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A photograph of a band performing in a garage. A man in a white shirt and jeans sings into a microphone, gesturing with his right hand. To his right, a young man with red hair plays an orange electric guitar. In the background, another person plays a drum set. The garage has white horizontal siding and a blue door frame. A trash can sits near the entrance, and a blue garden hose lies on the ground outside.

Getting Good at Getting Great

A Kellogg
MasterCourse™



“Want to improve your tennis game? Deliberate practice. Your writing? Deliberate practice. Your sales skills? Deliberate practice. Because deliberate practice was developed specifically to help people become among the best in the world at what they do and not merely to become ‘good enough,’ it is the most powerful approach to learning that has yet been discovered.” - **K. Anders Ericsson**

Getting Good at Getting Great - MasterCourse™

1. Opening

Mindset & Goals

3. Deliberate Practice

Taxicabs & Racecars

2. The Foundation

Knowledge, Skill & Discipline

4. Closing

Choices & Actions



From...

Abstract goals

Try harder

One manager

Mindset = “I’ve got this...”

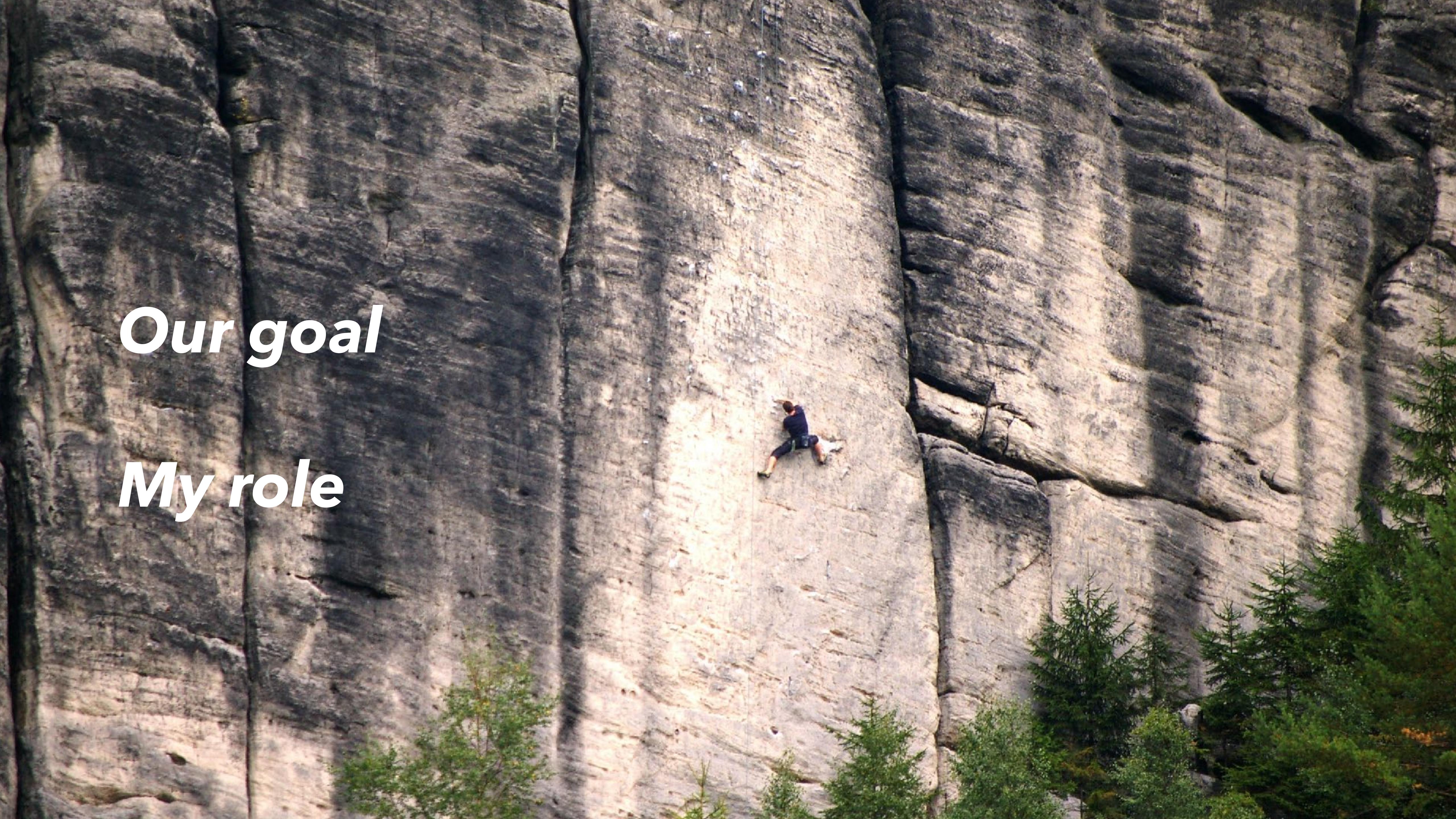
To...

Concrete goals

Try differently

Many coaches

Mindset = “I can get 10X better...”

A photograph of a massive, light-colored rock face with prominent vertical and horizontal sedimentary layers. A single climber in a dark blue shirt and pants is positioned on a ledge in the center-left of the frame. The background shows more of the rock wall and some green trees at the bottom right.

Our goal

My role

Getting Good at Getting Great - MasterCourse™



1. Opening
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2. The Foundation
Knowledge, Skill & Discipline

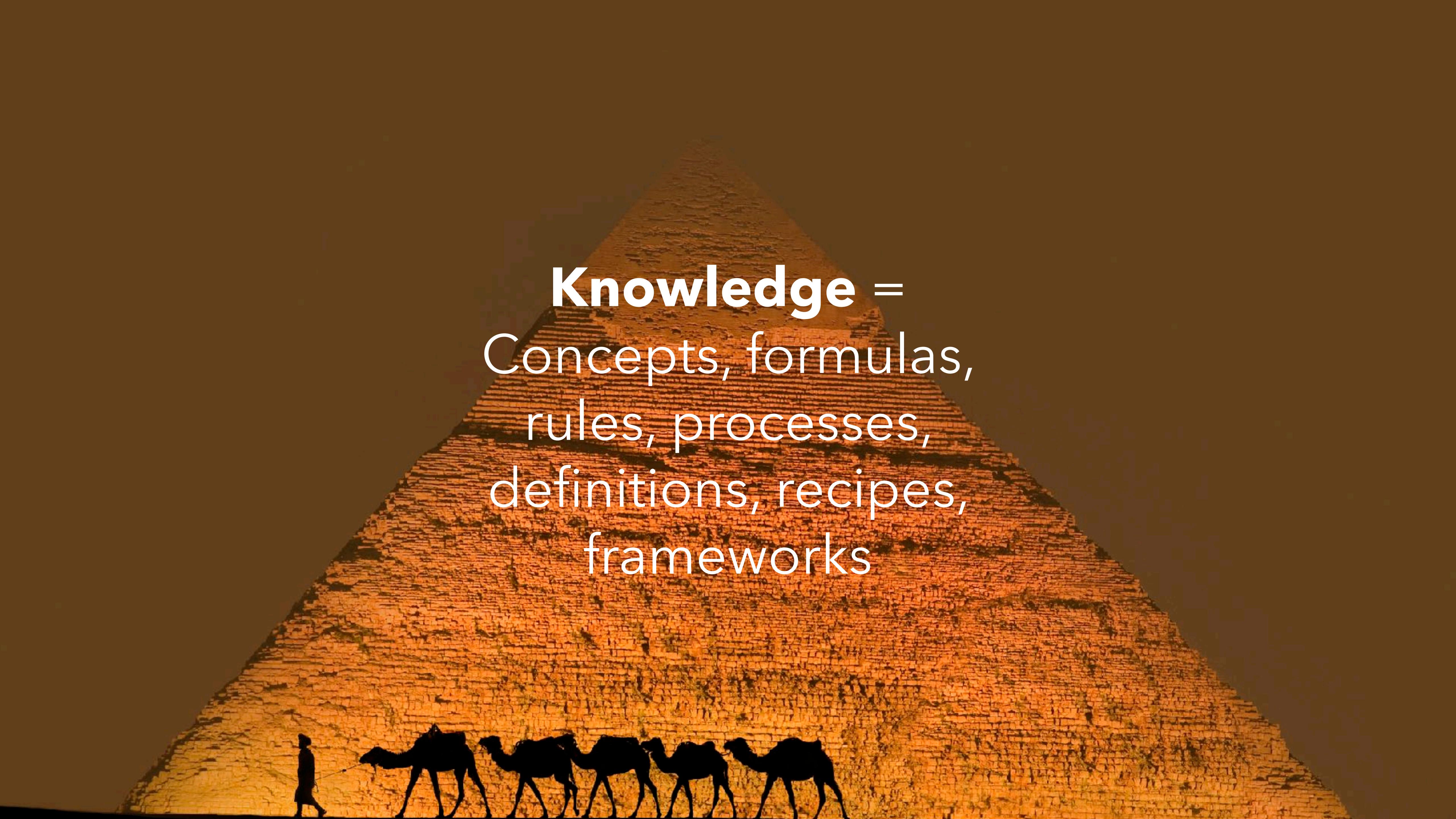
4. Closing
Choices & Actions



Knowledge

Discipline

Skill

A large, ancient pyramid, likely the Great Pyramid of Giza, is shown against a dark, hazy sky. At the base of the pyramid, a small silhouette of a person leads a caravan of five camels across the sand. The pyramid's surface is made of many small, rectangular stones.

