

Welcome to Mars Venus Coaching

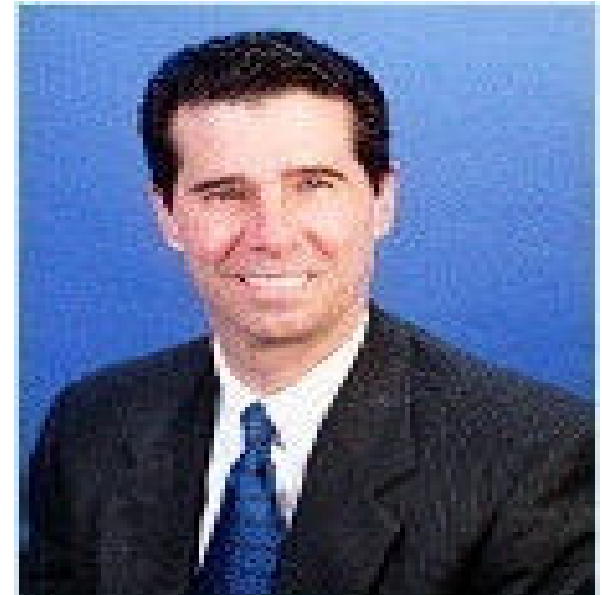



MARS VENUS
COACHING

SEMINARS • WORKSHOPS • SUCCESS COACHING • LIFE COACHING

Rich Bernstein

- + President & CEO, Mars Venus Coaching
- + Global Director of Sales, ActionCOACH
- + President & CEO, National Distributing Group
- + Sr. VP, Sales & Marketing, Gumm Tech International









Melodie Tucker

- > 11+ Years with Mars Venus
- > Certified MV Workshop Facilitator
- > Certified Mars Venus Coach
- > Author (Articles & Book)
- > Prepare/Enrich Mentor
- > 32 Years Aerospace Industry








Therapy, Consulting & Coaching

Therapy

-  **Medical/clinical mode**
-  **Past & Present Perspective**
-  **Doctor to (dysfunctional) patient relationship**
-  **Shared Perspective (Asks questions & provides answers)**
-  **Asks WHY?**
-  **Focus on process, feelings & resolving past pain**




Therapy, Consulting & Coaching

Therapy

-  Assumes emotions are symptom of something wrong
-  Offers diagnosis & path to healing
-  Progress is often slow and painful
-  Limited (if any) personal disclosure by the therapist.
-  Therapist is responsible for process & outcomes




Therapy, Consulting & Coaching

Consulting

-  **Corporate/Business Mode (usually specialized)**
-  **Present & Future Perspective**
-  **Manager to employee relationship**
-  **Consultant's perspective (Provides answers/solves problems)**
-  **Tells WHAT & HOW**
-  **Focus on process improvement**
-  **Implements solutions & gives direction**







Counseling, Consulting & Coaching

Consulting

-  Progress varies, sometimes never happens
-  Limited (if any) personal disclosure by the consultant.
-  Consultant is responsible for process & outcomes





Counseling, Consulting & Coaching

Coaching

-  Educational mode
-  Present & Future Perspective
-  Co-creative equal partnership & mentor relationship
-  Client's Perspective (Coach asks questions & explores options)
-  Asks HOW and WHAT?
-  Focus on planning, actions, outcomes, results

Counseling, Consulting & Coaching

Coaching

-  Assumes emotions are natural & normalizes them Identifies challenges & expects accountability
-  Growth & progress often is rapid & enjoyable
-  Personal & relevant disclosure by coach, as an aid to client learning
-  Coach is responsible for process, client is responsible for outcome & results

The Benefits of Coaching

- **New ideas, tactics and strategies**
- **An action plan**
- **An outsider's perspective and someone to hold client accountable**
- **Praise when client does well & consequences if they do not**
- **Critiques of client effort**
- **An international team of Coaches**
- **Honest feedback & communication**

A Coach is ...

- ✎ **A challenging, yet compassionate friend**
- ✎ **A knowledge base to answer tough questions**
- ✎ **Someone to brainstorm with**
- ✎ **Someone to be accountable to**
- ✎ **Somebody to keep client focused**
- ✎ **Someone client can confide in**
- ✎ **A Teacher, Coach and Mentor**

A Mars Venus Coach is ...

