

EAGA Business Builder

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June 11, 2024

Today's speaker was Dr. Gary Sanchez—Why Institute



Dr. Sanchez is a dentist, an entrepreneur, an inventor, a speaker, an author and the creator and founder of the WHY Institute (read more about all of that in a copy of this morning's introduction on page 5 of this bulletin), but this morning he didn't speak about any of those adventures, skills or backgrounds. He did, however, use the knowledge and insights that he has learned, and information that he has acquired, and the techniques he's developed to put together a presentation specifically designed to help EAGA members become more comfortable in their role as a speaker. The title of today's presentation was "Let's do your talk". Dr. Sanchez wondered, "Why do you pay \$350 a month to come to these breakfasts on Tuesday?" Probably not for the same breakfast every week. More likely it is so you can learn from, and pitch your company's information to, a lot of the smartest minds of our business community. But if that really is your goal, then why are you not taking advantage of the opportunity to speak at one of the meetings? Maybe you are a little intimidated by the perceived amazing reputation of the audience. Maybe you are afraid that you won't be interesting, or that they won't know what you are talking about. To help alleviate most of that discomfort, Gary provided a 'help form' (a copy is on page 3 of this bulletin), and a few suggestions for you to use when preparing a speech. The form has 5 topics, or tips, for creating a successful presentation. #1- Provide interesting background on yourself. You can include family history and any interesting connections to the community. What is your education? Was there anything different or special about that part of your journey. #2- Talk about the background of your business. What did you do to overcome any special challenges that you've encountered? #3- What is your vision and plans for what happens next with your company. How do you plan to accomplish your goals? #4- What do you want to be the result of your presentation? What can the audience do that would be of benefit to your future success? #5- Make sure that the audience has a way to contact you when they have information or other opportunities that may be useful you, both now and later. Dr. Sanchez also offered a few suggestions about speaking that he has learned along his journey: a) There is a four-letter word that you can use to make your speech, or even general conversations, be more impactful. The word is "even". Without that word, what you say may appear to be criticizing a person's efforts, or their project. But using the word, makes the dialogue go from confrontational to collaborative. Examples: "We could achieve an even better result..."; or "We could gain even more support for the new project if...". b) If a word has multiple meanings, clearly define how you are using it. All too often an audience is left with the wrong impression of message simply because of their incorrect interpretation of what was said. c) When using PowerPoint, or other visual media in your presentation, try to keep the screen messages to 7 words or less. Slides are cheap, so you can use as many of them as necessary. Also, don't put up confusing or jumbled charts, graphs, etc. The basic rule is "If they can't see it clearly, don't use it". d) The final step is to have something when you leave...meaning come away from the presentation with valuable input from the audience. Make sure that they have a way to communicate their contributions to your success. Providing your email address and phone number is important, but so also might be a form that you put on the tables for the participants to provide specific information they think would be useful to you. Gary provided a sample of that as well. (See page 4 of this bulletin). Thank you to Dr. Sanchez for the very beneficial advice and suggestions. Now it is up to you. Choose the date that you will make a presentation at one of our upcoming meetings. Don't worry about how interesting your information will be, or whether or not you will suck at speaking. You will be talking to 80 or so friends and every one of them really is interested in what you have to say. Use the advice that Gary provided this morning. You will be even more comfortable in speaking, and the results will be even more beneficial than you expect. If you would like to discuss any of the information with Dr. Sanchez, give him a call at 505-259-1812. That is the same number to contact Gary if you would like to have him come to your organization, or speak at an event, to help people discover, articulate, and live their WHY.os!

