



NIVO

INNOVATE - GROW - EXCEL

Think Like A Caveman To Overcome Fear

March 5, 2023





SUCCESS

**HARD WORK
PERSISTENCE
LATE NIGHTS
REJECTIONS
SACRIFICES
DISCIPLINE
CRITICISM
DOUBTS
FAILURE
RISKS**

Key to Overcoming Fear:
Think Like a Caveman

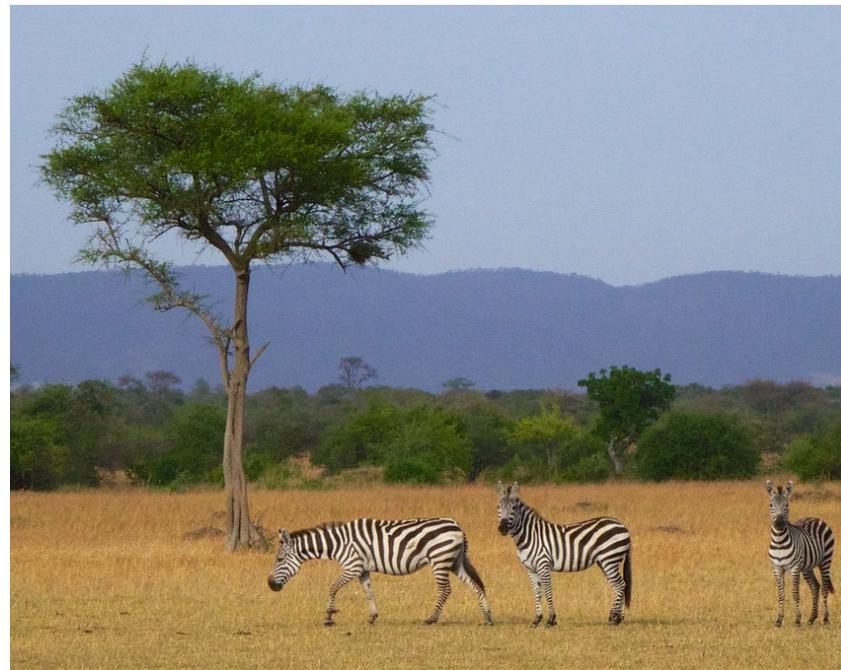
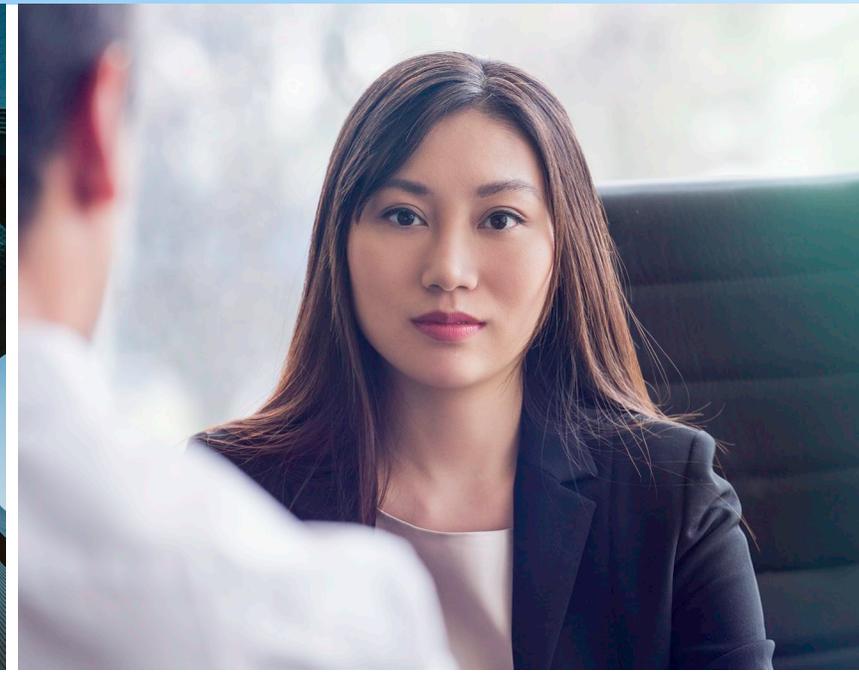
Agenda