Knowledge =
Concepts, formulas,
rules, processes,
definitions, recipes,
frameworks

A painter's palette filled with various colors of oil paint. A paintbrush is resting on the palette. The background is blurred, showing a painter's arm and shoulder.

Skill = An ability acquired through
sustained effort and continuous
feedback to accomplish a complex task

Discipline = Choice

Knowledge = Knowing

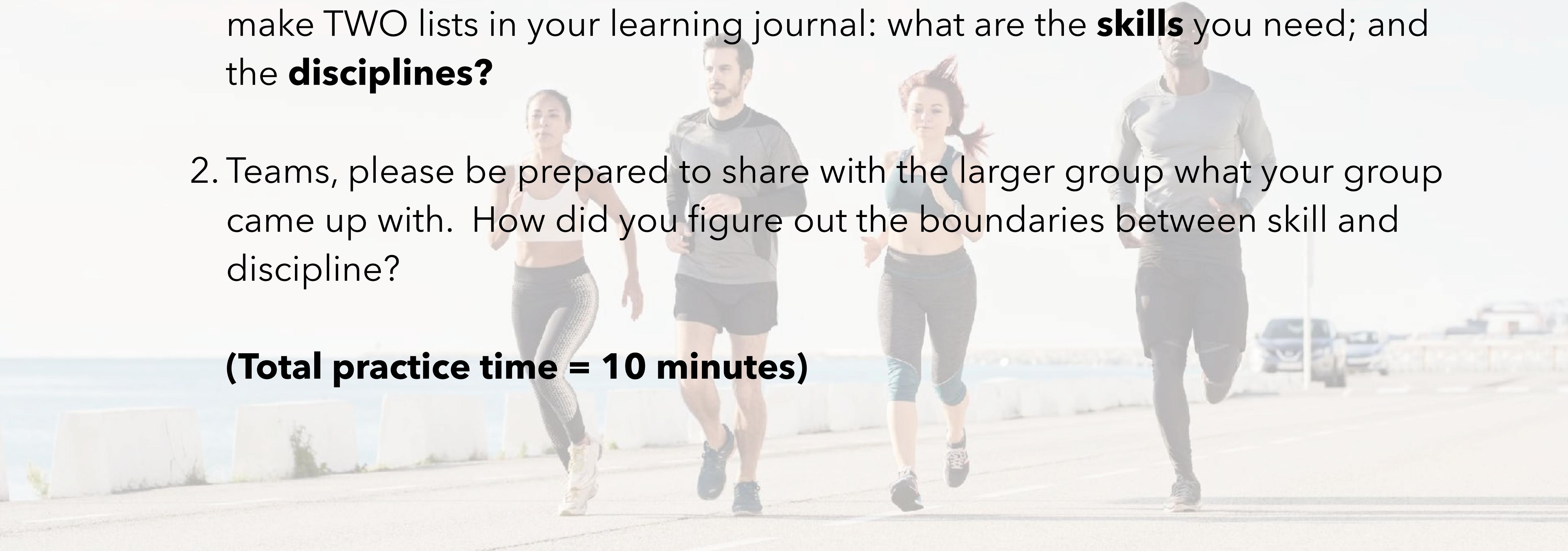
Skill = Doing

Discipline = Being

PRACTICE - KNOWLEDGE, SKILL & DISCIPLINE

1. In small groups, discuss what's required to be a fantastic student. Now, make TWO lists in your learning journal: what are the **skills** you need; and the **disciplines**?
2. Teams, please be prepared to share with the larger group what your group came up with. How did you figure out the boundaries between skill and discipline?

(Total practice time = 10 minutes)



PRACTICE

I will share a short sentence with you. You will have 10 seconds to perform an activity with this short sentence.

(Total practice time = 10 seconds)



FINISHED FILES ARE THE RE-
SULT OF YEARS OF SCIENTIF-
IC STUDY COMBINED WITH THE
EXPERIENCE OF MANY YEARS

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FINISHED FILES ARE THE RESULT OF YEARS OF SCIENTIFIC STUDY COMBINED WITH THE EXPERIENCE OF MANY YEARS



“Craig, when you told us at the outset that we could be 10X better...I thought you were full of shit. Now that we’ve been through this, I see that it’s not only possible, it’s probable.”

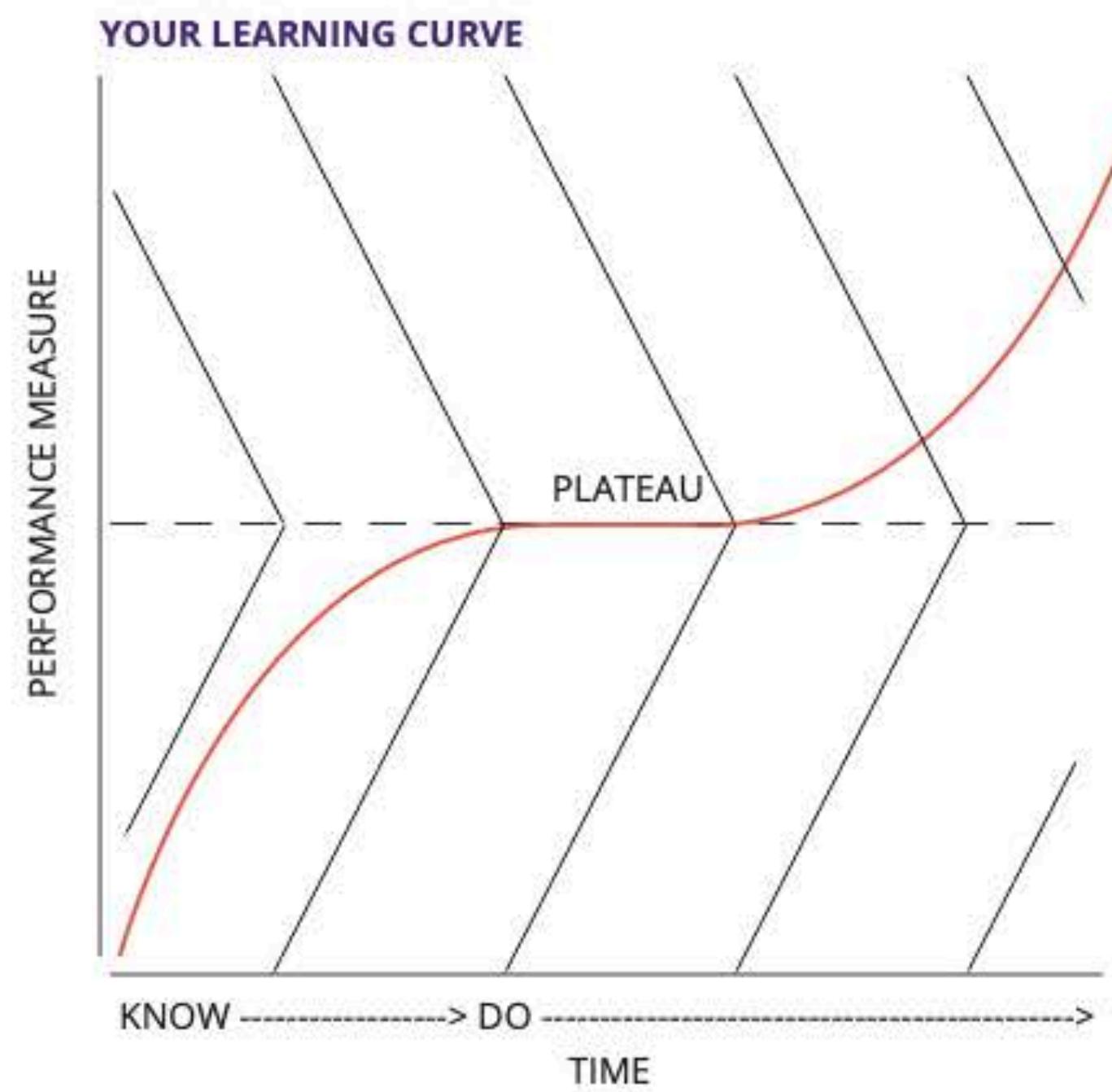
- Founder/Entrepreneur with 800 employees



