



Adrian's LAWS by Adrian Law

Transcription

1

00:00:00,000 --> 00:00:04,790

AND I'VE LOOKED AT SOME OF THE LEARNINGS

2

00:00:04,791 --> 00:00:07,720

THAT I'VE HAD IN THE JOURNEY UP UNTIL

3

00:00:07,721 --> 00:00:08,370

NOW, REALLY.

4

00:00:08,371 --> 00:00:10,600

AND HOPEFULLY THIS CAN BE BENEFICIAL FOR YOU.

5

00:00:10,601 --> 00:00:12,270

DO YOU MIND HANDING THE HANDOUTS OUT

6

00:00:12,271 --> 00:00:13,090

NOW, ANTHONY?

7

00:00:13,100 --> 00:00:14,890

JUST SOME BRIEF HANDOUT CALLED THEM

8

00:00:14,891 --> 00:00:17,350

"ADRIAN'S LAWS." MY SURNAME IS LAW,

9

00:00:17,351 --> 00:00:18,210

SO PARDON THE PUN.

10

00:00:19,520 --> 00:00:20,640

I THOUGHT IT WAS CLEVER.

11

00:00:24,030 --> 00:00:25,670

UNTIL RECENTLY,

12

00:00:25,671 --> 00:00:28,340

I HAD "LAW" ON MY NUMBER PLATES AND I

13

00:00:28,341 --> 00:00:29,400

NEVER THOUGHT ABOUT THIS.

14

00:00:29,401 --> 00:00:31,620

BUT SO MANY PEOPLE THINK I'M A LAWYER.

15

00:00:32,730 --> 00:00:34,000

I DON'T KNOW IF THAT WAS A GOOD THING OR NOT.

16

00:00:34,001 --> 00:00:35,400

IS THERE ANY LAWYERS IN THE HOUSE?

17

00:00:35,401 --> 00:00:37,740

ANY LAWYERS AT HOME TYPE IN "LAWYER."

18

00:00:37,741 --> 00:00:40,250

AT LEAST MY HOUSE HASN'T BEEN ROBBED.

19

00:00:40,251 --> 00:00:41,730

IT'S A GOOD THING.

20

00:00:42,570 --> 00:00:43,630

OKAY, SO SUPER QUICK.

21

00:00:43,631 --> 00:00:43,900

HOPEFULLY,

22

00:00:43,901 --> 00:00:44,610

THIS CAN HELP.

23

00:00:44,620 --> 00:00:46,640

OFTEN THE REASON FOR TRAINING,

24

00:00:46,641 --> 00:00:48,440

ESPECIALLY WITH PEOPLE LIKE YOURSELVES.

25

00:00:48,441 --> 00:00:49,070

VERY SMART,

26

00:00:49,080 --> 00:00:50,470

EDUCATED PEOPLE.

27

00:00:50,610 --> 00:00:51,740

AND WHEN I SAY EDUCATED,

28

00:00:51,741 --> 00:00:54,070

I'M NOT TALKING ABOUT ACADEMIC NECESSARILY.

29

00:00:54,080 --> 00:00:56,130

I'M TALKING ABOUT LIFE BUSINESSES.

30

00:00:56,140 --> 00:00:58,640

UH, THAT'S A WHOLE DEGREE IN ITSELF,

31

00:00:58,641 --> 00:00:59,150

ISN'T IT?

32

00:01:00,110 --> 00:01:02,650

BUT I HIGHLY RECOMMEND AS A RELEARNING THAT

33

00:01:02,651 --> 00:01:04,270

YOU GET OUTSIDE YOUR COMFORT ZONE AS

34

00:01:04,271 --> 00:01:05,020

MUCH AS YOU CAN.

35

00:01:06,040 --> 00:01:07,380

SHOULD BE THREE PAGES.

36

00:01:07,480 --> 00:01:08,800

ONE CALLED ADRIAN'S LAWS.

37

00:01:08,801 --> 00:01:09,600

YEAH, YOU GOT THAT?

38

00:01:10,820 --> 00:01:13,560

WHAT I'VE NOTICED AND PLEASE LET ME

39

00:01:13,561 --> 00:01:15,720

KNOW IF THIS IS THE SAME FOR YOU AS WELL.

40

00:01:15,721 --> 00:01:17,730

IT DOESN'T ALWAYS HAPPEN.

