**GMT20240103-115605 Recording 640x360\_Transcription**

[Attendee 9] (0:19 - 0:43)

Over to you Hugh, you can admit everyone and then just start whenever you're ready. Okay, Bianca's just admitting people, I'll admit all I can see.

[Hugh Mowat] (0:57 - 4:53)

Hi everyone, happy new year everyone, good to see you, hi Andy, hello, I'm just making sure that everyone who's joining is able to join, people still coming in so this is great, right there's quite a few people coming in so we're just gonna focus on that for the time being. Okay I can see everyone on the screen, this is progress, so give us all a wave if you can hear Yeah, hi there, a few familiar faces, that's great, I'm busy making sure that I'm admitting people so that we're not excluding everyone. Okay so we'll get started in like 30 seconds but I think it's slowed down now, one more.

Okay everyone, so welcome to midweek mentoring, I will put everyone on mute because I can hear someone, now I believe that allows you to unmute yourself everyone, so by all means chip in if you want to, I'll explain how we're going to run this in a second but you're all on mute for the time being, we will have a section for questions and welcome everyone's questions at the end but I will talk for a little bit to start with. So this midweek mentoring is a week ahead of strategy presentations so we're all building up to that moment, exciting times, we're just days away now so I hope everyone is feeling confident and comfortable with it all but if you're not, don't worry that you're in the right place.

So the schedule, this session is scheduled for 30 minutes, I'm going to talk to you for about 15 minutes and then we should have time for questions, so feel free to make a note if you have any questions. I'm mainly going to be talking about the how of how to present and I'm going to talk less about the content, I will mention a few things on that but we've got a slide deck, you've been through the coaching and all the stuff at the Belfry so I'm not expecting much on the content but happy to take any questions about the content as well. Okay so one little note about the content, first of all, and I think Michael mentioned this a few times, in our group last year, as I was sat in your shoes last year on the program, so we got a bit of confusion going on between what is the difference between the year of and the headline strategy, so Michael really emphasised this in his talk a couple of months ago, about a week ago, but the headline strategy is for your business and the year of is personal, so I think that's quite useful because if you get confused there then everything gets a bit unstuck, so hopefully that is just a bit of clarity for you. So if you've got a number of businesses, you'd be cast off to choose the headline strategy for your main business, so the 72 percent of your time.

[Attendee 11] (4:55 - 5:02)

Sorry, there's a number of people complaining about the quality of the sound, I don't know if it's your headphones or your laptop or whatever.

[Hugh Mowat] (5:03 - 6:22)

Thank you Brendan for mentioning that. So I'm going to try again, does that sound any better? Big improvement, okay right good.

So thank you for mentioning that and if anything crops up in the session then let me know. So just to repeat, 30 minute session, talk for the first half and then we'll have questions at the end for the second half. So in last year there was a bit of confusion about the year of and the headline strategy.

The year of is personal, the headline strategy is for your business. If you've got more than one business then by all means have more than one headline strategy, but in the 10 minute presentation slot you have on the big day, you're simply not going to have time to go through the 57 businesses you have. So choose the big one because otherwise you'll run out of time.

So that kind of goes for pretty much everything, you've only got 10 minutes, so be careful to give time to the important bits and don't feel bad if you have a load of good content on the cutting room floor as you're preparing for this stuff. Your story, yeah.

[Attendee 8] (6:22 - 6:33)

Does that mean, I mean I've done my slides but I've got three personal objectives and three professional objectives, are we only going for personal on the strategy day?

[Hugh Mowat] (6:34 - 6:37)

I think if you look at the slide deck it's really well laid out.

[Attendee 8] (6:38 - 6:49)

So you just said it was year of is personal, whereas strategy is business, but what I'm saying to you is that when we're doing the presentation are we presenting on personal objectives and professional objectives?

[Hugh Mowat] (6:50 - 7:09)

Absolutely, yeah. So those are the slides you've been given, so if you want a simple guide just use the slides as your agenda to go through. So anything in that slide pack you're likely to want to use, yeah, you don't have to but you're likely to want to use that.

[Attendee 8] (7:09 - 7:10)

All right, thank you.

[Hugh Mowat] (7:10 - 12:36)

Thanks for that question, great. So this 10 minute slot is pretty short, so focus on the important bits and you want your story to be clear, simple and memorable and be far better than a cluttered up jumble stale that might be hiding the diamonds from view. So you want a bit of clarity and that involves simplifying things.

So hopefully everyone has put in some decent cave time but don't panic if you don't feel as though you've nailed this yet. Strategy day is a really great deadline to have to force you to bring this all together. So if you still need to sit yourself down and make some decisions then the deadline is working, don't worry about that, that's a good thing.

There's no better way to get clarity than having to stick something down on paper and that's what this day is forcing you to do. If you've got writer's block and you don't know where to start and you're getting a bit panicky, just get started. You can go back and edit anything later but feel confident that often your first attempt is actually going to be the right one and you're going to hit bullseye first time around.

