

GBA GEOPROFESSIONAL
BUSINESS
ASSOCIATION

2020 FALL CONFERENCE

A VIRTUAL EVENT

Recovery, Revitalization & Resurgence Beyond Crisis

OCTOBER 20-23, 2020

Friday, October 23, 2020

Beyond the Pivot: Four Investments Smart Teams Rely on During Uncertainty



Presenter

Jon Acuff

New York Times Bestselling Author

Moderator

Joel G. Carson

Executive Director

Geoprofessional Business Association



BEYOND THE PIVOT

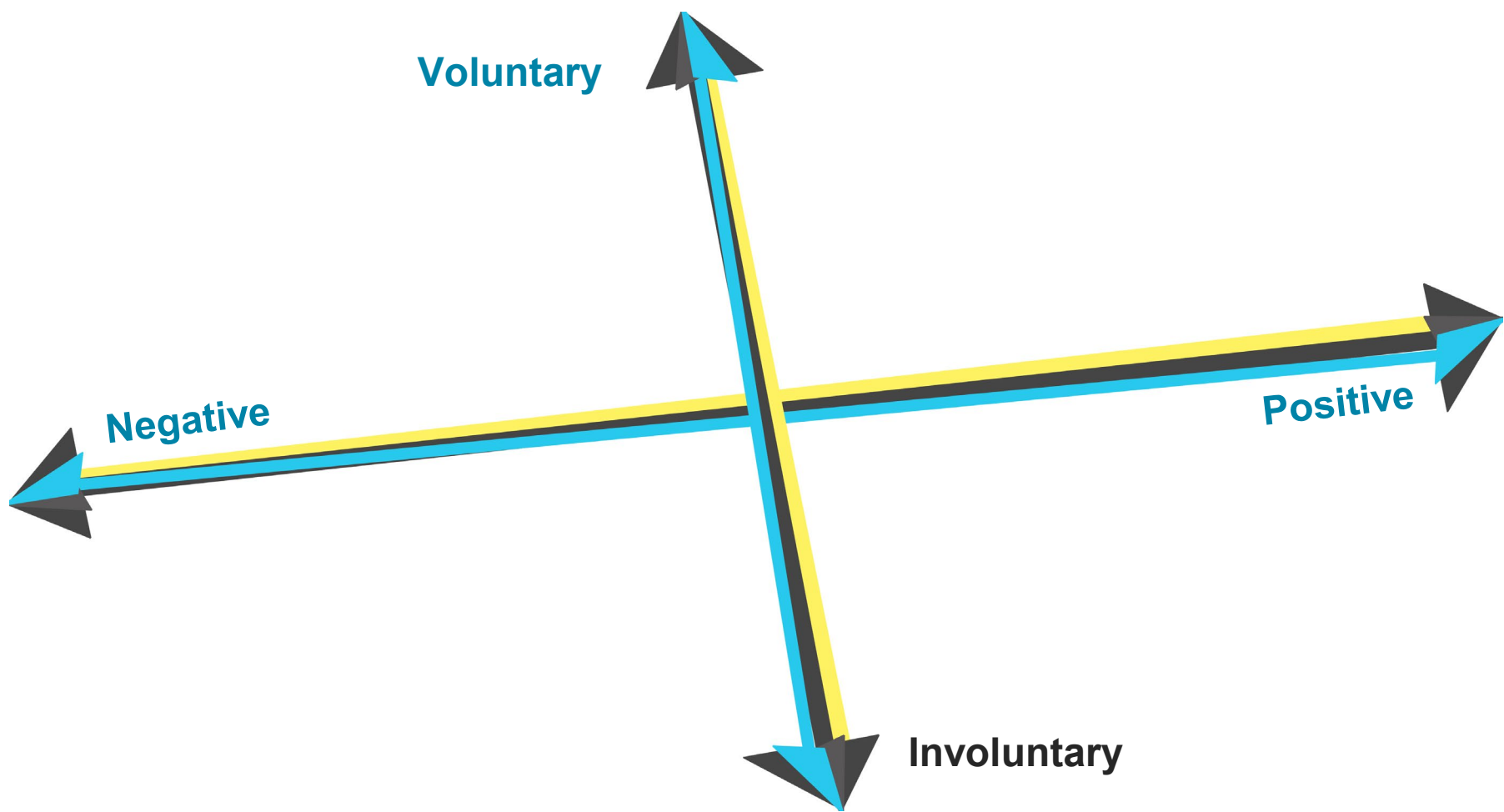


YOU CAN'T
PREDICT THE FUTURE,
**BUT YOU CAN
BUILD IT.**

Voluntary



Involuntary





CEILING

CEILING

BUMP

CEILING

JUMP

BUMP



CEILING



JUMP



BUMP



OPPORTUNITY

$$\begin{aligned} & \left(\begin{array}{c} \text{Relationships} \\ + \\ \text{Skills} \\ + \\ \text{Character} \end{array} \right) \\ & \times \\ & \text{Hustle} \\ & = \\ & \text{Career} \\ & \text{Savings} \\ & \text{Account} \end{aligned}$$





SKILLS
(ceiling)

SKILLS
(ceiling)

RELATIONSHIPS
(bump)

SKILLS
(ceiling)

CHARACTER
(jump)

RELATIONSHIPS
(bump)



SKILLS
(ceiling)



CHARACTER
(jump)



RELATIONSHIPS
(bump)



HUSTLE
(opportunity)

