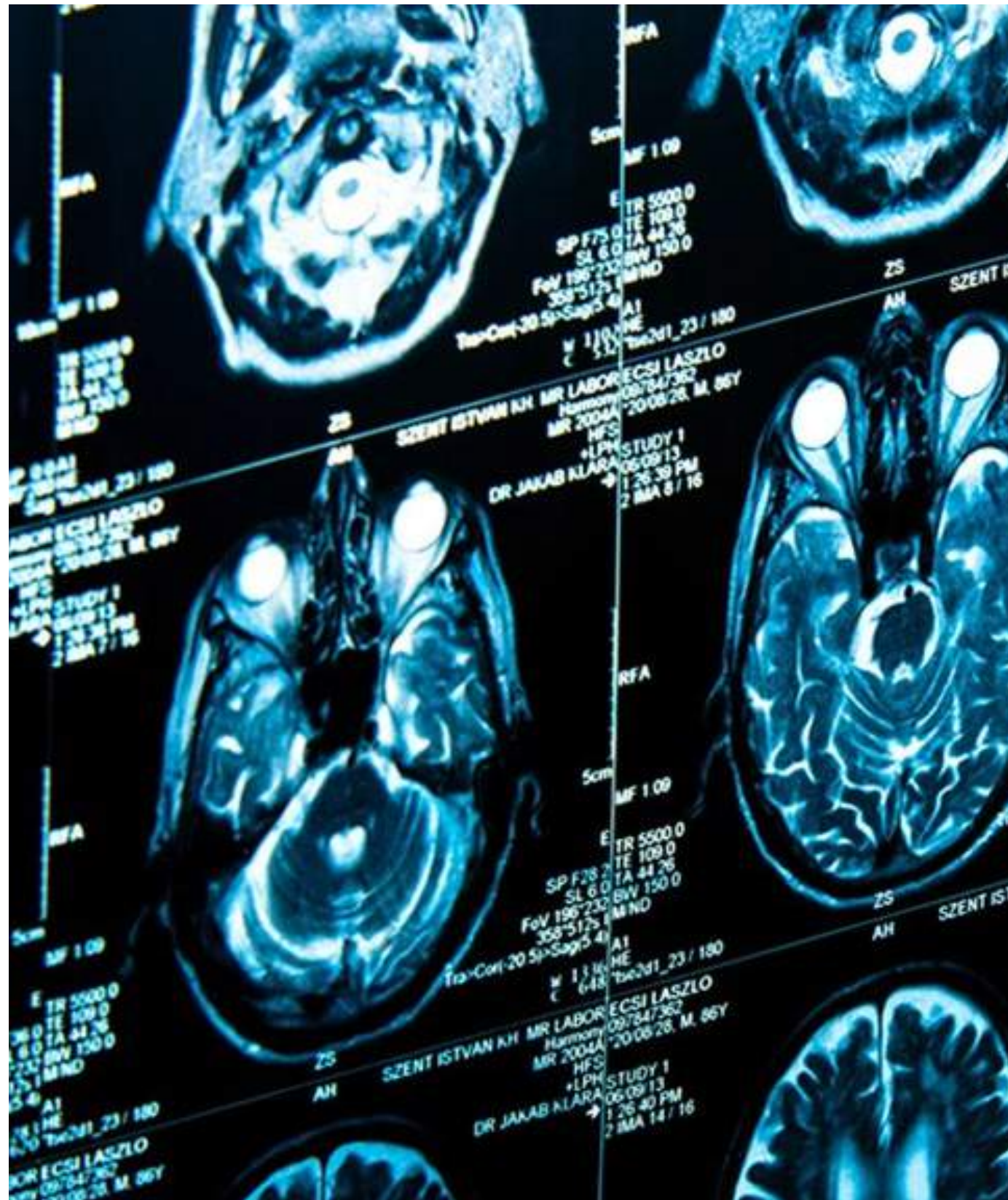
**2h group
zoom**

1	Welcome / Quick Recap	9.30
2	StorySelling (Pt 2)	
	Break	
3	Your Success System (Pt 2)	
4	Check Out / Close	11.30

StorySelling Pt 2

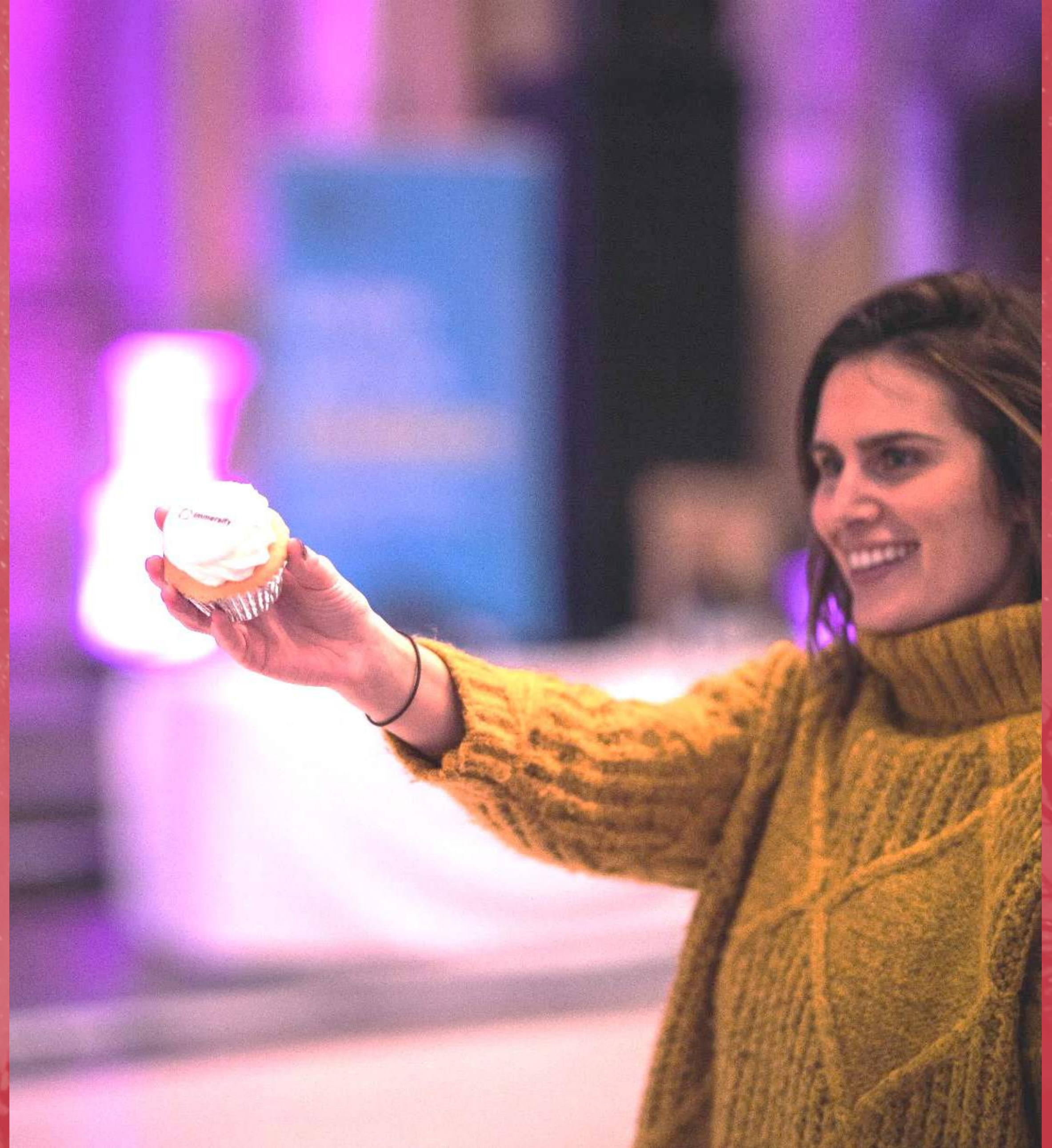


We cannot waste a single customer touch point, by not leveraging what is known about the human brain



Selling...
Delivery...
Management...
Relationships...
Work...
Life...

It's always about the story...
because humans are story-
driven creatures



SESSION TWO

Brand Scripts

Conversation hooks

Event presentations

Bids / Proposals

Pitches / Meetings

**STORY
NEURO-SCIENCE
PERSUASION**

Website

Product Launches

Content / Collateral

**The Offer /
Proposition Dev**

Channel Selection

The Two Big Builds

Move buyers to “Yes” by making offers that have
Story Arcs

Leverage the **Two-Choices theory** to a) be a guide
and b) **convert No's to “that one please”**

Crafting the Offer

*(Most compelling of
all time)*

Context



Main message



Compelling next & CTA

Contrast of rise and fall

Now lets' think together...



