

Shirlaws

Love business.





Market Force

Upgrade Your Humanware™

***The Keys to Unlocking
Breakthrough Performance***

A diverse group of eleven business professionals, including men and women of various ages and ethnicities, are standing in a line on a white tiled floor. They are dressed in professional attire, such as suits, blouses, and skirts. The background is a bright, white, minimalist office space. The text "Business is a PEOPLE Problem." is overlaid in the center in a bold, blue, sans-serif font. The word "PEOPLE" is in all caps and larger than the other words. Below "PEOPLE", the word "PEOPLE" is repeated in a smaller, lighter blue font, appearing as a reflection or shadow.

**Business is
a PEOPLE Problem.**



Experts Know Two Things to be True About PEOPLE:

1. There is No Cure
2. People are Predictable

“The ability to deal with people is as purchasable a commodity as coffee. *And, I will pay more for that ability* than for any other under the sun.”

~ John D. Rockefeller
Business Magnate/Philanthropist

What's So Predictable About People?

Pressure Triggers Habits in Humans




Your Brain Biology



Your Brain Biology



A glowing blue brain is centered in the image, held gently by a pair of hands. The hands are rendered in a soft, glowing orange and yellow light, creating a warm, protective atmosphere. The brain itself is a vibrant cyan color with a detailed, textured surface that resembles the gyri and sulci of a human brain. The background is a dark, muted purple, which makes the glowing elements stand out prominently.

