

# Masters™ Training and Coaching

## ProAct™

Main Entry:	proactive
Pronunciation:	(f)pro-ak-tiv
Function:	adjective
Date:	1933

1 [1pro-] : relating to, caused by, or being interference between previous learning and the recall or performance of later learning \*proactive inhibition of memory

2 [2pro- + reactive] : acting in anticipation of future problems, needs, or changes

Courtesy Webster's Dictionary

**Ockham's razor:**  
***Everything should be made as simple as possible,  
but not simpler."***

*Attributed to Einstein*

*Ockham's razor, also spelled OCCAM'S RAZOR, also called LAW OF ECONOMY, or LAW OF PARSIMONY, principle stated by William of Ockham (1285-1347/49), a scholastic, that non sunt multiplicanda entia praeter necessitatem; i.e., entities are not to be multiplied beyond necessity. Copyright 1994-1999 Encyclopædia Britannica*

# Foundation For The Training

**The ProAct™ training is designed to help you identify ways in which you will become more effective. The success of the program requires the following:**

- ☐ 1. Attendance to each and every module.
- ☐ 2. Attendance on time to each module. Returning on time from breaks.
- ☐ 3. A commitment to use the concepts and materials for the duration of the program.
- ☐ 4. Making commitments to specific action arising out of the material in each module, and following directions of the trainer when in the training room.
- ☐ 5. No telephone calls, interruptions or messages into the training room. No magazines, newspapers or other non-training materials read or displayed in the training room. This includes food, gum, drink cups, etc. (except as agreed to with the trainer in advance).
- ☐ 6. All cellular phones and/or portable paging systems are to be turned off or left outside the training room and participant agrees to no texting or checking cell phones while in the training. If a cell phone goes off during the training, the Training Manager will accept and hold all such units to be left outside the room.
- ☐ 7. Name tags to be worn at all times during the training modules, and at all times be clearly visible.
- ☐ 8. Remaining in the training room for the duration of each session. There will be frequent breaks.
- ☐ 9. No drugs or alcohol during any break. All prescribed drugs are to be cleared with the Training Manager.
- ☐ 10. Conversations during the sessions are limited to between trainers and participants only. Conversations between fellow participants are not permitted.
- ☐ 11. Time of the completed training is unscheduled. Do not make any plans immediately following the completion of the training.
- ☐ 12. The content of the training is a private and confidential matter between you and the group. All materials, forms, concepts and conversations shall be kept strictly confidential.
- ☐ 13. If a participant misses a significant part of any module, he or she, at the sole determination of the trainer, will need to take the entire training over.
- ☐ 14. When the size of the training permits, participants shall sit next to someone that he/she did not know or have a relationship with prior to the training. This includes family, friends and business associates.
- ☐ 15. Chairs are arranged and positioned in the training for a specific purpose. Participants shall not move any chairs during the training.

Signature\_\_\_\_\_Date\_\_\_\_\_

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# Assumption Errors

"Computers in the future may weigh no more than 1.5 tons."

- *Popular Mechanics, 1949*

"Forget it. No Civil War picture ever made a nickel."

- *MGM executive, advising against investing in Gone With The Wind.*

"That rainbow song's no good. Take it out."

- *MGM memo after first showing of The Wizard Of Oz.*

"You'd better learn secretarial skills or else get married."

- *A modeling agency, rejecting Marilyn Monroe in 1944.*

"Can't act. Can't sing. Slightly bald. Can dance a little."

- *A film company's notes on Fred Astaire's 1928 screen test.*

"I think there is a world market for maybe five computers."

- *Thomas Watson, chairman of IBM, 1943.*

"There is no reason anyone would want a computer in their home."

- *Ken Olson, president, chairman and founder of Digital Equipment Corp., 1977.*

"But what is it good for?"

- *IBM Engineer, 1968, commenting on the microchip.*

"Louis Pasteur's theory of germs is ridiculous fiction."

- *Pierre Pacht, Professor of Physiology at Toulouse, 1872.*

"Everything that can be invented has been invented."

- *Charles H. Duell, Commissioner, U.S. Office of Patents, 1899.*

"We don't like their sound, and guitar music is on the way out."

- *Decca Recording Co. rejecting the Beatles, 1962.*

"This 'telephone' has too many shortcomings to be seriously considered as a means of communication. The device is inherently of no value to us."

- *Western Union internal memo, 1876.*

"Who the hell wants to hear actors talk?"

