



SmartTribes®  
INSTITUTE  
*fuel your tribe*

## SmartTribes Quick Reference Guide

### FOR 30 YEARS

leaders have partnered with STI to ensure predictable revenue, engaged & passionate cultures and highly profitable growth.

The potent neuroscience techniques STI teaches are easy to learn and immediately applicable to help leaders expand their vision, powerfully influence outcomes, and see into blind spots.

Organizations of all sizes count on STI—from the White House to 700 of the Fortune 1000 to 300 mid-market and emerging growth companies.

## Why You Want a SmartTribe

Productivity up 35-50%,  
67-100% more  
emotionally engaged

Sales closed up to 50%  
faster, 44%+ more of  
pipeline closed

Revenues and profits  
increase up to 210%  
annually

Marketing demand  
generation increases  
300%+

**415-320-6580** [www.SmartTribesInstitute.com](http://www.SmartTribesInstitute.com)  
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# Rave Reviews



“Christine is super-high bandwidth.” **Bill Gates**

“Now we clearly see what we’re not doing, what we can be doing, and how exactly to do it to get the increased results we want. Our team is jazzed—it’s as if the lights have been turned on bright and we can see farther and with greater detail.” **John Gorski**, CEO NAMSA

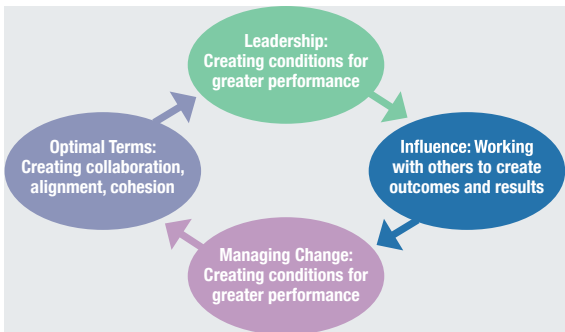
“24 hours after our company-wide training by STI we had **over 33% of our entire company ask for more responsibility** and to have the bar raised on their leadership contribution. The increase in our leaders’ level of accountability, influence, focus, clarity in communication, and sustainable results is *profound*.” **Rick Thompson**, VP Talent & Administration, Rising Medical

“Christine provided tremendous take home value at our forum retreat. We gave her a complex set of challenges, both business and personal, and she skillfully and compassionately navigated them all. What moved me most was her depth of experience—from resolving conflicts, to deeply enrolling and intrinsically motivating others, to compensating sales forces, to building teams that can be relied on. Her 30 years of helping to grow some of the most successful businesses in the world truly shines through.” **Dan Weingart**, YPO San Antonio President and CEO The Alisam Group

“In less than 120 days we closed the largest deal in our company’s history using the strategy Christine and I created together. I know what’s going to happen next—we’ll exceed our sales quota. Again. This is now how we roll.” **Sharon MacDonald**, CEO, Model 55

# Leadership Tools

## Key Components of Growth



## The Accountability Equation



## Conversations & Feedback

### FEEDBACK FRAME

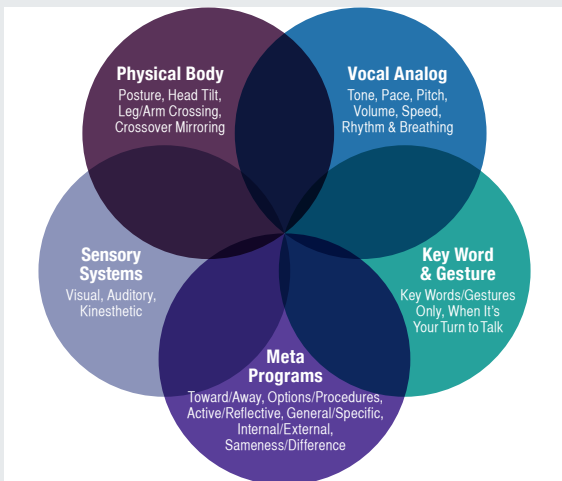
- What's working is \_\_\_\_\_
- What I'd like to see more of is \_\_\_\_\_

### 4 CONVERSATIONS (be curious!)

- Are you OK?
- Is there too much on your plate?
- Is this role not the right fit for you?
- Do you really want to work here?

# Sales & Marketing Tools

## Rapport Building Techniques



## Outcome Frame

### 1. What would you like?

(positive outcome you can create and maintain)

### 2. What will having that do for you?

(benefits and how you'll feel)

### 3. How will you know when you have it?

(proof/criteria so you'll know you got it)

### 4. Where, when, with whom do you want this?

(timing/who else/scope)

### 5. What of value might you risk or lose/ what side effects may occur?

(what might you have to let go of, what might change)

### 6. What are your next steps?

(get in action)

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# Culture & Talent Tools

## SmartTribe Communication

**SAFETY:** “You are doing everything correctly, thanks for stretching! I’ve got your back. Reach out to me if I can provide any clarity, brainstorming, support of any kind.”

**BELONGING:** “I’m so glad you’re on the team. It’s great to have you here. Who could you bring into the loop or mentor to help them succeed too, and to expand our tribe?”

**MATTERING:** “You’re my top pick to run this project—I totally trust and appreciate you and your contributions and gifts. How can I help you shine?”

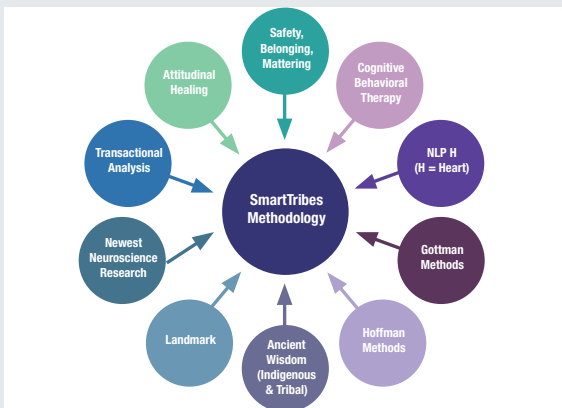
## Maslow’s Hierarchy of Needs



# Would You Like...

- Revenues and profits increased by up to 210% annually
- Employees 35-50% more productive
- Emotional engagement increased by 67-100%
- Sales closed up to 50% faster
- Marketing demand generation increased 300%+

## SmartTribes Methodology



## What Will Make The Difference For You?

Contact us today to discover which SmartTribes Institute services will benefit you first:

- Leadership & Accountability Boosting
- Culture & Talent Optimization
- Sales & Marketing Intensive
- Coaching, Keynotes, Assessments & Intensives
- Proven Processes in SmartTribes Playbook

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