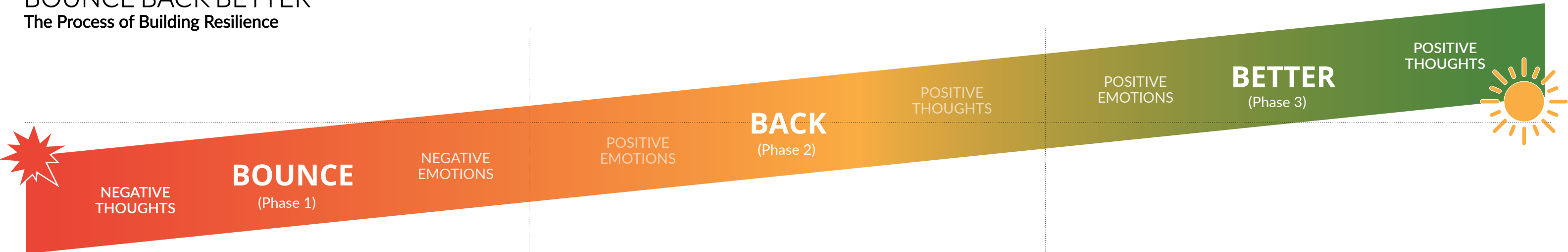


BOUNCE BACK BETTER

The Process of Building Resilience



The **bounce** phase of the process is about mindset. First, choose an endpoint for wallowing in despair about what went wrong. Then, wrestle your mindset into growth gear by identifying and labeling your negative thoughts and feelings, and then choosing their opposites.

← TIMEFRAME? →

The **back** phase of the process is about action. First, turn each positive label into a concrete, forward action you can take. Then, identify and recruit coaches who can help you execute that action.

← TIMEFRAME? →

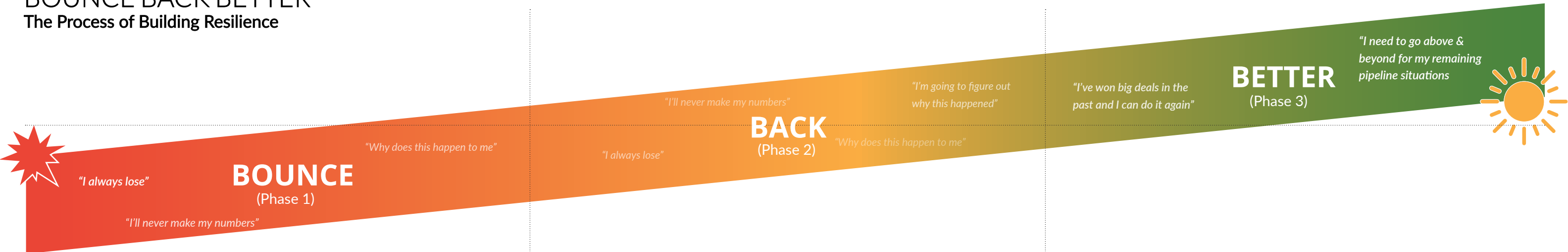
The **better** phase of the process is about goals. First, set small, initial goals associated with each action. Then, set more ambitious, stretch goals that - when achieved - will make you better than you were before.

← TIMEFRAME? →

NEGATIVES (Step 1)	POSITIVES (Step 2)	ACTIONS (Step 3)	SUPPORTS (Step 4)	INITIAL GOALS (Step 5)	STRETCH GOALS (Step 6)
				<small>S.pecific > M.easure(s) > A.action(s) > R.ealistic? > T.imebound</small>	<small>S.M.A.R.T. + T.ool(s) > S.upport > S.top</small>
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BOUNCE BACK BETTER

The Process of Building Resilience



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The **back** phase of the process is about action. First, turn each positive label into a concrete, forward action you can take. Then, identify and recruit coaches who can help you execute that action.

The **better** phase of the process is about goals. First, set small, initial goals associated with each action. Then, set more ambitious, stretch goals that - when achieved - will make you better than you were before.