Context + Main Message

Turning Points / Tensions

Beginning, Middle & End

Formal presentations

Pitches / Proposals

Workshops

Client Meetings

Delivery collaboration

Status updates

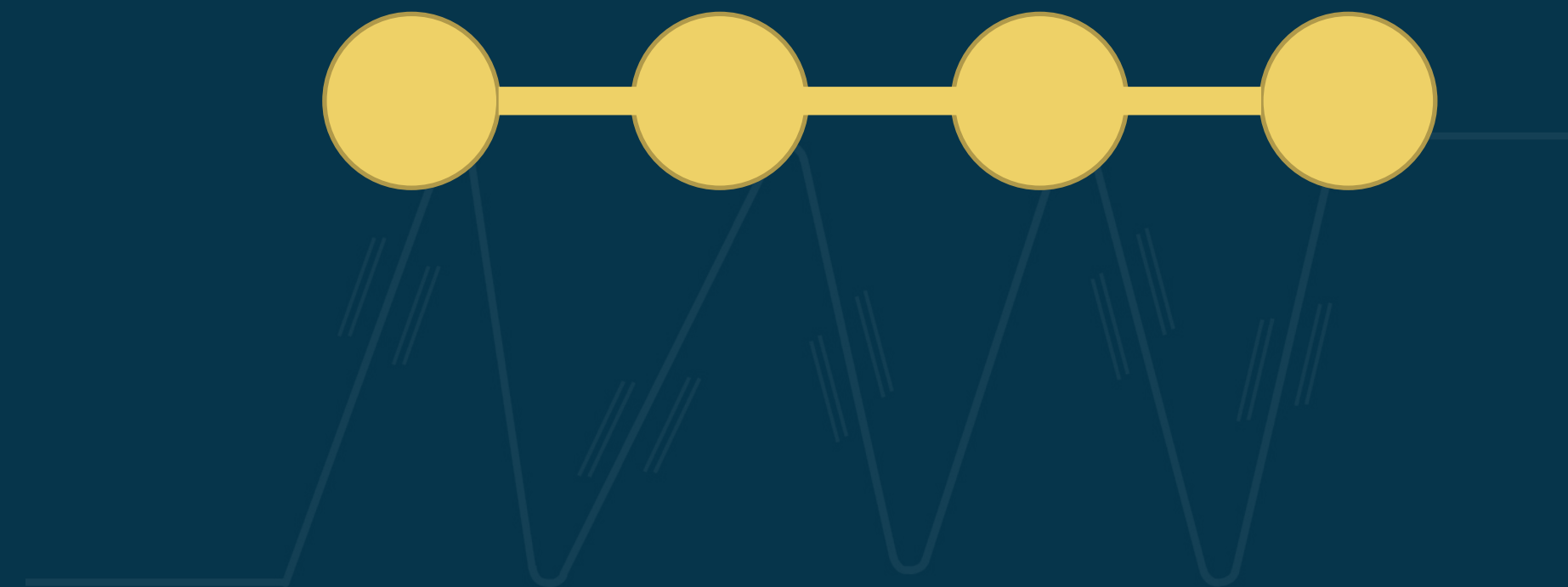
Mailers / Campaigns

The Rise should come naturally

The Afters

The Solution

The Value



**But without 'deliberate fall'
it flatlines**



Creating rise through deliberately articulating falls



Villains

Competitors
Internal Enemies
Contextual Battles

Traps

Technical Risks /
Challenges
Stakeholder Risks /
Challenges

Twists

Unexpected Elements
Surprise & Delight

Creating rise through deliberately articulating falls



Villains

Competitors

Apple business essentials

Internal Enemies

Being ignored

Contextual Battles

Cost-of-living crisis

Creating rise through deliberately articulating falls



Traps

Technical Risks /
Challenges

Not knowing the specific buyers / segments you're trying to influence with a campaign = generic

Stakeholder Risks /
Challenges

Getting Product Managers on board with methods used by the design team

Creating rise through deliberately articulating falls



Twists

Unexpected Elements

One thing you might not have thought about yet is...

Surprise & Delight

London Fire Brigade / Fireman Sam

Two Choices Theory

A hero needs...

Choice

