



## Basic Assumptions

Answer is at the bottom – don't cheat.

Directions:

There are 3 false statements. Examine the math equations. Underline each false statement.

$$27 + 12 = 39$$

$$17 \times 3 = 54$$

$$72 \times 4 = 288$$

$$121 - 55 = 66$$

$$42 - 17 = 23$$

Our lives are often frustrating, both personally and professionally. There comes a time, usually in hindsight, where we realize we had made a basic assumption about a person, place or thing that was incorrect.

For example, we trusted someone and they violated that trust. For a time, depending on our maturity level and our approach to personal responsibility, we have a resentment. Maybe we are mad at them, angry. Maybe we link other things in our life not going well to this incident.

For example: someone doesn't pay us back some money we loaned to them and now we are late on the rent. Ugh. Now we have to borrow a few bucks. Double Ugh. Next, we get sick and miss a few days work and need a few extra days to pay back the money we borrowed. Triple UGH. We then link all these problems we have back to the guy who 'screwed us,' believing if we had not loaned him a few bucks, we wouldn't have these problems. We are missing the point, aren't we?

And the 'dominos' keep tumbling down ~ unless we examine our basic assumptions.

Our 'basic assumption' was wrong and as we mature we figure that stuff out, if we are lucky. We stop blaming, [which doesn't excuse him], and start looking at out basic assumption.

Should we have trusted him?

Should we have lent money when it was going to put us in potentially a tough spot.

Once we arrive at this point, we 'change' our behavior and create different results.

Unless we examine our basic assumptions, we are bound to keep making the same mistakes.

Business failures, especially in network marketing, are because people never examine their basic assumptions.

Some cool historical ones:

Man can't fly.

The earth is flat.

The sun revolves around the earth.

WoW. Everyone believed those things.

MLM Basic Assumptions to 'reconsider.'

**You just have to find the right people.**

We offer something everybody wants: more time, more money and lower taxes. If everybody wants those things – why do they say 'no.' The basic assumption is 'they aren't the right people' false. It really is not about finding the right people, it's about why, if everyone wants those things....why do they say 'no'? Opting for that false assumption prevents us from examining what we are saying. Ut-Oh. If we don't do that we never improve and neither does our business.

**People don't duplicate, systems do.**

Ford assembly lines don't make more Ford assembly line and Apple Production lines don't make more Apple Production lines. Skilled workers build the new plant, skilled personnel hire new people and skilled trainers come in and show people exactly what to do, hands on, so they become skilled.

Try this, drop the word 'duplication' and substitute 'growth' for it. Next place the word 'education' before growth. Reads like this: "We are in the business of education, we teach people hands on what to do and that creates growth." Duplication is a by-product of education. What do we 'educate people about? Skills. Just like Apple, Ford, etc.

By replacing this basic assumption, people don't duplicate systems do, with this phrase 'a system, based on skills, vitalized by people who teach those skills hands on. Which makes more sense to you?

**ANSWER and APPLICATION**

Directions:

There are 3 false statements. Examine the math equations. Underline each false statement.

$$27 + 12 = 39$$

$$\underline{17 \times 3 = 54}$$

$$72 \times 4 = 288$$

$$121 - 55 = 66$$

$$\underline{42 - 17 = 23}$$

Most people keep looking at the math, assuming the directions are correct. Use this with your team to help them examine 'basic assumptions' like the ones above and the 80/20 rule every MLM has backwards.

You can also use it to help them uncover blind spots in their own habits.

Reps are often frustrated with their growth but are not picking up the phone. Ironically dumb but it's the truth. Confrontation is tough and never seems to work. You're both uncomfortable.

This tiny exercise has been an amazing solution.

Here is what you do.

1. Tell them you want to help them.
2. Give them the little math quiz
3. Let them work it out, sometimes they get it, some times they don't but they never get it right away. No matter.
4. Explain to them about how basic assumptions can prevent us from improving because we are looking at circumstances instead of what we do.
5. ASK them what they think the best thing for new growth is....in this way, "I know you're frustrated with your group and their results. What do you think the best thing to do is to inspire and get new growth – set an example to motivate others by bringing in some new folks or spend out time trying to get them to do it?"
6. They always opt for 'set an example' because you've got them thinking about their basic assumptions and now it's their idea to bring in new people, not yours. Piece of cake from here.
7. "Great, let's get back to basics! I need that myself. How about we help each other by making calls together every day for a month"