So I used to work with quite a senior guy and he used to say that the biggest benefit from a presentation comes to the person presenting and that is so true in this case because it forces you to get your head straight and commit to your view. So we're looking at this year ahead, 2024 is stretching ahead of us and this is your moment to get clarity on what you want to do in this year. So we want you to have the best year ever and I've got a little analogy that I'm going to give that you've got a choice here.

You can either be a jellyfish drifting around on the current, being taken where the tide will take you or you can be a sailboat and you can have a rudder and you can have a keel and you can have a map and you can decide where you want to go. So this is your moment and enjoy it. So it'd be normal to have a wide range of speaking experience in the room and so on screen I can see a lot of people, not everyone, but can you give us, I'm going to ask you to give us a bit of a range.

So scoring one to ten, yeah, how do you feel about next week? So number one on one extreme is you're feeling cool as a cucumber, I can do this all day long and if you hold 10 fingers up you're Mr Jelly on a stormy night and you've never done this before and you're quaking your boots. So if you could hold your your hands up and give us how you're feeling.

Right, so we've got one, we've got five, we've got a few fives going on and we're seven, yeah, and a two. So there's lots of lots of scores out there and that is very normal to have a range of different experience and a range of confidence in the room. So if you're one extreme or the other don't worry about it, this is really normal, you're part of the pack and that is quite all right.

So I'm going to try and add value and I'm going to try and give something to everyone, no matter what your experience and confidence. Okay, so then, right, that's the intro. So I'm now going to just explain who I am.

So my name is Hugh Mullett, I'm based in Leeds, I invest in property and businesses along the M62 corridor. My background is that I did the Simon Zucci Mastermind Program in 2021 with my son, Finn, who was 18 at the time and now we've joined Property Entrepreneur. And so this time last year I had the good fortune, surrounded by great people, to be the winner of the Strategy Day for the program in 2023 and that's why I've been asked to talk to you today.

So hopefully I can share a little few nuggets that hopefully if everyone takes away one or two then that's worthwhile. So before we get into this in full, I'm going to give a little health warning. So some of what I say might appear to be completely contradictory.

So I might say one thing and then contradict myself five minutes later. That is going to be done on purpose. Enjoy the fact that nothing is black and white.

There are many contradictions and I encourage you to be at peace with that. So take each statement at face value and relax. If some of them feel at odds with each other then don't worry.

I'll try and explain why that is and take the bits you want. It's like being in front of a delicious buffet at a family wedding, yeah? You can smell the food, it's all there, just take the bits that you want, yeah?

You don't have to eat it all. Okay, so let's start with standing up in front of 40 people and sharing your most personal feelings. So that might feel perfectly normal for some people and it might feel absolutely terrifying for others.

So feel at peace that we're all different. Everyone will be feeling differently about this and be assured that everyone will be feeling something.

[Attendee 7] (12:36 - 12:37)

Can I ask a few questions? Sorry.

[Hugh Mowat] (12:38 - 12:38)

Yeah, please do.

[Attendee 7] (12:39 - 12:55)

The original claimant is Cross-Russell Management. When I filled the form in I put Ross Allenby of Cross-Russell Management and I submitted an N2444 form which is in the paperwork with the church. Do I still put the original Ross Allenby as the claimant now?

What do I put down? An hour of this, it says.

[Attendee 8] (12:55 - 12:56)

Ross Allenby.

[Attendee 7] (12:57 - 13:07)

Does it? So shall I fill another one of these in just to avoid any... And I'll give it...

I might fill another one in. Is that okay? And then that way I've got two.

All right.

[Hugh Mowat] (13:07 - 32:28)

Okay. Apologies for that. Okay.

I worked out what was going on there. So one thing to remember, if you're nervous about speaking in front of people, then remember the first round is just the table of eight people. So you're actually sat in a table of roughly eight people.

You're only going to be presenting to those eight people. So I think most of us, it's like being in a pub, isn't it, that you could talk in front of eight people. So even if that feels like a mountain to climb, yeah, just remember these guys want you to succeed.

So you're in a really supportive environment. So please try and relax if you can. So the next thing to remember is this whole presentation is for you.

It is not for the audience. So if you can ignore the audience, it may seem difficult, but just reminding yourself this is for you. So if you're worried about the audience, just forget them.

Yeah. Personally, I would find it easier to speak in front of 600 people, and I've done that many times, than I would in front of 20 of my best friends, because I'd be worried about what they think. I'd be less worried about what a stranger thinks.

So these are all ways, hopefully, that you can get your mindset relaxing about presenting in front of people, because some people are going to be nervous on the day. We're all different though. There are things that if you're not used to this, if you stand up and start presenting, you can feel your heart racing.

Maybe your ears kind of fill up and your hearing goes a bit weird. Just relax about that if you can. And the best solution to get over these nerves is practice.

As the presentation is only 10 minutes, you really can learn your lines, and you can rehearse them to the point where you're actually just repeating your lines. And then that makes it easier for some people. So for me, as long as I've got the first two sentences sewn up and I'm feeling confident about those, then I'm off and running and I'm all okay.