- **Thinking Like a Caveman**
- **3 Areas**
 1. **Selling/Marketing Products or Services**
 2. **Managing Change**
 3. **Building Relationships**
- **Strategies - 3 C's**
 1. **Communications**
 2. **Consistency**
 3. **Community**

Part I

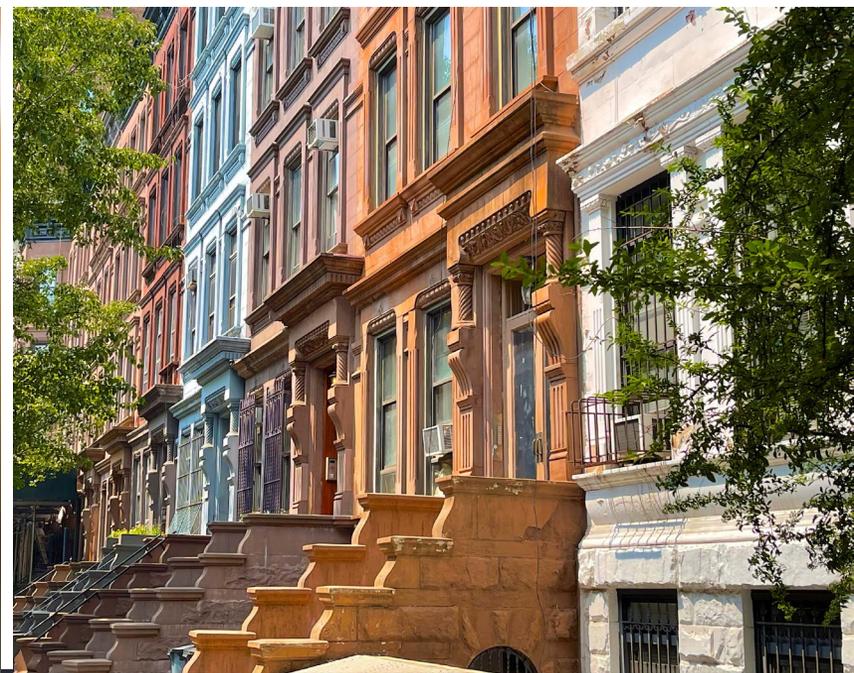
How to Think Like a Caveman

Imagine this...



Everyday, cavemen
had 1 singular goal:
To Survive!

We gravitate towards...



