



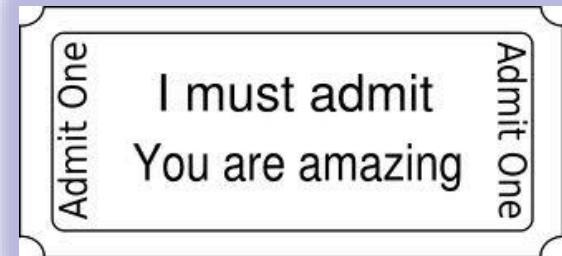
Be
Amazing

Every

Day



Tim T Dingle BSc (Hons) MIBiol PGCE MBA





Tim Dingle



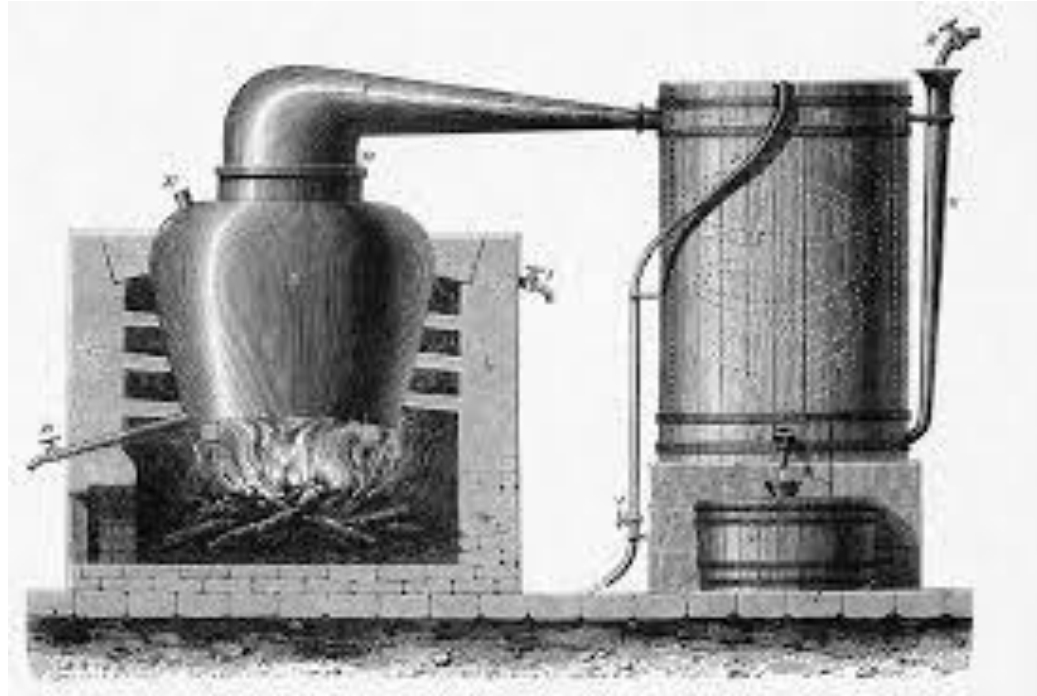
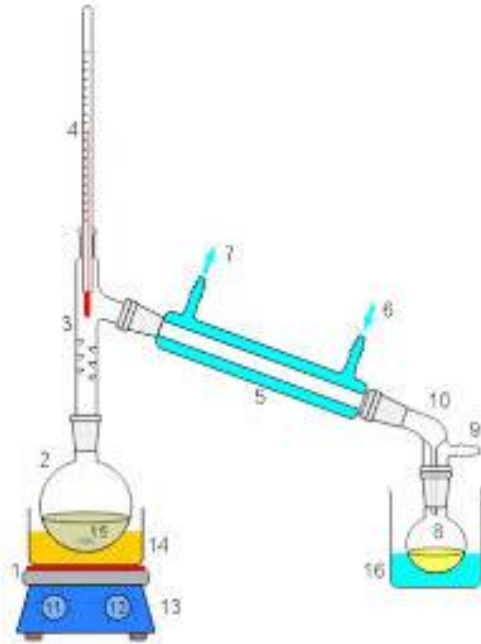
2

- BSc (Hons) PGCE MIBiol MBA
- Brain Scientist, Neuroscientist and Physiologist
- Yachtmaster, Divemaster and England Rugby
- Business Mentor, Interview Guru and Master Coach
- Mediator (Harvard Law Negotiation Project)
- Teacher, Headmaster and Lecturer
- Stand Up Comic, Writer and Performer
- Author of 25 books, including (*coming soon*) The Physiology of Business



Be Amazing Every Day

+ De-stilled Wisdom



+ Maya Angelou





My mission in life is not merely to survive, but to thrive; and to do so with some passion, some compassion, some humour, and some style.



+ ...Red dress at a party





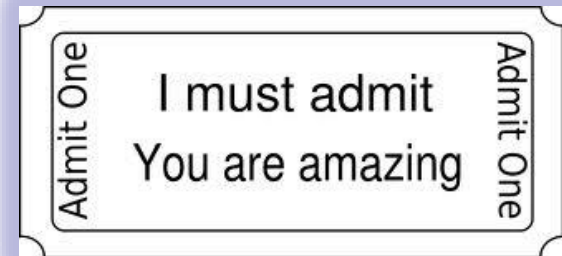
Be
Amazing

Every

Day



Tim T Dingle BSc (Hons) MIBiol PGCE MBA



+ I know what you are thinking...





tant government
moted to a more
~~im~~**possible** /ir
which cannot b
to all this w