- *H.M. Warner, Warner Brothers, 1927.*

"Heavier-than-air flying machines are impossible."

- *Lord Kelvin, president, Royal Society, 1895.*

"640K ought to be enough for anybody."

- *Bill Gates, 1981.*

"Brain work will cause women to go bald."

- *Berlin professor, 1914.*

"Television won't matter in your lifetime or mine."

- *Radio Times editor Rex Lambert, 1936.*

# Current Business Analysis and Plan

## Existing Prospects:

SOI: Number  
Total \_\_\_\_\_

Sources:


## Buyer Leads:

Total \_\_\_\_\_

Sources:


## Seller Leads

Total \_\_\_\_\_

Sources:


## Future Prospects

Number/  
Hours/wk Results

Activities you commit to\*


\* for example

Open House/ Quantum Home Tour™

Floor Time

Door Knocking/Farming

Calling SOI

Calling on Expireds

Calling on FSBO

# Pre-Business Plan Questionnaire

## I. Analysis

This analysis starts from \_\_\_\_\_ (Mo.) 20\_\_ as the reference date.

**1. How much dollar income did you make in the last 12 months?**

\$ \_\_\_\_\_

**2. How many transactions did you open in the last 12 months?**

# \_\_\_\_\_

**3. How much in gross dollar (\$) commission closed to you did you receive?**

\$ \_\_\_\_\_

**4. How much in referral income (\$) did you receive?**

\$ \_\_\_\_\_

**5. How much in other business related income did you receive?**

\$ \_\_\_\_\_

**6. Calculate the average value per transaction to you. (total income ÷ total # of transactions).**

\$ \_\_\_\_\_

# Pre-Business Plan Questionnaire

**7. Calculate or estimate as accurately as possible the total number of transaction that fell out.**

# \_\_\_\_\_

**8. Calculate or estimate as accurately as possible the total number of clients worked with to close these transactions. (Not deals fell through, but clients not buying +clients buying = total)**

# \_\_\_\_\_

**9. List and identify all sources of marketing expenses related to your business.**

Name:	Amount
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
<b>Total</b>	\$ _____

**10. Calculate the average marketing cost of each transaction,**

\$ \_\_\_\_\_



# Pre-Business Plan Questionnaire

**11. Calculate or estimate as accurately as possible the total hours spent managing and developing the marketing program.**

# \_\_\_\_\_

**12. Determine your hourly billing rate. (this is the total amount of dollars generated per average transaction divided by the total average hours spent by you personally working with the client; not the prospecting or admin. time).**

\$ \_\_\_\_\_

**13. Calculate the costs of those marketing hours by multiplying total hours × your personal hourly billing rate.**

\$ \_\_\_\_\_

# Libet and Feinstein

## Q: Isn't the brain the seat of thought itself?

**A:** Although thought seems to arise from the level of the brain, one cannot localize a thought within the brain but only observe electro-biochemical reactions to it.

Research done over 30 years by Benjamin Libet, a neurophysiologist (extensively covered in chapter 5 of Fred Alan Wolf book "The Dreaming Universe": New York, Simon and Shuster) together with brain surgeon Bertram Feinstein at Mount Sinai Hospital in San Francisco, using electrodes implanted in the brain and on the scalp of voluntary subjects, has shown surprising results.

In the now famous 1979 paper on "subjective referral", Libet proves that it takes roughly from 500ms (1/2 of a second) up to a second between the occurrence of an event and its conscious registration by an individual witnessing or experiencing it.

As an example of this paradox, let us imagine that an animal darts in front of your car. Your brain is theoretically able to react to a stimuli within one hundred milliseconds. You slam the brakes and avoid crushing the animal.

What is at play here? Libet argues after numerous physiological measurements that the person becomes in reality aware of the animal no less than 1/2 a second after the incident. Calling his theory of consciousness "time-on theory" Libet claims that the person reacting is not aware of reacting from up to several hundred milliseconds up to a full half a second later. However, his reaction occurs within 200 milliseconds of the original event, and when interrogated later about the time of his awareness of the action that caused him to react, the person always responds as if he became conscious of the incident at the time of the initial stimulus. In other words, "his memory " has been altered in order to antedate the conscious awareness of the original stimuli to the real time when it occurred. Libet calls this the "subjective antedating hypothesis".

Therefore in the aforementioned example, you become aware of the animal in your path 500ms to 1 second after the initial event (real stimulus: real moment when the animal darts across the road). However, it seems that from some unconscious level of yourself the decision is taken, before that interval of time necessary for you to become aware of the event, to break and avoid the animal.