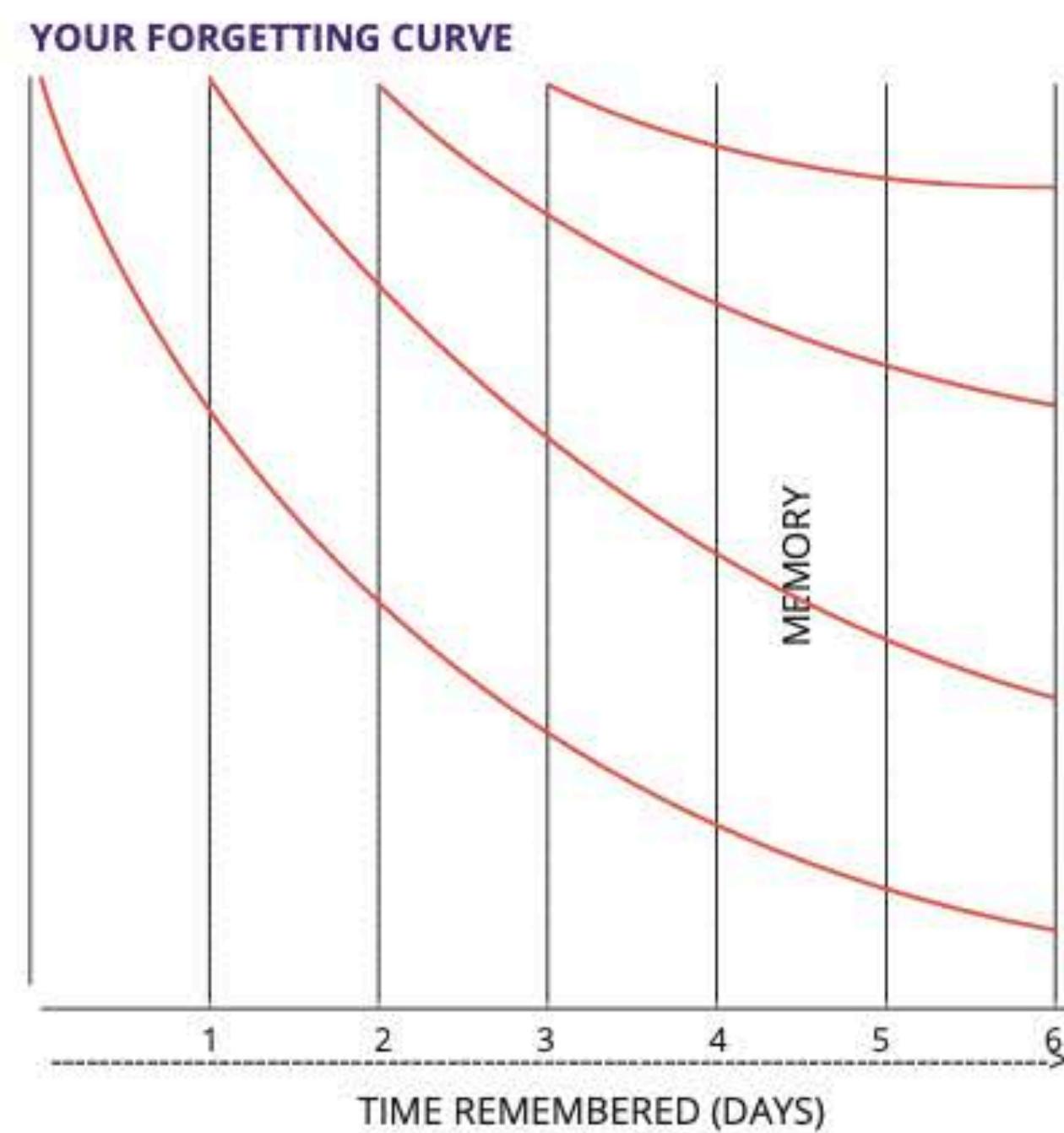
"We often see books with titles like The Ten Secrets of the World's Most Successful People crowding the shelves of bookstores, and these books may give many useful tips. But they're usually a list of unconnected pointers, like "Take more risks!" or "Believe in yourself!" While you're left admiring people who can do that, it's never clear **how** these things fit together or how you could ever become that way. So you're inspired for a few days, but basically the world's most successful people still have their secrets."

- **Carol Dweck**

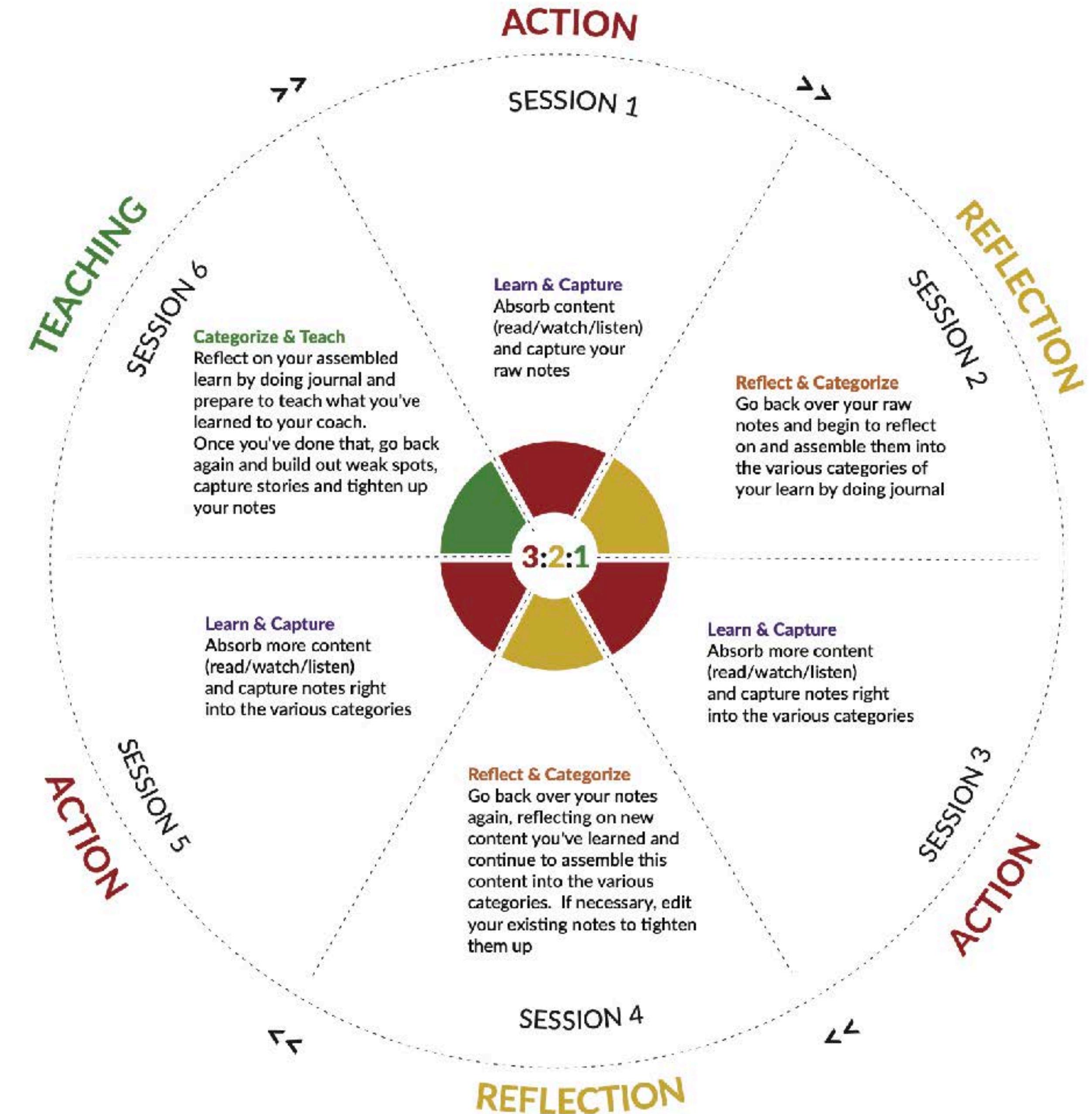
YOUR LEARNING CURVE LOOKS LIKE THIS



FLATTEN YOUR FORGETTING CURVE THROUGH SPACED REPETITION



Source: Hermann Ebbinghaus, 1886



A dense network of glowing blue neurons against a black background. The neurons are depicted as translucent, glowing blue spheres (cell bodies) connected by thin, wavy blue lines (axons). The lighting creates a sense of depth and complexity, highlighting the interconnected nature of the neural network.

Practice makes permanent.

