



BoldHaus[®]

Get Aligned to
What Decision
Makers Want

**YOUR COMPETITIVE EDGE
MASTERCLASS WITH ANGELIQUE**

BoldHaus[®]

• A PLAYHAUS FOR SERIOUS BUSINESS OWNERS •



Let's Start Here.

WHY ALIGNMENT MATTERS:

- Creates a positive reinforcement loop 
- Stronger relationships 
- Client engagements that are energizing 
- Easier growth 
- Increased revenue 



What We're Going to Cover.

BY THE END OF THE SESSION, WE'LL COVER:

- 4 Big Things: The baseline *themes* that are driving what decision makers want right now
- 4 "Lanes" of Alignment
- How to think about and align in each lane
- Specific action steps in each lane
- Reminders about Groove
- Q&A



Big Thing #1

Drive Growth, But @ Low Risk, Low Cost

- Long-term: Decision makers are looking for growth and profitability, but not at the sake of losing **stability**.
- Delicate balancing act: They want strategic partners who deeply understand their **competing mandates**, their daily stressors, and the reality of the “perfect storm” of challenges they’re facing.

Big Thing #2

Navigate Financial Pressures

- Profit protection: Costs have gone up, but clients/customers are hypersensitive to further price increases. They need to find **cost-savings** or **increase value perception**.
- Reframe leadership and workforce development: Shift from “cost center” perspective, to **strategic workforce planning** and **skills budling** to deliver the **growth, efficiencies and cost-savings AI promises**.

Big Thing #3

Focus on Bottom-Line “Enablers”

- Solid business case: They’re prioritizing services and initiatives that show a clear, compelling **return on investment**.
- Risk mitigation: They are stressed enough; need to believe any initiative they take on won’t turn into a dumpster fire OR “science fair project.” **Proven. Repeatable. Scalable.**

Big Thing #4

Leverage AI. Show ROI in 2 years or less.

- AI is a black hole that is swallowing time, money, people, mindshare: The **AI projects** have the people and the money.
- New, smaller teams. New workflows. New tools: Tech changes are easy compared to the people impacts. We're ALL in a **global change management project**.

4 Lanes of Alignment

01.

Problems



02.

Timing



03.

