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CLIENT DEVELOPMENT CONSULTANT

The RE-CONtextualization™ Re-Programming Process

Basic Method Subjects

Observation

To recognize and dismantle negative life issues, a process of comprehensive inquiry is used. Together with the Consultant, the professional explores the issues that have impacted his or her life that are directly related to business development behavior.

The revelations of the inquiry itself causes the reduction of negative development beliefs and behavior and is the basis for our subsequent techniques as well.

The inquiry is carried out by unique questions presented in various formats on an individual basis and in group interactive processes. Individual and group processes involve guided, creative visualizations, writing exercises and open group discussion.

Creative Listening

In the counseling and human potential fields this principle has long been used successfully as the basis for various techniques and coaching. It's a listening technique that goes beyond mere conversational listening.

The power of creative listening, used in various formats and applied to specific negative development related issues reduces the potency of past-based thinking. The result is more effective action, increased self-awareness, expanded coachability and many other benefits. Listening exercises are handled in one to one speaking and writing processes with the Consultant as well as in a variety of intergroup dialogues.

Appropriateness

We have found through extensive research that appropriateness highly impacts results. For example, we have found that those whose family relationships are not in good working order, inhibit their relationships

with prospects, clients and co-workers. Often this can mean the difference between obtaining a client or not.

We have also found that those who handle money inappropriately either by compulsive spending, debting, under-spending or under-earning tend to deflect money in various ways including not closing sales and missing important opportunities. We approach the expansion of appropriateness through one to one inquiry, advice and through our outside resources when applicable.

Contribution

“The more you give, the more you get”. Its been shown that those who give back to the community tend to increase their development capabilities. It is not just that they are exposed to more contacts, it’s an abstract phenomena that causes greater attraction in general. Thus, we support the professional or business manager in reaching new levels of leadership in community service. On client service issues, we identify where the professional can enhance his or her level of service. Taking care of clients is always of critical importance. Service should go far beyond what is expected.

Reason/Excuse Reduction

Without realizing it many professionals as all individuals operate at different levels of excuses on various life issues. In our coaching we support the professional in identifying and reducing the dominance of this factor. Excuses or invalid reasoning to avoid effective development related action, is a powerful killer of opportunities, appropriateness and relationship building. Throughout the project excuse-driven behavior becomes more recognizable and participants will risk at a higher level. Group and individual exercises focus on discussions designed to illuminate excuse driven behavior.

Communication Expansion

Communication is our most powerful and important resource. Nothing would exist without it. Communication is more than merely a vehicle for discussion or a way to get our messages across to others. It’s a very powerful human resource in which many of its most valuable aspects go largely unnoticed.

In addition there are certain critical myths about communication that cause relating breakdowns. Through powerful and highly effective modes of communication, new realms of opportunities emerge. New ways to access our own natural and most important communication capabilities are now available through advice, processes and resources.

A compendium of various person to person communication exercises are used to expand dimensions of communication. Processes involve rapid speaking, writing, general discourse, past-based relating analysis, guided meditation and exercises using creative visualization, etc. We also utilize certain outside resources to expand communication.

In individual sessions, situational relating and communication breakdowns are identified. Person to person and group relating strategies are developed to expand communication.

Coachability

We are all “coachable” to one degree or another on a variety of issues. For example we may be very intent on learning a new phase of our profession but not open to improving a particular relationship. We may be very slow at addressing our weight problem, while others may be very dedicated to weight reduction.

It is important to recognize that the more coachable you are, the more you will derive from our coaching and the more open prospective clients will be. Coachability is a prime characteristic of star business developers.

Summary Statement

Anyone can be an outstanding business developer or rainmaker. It is not the sole domain of a few privileged or gifted individuals. We all have what it takes. Its just a matter of uncovering what has been repressed or hidden from view.

There is no shortage of wealth or potential clients in the world. Money and clients are infinite. If you think there is a limit, just look at your competitors. They have the work you are not getting. Having a far greater market share is well within reach.

And, it is available only to those committed to having it. Don't let excuses stop you from attaining the financial or personal satisfaction that we all deserve.

Key RE-CONtextualization™ Factors

RE-CONtextualization™ counseling is not a course of study designed to cover specific issues in specific hourly or daily sessions. Format-wise it is something closer to “business development therapy” in that critical development related factors are dealt with in the sequence that is appropriate to the individual.

However, all the elements or factors listed below are covered in order to cause breakthroughs.

LEVEL I

Level I factors are the most critical. Outstanding breakthroughs are simply not possible through RE-CONtextualization™ without maximizing these factors.

Our research has shown that without seriously addressing these Level I issues dramatic growth is not likely. In fact, it is even possible that without addressing these factors a client's business may even decline or fail in certain cases.

1-Sourcing outstanding business development breakthroughs requires that the individual expand the quality of their primary relationships.

This includes parents, children, spouses, siblings, important friends and any other highly significant person in their life. This even includes getting complete with the deceased. (Completion means to “make whole” with no outstanding issues unresolved.)

It does not mean to end a relationship. Ending a relationship with someone does not mean that one is “complete”. It also does not mean that one is incomplete.)

We have found that when one significantly upgrades the quality of their primary relationships their “context” or “framework of possibility” expands. Context is the source of all of our results.

