

# BILL STAINTON

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## World-Class Speaker

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## World-Class Speeches

"We just hired Bill to speak to 250 healthcare and business professionals, and to say that he knocked it out of the ballpark is a grave understatement! He received not one, but TWO standing ovations. Hire him. NOW!"

~ MEGAN KONGAIKA, Employee Benefit Management Services, Inc.



### It's Showtime! How to Produce Award Winning Results in Business and in Life

Life is not a dress rehearsal; neither is business. How would your organization be different if everyone stopped making excuses and started producing better results in every area of their lives? Not "later," not "some day," but *now*! Because when it's showtime, all that matters is results. And in your business, as well as in your life, every day is showtime. The three key points in this program are:

#### What's the Show?

In order to achieve a great result, you must define it.

#### Who's the Cast?

Success is not a solo show. Who is your team?

#### Where's the Script?

Great results require a plan, a roadmap.

#### TAKEAWAY MESSAGE:

*You* are the producer of your own results. Dress rehearsal is over. It's showtime!

### The 5 Best Decisions the Beatles Ever Made (and why you should make them too!)



What does a seriously award winning team look like? What does it take to lead them? And, ultimately, what does it take for your team to really make it to the top? Why not find out—and have some fun along the way!—from one of the most successful teams ever? Combining music, video, and hilarious betting tips audience interaction, this program focuses on 5 core ideas:

#### Spread the Spotlight

Build a great team and share the credit.

#### A Single, Shared Vision

Is everyone in your team on the same page?

#### Play to Your Strengths

What can you do better than anyone else?

#### Shake It Up!

Innovate, reinvent, & do things differently.

#### Carry That Weight

Roll up your sleeves and do what it takes.

#### TAKEAWAY MESSAGE:

Success is not a result of "luck," "a fluke," or "the breaks." It's a result of specific decisions—decisions that every leader needs to make!

## 1. Showtime!

### 1. Imposter Syndrome

1. 40% of high achievers feel like imposters from time to time.

### 2. The Wisdom of Seinfeld

1. “You’re the producer. Dress rehearsal is *over*. It’s showtime!”

### 3. The 3 Questions

1. What’s the Show?
2. Who’s the Cast?
3. Where’s the Script?



## 2. What’s the Show?

### 1. Why *Cop Rock* failed

1. Ronny Cox: “We never knew what the show was.”
2. A TV producer has to know, first and foremost, what he or she is producing.

### 2. You *are* a producer

1. You may not be a *TV* producer, but you are the producer for all the multiple “shows” in your life.
  1. Recruiting new volunteer firefighters? That’s not a dress rehearsal; that’s a show.
  2. Planning a family vacation? That’s a show; what do you want it to look like?
  3. Buying a new car? It’s showtime, and you’re the producer.



### 3. Clear Communication!

1. If you’re not excited about your show, how can you expect your *team* to be excited?
2. If you can’t explain your show to an 8-year-old, you haven’t defined it well enough.

## 3. Who's the Cast?

### 1. Success is almost never a solo performance

1. Who is it who's going to help you produce your show?

### 2. A *Conscious Choice*

1. Larry David and Jerry Seinfeld didn't select their cast for *Seinfeld* by random chance (they did *not* find their cast at the L.A. Walmart!); they made a careful, conscious choice.
2. Ellen DeGeneres also made careful, conscious choices when she selected her cast – her team – to get her where she wanted to go
3. Jim Rohn: “You are the average of the five people you spend the most time with.”

### 3. The 5 Types of People You Need On Your Team

#### 1. A Smart Person Who Disagrees With You

1. This is the person who will challenge your thinking. It's the Spock to your Captain Kirk. The person who will force you to defend, modify, or even discard your ideas.



#### 2. A Butt-Kicker



1. This is the Kirk to your Spock. It's the “Let's go!” person. Without this person in your cast, you may have lots of great discussions, but you'll never get anything done.

#### 3. A Veteran

1. This is the person who's been there before; the one who can tell you that the wheel you're working so hard on has already been invented. It's your Obi-Wan Kenobe who can say, “You know, Luke, there's this thing called the Force....”



#### 4. A Guy Who Knows a Guy



1. This is the networker, the person Malcolm Gladwell calls the Connector. Think Radar from *M\*A\*S\*H*. It's the person who, when you say, “This is what I want to achieve, this is the show I want to produce,” says, “I know just who you need to talk to!”

# *It's Showtime! Notes*

## 1. The Wacky Neighbor

1. This is the unconventional thinker, the person who comes up with the idea that nobody else would think of. 9 out of 10 of those ideas might be garbage – but that 10th one could be gold! There's a good chance that this person will come from *outside* your industry.



## 2. Make Sure Your Cast Isn't a "Men's Only" Club!

1. *Harvard Business Review*: "If a group includes more women, its collective intelligence rises."



## 4. Where's the Script?

### 1. The script is your roadmap, your step-by-step action plan for producing your show

1. Without a script, you and your team are like actors standing around in the studio, hoping something good happens.
2. DANGER ZONE: Occasionally, something good *does* happen. You fail to plan – and you get away with it. But, eventually, it'll catch up to you. A good script beats no script every time.

### 2. Break your script into acts and scenes

1. Small, easy-to-accomplish steps that you can *put on a calendar* and accomplish, one after the other, until your script – and your show – is produced.
2. David Allen, author of *Getting Things Done*: "Meticulous focus on 'the next action.'"

**“You’re the producer.  
Dress rehearsal is over. It’s Showtime!”**

~ Jerry Seinfeld (and Bill Stainton)