41

00:01:17,740 --> 00:01:19,410

BUT WHEN I'VE ACHIEVED THE MOST IN

42

00:01:19,411 --> 00:01:23,250

MY LIFE IS WHEN I GOT OUTSIDE MY COMFORT

43

00:01:23,251 --> 00:01:24,240

ZONE THE MOST.

44

00:01:25,070 --> 00:01:26,260

WHO KNOWS WHAT I'M TALKING ABOUT?

45

00:01:26,261 --> 00:01:26,880

RAISE YOUR HAND.

46

00:01:26,980 --> 00:01:28,420

IS THAT TRUE FOR YOU AS WELL?

47

00:01:28,421 --> 00:01:32,640

YES OR NO? TYPE IN YES OR NO AT HOME AS WELL.

48

00:01:32,641 --> 00:01:33,920

SO, GET OUTSIDE YOUR COMFORT ZONE

49

00:01:33,921 --> 00:01:36,930

MORE REGULARLY BECAUSE WHAT HAPPENS IS

50

00:01:36,931 --> 00:01:38,430

AND IF YOU'VE BACKPACKED TO (SOME OF

51

00:01:38,431 --> 00:01:40,220

YOU SAID YOU HAD) AROUND THE WORLD.

52

00:01:40,230 --> 00:01:41,550

WHEN YOU'RE IN FOREIGN COUNTRIES,

53

00:01:41,551 --> 00:01:43,180

YOU CAN'T EVEN SPEAK THE LANGUAGE.

54

00:01:43,190 --> 00:01:43,610

NOT HERE,

55

00:01:43,611 --> 00:01:45,400

BUT AUSTRALIAN WAS TOUGH,

56

00:01:45,410 --> 00:01:46,190

TO BE FAIR.

57

00:01:47,460 --> 00:01:49,080

THERE'S SO MANY WORDS THAT HAVE DIFFERENT

58

00:01:49,081 --> 00:01:49,940

MEANING. IT'S INCREDIBLE,

59

00:01:49,941 --> 00:01:51,290

BUT I'M TALKING MORE IN ASIA.

60

00:01:52,540 --> 00:01:53,920

BUT YOUR COMFORT ZONE'S OUT HERE,

61

00:01:53,930 --> 00:01:55,730

YOU'VE GOT TO ASK EVERYBODY FOR DIRECTIONS

62

00:01:55,731 --> 00:01:56,840

AND ALL THAT KIND OF STUFF.

63

00:01:56,850 --> 00:01:57,280

BUT THEN,

64

00:01:57,281 --> 00:01:58,810

WHEN I GOT SETTLED IN SYDNEY AND SEE

65

00:01:58,811 --> 00:02:00,740

IF THIS HAS HAPPENED TO YOU, AS SOON AS

66

00:02:00,741 --> 00:02:01,300

I GOT SETTLED,

67

00:02:01,301 --> 00:02:02,840

GOT THE APARTMENT AND THE JOB AND EVERYTHING.

68

00:02:02,841 --> 00:02:05,380

YOUR COMFORT ZONE SHRINKS AND IT DOESN'T

69

00:02:05,381 --> 00:02:06,550

STAY THE SAME.

70

00:02:06,560 --> 00:02:08,270

YES, YOU GET COMFORTABLE,

71

00:02:08,280 --> 00:02:09,730

BUT IF YOU DON'T STRETCH IT,

72

00:02:09,740 --> 00:02:11,130

IT ACTUALLY SHRINKS FURTHER,

73

00:02:11,300 --> 00:02:12,910

AND COVID HASN'T HELPED WITH THAT WITH

74

00:02:12,911 --> 00:02:15,680

LOCKDOWNS AND THINGS. THAT THE INTROVERTS IN

75

00:02:15,681 --> 00:02:16,940

THE ROOM OR AT HOME,

76

00:02:16,950 --> 00:02:19,040

DID YOU BECOME LESS INTROVERTED OR

77

00:02:19,041 --> 00:02:21,150

MORE INTROVERTED THROUGH COVID LOCKDOWN?

78

00:02:21,380 --> 00:02:22,480

WHAT DO YOU THINK?

79

00:02:22,670 --> 00:02:24,040

YEAH, IT'S JUST WHAT HAPPENS.

80

00:02:24,041 --> 00:02:24,980

YOU GOTTA STRETCH THAT.

81

00:02:24,981 --> 00:02:26,260

IT'S REALLY IMPORTANT.

