

Pro Coach Mastermind - Live Joanna Bloor - PM

Session Transcript

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Zion Kim: [00:00:00](#)

And we are live. Okay. Give a moment for people to enter. Okay. All right. Well, good morning, good afternoon, and good evening. We're so glad to have you guys joining us for our mastermind session here today. I am so excited to have you guys join us. And I just want to see if you can hear me. And if you can just find your Q and A box to the bottom right of your screen and just type in where in the world you're joining us from and what you're excited to learn about in today's session.

Zion Kim: [00:00:48](#)

The chat box should be disabled. [Rusty 00:00:51] is it disabled? I'm not sure, but, well, look like it's not actually. If you guys are using the actual chat, make sure that you just select panellists and attendees just so that every single one of the attendees can find and read what it is that you're sharing. Again, if you have any comments, because we do want this to be a very engaged group, if you have any comments you want to share, feel free to share that in the chat box. If you have any questions that you have, make our lives easy and throw that in the Q and A box, and we will get those curated for you.

Zion Kim: [00:01:27](#)

Before we go into introducing Joanna here, who's going to be speaking on the topic of [inaudible 00:01:34] really just talk about yourself, right? I want to just quickly introduce myself. My name is Zion Kim, I'm the Chief Strategy Officer here at the WBECS Group, and I'm going to be the host for today's session. And we also have [Rusty 00:01:47], [Zeeshan 00:01:48], and Kylie from Joanna's team that's going to be joining us to

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support Joanna here to gather your questions and comments. So, be nice to them if you want to get your questions answered.

Zion Kim: [00:01:59](#)

Before we get started here it's so exciting, we have people coming in from Canada, New Mexico, Colorado, Portugal, Australia, Washington, Dallas. And let's see. Germany. Yeah. Sweden is about... I mean, I'm already seeing over 20, 30 countries represented here, so what a beautiful diverse audience that we always get to just be with here.

Zion Kim: [00:02:24](#)

For those of you that don't know, the Pro Coach Mastermind was really started as initiative to help grow coaches' practises, because here at WBECS we have world-class certification programmes where we could really bring some of the top thought leaders in the world to bring together some of the top certification programmes to really help you massively up-level as a coach in your coaching competency, but of course if you are never coaching clients and you don't have the opportunity to actually coach people then what good is all the certifications in the world.

Zion Kim: [00:03:01](#)

So, we decided that we want to focus on... Yeah. Thank you for all the kind words that are happening in the chat right now. We really wanted to make sure that we started curating and bringing together some of the best of the best thought leaders in the world to really help you grow your practise, and today is no different. And I am so excited to bring on Joanna Bloor, who... I was having a conversation with her and I was just so fascinated by her entire background, some of

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the stuff that she's been doing as of recently. And in the first conversation I had with her, I said, "Hey, you know what? I'd really love to put you in front of our WBECs coaches because I believe that what you can do for people and help people would be just really, really awesome."

Zion Kim: [00:03:51](#)

With that said, I just want to quickly introduce Joanna, who is a perpetual adventurer in her career and a self-described startup junkie. She spent her early career scaling and building brands like Ticketmaster, Cars.com, OpenTable, and then Pandora. Then in 2010 threw a surprise at her and found herself at the beginning of a new journey, and the adventure led her to ask, "Well, why when we talk about ourselves we talk about our labels and our past, when ideas are about the future?" And this is something that I know Joanna and I went really back and forth on quite a bit. And based on that, she's a potentialist and aspiring fairy godmother, and I'm going to let her explain why that's the case and she can certainly go more into it.

Zion Kim: [00:04:35](#)

Joanna is really on a mission to help us understand that it's in the future you that everyone wants to meet including you. I'm really excited because I know that there's so many coaches that are constantly asking, "Well Zion, how do we stand out? How do we stand out in a sea of coaches when there's so many new people that are entering the coaching market? How do we make sure that we're still able to speak about ourselves in the context of the people that we want to serve?"

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Zion Kim: [00:05:01](#)

And as soon as I had this conversation with Joanna, I thought, hey, she would be the perfect person to really speak to our audience here. And with that, Joanna, I'd love to hand things over to you. And thank you so much for being here.

Joanna Bloor: [00:05:12](#)

No, thank you for having me, and I am super excited to talk to all of you because, yes, the how do you stand out in a busy marketplace is, for anybody I think is the question du jour. Before we let my video turn off, we turn it back on, before we jump into anything, we've got some super exciting, easy to understand, housekeeping so that you all can have an amazing experience today because today is actually about you and not about me, and how do you do that.

Joanna Bloor: [00:05:51](#)

So, first of all, I already saw a question in chat of, are there slides? Yes, somewhat, but they're not going to tell much of a story because we've actually got an entire kit of stuff for you. So first of all, I would love you all, in a separate browser window, to go to [slido.com](#), you can even do it on your phone, and type in 34567, super easy. And Kylie, as she just did, is going to drop the link to this in the chat if you want to go there, because this conversation is going to be a conversation and I'm going to ask you questions as much as you finding out information for me. So, that's the first thing we're going to do.

Joanna Bloor: [00:06:30](#)

Second of all, you all just saw her in the chat, say hi to Kylie. She is my partner in crime on this adventure. And so if you have questions, she'll be reading them and capturing them. What we're

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going to do in this conversation is I'm going to share with you, start out with sharing some basic ideas around how I think you need to think about the future you, and why you need to think about the future you.

Joanna Bloor: [00:06:57](#)

And then we are going to invite a couple of you to volunteer for the famous Joanna Transformations, because I very much believe in showing as much as telling somebody about an idea. So if you are intrigued by this and feeling brave today, we're going to have three different opportunities for you to volunteer to actually go through a bit of a makeover experience, or the fairy godmother transformations, as we like to call it here, around how you talk about yourself, so about midway through. Then I'm going to give you a roadmap of how to actually start thinking about this, we're going to have another question in there.

Joanna Bloor: [00:07:40](#)

With that, we'll also be dropping a PDF document into the chat that you can take home with you that has some of the base concepts and how to find us and some ideas and some worksheets that you can work through, and that'll be coming through. You can, of course, and I would love to see you there also, reach out and follow me on social media. I'm most active on both linkedin/joannabloor and on Twitter at @JoannaBloor.

Joanna Bloor: [00:08:10](#)

Although I'll start out with a pro tip on LinkedIn, folks. If you want to stand out on LinkedIn, first thing you can do is when you connect at a personal note as to why you are following the

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person, because we are no longer in a conference room and walking up to somebody and just shoving your business card in their hand and walking away, is not how we connected in the real world. And so take your human connections, make them the same thing you would do in digital. Plus bonus points for us both is we both will get a paper trail in LinkedIn that we met through WBECS and what a great way for reminding us how to have a conversation in the future.

Joanna Bloor: [00:08:49](#)

So, there's more to come. Again, we're going to have a bit of an idea, then we're going to go into demo time, then we will have a question for you on how are we going to adjust to the second part of the conversation, you're actually going to get to tell me what to say, and then we'll have a little brief part of the Q and A, and then I will wrap up with my challenge for all of you as you go through all of this.

Joanna Bloor: [00:09:14](#)

Let me stop sharing because really where I want to start is around an idea that really architects everything that I talk about. And you've got a tiny bit of a preview there when I was talking about LinkedIn. I have been obsessed with why and how people make friends and connect with each other for as long as I can remember. I will say that the catalyst for me was back in 1984, moving from the South Coast of England to Central Texas.

Joanna Bloor: [00:09:55](#)

And just for those of you that are familiar, I talk about in the construct of the kind of schools I went to just to kind of give you an idea of how

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different it was. I went to, I was very lucky, I got to go to what can only be described as the equivalent of Hogwarts without boys or magic in England. I went to a very lovely girl school, which was very academic and very strict. I moved to Central Texas and I noticed I've got some Dallas and Houstonites, I actually moved to San Marcos, Texas, and went to a school that could only be described as the TV show, Friday Night Lights, where we had cheerleaders and football and all of that good sort of stuff.

Joanna Bloor: [00:10:34](#)

But the two big lessons I learned there in moving from my home country to the United States, especially as we didn't have the internet at the time was one, nothing is actually scary. That you can have everything taken away from you and rebuild from the ground up. And actually that's part of the fun. And second of all, that relationships are everything. I had gone to school with the girls in England since I had been a baby in many of the cases. One of the girls I'd actually been put in a bassinet with as an infant because our mothers were friends. And so they had been in a weird way, my family, my entire life.

