

OA21



THE WORKBOOK



NATIONAL
Minority Supplier
Development Council

National Minority Business
Enterprise Input Committee

GOING ABOVE & BEYOND

**PERSPECTIVES ON
BREAKING BARRIERS, OVERCOMING CRISIS, AND
INCREASING PROFITS**

Workbook Belongs to



WWW.MIGUELJOEYAVILES.COM

Global D&I Consultant | Keynote Speaker | Coach



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CONTACT US



Inclusive HEROES

MASTER CLASS



***Giving Business Owners a
Competitive Edge Through
Diversity, Equity and Inclusion***

www.inclusiveheroesmasterclass.com

KEYNOTE DESCRIPTION



As disruption and uncertainty become the norm, you will need to develop the mindset of a resilient, agile, and a go getter, record breaking change-maker. What was is not what is. And good enough was never good enough. Now it's time to get back, not to the new normal ... but to the new better. It's time to expect more. To do more. To achieve more. Above and Beyond: Opportunity Accelerator 21.

“ PERSPECTIVES ON
BREAKING BARRIERS,
OVERCOMING CRISIS, AND
INCREASING PROFITS

The keynote Above and Beyond: Perspectives on Breaking Barriers, Overcoming Crisis, and Increasing Profits will provide "power principles" from successful MBEs who are defining what going "above and beyond" looks like in business and in life. You will leave with actionable take-aways to lead transformational change, embrace our purpose, and achieve progress.

ABOUT MIGUEL



Miguel Joey Aviles is a TEDx speaker, and has been featured at the Washington Post, the Chicago Tribune, Telemundo, the Change Management Conference, the Human Capital Institute, the SHRM Talent Management and D&I Conferences, Fortune 500 companies, and other global organizations.

WWW.MIGUELJOEYAVILES.COM/ABOUT

Miguel Joey Avilés served as the first civilian in the history of the US Coast Guard to become the Chief of Diversity and Inclusion. Recognized as a 2021 Top 15 Champion of Diversity by Diversity Global Magazine, as a Top 100 Executive Leader by Diversity MBA Magazine, and featured as an Inclusion Innovator by the Society of Human Resources Management (SHRM). He is a D&I Thought Leader with over a decade of experience at the Department of Defense (DOD), the Department of Interior (DOI), and the Department of Homeland Security (DHS).

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**GLOBAL D&I CONSULTANT
KEYNOTE SPEAKER
COACH**

**Meet the
Speaker**

CLICK HERE



”



**EAT FEAR FOR
BREAKFAST**

POWER PRINCIPLE 1

POWER PRINCIPLE 1 NOTES:

WHAT WOULD HAPPEN IF YOU OVERCOME THE FEAR OF NO?

A series of horizontal dashed lines for writing notes.

DEALING WITH REJECTION



01

VALUE

Fully understand the value you bring to the table

02

BELIEVE

Fully believe you deserve success

03

RECALL

Recall past successes and anchor on what went well with those

04

ENGAGE

Engage with rejection more systematically, on a routine scheduled basis

POWER PRINCIPLE 1: EAT FEAR FOR BREAKFAST

MAKE A LIST:

WRITE EVERYTHING YOU'D ASK FOR IF YOU KNEW THE ANSWER COULDN'T BE "NO". BE SPECIFIC. LIST THE ASK, THE PERSON AND THE WAY IN WHICH YOU'D ASK.

1)

2)

3)

4)

5)

FIND OUT HOW YOU'D APPROACH THEM, AND LIST THE REASONS WHY THEY MIGHT JUST GO AHEAD.

1)

2)

3)

4)

POWER PRINCIPLE 1: EAT FEAR FOR BREAKFAST

ENVISION:

WHAT WOULD IT MEAN FOR YOUR LIFE? WHERE WOULD IT LEAD YOU? WHAT MIGHT HAPPEN NEXT?

1)

2)

3)

4)

5)

MORE POWER QUESTIONS: 1) HOW WOULD YOU ACT IF YOU KNEW YOU COULDN'T FAIL? 2) HOW CAN YOU BECOME MORE COMFORTABLE WITH GETTING UNCOMFORTABLE?

1)

2)



**SHIFT
PRIORITIES,
NOT
PRINCIPLES**

POWER PRINCIPLE 2

POWER PRINCIPLE 2 NOTES:

HOW HAVE YOUR PRIORITIES CHANGED?