THE RULES FOR BEING AMAZING

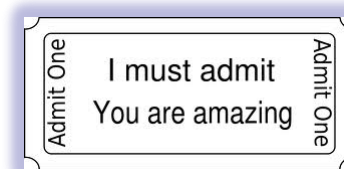
Every Day

.....
RISK MORE THAN IS REQUIRED. **LEARN** MORE THAN IS NORMAL.
BESTRONG. SHOW **COURAGE.**
BREATHE. SLOW. EVEN. RHYTHMIC. **LEAD.**
SPEAK YOUR **TRUTH.** LIVE YOUR VALUES.
LAUGH. CRY. INNOVATE. **SIMPLIFY.**
ADORE MASTERY. RELEASE MEDIOCRITY.
AIM FOR **GENIUS.** STAY HUMBLE.
BE KINDER THAN EXPECTED.
DELIVER MORE THAN IS NEEDED.
EXUDE **PASSION.** SHATTER YOUR LIMITS. TRANSCEND YOUR FEARS.
INSPIRE OTHERS BY YOUR BIGNESS.
DREAM BIG BUT **START SMALL.**
ACT NOW. **CHANGE** THE WORLD.
DON'T STOP.

+ Your Brain / Customer Brain



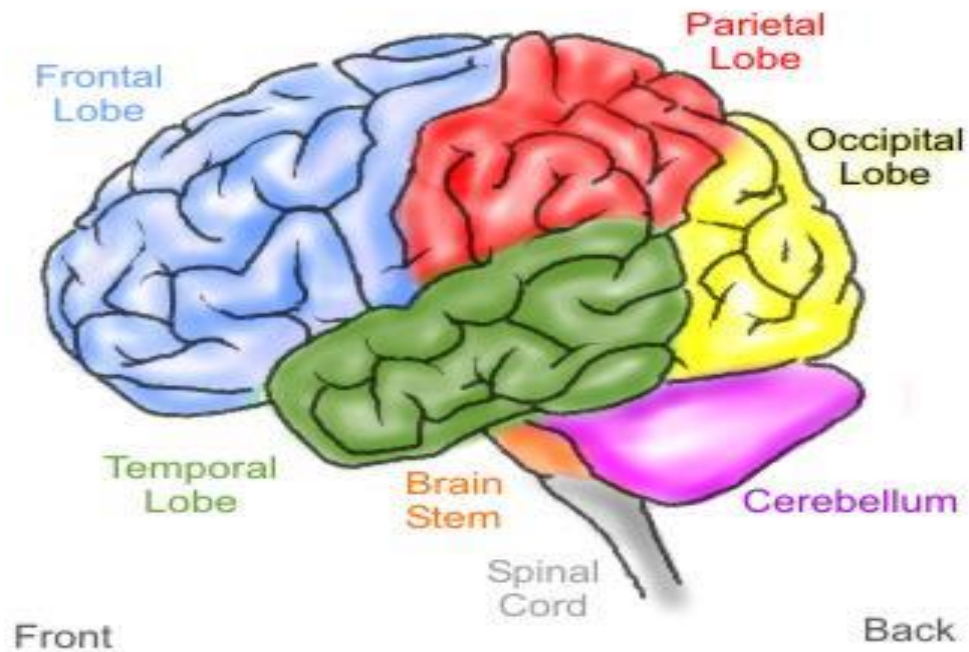
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The Brain

Regions of the Human Brain





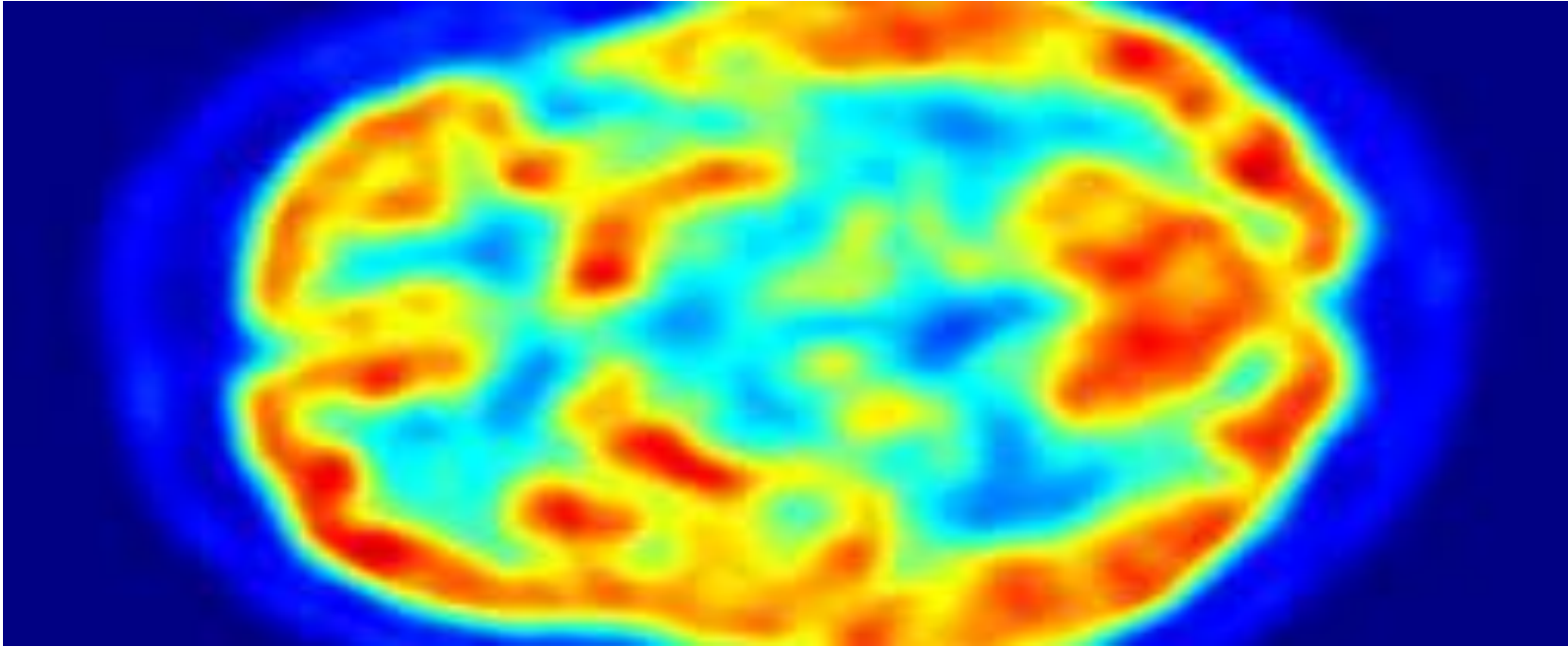
f MRI Scanner





Want MORE money?