**When You Lose Your Mind,
Your Survival Strategy
Becomes Your
Navigation System.**

Styles



Dictate



Hibernate

Control



Authority



Influence

Migrate



Power

Tolerate



Human Survival Strategies



Migrate



Hibernate



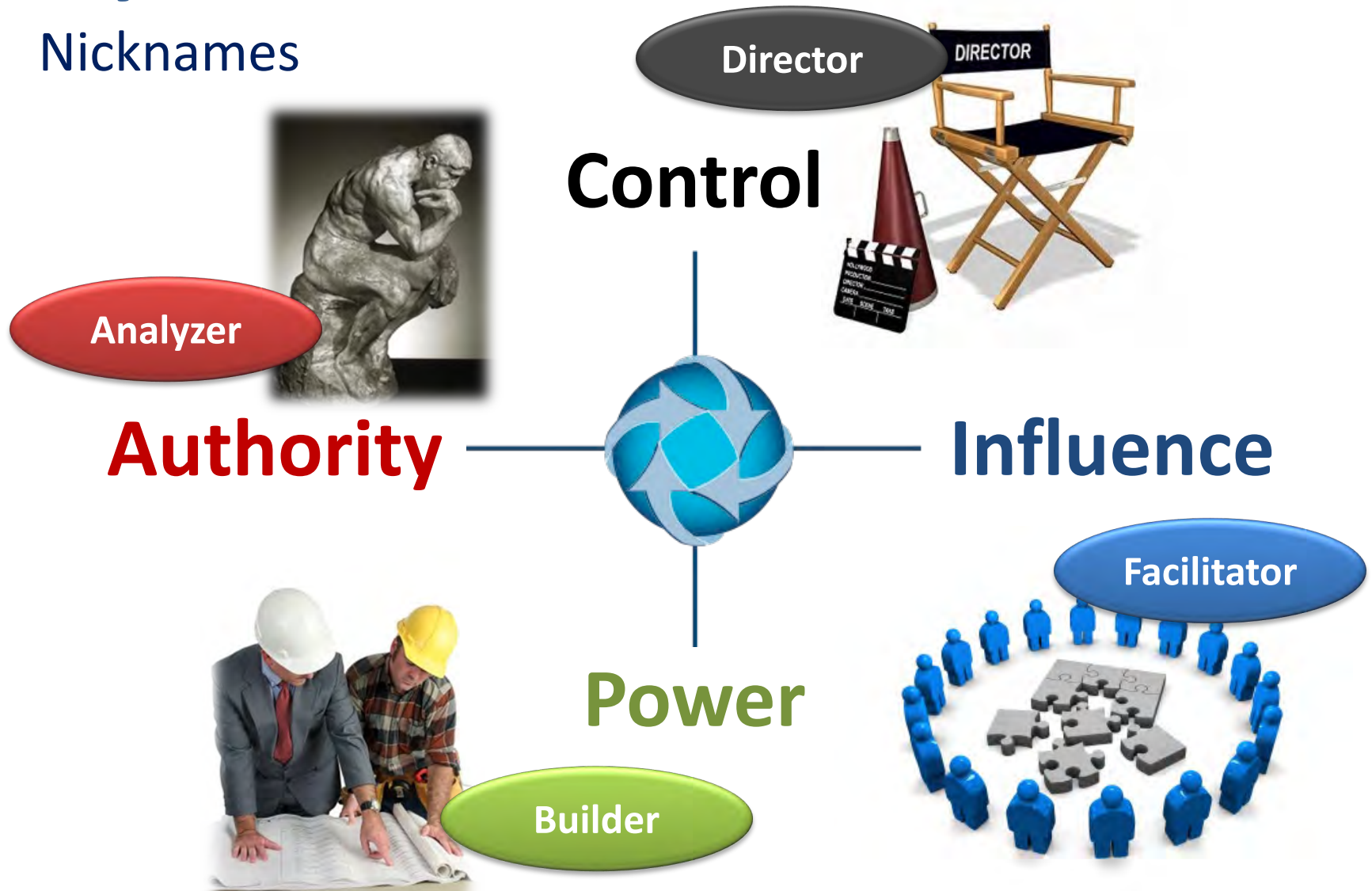
Tolerate



Dictate

Styles

Nicknames



Styles

Timeframes



Styles

“Here’s what...”

