



MONDAY MOTIVATOR

CREATED BY PERFORMANCE STRATEGIES
MANAGEMENT CONSULTING GROUP

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What Do You Want?

Welcome to our 50th edition of The Monday Motivator. It's hard to believe that we have published 50 of these weekly business journals devoted to management, sales, customer service, CRM /SFA, Operations, Logistics, Finance, HR and Legal or Admin issues. Much has happened since we published issue # 1 back in Jan. of 2016. For the balance of this year we'll republish our most popular content. In the new year we'll look deeper into topics that are making headlines today, including:

1. Business
2. Finance
3. Medicine
4. Education
5. Entertainment

In this issue we're going to focus on WHAT DO YOU WANT? By this we mean what is it you want in the way of personal and professional accomplishments? This can include areas of your life in health, money, relationships, career or community. Just these five are about 90% of the average person's life goals.

Pretend that you open your mail one day to find that you and one other person have been invited to a recording studio to participate in the next big thing in recorded persuasion. The date is in exactly two weeks at 9AM. You will be finished by 11 AM.

Dress is business casual. You are expected to arrive at the same time as the other person. You are not allowed to know who the other person is. You will meet only when the two of you join up in the studio lounge after their recording sessions. You are not told what you'll be doing – only to be prepared to speak on microphone for a maximum of five minutes. You are not told what the topic will be, nor are you given any script to rehearse or memorize.

For your effort you will be given a check for ten thousand dollars before you leave the studio. No strings attached. There is only one requirement of you. You must sign an agreement that says you can't change your spoken statements once they are recorded. They become the property of the studio in perpetuity. They can be published anytime, anywhere in any format, even after your death.



If you decide to take the job you will be texted the address of the recording studio two hours prior to your expected arrival. Your letter of invitation is not signed by anyone nor is there an address on the letter head or the envelope it was sent in.

So the question you have before you is this: Will you take the job or not? Let's say for a half day of your time the money is worth it and the excitement of the adventure is alluring, so you decide to show up and record whatever you are asked to respond to.

When you arrive at the recording studio the atmosphere is professional, quiet and business like. It is obvious real work gets done here and you wonder for a moment if you are up to simply answering whatever questions are going to be asked of you. Finally, the studio engineer greets you and walks you into the recording booth where you'll face a microphone and speak. He explains that the studio is creating an album by asking two people the same question. Their answers will become part of the album that will focus on the importance of human determination as it relates to results.

Once you are in front of the microphone he will be on the other side of a glass window and ask you a question. A red light will illuminate indicating that your mic is live and recording your voice. You only have five minutes to answer and there are no re-do's. You will not be able to speak to the recording engineer once the red light turns on, so there will not be back and forth chatting going on.

Everything is ready. You are standing in front of the microphone. The engineer then asks you the big question; your answer will earn you the ten thousand dollars. The question you are asked is this:

WHAT DO YOU WANT?

The red light illuminates and your five minutes starts. You can see a digital clock reducing from five minutes to zero in one second increments so it's time for you to answer. In order to help you get value from this edition of our business journal take your watch or cell phone and give yourself exactly 5 minutes and answer the question yourself. Turn on the recorder on your phone.



Is it possible this is what you're feeling? Are you wanting to ask more questions about the question you were just asked? Are your answers really going to be worth ten thousand dollars?

What do you mean "what do I want? What area of my life are you referring to? Do you mean my income, my health, my relationships, my hobbies, my goals? Where do you want me to start?

This is one of the most difficult issues for most of us to answer. We just don't think about it that often. If you ask ten people what they want only one or two will tell you without hesitation. The reasons we don't give this question a lot of thought is that life gets in the way of being too internally philosophical. We have bills to pay, credit cards to deal with, the car needs service, the kids need a ride to a sporting event, there is a leaky faucet that needs to be fixed, The TV DVR is not working right, the house is dusty, we're out of some groceries, I need to go to the dry cleaners, the insurance bill is due. The phone is ringing, the doorbell is ringing, I have ringing in my ears and need a checkup. The list never ends. You can add your own unique issues when you have time. But most of us won't have the time.



As we start to think of being with family and friends, the holidays, meals, gifts, surprises and all the celebration that comes with it, see if you can find a quiet place for two hours of thinking all by yourself. What do you want? Why not get that answer ready so that by the start of the New Year you will wake up on January first knowing exactly what you want.

Many people will tell you they know what they want but in their own minds

there are piles of question marks. Do I really want that or something like that? The experts tell us that there are 5 life activities that take up most of our emotional energy. They are health, money, relationships, career and community.

Make a list of just three items you want in each of these five considerations. With that list as a starting place, you can then set goals, then add when, how, why, who and where all this is to be accomplished. Very few people have such a road map for their lives. Most of us get up in the morning and immediately start tending to the tasks in front of us. That lifestyle does not leave a lot of time for personal introspection, let alone making lists of what we want. Therefore many do not know what they want.

Now, about that studio and the ten thousand dollars we started this story with: The studio is inside your head. The recording engineer is your subconscious mind. The person speaking into the mic is you. The reason you can't change your recording is that your subconscious mind records every conclusion you make about yourself and never erases it. As for the money, your mind will help you get the payday and it might be one thousand or one hundred thousand. We just used ten thousand to get your attention. Join me in making up your mind about what you really want. Your recording engineer does not care what your answers are and will set about seeing to it that you get what you say you want, even if it's nothing. Hitting no goal if you don't have one is still success to your subconscious mind. For more research on this topic try this link: <https://www.quora.com/Why-dont-many-people-know-what-they-want-or-what-they-are-looking-for>

Until next week, if you know of any business that would benefit with a little coaching in the areas of organization, time and task management, social media, sales, marketing, customer service, operations, HR, leadership or team-building, have them give us a call at 562-577-7000 or send us an email. We will keep you in the loop on how it's going.

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Our consulting and coaching focus supports management, sales, customer service and operations. Included are sales and management assessment surveys as well as leadership, teambuilding, sales operations efficiency and online tracking projects. Our other team members bring additional disciplines as well. We will showcase them in future editions of this business journal. We are all committed to driving the results you want.

VOLUME ONE LIST OF CONTENTS

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Notes: Goals, value, leadership, attitude and time management were popular topics. During the year we added new content to them on request. All issues are sent in PDF format as attachments.