Joanna Bloor: [00:11:15](#)

And when, for anybody who has made a big move, immigrated, what have you, you know the effort to stay friends long distance is super hard. And so I got that lesson of making the effort to make friends very early, early on. And then as I had talked about, got into the dot com world in the early 90s, so very early on in the process, and found that building relationships in an industry

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that didn't exist was even more important. So, this has been a thread for me forever.

Joanna Bloor: [00:11:46](#)

And what I have realised in this process as somebody who has run sales teams, has built technology stacks, has travelled globally talking about how to build and scale media companies really, was that the reason why we all connect with each other initially is based on this idea that we are trying to figure out whether we want to play with a future you.

Joanna Bloor: [00:12:15](#)

Like if I ask you all to just take a second and think about the last person that you met that you were like, "Oh my God, we are going to be BFFs immediately, I want to get to know this person," when you were having that first engagement or first interaction, the thing, although we never say it out loud because it would be incredibly rude, but the thing that's going on in your head is do I want to do future shenanigans with this person? Is there an opportunity to do something tomorrow with them? And whether that's business related or not, does not matter, but you're thinking about the possibility of the future you based on what it is you're getting now and what you already know about somebody.

Joanna Bloor: [00:13:01](#)

Because here's truth bomb number one, I know lots of people are like, "Well, gosh, I need to build my personal brand," you already have one. We all had one as soon as we started getting a personality. This is something that you build over time and over the years, and that's who we choose. You are currently listening to me and

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going, "Do I want to continue listening to this woman or do I think she's absolutely boring as all get out?" I hope it is the former and not the latter, but that's the decision we make in our head. And I say here, and I go, if that's true, it is, then why when we are talking about ourselves do we only really talk about our past and our labels?

Joanna Bloor: [00:13:47](#)

As a former technologist, I think about it in the context of software. Like we are as people doing whatever it is we are doing in the world, living in a database layer for ourselves when the world is out in the programming, in the UI layer, because we talk about resumes and job descriptions and biographies and labels and certifications and stickers. And while your database information is super important, it's not saying it's not, you are far more interesting than that. You have a whole programming layer, which is how you think and how you move through the world, and you have a UI layer, and your UI layer is how do people choose to engage with you? And we all have different ones. Actually, I think this is what is beautiful about the human race is we are actually all individual snowflakes, and that is what makes us fantastic.

Joanna Bloor: [00:14:45](#)

So, I start with this obsessive idea and I think about, well, how then can we talk about our future selves and should we? So with that, we can go back to my screens and slides and what have you, I want you all, of course, it's not working now, but we'll go there. Go here. Oh, and you've all started, which I love, to actually have you... if you haven't already, talk about how people who

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love you already professionally describe you. And if you haven't put a word in already, and I'd love you to feel free to add more than one, if there's a word that you're like, "Yes, that's me too," go ahead and type that word in.

Joanna Bloor: [00:15:32](#)

I know we've got the 34567, a little bit of a typo. It's the fun with slides. We've got a great listener. I would hope so for a bunch of coaches. What are the... this is where I'm going to find out in the coaching world what are the keywords. Warm got in here as well. Disagreeable person, I don't believe that. Maybe contrary, passionate, objective, empathizer, visionary, kind, curious. But still great listener is still the winning word on here.

Joanna Bloor: [00:16:08](#)

Here is my question for all of you, so this is what you are all describing yourself as. And as you are looking at this word, all of these words, don't you believe that you are all of the words? Because here's the thing. I believe you are all of the words. Now, here's the other question I have for you. We're going to move on to question number two. Feel free to keep sending these in as we will send the word cloud back to the WBECS folks so they can share it with everybody.

Joanna Bloor: [00:16:41](#)

Why do you think you are hired? Why do people hire you as a coach? Because you are great at... what? Well, that's an interesting word to start with, respectful. Listening coming. So we have listened twice. My guess is your strategy. So fascinating. Wait and see what it is. I can't actually listen here because I'm the only voice I hear.

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Because you are all a mass of individuals who are out there. Yes. Here's the idea number one for all of you. I think we are all in the I2I business instead of the B2C or the D2C or the... when none of us are really in the B2B, are we? We're in the individual to individual business, which I think is a different way of thinking about how we manage our businesses as you are navigating through.

Joanna Bloor: [00:17:41](#)

Okay. So we've got nearly a 100 answers coming up. So, listening, capturing this, listening, strategy, thinking differently, getting results, insightful. Listen, insight, strategy, are kind of the winners. Okay. Awesome. Oops. Let me stop sharing as those go through. Actually, let's not stop sharing because I want to come through. So, I throw that out there as an exercise because one of the first questions I get from anybody who comes to work with me or comes through any of our programmes is, how do I talk about myself?

Joanna Bloor: [00:18:21](#)

And I just talked about how we're all living in the database layer because in the world today, we do tend to simplify our labels. My guess is when you're asked what you do, you either really hate the question or you talk about you being a coach, but we do tend to put labels on things because that's what our brains do, and it makes it really easy to navigate through. But the reality is, if we just had, I don't know how many people typed in the word that they are good, not only how would people describe them, and this is a good sign that they're a good listener, but that listener was the number one word across the board.

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Joanna Bloor: [00:19:01](#)

My guess is if you are listening to my voice and you are a coach, you are a good listener. It absolutely surprises me not that this is the number one word. And so I sit here and I say how is that different from anybody else? Like being a good listener is in essence a table stakes characteristic of a coach. And what I mean by table stakes is this is part of the product of you that has to exist for you to be able to function appropriately.

Joanna Bloor: [00:19:36](#)

You think about the table stakes characteristics of a good CFO is somebody who understands how to identify patterns and numbers. The table stakes characteristics of a good sales person is can they close deals and build relationships? Like these are just the things that you are, they're not necessarily the things that you want to be known for, because what you want to be known for is something that is unique to you. Because again, you think about the last time that you met somebody and you were like, "Oh my God, they are amazing," there was something really unique and special about them.

Joanna Bloor: [00:20:20](#)

And all of this starts, and I'm going to pop us back over here, with this very simple statement. That if you are trying to navigate how you think about the future you and what it means to you, you need to think about starting with this statement, that every single decision made about you and your opportunities is made in a room that you are not in. Now, yes, can you then choose whether you want to engage with that opportunity or not? Absolutely. It's a bi-directional marketplace, this is

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what is beautiful about being a human being, but every decision is made. And that room that I am talking about might just be in their head.

Joanna Bloor: [00:21:05](#)

Like think about the last client that you onboarded, at some point they chose you. In the working world, if you're working with corporate clients, you've got a whole room full of people making a decision about you in that room. And what really, when you start to unpack that idea, there's a couple of things that are important. One, what I said earlier, you already have a personal brand. There is already language about you being set in a room that you're not in. And my hope is for many of you that at least that they are saying listener, insightful, and strategic, because those are the core three things, the obviously three great coaches, it's not a differentiator.

Joanna Bloor: [00:21:50](#)

What the differentiator is, is the combination of your brand and your past, good listener, insightful and strategic, and also your potential. Because you think about the last time you made a decision about somebody in a room that you were not in, and I'll give you a really great example, you all decided in the past to commit the time we are having right now to spending it with me based on some really basic information. We didn't give you a tonne of what I was going to talk about and you were like, "Ooh, there looks like there might be some potential in that conversation."

Joanna Bloor: [00:22:22](#)

And so I sit here and I go, well, that's the conversation that you want to have in that room. You want them to be talking about both your

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potential and your past, and it's the combination of both that actually means that they choose you. Now, add to the fact that actually in that entire process, really the first question is, are you part of the consideration set? Are they even talking about you? And then secondarily, what is that conversation having in the room that you're not in? So, it is really important to actually think about how am I making sure that the conversations in the room that I'm not in are the ones that I want them to have? And finding language, and specifically people who are going to be in the room and teaching them why you are uniquely awesome, is actually the goal to get people to have the conversation in the room that you're not in so that you get the opportunities you are looking for.

Joanna Bloor: [00:23:19](#)

It is, you heard me say it a little bit earlier, this very simple idea of that your time in the future is a product, which also then brings me back to this simple idea of why do we as human beings when we describe ourselves put labels and stickers and put our resume together or our bio, and I know many of you probably have your own website, which has a lot of copy about stuff that you've done, when there isn't a product on the planet that we talk about its past and its features? Actually any marketer in the world would be fired if we talked about its features, and that we actually should be talking about its potential. Really, really important.

Joanna Bloor: [00:24:05](#)

And so that is kind of the idea sharing. Now, we start to shift into the action part of this. And do

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you want to choose the future you? And are you still engaged? And how do you start thinking about this? And how do you make it easy for the people in the room that you are not in to choose the future you? Because that's the person that they need to know about. And quite honestly, I think about all the people I've worked with, actually figuring out who the future you want to be on your terms is equally as important.