*...you should
have done*

HISTORY

Authority

...you should do

The Future
NEXT EXIT 

Control

...we could do

You Are Here

Influence

Power

123R
Greatness
Just Ahead

...we have to do

Styles

Confuses with
Accomplishment

Analysis



Vision

Control



Influence

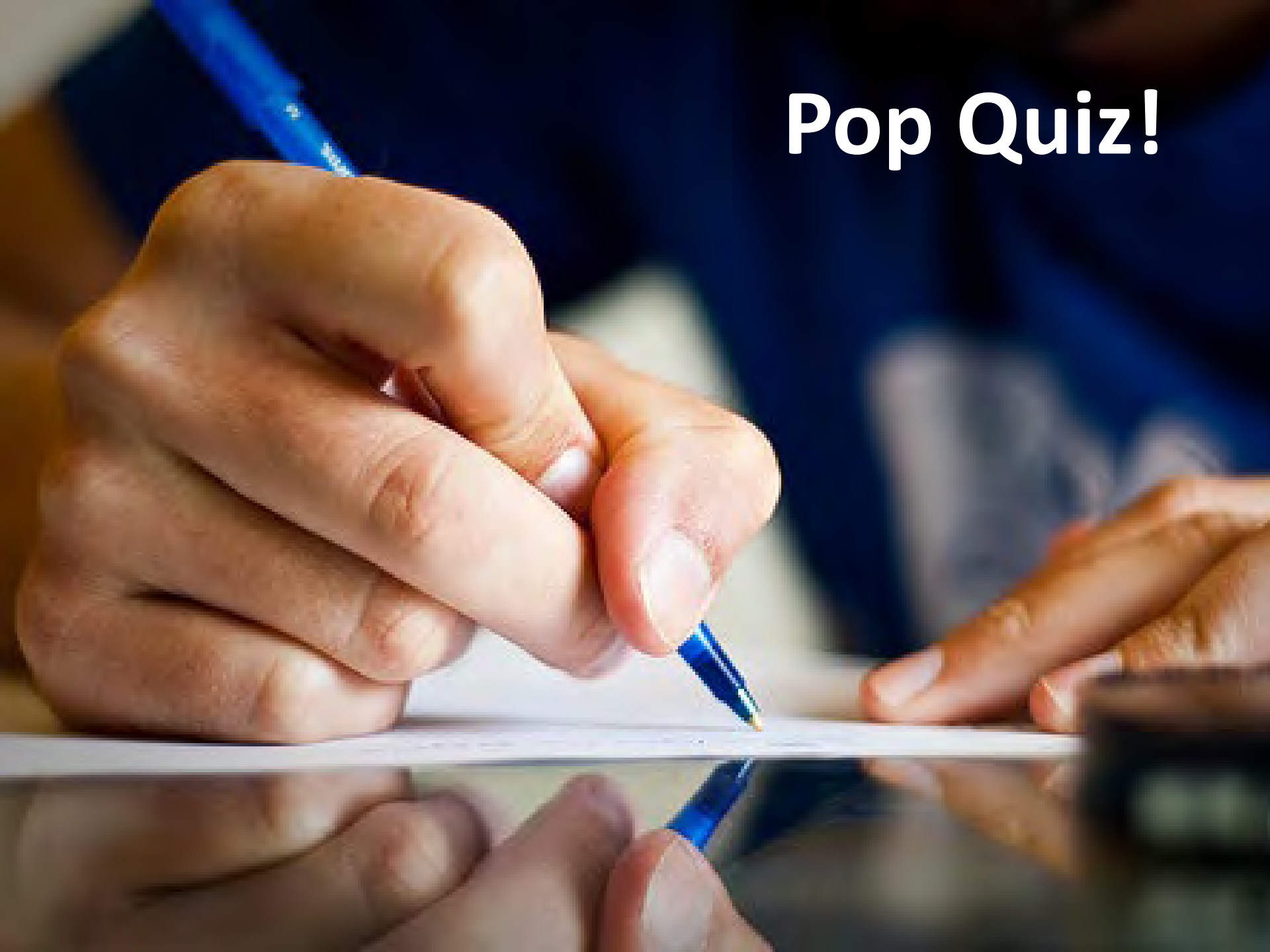


Relationships

Production



Pop Quiz!



Same Styles?

Do They
Like Each
Other?

Do They
Get
Anything
Done?

Control + Control =



Influence + Influence =



Power + Power =



Authority + Authority =



Your Style

- *Your Style* is an indication of your primary survival concern.
- Your Style is **NOT** your personality.
- Your Style is **NOT** an excuse.
- You are **NOT** your Style.

BUILDING BETTER RELATIONSHIPS

The Rules

The Golden Rule

*Treat Others How You
Want to be Treated.*

The Rules

When You Treat Others How

*You Want to be Treated,
Your Approach Will Work*

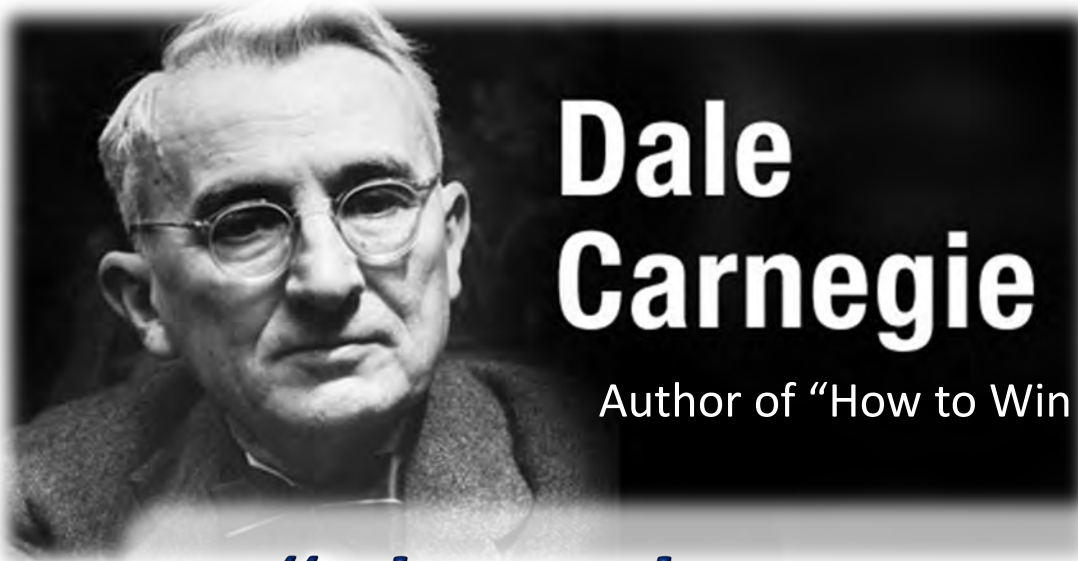
Only 25% of the Time

The Rules

Control
The Platinum Rule

Authority — Influence
*Treat Others How They
Want to be Treated.*

Power



Dale Carnegie

Author of “How to Win Friends & Influence People”

“The only way on earth to influence other people is to talk about what they want and to show them how to get it.”