A series of horizontal dashed lines for writing notes.

POWER PRINCIPLE 2: SHIFT PRIORITIES, NOT PRINCIPLES

CRISIS & OPPORTUNITIES:

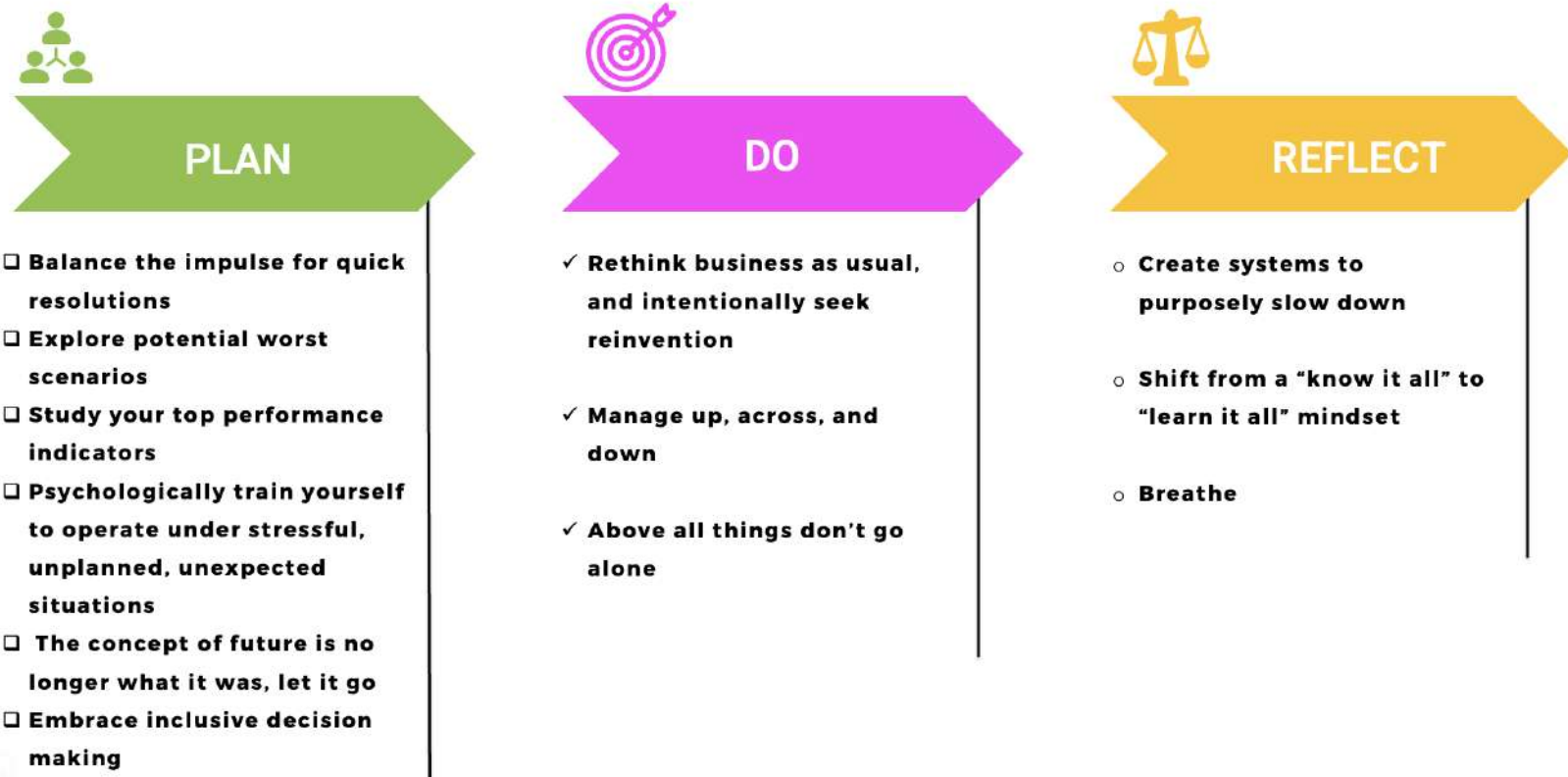
WHAT OPPORTUNITIES HAS THE CRISIS PRODUCED? WHAT OPPORTUNITIES AM I MISSING?