All of the previous,
*based on a
foundation of
relationships; more
specifically, gender
differences*



Ownership

Accountable

Responsible

VICTOR

Blame

Excuses

Denial

VICTIM





Quality of LIFE
Quality of Results
Quality of Actions
Quality of Decisions
Quality of Questions
Quality of Beliefs/Dreams
Quality of Knowledge/Education
Quality of Mentor/Teacher

Your Comfort Zone

Now it's time to expand your
comfort zone




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So Why Do People Stay Where They Are?

False

Expectations

Appearing

Real

To Get the Most Out of Your Learning ...

I KNOW




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Isn't that Interesting?

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General Principle


Linear Thinking

- ✍ School Works This Way
- ✍ Bullet Points, Chapters
- ✍ Flowchart, Alphabet,
- ✍ Numbers, Addition, Multiplication, etc.
- ✍ Step by Step
- ✍ CONTENT Teaching
- ✍ Works for Basic Tasks in Life



General Principle

Lateral or Duality Thinking

- 
- ✎ Two Dimensions ... Right/Wrong
 - ✎ Up/Down ... Boy/Girl ... Hot/Cold
 - ✎ Only 2 Possible Solutions
 - ✎ How Most People Think Today
 - ✎ Starts Arguments

General Principle

Fractal Thinking

- Takes into account the third point of view
- Up/Down/Center
- Hot/Cold/Warm
- Right/Left/Middle
- Black/White/Gray
- Now we get into possibility thinking
- Realize there are millions of shades of gray
- Test and measure
- Isn't that interesting?

BE the COACH ...

Leadership

Knowledge Confidence




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Time to be Observant

- ✎ Stand & find a partner you don't usually work with
- ✎ Face your partner
- ✎ You've got 10 seconds to remember what they look like

THANK YOUR PARTNER AND TAKE A SEAT

What was your BEHAVIOR during that last game?

1st 5 changes ...

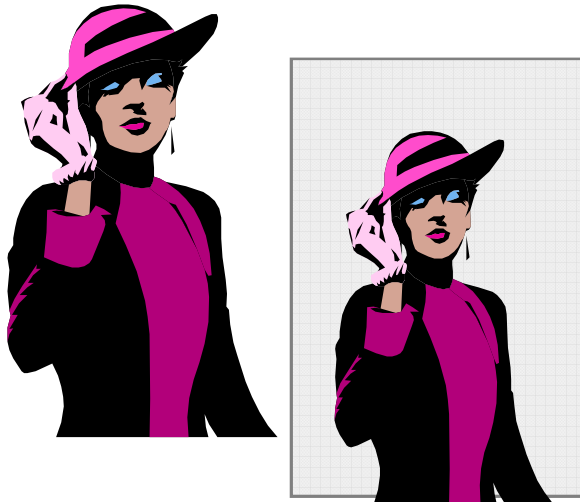
- ✍ Didn't know what I should do
- ✍ Had some FUN
- ✍ Felt uncomfortable
- ✍ Couldn't think of enough to change
- ✍ What else ?

2nd 5 changes ...

- ✍ Was harder
- ✍ Got easier
- ✍ Did some Market Research / Cheated
- ✍ Got more creative
- ✍ Just changed back
- ✍ What else ?

Remember, Life and Games Are Just Like a Mirror

- ☞ As are people
- ☞ Businesses
- ☞ Relationships
- ☞ Cars, clothes
- ☞ And so much more



General Principle

- 🌳 Tree is Either Growing or Dying
- 🌳 Cannot Stand Still
- 🌳 Same for People and Business



Making Dreams Come True

1. IDEALIZATION
2. VISUALIZATION
3. VERBALIZATION
4. MATERIALIZATION

Mars Venus Coaching Products and Services



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Products & Services

- **Executive/Corporate**
- **Business Owner**
- **Life/Relationship**



Executive/ Corporate Products




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Executive/Corporate Workshops

- Eight Packaged Workshops
- PowerPoint Based
- All 3 to 4 hours long
- Include
 - > Overview
 - > Handouts
 - > Further Development Form
 - > Feedback Form

Executive/Corporate Workshops

- Customer Service
- Leadership
- Profiling
- Emotional Intelligence
- Time Management
- Team Building
- Selling to Men;
Selling to Women
- Presenting for Profit



Customer Service

- What “Customer Service” really means
- What a great customer experience is
- The elements of exceptional service
- Key strategies in working with customers
- What responsiveness is
- Leadership styles that work
- About gender differentiation and the customer
- What role your personal style plays
- How Emotional Intelligence fits into service
- About customer facing organizations
- About dealing with difficult customers
- What the customer loyalty ladder is
- Why customers leave