Styles

How They Make
Decisions



Definitively

Control



Methodically



Authority



Impulsively

Influence



Collaboratively



Power

Building Trust

A close-up photograph of two hands shaking. The hand on the left is darker-skinned and the hand on the right is lighter-skinned. They are wearing business attire: a blue shirt on the left and a light purple shirt on the right. The background is a soft, out-of-focus white.

Two Essential Components:

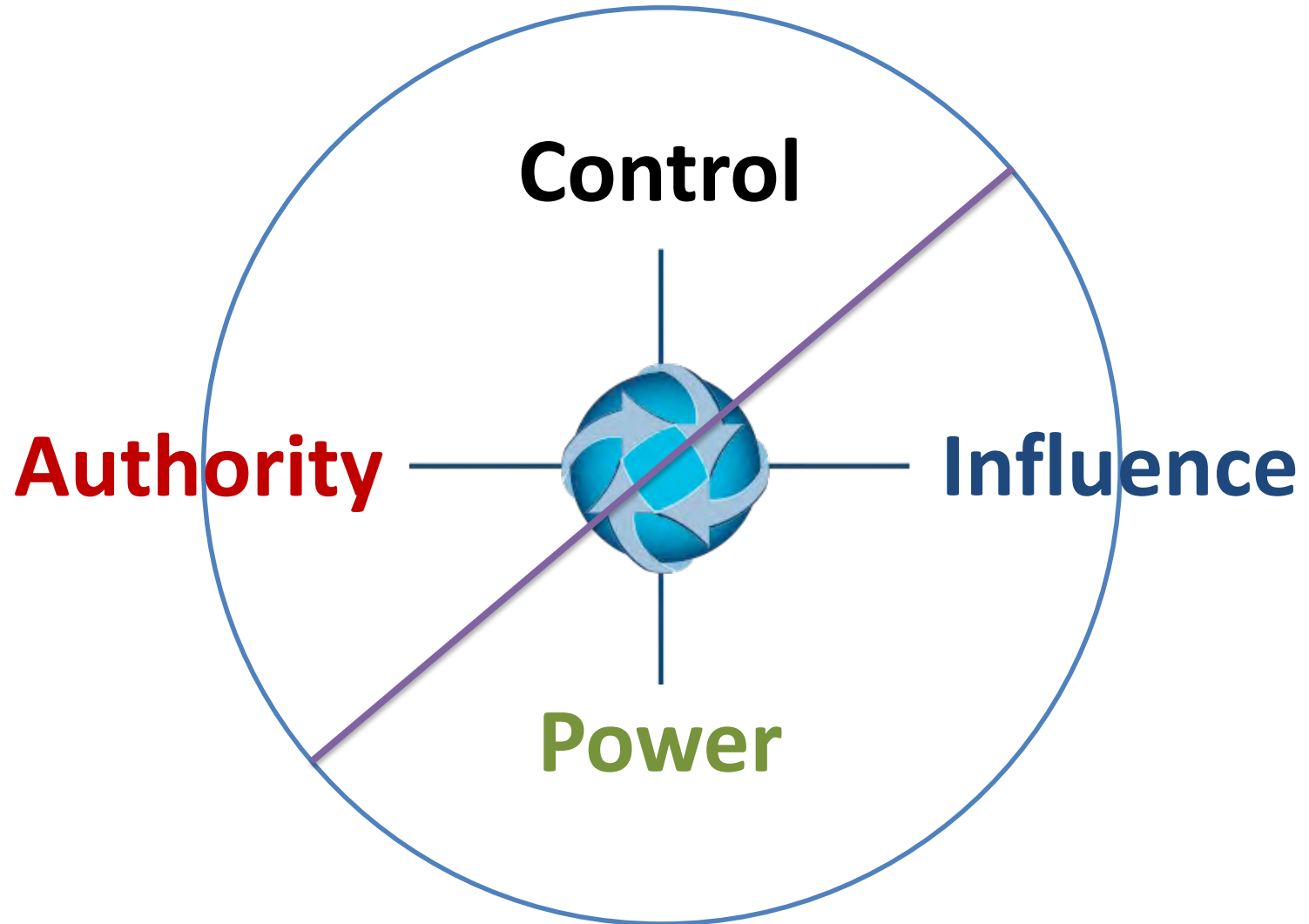
Sincerity

Can I Count on You?

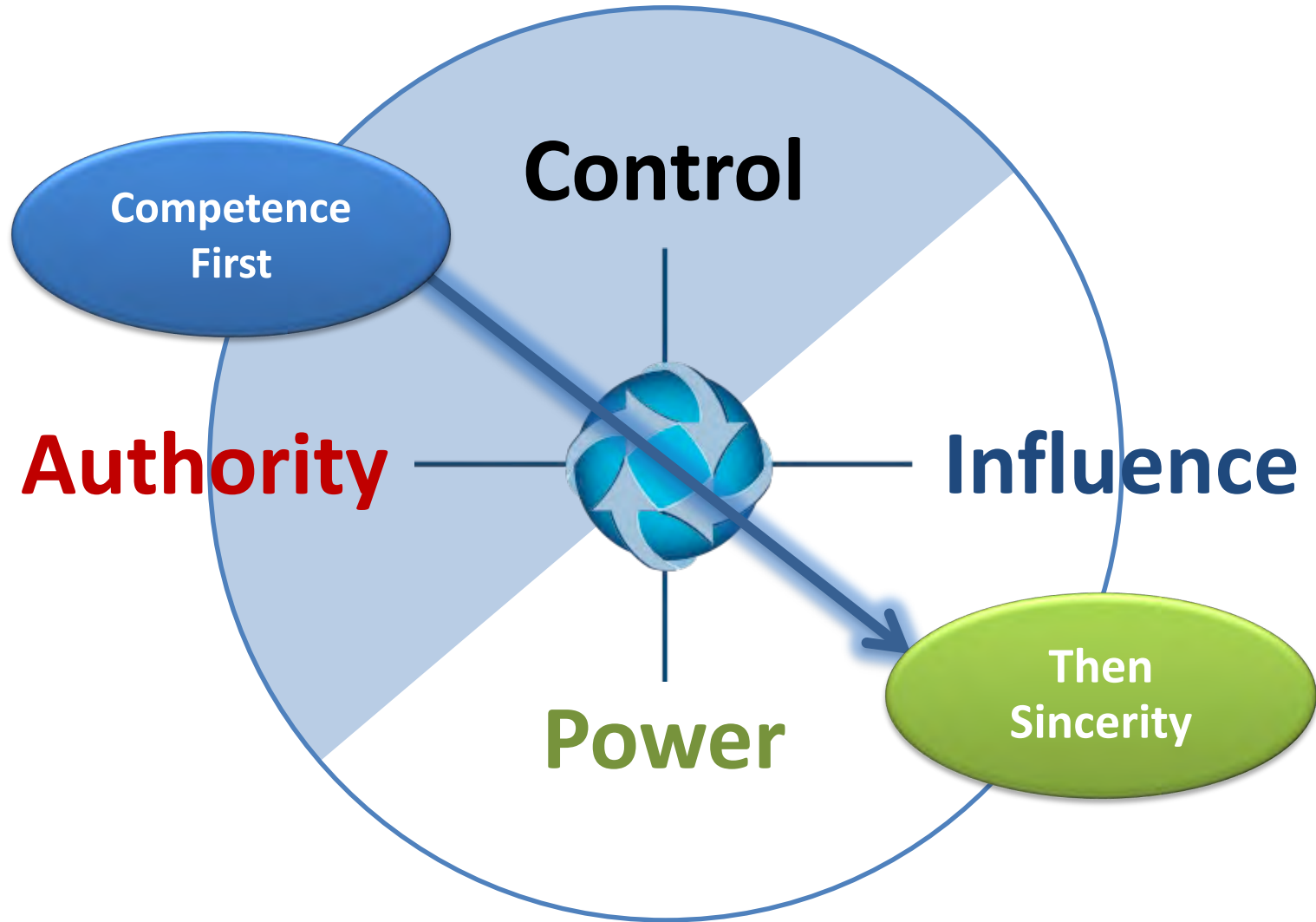
Competence

Can You Do What You Say?

