



The CPD Fest 2020

Asking Better Questions Who Not How

Presenter:

Des O'Neill – OmniPro

Sponsored by :-



Core Technical Online CPD for Irish Accountants
Tax, Audit, Financial Reporting, Insolvency, Company Law, Regulation,
Management Accounting & Business Skills



OmniPro Education & Training
Main Street, Ferns, Enniscorthy, Co. Wexford
053 910 0000
www.omnipro.ie info@omnipro.ie



Table of Contents:

Asking Better Questions Who Not How Presentation	1
The WHO Transformer Tool.....	8
The 6 Step Success Path.....	9
What is Your Number	10
Your Unique Ability	11
Sample Organisation Chart	12
The Inventory Tracker.....	13
Who Hunting.....	14
Routines and Rituals	19
The Strategy Creator.....	20

www.CPDStore.com

**Core Technical Online CPD for Irish Accountants
Tax, Audit, Financial Reporting, Insolvency, Company Law, Regulation,
Management Accounting & Business Skills**



PROFIT PRO

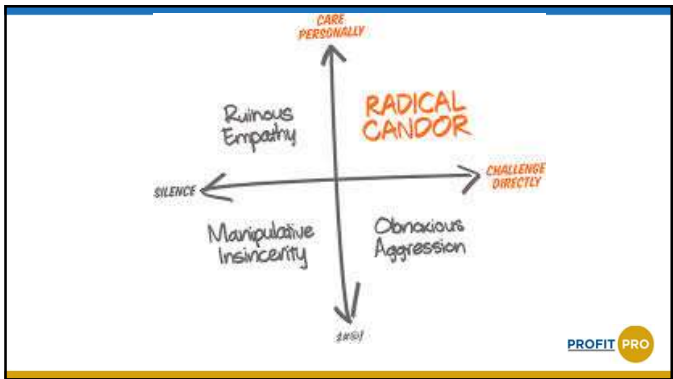
Asking Better Questions – Think Who not How

ProfitCon – Session 2
Friday 18th of December

1



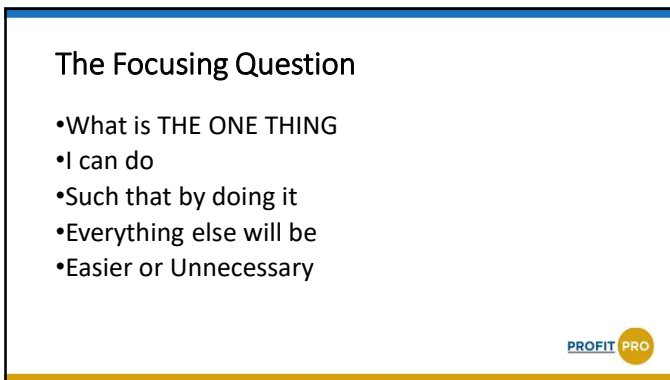
2



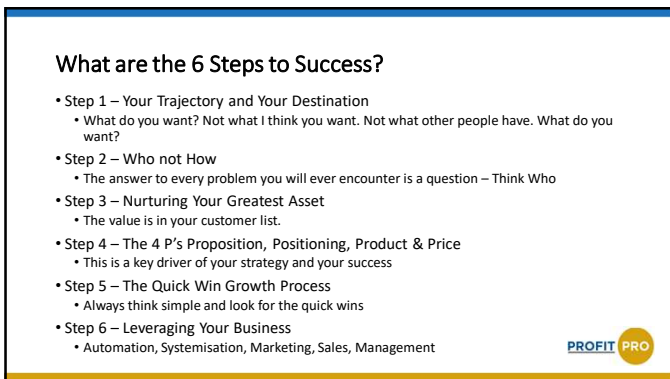
3



4




5



6

It Starts with Brutal Honesty

- What's your number?
- Your real number?
- What are you good at?
- What are you really good at?
- What are you exceptional at?
- What is your unique ability?
- What do you do all day?
- What does everyone else do all day?