Joanna Bloor: [00:24:43](#)

There's three questions I always like to start with to start this whole conversation. The first one is who is the future you? The second one is why would they care about the future you? And then the last one is how do you teach someone about the future you? So, Kylie, I'm hoping we've had some chat on volunteering already. I would love you to, so whoever volunteers, warning shot, we're going to be turning on your microphone and your camera so everybody else can see you. Very excited. I would love you to choose somebody and unmute them and turn on their camera and their microphone so I can chat with them. [crosstalk 00:25:29].

Kylie Teele: [00:25:29](#)

Okay.

Joanna Bloor: [00:25:31](#)

Claire, hello, I see you on the screen. Can we get your camera on?

Claire Read: [00:25:37](#)

It says unable to start video because the host has stopped it.

Joanna Bloor: [00:25:42](#)

Uh-oh! Maybe [Rusty 00:25:44] you could help us with this.

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Rusty:	00:25:45	We got this.
Claire Read:	00:25:47	Thank you.
Rusty:	00:25:47	There you go.
Joanna Bloor:	00:25:49	It's the fun of the virtual world, right? We are all learning to fly by the seat of our pants in this [crosstalk 00:25:53]-
Claire Read:	00:25:55	There we go.
Joanna Bloor:	00:25:55	There you go and I've put you in gallery view so I can see your beautiful place. Claire, it's very nice to meet you. Just real quick, where am I hearing you from?
Claire Read:	00:26:05	Denver, Colorado.
Joanna Bloor:	00:26:06	Oh, so just around the corner. It's very nice to meet you in Denver. Okay. So the first question is, who is the future you? And starting to think about that. And for everybody who's listening, what we're going to do here and what I will be listening for and talking with Claire about specifically is how do we find language that is recognisable to people so they recognise what Claire is and what she does? This isn't about creating language that is so out there that people are like, "I don't even understand anymore," but so it's a balance of recognisable, but also unique to you.
Joanna Bloor:	00:26:44	Let's benchmark real quick just to help me with this and I'm going to take some notes so I can do my magic trick. When you first meet somebody and the very first time you're out and about, let's

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pretend COVID is not happening we can actually talk to people like normal human beings, but when you're meeting somebody for the first time, they have no context, maybe you have a badge on because you're at a conference and somebody says, "Oh, Claire," I'm now your person, I said, "Claire, it's very nice to meet you. What do you do?" How do you answer the question today?

Claire Read: [00:27:21](#)

Whoa, that's a good question. I work with teams and their leaders to create a high performance without anxiety or stress in a period of about 30 days.

Joanna Bloor: [00:27:33](#)

Wow. Okay. Okay. For those of you that are listening, I want to seed plant this question to you real quick. And if you want to throw your answer in chat so Claire can go back and look afterwards. No judgement Claire, this is just good feedback on the product of you, is the question I always ask people when they introduce themselves to the community around them is what is it you remember? Because when I talk about this idea of, how do you teach people how to talk about the future you? It means that, yes, you are saying things out loud, but you're actually teaching somebody else how to talk about you.

Joanna Bloor: [00:28:13](#)

And once they remember what to say, that's the feedback that comes back. And so if I give you, I'm going to be your mirror for just a second, and I said you work with a team, I remember the team's high performance in 30 days. So here's my question. Does that make you happy? Is that a good thing to remember?

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Claire Read:	00:28:36	Yeah.
Joanna Bloor:	00:28:37	Okay, good.
Claire Read:	00:28:38	I think-
Joanna Bloor:	00:28:38	It's a good start. And I'm also going to give you claps because you didn't actually say... I don't think you said the word coach or stuck a label on yourself. So winning there too. What you did do, and this is the mental shift that I would love everybody to deal with, as I said, we're going to do this a couple of times, is you did what we've all been taught to do, which is the, I do X introduction. And most of us, I work with a lot of people in Corporate America, and most of the people do they, I am X, title of X company, and I'm like, "Really? Super not interesting."
Joanna Bloor:	00:29:13	What you gave me a little bit is what you do. What I want to know, and my guess is why people actually hire you is, how you think. I want to pivot that a little bit. You put the 30 days in there specifically for a reason. Can you share a little bit, can you unpack a tiny bit of that? Like is it you have a 30 day programme or is it because your clients at the end of the day are like, "Oh my God, there's a ta-da moment after 30 days"?
Claire Read:	00:29:43	I guess, no, it's because I can do it in 30 days.
Joanna Bloor:	00:29:47	Okay. Do they end up keeping you going for longer or is it just people are surprised you can have that much impact that fast?

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Claire Read:	00:29:55	The surprise is that the process has an impact that fast, but yes they do. Sometimes they do keep me going for longer.
Joanna Bloor:	00:30:02	I would hope so. Yes.
Claire Read:	00:30:03	[crosstalk 00:30:03] check ins and the coaching in between and all of the rest. [crosstalk 00:30:07]-
Joanna Bloor:	00:30:08	And why do you think, yeah, why do you think speed to impact is really important? Because clearly you've called it out, like-
Claire Read:	00:30:15	Well, because I think what I've noticed is that people, especially with the teams that I work with, which are humanitarian and foreign assistance teams and there isn't much time in there and they have to be able to move from where they are into an area of higher engagement quickly. And a lot of times lives are at stake as well. So if we can create a mindset of psychological safety and engagement and really commitment to shared purpose, then you're moving forward.
Joanna Bloor:	00:30:47	Okay.
Claire Read:	00:30:48	[crosstalk 00:30:48] quickly.
Joanna Bloor:	00:30:49	Yeah. And so I'm also just listening to you. So you talked about it as humanitarian and what was the other category?
Claire Read:	00:30:55	Foreign assistance.
Joanna Bloor:	00:30:56	I'm sorry?

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Claire Read:	00:30:57	Foreign assistance.
Joanna Bloor:	00:30:58	Foreign assistance. So that like humanitarian organisations, foreign assistance organisations, are your dream clients or are they your only clients?
Claire Read:	00:31:06	They're my only clients.
Joanna Bloor:	00:31:07	Okay. Okay. This is where you start to, I've got some we can work with just to give you an example, this is where you start to really tighten up this idea of the future you and coming back to this idea that your future time is a product. And I sit here and the first question I want to ask is who is that? And on that who is question, you're in essence saying, not only who am I, but if we're going to do future shenanigans together, who do I want you to be? Because if I was, I don't know, somebody who ran a team of pizza delivery guys, no judgement against pizza delivery guys, I'm not your ideal customer, probably not future shenanigans. We might want to change the subject and have a conversation about my lovely sparkly jacket or something like that, right?
Claire Read:	00:31:59	Or pizza.
Joanna Bloor:	00:32:00	Or pizza. Like pineapple, no pineapple, what is your decision? And so how do you get efficient about putting out language that helps people go, "Oh, I'm your person. I'm not your person." And/or if they're not your person, like you've... I know while your introduction was lovely, I'm like, "Wait a second, what! This whole humanitarian organisations and foreign assistance organisations

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is what you do? I'm fascinated. I want to know more. Claire, I want to be friends with you." That's the, when you think about the person you're talking to, how they're doing.

Joanna Bloor: [00:32:32](#)

And so what you could say is, in the world of... when you're working in the humanitarian space or foreign assistance space, the most precious commodity you have is time. And when time is the most precious commodity, and if you're in that industry, the second most important thing to you is impact. And when you respect time and look to make an impact, you can make all sorts of things happen. And I work with teams in both of those areas, really high performing teams, that are going through some sort of stress or need to get through something, change, and I respect their time because we deliver results within 30 days, but I actually create an environment where we respect their time and allow them to have impact. A little bit wordy at the end there, but do you hear the difference of how that was positioned?

Claire Read: [00:33:24](#)

Exactly.

Joanna Bloor: [00:33:24](#)

Yeah.

Claire Read: [00:33:25](#)

That's exactly right.

Joanna Bloor: [00:33:26](#)

Thank you. Very glad. Claire, everybody give her a round of applause because Claire you're awesome, as it says.

Claire Read: [00:33:33](#)

Thank you.

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Joanna Bloor: [00:33:35](#)

But those of you that were listening, I am assuming we're recording, so Claire you should ask Zion and the team if you can get a recording of this, because what you'll want to do is go out and practise this. And I'm going to unpack it in a second for everybody is what I was listening for was uniqueness, the uniqueness of you, because my guess is that I work with teams [inaudible 00:33:56] going to have 30 day impact, lots of other people on the call could have said, lots of other people, but focusing on who your ideal customer is and this concept of time and impact, which is clearly your unique value proposition, really comes out front with that.