1 > 100



"Definition of **fixed mindset** = The belief that your qualities are carved in stone. This mindset creates an urgency to prove yourself over and over. "*I've done everything I can.*"

Definition of **growth mindset** = The belief that your basic qualities are things you can cultivate through your efforts. Everyone can change and grow through application and experience. "*I'll never stop trying to be qualified for this job*". - **Carol Dweck**



Getting Good at Getting Great - MasterCourse™

3. Deliberate Practice

Taxicabs & Racecars

1. Opening

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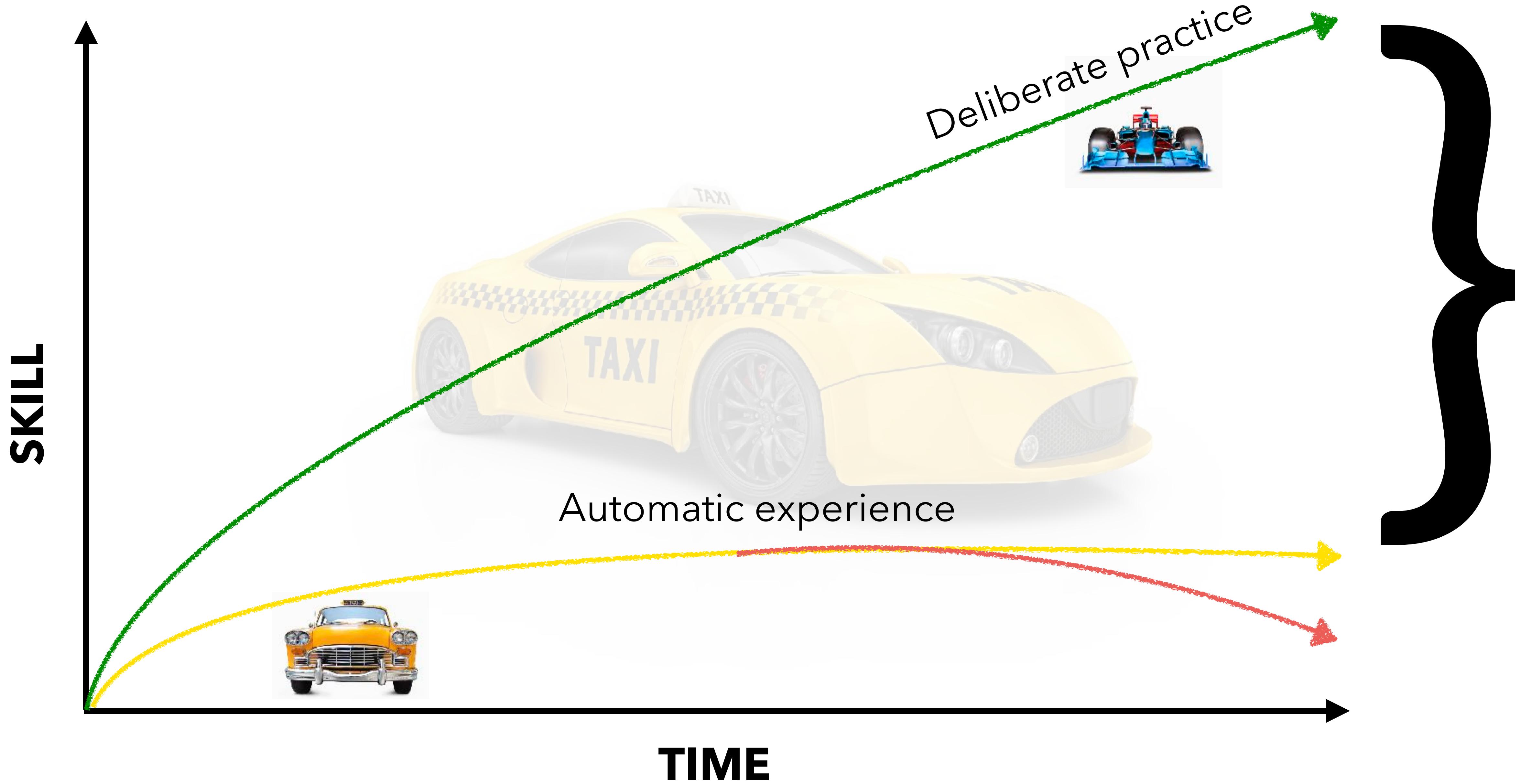
Knowledge, Skill & Discipline

4. Closing

Choices & Actions







10X





Deliberate Practice

The five things that have to be true

1. A specific goal, a plan, and a way to measure your progress
2. A willingness to get out of your comfort zone
3. A drive to try differently, not just harder
4. A coach with a mental representation of what great looks like
5. Continuous feedback

You've already done this...



Deliberate practice: Goals

Deliberate Practice

The five things that have to be true

1. *A specific goal, a plan, and a way to measure your progress*
2. A willingness to get out of your comfort zone
3. A drive to try differently, not just harder
4. A coach with a mental representation of what great looks like
5. Continuous feedback



Your goal?

PRACTICE - GOALS

Write down a **goal** you'd like to accomplish over the next 3 months.

Quickly write your goal in your learning journal.

(Total practice time = 2 minutes)



S. - Specific

M. - Measurable

A. - Attainable

R. - Realistic

T. - Timely*

T. - Tool

S. - Supported

S. - Stop**

Goal Setting Framework

| Specific | Measurable | Attain -able | Realistic | Timely | Tools | Support | Stop |
|------------------------|---|---------------------------|-----------|----------|--|--|---|
| "Ask better questions" | Count of how many clients/colleagues say something; " <i>That was a great question</i> " Create collection of 15 new Impact Questions Clients and colleagues begin to recognize your better questions You recognize Impact Questions when you come across them | Yes (3 hours per week) | Yes | 3 months | Read "A More Beautiful Question" by Warren Berger Collect 15 Impact Questions Ask clients and colleagues for the " <i>best question they've ever heard</i> " Prepare 2-3 Impact Questions for each client meeting Post-it note reminder on my desk Journal/ Google Doc with list of questions | Coach #1: Manager (did I build the tools) Coach #2: Susan (she's great at questions) Coach #3: My partner (ask if my questions have gotten better) | Spending too much time going over and prepping decks (probably three hours a week!) |

*The **problem** with goal-setting using
SMART:*

Outcome-focused vs. Process-focused

Deliberate practice: Discomfort

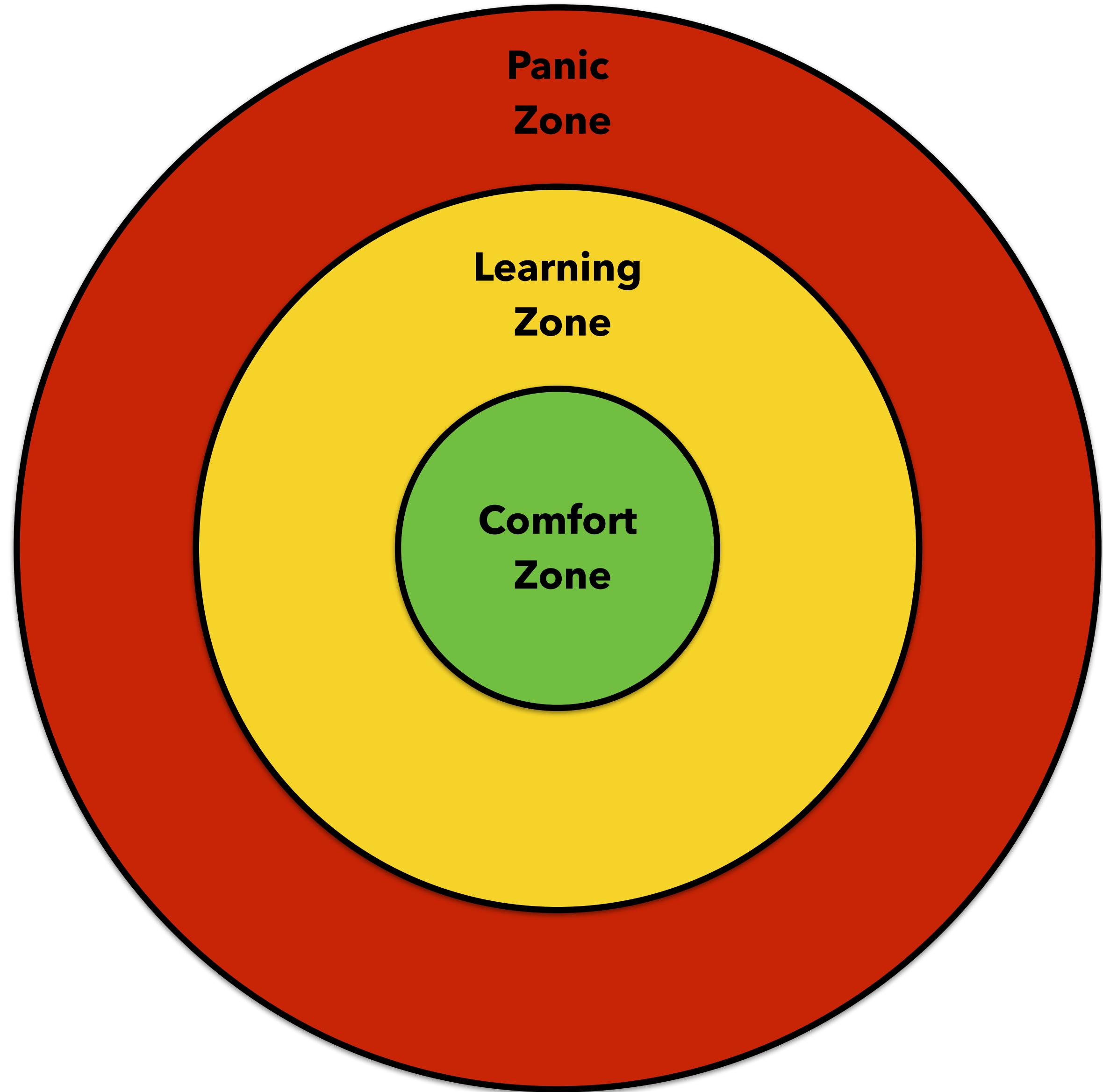
Deliberate Practice

The five things that have to be true

1. A specific goal, a plan, and a way to measure your progress
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GET
UNCOMFORTABLE