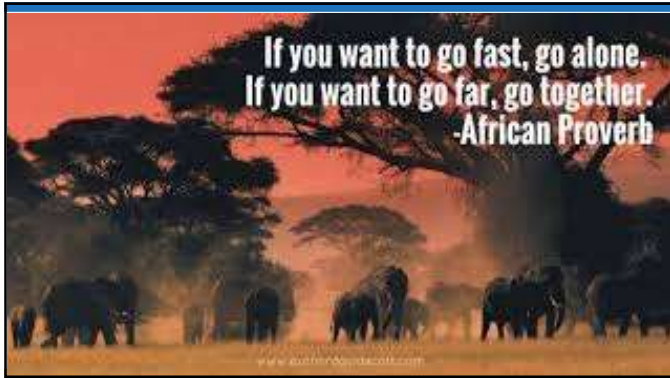
7



8



9



10

Ask Yourself a Better-Quality Question – Think Who Not How

- The most talented players need a team
- Results not effort are the name of the game
- What are YOU trying to accomplish?
- Do you have the Whos who can help you go further than if you go it alone?
- As a culture. As a society. As a profession – Focus on How
- How results in working in isolation
- How brings everything back on your shoulders
- Don't ask How – Ask Who

PROFIT PRO

11

Don't Forget the Basics

- The E-Myth – Roles Responsibilities & KPIs
- Position contracts
- Deliverables
- The Recruitment and Management Process
- The Organisation Chart – Not names and people – Positions and deliverables
- The Inventory Tracker – Who does What

PROFIT PRO

12

Ask Yourself a Better Quality Question – Think Who Not How

- Whenever you imagine a bigger and better future - There is a problem
- You don't currently know how to achieve the goal because its bigger and better than your current situation and capabilities
- Society teaches us that we need to do everything ourselves - help from others is cheating - How do I achieve this goal?
- If it is not down to just me. Not frustrating. Instantly achieve bigger and more powerful results.
- You in your unique ability working with Who's who are working in their unique ability.



13

Ask Yourself a Better Quality Question – Think Who Not How

- Why does delegating not work as well – somebody is not as good as me
- You can only delegate tasks. You can not delegate hearts and minds.
- Whoing is about collaboration and sharing up not delegation down
- The Who benefits as much from the outcome as you do
- Whoing is giving.
- You have an obligation to Who to get a better result



14

What about you the WHO? Why?


- Let's not forget the most important thing
- Who do you need to be to attract the Who's?
- How do you need to think and behave to be the Who Leader you need to be?
- Why are you doing this in the first place?
- Why is any of this important?
- What is your personal purpose and how are you living that if you truly want to help others live theirs?
- The Seven Levels Deep – What's your Why



15

What are you going to do about? What's the plan Batman?

- Everything starts with strategy. What is your who strategy?
- Make it simple
- Strategy starts with self assessment – Where am I now
- Strategy continues with a vision – Where do I want to be
- Strategy happens with action – What am I going to do#
- You don't have to see the top of the stairs to take the first step
- First next steps




16

Questions for you to ask Yourself

- What is the ONE Thing I can do today such that by doing it will make everything else easier or unnecessary?


- If we were meeting here three years from today — and you were to look back over those three years to today — what has to have happened during that period, both personally and professionally, for you to feel happy about your progress?



17

The ProfitPro Why

Our core belief is simply this: Accountants can and do change lives, so we get up every morning to bring them tools, advice and training so that they can build outstanding businesses for themselves and their clients too. In this way we change lives communities and our world. We would love to do that together with you



18

Why Des O'Neill?

The Des O'Neill Why

I wake up every morning driven to realise my own true potential in life and in business. In realising my own potential I inspire & motivate others to do the same. Together we change the world.



THE TRANSFORMER TOOL

The Experience You Want to Transform

1. Briefly describe the experience you'd like to improve and learn from

2. WHAT'S WORKING? WHAT WORKED

3. WHAT'S NOT? WHAT DIDN'T?

4. IMPROVEMENT

5. ACTION

Knowing what you know now, how could you enhance or refine this experience?

What would produce a much more strategic, successful and satisfying experience in the future?

1.