Everyone's different. So you might want to learn your lines. You might want to just ad lib, because that's what you feel more comfortable with.

So the other thing about being 10 minutes is that every word counts. So if you remember, there was a quote, I think some people assign it to Winston Churchill, and I'm not sure who it was, but he said, I would have written a shorter letter if I had more time. So distilling this stuff down, it's your whole year, it's your whole life, maybe, a life story.

Distilling it down actually takes quite a lot of effort. So you want to sculpt and craft and chip away at the nonsense to get the golden nuggets and the gemstones out of what you're trying to say. And some people like to practice in front of friends and family.

That's totally cool if that works. There's no right answer. For me, I drive along in the car and I turn the radio off and I start repeating this stuff and I add a different word in and then I repeat it again and get comfortable with what I'm saying.

So every word counts. Yeah. So, and I'm just going to come up with the first contradiction.

I've encouraged you to ignore the audience, but now I'm going to encourage you to entertain your audience. Yeah. So if you're really nervous, just ignore that there.

If you're wanting to, if you're not that nervous and wanting to enjoy the experience, then see how can you entertain the audience? So last year at the end of my presentation, someone in my audience came up to me and said that one of my slides had given them goosebumps and everything I said about it. And inside I was thinking, damn right it gave you goosebumps.

That was the purpose. I designed that to do that. I wanted you to think like that.

And so you can slightly kind of influence your audience and take them on this journey and help them feel things. And, and I'm sure, you know, when someone's listening and when someone's not listening, you want to try and keep the audience listening. So there are tricks that you can do to make that happen.

And if you feel you've lost them, you need to grab their attention back. So, so think about how you can do that. So in my case last year, I looked at the template P gave out, and then I ignored it.

And I know Rachel's on the call, so she's probably going to kick me here. But so I didn't ignore the content of the presentation. I just, I did different slides.

I didn't have all the logos. I wanted it to look a bit different. And to be honest, I probably took the titles of the slides, and then I just filled the whole slide with an image.

And so feel free to play around with this stuff and make it yours, own it, make it yours. So I did follow the brief, I answered the exam questions. So John, when they put personal objectives, and there were three of them, yes, of course, I told my story about my three personal objectives.

I didn't ignore that bit. But I may not have used the slide structure exactly the way that it was designed. I didn't go able, and I'm not encouraging any of that.

Just feel free to be unique. So in previous years, this guy called Hugh Thomas, and he was really into fonts and design and colours. And on every slide, he had a picture of himself.

And he's a very charismatic guy with a big red bushy beard. And it was funny, and he made it in his own. And then Chris Moss produced a brochure for his life in that year that was coming up.

And he made it his own. He did it for himself. He made it exciting for him.

And that excitement, if you get excited about it, it's going to be shared by the audience that you're talking to. So there's no right answer. But do the thing that gets you excited, that's going to keep you motivated through the next 12 months.

And if you do that really well, and get that really exciting kind of factor, then I think your audience are going to pick up on your excitement. Okay. So other things that I did, and I'm not saying that I'm not recommending any of these, but I just don't want you to be a robot.

That's the point I'm sharing this stuff. So I dressed up. Yeah, I think I was the only person in the room who dressed up.

I dressed up like a film character from a film that fitted my story. I bought loads of props. I kept on pulling them out of my rucksack.

And I just kept on going and one after the other. And it just created a bit of surprise. And it delighted the audience because I kept on pulling these rabbits out of the hat.

I'm not suggesting you do that. But I am suggesting, think about your story. How do you make your story enjoyable, fun, compelling, and incredible?

And how do you get excited yourself? How are you going to wake up on a dark winter's morning? Or when you're completely exhausted?

How are you going to motivate yourself and think I need to power through this challenge that I've given? And it's by getting excited about your strategy, you're going to get excited and build up the energy. Dan Hill would talk about firing up the flywheel.

If you get that flywheel spinning, then everything gets a bit easier. And this is the start of the journey to get your story clear, to get your reason why clear, to get your objectives clear. And that clarity brings confidence.

It brings action. And it will bring success. So I'm going to give a view.

Yeah, it's just a view. Over the years, I've listened to thousands of presentations. And in my experience, the best presentations have the least words on the slides.

Pictures are great. And lots of bullet points and long sentences are bad. The reason being is that your audience will start reading words if you have loads of text.

I'm talking about loads of text. If you have too much, they'll stop listening to you because they'll be reading your words instead. So is it any wonder that adverts on TV are not full of bullet points and PowerPoint presentations?

Yeah. These guys want to sell you something. They're going to create a feeling with you.

They're not going to give you a load of bullet points. So we're not designing TV adverts here, but we're creating a feeling and we're creating a feeling for ourselves because this is for us. And then as a side benefit, we're going to entertain our audience and keep them engaged, which is going to make the whole thing a better experience for everyone.