82

00:02:26,261 --> 00:02:27,980

HAVE LOTS OF LEARNINGS.

83

00:02:28,900 --> 00:02:30,600

I COULD HAVE CAUGHT THIS MISTAKES,

84

00:02:31,540 --> 00:02:34,480

BUT IF YOU LEARN FROM THEM INSTEAD OF

85

00:02:34,490 --> 00:02:35,650

KEEP REPEATING THEM,

86

00:02:35,651 --> 00:02:36,950

AND THAT'S WHAT WE TEND TO DO AS HUMAN

87

00:02:36,951 --> 00:02:39,890

BEINGS, WE TEND TO REPEAT A LOT OF

88

00:02:39,891 --> 00:02:41,920

MISTAKES BECAUSE WE HAVEN'T LEARNED IN

89

00:02:41,921 --> 00:02:42,620

THE FIRST PLACE.

90

00:02:42,720 --> 00:02:43,960

IT'S LIKE YOU GET A TAP ON THE SHOULDER,

91

00:02:43,961 --> 00:02:44,540

DON'T YOU?

92

00:02:44,580 --> 00:02:45,810

AND THEN THAT TAP GOES,

93

00:02:47,640 --> 00:02:49,170

AND THEN YOU GET A LAM OF TWO BY FOUR.

94

00:02:49,180 --> 00:02:50,980

"ARE YOU LISTENING TO ME?"

95

00:02:51,740 --> 00:02:53,220

BE CURIOUS.

96

00:02:54,250 --> 00:02:55,980

IT'S A TRAIT I LOVE ABOUT MYSELF THERE'S

97

00:02:55,981 --> 00:02:58,060

A FEW I DON'T LIKE. BUT BEING CURIOUS IS

98

00:02:58,061 --> 00:03:00,450

ONE THAT I DO LIKE BEING CURIOUS OF

99

00:03:00,460 --> 00:03:01,140

WITH NIELSEN,

100

00:03:01,141 --> 00:03:01,730

FOR EXAMPLE,

101

00:03:01,731 --> 00:03:04,540

AND LEARNING FROM OTHER PEOPLE CURIOUS

102

00:03:04,541 --> 00:03:05,750

ABOUT LIFE.

103

00:03:05,760 --> 00:03:07,340

I DISCOVERED MODELLING,

104

00:03:07,590 --> 00:03:09,150

AND I'M NOT TALKING ABOUT THE CATWALK.

105

00:03:09,160 --> 00:03:12,240

I'VE GOT A RADIO FACE.

106

00:03:12,241 --> 00:03:14,880

THAT MODELLING IS AN NLP TERM.

107

00:03:14,881 --> 00:03:16,130

IF YOU'RE FAMILIAR WITH NLP,

108

00:03:17,220 --> 00:03:17,860

IN ESSENCE,

109

00:03:17,861 --> 00:03:19,930

IT'S STUDYING EXCELLENCE,

110

00:03:20,490 --> 00:03:24,130

AND IT'S NOT ABLE TO GO INTO DEPTH IN

111

00:03:24,131 --> 00:03:25,780

THIS SESSION BECAUSE IT'S TOO SHORT.

112

00:03:26,090 --> 00:03:26,750

BUT IN ESSENCE,

113

00:03:26,751 --> 00:03:27,820

IT'S LEARNING FROM PEOPLE,

114

00:03:27,821 --> 00:03:29,050

AS I MENTIONED BEFORE THAT HAVE THE

115

00:03:29,051 --> 00:03:30,510

RESULTS THAT YOU WANT.

116

00:03:31,620 --> 00:03:33,070

I'VE DONE IT IN SO MANY AREAS OF MY

117

00:03:33,071 --> 00:03:36,830

LIFE, AND WE'LL CONTINUE TO.

118

00:03:37,470 --> 00:03:38,390

I DID IT WITH SNOOKER,

119

00:03:38,910 --> 00:03:39,810

WITH SALES,

120

00:03:41,940 --> 00:03:44,290

I EVEN HAD SOMEBODY YEARS AGO.

121

00:03:44,300 --> 00:03:46,250

THAT KIND OF HAD THE LIFESTYLE THAT I

122

00:03:46,251 --> 00:03:48,030

WANTED AND I STARTED HANGING OUT WITH

123

00:03:48,031 --> 00:03:48,870

HIM ON PURPOSE.