Although, when asked about when you became conscious of the animal, you will invariably refer it to the real time when the animal crossed your path, this is not the real case since your brain only registered that event consciously, as shown in the electrical trace, 500ms to 1

# Libet and Feinstein

second later.

It certainly was not your conscious volitional mind but rather a part of your subconscious mind that then re-coordinated in awareness to your conscious mind the false memory of having been consciously aware of the event "without any time delay".

A similar example can be cited in a skier who, as he is going downhill a mountain very fast, suddenly encounters in his immediate path a tree or a precipice. He will immediately try to avoid hitting the tree or fall over the cliff. However his brain will only register that dangerous situation 500 milliseconds later! In this case, if the awareness of the event were to originate from the level of the brain with a half a second delay, the poor skier would most probably lose his life or injure himself badly! But that is generally not the case. Therefore, we seem to find that his thought processes seem to originate from his deep subconscious level, external to the mechanistic brain. This level seems to monitor him on a constant basis. For the same reasons, the brain would rather appear to serve as an interface decoding the somatosensory vibratory signals of what the individual perceives as his reality.

The brain seems to act more as a filtering system than as the seat of thought and volitional action-reaction.

It is the deep subconscious (one might call it soul) that probably really takes care of, and thinks for the individual.

If volitional thought (decision) are made from within the unconscious (subconscious) mind without showing signs of conscious decision at the level of brain, the brain might be functioning as a processor of information that would give us the ability to perceive our world holographically in a way similar to what a virtual reality computer would create..

Therefore, all the brain might be is a processor of information and a somehow temporary storage of memory. Permanent memory seems to be located at the level of the deep subconscious mind.

# Excerpt from The What Works Code™

## The Anatomy of the What Works Code™

The What Works Code is a governing inter-correlated network of principles,  
laws,  
rules,  
and agreements.

### The Governing Principles of the What Works Code™

The What Works Code is governed by three dynamically inter-correlating principles, the term “principle” signifying a universally consistent (aka “invariant”) dynamic of interrelationship that works uniformly in all circumstances. Unlike laws that presumably can be broken, principles are immune from any variance other than the different applications thereof.

For instance, *gravity* functions as a universally dynamic principle that governs all physical interactions, rather than as an arbitrarily contrived law, because nowhere in the universe can gravity’s influence ever be totally absent, however miniscule may be its immediate strength in a cosmic space that is millions of light years from the nearest galaxy. As observed by both terrestrial and astronomical physicists, gravity works precisely the same way throughout the cosmos, and at all levels of function from quarks to quasars, the only variation being in its functional application, such as walking, lifting, falling, flying, rocketing to the moon, orbiting (planets), spinning (galaxies), etc.

Another universally dynamic principle is *reciprocity*, as acknowledged by 1963 Nobel Laureate quantum physicist Eugene Wigner:<sup>x</sup>

We do not know of any phenomenon in which one subject is influenced by another without [the other] exerting a [corresponding] influence thereupon.

Since without exception every action is a reciprocal *interaction*, including the gravitational interaction that is universal to all material substance, nowhere in the cosmos can there be an isolated action that is exempt from the contingent influence of other proximate actions and co-existing principles. This gives rise to a third universally dynamic principle, *co-operation*

# Excerpt from The What Works Code™

(i.e., working together, as distinct from the unhyphenated term, “cooperation,” that tends to connote mere “getting along”). The hyphenated term “co-operation” signifies that every universal dynamic is interrelationally contingent upon all other such dynamics.

This triune inter-correlation of gravity, reciprocity and co-operation is most clearly represented by a triangle whose three edges have an arrowhead at each end. It is thus that these principles tri-mutually govern *how* the universe works even while, like all other principles of interaction, they are mutually consistent, thoroughly integrated, and never in conflict with one another. Accordingly, the more consciously we integrate the respective dynamic influences of these three principles in our lives, the greater is our ability to effectively specify and manage our relationship to our worldly reality.

These three principles also govern *what* works for us in our experiencing of life, as well as the way it works, and how to work it. From an experiential perspective, workability is further governed by three additional inter-correlated principles that likewise are dynamically invariant (*i.e.*, cannot be made to work otherwise):

- ***Commitment:*** the William Murray/Goethe quote.
- ***Windows of feasibility (i.e. opportunity):*** the running toward the wall example, etc.
- ***Consistency of what one accepts with what one expects:*** the nailed door example, etc.