So just a little note on pictures. So you can grab them off Google, search for anything. Of course, everyone knows you can grab them off Google and you can paste them into your presentation.

So if you, a little tip, if you search on Google advanced, then you can see the file size of the picture. So if you want your picture to look really crystal clear on a big screen, then choose a big file. Otherwise you'll end up with this kind of blown up picture that will look a bit grainy and a bit flat.

And so another technique to get a more professional look is to use the app called Canva. So I used it for the first time last year. It was free and it made it look really great.

And again, Hugh Thomas took great pains to create his stuff on Canva and he built his slides. So every click of this clicker, he kept on, the slides kept on emerging in front of the audience's eyes and that made it look really smart. And every slide was done on Canva and then it'd add a bit or add another word and then it'd have another slide to do that.

So you kind of saw it evolve in front of you. But if you're not into that stuff, don't worry. You can use PowerPoint all day long.

It's absolutely fine. And you can stick to the PE template, make it easy for yourself. If you're not got much time or you're a bit nervous about it, focus on the content.

That's the most important thing. So again, I'm going to contradict myself. So I said bullet points are bad, but of course, having a few is good because they can be the prompt for you to keep on your script.

And so you can use a few words, a few bullet points just to keep you on track and to help you in your presentation. So other tricks you can use, you can leave a little teaser on the sidewalk. So I did this to you guys earlier.

You probably didn't even notice. But I said, I'll tell you about the choice of words. And if you say, I'm going to tell you something later, the audience a little bit, they're going to say, oh, that's interesting.

I'm going to listen quite hard because I don't want to miss that bit. So you can leave a little teaser and then you keep these hooks to keep your audience hanging on your every word. So let's do a little bit now talking about words and about pace.

So you can really practice this. And as I've described, I do this in the car and I can repeat something over and over and I change a word and see, sound, feel how it sounds to me. So how do you choose words?

So if you're talking about something big, do you choose the word big? Or do you talk about it being massive or monumental? An alliteration that is quite popular with a property entrepreneur.

How do you get those sound bites that are memorable and capture exactly what you're saying? And how do you bring what's in your head to life for the people listening to your presentation? But remember, they may still have never met you, even though you're on the same program together, they may have never met you before.

So they could essentially be strangers. You need to take them by the hand and take them on your journey with you. Assume that they know nothing about you.

And so it's less likely that you'll lose them along the way. So maybe you start with what's your name? What do you do?

Where have you come from? Where are you going? Don't assume they know anything.

And then something else. So leaving pauses does two things. It makes your audience ever so slightly uncomfortable.

So if you want to grab their attention, pausing and making them hang on your every word can be an effective little trick that you can do. But don't overplay it. Yeah, just enjoy kicking it around and using some of these things.

So we've talked about how to talk about your plan, but we've got many more senses than hearing. So if appropriate, and if you can, weave in any of the other senses that you've got. So smell, touch, hot, cold, and you can carry your audience a little bit better.

So you might want to take them on a journey to a sweltering desert where the sand is burning their feet. You might want to whisk them off to the seashore where the salty wind is in their face and the cold waves are buffeting against the thick harbour wall. Can you do that?

Of course you can, but make it relevant to you. Don't do it for the sake of it. But how do you get your audience engaged?

And all of this comes with a bit of a warning like on X Factor or one of those talent shows. You can overdo all this stuff. So don't do too much, but just sprinkle a few of these little things around if you want to capture people's attention.

So a little note on timing. So you've only got 10 minutes. I've mentioned that before.

So it really is important that you time yourself, practice and time yourself and make sure you don't get stopped in mid-flow because you run out of time. So if you've got a punchline or a summary or a take-home message, don't fluff up the timing and ruin your moment and you've spoiled it. So it's as simple as dividing the slides that you've got, use the template, into different minutes and practice each of those so you've got that time scale.

P, give some suggested timings and it's a really good guide to use. And so, you know, it's a minute for this slide, it's 30 seconds for that slide and just divide it up and work out. I need to fit it into 10 minutes.

So why don't you do your timing for nine minutes just in case you go over and if you finish in nine minutes, no problem. You've been very succinct. You've been very effective at getting your message across.

What if I forget my lines? Having a backup set of notes on the table is a good move, just in case you have an emergency and you kind of completely freeze up. It sounds better if you're not reading from a script line by line, but it's an option.

If you want that, you can do that. So my only warning is that if you do have notes, try and staple them together and have them one-sided. If you've got notes on both sides and they're all loose, there's a real chance that when you really need them, damn it, you don't know which piece of paper you should be looking at and you've got to shuffle around while you've got eight pairs of eyes on you.

Okay, so we've talked about some of the how. So the real magic comes if you're true to yourself and it's no surprise that Ed Sheeran and Taylor Swift are two very popular musicians at the moment because they write their own songs, they tell their own stories. So I'm encouraging you to be true to yourself and don't try and be someone you're not because that'll become visible.