124

00:03:48,880 --> 00:03:49,640

BELIEVE IT OR NOT,

125

00:03:49,641 --> 00:03:50,630

IT SOUNDS KIND OF STALKER ISH.

126

00:03:50,631 --> 00:03:51,450

IT WASN'T MEANT TO BE,

127

00:03:51,451 --> 00:03:53,130

BUT I BOUGHT AN APARTMENT IN THE SAME

128

00:03:53,131 --> 00:03:53,870

STREET AS HIM,

129

00:03:54,780 --> 00:03:56,380

BUT I WENT TO THE GYM WITH HIM.

130

00:03:56,381 --> 00:03:57,600

I FOUND OUT WHAT HE LISTENED TO.

131

00:03:57,601 --> 00:03:59,080

HE WASN'T LISTENING TO MUSIC WHEN HE

132

00:03:59,081 --> 00:04:01,340

TRAINED. HE WAS LISTENING TO PODCASTS.

133

00:04:01,510 --> 00:04:02,890

BUSINESS AUDIOS.

134

00:04:02,891 --> 00:04:04,460

I SAW WHO HE HUNG OUT WITH.

135

00:04:05,020 --> 00:04:07,210

IT'S INCREDIBLE BEES OF A FEATHER.

136

00:04:07,220 --> 00:04:07,770

WHAT'S THAT?

137

00:04:07,771 --> 00:04:09,210

"BIRDS OF A FEATHER FLOCK TOGETHER"

138

00:04:09,211 --> 00:04:10,790

AS YOU ASSOCIATE YOU BECOME.

139

00:04:10,800 --> 00:04:12,190

THAT'S WHY THIS IS SO AMAZING.

140

00:04:12,191 --> 00:04:13,070

BUSINESS BLUEPRINT.

141

00:04:13,080 --> 00:04:14,821

TAKE ACTION.

142

00:04:14,822 --> 00:04:16,880

AGAIN, HOW FAMILIAR ARE WE WITH THAT?

143

00:04:16,890 --> 00:04:17,770

BUT AGAIN,

144

00:04:17,771 --> 00:04:19,220

WE LOOK AT MY OWN LIFE WHEN I'VE ACHIEVED

145

00:04:19,221 --> 00:04:20,080

THE MOST.

146

00:04:20,220 --> 00:04:21,360

DO YOU GO TAKING MORE ACTION OR

147

00:04:21,361 --> 00:04:23,400

LESS ACTION? WHEN YOU'VE ACHIEVED THE MOST,

148

00:04:23,401 --> 00:04:24,430

ARE YOU TAKING ACTION?

149

00:04:25,130 --> 00:04:25,840

OF COURSE.

150

00:04:26,700 --> 00:04:28,350

GROW YOUR TEAM.

151

00:04:28,700 --> 00:04:30,500

AND WHEN I SAY GROW YOUR TEAM,

152

00:04:30,810 --> 00:04:34,040

I'M TALKING TWO FOLD. ONE IS DEVELOP THEM.

153

00:04:34,620 --> 00:04:36,440

DEVELOP YOURSELF WHAT YOU'RE DOING ALREADY,

154

00:04:36,441 --> 00:04:37,910

BUT IF YOU HAVE A TEAM ALREADY,

155

00:04:37,930 --> 00:04:39,740

YOU'VE GOT TO DEVELOP THEM,

156

00:04:39,750 --> 00:04:41,100

ESPECIALLY IN SALES.

157

00:04:41,110 --> 00:04:42,200

SALES IS TOUGH.

158

00:04:42,230 --> 00:04:43,480

SALES CAN BE REALLY TOUGH,

159

00:04:43,490 --> 00:04:44,610

ESPECIALLY MENTALLY.

160

00:04:44,730 --> 00:04:46,070

WE'RE GOING TO HEAR A LOT MORE "NOS"

161

00:04:46,071 --> 00:04:47,700

THAN "YESES" IF YOU'RE IN SALES RIGHT

162

00:04:47,701 --> 00:04:49,050

NOW, YOU KNOW THAT TO BE TRUE.

163

00:04:50,150 --> 00:04:52,180

ONCE YOU KNOW HOW TO SELL EFFECTIVELY,

164

00:04:52,190 --> 00:04:53,950

IT'S 80% PLUS UP HERE.