SKILLS

THE BRIDGE BETWEEN
AMATEUR AND EXPERT

3 SKILLS THAT HELP YOU PIVOT:

1. CRITICAL SKILLS

2. NEW SKILLS

3. CLASSIC SKILLS



CRITICAL SKILL:
WHAT'S YOUR
TAKEOUT SIGN?

NEW SKILL:
Today
IS SOMEDAY.



YOUTUBE.COM/AUTHORJONACUFF



A woman with long dark hair is holding a smartphone to her ear. The image is overlaid with a semi-transparent purple filter. Large white text is centered on the image.

CLASSIC SKILL:
USE THE PHONE
AS A PHONE.



WE'RE NOT JUST AFRAID OF CHANGE,

**WE'RE AFRAID OF
LOOKING FOOLISH.**

BE A TOURIST.

What do tourists have in common?

What do tourists have in common?

1.THEY ASK LOTS OF QUESTIONS.

What do tourists have in common?

1.THEY ASK LOTS OF QUESTIONS.

2.THEY DON'T PRETEND TO BE EXPERTS.

What do tourists have in common?

- 1.THEY ASK LOTS OF QUESTIONS.
- 2.THEY DON'T PRETEND TO BE EXPERTS.
- 3.THEY REQUEST HELP FROM EXPERTS.

What do tourists have in common?

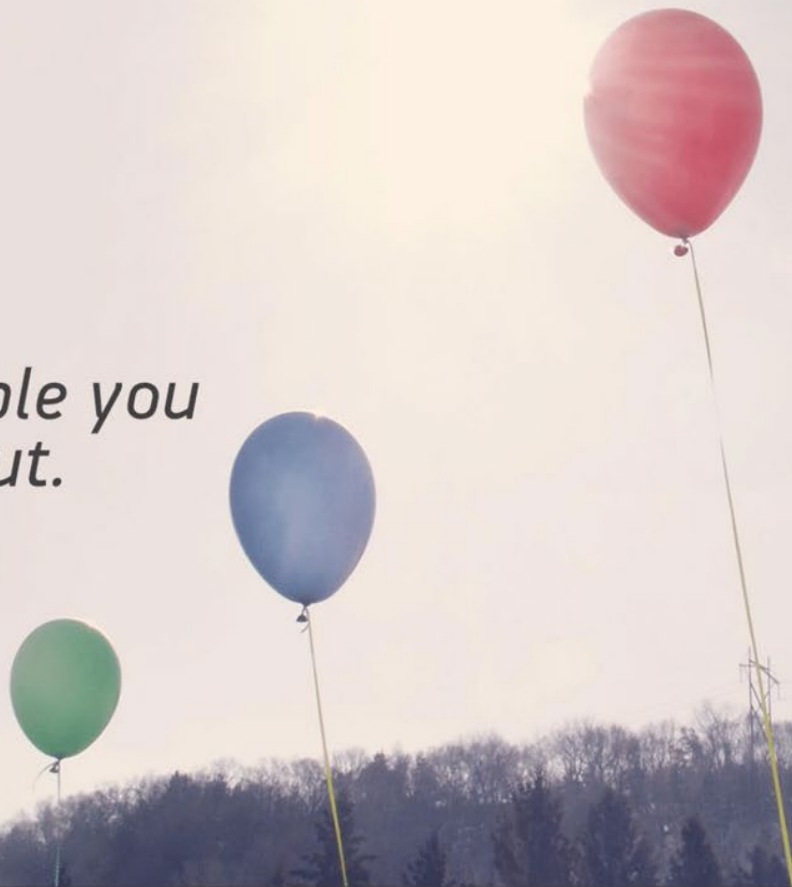
- 1.THEY ASK LOTS OF QUESTIONS.
- 2.THEY DON'T PRETEND TO BE EXPERTS.
- 3.THEY REQUEST HELP FROM EXPERTS.
- 4.THEY MAKE MISTAKES.

