

2022_07_11 - LYL How to Ask Questions in Strategy Sessions -...

Thu, 7/21 10:11AM 31:13

SUMMARY KEYWORDS

strategy session, questions, people, mary kay, listening, deeply, genuinely, conversation, person, pain, slack, decisions, talk, america, produce, next best step, recording, invest, karen, kay



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What you're doing is bittersweet? Yeah, yes, for sure, for sure. It's a super privileged time to be here saying the last goodbye to my parents house and you know, energetically to my parents and other level of it, and just taking care of everything here. And I was thinking so much this morning, just along with my knees about, you know, how you do anything is how you do everything. I'm doing my best here to just take care of take love and care of everyone. And you know, I think that's the best answer to any business question, too. So I'm just going to start with that little brief mini training. No, one time because I want dig in with questions, but many, many training to gather the energy, it's like, what we do comes back to us tenfold, I'm experiencing that so deeply here. And so it's part of what's made things slower here, too, because everybody wants to see me and talk to me, all the neighbors, and I'm not going to say I have to move this box before I talk to you. You know, the 81 and 84 year old neighbors next door, and they brought me a little gift that they've been holding for me since last fall and plenty to trees in the in the in, in the in their yard and honored my parents because we said if you want planted tree and you know, so they were showing me the trees and like, how can you just walk away? And so that my best answer, actually, because we're starting with your question, Karen, you posted first America. So your two questions can't wait to dive in with us my best answer to any question really, you know, how do we what questions should we ask? Well, what are the loving ones that someone will dive in more specifically for YouTube? But what are the loving ones that help people access the problem that they're having, so that we can help them? And so much of business gets gets caught in, you know, strange tactics. And I don't see business that way at all. As you both know, to me, it's about lovingly caring for people. And then like I say, it was it. You know, there's been some strange things in my family, I'll just say I won't go there too deeply. But just some people not always putting people first let me just say that. And so that's part of the reason it's taken me more time here to try to put people first and but when you do that, it just comes back to you tenfold like the you know, strangers bring me breakfast after the deadline, I didn't ask I was just in a little shop gonna grab something to eat, you know, some chips or something off the shelf, it was my bad, arriving late, and they're like, Here, we'll make you an omelet. And she remembered what I ate every day. And you know, I've always gotten myself just like, kindness gets returned tenfold. Really, truly, I've been blown away, I just burst into tears this morning, actually, the catching me right up straight out of tears in the morning, but I think it's a perfect time I told her her name is Elizabeth I said, I will be speaking this onstage. And thank you so much out of tears running down my face, you know, and, and just that. So you know, 1000s, we'll hear about what you did

this morning. And, and just when we remember that, and you both have such and everybody listening afterwards, when you're listening on the recording YouTube and the YouTube, if you're listening, I know I mean you to both of you here, you know live for these questions today. You have such loving hearts. When you come from that place, you'll already know the questions. And then I can give you some business strategies that will help you. But I want you to know that that is the foundation. And so I want to return you to that knowing because we can get caught up in tactics. And some helps help. There are a couple of key questions that one can ask. And so let me see, I think I will, I'm going to access your I usually have paper and things printed out but your hotel room and have them printed out some XML on my phone. I'm not I'm not checking my texts. I'm looking at your question. So your question was, you know, what's your what's the goal setting appointments for connection calls with potential clients with intention of it leading to strategy session? The understanding of that, and the sophistication of that question I want to point out, because you know that that's what you should be doing for your company like way to go. Thank you for using language that we do here too. So that's an informed question and designing my 5k product offering. These are the I could not ask for better questions. These are great questions is what to focus on fantastic. And then the ideal outcome to gain ideas of how to do a strategy session call. Again, there'll be more in sales a story. We'll talk about this this week. And next week that to Thursday's command. For those of you listening to the recording, you might be getting that in the recording, but that will be there for you. And I also want to give you help on the court for you directly today. So you said one, what's perfect at race to do a strategy session, then what components do you use to guide them to their next best step? Of course, I'll play deep listening and inquire about their biggest challenges they're getting, they're getting their way and stopping them etc. And I want to just emphasize that like it's etc. And then but keep going back to that. Keep going back to that. Keep going back to that. Keep going back to that. So I know that you already know that. But it can't be said deeply or strongly enough.