165

00:04:55,310 --> 00:04:58,710

AND WHEN WE COACH AND TRAIN PEOPLE FROM

166

00:04:58,711 --> 00:04:59,660

ALL OVER,

167

00:04:59,950 --> 00:05:03,470

IT DOESN'T MATTER WHAT COUNTRY OFTEN

168

00:05:03,471 --> 00:05:04,140

IT'S STUFF IN HERE.

169

00:05:04,141 --> 00:05:06,290

OFTEN I'M USING A TERM CALLED REFRAMING.

170

00:05:06,291 --> 00:05:07,000

YOU'RE FAMILIAR WITH THAT?

171

00:05:07,001 --> 00:05:09,080

I'M OFTEN REFRAMING SOMEBODY'S THINKING

172

00:05:09,460 --> 00:05:10,860

HOW THEY'RE LOOKING AT SOMETHING,

173

00:05:10,861 --> 00:05:14,930

HOW THEY'RE PERCEIVING IT AND JUST A

174

00:05:14,940 --> 00:05:15,400

LITTLE TIP,

175

00:05:15,401 --> 00:05:17,240

SOMETHING I LEARNED ALONG THE WAY.

176

00:05:17,250 --> 00:05:18,370

I DON'T KNOW IF THIS APPLIES TO YOU.

177

00:05:18,371 --> 00:05:19,600

IT MAY NOT APPLY TO ALL OF YOU,

178

00:05:19,601 --> 00:05:21,400

BUT HOPEFULLY IT DOES SOME AND YOU CAN

179

00:05:21,401 --> 00:05:22,520

TAKE VALUE FROM IT.

180

00:05:23,290 --> 00:05:27,130

I NOTICED IN MY BUSINESS THAT WHENEVER I

181

00:05:27,131 --> 00:05:29,970

TURNED UP TO A MEETING WITH A POTENTIAL CLIENT,

182

00:05:30,020 --> 00:05:31,200

IF WE WON THE BUSINESS,

183

00:05:31,201 --> 00:05:33,460

THEY ALWAYS WANTED ME TO BE THEIR TRAINER.

184

00:05:33,550 --> 00:05:36,940

ALWAYS. OCCASIONALLY HAVEN'T DONE IT

185

00:05:36,941 --> 00:05:37,350

FOR A WHILE,

186

00:05:37,351 --> 00:05:40,540

BUT WE WOULD OFFER A FREE PRESENTATION WITH

187

00:05:40,541 --> 00:05:42,360

THE UNDERSTANDING AT THE END OF IT.

188

00:05:42,370 --> 00:05:44,380

IF EVERYONE LIKED WHAT THEY SAW AND

189

00:05:44,381 --> 00:05:44,780

WE GOT ON,

190

00:05:44,781 --> 00:05:47,570

WELL, THAT THEY WOULD BECOME A CLIENT TO

191

00:05:47,571 --> 00:05:49,450

OFFER WOULD GIVE UP TO AN HOUR'S FREE

192

00:05:49,451 --> 00:05:50,430

PRESENTATION.

193

00:05:50,440 --> 00:05:52,260

I WOULD GENERALLY DO THAT,

194

00:05:52,270 --> 00:05:53,920

AND EVERY TIME I DID IT WHEN WE WON

195

00:05:53,921 --> 00:05:54,440

THE BUSINESS,

196

00:05:54,450 --> 00:05:55,400

WHO DID THEY WANT?

197

00:05:56,490 --> 00:05:59,530

BUT I ALSO NOTICED WHEN I HAD STAFF THAT

198

00:05:59,531 --> 00:06:01,890

WHEN I SENT THEM TO THE MEETING OR

199

00:06:01,891 --> 00:06:03,420

THEY DID THE HOUR PRESENTATION,

200

00:06:04,030 --> 00:06:05,550

THE BUSINESS OWNER WANTED THEM.

201

00:06:07,530 --> 00:06:09,080

IF YOU PUT YOUR HAND UP BEFORE ABOUT WANTING

202

00:06:09,081 --> 00:06:09,790

MORE FREEDOM,

203

00:06:09,800 --> 00:06:11,460

WHO DO WE NEED TO START SENDING TO

204

00:06:11,461 --> 00:06:12,140

THOSE MEETINGS?

205

00:06:13,630 --> 00:06:15,000

IT'S NOT AN EASY THING IF YOU'VE NEVER

206

00:06:15,001 --> 00:06:17,240

DONE IT, BUT I'M HIGHLY RECOMMENDING

207

00:06:17,241 --> 00:06:18,100

IT WHEN YOU DO IT RIGHT.