+ The brain lights up...



+ Food and Great Service...Lights up their Brain



+ Your Brain has two speeds....
And so does your customers....

■ **FAST AND SLOW**

■ **SLOW DOWN!**

+ Instantly you know...





Fast thinking





Slow thinking

$$231 \times 513 =$$



Racket & ball is £110
The Racket was £100 more
than the ball. How much was
the ball?

A13C

ANN
APPROACHED
THE BANK

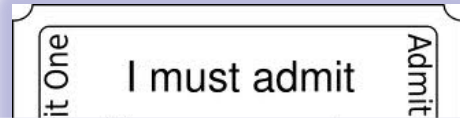
12 13 14

+ Be Amazing Every Day

Be
Amazing

Every

Day





Fear & Stress





What is Stress?







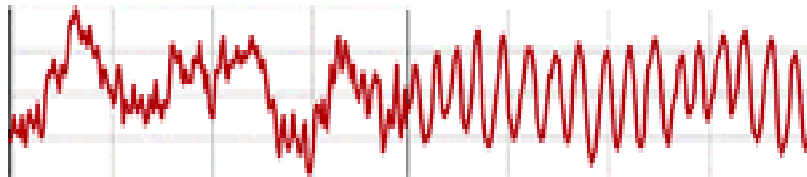


Measuring Chaos



+ Heart rate Variability

Heart Rate Variability (HRV) Trace



Incoherent
Anxiety or Anger

Coherent
Calm: the Zone





breathe.



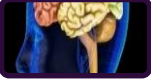
Static Apnea

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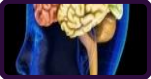




B R E A T H E



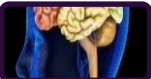
Breathe



Rhythmically



Evenally



And



Through



Heart



Everyday

+ Exceptional Service

**Be
Amazing**

Every

Day

it One

I must admit

Admit

+ Define Exceptional Service...





+ Is your Customer Service...

- GOOD ?
- GREAT ?
- EXCELLENT ?



EXCEPTIONAL



Team ship





Heads Up



+ Heads Up Team

- Scan
- Communicate
- Act
- Support





- **If you don't tell them they don't know..**
- **If you don't suggest they won't buy..**