Source: Noel Tichy

Deliberate practice: Try differently

Deliberate Practice

The five things that have to be true

1. A specific goal, a plan, and a way to measure your progress
2. A willingness to get out of your comfort zone
3. A drive to try differently, not just harder
4. A coach with a mental representation of what great looks like
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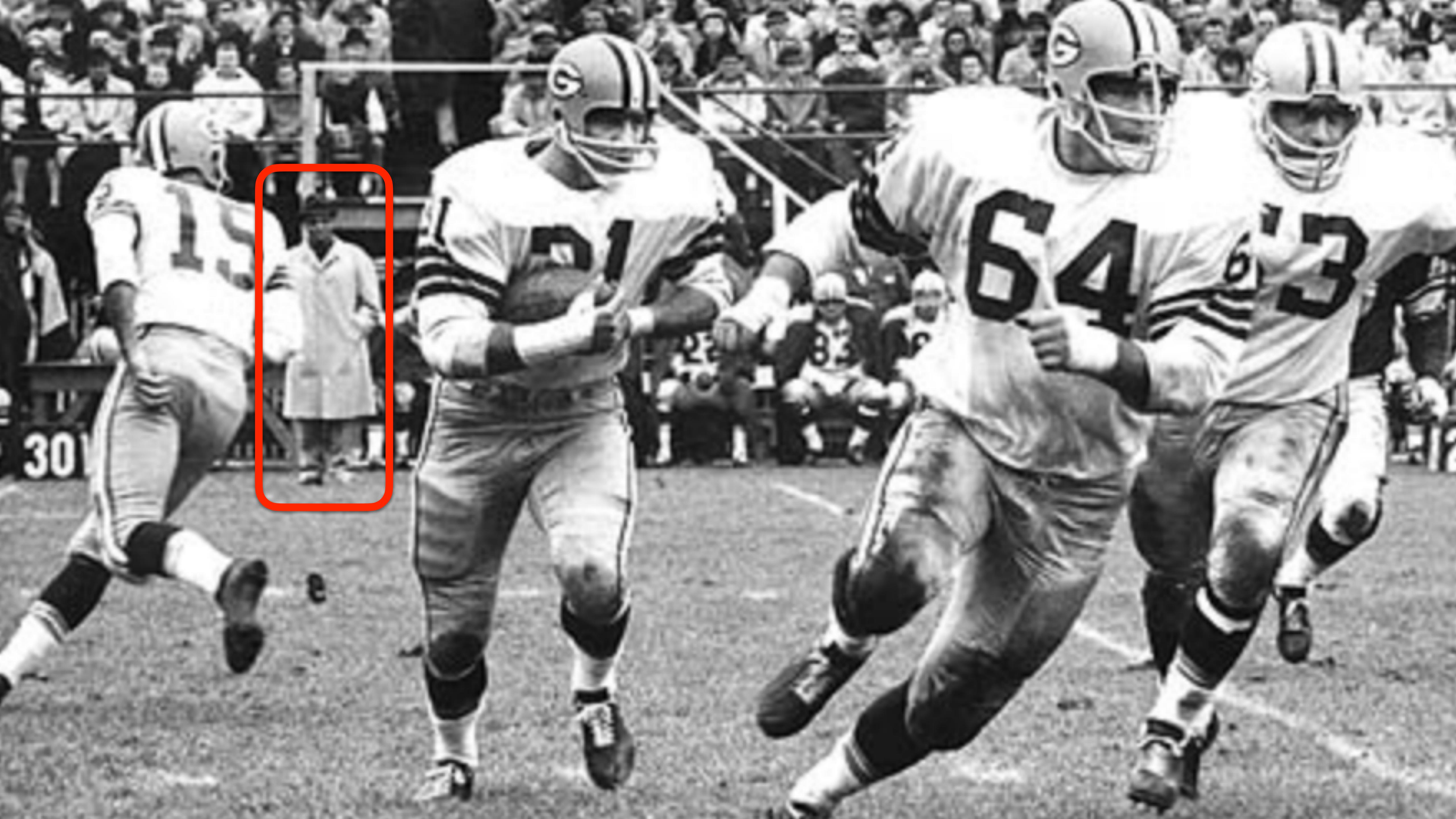
"At this point Dario had become, like Steve before him,
the best at this particular skill that the world had ever
known." - **K. Anders Ericsson**

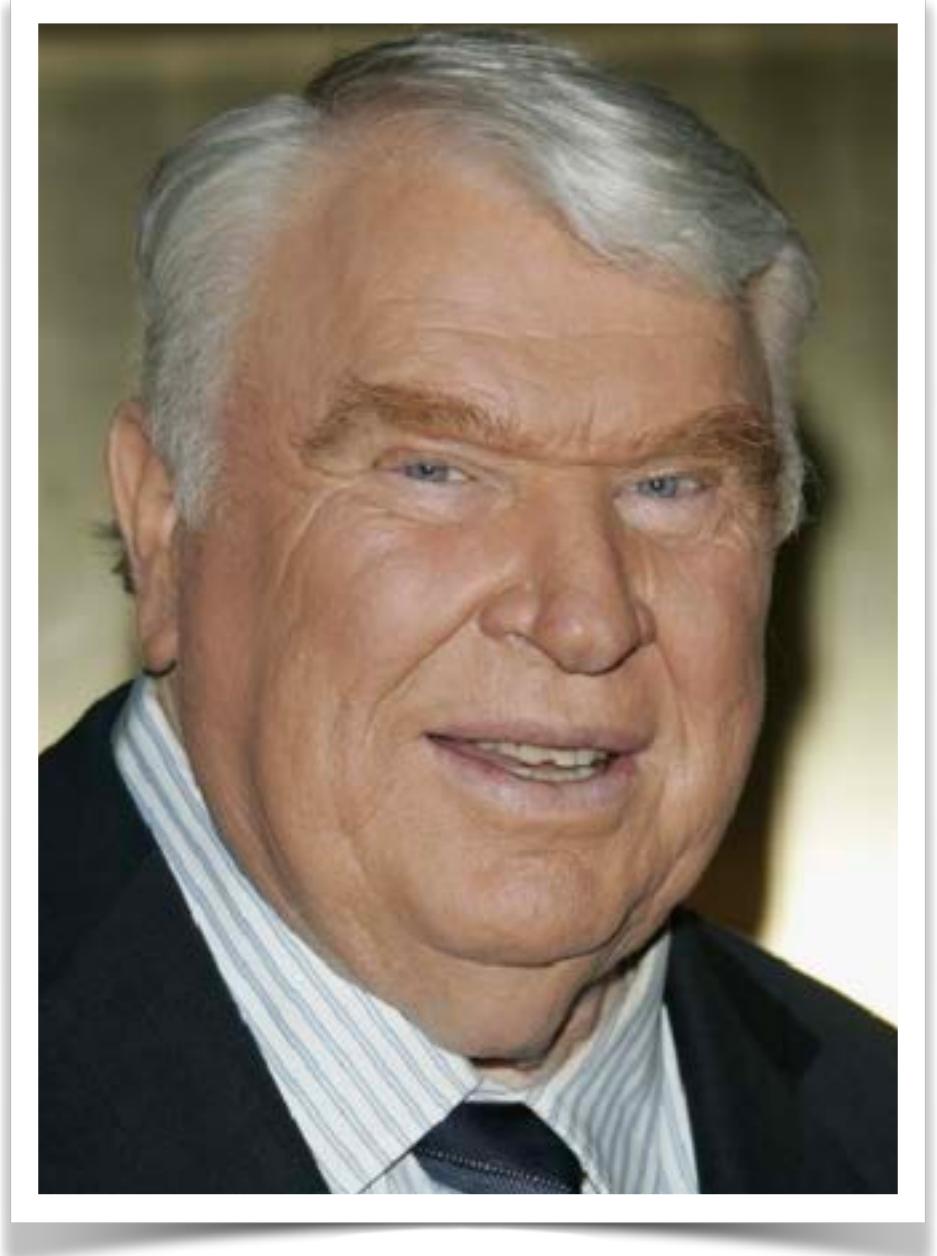
Deliberate practice: Coach(es)