This is time for you to be yourself and I predict that the best presentations that are going to be to go up on stage in front of everyone will be the ones that have the personal story and the most authentic kind of account rather than the most impressive target. So be true to yourself and remember this is your presentation. Yes, there is an audience and I weirdly encourage you to ignore the audience, be true to yourself, but then also you're going to let the audience and encourage them to enjoy themselves.

So just before we go to questions, my top tips for Strategy Day are enjoy the wonderful opportunity you've been given to get yourself clarity for 2024. Okay, what a privilege it is. Adam Goff describes this as a real privilege.

Then my next top tip is ignore your audience. This day is for you. Yeah, if you're worried about talking about people in front of people, then just ignore that.

But then at the same time, I'm going to concentrate myself and I'm going to encourage you to entertain your audience with your passion and your story. Surprise and delight them, take them by the hand along your journey. This is not a competition.

This is your year and this is time for you to have the best year ever. So if I can work the IT, I'm going to open up to questions. So I'm pretty sure, I can't unmute you unless I'm doing it wrong.

So if anyone has a question, then just shout out and we'll take it in order. Does anyone have a question?

[Attendee 6] (32:28 - 32:30)

I have a question. Hi.

[Hugh Mowat] (32:30 - 32:31)

Hi there.

[Attendee 6] (32:31 - 33:07)

Hi. Thank you so much for that. Scrolling down so many notes.

Thank you. Just one contradiction that I've got in my head. At the last programme day, Adam said to stick to the slides and that's why they give us the slides and to stick to the templates because they'd rather people were on a level playing field.

So I don't know whether Rachel can comment whether is that actually what we're supposed to be doing or can we add, can we change the colours and put our own?

[Hugh Mowat] (33:10 - 33:41)

I know Rachel's here, but I think it's for you. It's this whole thing. You're paying money to be on this and it's for you to decide that.

Yeah. Now, if everyone went completely off script, then it would be probably a bit of a car crash and disaster. Yeah.

So I stayed to the script, but I just chose my slides to look a little bit different and not to have all the corporate stuff that was on there. Yeah. So Rachel, feel free to chip in if you.

[Attendee 1] (33:42 - 35:09)

Yeah, I agree. I think Carol, Hugh's absolutely right. I think you just make it your own.

I think the reason we give you a template is just so that you can, so that you understand how it should flow. And it makes sense because the template tells you to start with your personal or start with the long game and then your personal and then move into, from personal professional to your business strategies. And it kind of has a flow.

So kind of keep it like Hugh says, make it your own, but keep a flow to it as well that makes sense to you. If you need to start with business because it's relevant to a story that you want to tell, start with your business. But if it makes sense to start personal and flow through to your businesses, then do it that way.

But if you've got like a reason why you might want to talk about your business targets first or your business headline strategy first, because there's a story behind it, then equally you could change it around to suit the story that you need to tell. So Hugh's just done an incredible job there of giving you a very, lots of really great practical advice on how you want to do this. But every person on Property Entrepreneur is completely unique.

All of you are in completely unique circumstances with different aims and and desires in life. This is your life by design. Tell the story how you wish it, but keep to some kind of structure that's like the one that we've given you to help you tell that story.

Does that help you? So be free if you need it.

[Attendee 6] (35:09 - 35:11)

Yeah, thank you. Thank you both. Yeah.

[Attendee 3] (35:12 - 35:52)

Can I? Sorry. Hi Hugh.

I thought that was brilliant. Really practical tips. And I love that you're encouraging us to be ourselves, because obviously that's crucial for something like this.

But I think what I've found is that sometimes it might be your nature, but also if you're a bit nervous, you speak, we tend to speak faster. And you have this, at least on this, I've just wondering if that's your natural default or if you've if you have any thoughts on that, have you had to work on that or or just thoughts on speed?

[Hugh Mowat] (35:53 - 36:29)

It's a great question. Thank you. I don't know the answer.

I think every audience, if you whoever you're talking to, you're going to be talking differently to your kids, to you in a work environment, you might be taking a different style. And I think we've all got that range of speaking that we can adapt to. And and again, being yourself is so I don't know what the right answer to that is.

But there's no point in trying to force yourself into something that you're not. It's not you.

[Attendee 1] (36:30 - 37:33)

Yeah, I just to add, Ravi, I think the slower that you can talk, the better. But if it doesn't feel natural to you, then go with what feels natural, because remember what you said. I love that.

This is this is this is for you. This isn't for anyone else. Really, you're standing up and being accountable to your peers.

But the whole benefit of this presentation is your for your benefit. So don't do anything that will take away some of the enjoyment for yourself. But being from the northeast where everyone speaks a million miles an hour, I've had to slow my my accent down quite considerably to be able to speak on a stage and to speak on presentations.

And sometimes the pausing, if you feel like you're going too fast, you can pause, you can take a breath, and then you can, you know, get back into the flow of it. But yeah, if you can speak a little bit slower than and be conscious of it, if you're nervous, because you do talk faster when you're nervous, I totally agree. But but the main the main goal, as you said, is for you to enjoy it.