 04:52

I'm looking for your favorite powerful questions to consider to add to my repertoire. Your number one question please. Here are examples of how you do a stretch session or proper questions you'd like to use? So, again, that is a question that is right on marks, I want you to be celebrating with me the level of question that you're asking, you're focusing exactly where you need to focus for your company to grow. And that you know, it's \$5,000. And up, that's because you took the leap, right? And you know, that you're not trying to sell widgets that you know that it's a, it goes from connection call to strike decision, like the amount of knowledge in that you're ahead of most entrepreneurs just in the way you frame framing the question. So notice that did you notice that? That's phenomenal, right? So first thing I want to say? Thank you, I'm not thinking in terms of comparing myself to anyone, I'm just like, trying to be careful. And that's the heart centeredness, we don't need to. I'm not I don't think that we live in a competitive world. In fact, science of getting rich definitely talks about that. So I'm the competitive, it's not a competitive mind. It's a creative mind. But I just wanted to point it out to let you see yourself, and how far you've come in a few weeks. That's freaking phenomenal. Remember that and have that as your grounding. Then from that space, the questions will come and I, again, you can even go go on tactical thing, or once, you know, specific things, and I will give you some of those as well. But really remembering that and going deeper in that is the thing that gets you there. There. For instance, like in our strategy session, I didn't have any questions written beside me that I was going to be sure to ask you. None that I can recall. I mean, maybe sometimes I do that maybe I did sprawled out on a piece of paper beside me. And it's not that I haven't thought about the kinds of questions that I want to ask people

generally. And I have an idea of that. And let me tell you about how I felt formed that idea of that, and then more to come and sales a story. But um, you know, people get so scripted, and I'm really not a person I think of the strategy session is story form. All it is is a story. We're always telling stories and Strategy Session is no exception. So let me see. PS want to talk about that. So I'll give you a couple of questions. But I also want to unhook the mind from meeting those questions. And also, I'll give you as many as you want, we can work them as specifically as you want. And some really great people in the industry do it that way. You know, here's the exact questions you should be asking. It's not that that's wrong. It's just not my approach. It's not how I do them. So it's not how I teach it. But I'm happy to give you as many as I can. That makes sense. Yeah. All right. So one thing that I want to point you to and with Mary Kay, here is the call that I did with Bonnie years ago, I know that we've got that recording over in story freedom Academy, but we are changing story freedom Academy over from the love your words to love your life program. So if you can see me as a way this week, but you should probably should be able to access it. Even me think where could you most easily access it? I'm hoping it's posted in resources. But oh, it's probably not there yet. Let me think. But I know Mary Kay knows that how powerful that that call with Barney is? And actually, you know, Mary, Kay, do you? Do you have to do download that recording?

 08:13

I'm not sure. I don't know if I did or not. But if I can access the old website, I can, I can download it and send it.

 08:21

Man, if you could do that Mary Kay. And normally I wouldn't ask but you guys know that I've been here an extra 10 You know, seven days. And let me see with any mind that I tell you this. Anyway, and he's off. She's off this week. And she's also not been well, so normally we just didn't do that. And then Emily has just ended she is on maternity leave right now. So my usual resources. We we're we now have somebody new in place, but you know, and he will be back but in the meantime, that might be your quickest route and Mary Kay, thank you for you for your kind heart. And if you if you can't access it through Mary Kay, then get in touch with me and I can I can find a way to get that to you directly. I'll get help from other team members who don't usually do those things. I will get that to you. But Mary Kay's probably your best

 09:09

and I want to say Karen message me if you don't because I may forget out here but feel free to message me. Okay,