+ Starting With Why

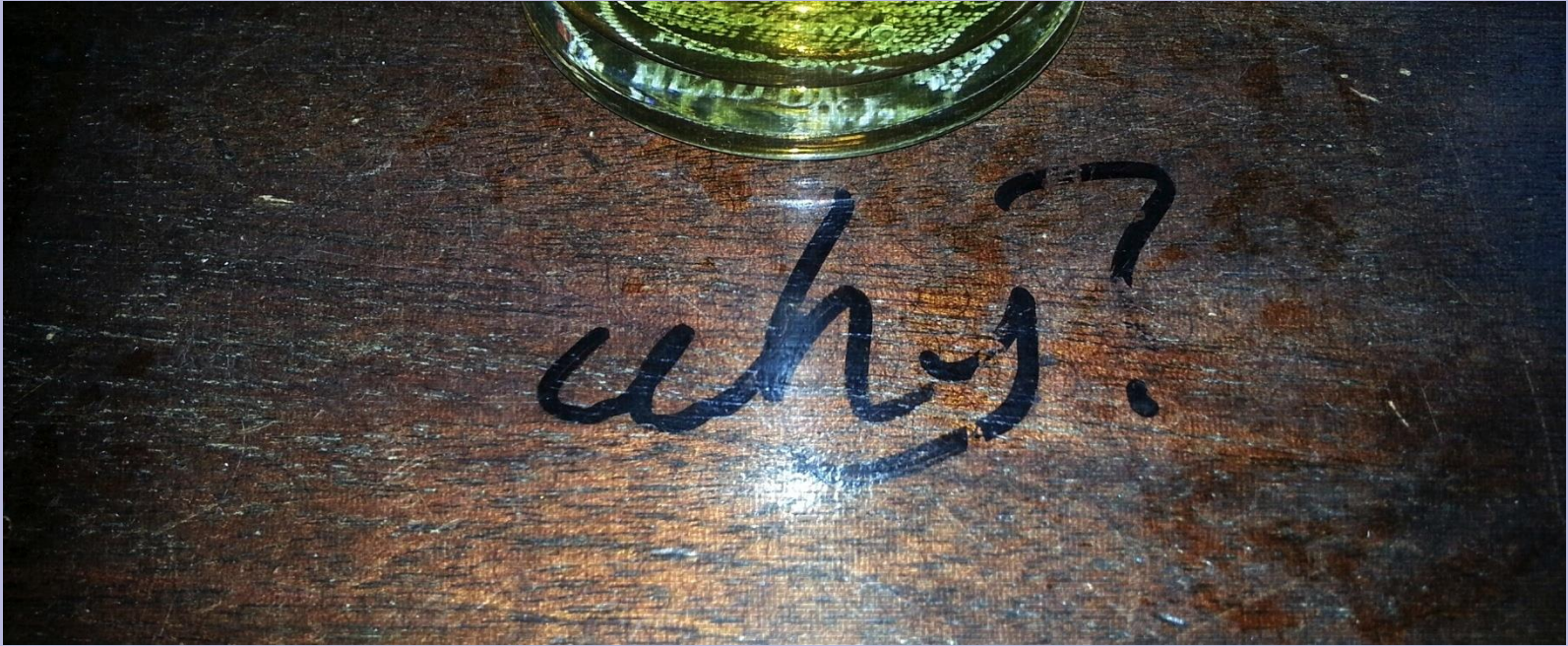
Be
Amazing

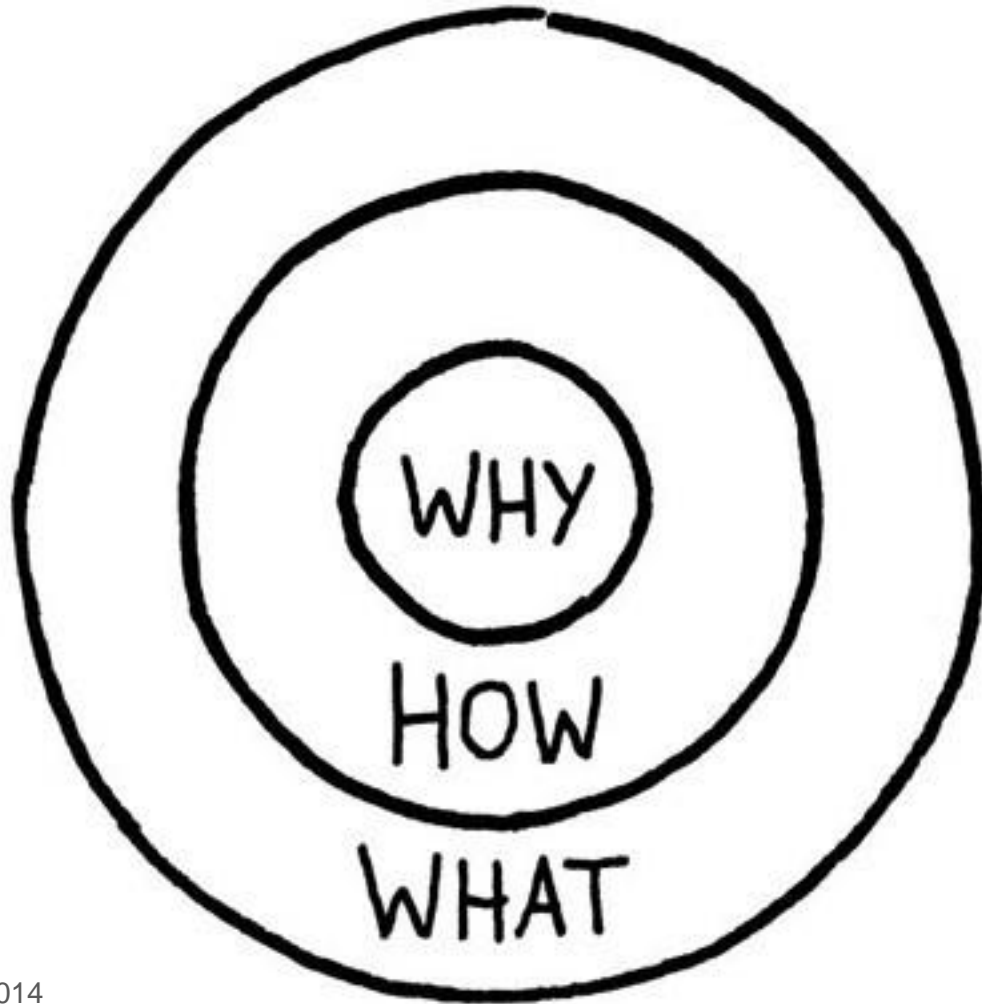
Every

Day



+ The Why Question







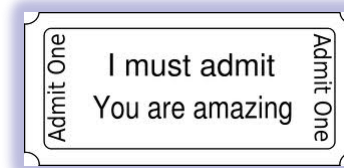
People don't buy **what** you do.

They buy **why** you do it.

+ The Emotional Signature



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+ Positive Emotions through Exceptional Service



+ Delivering Happiness



+ Can you hear that?