Yeah, however, you need to enjoy it. Rather, you just do what you need to.

[Attendee 3] (37:34 - 37:38)

Yeah, thanks, both. Thank you.

[Attendee 4] (37:41 - 38:17)

Hi, Hugh. Hi, Jasmine. Hi.

Thank you for that. And I think the bit I'm struggling with is striking the balance between telling people about myself, and about my story, and not using too many words and too much of my time, because I realised I did a run through and I realised that the the explanation of what my year of actually took quite a long time. And I thought that was important, but then half your time's gone.

So any tips? What is the important part?

[Hugh Mowat] (38:18 - 38:24)

It's that Winston Churchill quote, if I had more time, I would have written a shorter letter.

[Attendee 4] (38:24 - 38:26)

Yeah. And I can see that.

[Hugh Mowat] (38:26 - 39:48)

And so I listened to a podcast just yesterday. And it was this guy saying that he was doing as a startup business. I think he was 19 at the time.

He did sales in he was trying to sell, and he was in America. So he was in a tower block. And he went up the floor.

So he pressed the button, got out of floors to went around the sales floor, and tried to sell his product, went back in the lift, went up to store, and the second, second floor and third floor and went up the building. He said by floor 22, he was pretty damn good. Because on the first few times, if you practice on your own, yeah, and there might be a detour that, you know, about your childhood or whatever, that frankly, isn't, isn't that important?

Yeah. And whilst you'd love to tell your story, it's kind of you've only got the 60 seconds for that bit, or whatever you've decided. So be disciplined and say, I haven't got time to do this, because I've got choice.

I do the full story here. And then I've lost all my time to talk about my objectives, and which is more important. And it's a choice.

You know, you could, if you want to tell your story, knock yourself out and tell your story, but but you're spending your minutes on something that may not be the most important bit.

[Attendee 4] (39:49 - 39:56)

No, no, agreed. Agreed. It's just picking, picking the important part, isn't it?

Thank you.

[Hugh Mowat] (39:57 - 40:49)

And just the more you go over it, the clearer you'll be, the better you'll be. And, and so, and enjoy that, that is part of the process. Because the other thing, some people aren't comfortable with this.

And it is a skill that we've all got to learn, because you might be pitching to investors one day, you might be pitching to someone you're buying from, you want them to choose you as the buyer. Yeah. So you might be pitching your story that you're credible, you're, you know, you're going to be a reliable buyer.

And, and so pitching your tale and your backstory is a skill you've got to learn. So the more you can do it, this is a great opportunity. It's not that the world isn't going to finish next week.

Once you've done this, this is just another step on the journey that how do you get better and better at telling the story? So it's good practice. Absolutely.

[Attendee 4] (40:50 - 40:51)

Thank you.

[Attendee 5] (40:54 - 41:20)

Hi, Andy. Quick question about, do you know how we did in the affirmation board? Those were the targets, and now the presentation is on the objectives.

Are we? I'm still trying to do the thing. Am I mixing it up?

Are the three objectives, are my three targets I've set in my affirmation board? I'm a bit confused.

[Hugh Mowat] (41:20 - 41:32)

So, Andy, that brought the same thing. Yeah. So that your affirmation board, which is the photograph in the frame, the three personal and three business objectives.

Yeah.

[Attendee 9] (41:32 - 41:32)

Yeah.

[Hugh Mowat] (41:34 - 41:57)

Of course you can change them, but, but ideally they'll be exactly the same because to do your affirmation board, you were clear on what those were. So the three bullet points you've got on your affirmation board are likely to be the same ones in your presentation. Now, if you've changed your mind, of course you can change your mind, but, but the chances are they're exactly the same ones.

Yeah.

[Attendee 5] (41:57 - 42:10)

No, just, it's the word I thought, I think on the, on the submission, it says target. Now it says objective. So I'm just thinking, am I mixing it up or am I getting it wrong?

Or I'm just trying to get nailed down a bit more. Yeah.

[Attendee 1] (42:10 - 43:02)

Andy, if it helps just to collect some clarity on that, having been involved in it, your overall objective is the one that you have as your professional objective. The target is what you want to aim, the measurable, how will you measure the objective? So whatever you've chosen as your objective, the target is the means to which you'll measure it by.

So for example, the target could be hours logged on toggle. Yeah. But the objective is to, to be a better delegator.

Yeah. But you'd log your coaching hours that you did on, on, on toggle and that's the target. The target is just the specific measurable way you'll deliver on the objective.

That's the clarity that you need there. That's it. So you've got your objective.

That's the one that needs to go in the presentation. That's the one that should go on your affirmation board. The target is how you'll measure it.

[Attendee 5] (43:05 - 43:24)

But, but the example that they're showing you now, it's like a picture and then the mantra. So basically this affirmation board that you're putting, so that mantra that you put on, so that goes there. And then that picture that you're trying to visualize.

And then are you supposed to put another target wording or picture there as well?

[Attendee 1] (43:25 - 43:27)

Have you done your affirmation board yet?