S.pecific > M.easure(s) > A.action(s) > R.ealistic? > T.imebound S.M.A.R.T. + T.ool(s) > S.upport > S.top

NEGATIVES (Step 1)	POSITIVES (Step 2)	ACTIONS (Step 3)	SUPPORTS (Step 4)	INITIAL GOALS (Step 5)	STRETCH GOALS (Step 6)
"I always lose the big opportunities"	"I've won big deals in the past, and I can do it again."	<ol style="list-style-type: none"> "I'm going to pull up the email I got from that huge client I won last year and re-read it" "I'm going to look at my top 5 pipeline situations and see if there are upsell opportunities in any of them" 	<ol style="list-style-type: none"> No support needed Ask William to tell me how he significantly grew two of his existing clients last quarter 	<p><i>Equip my manager with everything she needs to conduct a loss debrief with XYZ client</i></p> <p>S - Loss debrief by Jennifer with XYZ client M - Acquire at least 3 pieces of tactical feedback from this loss that I can use to get better A - I will need to equip Jennifer with a list of questions she will ask during the call R - Need to send a note to client respectfully asking for 15 minutes of his time with Jennifer to better understand our/my shortcomings T - This week, while it's fresh</p>	<p><i>Become a powerful negotiator</i></p> <p>S - Become known in the firm as one of the top negotiators M - Increase deal sizes by 20%; decrease loss ratio by 20% A - This becomes my #1 priority for next 6 months R - Discuss with manager how I will make room for this transformation over the next 6 months T - 6 months T - Read "Negotiate Without Fear" and "Never Split the Difference" books; build v1 of an Items Matrix, source a MESO from our CFO S - Jennifer (accountability coach); Vicki (negotiations coach); Carl (difficult conversation coach) S - Find 4 hours - Put weekly basketball league on hold; Stop attending non-critical meetings, especially outside our division; up an hour earlier on Saturday morning for study</p>
"Why does this happen to me?"	"I'm going to figure out exactly why this happened."	<ol style="list-style-type: none"> "I'm going to apologize to the client that I was unable to make our value proposition clear enough to make the difference for them" "I'm going to ask my manager to do a loss debrief with the client and ask what I could have done better" 	<ol style="list-style-type: none"> No support needed Ask Jennifer to make that call and then share her findings with me 	<p><i>Set up meetings with 2-3 new stakeholders at each of my top 5 situations</i></p> <p>S - Expand my reach within my 5 top prospects by 2 to 3 stakeholders per account M - Use our CRM to determine the current list of stakeholders at each prospect; map them; add 2 to 3 to each account map and in their CRM record; research and identify new stakeholders to contact A - Begin mapping process and outreach to new stakeholders immediately R - Research and mapping three days, setting up meetings one week; conducting meetings three weeks T - One month, start to finish</p>	<p><i>In prospect and client meetings, always be ready with the right story</i></p> <p>S - Become a powerful storyteller M - Curate a library of 15 powerful selling stories; Tell 1 or 2 more stories in each sales meeting A - This becomes my #2 priority for next 3 months R - I'm up for this. I learned the basics of public speaking and overcame that fear. This is next on the list T - 3 months T - Read "What's Your Story?" and "The Story Factor" books; build v1 of my Story Matrix™ S - Anoop (accountability coach); Susan (storytelling coach) S - Find 2.5 hours - Delete Facebook for three months</p>
"I'll never make my numbers now"	"I need to go above and beyond for each of my remaining pipeline situations to ensure that I don't lose any of them."	<ol style="list-style-type: none"> "I'm going to write a handwritten thank you note to the main decision makers in my top 5 pipeline situations just thanking them for the time they given me and how they've helped me understand their businesses" "I'm going to set up meetings with 2-3 new stakeholders at each of my top 5 situations to ensure I'm not missing any unstated needs and to make sure these stakeholders are supportive of my proposals" 	<ol style="list-style-type: none"> No support needed Ask my main client at each company to identify 2-3 key people around him/her who would help me gain more insights into the challenges the company faces 		