Deliberate Practice

The five things that have to be true

1. A specific goal, a plan, and a way to measure your progress
2. A willingness to get out of your comfort zone
3. A drive to try differently, not just harder
4. A coach with a mental representation of what great looks like
5. Continuous feedback





"I went up there and Vince Lombardi spoke on one play for eight hours. **One play, eight hours.** I couldn't speak on any subject for more than two minutes. I realized at that point, I didn't know a damn thing. I'm a bluff. My knowledge was just surface." - **John Madden**

Deliberate practice: Feedback

Deliberate Practice

The five things that have to be true

1. A specific goal, a plan, and a way to measure your progress
2. A willingness to get out of your comfort zone
3. A drive to try differently, not just harder
4. A coach with a mental representation of what great looks like
5. Continuous feedback

The 2x2 Feedback Framework

The world's simplest feedback model

1. Did **well?**

Builds confidence

2. Did **well.**

3. Do **differently?**

Builds competence
(knowledge, a skill, OR a discipline)

4. Do **differently.**



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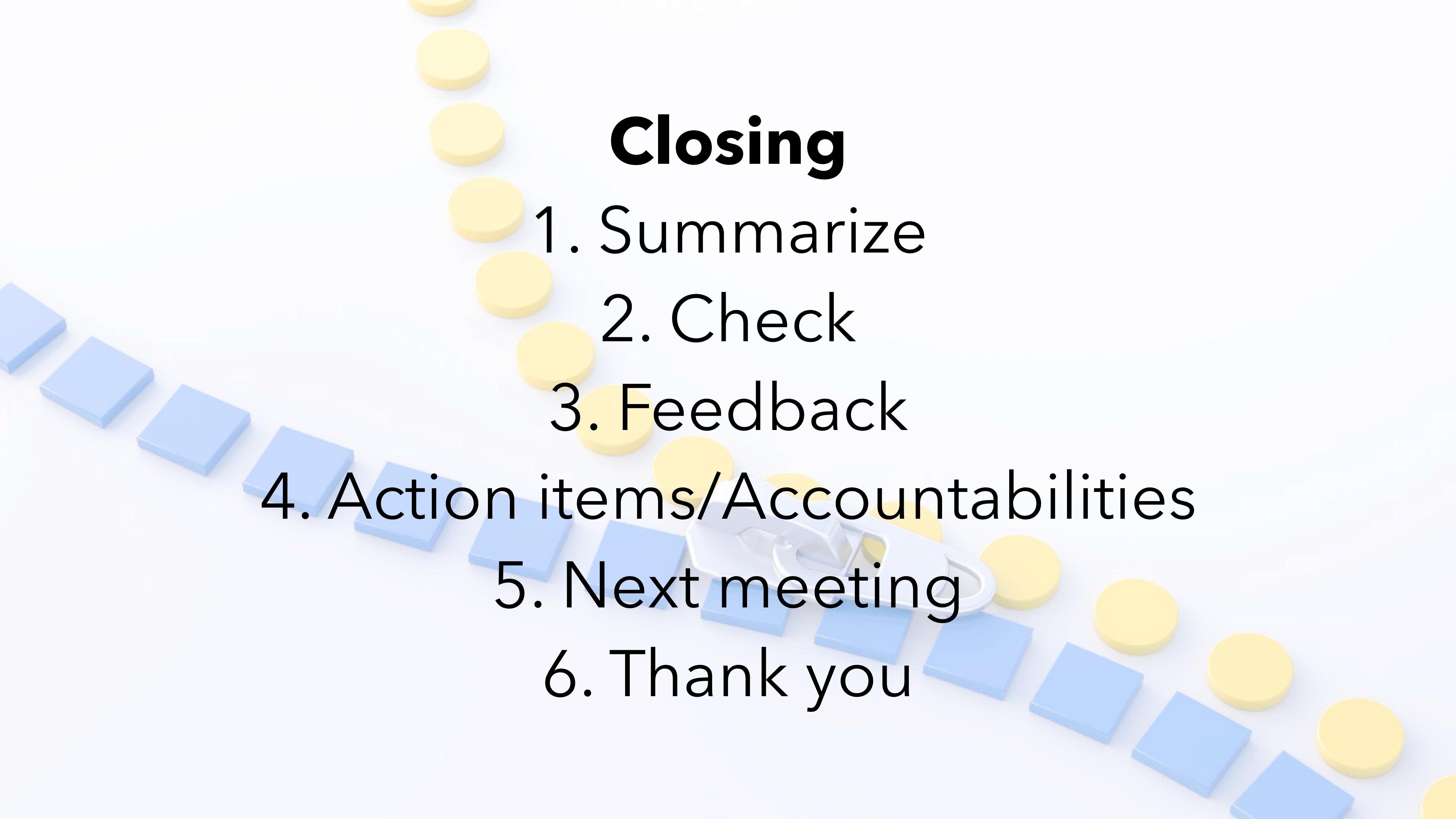
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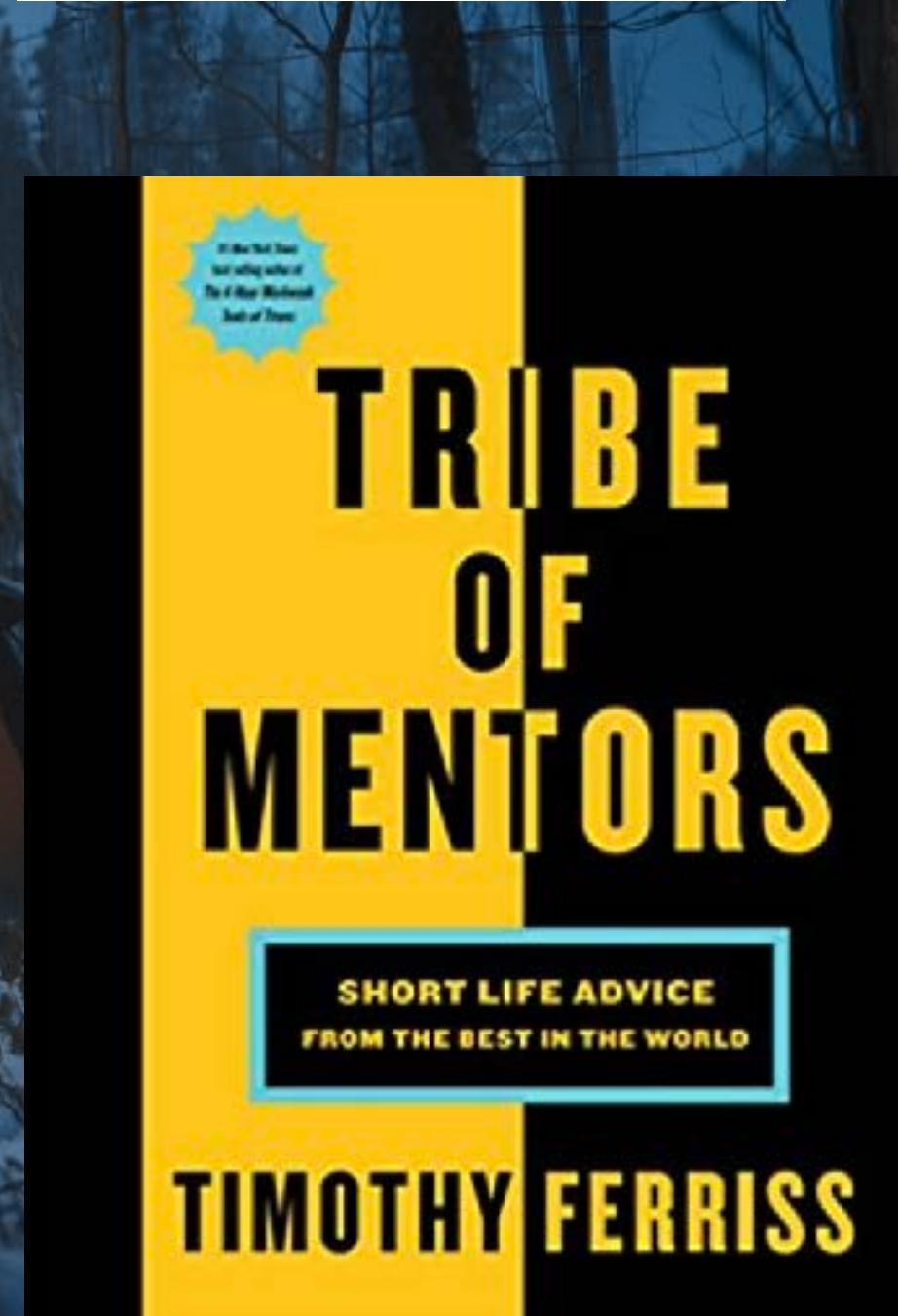
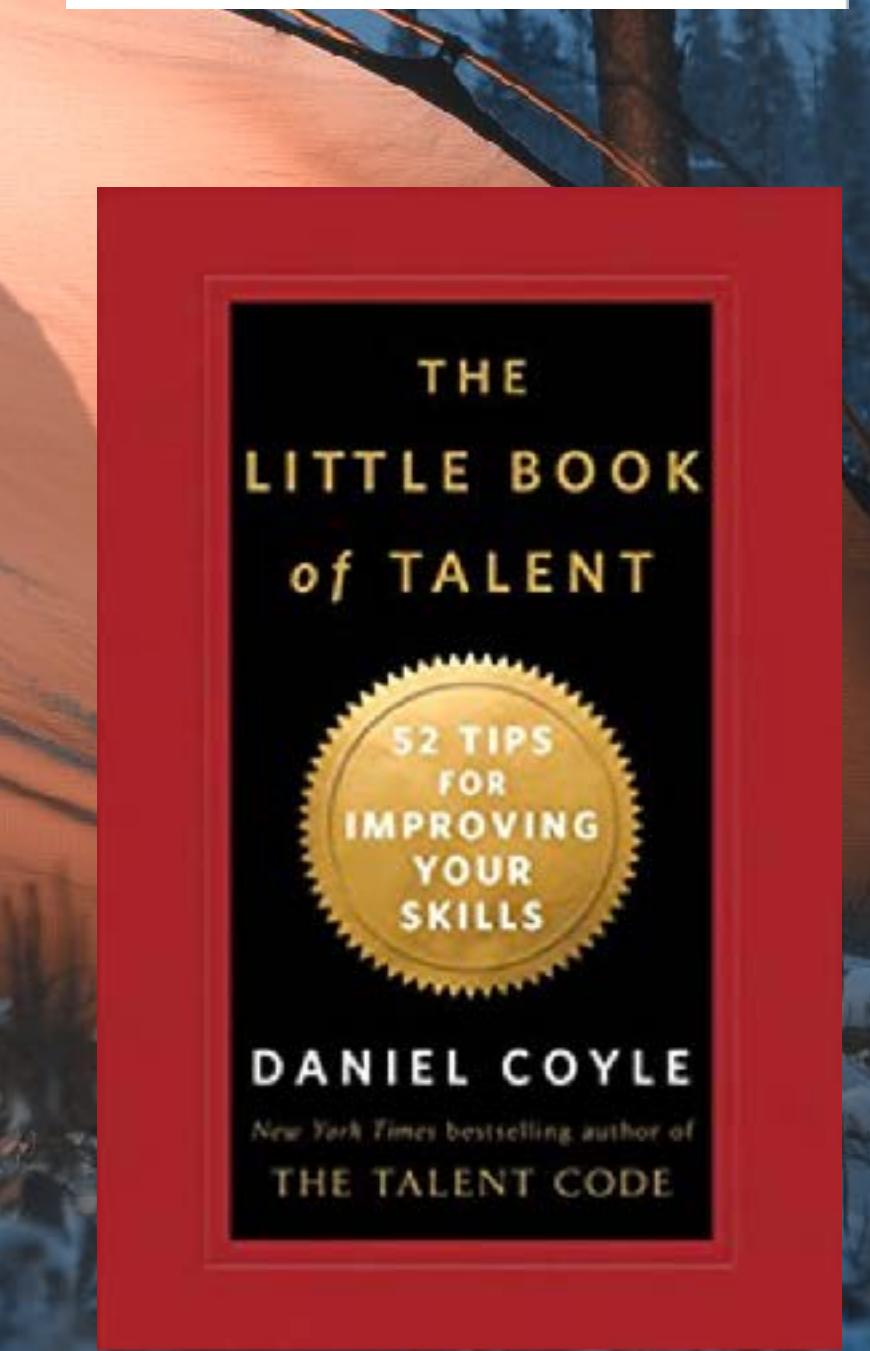
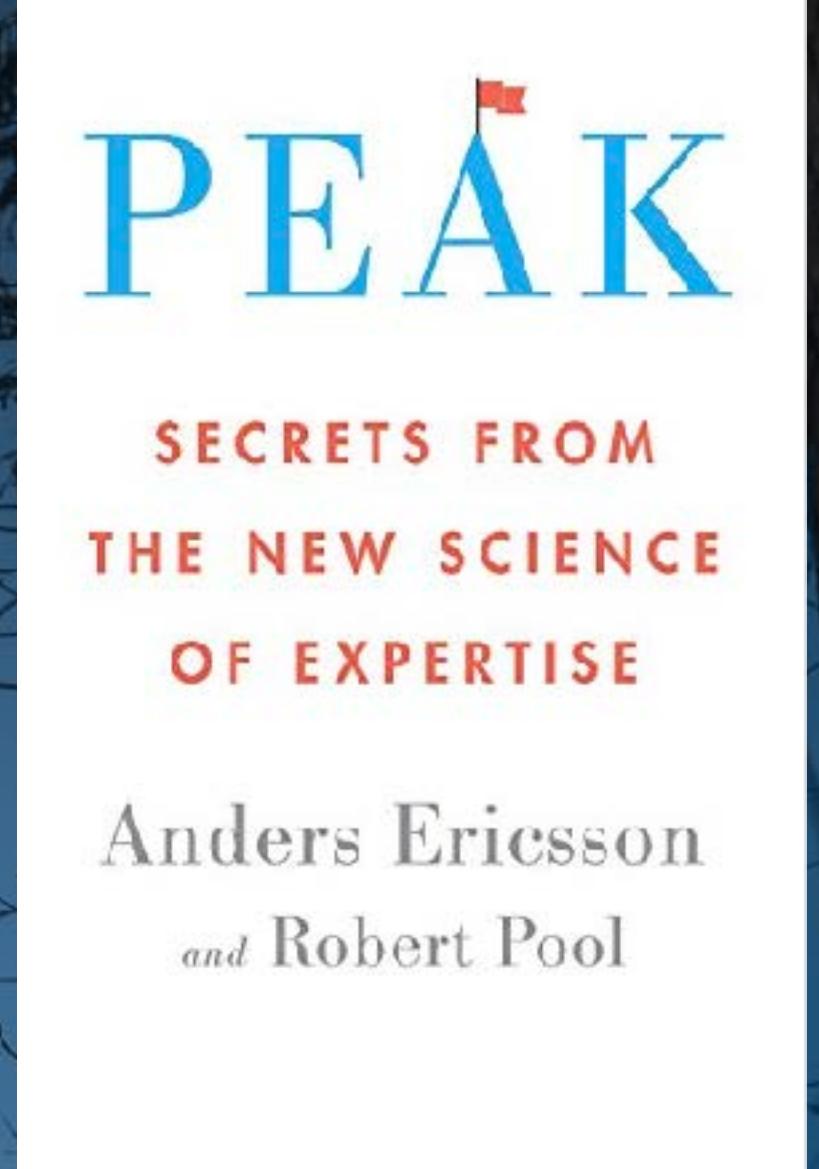
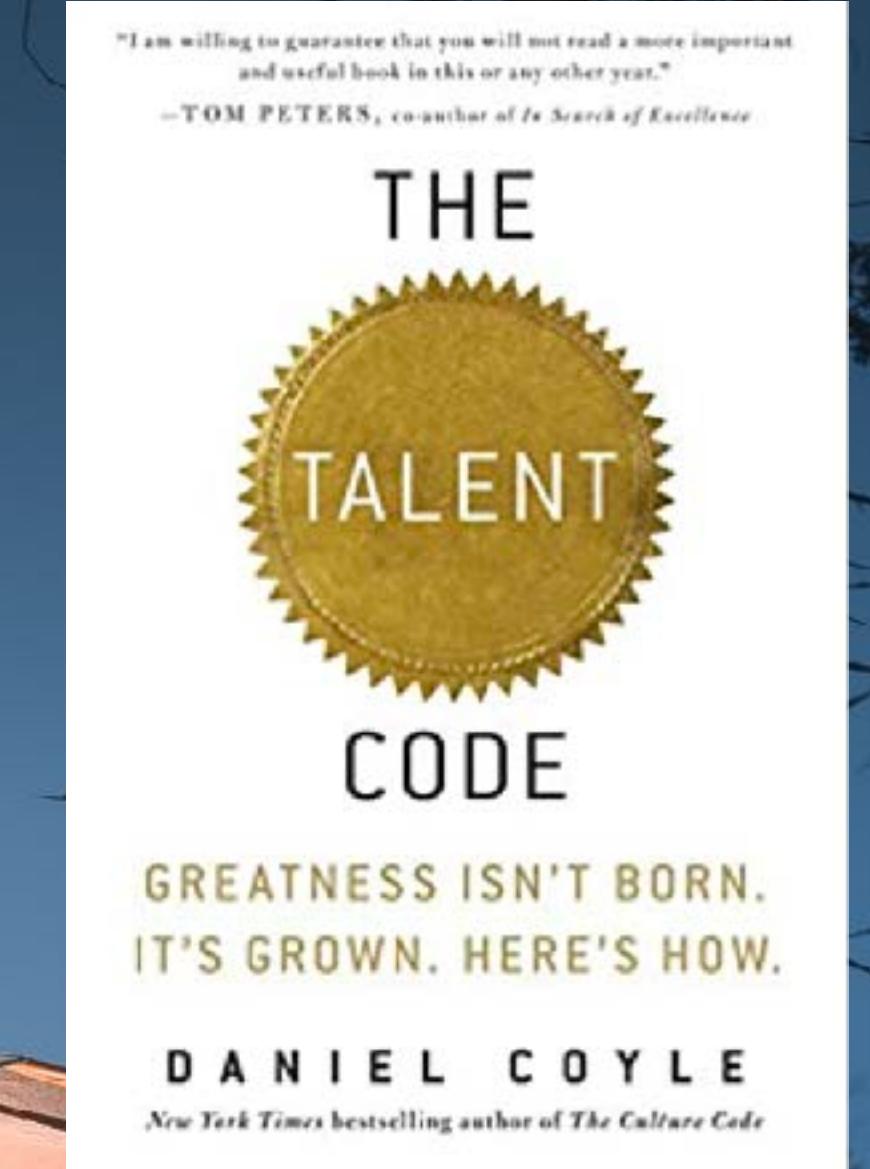
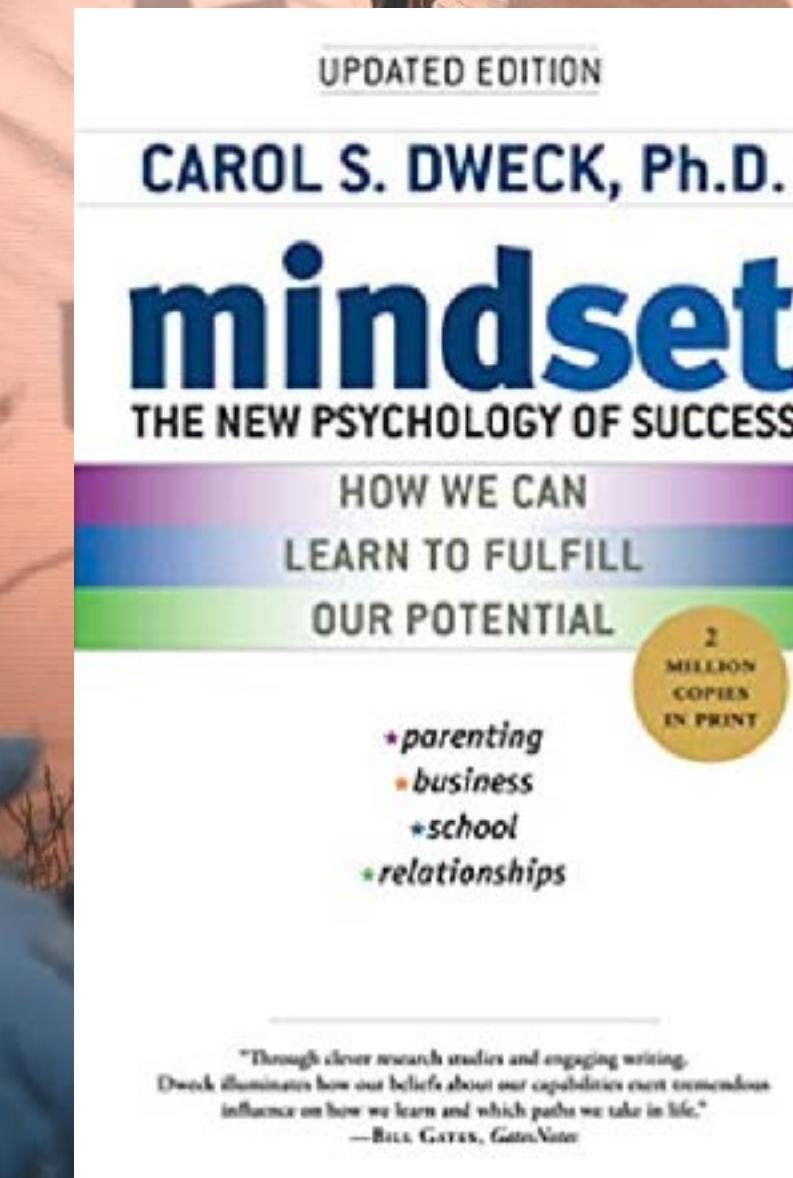
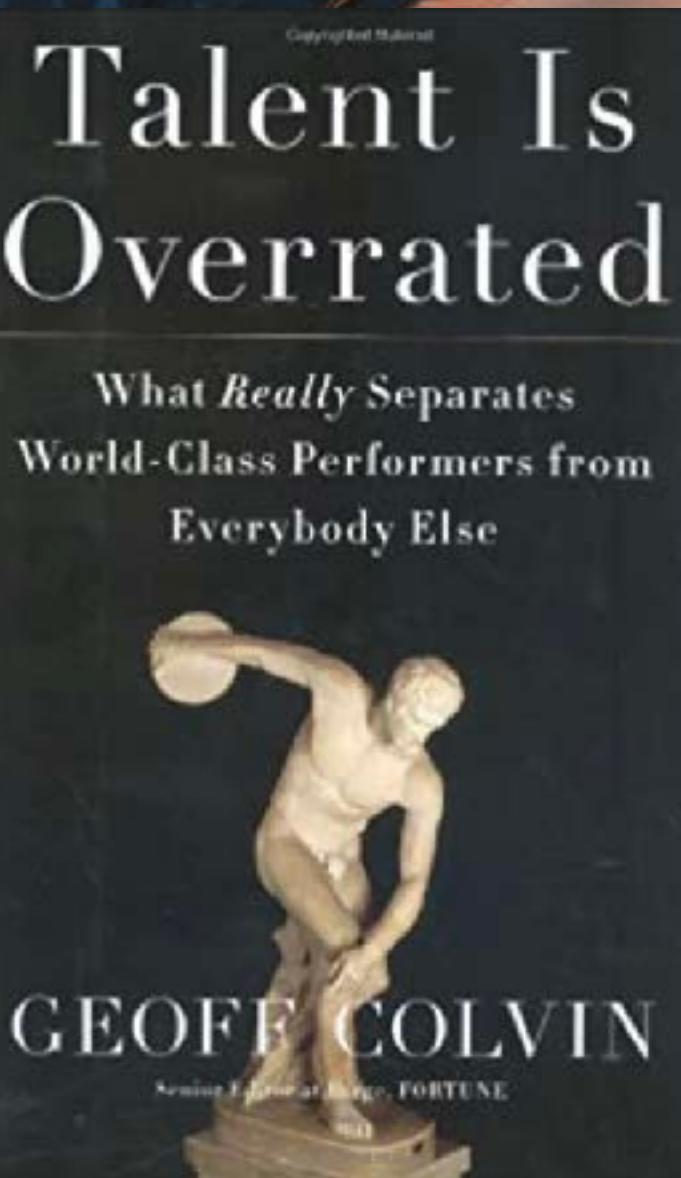