RELATIONSHIPS

EVERYONE ELSE WHO
IS ON THE ADVENTURE
WITH YOU

Care

*about what the people you
care about care about.*



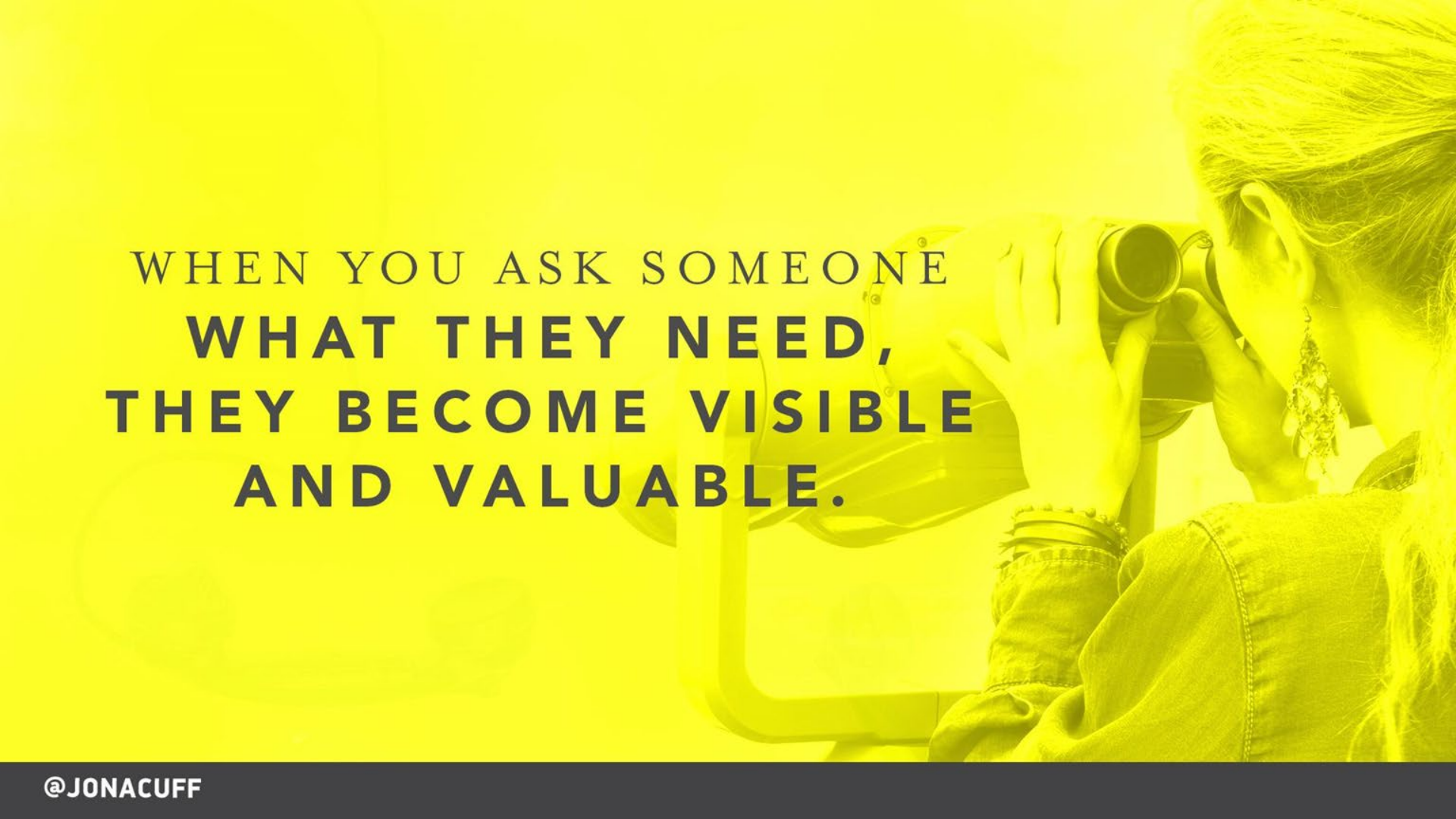
WHAT DO THE PEOPLE
YOU CARE ABOUT,
care about?