Commonalities

- Help us feel connected and safe!
- We are part of a tribe

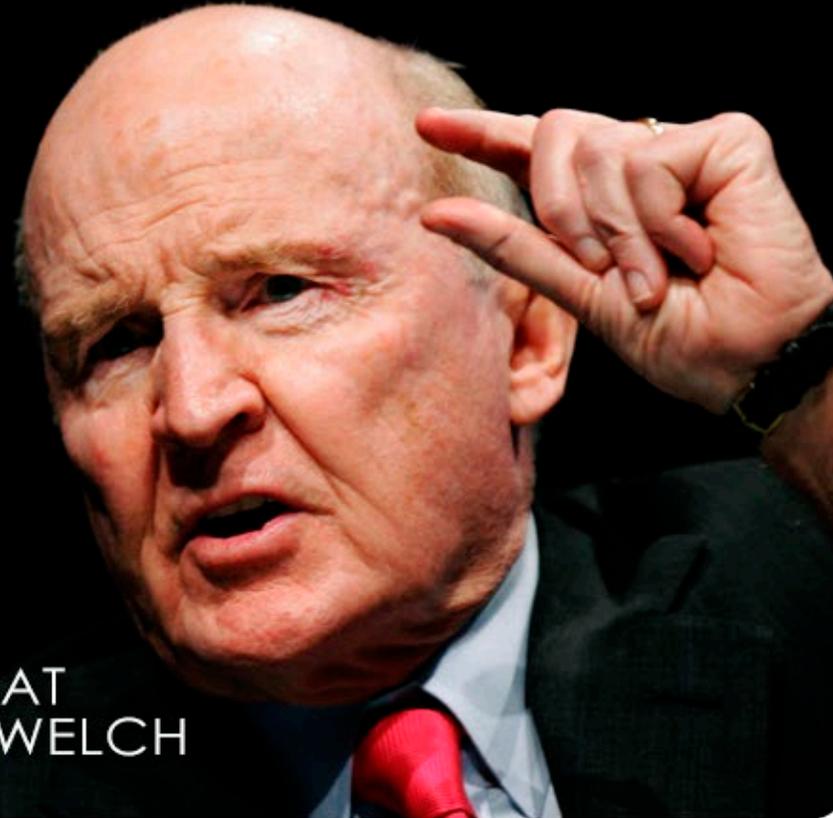
Fears will heighten

- Risk of survival
- Situation is unpredictable
- Situation is unknown
- Lose our sense of control