(or Agency) More than Yes / No gives me control

Ikea Effect... Ariely

Simplicity

Two options I can put next to each other on a page

System One... Kahneman

Reassurance

Either one is genuinely fine / Precision pricing

\$19.95... Janiszewski

In the last 6 months

Beauty

Social media management

3,000 6m Retainer

5,750 6m Retainer

Tech

Design & Build

90k 8wk experiment

200k 6 month project

Film

Student recruitment film

4,200 3x2m TH

7,250 - 3x2m TH,
Conference edit &
6 social cuts

1 litmus test / 3 guidelines

**You have to be genuinely happy with
a yes to either of the two**

That means...

- 1) You're confident the solution for both will delight them**
- 2) You're happy with the price / margin for each**
- 3) You're able to resource / deliver either**

So...



Individually

5m

- 1. Think about an upcoming pitch / proposal. What are some **Villains, Traps, Twists** you could layer into making that offer?**
- 2. Pick one of your services (maybe the same as #1). Sketch out a **'two choices'** version of that offer**

In breakouts

10m

**Share and
Learn**



**Let's hear
back!**

The Two Big Builds

Move buyers to “Yes” by making offers that have
Story Arcs

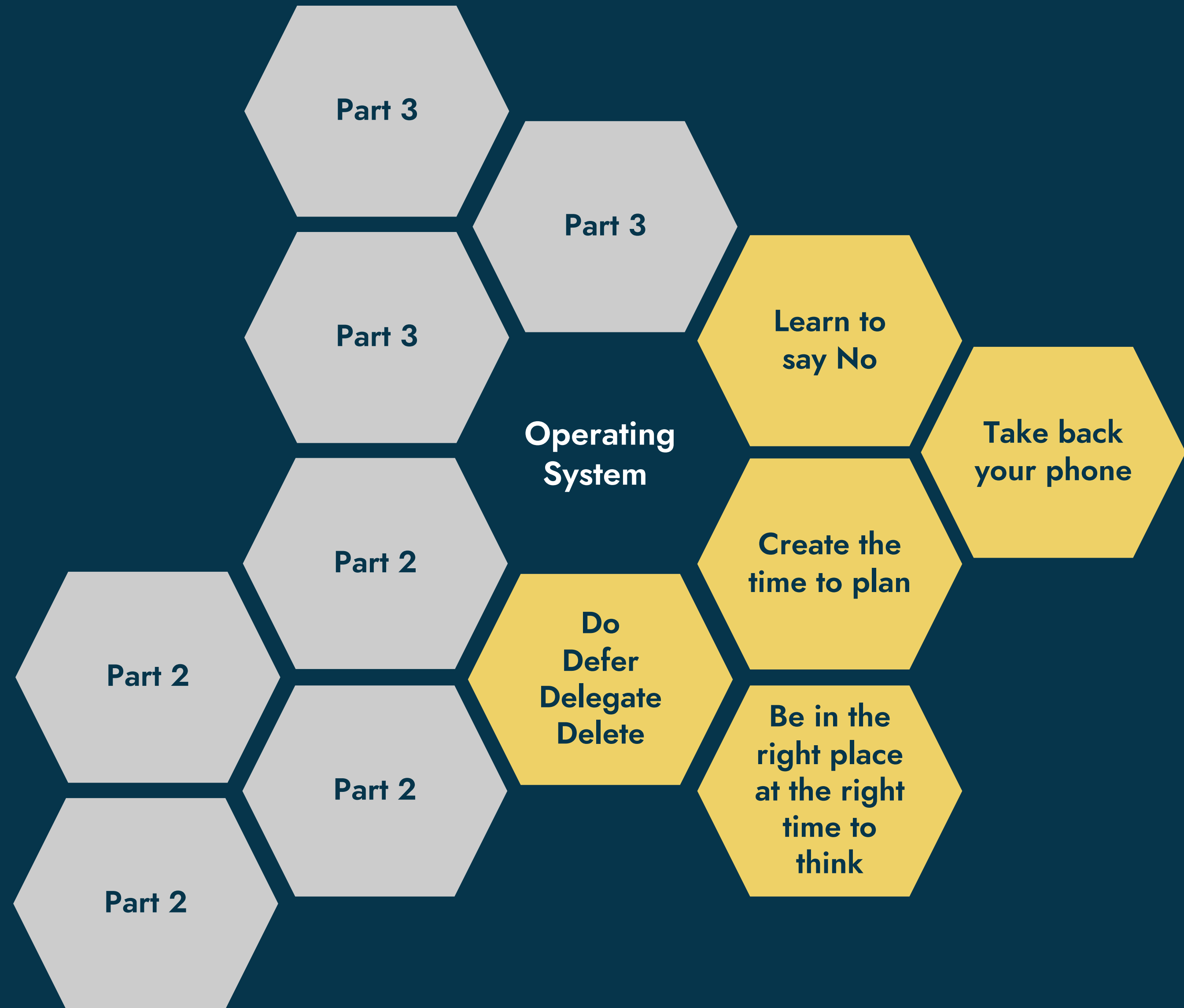
Leverage the **Two-Choices theory** to a) be a guide
and b) **convert No's to “that one please”**