Joanna Bloor: [00:34:14](#)

And I start with like, instead of saying, "Here's all the things I do," we actually talked about an idea, the time, and then impact on the important things and that you actually facilitate that. And that is how it makes it easy to buy. So thank you, Claire.

Claire Read: [00:34:28](#)

Thank you.

Joanna Bloor: [00:34:28](#)

All right, let's get a second volunteer. Do we have somebody Kylie that we can tee up?

Kylie Teele: [00:34:37](#)

Yes, we are pulling in Rhonda.

Joanna Bloor: [00:34:40](#)

On a roll with these. I have to share. I went to a conference last in what was my last in-person conference, but I went to a conference where I opened the conference and I had this presentation and then we had set up a 10 minute one-on-one session afterwards for audience members who wanted a quick makeover and I

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ended up doing this for six hours. I was a little tired at the end of it, but it was super fun. Okay. Can we turn on Rhonda's microphone and camera?

Rusty: [00:35:12](#) Yeah, she sure has our permissions.

Joanna Bloor: [00:35:13](#) Oh, there we go. Hello. Hello, Rhonda. Where are you calling in? What part of the planet are you calling in from?

Rhonda Farrell ...: [00:35:20](#) I'm calling in from Toronto, Canada.

Joanna Bloor: [00:35:23](#) Love Toronto. That part of Canada is the only part of Canada who not only knows how to say my last name, but actually looks at me and goes, "It's a normal thing." There's a big street in, isn't it in Toronto or is it in... Oh, no, I'm thinking.

Rhonda Farrell ...: [00:35:40](#) Are you thinking of Yonge Street?

Joanna Bloor: [00:35:43](#) No, Bloor Street.

Rhonda Farrell ...: [00:35:44](#) Bloor Street is in Toronto, yeah.

Joanna Bloor: [00:35:45](#) Yeah, there's Bloor Street in Toronto because apparently I have a famous ancestor there, which I love. Okay. So we are going to now deep dive a little bit more about the, why does the other person care? Part of the exercise. You just saw what I did with Claire, so you got a bit of a preview, but let's start with the benchmark question that I always start with because I got to learn a little bit about you. So Rhonda we've just met. Nice to meet you. How do you answer the question, "What do you do?"

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- Rhonda Farrell ...: [00:36:18](#) Well, I work with leaders and their teams to achieve their potential and performance and boost their morale by enhancing their mental fitness.
- Joanna Bloor: [00:36:27](#) Okay. So you used almost the same formula that Claire just did, slightly different words, but for those of you that are on the call and listening in, how many of you are like, "Yeah, me too," on potential... so it's potential and mental fitness is what I heard?
- Rhonda Farrell ...: [00:36:45](#) Yeah. Potential and performance and...
- Joanna Bloor: [00:36:48](#) Okay. Okay. So you've done the classic, I'm going to talk to you about all of the things that we could do and we're going to pivot it around. So I need to dig a little harder into what do you mean? Because you've given me what is a little bit of buzzword bingo. And what happens with buzzword bingo is people just start hearing the... You've just labelled all of the things. And I think it's a good start, it's still better than, "I'm a coach," it's way better than, "I'm a coach," but I want to make the why really clear. So, why do people... actually let me ask you a different question. Why are you really good at what you do? I want you to brag for just a second.
- Rhonda Farrell ...: [00:37:31](#) I'm really good at identifying what the problem is if somebody's stuck. And if a team is having difficulty, I'm really, really good at saying, "This, this is the issue that we need to work on," and I come up with really good exercises and activities that would help them get past whatever that particular issue is.

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Joanna Bloor: [00:37:53](#)

Okay. And why does that specifically connect to, because you chose these words, your database layer is still important, you talked about mental fitness, that was the last thing that you left with us, which is the thing that most people are going to remember. Why is mental fitness a thing for you? Is it an area of expertise? Like can you share a little bit more insight?

Rhonda Farrell ...: [00:38:14](#)

I have a passion for mental fitness because I have experience dealing with clients that have mental injuries in my past career. So people who have had PTSD or traumatic mental stress, my staff we worked with these people to help them get back to work. So, I have a strong interest in people who are suffering from mental illness. However, I believe that you can be proactive and prevent a lot of these things by ensuring that you're mentally fit. And I think just like we look after our physical fitness, we should be looking after our mental fitness. And so I actually do a programme that was designed by Shirzad Chamine, which is a six week programme for mental fitness with my teams.

Joanna Bloor: [00:39:01](#)

Okay. So then am I hearing, because you also talk about... so you talked about, I find I cannot find a problem where they're stuck and in essence creating a roadmap for a path forward, correct me if I'm wrong here, but it sounds like you actually have two value propositions that you're talking about. One of them is this potential performance, which is unsticking stuck teams, and the other one is this personal passion around mental fitness and that actually one can be

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proactive about one's mental fitness. And that they're separate, but I'm guessing there's a little bit of a Venn diagram overlap if I correctly-

Rhonda Farrell ...: [00:39:39](#)

That's correct.

Joanna Bloor: [00:39:40](#)

Diagnose the product. Okay. For those of you who are like, "But I'm more than one thing," not an unusual situation. It's really hard, I will just say this, it's really hard to teach people more than one thing at a time when it comes to a product. And I'm going to use a couple of examples. Like if I said, Nike, what do you say?

Rhonda Farrell ...: [00:40:03](#)

Shoes.

Joanna Bloor: [00:40:03](#)

Yeah. Just do it, right?

Rhonda Farrell ...: [00:40:04](#)

Exactly.

Joanna Bloor: [00:40:06](#)

If I said McDonald's most of you would see the golden arches. There is consistency in being simple and being unique, and this is why companies spend a lot of money on figuring out what that thing is. It doesn't mean you can't be both, but it does mean that as you were rolling around in the world, and I think about like if I popped a picture of Sheryl Sandberg up on the screen and said, "What is Sheryl Sandberg known for?" And I used to do this a lot in my presentations, most people will respond with, "Lean In," right?

Joanna Bloor: [00:40:45](#)

Now I think they're starting to say more of Facebook, but it's been 10 years since she wrote the book. And am I saying you will need to write

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books and all that stuff? If you want to, yes, you don't have to, but we do, as you saw from the labels at the beginning, we do tend to label things. And so, as you're thinking about the product of you and why people would want to engage with you... Ooh, I'm not sure I can pull off a double today. It can be done. And one of my favourite doubles actually for when I'm working one-on-one with executives is if they are the CEO of their company and they're on a board of a nonprofit or something like that, you're both people there too, but as you're going through the world thinking about which version of Rhonda do you want people to think of first? You can talk about the other one later, but you do want to start thinking about, so today, which of the Rhondas do you want to be the lead Rhonda?

Rhonda Farrell ...: [00:41:44](#)

The mental fitness.

Joanna Bloor: [00:41:45](#)

Mental fitness one? Okay. I'm still going to want to do both because I can't help myself and I want to make it happen. So, I can imagine why if you've been through a traumatic situation that getting past the mental barrier so that you can get back to work really hard. Do you have a... I mean, other than your own experience with it, is there an insight that you wish everybody knew ahead of time?

Rhonda Farrell ...: [00:42:19](#)

That being at work is actually part of your recovery.

Joanna Bloor: [00:42:25](#)

Oh, my goodness. I love that. This is example number two. One of the best ways to get people to understand who you are and understand the

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future you is to share your brilliance. And so you can say, somebody says to you, "What do you do?" You can say something to the effect of, "Well, what I do is I help people get back to work." The reality is, is many people in the world suffer some sort of trauma or PTSD, which stops them from working. And the reality is they have the potential to be amazing.

Joanna Bloor: [00:43:00](#)

And what I wish everybody knew in that state and where I help people move to is that being back at work is actually the best medicine. And so while I certainly work with organisations around potential and performance and unsticking teams in all sorts of traumatic situations, my joy is working with people who've been through a trauma and helping them get back on their feet and back to work and creating the mental fitness that allows them to do that. And I do that as part of my practise at whatever you want to say.

Joanna Bloor: [00:43:32](#)

How did that feel?

Rhonda Farrell ...: [00:43:34](#)

That's great. That's great.

Joanna Bloor: [00:43:36](#)

Awesome. I'm guessing some of you are like, "Oh my God, Joanna, that was a lot of words." I'm just going to start by saying who made up the rule book that you couldn't talk for like more than 60 seconds? The whole elevator pitch is just a lot of nonsense about an elevator ride being 60 seconds. The whole you need to keep it short and tight is hooey. Because if you are interesting to why the other person might care, they're going to let you talk forever. And I know every single one of you has had a meeting with somebody where

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they've said, "I've only got 10 minutes or you got 30 minutes or you got this much time," and you started talking and something, a flip has switched, and you end up talking for two hours. And if you are intriguing in that introduction, if you are intriguing in how you talk about yourself, then it allows people to engage.