Services

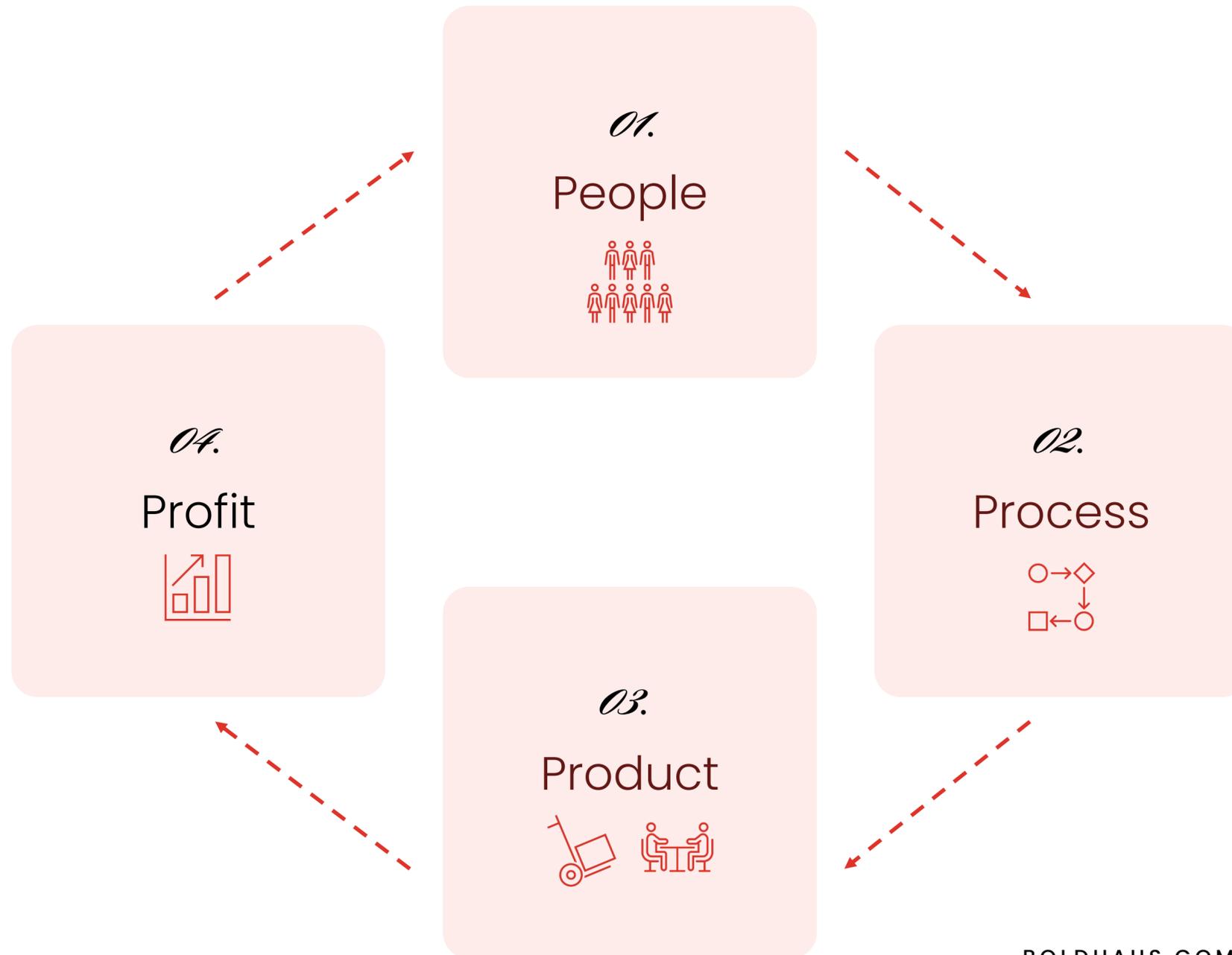


04.

Language



4 Categories of Problems

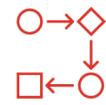


10 Big Problems By Category



People

1. Skills gaps (AI)
2. Leadership gaps
3. Regrettable turnover
4. Burnout
5. Resistance (AI)
6. Workforce gaps
7. Performance
8. Communication
9. Conflict
10. Execution (getting stuff done!)



Process

1. AI workflow
2. Inefficiency
3. Data management
4. Systems silos
5. Manual processes
6. Project management
7. Redundancy
8. Standardization
9. Controls
10. Risk management



Product

1. Supply chain
2. Obsolescence (AI)
3. Manufacturing disruptions
4. Quality (defects, recalls, shrinkage)
5. Innovation
6. Forecasting
7. Development cycles
8. Regulatory
9. Returns & surplus
10. Customer service



Product

1. Irrelevance due to AI
2. Scope creep
3. Missed deadlines
4. Service quality
5. Client rework
6. Underpricing and/or overservicing
7. People utilization
8. Scalability
9. Repeatability
10. Standardization



Profit

1. Bad pricing
2. Bad contracts
3. Cash flow
4. Expensive or excessive debt
5. High COGS/COS
6. Operating costs
7. Poor sales
8. Bad marketing
9. Risks (bad bets)
10. Customer or client churn

What if you're torn about which direction to go?

My Top 5 Options	Rank by Most \$ Being Spent in the Market (5 = most; 1 = least)	Rank by Least Competition in the Market (5 = least; 1 = most)	Rank by My Highest Motivation Level (5 = highest; 1 = lowest)	Total of 3 columns added together
#1:				
#2:				
#3:				
#4:				
#5:				



“The
Costlier Risk
is always to make
no decision
than to make the
wrong decision.”

-ANGELIQUE

How to Use This Insight

- Know the industry data around the problem or problems you solve.
- Identify specific anecdotes and stories around the specific problem you solve.
- Get clear on which problem(s) the person you're talking to cares about FIRST.
- Articulate clearly in your marketing, messaging, positioning, etc. as to which problem or problems you solve.

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Decision Makers A.C.T. When...



Alarm bells are suddenly going off.



Calendar dates are fast approaching.



Task list items have a hard deadline.

Understanding What Drives Your Clients' Timing



"We're so thrilled to work with you on this. If I may ask... This has no doubt been a challenge / idea / opportunity for a while now. Why did you decide that right now, *specifically*, was the time to act?"



"Interesting. So, out of curiosity, was there a particular situation that happened, recently that brought more urgency, focus, and/or attention to this, *specifically*?"



"Thank you for sharing that. It also helps us to know if there's anything specific coming up internally... a top leaders meeting, a year-end goal, a new expansion or launch... that's influencing the timeline?"