 09:18

so if you guys don't mind working that way just out of the extremity what's going on over here right now I would really appreciate that maybe your quickest route and the reason is because Amy does it was such a kind of loving heart she really wants to set up story freedom Academy with the old the new love your life program materials. And so you know, meanwhile, we're just

putting things in Slack so we can get them to you quickly. So because we want to set it up really well for you know, okay, what's the best way to message you? What's your phone number? Oh, and actually before you get phone numbers here because others will listen to the recording too. You could put that you can just you know you can send each other direct messages in Slack. Did you know that? Oh, okay. Essentially the direct messages in Slack. And also America, if you don't mind a phone number, you probably put it in the chat or WhatsApp, you know, message each other in Slack for now, I would say it's probably the district. Okay. Okay, let's do that for now. All right. So it's such a reminder of the loving hearts in this community embodied in you this time, Mary Kay, thank you so much. You teach about loving presence. You live it. Thank you. So. So I wanted to point you to Bonnie, the conversation with Bonnie and Bonnie had generously shared it, it was a private session. I'm like, Well, this could help people. And it's helping people like years later. So we thanks to Barney for that. That's how things progress in the community to like, you know, information sharing, right. So that's one thing. The next thing is what I already said. And the thing after that would be the question that I posted in Slack, but I'll represses here. And that's one of if I if there is a question that I asked over and over again, I really liked that question. You know, what made you decide to invest your time. This is only when you're in the strategy session, not before him. They're very different genres are very different kinds of conversations, and connection call on a strategy session. So with once you're in the strategy session, and that's where you're seated with somebody to see what their best next step is. It might be your work, it might be that you refer them to something else it might be that you will. There's something in there in their own life that they will activate. But there's someone in your ideal client zone, and you're just going to help them you're, you know, bound and determined to help them with the best thing. So no matter what it is, so that's the strategy session. And then you have their agreement that you're together trying to find the best next step. That's why you have permission by the by the genre of it to ask the question, you know, what made you decide to invest your time to talk to me about, I would often say your business in your life today. I mean, it's just a really simple, it doesn't have to be anything complex about, you know, how things are going, your relationship today, or whatever it is, how you're doing with your worse today, doesn't have to be rocket science short. And then and then you listen. And the reason that that that sentence is really nice is it's reminding them of some things they're making, they're already making decisions, they decided to be on the call with you. But they're to us taking their valuable time, and you're giving valuable time. And it's beautiful, but they could spend time make places they're here with you they made a decision already is helping to empower them to make decisions. Because they recognize viremia decision, whatever the decision is going to be. What made you decide to invest are already investing case, what made you decide to invest your time to talk to me about whatever it is today, that's a really elegant sentence, I often will say that to people, because again, it just reminds them about decisions and investing. And then if they're in your ideal client zone, it helps them to find inside themselves, you're only going to make an offer, if you know, genuinely, really, hugely help that person won't make an offer. If that person's not right, you'll send them away with something else that will help them. So that's a great, great, great question to ask. And then I will just give you a couple of lines. So that's the first one. Another one that I am trying to think of what I often do, I don't even have them written down anywhere. And I trained from a different place of just listening to that person and responding, essentially. And then I teach a bit LTTB about story arc, you'll get more of the framework in sales a story the next couple of weeks. But here's a really good question that you can have in your back pocket. I don't have an exactly phrase, and I don't think you can scripts. But sometimes what happens in the beginning of a strategy session, people have pain. Hopefully, this is somebody that has some pain in your area that you're talking to you even if it's not the beginning, don't worry about it, you'll practice if you find out that they have no pain in your area. Well, I'm going to be on the Today Show for being the best relationship on the planet next

week, because we've been you know, or whatever it is. Great, maybe underneath that there's this happy face on empty gas gauge. But if they really don't have pain in your area, you can send them away with a suggestion for their life or whatever. Right? But they have some kind of pain in your area. That's why you're talking to them. And in in the in the context of a strategy session. And people