Joanna Bloor: [00:44:29](#)

And Rhonda, in your case specifically, I think about like we are all, I talked about how we all have a personal brand, we're all introducing ourselves all the time every single day, we are reintroducing ourselves to people even those that we have met and it's not just the, this is what I do. And when I'm working with executives or any of my clients, I remind them that every time you have an engagement with somebody, it's an opportunity to introduce who you are and what you're all about.

Joanna Bloor: [00:45:01](#)

And I can only imagine when you're working with corporate teams that getting to sharing a bit of a vulnerable story, and when I say vulnerable story, this does not mean you have to tell the weepy story about your trauma thing, but actually talk to them about who you authentically are, which is this person who believes that being back at work is actually part of the healing process. Like that's beautiful.

Joanna Bloor: [00:45:28](#)

If I was a stuck team that needed your help, learning that about you upfront and that what is actually the machine behind Rhonda and what makes you tick, would make me so much more excited to engage with you as somebody who

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hasn't been through trauma. And so actually sharing, even in the non trauma situations, sharing that part of who you are and what you're all about, can strike the conversation. Because again, it's about why would they care to have a conversation in the future? And the more consistent you are about it, the better. Does that help? Awesome.

Rhonda Farrell ...: [00:46:03](#)

Thank you.

Joanna Bloor: [00:46:04](#)

So, unpacking that for everybody, I'm going to repeat what I just did there. I listen for what is unique and different. I'm a listener like you guys, it's that skill. I'm listening for your uniqueness, I'm listening, and in Rhonda's case very much so for authenticity, because I think it's really important for doing that. And then what is ultimately the problem that they solve, because that is where you start to make the thread happen. So thank you, Rhonda.

Rhonda Farrell ...: [00:46:30](#)

Thank you.

Joanna Bloor: [00:46:31](#)

Awesome job. Very excited. Kylie, we are looking for one more. I've already started to talk about this last one, a little bit. Last idea of how you teach other people. Who have we got on the call?

Kylie Teele: [00:46:44](#)

We have Debra coming in.

Joanna Bloor: [00:46:47](#)

Hello Debra. I see a picture. We're going to get a camera in a minute. It's a beautiful picture. [crosstalk 00:46:55]-

Debra Austin: [00:46:55](#)

Yes, it's Debra [crosstalk 00:46:58] stop the video.

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Joanna Bloor: [00:46:59](#) There we go.

Debra Austin: [00:47:01](#) [crosstalk 00:47:01].

Joanna Bloor: [00:47:01](#) There we go. Fantastic. Hang on. Let me flip to a clean book because I've been taking furious notes here as I've talked to everybody. Okay.

Debra Austin: [00:47:11](#) It's amazing hearing you do this Joanna.

Joanna Bloor: [00:47:14](#) Thank you. I tell you if I could just win the lottery, I would do this every day for people because literally this is fun for me. It is what I do for my work. And for all of you, I am scratching the surface because the reality is, and I think about everybody I've done transformational work with, is the first question that I'm asking for people is, who is the future you? And that means that we have to do a little journey into who you are and what you're all about. And especially when I work with my deep dive clients, we have all sorts of crazy conversations like what were you good at when you were eight years old? Because there isn't a human being on the planet that I have met that the eight year old self isn't still alive and kicking in a big way inside them. They might not have permission to come out and play quite as much, but they're still there. Well, now I'm going to have to do this. Debra, what were you really great at when you were eight?

Debra Austin: [00:48:16](#) Probably reading.

Joanna Bloor: [00:48:20](#) And does your reading skill and love for reading manifest in the work you do today?

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Debra Austin: [00:48:25](#)

Yes, very much though.

Joanna Bloor: [00:48:26](#)

Everybody, I... big surprise here folks, wanted to be Bette Midler when I was eight. I wanted to grow up and wear sequins for a living, and... I wanted a lot of things, but yeah, this is my win for 2020. I get to wear sequins for a living. But really thinking about this idea of who you are and who is that person, and I know I'm speaking to a room full of coaches, and I know because I had my own executive coach myself in my career and I am eternally grateful for the work that he did with me and helping me get unstuck in many ways and see how I could build the future.

Joanna Bloor: [00:49:05](#)

And you all know that that moment when somebody feels seen, it lights them up. And I sit here and that who is it that we want people to see is the first step in the process, and that's what we did with Claire. And then why would people want to see them is what we just did with Rhonda. And then how do you teach them, Debra, is what we're going to do with you, because you're going to have all of the fabulous language in the world and feel great about yourself, which I hope you do, but if other people don't know how to talk about why you're awesome, nothing happens.

Joanna Bloor: [00:49:42](#)

And I come back to that every decision made about you and your opportunities is made in a room that you're not in, you want to make sure they're talking about you in the way that you want them talking. So Debra, you know how the

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game works at the beginning, how do you answer the question, what do you do on the spot?

Debra Austin: [00:50:00](#)

You know how there are a lot of small business owners that are just really overwhelmed and stressed out? I help them get really, really clear on what they want, build a real roadmap with all the steps to get there, and then I help them navigate and get around all this stuff that'll come up and stop them.

Joanna Bloor: [00:50:18](#)

Okay. Not bad because you started out with a bit of a question statement, you know all of those small business owners? I still don't actually get what it is you do, because that sounded a bit generic.

Debra Austin: [00:50:30](#)

Okay.

Joanna Bloor: [00:50:31](#)

Okay? God, I didn't warn people that I can be a bit mean. I call that boring.

Debra Austin: [00:50:36](#)

[crosstalk 00:50:36].

Joanna Bloor: [00:50:39](#)

It's clear on what they want. I'm like, well, what they want in what? So let me come back to the question that I asked Rhonda, why are you, well, why do small business owners get stuck? What's the unstuck that you do? Talk to me in like normal people language.

Debra Austin: [00:50:58](#)

Really a lot of times what I find is that they want a business where they're not sure what that business should look like when they're done, and mostly they want this business to support a life that they want. So they're not really clear on what

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it is. I want this, but you know, what does that really mean? What do I have to have to make it so it's what I want? That's a lot of where we start at. So they're doing all the things people tell them they should do to grow their business and they're running around in circles, but they don't have a clear path. So what I do is I help them get really, really seriously, what is it that you really want and why do you want it? So they can remember that on the bad days and help them to stay motivated.

Debra Austin: [00:51:34](#)

And then I say, "Okay, what do you need to do to get from where you are to where you want to be?"

Joanna Bloor: [00:51:39](#)

Okay.

Debra Austin: [00:51:39](#)

Then there's stuff that comes up and I help them get around it.

Joanna Bloor: [00:51:43](#)

So if you were going to... so you're like a... are you a guide through this?

Debra Austin: [00:51:52](#)

Yes.

Joanna Bloor: [00:51:54](#)

Because you do have a tool kit of like do these 10 steps things or is it more gut written? I'm trying to figure out...

Debra Austin: [00:52:02](#)

No, it's both. I have them do a lot of exercises. I walk through with them. You know, like, okay, if you could have your life just the way you wanted, what would it look like? And they say, "Well, it'll be this, this and this." And I dig until they start to paint a real picture of what it looks like. I would only work this many hours, I would have as much

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time with my kids, I would have this much money. Okay. So now we know where you want to go. And then, so let's talk about where you are right now and look at it.

Debra Austin: [00:52:31](#)

You know, and I say, "You know, there's a quote that I love, this is we lie loudest when we lie to ourselves, so let's just be honest so you can figure out where you are and that way we can figure out how far you have to go to get there."

Joanna Bloor: [00:52:42](#)

I'm going to ask the obvious question. Why, if that is your quote, don't you open with a quote? Like, Holy cow! Like how many of you were like, "ait, what did she just say?" Because that was the truth bomb of kind of epic proportions.

Debra Austin: [00:52:58](#)

Okay.

Joanna Bloor: [00:52:59](#)

Right? God, we lie loudest when we lie to ourselves. I'm going to have to quote you because I'm going to be quoting you later on a little quote code.

Debra Austin: [00:53:08](#)

So, if I captured it in words of, what do I do? I help them with strategy, productivity and focus. I mean, that's pretty much it, but nobody gets excited about that, but that's what we're doing.

Joanna Bloor: [00:53:21](#)

Yeah.

Debra Austin: [00:53:22](#)

It's more like tackle what your real dreams are and what it takes to make it happen. And then sometimes it's the mindset that you really can have this, you know?