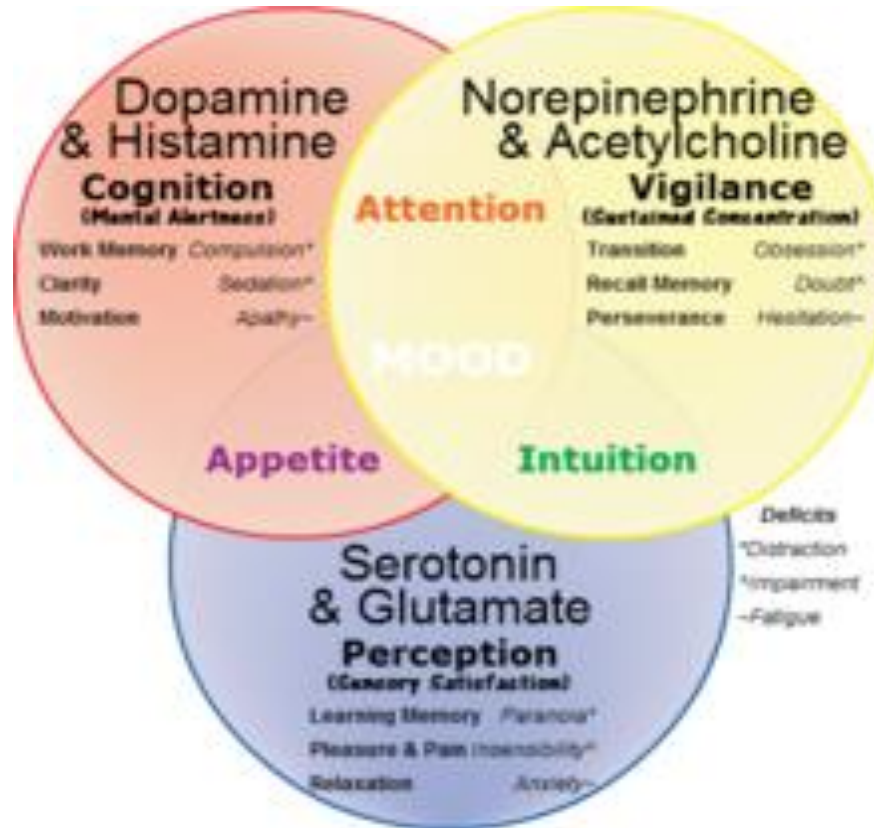
Men Like To Aim

50





Neuro business





It all starts...