**CRISIS
MAGNIFIES
KINDNESS.**



**READ LESS MINDS.
ASK MORE QUESTIONS.**

A person with long blonde hair, wearing a denim jacket and a large earring, is seen from the side, looking through binoculars. The entire image is overlaid with a bright yellow color. The text is centered on the left side of the image.

WHEN YOU ASK SOMEONE
WHAT THEY NEED,
THEY BECOME VISIBLE
AND VALUABLE.

CHARACTER

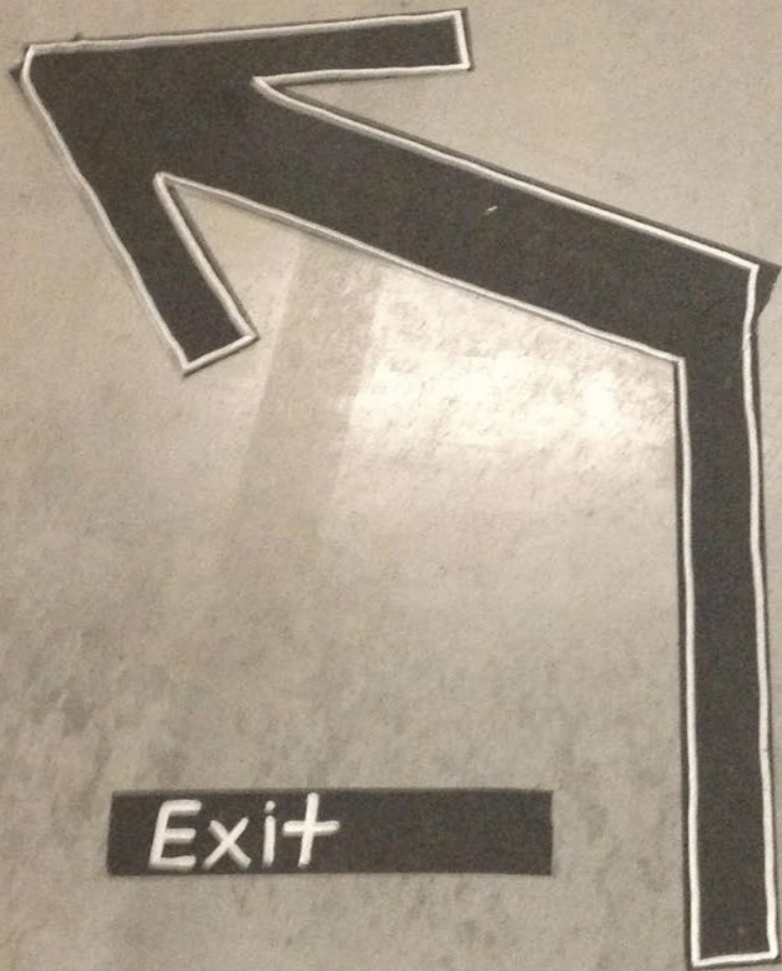
WHO YOU ARE

RESILIENCE

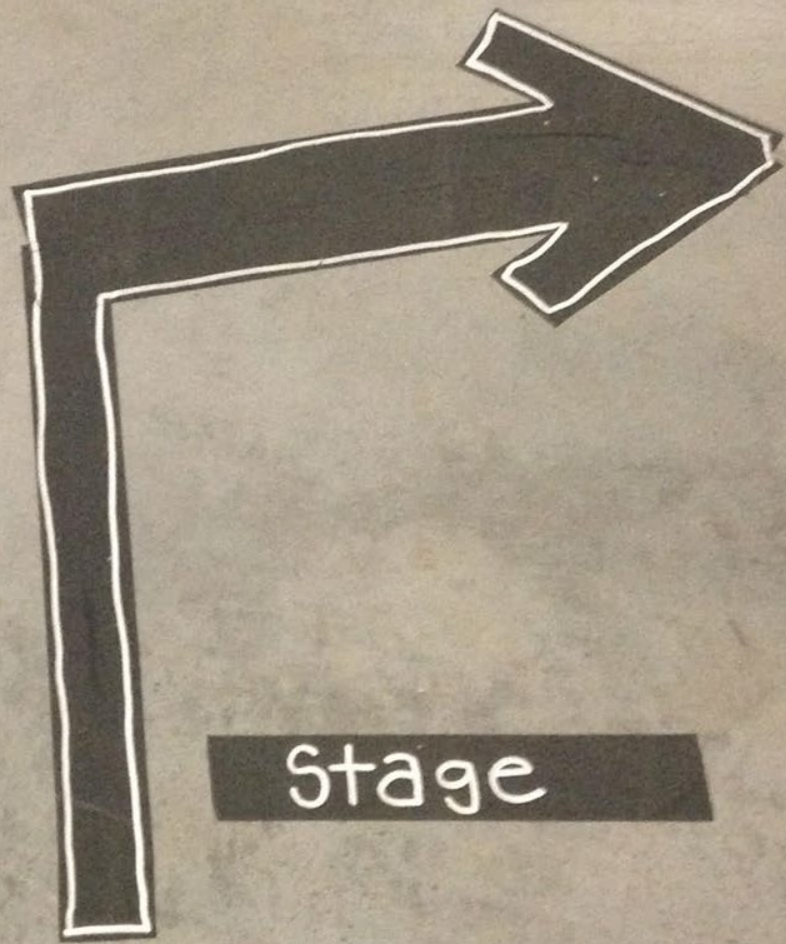
IS FORWARD MOTION DESPITE THE ABSENCE
OF COURAGE, COMFORT AND CLARITY.



BRAVERY IS A
CHOICE
— **NOT A** —
FEEELING



Exit



Stage

RESILIENCE
IS DIRECTLY TIED TO PURPOSE.

THE BIGGER YOUR
PURPOSE, THE BIGGER YOUR
RESILIENCE.

WHO ARE YOU DOING THIS VERY
difficult job for?

HUSTLE

AN ACT OF FOCUS,
NOT FRENZY



92% OF NEW YEAR'S
RESOLUTIONS FAIL.

Zeigarnik Effect -

You remember
incomplete goals more than
completed goals.

Goals you don't finish don't disappear.
**THEY BECOME GHOSTS
THAT HAUNT YOU.**





MAKE IT
FUN IF YOU
WANT IT DONE.

SMART GOALS

specific

measurable

attainable

realistic

time-bound



1. SATISFACTION – HOW YOU FEEL

***2. PERFORMANCE SUCCESS
– HOW YOU DID***



{NOTES}

31% increase
of satisfaction
46% increase
of performance
success.



Let's be honest,
KALE ISN'T FUN.

There are two types of motivation:

1. REWARD 2. FEAR



INSTAGRAM: @JONACUFF



LEADERS WHO HELP
OTHERS WIN GET TO BE
LEADERS FOR A LONG TIME.

