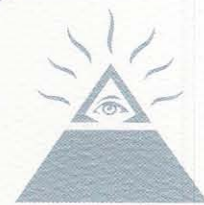




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Getting Altitude



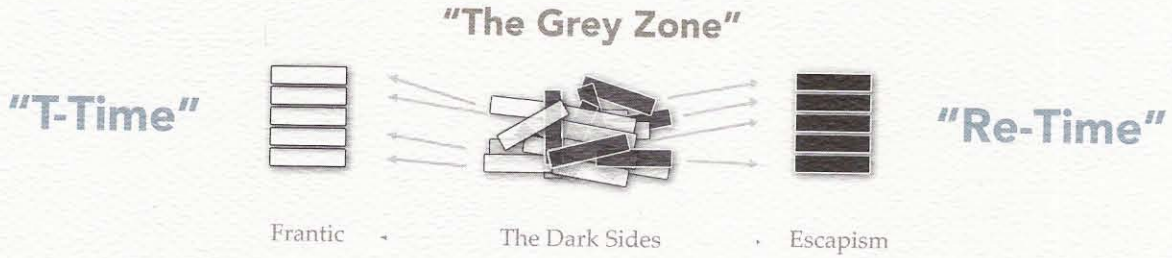
Points To Remember

- △ Be smart enough to know when you're getting lucky, recognizing, nurturing, and developing these "lucky" moments are the key to your long-term success.
- △ Strong foundations are key to strong, lasting, stable structures. Consider the foundation for a skyscraper, or the "foundation" for a tree – its root system, and develop your foundation consciously for long-term business success.
- △ Focusing on all five of the key areas (You, Your Market, Your Marketing, Your People, Your Systems) will give you the greatest chance of growing fast and without sticking points and hassles, and reduce your chances of failure.
- △ The path to success is typically not obvious, and often counter-intuitive.
- △ Take a "Scientific Approach" to the Altitude materials: Test each system in your business, observe/measure/record the results, and keep what works.
- △ Principles: Find and focus on Strengths. Build strong individual one-to-one relationships by understanding the other person's perspective and meeting their needs. Only work with "Stars." Create and dominate your business category or niche. Partner with strong business-leading companies and help them succeed. Eliminate friction and obstacles, create conditions and structures for success.
- △ Avoid Emotional Estimation and Seeing/Seeking Only Validation. Instead, focus on Data Driven Decisions, Test>Model>Project.
- △ Your Market drives your Marketing and your People drive your Systems. Focus on understanding and creating for your market, and finding the right people to work with you on your team... and developing yourself on a continual basis. Solve these problems, and the other problems will solve themselves.
- △ Balance "creating" with "discovering" and realize that most of the highest value things you'll discover will be "accidental."
- △ Get Out Of The Grey Zone. Separate "T-Time" from "Re-Time" and combine and focus in large chunks.
- △ Take time to completely "unplug" from your business, and spend large blocks of time in renewal. Avoid the "paradox of success."



Get Out Of The "Grey Zone"

When you rapidly switch from one task to another, you allow and create interruptions for yourself (and do what is called "multi-tasking"). In these states you are typically operating very inefficiently. To operate more effectively and efficiently, separate your activities into "T-Time" and "Re-Time." T stands for Talent, Re stands for Renewal, Relaxation, Rejuvenation. Start by identifying each type of activity below.



T-Time

Talent/Strength



Re-Time

Renewal, Relaxation, Rejuvenation



T-Time & Re-Time Strategizer

In order to enjoy and get leverage from focused, uninterrupted blocks of T-Time and Re-Time, you must first identify friction and blocks to remove, then conditions and structures to put in place. Finally, create action steps to do immediately. This is a "brainstorm" - take what you create here and develop over time after you return to your business.



	Activity	Friction & Blocks	Conditions & Structures	Action Steps
T-Time				
Re-Time				



Your T-Time & Re-Time Days



If you could design an "ideal day" of focused, concentrated T-Time in your business, and an ideal unplugged, relaxed Re-Time renewal day, how would they look? And which days of the week would you spend doing each? Use this worksheet to get a start on your T-Time and Re-Time day structuring.

Mon	Tues	Wed	Thur	Fri	Sat	Sun
-----	------	-----	------	-----	-----	-----

T Ideal T-Time Day Talent/Strength/Highest Value Results

7:00
7:30
8:00
8:30
9:00
9:30
10:00
10:30
11:00
11:30
12:00
12:30
1:00
1:30
2:00
2:30
3:00
3:30
4:00
4:30
5:00
5:30
6:00
6:30
7:00
7:30
8:00

R Ideal Re-Time Day Relaxation, Rejuvenation, Renewal

7:00
7:30
8:00
8:30
9:00
9:30
10:00
10:30
11:00
11:30
12:00
12:30
1:00
1:30
2:00
2:30
3:00
3:30
4:00
4:30
5:00
5:30
6:00
6:30
7:00
7:30
8:00

Creating Your Customer Avatar



“It is impossible to overlook the extent to which civilization is built upon a renunciation of instinct.”

– Sigmund Freud

“The aim of marketing is to know and understand the customer so well the product or service fits him and sells itself.”

