

What differentiates The Goulston Group advising and coaching from other programs is that it is built upon the work of Dr. Goulston as a psychiatrist, hostage negotiation trainer, one of the top experts on listening in the world and who is widely known as a “people hacker.” Our approach therefore “hacks” into the underlying psychology that causes people to be compelled to act and do what you’d like them to do without your needing to push them, because you have triggered in them, “Gotta Have It!”

ASSESSMENT INSTRUCTIONS:

1. Please complete the assessment according to the instructions below.
2. Please submit all assessments, via email, to info@goulstongroup.com with “Gotta Have It® Assessment” in the Subject line. *To be completed by each Team Member.*

1. On a 1 to 3 scale rate (where 1 = rarely and 3 = consistently) how little or much what and how you communicate about your products, services and company cause people to think, “I gotta have it!” which spontaneously crosses over into, “I’m gonna buy it!” or “I’m gonna hire you!” or cause outside talent to think, “I gotta work there!”
2. On a 1 to 3 scale (where 1 = not costly and 3 = jeopardizing) rate which of those responses you believe, if you fail to trigger in your customers or clients, are most costly to you and your company’s success and future.

Creating Gotta Have It!™	How often do we trigger Gotta Have It®? 1, 2 or 3 1 = Rarely 2 = Frequently 3 = Consistently	How costly if we fail to achieve Gotta Have It®? 1, 2 or 3 1 = Not costly 2 = Somewhat costly 3 = Jeopardizing
WHOA — Breaking through into people’s mindset for a positive reason		
1. How often do people who seemed distracted, stop you and ask you to repeat what you just said?		
2. How often would you guess that people listening to you in an audience, put down their smart phone and whisper to the person next to them, “What did he or she just say?”		
3. How often do people listening to you in an audience, put down their smart phone, then go on to raise their hand and say “What did you just say?”		
4. How often do people respond to you with “I can’t believe what I just saw” or “I can’t believe what I just heard” or “I can’t believe what I just felt?”		
5. How often do people respond to you with “That was astonishing!”		
WOW - After taking a second look or listen, they smile and think, “That was worth doing”		
6. How often would you guess that people react to what you just said or wrote with amazement, fascination or sheer delight?		
7. How often do people’s faces light up after they just saw or heard you or read something that you wrote?		
8. How often would you guess people spontaneously tell others about you after they’ve seen you, heard you or read something that you’ve written?		
9. How often would you guess that people want to hear every detail of your extraordinary story?		
10. How often do people want you to go beyond your allotted time because they’re mesmerized?		
HMMM..... - Thinking, “This is too good not to use” or “I can’t believe what I’ll be able to do with this”		
11. How often would you guess that people respond to what they just saw or heard or read from you with “This is too good not to use”?		
12. How often do people spontaneously write something down based on what they saw or heard or read from you so that they don’t forget it later?		
13. How often would you guess that people discuss what they just saw or heard or read from you with someone else to turn it into something?		
14. How often do people tell you that they want to know where they can hear more about your company or you?		
YES! - They see clearly how and where they’ll use what you have and want to act on it NOW		
15. How often do people spontaneously buy something after you have shown it to them, told them about it or written about it?		
16. How often do people, after meeting with you, respond with, “What do we do next?” or “How soon can you start?” or “How do you like to be paid?”		
17. How often do people take the initiative about scheduling the next step after they’ve met with you?		
18. How often do people want to just have more of and from you?		