14:17

it can be it's hard to talk to somebody just think human you know, be it be human and we gotta return ourselves to humaneness. Right. It's hard to talk to somebody about something that hurts. That was probably something we've been wanting to cover up because we're embarrassed because we're, we're sad because right? People are coming in and they've been vulnerable enough to share this, or they want to share something about it or they wouldn't have come. But it's still hard. So sometimes what happens and this happened, and she's given me permission to tell this i i Will you know, she's giving me permission to tell this and I trust her. I've known her for many, many years. And actually, Karen you know her kemalism are so, dear friend Mind and also a probably not from women. She's She was a friend first for many years with pain in my area. And when we finally came to the Strategy Session, she enrolled in the community for one year. And then she, she was designed with a general one for the second year not. And when she came in for the second year strategy session, she started the you know, So what made you decide to invest your time? Well, Michelle, I love the work that we do together. And let me tell you about like, oh, things are going great. And I'm like, so I almost hung up after eight minutes and didn't serve her for another year, which she did have ended come to do for a year. And this for somebody that I've known as a dear friend to start out with, like, this is great. And that's great. And that's great. And that's great. And the rule of three things that she just done. We just got here together, everything change. I just said, that's great. I meant to genuinely I just said, I'm so excited for you. So I would keep doing what you're doing. Like that's your best next step. It sounds like you're rocking it. And I meant it from the bottom of my heart. And then she was like, we don't go, Well, that's what happened with you. Exactly again. And then she's She then she started going to deeper level, which is exactly the same thing that happened to you. So that's not a question. But if they are only talking about what's going well, or it's something akin to that, then it's just like, give them the best suggestion you can and you know, it's really, if that's really the best, the best solution, like be it be a human being and help the person like it's so natural to both of you. We forget it. But that's how the strategy session goes, right? And then. And then if they're only telling you about positive things, and everything you can say is something like, I'm so glad that so many things are going great for you, but then just represses, the question is, so tell me, how do you think I can help you? When he comes to the call? Sounds like things are going great, but how do you think I can help you? And I'd say kinda like that, because behind all that, sometimes is fear, shame, etc, right. And it's hard to say, so let them speak about the things that are going well for a little while, because it's a real human being in front of you. And they don't want to be ashamed. They don't want to be sad, they don't you know, but, but if they don't go to that pain is going to continue the way it has, and, and we want to help them. So let them speak some of the things that they're celebrating. And then, hey, I'm so glad you came to the call sounds like things are going great. You know, and if you like with her, I was ready to send her away, you know, like with love, right? And we'll see each other and other ways, you know, but with somebody else who's just come to a call, it's, you can ask the question, you know, what made you decide to come to the because they did decide, because you make sure that they've decided that before you have a call. It's not just any, you know, connection call, it's like, how about if I hold space for you? So we can figure out what the thing is best to you is a human thing to do. Right? Would

and they usually, like think what you said to me and it was genuine, like you thanked me, didn't you because it is genuine and genuinely trying to help. So you know, they've come for help, because you're holding space. For them. It's normal to refocus the call on the purpose of the call, which was set from beforehand, which is why I don't turn a connection call into strategy session. I say let's meet again at a different time. So there's clarity is a very specific genre, there's clarity about the intention of the call. And then. And then it's like, hey, things are going great. You know, What? What? How do you think I can help you? And you know, and you can even say, I'd love to spend time, if you need something more hard hitting you because I'd love to spend time with you hearing about what's going well. But I know there were some some things you wanted to talk about, like, is this the best use of our time to want to spend this time seeing how I can help you. So that redirect can sometimes be really helpful because they're hurting? And they're, it's hard to talk about.



18:55

So that opening question, that one can be helpful. I'm trying to think of other generic questions. I don't have very many generic questions. I can come up with them and give them to you. But you know, I've done many, many strategy sessions without them. And I'm happy to give them to you if you want them. But it gives you an idea of how I think about them. Thank you. Is there something you want to say because I'm hearing you like sitting on something and you've done a lot of strategy sessions fabulously and learned from exactly how we do them here. Anything you want to add to this Mary? Kay. I could tell I could see you hopping out of your seat and you can't unmute. Okay, let me see. If there's something I can do my end. I can ask you to unmute. Let's see if that helps.



19:37

There. Okay. I just lost the picture for some reason. So yeah, I have a I have a list of that I made I guess from I don't know a combination of Bonnie and from you and from talking to various people. And I mean, the questions kind of come naturally if you're just in And, and you and your I had stick to the next best step and where they are now? For sure, yes, thank you, as you do that they come naturally and a half. Let's see. Tell me more about blah, blah, blah. And why you chose, tell me more about why you chose whatever that's appropriate. Tell me more is kind of a thing that I use



20:29

really, really good one. Yes. I mean, you know, that's not a question. But it's a really, really good thing to say.



20:34

Like, get some talk, and most people I talk to her talk a lot. And then, if I'm talking to him a second time, I'll say what resonated with you from our last call?



20:46

Yes. You



20:48

and and then towards the end, after you've gone through all the pain, then you start helping them envision? I kind of follow that. I've used a few could be magic, how it would go, how would it go? That's that's something people don't, I don't know that that catches people by surprise.