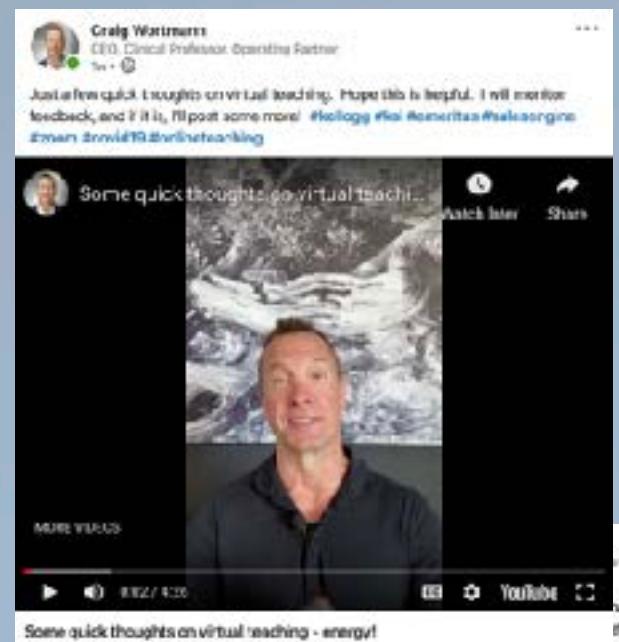
Closing

1. Summarize
2. Check
3. Feedback
4. Action items/Accountabilities
5. Next meeting
6. Thank you

Now, choose.

Reading recommendations





Some quick thoughts on virtual teaching - energizing!

VIRTUAL
COACHING

#salesengine



@craigwortmann



Follow me on these channels!

Thank you.

CRAIG
WORTMANN