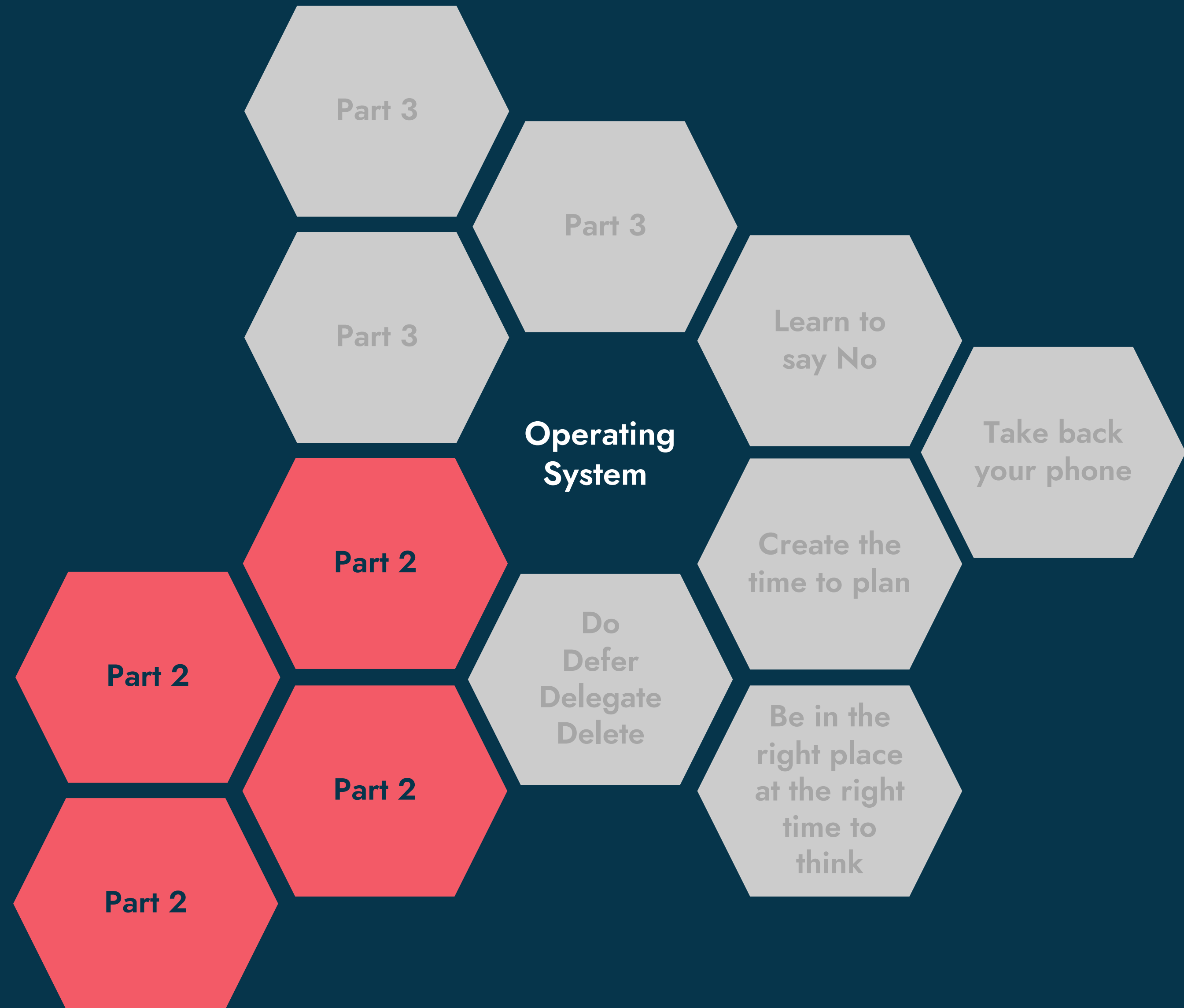


Your Success System Pt II

 Momentum









Leadership is about
Putting People First



The Battle for Talent

Why Does it Matter?