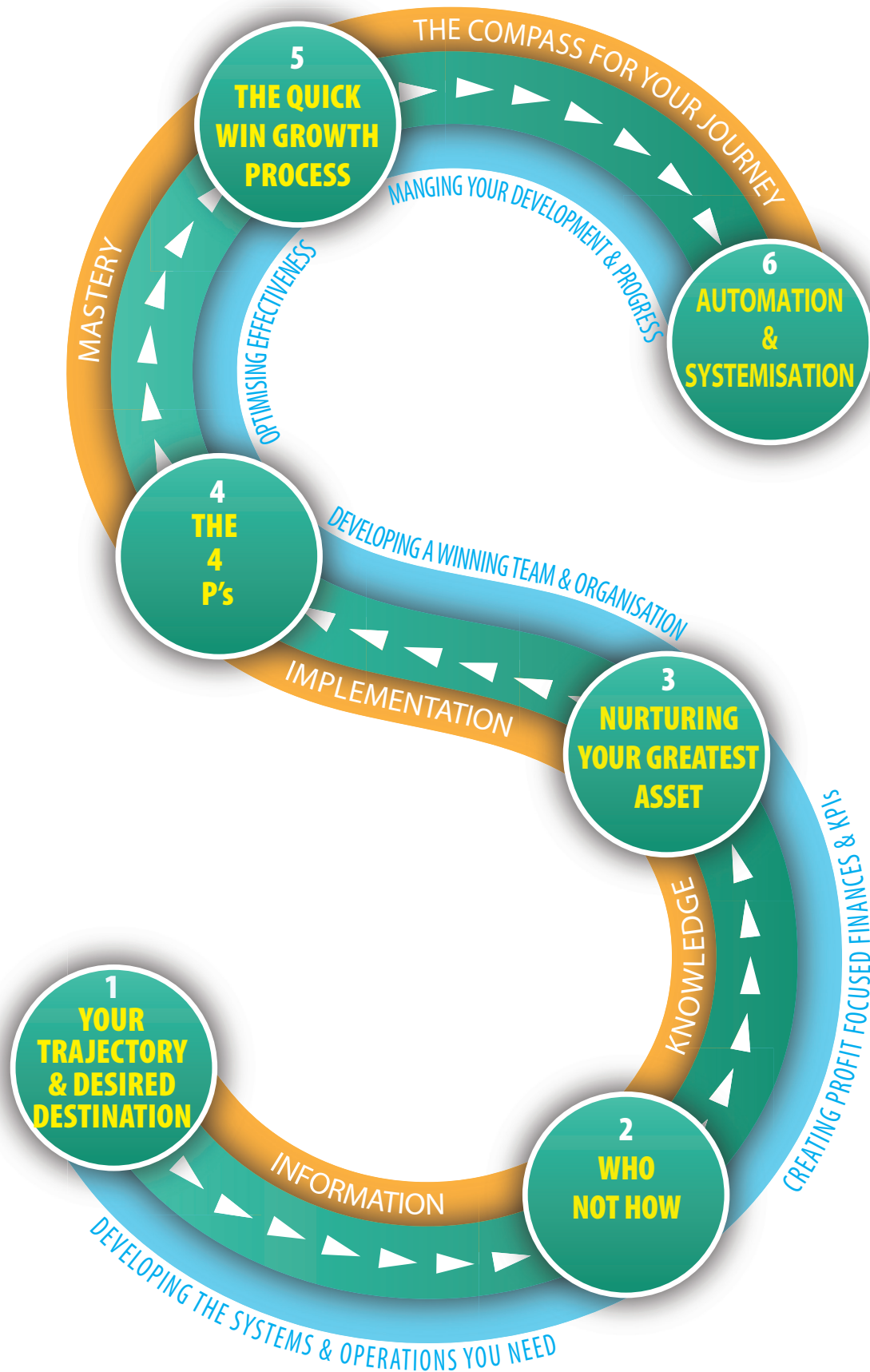
2.

3.

4.

5.

6-Step Success Path



WHAT'S YOUR NUMBER?



CALCULATE YOUR NUMBER		
1.	TOTAL GROSS PROFIT/SALARY/BONUS IN LAST FULL YEAR	
	TOTAL NET PROFIT/SALARY/BONUS AFTER TAX	
2.	IN LAST FULL YEAR TOTAL LODGED TO PERSONAL BANK ACCOUNT	
3.	TOTAL HOURS WORKED LAST YEAR	
4.	2 DIVIDED BY 3 = YOUR NUMBER	
5.	SATISFACTION WITH YOUR NUMBER ON A SCALE OF 1 TO 10 WHERE 1 IS DEVASTATED, 10 IS ECSTATIC	
6.	WHAT YOU BELIEVE YOUR NUMBER SHOULD BE	

If you are not happy with your number you need to optimise your pricing. Clients take quality of service from accountants for granted. They expect good service. They are not buying time. They are buying your expertise and your intellectual capital. There is no standard price for intellectual capital and your expertise, in the same way as there is no standard price for on ideas.

