



Getting real with Dyana Valentine; is being on track and being true to yourself antithetical?

[Dyana Valentine](#) describes herself as dark chocolate chili peppers. She's sweet and has a kick when she's helping self-starters self-finish one project at a time. Dyana's a coach in the very best sense of the word. She's also a professional instigator, she takes what's already there and turns up the volumes. A college instructor, an entrepreneur and a good friend and colleague all give you some sense of Dyana, who is also the subject of this month's newsletter.



Here are 7 questions I recently asked her and her intriguing responses (which I've edited slightly).

1. What are the biggest blocks or obstacles you see your clients trying to overcome?

*There's never any shortage of ideas but what to do next gets people into a state of **analysis paralysis**. Making a decision about what to do next always needs to rise to the top.*

2. Daniel Pink, in a [Whole New Mind](#), talks about how our North American-centric search for abundance hasn't satisfied us, that we're still yearning and searching. What do you think we're hungry for?

***Transparency**, which is different from authenticity. We're **hungry to take a big leap** and be safe and be understood and know that our intentions will be clear and understood by others.*

3. Thinking of the KISS principle (keep it simply stupid) what do you see your clients doing that are unnecessarily complicated?

*A great way to uncomplicate is to design a process for yourself, any **process to get your ideas out of your whirling dervish of a head**, out in a way you can see them differently and sort them out.*

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If your ideas are all swimming inside of your head ... proposals and milestones and what could happen and what should happen ... it will be complicated. You'll only be seeing them through your own lens, which is why I think Lee-Anne's [Life Lenses™](#) is so valuable [a self-assessment designed to illuminate how you see the world]. Once you see how your ideas can be seen by others, it makes it easier to make decisions.

Have a regular process where you can do this yourself, for example I have an advisory board; people who have agreed to be sounding boards, give me advice, be really honest. I regularly run ideas by them. Another process example is before I share ideas I hang up giant pieces of white paper on walls. I put up every teeny tiny idea on them and then do a sort- what's bugging me, what are about what someone else thinks I should do etc.

4. Your Pitch Perfect process, where you help people pitch themselves and/or their products, has been helpful to so many. How come we need it in the first place? Do we not like to 'sell' ourselves? Are we not sure who we are?

[Laughs] I needed it, I couldn't talk my way out of a paper bag about my business. I'd make up new pitch for every new event. I was totally uncomfortable and didn't believe half of what I said.

We all need a pitch for the same reason; we have something incredibly useful to give to people but how will they know if we can't tell them about it.

*Your pitch is your **introduction to your public** and most of the time you won't necessarily be talking directly to the decision maker, so you want to have language that someone can easily repeat. You want the person who you're talking to to become your **evangelist**, someone who can accurately represent you. If your pitch is not easy to repeat they will make up their own script or they won't talk about you at all.*

*Also part of it is the public speaking thing, being nervous socially, deciding – will 'they like me, understand me.' When we were 3 or 4 years old and all we talked about was ourselves, at some point someone hobbled us. We were told to stop talking about ourselves. It hobbled our **personal vocabulary**.*

5. What are three ways you coach people to bring ease, to clear the way towards recognizing our gifts and putting them into action towards making a contribution in our world of work & play?

- *listen intently and be a story seeker - sometimes the real zing isn't in the stated problem*
- *seek patterns*
- *have a structure for your great, big brilliant brain and have some scaffolding*

to make it safe (see question 3 for two ideas on how to do this)

6. I'm all over analytics lately, which has me thinking about the broader notion of success. What's your measure-mometer? E.g. how do you gauge success?

Once in a while I look at my analytics. For example I did a video recently ([You will Survive](#)), there were 1900 views in less than a week, and prior videos hadn't added up to 300 or 400. It was unexpected. I had a clear urge to share it.

This gave me a new measure for success – about taking a risk. **Leaning out into the mystery you may find hidden success.**

7. Finally what does being on track, being true to ourselves look and feel like?

Having the phrase 'being on track' beside 'being true to ourselves' can almost feel antithetical. It's a beautiful dynamic.

Get out a piece of paper. Make two columns. Write down on one side, being on track means....., and then make a list. On the other side write down 'being to myself means.... and then make a second list.

Now place them together and see **where they overlap.**
That's where the gold is.

That's where **you get really interesting to us**, your clients.
So get out there and get interesting.

Want to get more of Dyana's Pitch Perfect¹?

- Listen to the [audio of Dyana answering the above questions](#)
- Download [this worksheet filled with resources](#)
- Email her your pitch and why you'd like to **win a free Pitch Perfect session** – one lucky winner will do just that. Good luck!

Lee-Anne Ragan, MEd, BSW, ITC, is President of Rock.Paper.Scissors Inc. (RPS), Vancouver's award winning corporate training & entertainment company. Email us to enquire about scheduling your own workshop (laragan@rpsinc.ca) or check out the public workshops below:

- [Workshops that Work](#), March 3 & 4, 2011, Langara College, Vancouver
- [Life Lenses: polish your perspective & gain a whole new view](#), May 13th, Every Woman conference, Whistler
- [Facilitating Participation](#), June 16th, 2011, Langara College, Vancouver
- [One Size Doesn't Fit All- cross cultural conflict resolution](#), 2011 CMA Leadership Conference, May 20th, 2011, Vancouver

Other resources:

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