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Joanna Bloor: [00:53:32](#) Yeah.

Debra Austin: [00:53:32](#) Because that gets in the way, you know?

Joanna Bloor: [00:53:34](#) Yes. Although I'm guessing that's a little forward, like there's all of the bits that happen afterwards once you've started to have things happen and then the add on. And this is, and I'll say this to everybody and I do this all the time too, I have to take my own medicine sometimes, I get so excited when people get it. I get so excited when I have somebody who's like, "Wait a second, tell me more," that I start going, "Oh, and this and this and this and this and this and this and this, this," and then they're like, "Whoa, I don't want that fifth thing that you talked about. So clearly I don't want any of it." Right?

Debra Austin: [00:54:09](#) I never talk about mindset. You know, I never talk about changing habits, because it's like, no, what do they want to be?

Joanna Bloor: [00:54:17](#) [crosstalk 00:54:17] you need to get them to buy [crosstalk 00:54:20].

Debra Austin: [00:54:21](#) They know what they need to do every day to get what they really want.

Joanna Bloor: [00:54:24](#) Yeah.

Debra Austin: [00:54:24](#) I mean, so they're not struggling with, what should I do? When somebody tries to sell them a new marketing plan, well, does it help them get closer? They say, "No, it doesn't." They can make those decisions because they know where they're trying to go.

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Debra Austin: [00:54:37](#)

You know, I'm a big quote person. Alice in Wonderland, if you don't know where you're going, any road will do. And a lot of times I think that's what happens, you get caught up in going back and forth and round in circles and you never get anywhere.

Joanna Bloor: [00:54:49](#)

Yeah. I do love your quotes. I've got lots of them now. There's so many different ways that you do this, but like you were really good with the pithy sentence and it is intriguing and I do want to know more, even with those things. Even saying, look, I love a quote and now you just quoted Alice in Wonderland, and if you haven't heard, I want to be a fairy godmother when I grow up as well as Bette Midler.

Debra Austin: [00:55:15](#)

Joanna, there's one more big piece and I don't know how to put that in there, and it's I'm a two time cancer survivor so my real goal for most people is to start doing this stuff now that they keep talking about they'll do [crosstalk 00:55:27]. Yeah. And that's part of what I'm looking for is how do I help you get this life, but not give up your whole life to get there? Because [crosstalk 00:55:37]-

Joanna Bloor: [00:55:38](#)

You've got a couple of ways of doing this. Here's a couple of options for you, because you could start bold in a couple of different ways. And again, I'm going to come back to everybody. Like I'm doing this with an idea, what do you want to do around the idea, and this is what you do. Because you think about, if you share an idea, and this is what is the construct around this idea, and this is what I

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do, then people go, "I like that idea. I like that construct. I like you." Right?

Joanna Bloor: [00:56:03](#)

And so you could say, "Look, if there is an..." you've actually got a really good timed one for being a cancer survivor, congratulations, we're super happy you are still around on this planet with us, is obviously there's not a person in this room who hasn't been impacted by COVID. And for those of you who've actually been medically impacted by COVID, my heart goes out to you. I have been very fortunate it hasn't happened to me, but we've all been impacted in some way this year.

Joanna Bloor: [00:56:27](#)

And I sit here and I go, there is the biggest lesson that I think that we have all had to face this year is that time can run out when you are least expecting it.

Debra Austin: [00:56:36](#)

Yeah.

Joanna Bloor: [00:56:38](#)

And as a business owner, you started a business because you wanted to create opportunity for you and your family or something in the future. And if you knew that the time was running out how do you optimise that creation process? And so I help people maximise their business strategy so that they don't get knee-capped by time, because time will run out. That's one thing. Do you want to be known as the time lady? Because what you'll notice I just did there, is I said, time, time, time, time.

Joanna Bloor: [00:57:11](#)

And if I went back to the room and said, "What do you all remember?" That will be like, "Something

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about time." Do you want to be known as the time lady? Which is totally fine because this is your adventure you get to choose or you've got, I do like this, we lie loudest when we lie to ourselves. Did you all know that the amygdala is wired to be 70% negative? I had such a head explosion when I learned that the other day. I was like, that's a super bummer and we should all then focus on that 30% and actually mitigate the negative, but you're right.

Joanna Bloor: [00:57:44](#)

And as a fellow entrepreneur, I also understand that statement. And you said, you could say something for small business owners, their biggest struggle is they tell themselves a lie and the lie they're telling is to themselves. And when you can look that lie in the eye and figure out how to untangle it and create the real dream, then the future can be manifested. And I know I just said a lot about lying and dreams, but ultimately I'm here to help you create your dreams. So do you want to be the lie dream maker person? It's another way of saying the same thing that you do. It's really out there and powerful and different, but I kind of get the feeling already that people don't come to you for a hug and a cuddle, they come to you for a swift kick in the ass. Yeah?

Debra Austin: [00:58:40](#)

Yeah.

Joanna Bloor: [00:58:43](#)

Even through the screen, a little bit of what I'm feeling like, and this, I come back to everybody and say like, this is what we mean by authenticity, really coming across as who you are and what you're all about so people can buy you for you.

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Because my guess is if somebody came to you and said, "Well, give me the 10 hypergrowth," like I can't think of what the expression is off the top of my head, growth hacking tools. You're like, these are not my people, right? And it's actually figuring out who that person is.

Joanna Bloor: [00:59:15](#)

Another example is every small business owner struggles with what to prioritise. And to be able to figure out what to prioritise you have to know what you need. And to be able to know what you need, you have to know what you really want. And so I start if I have a conversation. What is it you really want? And when you get clear with that everything else becomes easy and we can build a strategy moving forward. It's a little less of an ass kicking version, but I like that narrative. And you can say, I took them through a little story. Debra, you just got three versions [crosstalk 00:59:53]-

Debra Austin: [00:59:54](#)

Three fantastic versions. I'm sitting here in awe, so-

Joanna Bloor: [01:00:01](#)

You're going, which do I choose? Well, here's the tip for everybody on the teaching thing, because it doesn't matter who you are. I do this, the Joanna Magic, with everybody, whether you do it with me personally or go through our programmes and actually come out, you still get the Joanna magic at the end of it. The last thing that I ask all of the people who work with me to do is to go out and practise your language with people because this exercise has nothing to do with me, it also has nothing to do with you, it has

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everything to do with what do other people remember?

Joanna Bloor: [01:00:37](#)

And so for both Claire and Rhonda, and for you, Debra, what I'm going to challenge you all to do when you get the recording of this session is to go out to at least five people in your network that know and love you, five people, and you say to them... first of all, you give them a little bit of a caveat because you're about to do something weird with them, and you say, "I met this slightly crazy lady on a webinar the other day, and I go to fairy godmother transformation on how I talk about what it is I do, and it's a little bit different, but I would like to practise it on you."

Joanna Bloor: [01:01:11](#)

And you say all of that blurb up front to prepare them for the fact that you're not going to do the normal standard thing, because you're not going to do the normal standard thing anymore. And by saying the word practise, not only are you giving them the, this is a practise session, I'm not looking for feedback, because here's the thing that I want to remind everyone about. When Cinderella met the Fairy Godmother, the Fairy Godmother never said, "Cinderella, here are all your weaknesses and this is what is broken and all of this sort of stuff," all the Fairy Godmother did was say, "You are fantastic, but if you show up in the front gates in that little tatty outfit and no fly ride, they are not going to let you in the building let alone all the way to the ballroom floor to dance for the prince, which is your goal."

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Joanna Bloor: [01:01:58](#)

Cinderella was not talking about getting married and getting the shoe and all of that sort of stuff, she was just like, "I want to go to a dance." And so all the Fairy Godmother did was zhuzh the awesome assets of Cinderella, and she has lots by the way, I think there's a whole other narrative there, zhuzhed it all so she can get to the ballroom floor. And this is what I mean by we make it really hard for people to buy us.

Joanna Bloor: [01:02:20](#)

So anyway, you're going to go to your five people, you're going to say, "Practise," and then you're going to say, "Here's how I want to teach people about who I am and what it is I do," and then you're going to say to one of them, "Debra, for you, you could try..." I try one per person, I wouldn't give them all three, because then they're going to get spun up on. It's like baby names. They're going to be like, "I like this name better, or that name," you don't need to know that.

Joanna Bloor: [01:02:42](#)

At the end of it you are going to desperately want to go, "What do you think?" Because you're going to want the self validation that yes, you are awesome. Just mind to build this into your heads, because you are awesome. Fairy Godmother already said so. You are all, even the fellas. Cinderella in this scenario, she was fantastic, she just needed a zhuzh. Okay?