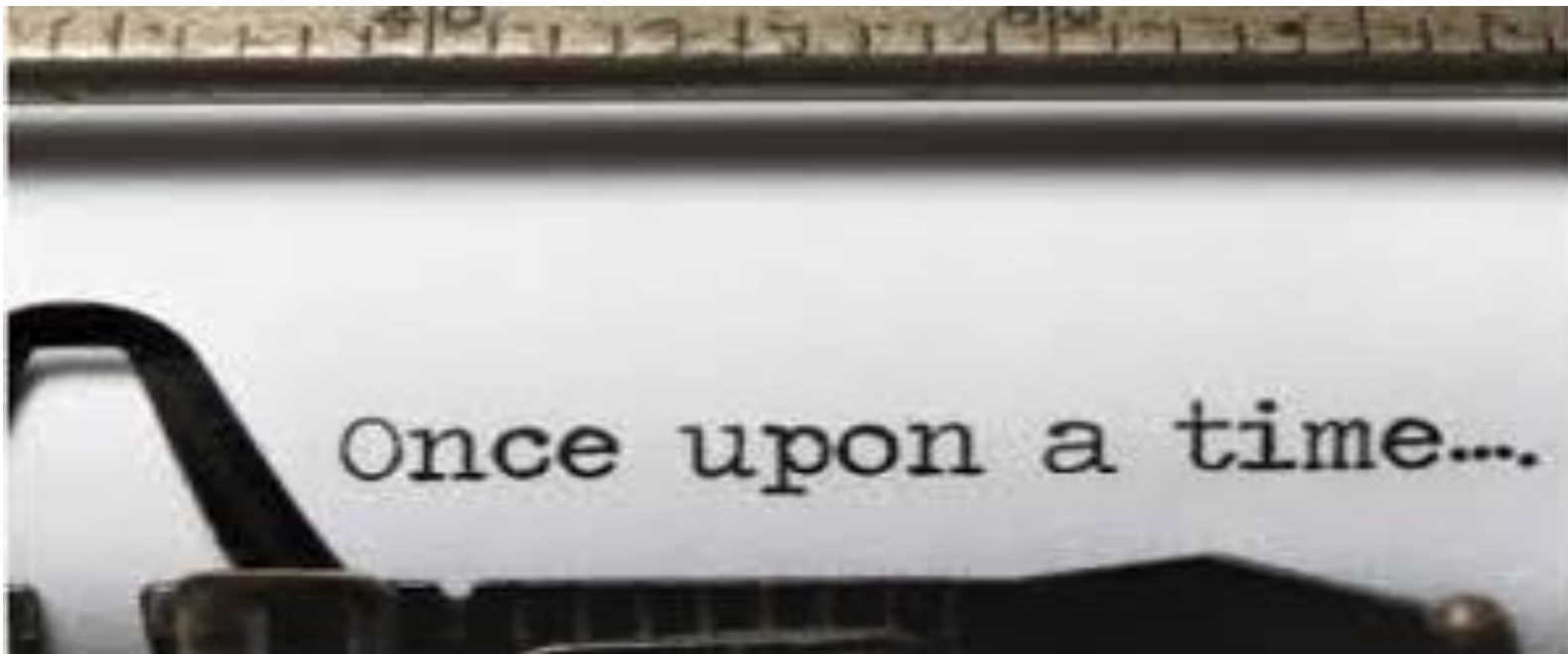
52



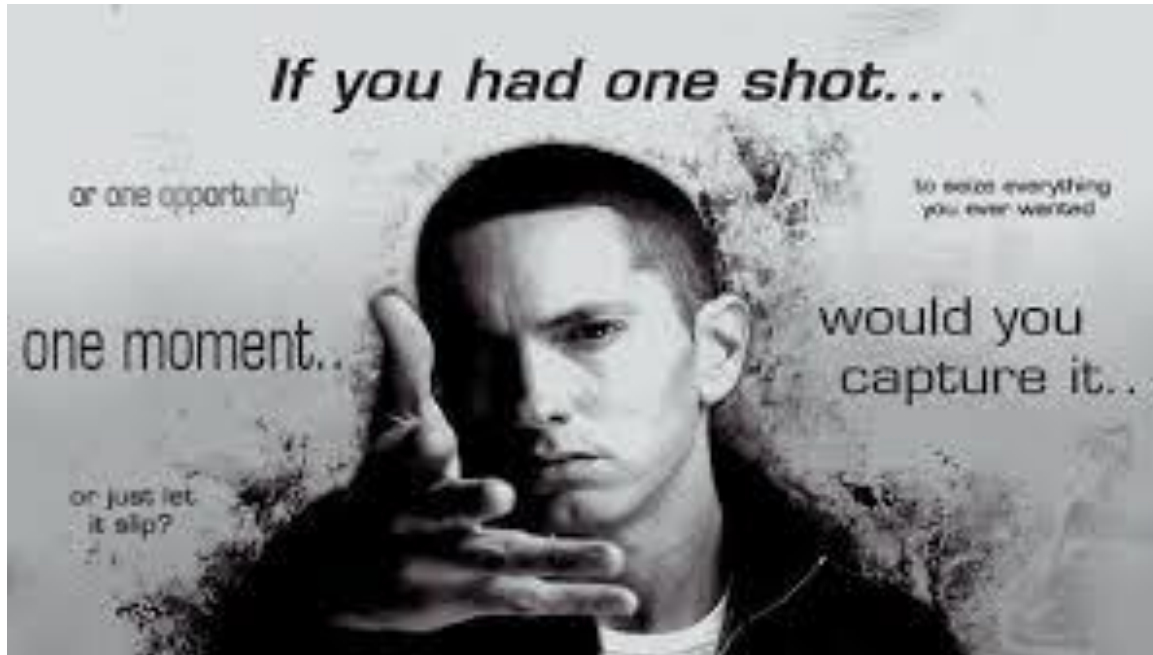
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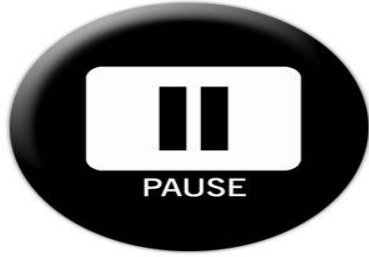


+ In every language...



+ Marshall Bruce Mathers III





Pause – Think – Engage

vital engagement process

+ Powerful language

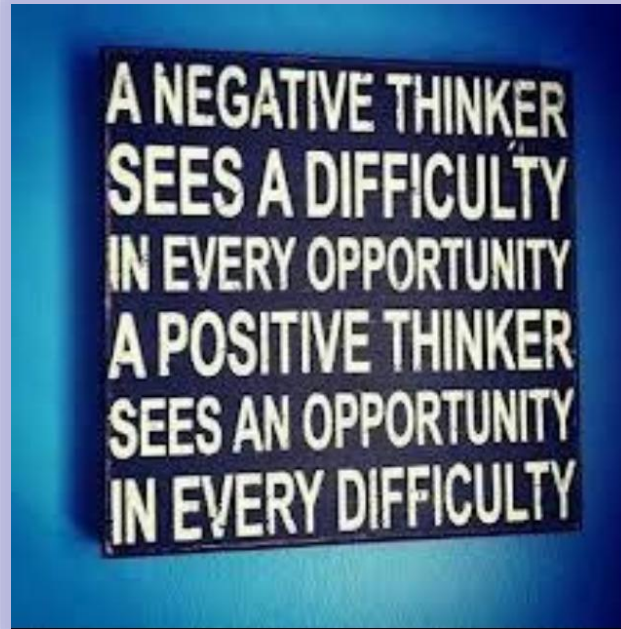




Selling Skills



+ Opportunity & Positive Thinking





So, what do you do?



+ The Medulla Oblongata

60



+ So, what do you do?





+ So, what do you do?