Leadership

- What is leadership?
- About the differences between the manager and the leader
- What makes a great leader
- The two most important keys to effective leadership
- The three theories of leadership
- The four factors of leadership
- The eleven principles of leadership
- Three natural leadership styles
- What is Emotional Intelligence?
- Four characteristics of effective leadership
- Basic leadership styles
- Adapting leadership style to the situation
- How to release the emotional baggage from the past that has been blocking your path to successful relationships
- How to make sense out of confusing emotions that inhibit true intimacy

Profiling

- **About yourself: your strengths and weaknesses**
- **About the four aspects of human behavior**
- **What your primary behavior means**
- **The Profile attributes of the four styles**
- **Do's and don'ts of interaction between styles**
- **The best ways to handles each behavioral type**
- **Profiling in a team**

Emotional Intelligence

- Why Emotional Intelligence matters
- Where and when EI began?
- About emotion in the workplace and how performance is affected
- About effectively navigating through emotions in the workplace
- The role of self-awareness
- How to increase your self-awareness
- Focusing your self-awareness
- Five main areas of EI
- Helping your team with EI basics
- How EI affects your leadership style
- Future utilization of EI

Time Management

- Making the most of your time
- Time considerations
- The time target & demands on time
- How to set up your time
- Managing outcomes
- Key time efficiencies
- Multi tasking
- Clearing the clutter
- Procrastination and what to do about it

Team Building

- What (exactly) makes a great team
- Team member profile attributes
- Equality on teams and your natural style
- Ten roles for team members
- Eight teamwork skills you must have
- Developing Emotional Intelligence
- Four stages of team development
- Cross-functional teams
- Virtual teaming
- Why teams fail
- Elements of team unity

Selling to Men; Selling to Women

- The greatest destroyer of sales
- The Mars Venus metaphor and Positron Emission Tomograph (PET) Research
- Behaviors that affect the sales relationship
- Understanding the buying process
- Building the sales relationship
- Rapport, listening skills, use of language
- Motivators, problem solving; different gender styles in each
- Selling tips for men and women
- Body language and NLP
- Visual, auditory and kinesthetic language
- Identifying communication channels
- Tips for identifying each channel

Presenting for Profit

- Important elements of a great presentation
- Building rapport
- Non-verbal communications
- Modalities of communication
- Visual, auditory and kinesthetic channels
- 5 P's of presenting
- Universals and truisms
- Presentation aids
- Presenting to men
- Presenting to women

Executive/Corporate Group Coaching

- A 12 Week Program or Series
- Corporate, Public or an Alliance Partner
- Each session 2 hours
- Each Topic two sessions
 - Leadership Weeks 1 & 2
 - Emotional Intelligence Weeks 3 & 4
 - Profiling Weeks 5 & 6
 - Selling to Men, Women Weeks 7 & 8
 - Time Management Weeks 9 & 10
 - Team Building Weeks 11 & 12
- Minimum of 10 participants

Executive Mentoring

- 1-2-1
- Personalized
- Face to face and/or over the phone
- One hour/week
- One year agreement
- \$1000- \$3500/Month
- 13 Week Cycle
 - 90 Day Plan
 - Adjust/Commit to Plan
 - Coach to Plan
 - Review Plan
- Use 8 Point Coaching Format each Session

Week 1

Week 2

Weeks 3-12

Week 13

Business Owner Products




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Mars Venus 5 Ways to Increase Your Business Profits ...

Number of Leads

x

Conversion Rate

=

No. of Customers

x

No. of Transactions

x

Ave. \$\$\$ Sale

=

Revenue

x

Margin

=

Profits


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The “Five Ways” System

- **Lead Generation**
 - 73 Strategies
- **Conversion**
 - 83 Strategies
- **Number of Transactions**
 - 68 Strategies
- **Average \$\$\$/transaction**
 - 53 Strategies
- **Profit Margin**
 - 67 Strategies

The “Four Ways” System

- **People and Education**
 - 20 Strategies
- **Delivery and Distribution**
 - 21 Strategies
- **Testing and Measuring**
 - 16 Strategies
- **Systems and Technology**
 - 16 Strategies

Business Owner Mentoring

- 1-2-1
- Personalized
- Face to face and/or over the phone
- One hour/week
- One year agreement
- \$1000- \$3500/Month
- 13 Week Cycle
 - 90 Day Plan
 - Adjust/Commit to Plan
 - Coach to Plan
 - Review Plan
- Use 8 Point Coaching Format each Session