25 Things That Happen the Same Time Every Year...

1. Annual performance reviews
2. Promotions, raises & bonuses
3. Strategic planning cycles
4. Budgeting & forecasting
5. Board meetings & reporting
6. Customer contract renewals
7. Vendor contract renewals
8. Leadership meetings & town halls
9. Employee engagement surveys
10. Succession planning reviews
11. New leader training
12. Safety & ethics training
13. Compliance reviews
14. Regulatory filings & compliance checks
15. Financial & tax filings and audits
16. IT systems upgrades (AI being a disruptor here)
17. Cybersecurity reviews / testing
18. Corporate giving & CSR/ESG campaigns
19. Conferences & industry events
20. New product or service launches
21. Employee benefits enrollment
22. Product inventory counts (for goods firms)
23. Facility inspections / certifications (where relevant)
24. Customer satisfaction / NPS surveys
25. Holiday-related activities

Understanding What's on Your Clients' Task Lists



“What is your big special project that you’re trying to get done before the end of the year?” or... “are kicking off the New Year with?”



“Outside of the normal day-to-day activities, is your team working on anything special these days?”



“We make it a priority to understand what’s on our clients’ plates. If you’re willing to share, I’d love to know the one or two big initiatives or projects that are taking up most of your attention these days.”

How to Use This Insight

- Make a cheat sheet of the top “A.C.T. events” that drive your clients to buy your services.
- Wrap your content creation & marketing around the “A.C.T. events” you identify.
- Time your outreach to decision makers with when those “A.C.T. events” are happening.
- Plant seeds with decision makers around those “A.C.T. events.”
- “Train” your existing network to listen for those “A.C.T. events.”

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5 Types of Service Offerings Companies Want Today

Rapid Response

- *Simple* pricing
- Short notice
- Off-the-shelf
- Low prep work
- Get in, get out
- Delivers quick win

Low Cost

- Budget friendly
- Turnkey
- Fixed deliverables
- Repeatable
- Low fuss
- Delivers small win

Done-With-Them

- Stretches dollars
- Leverages their resources
- Collaborative
- Delivers transfer of know-how

Done-For-Them

- Luxury pricing
- Expands their bandwidth
- End-to-end
- Delivers peace of mind & freedom

100% Customized

- Premium pricing
- Stack-and-build
- Tailored to fit
- Detailed, phased execution
- Delivers max ROI

How to Use This Insight

- Identify which types of service offerings your existing solutions fit into.
- Refer to your offerings this way on your website, capabilities overview, etc.
- Incorporate this language into your outbound outreach to decision makers.
- Create content that aligns with these categories of services, i.e. "3 Ideas When You Need a Rapid Response Solution to an Urgent _____ Problem."

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wise words

“Forget messaging.
Start speaking
Decision Maker.”

- ANGELIQUE

Capture Your Prospects' and Clients' *Exact* Language



Use AI to
Capture
Keywords from
Meetings



Listen to
"Corporate"
Podcasts



Watch
"Corporate"
Webinars



Read
Industry
Publications



Conduct
"Insights"
Interviews



Attend
Industry
Conferences

How to Use This Insight

- Create a cheat sheet of the key words and phrases that come up again and again.
- Incorporate this language into your website, LinkedIn profile, blog articles, etc.
- Utilize your cheat sheet when creating content for your marketing channels, titles for webinars, speaking proposals, etc.
- Mirror this language back to prospects and clients when talking to them.
- Give this list of words and phrases to your SEO team to incorporate into their thinking.



CLARITY EXERCISE



Start With the Basics + Add Results

We help our clients solve complicated _____ problems, including _____, _____, and _____.

We excel at doing this when the alarm bells are ringing, such as _____, when _____ is coming up on their calendars, and/or when they are facing a deadline for _____.

We offer solutions that range from rapid response to low-cost options, from those that are done with our clients collaboratively to those that are totally outsourced and/or 100% customizable.

The result is that we've helped our clients to _____, _____, and _____.

We understand that today it's all about enabling bottom-line growth while balancing other needs such as finding cost savings and driving efficiency.



Groove Reminders

- Please make sure your hotel room is booked.
- Fewer than 30 seats remaining – do you know someone who should be there?
- Watch your inbox this week and next week – important action items sent your way!
- Get-in-the-Groove mastermind sessions.
- Motivational Maps
- Monday, Oct. 13 – Registration 3PM – 5PM
- Welcome Reception 7PM – 9PM

What We Covered Today.

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