[Attendee 5] (43:27 - 43:27)

Yes.

[Attendee 1] (43:28 - 44:03)

Yeah. Yeah. Well, what I did with mine was I just put my overall objective and then next to it, I just put what the, how I would measure it.

So whether that's toggled hours or whether that's like, for example, one of mine is to be 50 and fit. That's the objective. That's the mantra.

And the, the target is to swim a mile without stopping. Does that make sense? So they're one in the same thing, but that's how I'm going to measure my success against that mantra or that objective.

So if you want to talk to me about it further, we can take it off this and you can chat to me if you need some further clarity on that. I'm happy to help you.

[Hugh Mowat] (44:03 - 44:47)

Okay. And a really good example of this is, you know, a lot of people are saying I want financial independence or financial freedom or whatever. So what the hell does that mean?

And I think that the program goes through this quite a lot, doesn't it? So by putting a target on it, making it granular, making it quite factual, helps you to define what you're aiming for, which is you're more likely to get there. If you're clear, you're less like a jellyfish, you're more like a sailboat with a map.

If you know what you're going for, and then also the benefit is of having a number or a target, like swimming a mile nonstop, you know when you've got there. If it's all a bit vague, you're not actually sure whether you've crossed the finish line and achieved your goal.

[Attendee 5] (44:48 - 44:53)

Well, I think that's my problem. I think I'm a bit vague at the moment and trying to figure it out and narrow it down.

[Hugh Mowat] (44:53 - 45:36)

But again, Andy, enjoy the fact that this presentation is forcing you to look in the mirror and be clear on this stuff. If you were down the pub or whatever, chatting about this stuff and you leave it a bit vague, then for the rest of the year, you're like a jellyfish, you're vague. If you have to stand up and present this stuff because you've written it down, you're clear and therefore you're going to be like a sailboat.

So enjoy the fact that it's difficult. Enjoy the fact that it's flushing out some lack of clarity. That's as good.

Thank you.

[Attendee 2] (45:38 - 45:53)

Thank you. Hi there. How are you?

Happy New Year to you, Paddy here. Happy New Year to everybody on the call. Just on slide eight we have, it says supporting objectives.

What are we supposed to do with this slide?

[Hugh Mowat] (45:55 - 46:17)

I've just got to open slide eight. Right, so this is the bit where, so okay, if we just run very quickly through the slides, yeah, the year of is your personal one. That might be, you know, the year of levelling up or whatever.

[Attendee 10] (46:17 - 46:23)

Could I stop you a second? Have you got the slides in front here? I'm miles behind on all of this.

No problem.

[Hugh Mowat] (46:24 - 46:29)

This is a great opportunity for everyone just to get caught up Yeah, that's brilliant.

[Attendee 10] (46:29 - 46:36)

Have you got them? Could you share them on the screen? Would that be possible?

Please, if you can.

[Attendee 2] (46:38 - 46:39)

Putting on the spot, don't you?

[Attendee 10] (46:40 - 46:47)

Right, there's technology. Did Bianca send these out, the slides?

[Attendee 2] (46:48 - 46:57)

You should have an email, yeah, it should say, if you put in PEP presentation at the top of your emails, it should filter it out.

[Attendee 4] (46:58 - 47:09)

I don't know. Does Advanced have a different slide deck to the programme? Yeah, we don't have supporting objectives, just before we.

[Hugh Mowat] (47:10 - 47:15)

There is actually a slide that says supporting objectives in the main programme.

[Attendee 4] (47:16 - 47:19)

In the main programme. We've got personal and professional. Have I missed that one?

[Attendee 2] (47:19 - 47:21)

And just on slide eight.

[Attendee 4] (47:22 - 47:23)

Oh, is that headline strategy?

[Attendee 2] (47:24 - 47:33)

And slide eight, yes, Strategy Day Presentation Template PEP 2024. Slide eight, you should have supporting objectives.

[Attendee 4] (47:33 - 47:38)

Oh, yeah, sorry. And the headline strategy. Sorry.

Yeah, it's for your businesses.

[Attendee 1] (47:38 - 47:45)

So the three supporting objectives for your business. Yeah, not for your personal or professional. It's just for your headline strategy.

[Hugh Mowat] (47:46 - 48:18)

Gotcha. Right. Brendan, I'm not going to be able to present it because that's just...

I've just found it. I just found it while you've been... So I am going to, for everyone, I'm going to talk through the slides just, and I'll talk slowly so that people can make notes, yeah.

So you've got your year of, and I believe that is slide three. So that is, for example, the year of levelling up. It's what is your big picture message?

And you might have a picture on there with a phrase.

[Attendee 2] (48:18 - 48:25)

Sorry, we've cut across. Slide three. I just want to make sure everyone's on the one page here.

Slide three, I have the long game.

[Hugh Mowat] (48:26 - 50:52)

Right, so slide four, the year of, yeah. So let's start from there. Let's go back to the long game in a second.