Joanna Bloor: [01:03:02](#)

What you want to know is what is it they're going to say? And so they're probably going to say, "Oh, but you're this and this and this," and they'll say all sorts of other lovely things about you.

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Fantastic. Enjoy the moment. They may even say, "Gosh, that was a lot of words." What I want you to ask them is, "What did you hear?" And by asking them, "What did you hear?" You're going to find out two things. What of your language landed? So in yours, like the time thing is still in my head a little bit, I have to say, because it's powerful. Death and taxes, right? It gets you. I still like the lies' one. Gosh, the dramatic ones are really good examples.

Joanna Bloor: [01:03:41](#)

So, "What did you hear?" Whatever they say next is how they're going to describe you in a room you're not in. There's the super pro tip, 48 to 72 hours later, which is when the forgetting curve happens, you're going to call them, email them, text them, something else like that, and you're going to go, "Hey, quick question. What do you remember?" And what they remember is your equivalent of the Lean In. Mine for you is time will run out, so do it now and do it smartly.

Joanna Bloor: [01:04:11](#)

Oh yes, that's the one that stuck with me. And so figuring out, and you think about probably all of the lessons you've gotten on marketing and sales and all of this sort of stuff, especially like, I say this to anybody who is running a company that customers, employees, business partners, buy you before they buy your company. As coaches that's like 10X, it's probably more like a 100X because you are a secret holder, adventure guide, mirror, all of the things, and there has to be that really amazing relationship, whether you are a coach one-on-one, or if you're a coach one on

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many. That's something that I recognise is something like that.

Joanna Bloor: [01:04:59](#)

And so them understanding who you are and being consistent about that over time means that more and more people are taught how to remember who you are. It's why in the world of marketing. I then say like in your LinkedIn profile, on your Twitter handle, on your website, on all of your materials, you try to be as consistent as you can about who you are and what you're all about.

Joanna Bloor: [01:05:22](#)

Now, last thing to share on this, the beautiful thing about being a human being, and especially for those of you that are in the United States, as an immigrant to this country I learned that this is the land of possibility. It might be a bit wackadoo at times, but it is the land of possibility. You can be whoever it is you want to be if you could try hard enough in this world and you can always change. You can say into your career, "You know what? I'm done being a coach, and I want to be something different," but understand that you're going to have to unbrand what you were.

Joanna Bloor: [01:05:55](#)

And so I used to be known as an ad technologist. I know more about the ad technology infrastructure than a normal human being should. And it took me several years although I still say that out loud, so to unbrand myself of that and rebrand myself as the person I wanted to be. And now I'm constantly keeping an eye on who is it the future me wants to be.

Joanna Bloor: [01:06:17](#)

So Debra, you were amazing. Thank you so much for your help.

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Debra Austin: [01:06:21](#)

Thank you.

Joanna Bloor: [01:06:22](#)

Really appreciate it. Coming back to everybody else, I am going to make me go on the spot because in the next question on our poll will determine how I dive deeper. So here's my question for you guys, because this is what's important. As coaches the work that I do is as important for you as individuals in helping people understand who you are and what you're all about as it is for your clients.

Joanna Bloor: [01:06:56](#)

I work with lots of executive coaches to help them figure out how to put this language together for their clients. This is why when Zion invited me I was like, "Wow, this is a particularly exciting audience because not only can I help you, but I can help the people that you work with." And I'd like to share one of my best practises if you want to start having this conversation with the clients. If you want to have a conversation with me about working with your clients, or if you want to have a conversation with me working with you, Kylie, let's drop the link to the Contact Me page in the chat.

Joanna Bloor: [01:07:36](#)

As you heard me say, I'm an individual to individual company. And before we launch into the deep end in any relationship, I'd like to know a little bit about you and what intrigued you and how we can help you before we start an adventure together. But looking at the answers, it looks like the future you for clients is the way we can go. I'm going to give you a little bit of a heads up that this works for you as well, but this should

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help you. I'm going to put it in the perspective of how do you help your clients?

Joanna Bloor: [01:08:06](#)

So, as you're going through this future you conversation with your clients, there's a couple of things that I always ask people to do in exploring the future you. And again, we've got the worksheet that's available to you that has some of these similar questions in there that you can ask for. So step one on your future you adventure, and this is what I challenge everybody to do, and if you're going to work with me directly, you're going to have to do it because we won't get anywhere without it, is recruiting your or their personal board of directors.

Joanna Bloor: [01:08:40](#)

These are people who are already champions of you. And they can be co-workers, they can be bosses, they can be mentors, they can be sponsors, they can be all sorts of people who are in your network who can help you. And you recruit them and you say, "Hey, I'm trying to figure out how to put language not around what it is I do, but more about how it is I think because how I think is who the future me needs to be." So you go out and find those five people.

Joanna Bloor: [01:09:14](#)

Then you come back to them, you tell your person to come back to them, and you say, "I want you to ask them for positive words to describe me." Again, I go back into the Cinderella Fairy Godmother. Cinderella was not broken. This is not about what needs fixing, this is about who is the future you. And so you ask for four positive words

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to describe you. If you're feeling brave, you ask for one positive word that does not describe you.

Joanna Bloor: [01:09:43](#)

Now as coach to coach the one positive word that does not describe them will spin every single one of your clients out because here's the truth. Everybody thinks they are all of the positive words because we all want to be all of the positive words. Nobody wants to be any of the negative words. I know I'm preaching to the choir here on this one. When they hear the positive word that does not describe them, they're going to go, "Wait a second, I am totally that."

Joanna Bloor: [01:10:05](#)

My positive word that does not describe me, which still makes me flinch a little bit, is gentle, but it's helped me in my practise because I say, similar to Debra, "You come to me for a swift kick in the pants because you want change in your life. I'm not really one you come to for a hug and a cuddle. There are other people that you can go to for that, but if you are looking for change, this is where you're going to come." It's helped me actually figure out are people ready to engage with me?

Joanna Bloor: [01:10:31](#)

Example of how you can use the positive words. The words start to build the framework of who that person could be. It also in the four positive words will start to show you where there are patterns. It's the same exercise I did with you guys at the beginning when I asked you to do the description of who is it you want to be and what are you all about?

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Joanna Bloor: [01:10:50](#)

The second set of questions you ask your personal board of directors, or you have your clients do that, is this question of, can you talk to me about how you would describe how I think and specifically not what is it I do? Because you think about the future me and you think about the world that we are in, in the knowledge economy, we are hired for our ability to solve problems in the future justified by what we've done in the past, and it's time we started to talk about how we think. So have people come back, have them tell stories, if they get stuck one of my favourite questions is, clearly when I'm in flow on a project, what is it you see me doing? Those are really good questions to have your clients ask people to start exploring how they think.

Joanna Bloor: [01:11:38](#)

And then when you bring both the words and language together, it should start to paint a picture of who the future you is. So the third step in the process with your personal board of directors is then to do the similar retraining exercise that I just described with Debra and really talking about how do you retrain that audience? Because they are already super fans of your client already, you want to retrain those people because if you can get your sponsors to say the things in the rooms that you are not in that you want them to say, then they're really good. They're almost like early adopters of a product. They're a really good group of people to do that.

Joanna Bloor: [01:12:14](#)

Then by doing that step with people who are already super fans of them, it carefully moves

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some through the process of learning, not only who is the future you, but how to start practise talking about the future you, because it is quite a scary and a difficult conversation for people to have, and doing it with people who are super fans is a good start.

Joanna Bloor: [01:12:38](#)

One tiny caveat I highly, highly recommend when they're recruiting their directors is that you actually approve their director, personal board of director list, or the people that they're going to reach out to beforehand, because you want to make sure that they are... like I think about people who are in a director role who are trying to be VP, my guess is they will tend to have people who report in to them or who are colleagues or peers. It'll be less people that they have who are higher up in the organisation, and specifically, if it's somebody trying to get from director to VP in their career adventure, I always challenge them to put somebody who is a sponsor on there, specifically, somebody who scares them a tiny bit, because they need to get better at speaking up.

Joanna Bloor: [01:13:25](#)

Another area when you're doing that as well is lots of people put their siblings, their spouse, or their family on there. This is not therapy, this is your profession, and so I always recommend when people are doing this to keep family and friends out of this unless they are a co-worker, because this is the professional future you that you are trying to do. Unless you are in the therapy business, then you do you and everything else.

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Joanna Bloor: [01:13:55](#)

So, really four easy steps. So, recruit five people, four words that describe you, one positive word that does not describe you, then have a conversation about how you think, and it's a little bit of what I was doing with Claire and Debra and Rhonda earlier, and then it'll start to create language that works over. Remember the formula is problem solution, idea solution, and then you, and that starts to help you retrain your audience.