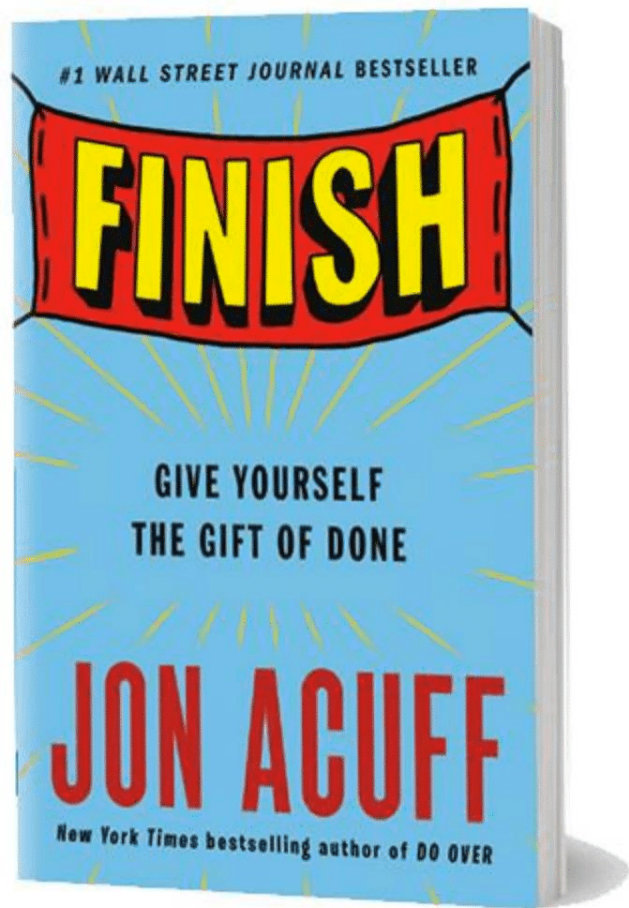
YOU ARE WHAT I CALL
***“ACCIDENTALLY
SUCCESSFUL.”***

A white sailboat with two sails is sailing on a deep blue ocean under a bright blue sky with scattered white clouds. The text 'YOU WERE MEANT TO DO MORE THAN FLOAT.' is overlaid in white serif font on the left side of the image.

YOU WERE MEANT TO DO
MORE THAN FLOAT.

$$\begin{aligned} & \left(\begin{array}{c} \text{Relationships} \\ + \\ \text{Skills} \\ + \\ \text{Character} \end{array} \right) \\ & \times \\ & \text{Hustle} \\ & = \\ & \text{Career} \\ & \text{Savings} \\ & \text{Account} \end{aligned}$$

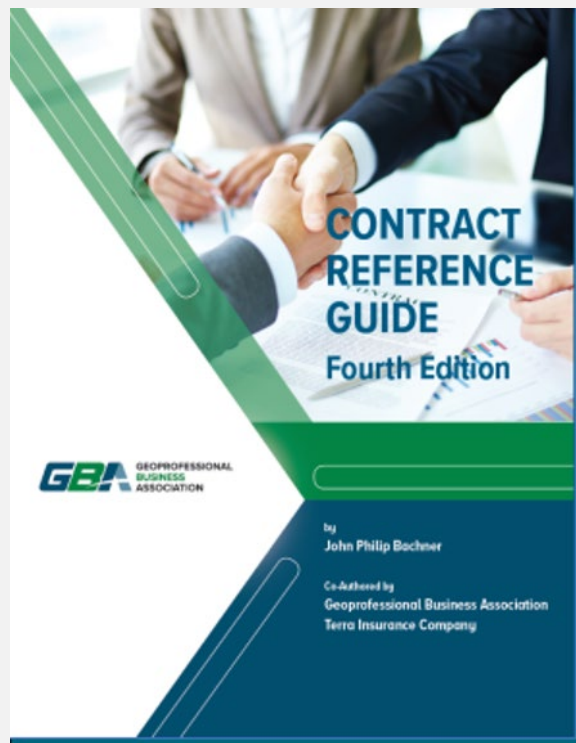




**TEXT
FINISHBOOK
TO 44222
FOR A FREE
CHAPTER OF
FINISH!**

Resources

www.geoprofessional.org/resources/



Future GBA Conferences



Learn more at www.geoprofessional.org