21:10

Okay, that's not that's not that didn't you know that turn to the hopefulness. And we haven't haven't given you the structure of a strategy session yet in the way that I teach this first, because you just go out there, do it. You don't just want to go out and do it. But there's a few things like Mary Kay was going to say when it turns to hope and that when they call upon you will help you with that. But all of this is good. And the one thing too, so thank you, Mary Kay, beautiful, but oh, by the way,



21:35

one more, because this is right from you. And it worked for me and it works for other people is something to the effect of Do you want to know how I can help you make this? Towards the, towards the end? Or, you know, do you want to know how I can help you.



21:52

And you can tell me the way America is responding? Because we've been working together, you know, for some time, America and you do a fabulous job, you know, with people who are highly invested with you, and that Mary Kay goes, Don't you know, like, I haven't created a list of questions. I could do that for you if you want but, but it does, it's not required. It's not required to do this. And one of the reasons I hesitate in doing that is it can end up turning into a script. And and I will produce that if you want me to that's easy to do. But I want the intentionality behind my teaching is actually to avoid scripting is to actually have a conversation so people can get funny about it. So that's why I haven't you know, produce a list. America has been doing just great job closing wonderful strategy sessions without it. But if you guys want me to produce anything you want like that, that helps you I'm happy to produce that for you if you want. And here's this recording itself, it starts to do that. Yeah, Mary Kay, go ahead.



22:45

I was just gonna say I have, well, I started out I don't use it as much anymore. But I started out with the list. So I could just pick and choose as appropriate one the person was talking. And and then I also wanted to say I have been on strategy calls who were doing it from a script, and it

was awful.



23:03

Right, exactly. So I have really avoided that. Because even just a few questions. It's like a little knowledge is a dangerous thing. I mean, and with those, we can end up getting stuck over there. And we can end up mowing the lawn trying to get it perfect, and all that kind of stuff. And it gets gets, you know, weird so, so, but again, happy to I will produce anything for you guys that you think will help you. I'm happy to produce it. But with that proviso that I never have, and I haven't for years, that committee has been around since 2010. And I haven't produced it intentionally in order to avoid that. And but I'll add something else, though, about the kinds of questions to ask, you could ask, just asking questions and seeing what percentage of the time you're talking and what percentage of time you are listening. In my own strategy sessions, I am talking more percentage wise than most people should. So if you think back to our conversation, probably talking more percentage wise than most people should, because of a deep background and skill with words that allows me to do that in ways that will sometimes put words to what people are thinking that they didn't even know how to articulate. But you don't need to do that, you know what I'm saying? So if you're if you're measuring the percentage of time I'm talking, you should reduce it from the amount that I talk and instead, ask more and more and more questions and, and you can ask quantitative questions and you can ask qualitative questions. And the best way to get at that question those questions for you is because this crypt is kind of like it feels like this shortcut right there. It's like a tactic instead of a real conversation. And I know you weren't asking for tactics you're wanting so deeply to hold a real conversation but I'm telling you the best of what I know that produces that right and, and the best way to the list of questions can end up being the shortcut. That's short circuits, the genuine conversation almost rather than having people have a list of generic questions. Is versus just going in and being a human being. I'd rather the same person with zero training, I'd really rather have them go in with general principles. And they'll make mistakes, make mistakes in terms of, you know, the percentage that they speak. Or maybe they could ask more questions like mistakes or not mistakes. But I'd rather that than this. So that's why I designed it that way. So and I've never said it exactly like this America. Have you heard me say it exactly like this before? Like, you have pulled this out of me, Karen. So thank you. It's really, really good thing. And then I appreciate my ADD, or yeah, just before you add something, let me add this qualitative and quantitative questions and how you find the deep way that you find those questions is by doing a bunch of strategy sessions, and you'll see, and so I want you on the court Mary Kay huge nod from you know, closing really good straight decisions in ways that you never ever dreamed up before we started working together, Mary Kay right. And so the more you do them, the more it will come. So you just got to do them and be okay, that, hey, we that conversation should be tweaked in this way. And I wish when they said that now I can think of that that will give you the most genuine strategy sessions over time, better than if I give you a list of questions, right? Because then also like, Oh, I didn't say that question. Maybe I should have like, you know, so. But as quantitative and qualitative questions, and where they come from is, where they come from is from really deeply understanding that person's pain. So knowing your ideal client, the way JK Rowling knows Harry Potter, I see that often right? And the more you know, them too, is by holding those strikes such as I know, it sounds like circular reasoning, but by holding those dry decisions, and actually listening to those people, and, and when they and when you're asking a bunch of questions, the best thing got the best guide more than me giving you like a boilerplate of questions. These couple I've given you that I think will help America is added some but better than that is think about, you know, if you're talking to a friend, and they have whatever