- 1)
- 2)
- 3)
- 4)
- 5)

I BUILD IT, I "KILL" IT: WHAT PRODUCTS/SERVICES CAN I DISCONTINUE IN ORDER TO INNOVATE AND BETTER PREPARE FOR THE FUTURE?

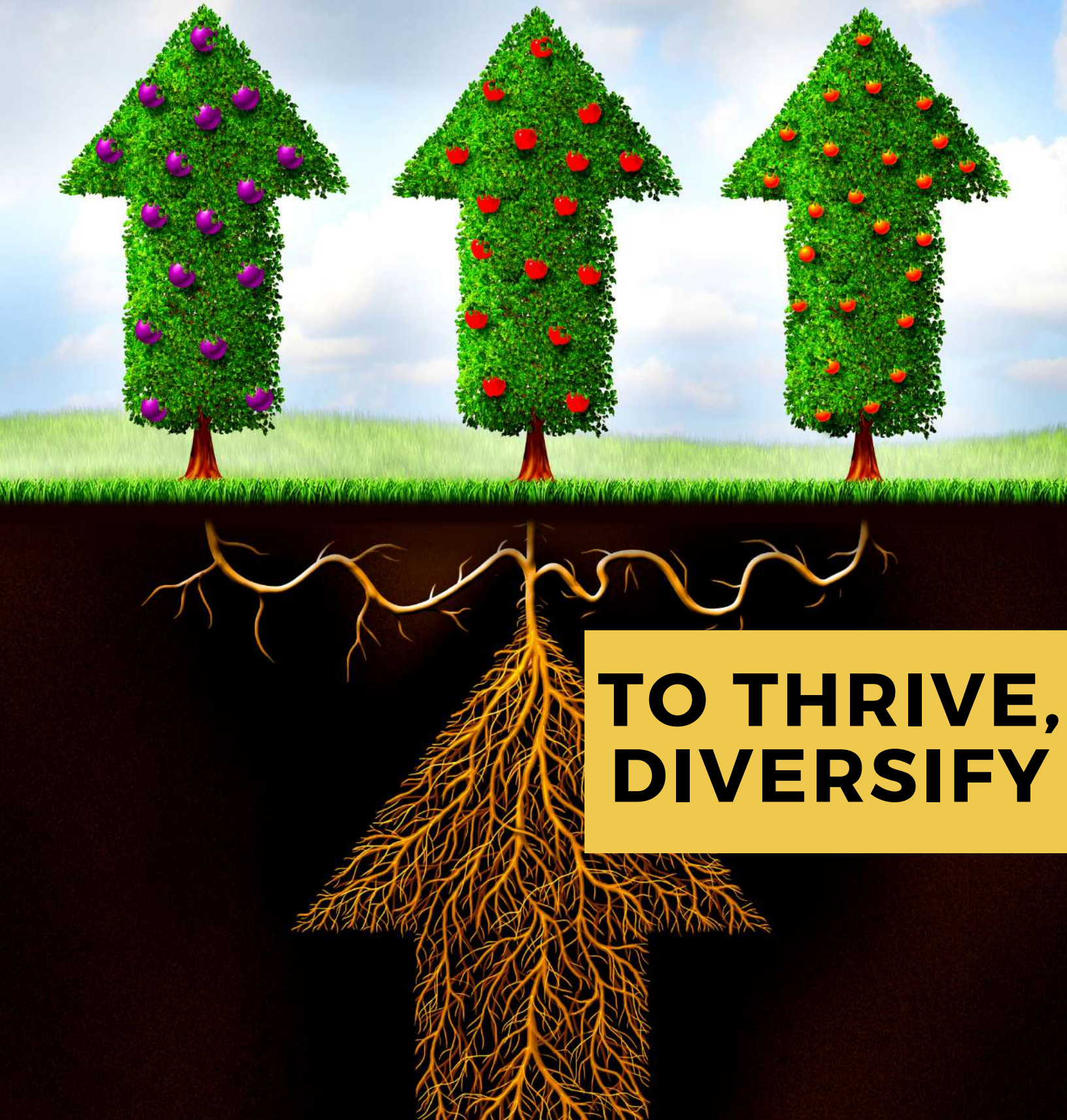
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TURNING CRISIS INTO OPPORTUNITY



STEPS & ACTIONS I NEED TO EXECUTE (PLAN - DO - REFLECT)
SELECT AT LEAST ONE ACTION:

-
-
-
-



**TO THRIVE,
DIVERSIFY**

POWER PRINCIPLE 3

POWER PRINCIPLE 3 NOTES:

HOW CAN I TAKE ADVANTAGE OF DIVERSIFICATION?