**In the knowledge economy
talent is everything**



Agencies



Consultancies



Charities



Government



**Meaning there's
limited supply**

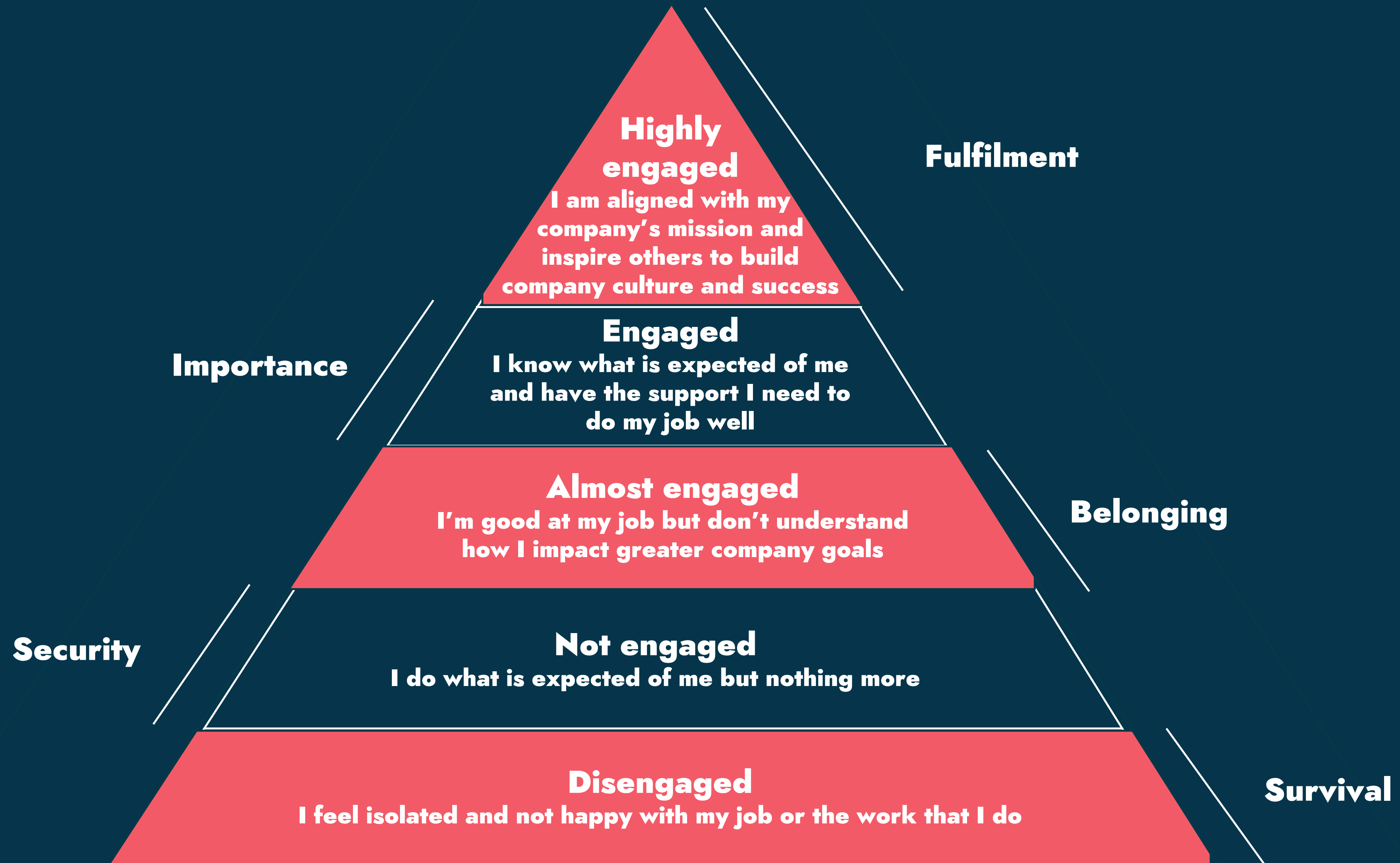
Attracting and Retaining Talent
has never been harder



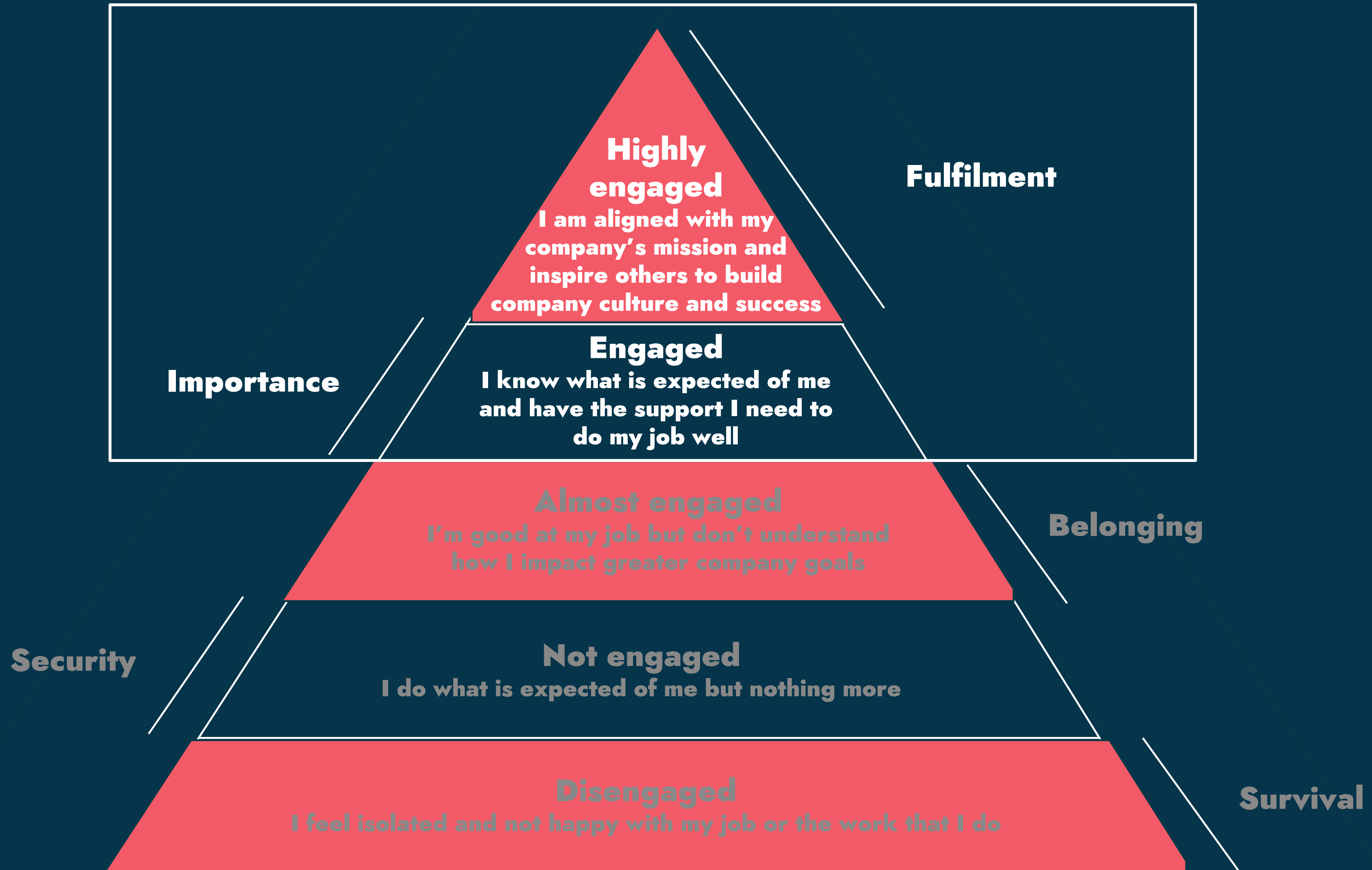
A black and white photograph of Abraham Maslow, an older man with a mustache, smiling warmly. He is seated in a chair, wearing a light-colored sweater over a collared shirt. His hands are clasped together on the chair's armrest. The background is a plain, light-colored wall.