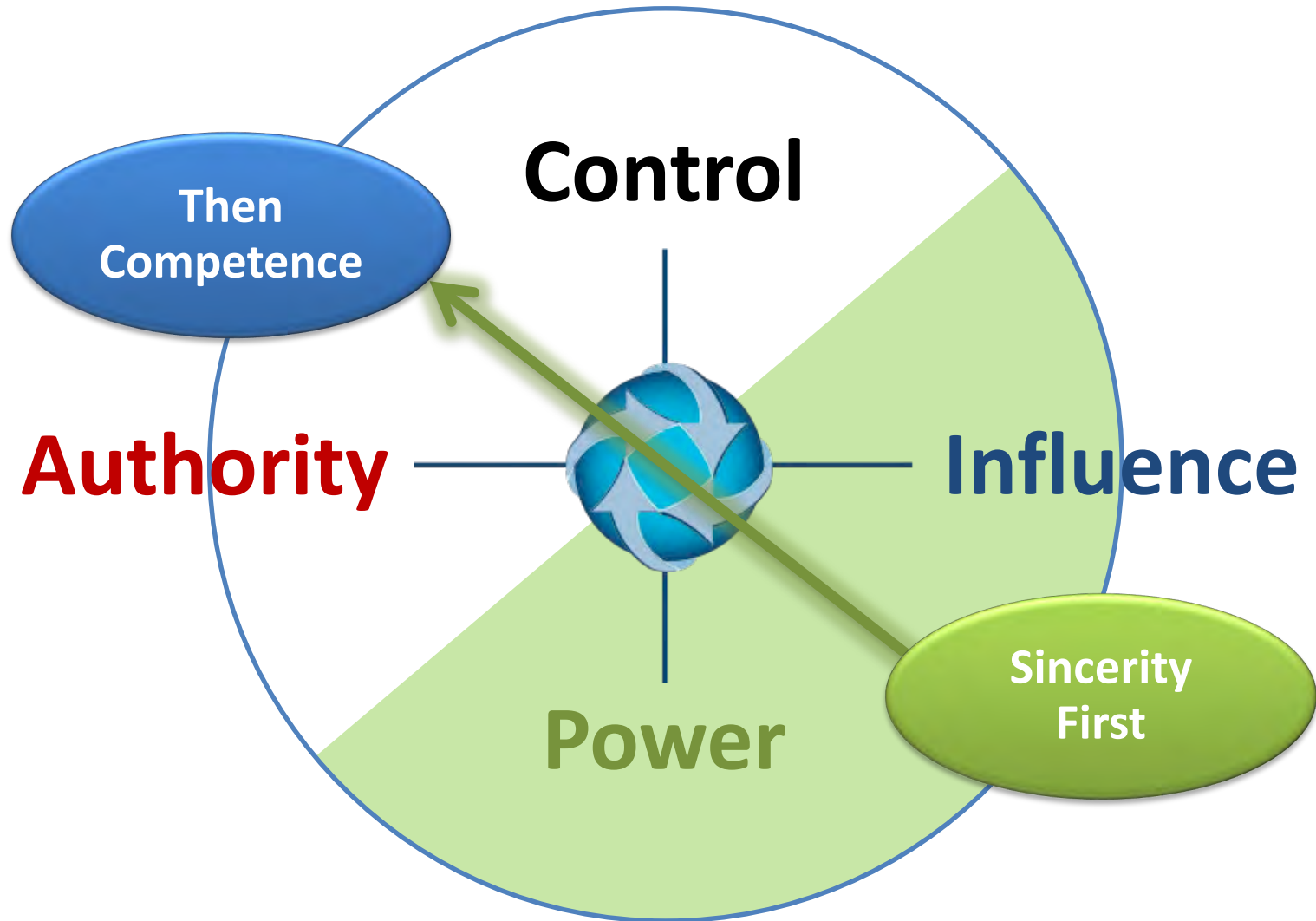
Trust = Competence + Sincerity



Trust = Competence *then* Sincerity



Trust = Sincerity *then* Competence



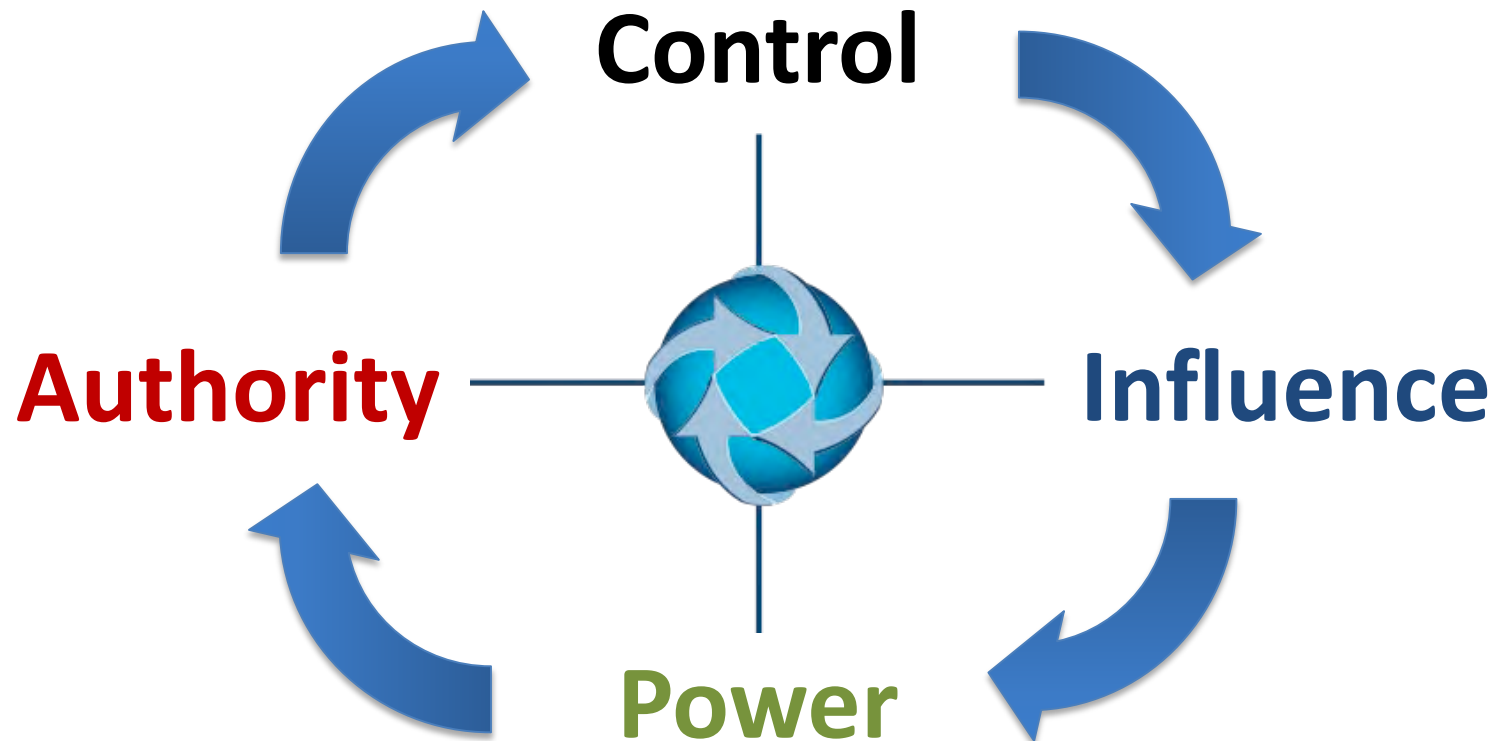
Building Trust

1. Set aside your own concerns.
2. Address others' concerns in their order.

Because, even if you have the ability to satisfy both trust concerns, if you address them in the wrong order, you will fail to build trust.