May 1st, 2013
The Bullvine

WHY YOU SHOULD GET RID OF THE BOTTOM 10%

LESSONS FROM THE GREAT
BUSINESS LEADER JACK WELCH



<https://www.thebullvine.com/management/rid-bottom-10/>

Part II

3 Areas of Application

3 Areas



Selling/Marketing



Managing Change



Relationships

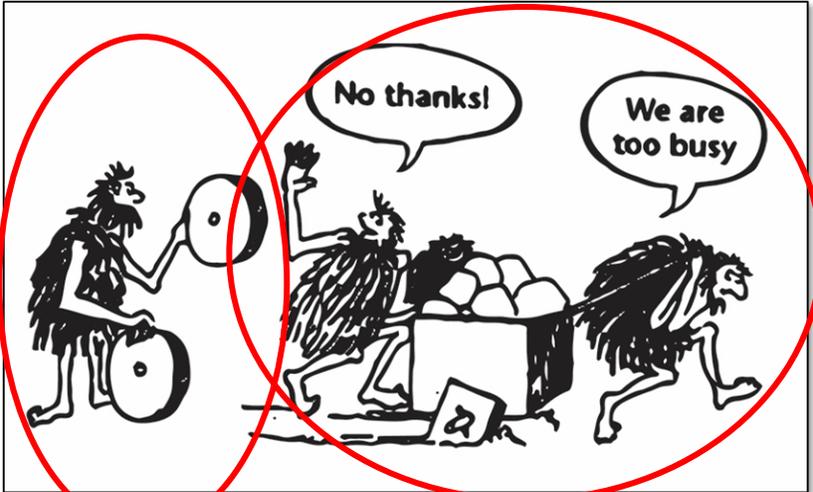
3 Areas



Selling/Marketing

- Functional
- Social
- Emotional

3 Areas



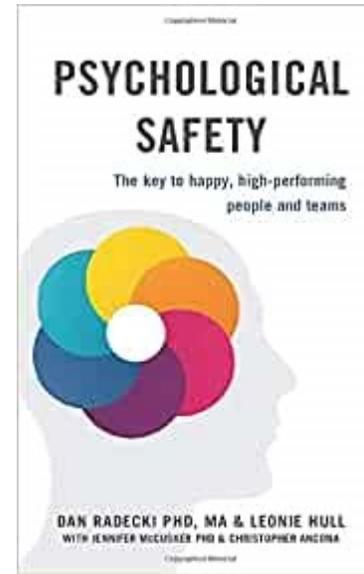
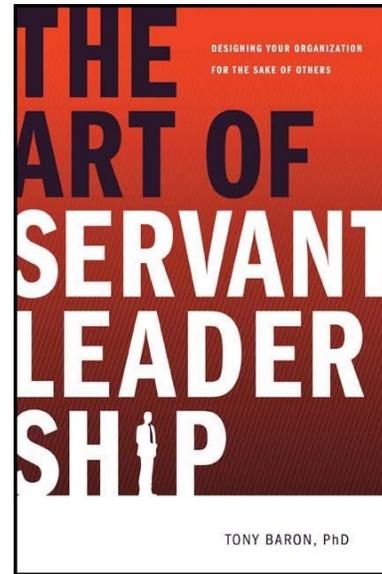
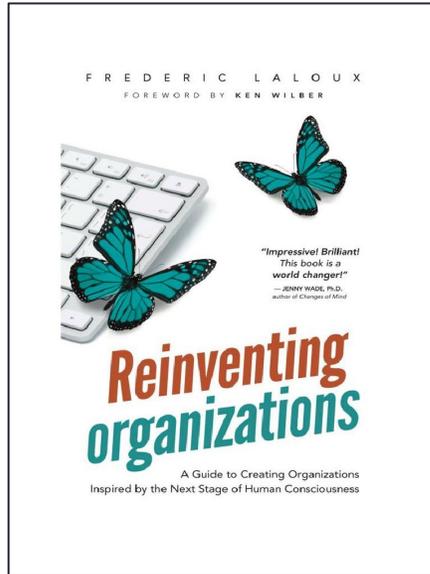
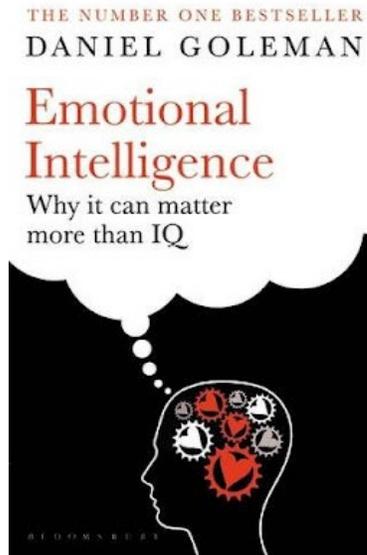
<https://tenmilesquare.com/resources/technology-strategy-innovation/when-is-the-right-time-to-innovate-your-business/>



Managing Change

- Clear and transparent communications
- Provide tools and skills
- Give a sense of control
- Build a community of support

3 Areas



Relationships

- Maintain a safe space

Part III

The 3 C's Strategy

3 C's

Communication

Consistency

Community

3 C's

Communication

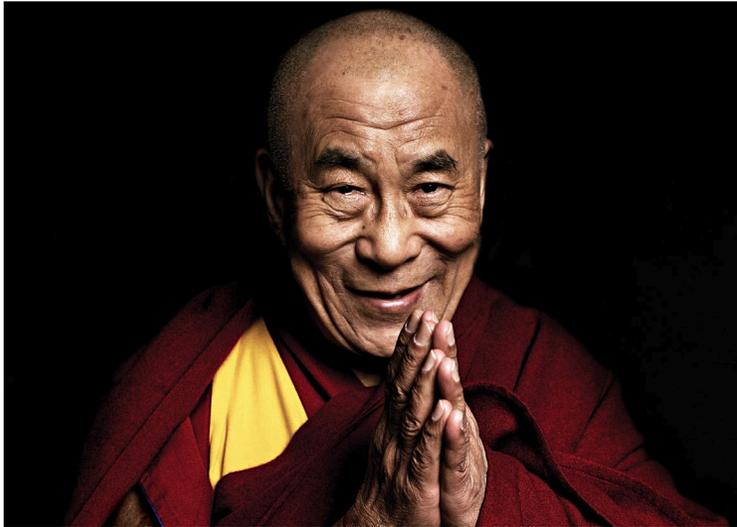
“There is a tide in the affairs of men which, taken at the flood, leads on to fortune; omitted, all the voyage of their life is bound in shallows and in miseries.” (Shakespeare, Julius Caesar)

Never let a good opportunity pass.

