

Mindset

**Choose your mindset before it
chooses you!**

Disruption

A disturbance or problem that interrupts an event, activity or process.

OR

When what we thought we knew (about someone, something, ourselves or the world) begins to appear a lot less certain.

Synonymous to “interruption” which has a largely negative connotation.

But does it need to be???



Mindset

- Established set of attitudes and beliefs
- “Habits of mind” formed by previous experiences
- The way we sort out what is going on and what we should do

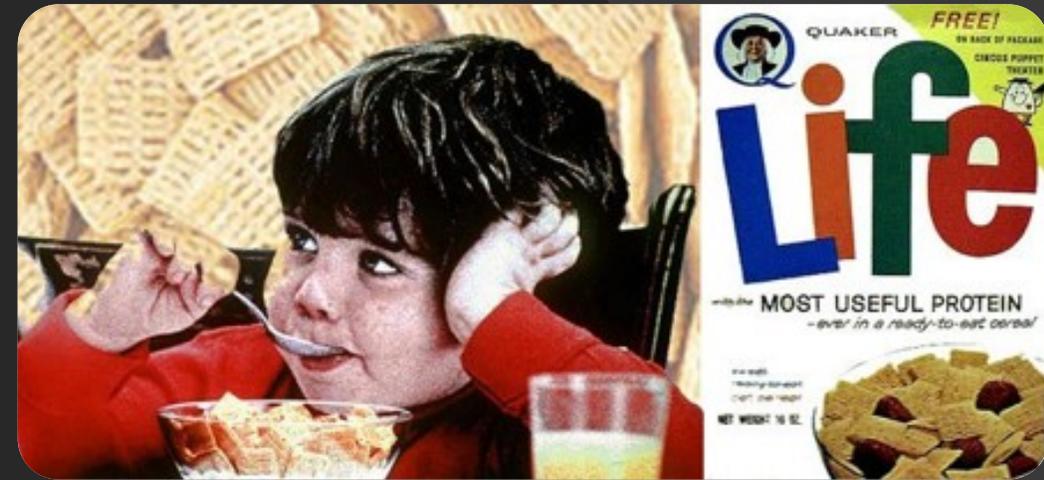
What you think consistently has a direct impact on your behavior, and not the other way around. A seemingly small thing that makes a huge difference!



**CHANGE
YOUR
THOUGHTS
AND YOU WILL
CHANGE
YOUR WORLD**

Bottom line ... COVID-19 has forced our hand to think and act differently

- Our families are experiencing many online “firsts” right now
 - Family Zoom meetings
 - Telemedicine/online doctor visits
 - Online grocery shopping with home delivery
 - Online order with curbside pickup
 - Online lunch and dinner orders
 - Drive-by parades to celebrate birthdays, graduations, proms, etc.
 - Virtual church attendance
 - Displaying signs of affection and caring to loved ones through windows, etc.
- It’s the perfect time to act. You will never have more marketplace grace than you have right now.





What we thought would not work 2 to 3 months ago is becoming a new norm!

- Funeral homes with drive through viewings and services
- Graveside services in which participants stay in their cars
- Prayers from an off-site minister/priest with displayed emailed-in condolences from loved ones who couldn't attend
- Multiple services for the family of the deceased
- Meeting with families via Zoom, Facetime, etc.
- Getting contracts signed via online signatures
- Conducting virtual group presentations