Abraham Maslow's hierarchy of needs

Hierarchy of employment needs



Hierarchy of employment needs



But how...?

The Four Enablers of Employee Engagement

**1.
People
Proposition**

**2.
Level 5
Leadership**

**3.
Employee
Voice**

**4.
Business
Integrity**

A group of diverse young people are sitting on wooden steps. Some are using laptops and tablets. The scene is brightly lit, suggesting an outdoor setting. The people are dressed in casual, contemporary clothing. The overall atmosphere is one of modern, connected youth.

1. People proposition:

The reasons why someone might agree to give you part of their life

**It MUST go beyond
values on the wall**



OUR VALUES
POSITIVE
INNOVATION
EXCEED EXPECTATIONS
RESPECT
SUPPORTIVE
BALANCE
TEAMWORK
PASSIONATE
OPEN COMMUNICATION
HONESTY
PERSONAL



We're an award winning
employer because **we put
our people first.**



People First. It's our





We look after **our** **people**

- Flexible hours, long lunch breaks and early Friday finishes
- Gym membership or medical plan
- Regular massages
- Cycle to work scheme
- Regular company events
- Breakfasts and afternoon drinks on Fridays
- A personal development plan & budget, plus regular Lunch & Learn sessions
- Quarterly profit share
- 24 days holiday (rising to 30)+ bank holidays and sabbaticals
- A pension, contributed to by us
- Enhanced Maternity, Paternity or Adoption Pay
- Confidential session with our resident coach
- Full transparency on all areas of our business, including finances





2. Level 5 Leadership



Leadership is about
Putting People First



Level 5 Leadership

Level 5 Leaders

Thank individuals for their work

Make sure the successes of individuals and teams are fully acknowledged

Create a culture of praise and acknowledgement

Are approachable and available when needed

Take time to get to know their team

Discuss professional development with individuals and support them in achieving their goals