Week 1

Week 2

Weeks 3-12

Week 13

Business Owner -- Group Coaching

- A 12 Week Program or Series
- Public or an Alliance Partner
- Each session 2 hours
- Each Topic - two sessions
 - Leadership Weeks 1 & 2
 - Emotional Intelligence Weeks 3 & 4
 - Profiling Weeks 5 & 6
 - Selling to Men, Women Weeks 7 & 8
 - Time Management Weeks 9 & 10
 - Team Building Weeks 11 & 12
- Minimum of 10 participants



**And now...the Mars
Venus Coaching**

Life/Relationship Products



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Life/Relationship Workshops

- Seven packaged workshops
- John Gray DVD-based
- Some Powerpoint slides
- 4 - 16 hours long
- Including:
 - > Presenter's Notes
 - > Participants' Manual
 - > Handouts
 - > Evaluation Form

Life/Relationship Workshops

- Secrets of Successful Relationships
- Advanced Secrets of Successful Relationships
- MV on a Date
- MV Starting Over
- Children Are From Heaven
- How to Get What You Want at Work
- Profiling



Secrets of Successful Relationships

- How to communicate with the opposite sex
 - How to increase self esteem and confidence
 - How to 'score points' with the opposite sex
 - How to balance your work and personal life
 - How to increase your personal and professional growth
 - How to let go of the anger, sadness, fear, and/or guilt that keeps you from attracting and creating empowering relationships
 - How to release the emotional baggage from the past that has been blocking your path to successful relationships
- How to make sense out of confusing emotions that inhibit true intimacy**

Advanced Secrets of Successful Relationships

- 2-Day Version
- Same as “Secrets of Successful Relationships”, but in greater detail, with additional exercises and DVD footage



Mars and Venus on a Date

- How to successfully navigate through the five stages of dating
- How to attract the right person for you
- How to make sure you don't unwittingly turn off the opposite sex
- How to make sure your partner stays interested
- Warning signals to avoid getting involved with the wrong person
- How to bring out the best in your partner
- When and how to create the four levels of intimacy – physical, emotional, mental & spiritual
- How to make up so you don't break up
- The different reasons men and women decide to get married

Mars and Venus Starting Over

- Starting over and finding forgiveness
- Why does it hurt so much?
- Processing our hot spots
- Grieving the loss of love
- 101 ways to heal our hearts
- Getting unstuck
- Challenges for men in starting over
- The feeling better exercise
- Challenges for women in starting over
- Good endings make good beginnings

Children Are From Heaven

- It's OK to be different
- It's OK to make mistakes
- It's OK to express negative emotions
- It's OK to want more
- It's OK to say 'no', but remember - Mom and Dad are the bosses

How to Get What You Want at Work

- How to promote yourself effectively
- Balanced conversation
- Be direct and concise
- Respecting abilities
- Being specific with praise
- Responding to comments

Profiling

- About yourself: your strengths/weaknesses
- About the 4 aspects of human behavior
- What your primary behavior means
- The Profile attributes of the 4 styles
- Do's & don'ts of interaction between styles
- Best ways to handles each behavioral type
- Profiling in a team

Group Coaching



- **6 Week Program or Series**
- **Public or an Alliance Partner**
- **Each session 2 hours**
- **Topics**
 - **Relationship Secrets** Weeks 1 & 2
 - **Relationship Secrets** Weeks 3 & 4
 - **Profiling** Weeks 5 & 6
- **Minimum of 10 participants**

Life Mentoring

- 1-2-1
- Personalized
- Face to face and/or over the phone
- One hour/week
- One year agreement
- \$500- \$1000/Month
- 13 Week Cycle
 - 90 Day Plan
 - Adjust/Commit to Plan
 - Coach to Plan
 - Review Plan
- Use 8 Point Coaching Format each Session

Week 1

Week 2

Weeks 3-12

Week 13

Join the Worldwide Mars Venus Team

- Global Headquarters in Las Vegas, NV
- Coaches in 13 Countries
- Franchise Model
 - Coach Franchisee
 - Master Licensee
- Training
 - 7 Day Intensive (12-14 hours daily) in LV with John Gray on Day 1
 - 12 Week “Quick-Start” Program
- Ongoing Coach Mentoring Weekly
- Monthly “All Coach Meetings”



A Quick Review--Today You Learned About:

- **Differences between Therapy, Consulting & Coaching**
- **The Benefits of Coaching**
- **A Variety Of Coaching Processes**
- **Mars Venus Coaching Products & Services**
- **How to Join the World Wide Mars Venus Team**

Thank You for Attending!

Evaluation Sheets

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