When one causes a significant upgrade in the quality of their primary relationships, their relationship with their market significantly alters for the better. Any relationship however functional or dysfunctional can be substantially upgraded.

2-Another key element is the elimination of self-destructive behavior. We have found that when one eliminates self-defeating destructive behavior such as addictions, breakthroughs will occur.

Examples of destructive behavior: Alcoholism, compulsive spending, compulsive debting, compulsive gambling, compulsive eating, drug addiction, sex and love addictions, all forms of criminal behavior, any form of relationship abuse, grudges, not maintaining appropriate facilities, putting others in harms way, low levels of generosity with others (This includes money and love), not caring for the community in

which one exits, low levels of coachability, not taking appropriate risks, the avoidance of health issues, etc.

There are many forms of destructive behavior. The individual who will not eliminate their destructive behavior has a very low possibility of dramatically expanding their framework of possibilities at whatever contextual dimension they are operating at.

Note: It should be noted that just because an individual makes serious gains, that does not necessarily mean that they have suddenly expanded their context.

Their current context may already be allowing for that gain. It should be also noted that there are those who gain expanded income only to lose it later.

Destructive behavior accounts for the fact that a very high percentage of new businesses fail in their first two years.

3-Expanding the abstract dimensions of communication is critical since all things happen through communication.

All aspects of the prospecting and sales process require highly effective levels of communication. Breakthroughs occur through expanding dimensions of communication.

4-Commitment- Commitment is a creative, power source that is necessary for the successful execution of any business and any training process.

5-Being at cause- This means to have a high level of awareness where one recognizes the fact that he or she is causing their own reality. This eliminates the common and self-destructive blame and change the adversary game.

One of the most inhibiting factors that interfere with growth is to not see how one creates his or her own reality.

This goes beyond believing we cause our own reality. Many people believe that we do, but do not act in ways consistent with that realization.

LEVEL II

Expanding Level II factors are also critical and necessary components of the process but are somewhat secondary to the above factors. Expanding these factors without expanding Level I factors will not produce optimum results.

1-Acknowledgement (Acknowledgement is recognizing the positives of others. It is a form of attraction.)

2-Sensible Risk-Taking (Life in general is a risk. The greater non-destructive risks we take the greater the rewards.)

3-Tenacity (The quality of unstopability in the face of no results, moderate results and high level results. Tenacity is based on faith in what's possible, not on circumstances or proof.)

4-Abundance (Expanding one's dimension of abundance is a function of being open to increasingly new levels of growth in terms of relationships and revenue.)

5-Leadership (The quality of trail-blazing new pathways for oneself and others powerfully in a growth direction. Erhard once said that, "Good leaders provide what's missing.")

6-Service (To serve means to take care of others in a meaningful and generous way going far beyond what is normally wanted, needed and expected. To serve at a higher level sets the provider apart from his or her competitors.)

7-Community Service (To give to the community in terms of leadership, finance and time. When one participates for the common good that level of generosity and contribution creates an abstract dimension of client attraction.

High caliber community service goes beyond simply meeting people and making good contacts.)

8-Generosity (Financial, time, deference, acceptance)

9-Urgency (To act with urgency vs. lethargy is a function of recognizing the value of one's products and/or services and the desire to support many people with that service. Urgency is not desperation.)

10-Vitality (Vitality for our purposes is to act with aliveness and excitement in one's market vs. going through the motions.)

11-Coachability (Coachability can be described as the willingness to seek out any and all possible advice and use it with high velocity vs. arguing about it, using it half-heartedly or not at all.)

12-Sharing (Sharing is the highest level of communication. To share means to effect a bond with another.)

13-Detachment (Detachment means a diminished need to "get the deal". Desperation is the opposite of detachment.) The fact is that the more one "needs" a particular deal the less likely they will close it. This behavior is indicative of an individual operating out of scarcity.

14-Appropriateness (This covers a wide range of issues too numerous to mention here. Appropriateness is an essential factor necessary for effectiveness.)

15-Integrity (Integrity for our purposes simply means keeping one's word and doing what one knows others expect especially when it is inconvenient or uncomfortable. This divides the men from the boys and the women from the girls.

This is a necessary characteristic of being a highly effective person. Without this form or integrity, not simply the moralistic form effectiveness is highly compromised.)

16-Reason Reduction (We have reasons why we don't take certain actions, why we are where we are and why we can't do x, y and z ,ad nauseum. Most reasons related to growth have no real validity. We critically alter that form of thinking.) Excuses disappear.

LEVEL III

Level III factors are the non-contextual aspects of RE-CONtextualization™ necessary or useful for growth.

1-Sales Methodology (Various sales philosophies, programs and methods abound in the market.

We subscribe to the philosophy that people know what they want, when they want it and will buy a particular product or service if they believe they can afford.

We also believe that buyers do not want to be "sold", they want the free choice of "buying".)

2-Marketing (Be it media advertising or mailings marketing campaigns are an important aspect of the business development picture.)

4-Referral generation (There are many ways to generate referrals.

5-Resource referrals (We refer clients to public relations consultants, marketing consultants, advertising agencies, the media, financial planners, education companies, attorneys, CPAs, insurance agents, psychologists, doctors and others needed.)

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