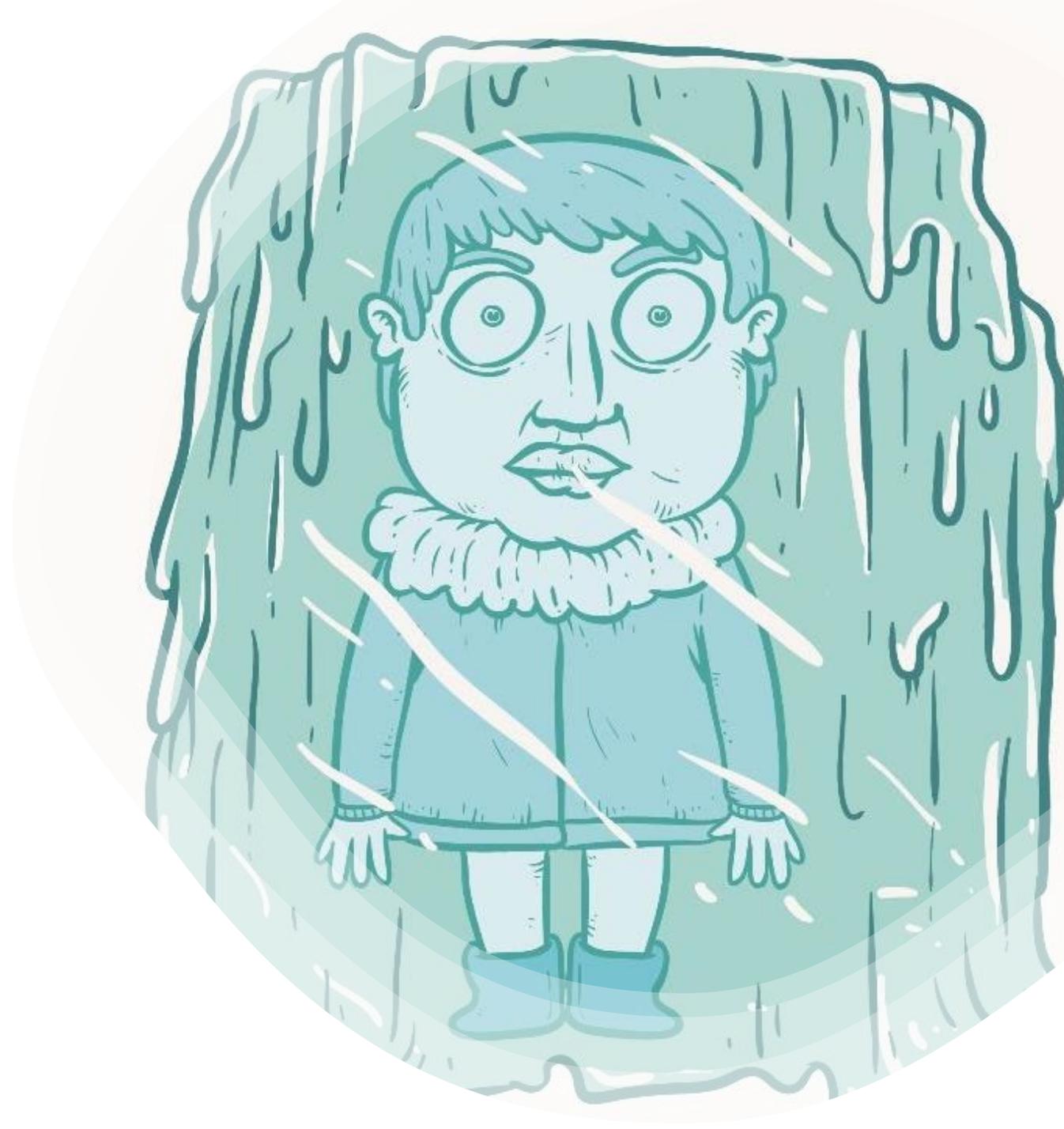
Mindset! Choose it before it
chooses you!

- Life itself is unpredictable, personal and professional disruption is inevitable
- Learning to embrace disruption allows you to harness it as a tool for personal and professional growth!
- Even if you feel like life is a “rickety bridge”!

You might feel like
this:

Frozen in place! Not knowing
if or how you should go
forward or backward, right or
left, up or down.

So, how do you “melt the
ice”!?





Unfreeze

Determine what needs to change and why.



Change

Determine the how.