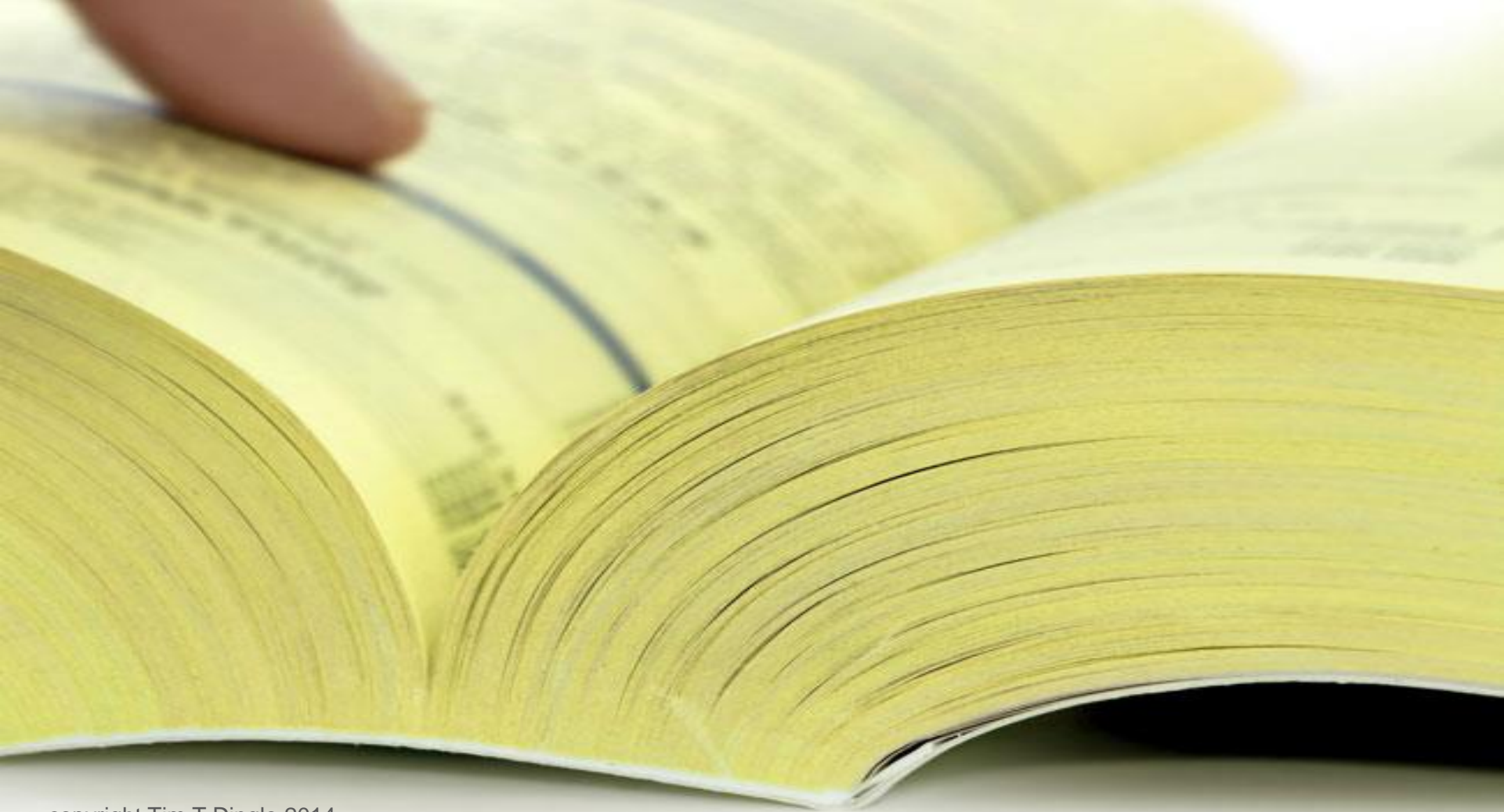
63

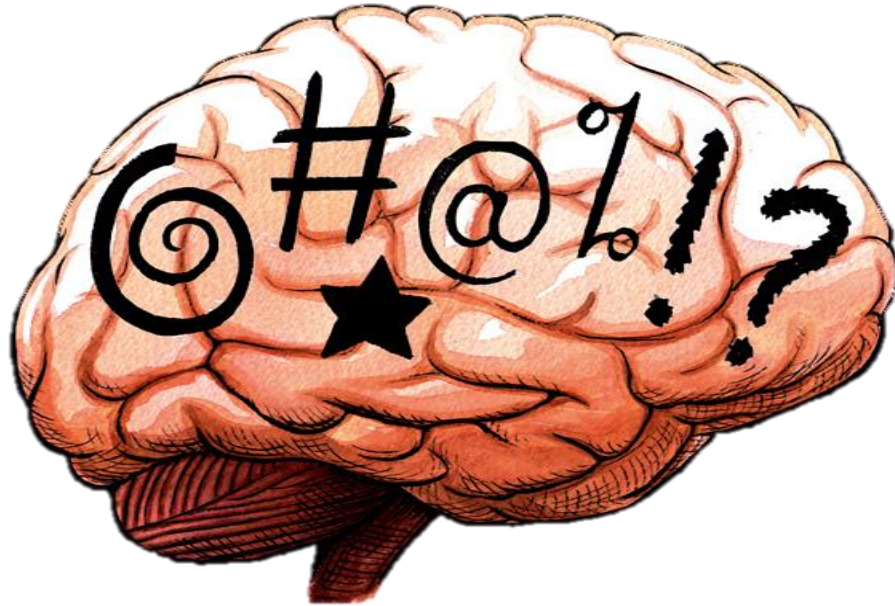




So, what do you do?









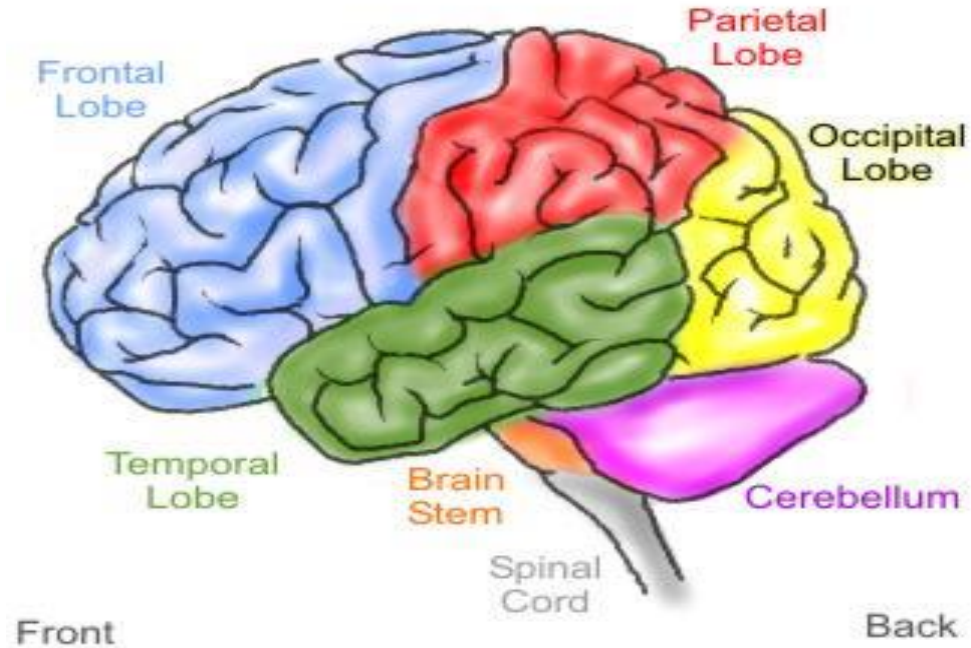
What would
you attempt to do if
you knew you would not fail?

Robert Schuller



The Brain

Regions of the Human Brain





Can I...

KILL IT

EAT IT

HAVE SEX WITH IT ?



Which Means...



+ The Good, The Bad and The Ugly





Rapport

72



"Success is buried on the other side of rejection."

