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What if your delegates had the secret formula for a more productive business?

- We all have **SEVEN** perception filters. We each rely on our own three dominant ones over the other four
 - Your delegates will learn what their dominant ones are and how they affect their view of the world
- People go through **SIX** stages during any type of change
 - If they have had any sort of major life change, your delegates will have experienced most of them. Now they will be able to name them and create strategies for helping themselves and others through change
- There are **FIVE** basic types of employee. Two are very similar but have **significantly** different motivations
 - Not only will your delegates be able to identify the five, they will also be able to spot the difference between the two similar ones and act accordingly
- There are **FOUR** layers that need to be penetrated for real business change to occur. Most change fails because it can't penetrate these layers
 - Your delegates will map their previous change efforts against those layers and understand why they were either successful or not. They will understand there is a formula for successful change
- Every drama has **THREE** roles. The role you take can literally affect your ability to survive the drama
 - I will show your delegates what they are and help them to understand there is a critical 4th role they can adopt in conflict situations
- There are **TWO** patterns that people tend to follow when they interact with somebody on a regular basis
 - Your delegates will soon be using this knowledge to break any negative patterns they already have and to stop any new ones from getting established
- There is **ONE** way to ensure that all your employees contribute positively to improving the way your business operates
 - Your delegates will understand this model of engagement, and by using all of the other learning they get from the event, they will see how they can implement it successfully in their business

There are variables in every person and in every business. I use what I've learnt about the way we all think and behave combined with these variables to create my own secret formula for making a business as productive as it can be. I know it works... I've done it successfully several times.

Now I want to help your delegates to create their own secret formula for a more productive business.

I do this in an entertaining and informative way that can be tailored to work in a variety of situations. The most common formats are:

- In a master class environment with up to 15 delegates over a three hour period
- In a 45-90 minute keynote style of delivery
- In a series of seven individual one hour long webinars to any number of attendees

*Think I could fit with your delegates? Then make contact **today** for a no-obligation discussion. I don't bite but I am a BIG Hugger... you have been warned!*

Steve Houghton-Burnett (steve@theformulaguy.com) – Productive Business Flyer for Bookers



OK you made it onto the second page...

this is usually because you either...

- Were skim reading and just didn't stop the cursor (or your eyes) quickly enough [*Go to section 1*]
- Are a generally curious person and wondered why it was a multi-page document [*Go to section 2*]
- Hoped there might be some Terms & Conditions attached to what is essentially a sales flyer [*Go to section 3*]
- Want more background on me [*Go to section 4*]

SECTION 1

You are making an important decision about who to put in front of important people. I'd suggest you go back to the start, slow down and read page 1 properly. ***Or just contact me for a no-obligation discussion and I can fill you in on what was on page 1 then.***

SECTION 2

I congratulate (and share) your inquisitive nature. You might like reading sections 3 and 4 as they give a bit more background about what you can expect and about me. Then, once you've realised that I'm a great fit for your event ***contact me for a no-obligation discussion.***

SECTION 3

So you're the type of person who expects more than a kiss on the first date. OK I can live with that but I'm not going to go the whole way just yet. What I can offer you for now is...

What will you be able to offer to your delegates?

- A tailored delivery based around the booking questionnaire you provide back to me (or the telephone conversation that we have around your event) with pertinent examples reinforcing key points.
- The session will be delivered in an energetic, professional way to encourage active engagement.
- If it is for a smaller group / master class your delegates will be asked to become actively involved in developing their own secret formulas that are specific to them, but, based on them working in groups together several times during the course of the session.
- Any materials that I use during the delivery (including PowerPoint slides, Tools and Templates) will be made available to your delegates electronically via my web site for a period of 30 days after the event. PowerPoint will be made available in PDF format.
- I will respond to email questions relating to my delivery for an unlimited period after delivery.

What won't you get?

It's best that we are clear up-front about what you / your delegates won't get from my delivery:

- Preached at about keeping a positive smile on their face and told repeatedly how their attitude not their aptitude determines their altitude (and other such platitudes).
- Brainwashed that they are a remarkable individual who can achieve 'super' things (even though I believe that to be true for many of the people I meet!)
- Me using your stage as his opportunity for 'talk therapy' to work through my own issues (the good people at the Priory gave me plenty of very expensive help with that).
- In depth training sessions in any of the topics. But they will get enough to be able to try it back in the office.
- Driven to distraction by me promoting my latest Book, Audio Book or Toolkit. I'm a bit old school that way.

So now I'd suggest you contact me for a no-obligation discussion where we can properly cover T's & C's

SECTION 4

Some people just seem to have 'colourful lives' and that's how mine seems. To give just a few examples:

- I grew up in a council house with windows that frosted over on the inside.
- I was bullied, and was a bully at school; see it isn't always black and white!
- I have been stabbed twice and shot at once.
- I started my first paying job at the age of 11 and my first business at 22.
- At 28 I started a business in 2 small offices that sold 5 years later in a £300 million deal.
- I have delivered major programmes for corporate clients with values of between £20 and £200 million.
- I'm a serial entrepreneur and have a score so far of won 3, lost loads and drawn a few.
- I am passionate about Professional Speaking and am a Fellow of the Professional Speaking Association.

My speaking style is challenging to the group and supportive to the individual. I'm a big guy with a big personality and bags of energy that I try and spread around the room; I use my battery to help to recharge other people, so they can walk away with optimism and the desire to improve their own lives.

I'd like to know a bit about you and your event so please do contact me for a no-obligation discussion.

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