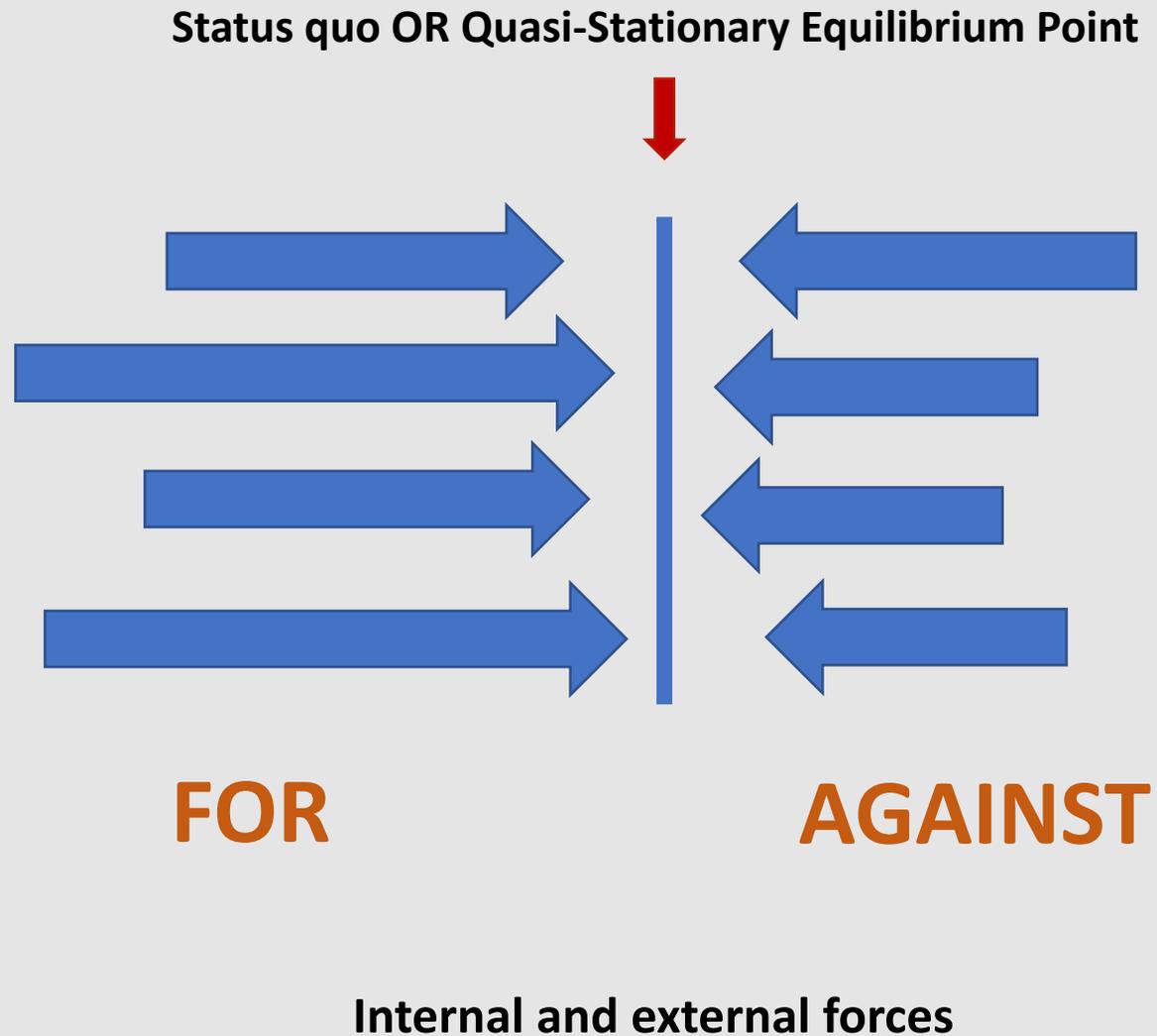


Refreeze

Reinforce the changed behavior.

Change occurs when the forces FOR change are greater than those against it.

When the forces are equal, change does not occur.





So, if our mindset impacts how we behave (and that is a proven psychological fact, by the way!) ... then it makes sense to start with what is in our mind!

TRY!!

How do you feel
about
disruption?

- Fearful
- Anxious
- Closed minded
- Uncertain
- Insecure

- Excited
- Opportunity
- Open minded
- Curious
- Confident

Fight or
flight:
Reactions to
disruption

- Deny the need to change because “this can’t be happening!?”
- If I just wait, it will go away.
- Blame others for what is going on – rationalize or make excuses.
- **Shut down because we have trouble digesting the change. Our brains go “Wait ... too much information to process ... shutting down to conserve resources!”**
- Pushback because it is uncomfortable.
- Refuse to change.

Thinking, consciously or unconsciously...we often don't know WHY we make the choices we do. We have to "dive below the iceberg!"

Families don't want to meet with me now/don't want to do anything right now – especially plan (or pay for) a funeral!

Families don't want to meet virtually/are not comfortable meeting virtually.

Online sales and digital communication or interactions are impersonal and represent a lower level of service.

I am not comfortable with technology – what if something goes wrong?!

I am not sure what I have to offer is of value.

The WHY: Meet our families where they are! It's not about us!

- Customers have become more comfortable with virtual platforms for new options to “visit” - this represents a new level of service and CHOICE.
- Convenience, simplicity and communication preference: again ... CHOICE. Forcing a communication path onto a family results in lower customer satisfaction and less sales.
- Why not NOW? What happens when we know of someone or hear about death? We are experiencing uncertainty right now so why not take care of one of those certainties in life.
- Education is always valuable. Kindness and caring are priceless. And you care about your families because what you do is important to their (and their families) mental, emotional and financial well-being.
- It's the perfect time to act and TRY something new to you. You will never have more grace than you have right now.



Start with something that you can easily do! Something that is of value to your families ... and to you.

Appointments:

- Mrs. Jones, we have been doing some very exciting things in the way we meet with families. I have been having very productive meetings with my families who want to meet virtually from the comfort and convenience of their homes ... ”
- “Mrs. Jones, would you prefer I confirm our appointment with a text, a telephone call or an email?”

Convey to them this as normal! They have CHOICE!

Ok, I know trying something new is uncomfortable! Change often is...



Technology: A Disruptive Force

Remember...

- Encyclopedia sets?
- Pay phone?
- Phone books?
- Record shops?
- Book stores?
- GPS devices?
- Blockbuster video?

Replaced by...

- Wikipedia
- Cell phone
- Google, websites
- iTunes
- Kindle/iPad
- Smartphone
- Netflix



The way we meet, interact and share information has changed...

- And has been changing, but the need for us to make that change has accelerated ...
- What is at stake?
Remaining relevant!

Making the change stick!

- **Mindset is powerful:** Stay connected with your purpose
- Understand your priorities to focus only on what is important
- *Listen to hear what others are contributing to gain new insights*
- *Adopt and integrate your learnings to progress*
- Close what you want to let go and accept the loss that comes with choice to move on
- Take courageous decisions and be prepared to move forward step-by-step



Resources: Grow and Learn!!

- Reach out and get an “accountability buddy” to help you set (or reset) goals (contact don.strickland for more information!)
- Learn from others by going to SharePoint or OA Resource Libraries
- Look for our new Sales Resource Page (off the FDLIC website)
- Reach out to your peers, FDLIC Learning and Development Team, your ASM, or sales manager for help
- Read a sales book (we have recommendations!) to become a student of the game!

**You have power over your
mind - not outside events.
Realize this, and you will
find strength.**



Questions?