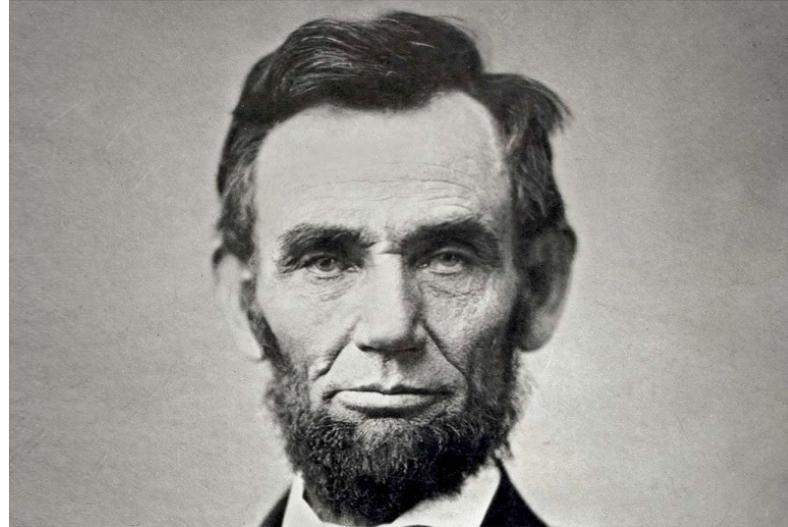
#1 – Keep communications clear and simple.

3 C's

Consistency



Systems



Structures



Habits

#2 – Be consistent in your thoughts, actions, and behavior.

3 C's

Community

1. Create multiple connection points, especially in the beginning!
2. Use each person's unique skills and strengths!



3 C's

Community

3. Define ground rules, roles, and responsibilities! Communicate them often!

#3 – Deliberately design and continually engineer your tribe.

3 C's

Communication

Consistency

Community

#1 – Keep communications clear and simple.

#2 – Be consistent in your thoughts, actions, and behavior.

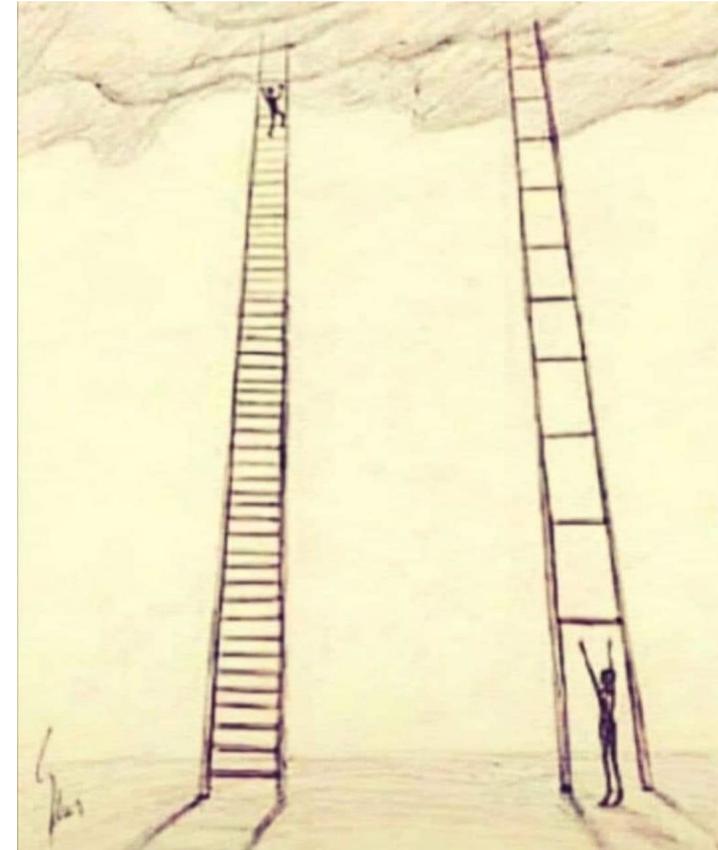
#3 – Deliberately design and continually engineer your tribe.