Look out for their welfare

Are discreet and can be trusted



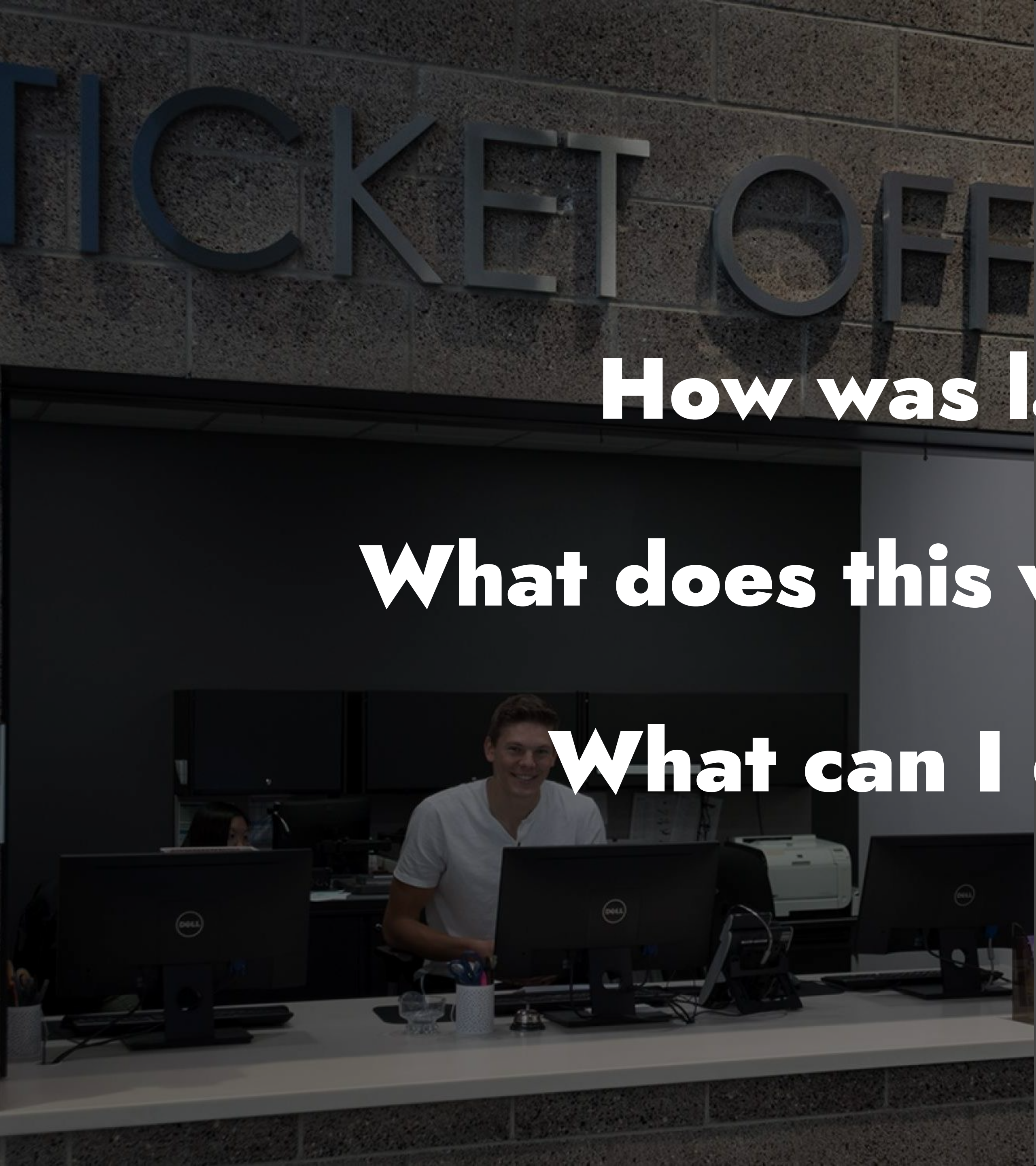


People don't want FEEDBACK



They want ATTENTION

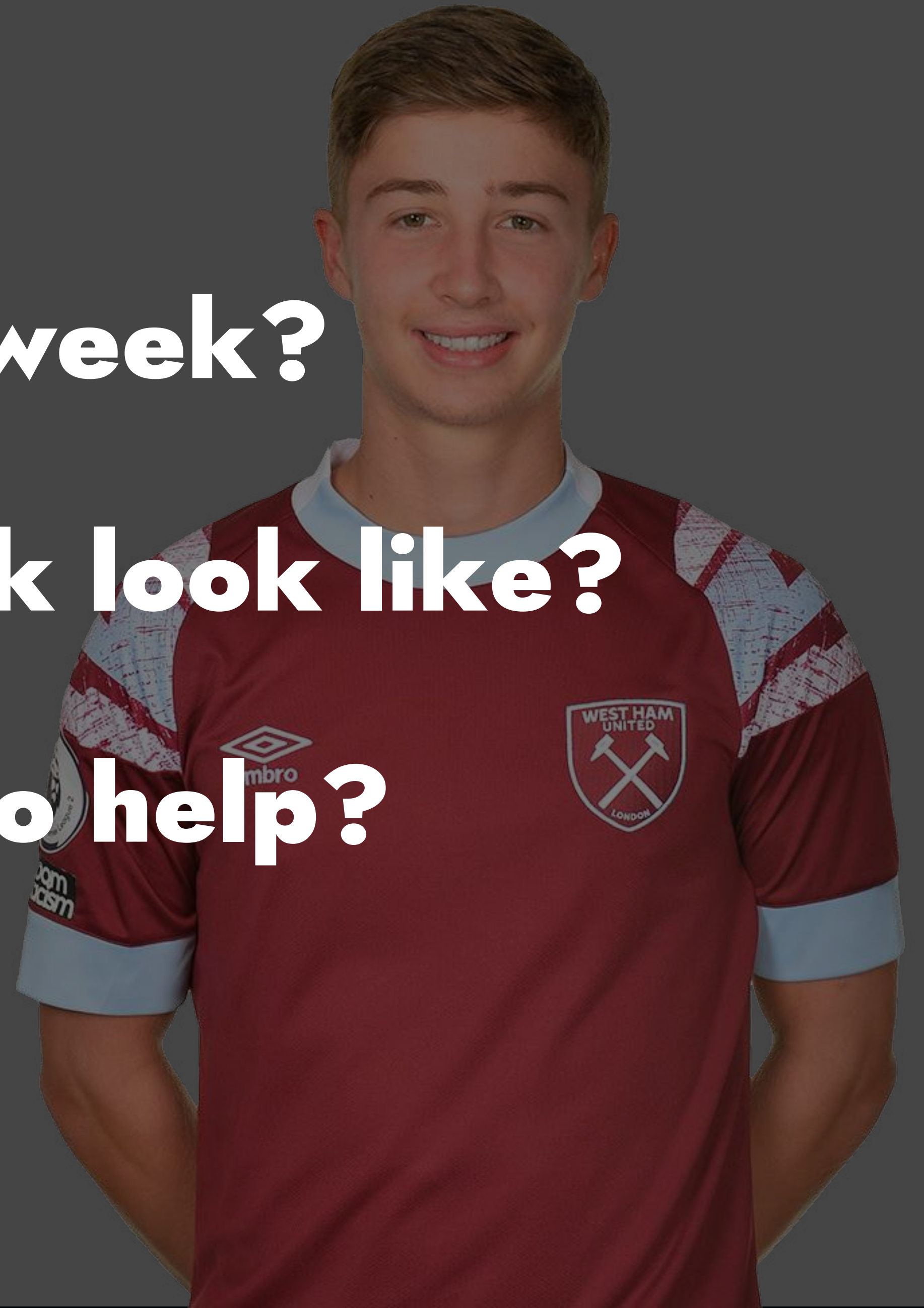




How was last week?