A series of horizontal dashed lines for writing notes.

DIVERSIFICATION: KEY QUESTIONS TO ANSWER

1. WHAT ADDITIONAL SERVICES CAN I OFFER MY CUSTOMER BASE?
2. WHAT OTHER INDUSTRIES CAN BENEFIT/NEED MY SERVICES?
3. WHAT SERVICES DO WE PROVIDE BETTER THAN THE COMPETITION?
4. WHAT ARE OUR STRATEGIC ASSETS (COMPETITIVE EDGE) AND HOW AND WHERE CAN WE BEST MAKE USE OF THEM?
5. WHAT DO WE NEED IN ORDER TO SUCCEED/WHAT ARE THE CRITICAL FACTORS TO SUCCEED IN THE NEW MARKET/PRODUCT/SERVICE/INDUSTRY?
6. IF WE ARE MISSING A CRITICAL FACTOR TO SUCCEED CAN WE PURCHASE OR DEVELOP THEM AT A REASONABLE COST?
7. WILL WE BE SIMPLY ONE MORE PLAYER IN THE NEW MARKET/SERVICE/PRODUCT/INDUSTRY OR DO WE HAVE WHAT'S NEEDED TO EMERGE A WINNER?
8. WHAT LESSONS CAN WE LEARN BY DIVERSIFYING, AND DO WE HAVE THE NECESSARY MECHANISMS/SYSTEMS TO CAPTURE, AND IMPLEMENT LESSONS LEARNED AND THEN TRANSFER KNOWLEDGE ACROSS THE ORGANIZATION?
9. WHAT SKILLS, COMPETENCIES AND ABILITIES WILL WE GAIN AS A RESULT OF DIVERSIFICATION AND HOW CAN WE USE THEM IN OTHER AREAS OF THE BUSINESS?

MY ANSWERS ABOUT DIVERSIFICATION

1.

2.

3.

4.

5.

6.

7.

8.

9.

WHAT WOULD I DO TO



BREAK BARRIERS?



OVERCOME CRISIS?



INCREASE PROFITS?



Keynote Theme

Above and Beyond: Perspectives on Breaking Barriers, Overcoming Crisis, and Increasing Profits.

Section I: Going Above & Beyond and Breaking Barriers

1. How have you gone above and beyond during the last two years?
2. What barriers have you had to face as a business owner, and how did you overcome them?
3. How have your priorities changed during the last year?

Section II: Managing and Overcoming Crisis

1. Can you tell us how you faced the COVID-19 crisis and how you pivot amidst chaos?
2. What principles have allowed you to succeed during this historical disruption?
3. What has been the most meaningful lesson you have acquired during the last 2 years?