Joanna Bloor: [01:14:23](#)

I know I was through that really quickly because I'm keeping an eye on the clock and I know I'm running out of time and I have a couple of quick things I want to share, but Kylie, do we have any quick questions from the audience that have come through that you think are important for me to answer before I let them go?

Kylie Teele: [01:14:41](#)

Yes, we have a few questions. One of them that I think is really interesting is from Maria and it says, in a small market if you are too differentiated, you can be limited in any ideas.

Joanna Bloor: [01:14:55](#)

Oh, there's a lot of context questions I want to have. So two things, I'm a big fan of Seth Godin's teaching, and if you're not already listening to his podcast, Akimbo, or reading his blog, I really recommend this. He and I think very much around the whole idea of 1,000 true fans and how I actually think in a small market that being super niche is not necessarily a bad thing. And I think my advice there is one, are you absolutely unequivocally known for the thing that you are brilliant at doing? If the answer to that is yes, then

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you can start adding to the bouquet, because you want to make sure you were super clear on that.

Joanna Bloor: [01:15:45](#)

A really great example of that is I look at Marc Benioff who is the CEO of Salesforce. And I met Marc back in the early 2000s when he was all right, running around going, "It's the cloud, it's the cloud, no software, no software." And nowadays, if you're in the technology space, everyone's all like, "Oh, the cloud stuff and all that stuff is kind of old school." What Marc has done brilliantly through his career is he has been super consistent and made himself the expert in a single idea for a very long time and granted it's not a small business he's in, it's a massive business he's in. And then he goes, "Okay, it's time to get a new idea," and he's actually reinventing it.

Joanna Bloor: [01:16:27](#)

You can do that as a coach, but once you are really clear about where you are in that first one. If you add too many things afterwards, you'll find that you'll be known for too many different things. I'd also say... no, I could keep going there. There's a lot more I could say, but anyway, Kylie, do we have another one real quick?

Kylie Teele: [01:16:46](#)

Yes, we have another one from Heather, and she says that her problem is that her sponsors have a fantastic view of her and her working role, which kind of scares her. And she doesn't feel that way and she feels as if she's being put on a pedestal. So she's wondering how she can overcome that.

Joanna Bloor: [01:17:03](#)

Oh my goodness. Oh, Heather, well, maybe hire a coach to help you get out of your head a tiny bit

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because, oh my God, there's nothing... like if you've got people who believe in you, they're magic. So really the only person that you need to have a conversation with around the value proposition is yourself because like when I think about this idea of really how do you teach other people why you are uniquely awesome, the first step is you have to believe in you. And I want that for you. And maybe I got the wrong part out of the question, but I want you to believe in you because clearly other people do.

Joanna Bloor: [01:17:40](#)

I totally get the, oh, but if I screw up I will disappoint them, narrative. As women we are brought up to be perfect, perfect, perfect our entire careers, right? And messing up is not allowed. Yes, it is, by the way. But I sit here and say what they're interested in and what they're excited about is your potential and not necessarily your past. And so going back to your sponsors and saying, clearly you see something I don't see or something that makes me nervous, can we have a conversation about my potential? Because I need to be able to see what it is and believe in it so that I can actually act on it. Because if you believe it and I don't act, then nothing happens. I think that would be an amazing conversation. Have a conversation about your potential.

Joanna Bloor: [01:18:31](#)

And, oh, yeah. Have a conversation about why they think you're awesome because clearly that might help you navigate through. And they're going to love it, I promise you. There's nothing, and I say this because I know you all know this is true, we are all mentors, we are all amplifiers, we

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are all mirrors in our work and we do it because there's nothing more beautiful than showing somebody else that they are a beautiful person, nothing. And when somebody has a sponsor specifically, they've chosen you rather than you choosing them, and what they are hoping is that your potential will manifest. And so I sit here and say, "How can we give them the opportunity to make that happen?" So go ask them, it'll be fine. They'll be super excited.

Joanna Bloor: [01:19:17](#)

Okay, we're going to have to stop there. For those of you that have other questions or want to reach out or any of those sorts of things, clearly I have buckets and buckets and buckets of energy on this. I'm also more than happy to come in and talk to organisations. We have all sorts of things that we do, but here are a couple of things that I want to leave you with before I let you go.

Joanna Bloor: [01:19:40](#)

One, as you are navigating this world, especially because the rule book has been thrown out the window in 2020, there are no more rules, we get to make them all up, it's super fun, but how do you make it easy for people to say, "Yes"? While your work and everything that you do is about you, just remember it's about them. And then second of all, and Heather, thanks for your question, just remember that the balance that you are going through, the success path is not this everything has to be up into the right world that we all think we have to live in, I believe that the thing to go for is actually that balance of am I confident about who I am and why I am uniquely awesome, and do other people recognise who

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that is so that I can make space for what is exciting and different and what I am curious about in the future. Because I believe those are the two.

Joanna Bloor: [01:20:40](#)

Confidence and curiosity, when you have those in balance, then all the good things. You have to have that confidence about who you are and what is it you want to be to be able to start mapping that forward. And then last but not least on this, if there is anything that you take from this presentation is that the first time you connect with somebody, the first time you say, "Hello," you have an opportunity to create shenanigans in the future with them. And so while saying something a little different might be a little scary to begin with, I sit here and say a hello could turn into future magic. And don't you want to tap into that? Just a thought on there. I challenge you all to go out there and do it.

Joanna Bloor: [01:21:26](#)

So, questions again, please feel free to drop us a line. You could also reach us at hello@theamplifylab.com. I am live on Fridays at noon Pacific time. If you go to joannabloor.com, you can find out the shows. We talk about all sorts of crazy things. I think next week we are talking about how to negotiate compensation. I have lots of bullets about negotiation. We talk about how to use graphics to talk about your brilliant brain. We have a different show every Friday. There's a lot more interaction. We will get to see each other, which is super fun. So, please feel free to join us there. Again, you can follow me at @JoannaBloor, Twitter, LinkedIn, and then

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obviously go to the joannabloor.com/wbecs link and find out more.

Joanna Bloor: [01:22:20](#)

Zion, thank you so much for inviting me. Debra, Claire, and Rhonda, you were amazing and thank you so much for being brave and volunteering. And for everybody else, I wish I could do everybody, but come to the show you might find that it happens. And big thanks to Kylie for doing this. So, thank you so much.

Zion Kim: [01:22:41](#)

Yeah. Thank you so much, Joanna. I know we received so much amazing feedback from everyone about the session.

Joanna Bloor: [01:22:51](#)

Thank you.

Zion Kim: [01:22:52](#)

You might've probably not seen it because the chat was blowing up and everyone was super engaged. That time people were just so excited about everything that you're sharing, and of course, each of the folks that clearly walked away with so much. I know that there's a sheet that you guys have and we're going to make sure that that will be sent to us, we will get that to you. For those of you that have been part of the membership you know exactly how you're going to receive that, so you will. And yeah, and all of the praises are still flowing in here.

Joanna Bloor: [01:23:29](#)

Don't close it out because I want to go back in and read.

Zion Kim: [01:23:32](#)

Yeah. Well, we'll download the chart for you so you can get all [crosstalk 01:23:38]-

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Joanna Bloor: [01:23:38](#) Oh, awesome. Thank you.

Zion Kim: [01:23:38](#) Yeah. So, everyone's just really appreciating it, Joanna. I mean, I knew the first time that we spoke that everyone was going to just benefit so much from today's session and of course they did. And it's just so, so, so, so much fun.

Joanna Bloor: [01:23:53](#) Awesome. Well, thank you so much, and have a wonderful rest of your day folks.

Zion Kim: [01:23:59](#) Amazing. Everyone thank you so much for being here today. Yeah, again, there's so many other places that you guys could have been, but you chose to spend it with us, and thank you for just playing full out and for being here with us. And [Rusty 01:24:15] and [Zee 01:24:18] if we could just get the chat log and make sure that we get that uploaded as part of the resources as well, then we will make sure that we do that.

Zion Kim: [01:24:26](#) And for those of you that don't know, I have a Q and A session that I will be hosting myself inside of, I think next week. So, if you are not signed up for that, then please make sure that you join us. That will be on the 28th at 11:00 AM Eastern time and... Oh, a little bit late. 7 o'clock Eastern time. Definitely make sure that you can join us for those. And again, one more thank you for Joanna and Kylie for your support of today's session. And I will see everyone very, very soon. Have a very good morning, good afternoon, and good evening, and thank you so much. Have an amazing day.

Joanna Bloor: [01:25:07](#) Thank you.

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