

WHAT IS GOTTA HAVE IT



CEO's from early stage to Fortune 100 companies hire the Goulston Group to provide a process to create better vision, strategy and execution and then train their people to implement these to develop, roll out and sell "gotta have it" products and services that effectively differentiate and distance themselves from their competition.

WHY YOU NEED GOTTA HAVE IT



People like to buy, but few like being sold. And yet most training courses in executive coaching, sales, communication and negotiation are still based on being direct, assertive and not- taking-no-for-an-answer aggressiveness. Being aggressive and pushy are no longer effective and create resistance. Creating "gotta have it" removes that resistance.

WHY YOU NEED GOTTA HAVE IT NOW



Now more than ever, people resist being pushed, pulled, arm twisted or dragged to doing what you want them to. You can drag a horse to water, but you can't make him drink. But if you have a horse that is dying of thirst, you don't have to drag them anywhere. That's because they "gotta have it." The same is true for people.

HOW WE HELP YOU BUILD "GOTTA HAVE IT!"™ TO CREATE A WHOA/WOW COMPANY!

REIMAGINE

Imagine your customers, clients, market, employees and investors saying **WWHY**:

- Whoa!** (creates curiosity)
- Wow!** (creates delight)
- Hmmmm** (creates aha)
- Yes!** (creates action!)

...to your products and services!

To get you there, we guide you through the tough questions — "How do I and my organization create **WWHY** innovation and relevancy?" via a series of game-changing discovery questions.

REINVENT

Identify what you will build, create and innovate to cause your customers, clients, market, employees and investors to say **WWHY**.

To get you there, we guide your planning and execution steps via a "turning your customers into raving fans" Business Model.

REBRAND

Articulate a **WWHY** brand based on your Reimagine and Reinvent work.

To get you there, we guide you so you connect with your customers' hearts and minds via a compelling Branding Strategy.