THE UNIQUE ABILITY ADVANTAGE

UNIQUE ABILITY ACTIVITIES	EXCELLENT ACTIVITIES
Superior Skill Passion Energy Never-Ending Improvement	Superior Skill Reputation No Passion Teamwork

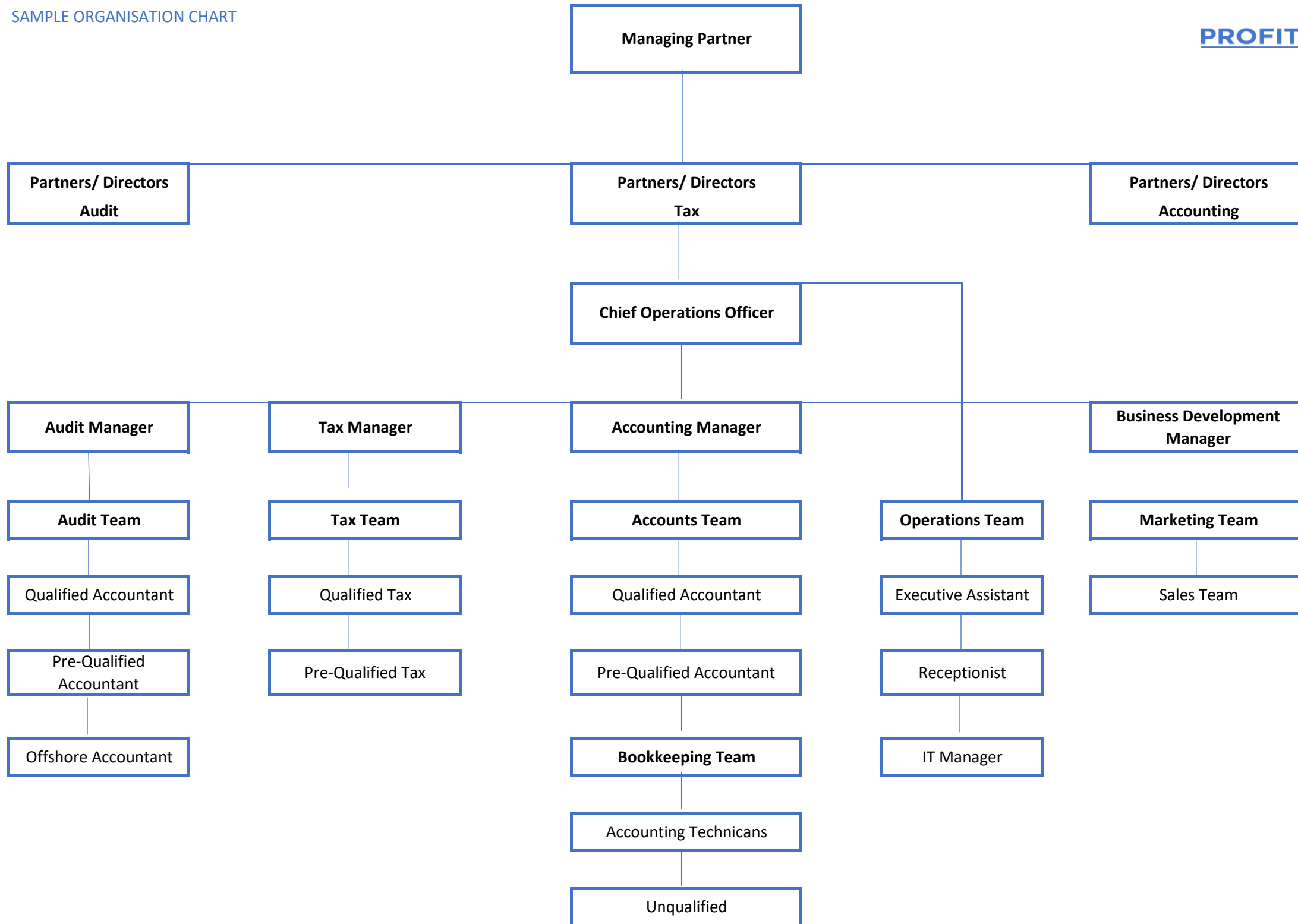
COMPETENT ACTIVITIES	%	INCOMPETENT ACTIVITIES	%
Meet Minimum Standards Competition Anxiety Repetition		Failure Conflict Frustrations Stress	