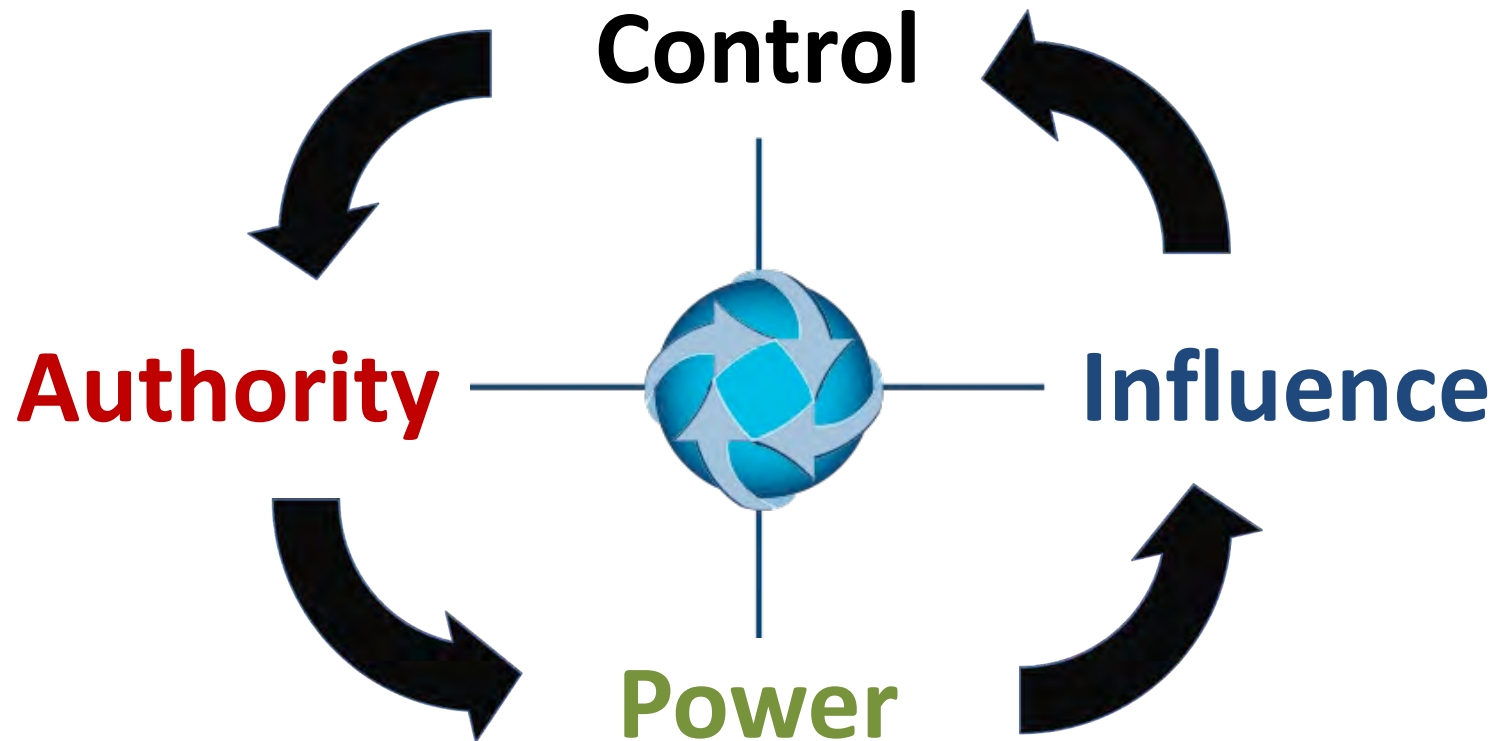
Market Force

Path to Prosperity



Brute Force

Path to Poverty



Why would my Business Benefit?

1. Business should be fun.

1. We are advanced beings operating in a primitive biology.

1. In business, everything we do is dependent on humans.

Next Steps

- You have three options in front of you:
 1. *You would like to find out more. Lets meet over a coffee for a chat.*
 2. *You are interested in attending a full day of Market Force specifically tailored for HR Executives*
 3. *You desire immediate change for your business, and want to enroll your teams into training.*

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