- ◆ Congratulations to our two newest board members: John Mead and Jerry Patton. Their terms begin on July 1st. Word has it that they are entering the Board with immediate officer potential. Thank you to John and Jerry for their willingness to step up to help the organization.
- ◆ The Summer Bash will be held on Saturday, July 13th at the home of Kit and Toni Turpen - 3 El Nido Amado Rd SW. (South on I-25 to Isleta exit. Go north on Isleta, but take a relatively immediate left turn onto Malpais Rd. Then 1 mile to Coors. Left on Coors, then left again in about 1500 yards through the gate onto El Nido Amado Rd. Or just ask your phone or car to direct you.) The food will be catered by Chello Grill and will include portions of steak, chicken and salmon, as well as a variety of side dishes. Hass promises some of the 'ordinary' type and a few surprises too. The theme for the Bash this year is "White". The party will be well before Labor Day, so get out your white shirts, pants and shoes and come on down to the event. Please make sure that you have communicated the theme to your spouse too. The Bash is always a lot of fun and is a great opportunity to visit with members and their spouses in a social setting. Sign-up sheets will be available at our Tuesday breakfasts, so get your name on the list soon and plan on attending. There is no cost for members and their spouse/significant other. Guests maybe invited at a cost of \$50.
- ◆ We are still in need of Badge Board Greeters for June 25th and all of our July meetings. Please sign up for one of the dates while you are at this coming Tuesday's breakfast. We also need a speaker for July 16th, and all of the meetings after July 30th are available so get your name on that list as soon as you can.
- ◆ The Summer Bash Committee will have their final planning/prep meeting at 5:30pm on Thursday, June 27th. It will be at the home of Larry and Carla Sonntag. You will receive an email with the address on Monday or Tuesday before the meeting. That will be the final 'shake-down' meeting before the event so all committee members please plan on being there to confirm you are well in control of your responsibilities.

Badge Board Greeters

June 18 th	Lawrence Herrera—Performance Ranch
June 25 th	Lance Darnell—Darnell Cable & Fasteners
July 2 nd	No Meeting because of the 4th of July holiday
July 9 th	
July 16 th	
July 23 rd	
July 30 th	

Scheduled Speakers

June 18 th	Kit Turpen—Berger Briggs Insurance
June 25 th	Scott Lardner—Rocky Mountain Stone
July 2 nd	No Meeting because of the 4th of July holiday
July 9 th	Rich Ringrose—Albuquerque City Lifestyle Magazine
July 16 th	
July 23 rd	Michael Manning—Beehive Homes
July 30 th	PHOCUS Real Estate

EAGA Contact information for Executive Director: Mario Hernandez
Phone: 505-239-0259 email: eagaed@gmail.com
8100 Wyoming Blvd NE; Suite M4 #345 Albuquerque, NM 87113

Name: _____

Date: _____

EAGA

Speaker Structure

1 Tell us about you.

2 Tell us about your business.

3 Tell us what is currently going on in your business.

4 Tell us how we can help you.

5 Contact Info: _____

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SPEAKER SUCCESS FORM

Name _____

Date _____

Speaker _____

Company _____

What is their challenge? _____

**Who do I know that you need to know to help
you move forward faster?**

Name

Company

Video/Text/Email

_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

EAGA ABQ 2024

INTRODUCTION FOR Dr. GARY SANCHEZ

In 2009 Simon Sinek delivered a TedX talk in front of only 53 people. That talk -often referred to as "THE WHY TALK" has had over 61 million views and is one of the top five most viewed TED Talks of all time. One of those viewers was a dentist in New Mexico. When he heard it he tried to figure out his own "why".

Unfortunately nobody had a system or created a tool to help him find his why. So we hired Simon Sinek to help him, and after months of struggling - the two of them finally discovered his "Why" Not only did finding his why help him as a dentist - but it set him on a path to help others find theirs.

Gary Sanchez was that dentist. Now Gary is not only a dentist, he is an entrepreneur, an inventor, a speaker, an author and the creator and founder of the WHY Institute. He created a tool that in just eight minutes can help you discover not only your "why" but your "how" and "what". This tool has been used by hundreds of thousands of people worldwide. But that's NOT what he is here today to speak on. That was a shameless plug for why you need to bring him in to work with your company or hire him to speak at your event!.

Today he is going to be talking about how to create YOUR presentation. In fact - he is actually going to walk you through it this morning with a very simple process so you will be ready to put your name on the speaker sheet and get the help from the rest of the EAGA members. The title of Gary's presentation today is Let's do Your Talk! Please help me welcome Dr.Gary Sanchez