THE UNIQUE ABILITY ACTION PLAN			
IMPROVEMENT IDEA	BENEFIT	SPECIFIC ACTION	DEADLINE DATE
1.			
2.			
3.			
4.			
5.			

Name:

Date

SAMPLE ORGANISATION CHART





The Inventory Tracker

List the types of things you do while working in your business, for example, open the post, meet with managers, call clients, do technical work, strategize to solve client issues, determine new business strategies, delegate, and so forte. Be as specific and comprehensive as possible.

Activity	Frequency (Daily, Weekly, Monthly)	Time Spent	%
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			
11			
12			
13			
14			
15			
16			
17			
18			
19			
20			

WHO HUNTING

PART 1 – GENERATING IDEAS

Who is the ONE person which I can recruit that will make everything else easier or unnecessary?

Describe the Role or Job Title

Are they an internal WHO or an external WHO?
 (Internal someone on your team. External WHO someone who can help you and your team get a result)

Internal Who	External Who

What is the role that they will fulfil?

What are the 5 Things that they will excel at?

1.

2.

3.

4.

5.

What is their experience?

What are their qualifications

WHO HUNTING

How long have they been working in the role/field?

What else?

Where do they currently work?

Name business types or industries where you would find this person?

Who do they currently work with?

What type of people do they work with?

Name the professions of their work colleagues

Where do they hang out?

WHO HUNTING

Are they members of Associations or Institutes?
Are there interest groups relevant to their profession?
Who do I know that may know a WHO that knows a who?
Name 5 people I know that may know this person or type of person?
1.
2.
3.
4.
5.
What are the top 3 Actions that I can take right now to secure my WHO?
1.
2.
3.

PART 2 – TAKING ACTION

WHO HUNTING

Specific Who Hunting Activities	Yes	No
Look Inside First - Is there someone who could change rolls or take a step up?		
Direct Outreach	Yes	No
LinkedIn <ul style="list-style-type: none"> • Sales Navigator • General Search 		
Former Team Members		
Former 3rd Party Contacts		
Headhunt Bonus		
Networking	Yes	No
Existing Team		
Former Colleagues		
Former Employees		
Former Employers		
Former Lecturers / Educators		
Networkers / Connectors		
Headhunt Bonus		
Paid Activities	Yes	No
Recruitment Agents		
Jobs Boards		
Advertising		
Social Media Campaign		
Headhunting	Yes	No
Identify Possible Current Employers		
Visit Websites		
Identify Individuals		

WHO HUNTING

Social Media Search <ul style="list-style-type: none"> • Twitter • Instagram • LinkedIn • Facebook 		
Connection Search	Yes	No
Intro Request	Yes	No
What are the next 3 Steps I can take attract my next WHO?		
1.		
2.		
3.		



ROUTINES & RITUALS

KEY ROUTINES						
Meetings	Duration	Frequency	Current Habit		Required Habit	
			Y	N	Y	N
Partner Management Meetings	2-3 Hours	Monthly	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Operational Meetings	60 Minutes	Weekly	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Daily Huddles	5-15 Minutes	Daily	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Strategic Planning Meetings	Half Day	Quarterly	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ongoing Team HRM & Reviews	60 - 90 Minutes	Ongoing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Department Meetings if not included in Management Meeting Above						
			Current Habit		Required Habit	
			Y	N	Y	N
Finance Meetings / Dashboard Detail Review			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Business Deevlopment Meetings			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Marketing Meetings			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Technology			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

STRATEGY CREATOR



Name:

Date:

VISION GOAL	VISION RESULT

OPPOSITION/OBSTACLES	TRANSFORMATION/STRATEGIES

ACTION		