So then you've got your three personal objectives, and that is about what you want to do as a person. Likely, there'll be a fitness thing in there or something, yeah. Or it might be about relationships or family or whatever, yeah.

And that is likely to be on your affirmation board. Then you've got three professional objectives, and this is about maybe getting your finances in order, getting you, delegating more, getting a personal assistant or whatever, yeah. So those are your three professional objectives.

Then we move on to your headline strategy. This is your business strapline clarity. So you want to be world-class.

You want to be doubling your growth, doubling your business or something like that. And then the supporting objectives. How are you going to do that business objective?

So if you're going to double your business, how are you going to do it? You need some supporting objectives. You're going to go on a marketing campaign.

You're going to convert more sales. You're going to recruit more people or whatever, yeah. So that's how it is.

Hopefully that helps. In terms of the long game, my understanding is that that's your five-year plan if you choose to have one. So I think everyone's encouraged to do one, but that might be a bit personal.

You might not want to share that in front of strangers. So by all means, don't go there if you don't want to. But it might be, you know, the most exciting thing.

So you might want to spend some decent time on that to say this is where I'm heading. I think if you start talking about every year of your five-year plan, you're going to quickly run out of time. So I'd warn against that.

So hopefully that helps. And I think this template is brilliant. It's designed to, if you just fill in those slides, you'll be 90% there.

And then you can maybe start to, once you've got the content, then you can start to personalize it and do funky fonts and do color schemes or whatever if you want to. But, you know, you don't have to do any of that. The template's perfect.

It's been designed for you. So I've been contradictory on purpose just to stir things up, to stimulate a bit of thinking, that's all.

[Attendee 2] (50:54 - 51:03)

And just to clarify something there, the year of and our headline strategy, are they kind of the same or are they different?

[Hugh Mowat] (51:05 - 51:37)

No, so they're different. So the year of is about you. Yeah.

What does Paddy want to be at the end of the year? How do you want to grow as a person? Yeah.

The headline strategy is about your business. Of course, the two might overlap a little bit. I think you're going to want them to be complementary.

If you want to fly to the moon and then start a seaside guest house, then that might be a bit contradictory and it might not work. And so.

[Attendee 2] (51:39 - 51:40)

Thank you for that, Huw.

[Hugh Mowat] (51:41 - 51:47)

Okay, cool. Thanks. Good question.

Thank you. And that helped a lot of people. So, brilliant.

Well done.

[Attendee 2] (51:48 - 52:20)

That helped a lot of people. And look, up front and straight up with, like, I'm well behind in this. Brendan, I know you were saying you are.

I am behind in this because I haven't got, not that I haven't got time, but I didn't actually delegate the time to put into it between business, between Christmas, between everything. It is what it is. I am where I am now.

That's down to me own choice. But looking at everyone's responses to your last couple of minutes there, I think a lot of people could be in the same boat as well and trying to get a grasp of different slides of the presentation for next week.

[Hugh Mowat] (52:22 - 52:32)

I already mentioned, just enjoy the fact that this deadline is helping you. Yeah. Because if there was no deadline, you'd be still talking about this in June.

[Attendee 2] (52:33 - 52:33)

Exactly.

[Hugh Mowat] (52:35 - 52:36)

It's a good thing.

[Attendee 3] (52:36 - 53:02)

The pressure is a good thing. I know that this, in a way, you know, obviously I'll have to make my own decision on it. But just out of curiosity, the next slides to come, the time allocation and then the wealth hierarchy and the reward, did you, they seem, they could be important, but did you put much emphasis on those when you did yours?

[Hugh Mowat] (53:04 - 53:54)

I definitely included them. And I think these were the ones that probably, the wealth hierarchy and the time thing, I used the PE template. I did exactly use those.

And it is important. The 70-20-10 is a really important decision you need to make. So avoiding that slide, you're kind of maybe dodging a challenging conversation you need to have with yourself.

So you need to get off the fence and decide what is your biggest priority? What is your 70%? So this slide is forcing you to do that.

That's good. And by stepping up and saying it in front of people, in public, is a kind of a moment where you're getting clarity for yourself. Yeah.

[Attendee 3] (53:56 - 53:57)

Okay. Thank you.

[Hugh Mowat] (53:57 - 54:04)

And again, wealth hierarchy and reward, I'd say the same thing about those two as well.

[Attendee 2] (54:04 - 54:05)

Yeah.

[Hugh Mowat] (54:05 - 54:56)

Thanks. Cool. Thank you.

Any other questions? Right. It sounds like we're all good then.

And that's a good timing as well, because we're kind of up. So thank you all for joining. And I hope I've stimulated without confusing.

But I've been controversial on purpose because we're here to challenge ourselves. And I wish you all the best of luck. And you're going to be fantastic.

You're surrounded by people who want you to be fantastic. What a positive environment to be in. So enjoy the day.

Thank you all. Great to see you. Bye.

[Attendee 3] (54:57 - 55:00)

Thank you. Good luck, everyone.

[Attendee 2] (55:01 - 55:03)

Have fun. See you.