— Anthony Robbins



Pierluigi Collina



+ Eye Contact is everything

- Be still
- Zone of Excellence
- Connect
- Smile

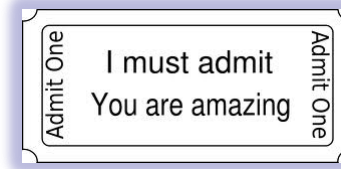


Conflict

75



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My Toaster Talks To Me

76





The Mediator's Orange





How to Deal with a Difficult Customer











**STAND UP &
Be Amazing**

Every

3

Day

Advanced Comedy Theory & Practice

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Admit One

I must admit
You are amazing

Admit One

+ Evolution of Laughter





Knismesis v Gargalesis











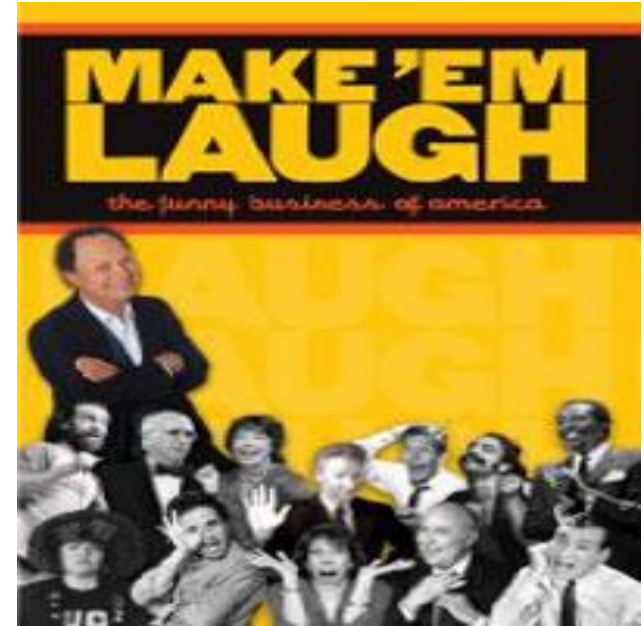
+ Laws of Comedy (historical)

1. Timing
2. Precision
3. Synthesis
4. Rhythm

+ Styles & Techniques

Self depreciating
Story Telling
Association
Observational
Exaggeration
Shock
Satire

Awkward
Dry / Sarcastic
Dark/Black
Quick Witted
Camp/ Cheesey
Friendly
Obscure / Absurd
Rauchy/ Blue
Slapstick / Goofy





New Laughter Mechanics





New Rules

**DO NOT
STEAL**





Beginning

- Opening: Hello, My name is...
- Eye Contact Connection
- Conversation
- Volume Pace Energy
- Context Content
- Delivery: Don't Stand on Laugh
- Pay Off at End
- Awareness



The Audience



+ The Thing is...

- They will decide in

7 seconds from

11 impressions whether they...

+

- Like You
- Dislike You
- Indifferent



Misdirection

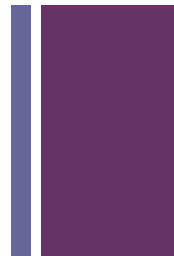




Misdirection 101



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FUN
SUBVERT
ASSUMPTIONS





The Heckle

100



+ Ultimate heckling

- <http://youtu.be/PzLILM7Rgm8>





7 Top Tips for the Heckle

- ❑ Second Thought is best
- ❑ Listen
- ❑ Open Mind
- ❑ Work it
- ❑ Don't belittle
- ❑ Don't live in fear
- ❑ Conversation



Nothing really bad can happen

103



Died April 15th, 1984 on stage at Her Majesty's Theatre, London



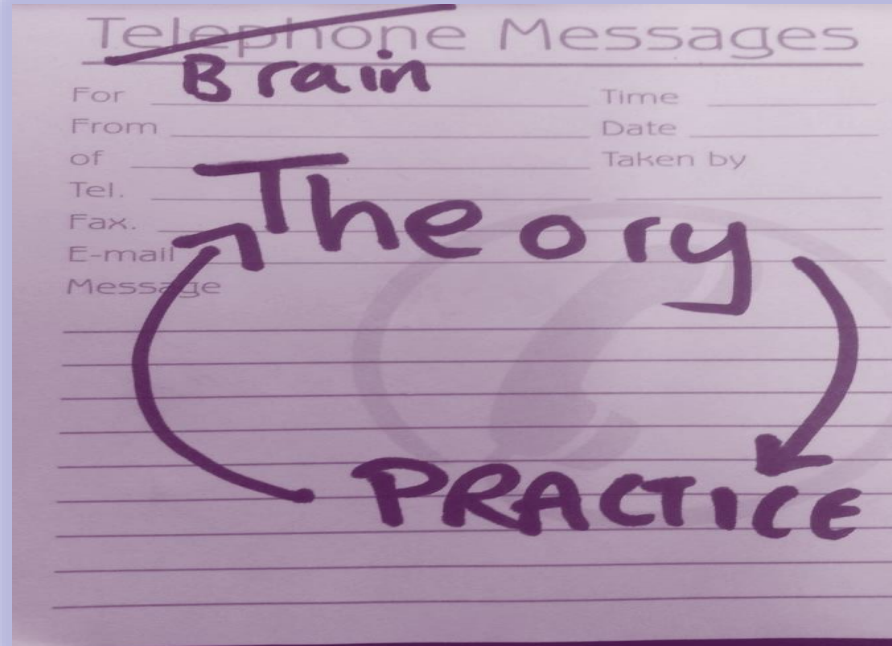
**Control is an illusion, you
infantile egomaniac.**

**Nobody knows what's gonna happen next:
not on a freeway, not in an airplane, not
inside our own bodies and certainly not
on a racetrack with 40 other infantile
egomaniacs.**



Brain Messages

105





Being Successful





$$I = f(K, P, T)$$

Impact is a function of
Knowledge, Practice and Talent
in that order of importance



THE RULES FOR BEING AMAZING

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Amazing

Every

Day

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Tim@theLset.com

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