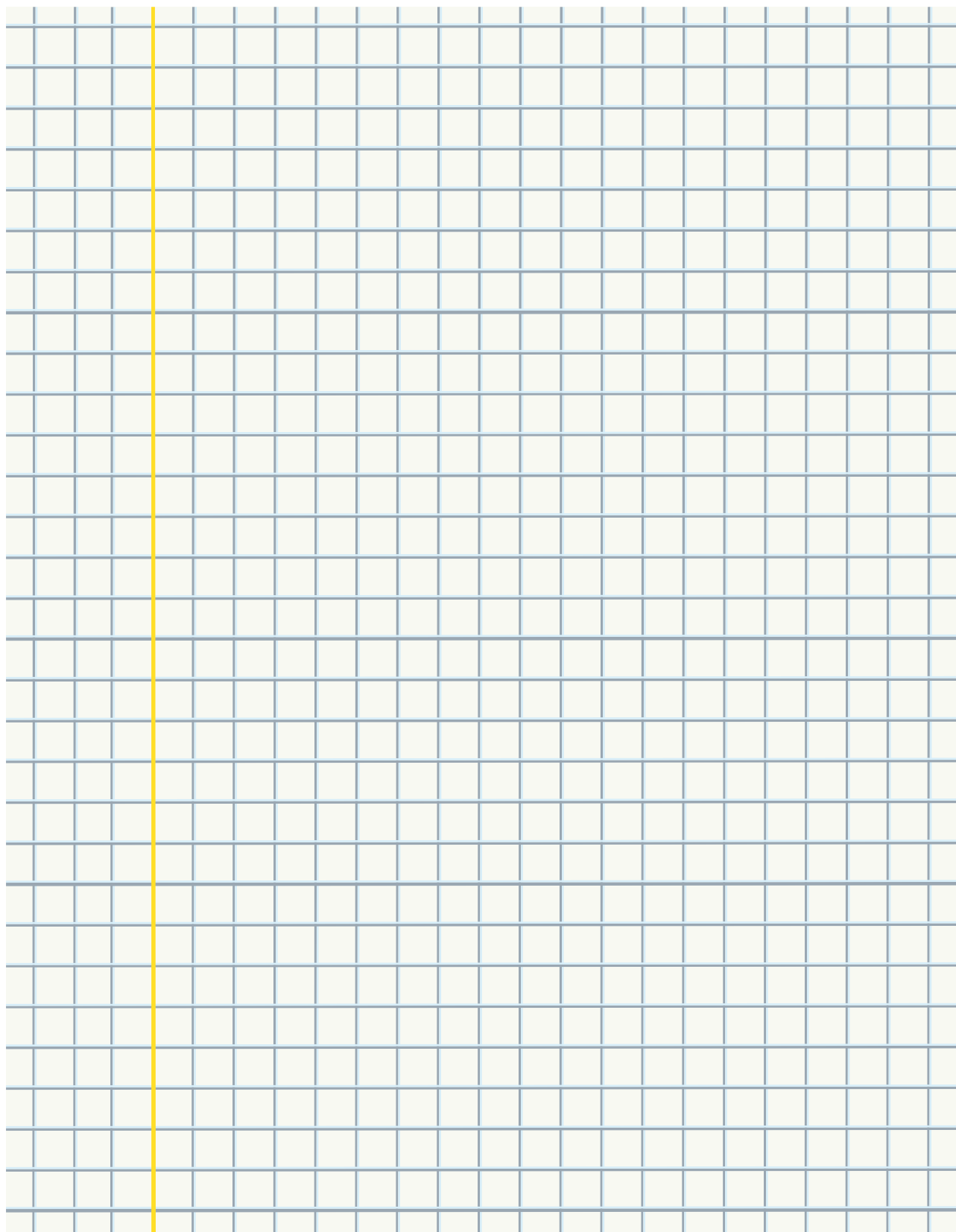
Section III: Achieving Growth and Increasing Profits/Performance

1. What's your number one rule to increase profits and performance?
2. Relevant to growth, profits, performance - Knowing what you know now, is there anything you would have done differently?
3. What advice would you give to new business owners?

*How would you
Answer?*

VISION DRAWING: 5 YEARS FROM NOW

5 YEARS FROM NOW YOU GET INVITED TO SERVE AS ONE OF THE OPPORTUNITY ACCELERATOR KEYNOTE SPEAKERS. HOW DO YOU LOOK? WHAT HAVE YOU ACHIEVED? WHAT WOULD YOU SAY? HOW DO YOU FEEL? TAKE A MOMENT TO CAPTURE BELOW WHAT THIS WOULD LOOK LIKE FOR YOU.

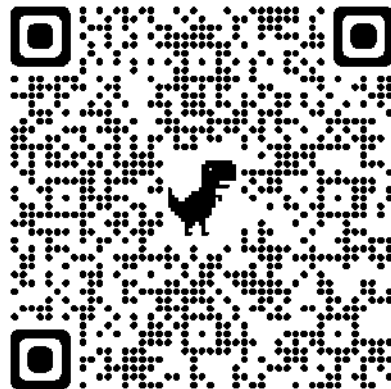




YOUR FEEDBACK IS IMPORTANT TO US

TELL US WHAT YOU THINK

Submit your feedback using the QR code below:



<https://forms.gle/Z7UpqHCgcfzDqDLU8>



I WANT TO HEAR FROM YOU

LET'S CONNECT!

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