Bonus C

Bonus C

Connect the Dots

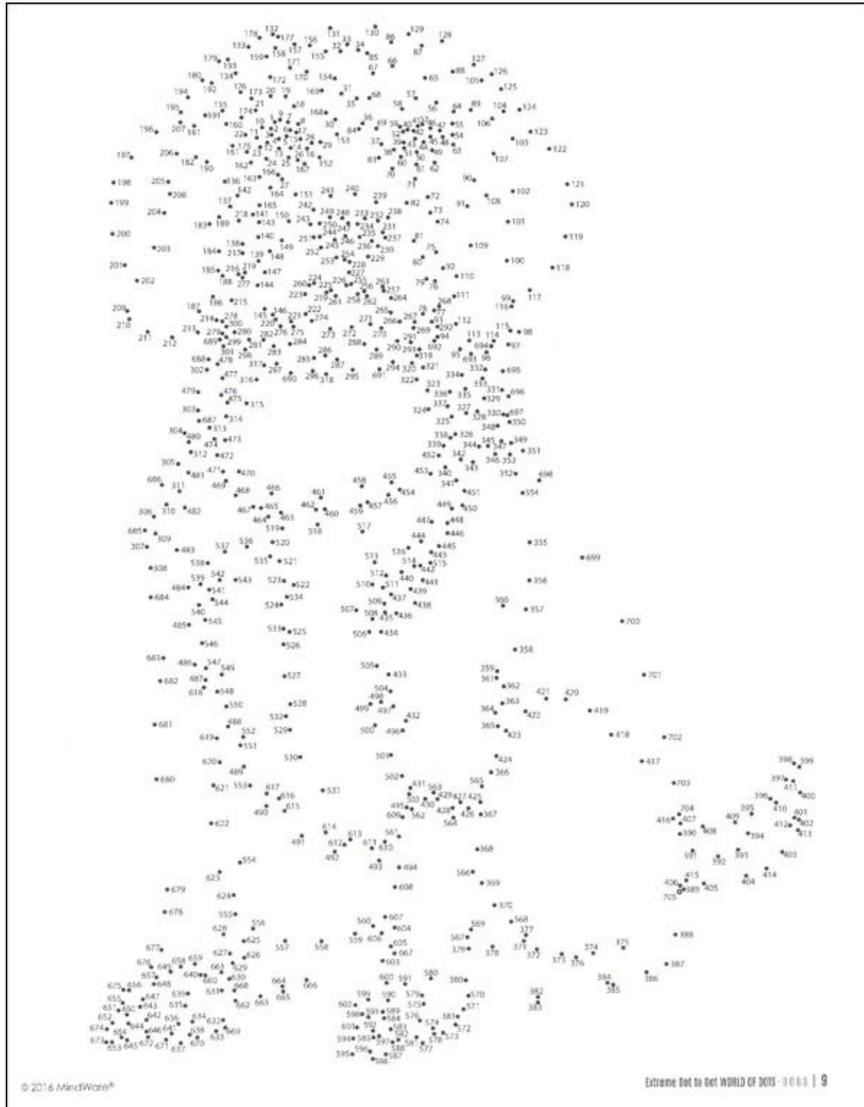
Dream big!
Big, Hairy, Audacious Goal
(BHAG)!



Bonus C

Connect the Dots

- Build smaller dots one at a time.
- Build dots that can be connected from the previous.
- Many smaller dots make seeing the bigger picture easier.



<https://www.rainbowresource.com/product/066590/Extreme-Dot-to-Dot-World-of-Dots---Dogs.html>

Caveman Theory

Think like a caveman – Everyone is trying to survive

3 Areas:

- Selling/marketing products or services
- Managing change
- Building relationships

3 Strategies:

- Communication
- Consistency
- Community

Bonus: Connect dots!



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Yabba Dabba Do!

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