problem going on, and you really know them, well, you really actually genuinely want to help them with their problem. You've done that before. I know you both of yours so kind hearted, you've done it countless times. And then like, would you want to go into that conversation armed? We'll ask them beforehand. Like I want to find out what the problem is. And I hope I can hold space for them. And sometimes it depends a little bit, I just want to say a bit more about this, too. It's such a great and then I'm gonna stop the recording after this and really stop start, because then this will also be how to ask questions. And we will have this in our you know, I will set this this this q&a aside, so that we have this about asking questions. And then we'll go to your question, Mary Kay, so. So as qualitative, quantitative questions, and and if you're the kind of person like my mom, if I had something going on and think about my parents a lot, of course, I'm hearing that mountain, right, closing their house, let's see, they'd be in their house. Finally, last time, probably today, for 55 years, and they will notice whatever it is, so my mom would just listen to your problem. And she would probably she would say, I was needing some advice yesterday. And my I asked my daughter, and her answer was whatever you think is best, dear. And we both laughed, because that's a direct quote of my mom. She said, infinite times. She's like, just listen, just listen, my dad wanted to come in and fix problems. And my mom, my mom used to joke because my dad would have this. I've never told this story before. So my dad would have it like, our trailers sell, for instance. And my dad would want to go in and show all the features, and you'd have these lists and talk and talk dog. And, and that person would go away. When he was on his tree farm, he sold naturally, because he wasn't trying to sell something, we just give them our chocolate and candy canes and show them pictures of themselves because he wanted to celebrate them. And they bought Christmas trees like crazy from him for generations, right? But when you're trying to sell a trailer he was trying to sell. And so my mom would go wait till he went away. And sometimes that person would go away. And the other person, my mom would just sit there and chat with them. And she listened to them. And then they go, by the way, how much is it? jeido Oh, they were selling? Great, we'll buy it. So that's what I didn't even realize were the background and sales. So you know, my dad was trying too hard. When you try to sell a trailer. He wasn't trying at his Christmas tree farm. He just wanted to help people. And people came, like I say, for generations, and he would just send out a little newsletter. They put it in the local paper and they had like, so much business, they couldn't have a little, you know, Christmas Tree Farm. So just actually genuinely listen, and where you're gonna come up with those questions is by will switch over to questions right away. I want to be sure we'd spend time on both of them. And we've got two questions on on deck, Mary Kay. So, but hopefully it's been helpful to both of you and Mary Kay, we will get to yours right away. So quantitative and qualitative questions and where you're going to get the answers to those questions, or where you're going to find those questions is Is in their pain. So you have to do You know what their top of mind problem is, you have to deeply know the best you can what it is you're offering, you may go, but I don't know what I'm offering yet. If you're offering help with some of their relationship in some way, you write it down. You talk to people, you think about it, right? What is it that are the biggest problems? And what's your solution? And how does that match up with what they're, you know, you're going to ask questions designed to help them see the pain in that area. Right. So that's the best answer I can give. And also just looking at the time now, later than I realized, so, Karen, will that give you enough to go bye for now and you can ask a follow up question for tomorrow. Yes, if not, and are you sure about that? Like to say I was in true guises. Yeah, okay. Yeah. Like, yeah, I don't want to take any more time. It's yeah, I'm i. This is good. I have some thoughts about ask a follow up question. What was on it? You got to hold workshops on morons on sales or keep asking questions, right. And then just go do it. Go do it. Don't wait for those go. Do it. Go do it. Go do it. Any conversation is better than no conversation. America knows that deeply. Right. Okay, thank you so much. I'm gonna stop recording here. So this about this one about questions. Jazz. Congratulations. Thank you.

