



# **EXAMPLE 2** A CONTRACT OF THE ADDRESS OF THE ADDRES

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How many of you feel your firm is in need of transformation?

How many think it's not possible?

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#### The Mindset of a Rainmaker

- How many of you have several great rainmakers in your firm?
- How would you describe the identity or mindset of those top performers?
- How would you describe the identity or mindset of your service partners?
- > Do you see the gap?
- Closing that gap is where your training and coaching resources should be focused.

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#### Focus on the P&L

- Pre 2008, having P&L mindset or identity wasn't widely found within firms. Only your rainmakers possessed it. Today, it is a business imperative for all partners and time keepers!!
- If you can change the thinking of your partners to think and identify with C Suite (and every client's P&L) your firm will thrive and kick your competitions' butt!!
- > If you don't, it will struggle, fail or get swallowed.
- > Being a C Suite executive IS an identity and mindset.

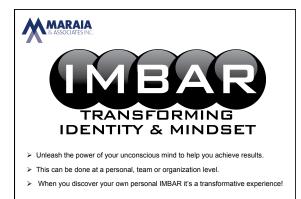
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#### Think Like the C Suite

- I'd suggest you only hire coaches who think like the C Suite.
- We've been urging clients for a decade to have as many contacts from the C Suite in your network as possible.
- > We also urge you to spend as much time with them as humanly possible.
- > Think of it as the poor man's approach to getting an MBA.

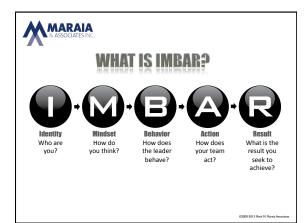
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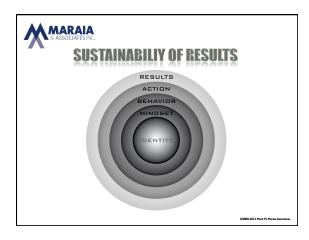




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### What is the identity of rainmakers?

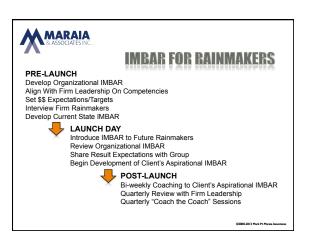
- > They think like C Suite/business people.
- > They operate from abundance or win win.
- > The possess a platinum grade network.
- > They have spiritual underpinnings to their success.

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### What is the mindset of rainmakers?

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- "I get jazzed from helping everyone that crosses my path."
- ➤ "This is FUN!!"
- > "There isn't anyone I can't help."
- ➢ "I love being the connector.



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The least effective leaders and coaches focus on behavior, action and results.

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The **most** effective leaders and coaches focus on mindset and identity.

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What has been your key takeaway from this session?

# & ASSOCIATES INC.

- Please send me an invitation to connect via LinkedIn. You can find my profile at <u>www.linkedin.com/in/markmaraia</u>
- > There are additional articles on our website at <u>www.markmaraia.com</u>
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