What does this week look like?

What can I do to help?



3. Employee Voice



'The ability of employees to express their views, opinions, concerns and suggestions, and for these to influence decisions at work'





**The cheapest and best
alarm you can install**

The Four Enablers of Employee Engagement

**1.
People
Proposition**

**2.
Level 5
Leadership**

**3.
Employee
Voice**

**4.
Business
Integrity**

So...



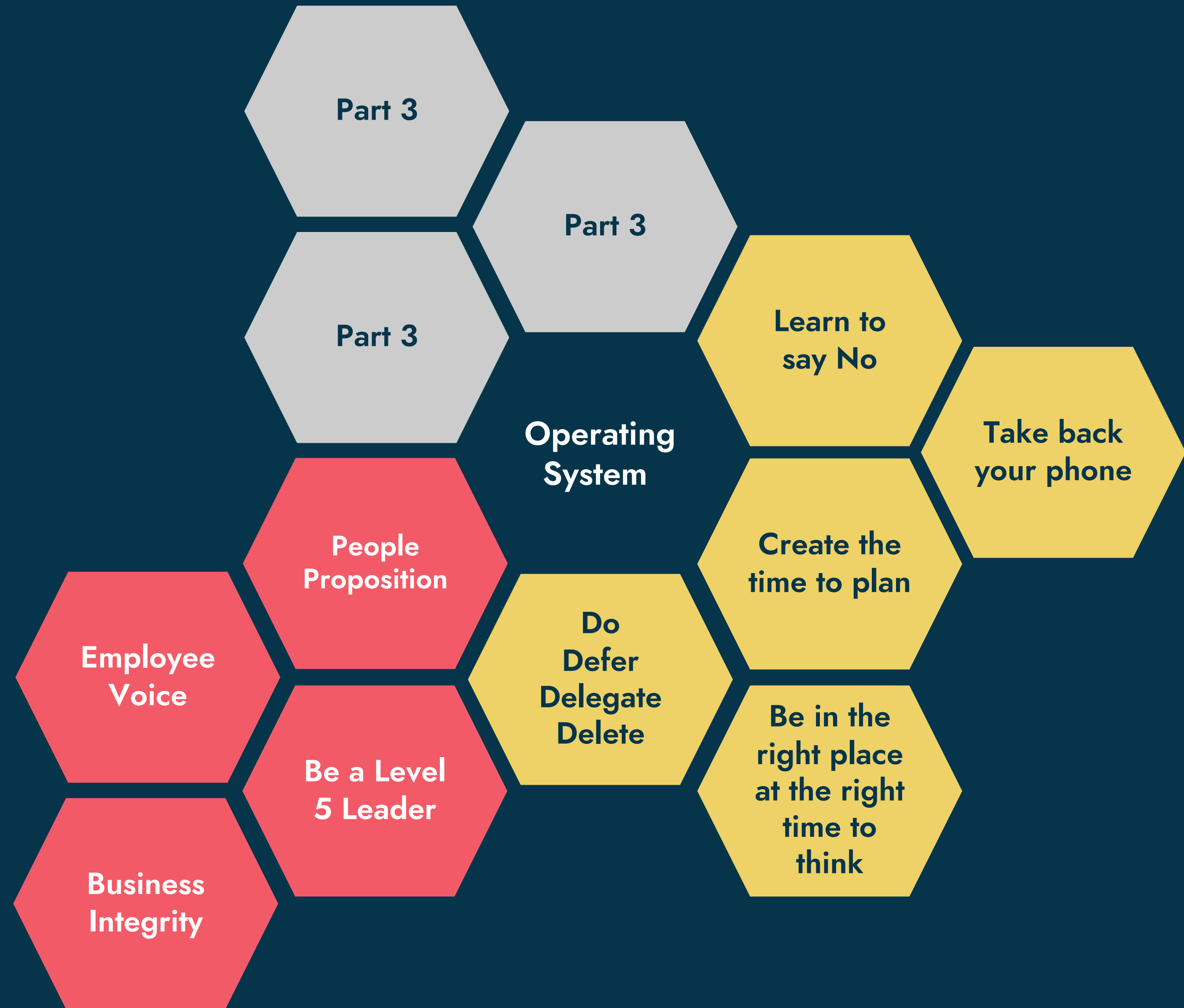
Individually

5m

- 1. What's your earliest recollection of either great or **** culture, leadership, listening or integrity?**
- 2. How has that affected you in terms of the person you are today?**



**Let's hear
back!**



Quick Recap

Be clear on your people proposition

Leadership = putting people first

Give people a voice

Recap & Wrap



Our goals for the 'course'

Giving everyone the 'luxury' of time to reflect & connect



Offer some frames, methods and big ideas for thinking afresh



Build some confidence and hope around what's next for you



Our Journey Together

1 / 6

**2h group
zoom**

1	Welcome / Quick Recap	9.30
2	StorySelling (Pt 2)	
	Break	
3	Your Success System (Pt 2)	
4	Check Out / Close	11.30

Our Journey Together

7 / 6

**2h group
zoom**

1	Welcome / Intros	9.30
2	Your Success System (Pt 3)	
	Break	
3	Creating Growth Cycles (Pt 2)	
4	Check Out / Close	11.30

Our Journey Together

End-Mar / April



1-1 with
David or
Sean

**60-90 minutes of whatever
matters **most** to you!**



Momentum

resources

DOCUMENTS

Day One Slides



Day Three Slides



Day Two Slides



All the Handouts





david@



sean@



muchclearer.com