



### Controlling Stress and Getting Results

By Pierre Khawand, Founder & CEO  
[www.people-onthego.com](http://www.people-onthego.com)

PEOPLE | OnTheGo

---

---

---

---

---

---

---

### Agenda

- ☐ Controlling Stress
- ☐ Getting Results
- ☐ Acting Strategically

PEOPLE | OnTheGo (c) 2013 People-OnTheGo 2

---

---

---

---

---

---

---



### Controlling Stress

PEOPLE | OnTheGo

---

---

---

---

---

---

---




---

---

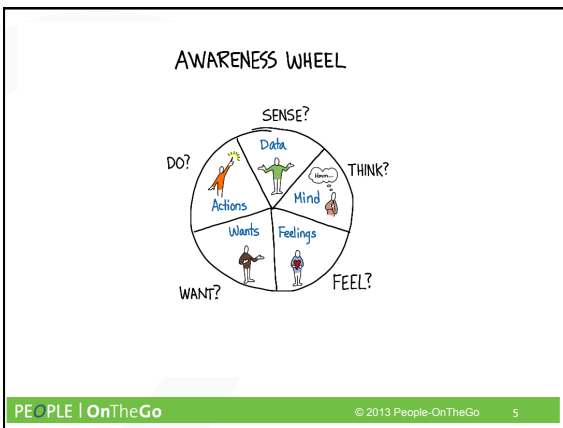
---

---

---

---

---




---

---

---

---

---

---

---

**Applications of the wheel**

- ☐ Addressing a stressful situation
- ☐ Communicating effectively
- ☐ Negotiating effectively
- ☐ Coaching
- ☐ Being present

PEOPLE | OnTheGo (c) 2013 People-OnTheGo 6

---

---

---

---

---

---

---



---

---

---

---

---

---

---



---

---

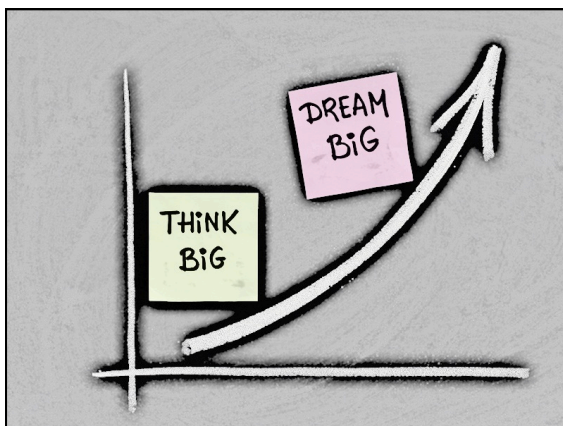
---

---

---

---

---



---

---

---

---

---

---

---

## Translating vision to end results

- **End results (first pass)**
  - Enhance website to increase conversion
  - Increase customer involvement
  - Increase speaking opportunities & published articles to increase awareness
  - Enhance the Lunch & Learn program to increase user base
  - Develop Web 2.0 content
- **End results (revised)**
  - Increase conversion from 1% to 2%
  - Establish quarterly customer surveys and yearly conference
  - Have 1 press release and 3 articles published every month
  - Increase user base to reach above 5000 user level
  - Launch 3 new Web 2.0 workshops

PEOPLE | OnTheGo (c) 2013 People-OnTheGo 10

---

---

---

---

---

---

---

---

## End Results/How to Get There?

Table 1  
Increase conversion from 1% to 2%

Enhance usability on website	Review website analytics Identify drop-off points Consult with a usability expert Redesign navigation Fill in gaps in content Perform pilot test Implement on remaining webpages
Start loyalty program	
Provide live support	
Establish quarterly customer surveys and yearly conference	
Research what other companies have done	
Conduct focus groups and interview selected customers	Put together requirements Identify marketing firm Engage them Conduct focus groups and interviews Report to marcom team
Develop web forms and reward program	

PEOPLE | OnTheGo (c) 2013 People-OnTheGo 11

---

---

---

---

---

---

---

---

## Acting Strategically



PEOPLE | OnTheGo

---

---

---

---

---

---

---

---

### STRATEGIC THINKING

**CO WEAK LINKS to cut:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**DELTA: to add:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Try writing tasks on sticky notes and placing them on the chart.

TASK 1

TASK 2

TASK 3

TASK 4

TASK 5

**EFFORT**

**Weak Link:** Tasks not closely linked to results.

**Delta:** Tasks closely linked to results.

**80% Results**

**INCREASE results by 40% by reducing weak link tasks by 10%**

PEOPLE | OnTheGo (c) 2013 People-OnTheGo 13

---

---

---

---

---

---

---

---

### STRATEGIC ACTION PLAN

**▲ DELTA LIST**  
(RESULTS-ORIENTED TASKS TO ADD)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**∞ WEAK LINK LIST**  
(TASKS NOT TIED TO RESULTS, TO CUT BACK ON)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

PEOPLE | OnTheGo (c) 2013 People-OnTheGo 14

---

---

---

---

---

---

---

---

### Contact Information & Resources

- ☐ Pierre Khawand, [pierre@people-onthego.com](mailto:pierre@people-onthego.com) 415.503.1649
- ☐ Feel free to connect with me on LinkedIn, Facebook, and Twitter (@pierrekhawand)
- ☐ Check out these free resources:
  - the free download of the Results Curve eBook [www.people-onthego.com](http://www.people-onthego.com)
  - The free webinars [www.people-onthego.com/free-webinars](http://www.people-onthego.com/free-webinars)
  - The blog [www.people-onthego.com/blog](http://www.people-onthego.com/blog)
  - The "Accomplishing more with less" groups on Facebook & LinkedIn
- ☐ Check out our webinars and membership programs
  - <http://www.people-onthego.com/webinars/>
  - <http://www.people-onthego.com/memberships/>

PEOPLE | OnTheGo (c) 2013 People-OnTheGo 15

---

---

---

---

---

---

---

---