– Peter Drucker

Points To Remember

- △ Marketing: “Letting people know about something they already want.” This changes the frame and approach to business, and instantly makes it “customer-centric.”
- △ Bad business ideas almost always come down to not thinking like a customer.
- △ Avatar Definition: temporary manifestation or aspect of a continuing entity; an embodiment or personification, as of a principle, attitude, or view of life.
- △ Compassion is the key, and possibly the ultimate Money-Making skill. It’s pro-active empathy. It’s learning how another person sees the world, what they need, and then creating solutions for their needs.
- △ If you can first find the right market & customers and then the right team members... and then the right partners... and have COMPASSION for them, seek to understand them first... you’re on your way to massive success.
- △ There is a magical power in feeling UNDERSTOOD.
- △ Bill Brooks: Two abilities that superior salespeople possess: The ability to qualify the buyer better, and the ability to build trust faster.
- △ Mentally “combine” your ideal Star customers, see commonalities, project these qualities onto an imaginary, representative “image” of an idealized person... this is your “Customer Avatar.”
- △ Next, combine your products, services, marketing, and experience of doing business with your company in a similar way, and project it onto an idealized representative who has passion about what you’re offering, and now you have a “Business Avatar.”
- △ Eventually, you may create more than one Customer Avatar (and Business Avatar).

Creating Your "Customer Avatar"

To grow your business, you'll need to increase the number of customers that you attract. One danger is losing touch with the fact that each customer is an individual, and wants to connect with another individual... not a "business." In order to communicate powerfully and directly with the masses, you must first figure out what all of your customers have in common, so you can use this as a "customer template" for one-to-one dialogs and communication.



Common Fears, Frustrations, Pain, Urgency

Wants & Aspirations

Common Experiences, Reality

Common Irrational Fears & Fantasies

Name & Describe Your Avatar To Bring To Life



From "How" To "Who" ... Finding Stars



Your People

“Take our 20 best people away, and I will tell you that Microsoft would become an unimportant company.”

– Bill Gates

“Never contract friendship with a man that is not better than thyself.”

– Confucius

Points To Remember

- △ Stars have an entirely different outlook – they live in a world where they are at CAUSE in their reality.
- △ Dangerous, Expensive Mistakes:
 - Hiring someone because they're like you
 - Hiring someone because you like them
 - Hiring someone because you want to help them
- △ Realities To Accept When Seeking Team Members:
 - Some people believe they can change themselves and their circumstance, and some don't
 - Some people are driven to evolve, develop, learn, and some aren't
 - Some people have emotional and social intelligence, and some don't
 - Some people want to create and contribute to others, and to something bigger than themselves, and some don't
 - Some people are comfortable with who they are, and are authentic, and some aren't
 - Some people are optimistic, and some aren't
 - Some people live in a friendly, abundant, opportunity-filled universe, and some don't
- △ Trying to CHANGE people has proven to be a very low return investment when it comes to building a company. Start With Stars!
- △ Intrinsic motivation is very different from external motivation – trigger internal motivation, it's much more powerful.
- △ C Players don't like Stars, and they turn Stars into B and C Players.
- △ Stars amplify each other, multiply their power.

Your Star Profile

The “key” traits to look for when recruiting Stars for your team aren’t typically mentioned in books and trainings on interviewing and hiring. Some of these traits include: 1) Being a “Driver,” 2) Being “Highly Networked,” 3) Being “Emotionally & Socially Intelligent,” 4) Having “Millionaire Next Door Sensibilities,” 5) Having Passion and Aspirations, 6) Having a Strong Personal Passion About Business. In addition to these traits, identify any other traits and qualifications needed for the specific role you’re considering.



Your Star Profile Traits

What traits are important to you in any person you hire for your team?



Additional Traits For Role

What are the traits and qualifications that are important for this specific role?



Learning To Think In Systems



“If you can't describe what you are doing as a process, you don't know what you're doing.”

– W. Edwards Deming

Points To Remember

- △ Systems Thinking
 - Physical variation is part of every system
 - Long term and short-term results of systems are often very different
 - In a system, you never do just one thing
 - Systemic results are often counter-intuitive
 - All system changes have side effects
 - Stable systems are hard to change
 - Visual Display: Key in business

- △ Expect side effects and delayed effects. Short term and long-term effects may be very different.

- △ Deming's Paradox: Constancy of Purpose and Never-ending Improvement are important

- △ Be careful when you treat a human like a thing, because a human is a system... and what you THINK will happen in your mind isn't typically what happens in the real world

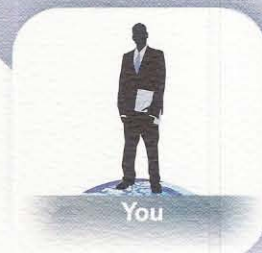
- △ My favorite example: Incentives. Thinking you can use incentives rather than finding intrinsically motivated people!

- △ Tips When Creating Systems
 - Run the system and test
 - Track results over time visually
 - Look for unintended consequences, expect them
 - Assume there will be problems you didn't consider
 - When you want to change a result, go to work on the system, not the symptom
 - Focus on what's working, and develop it
 - Search for bottlenecks or constraints – these are opportunities for leverage

- △ Two ways of “planning” things: Planning and sticking to plan vs. setting minimal conditions, running system, watching results... then refining after getting data (and integrating planning and discovery together).



Personal Productivity



“Opportunities multiply as they are seized.” – *Sun Tzu*

“Next to knowing when to seize an opportunity, the most important thing in life is to know when to forego an opportunity.”
– *Benjamin Disraeli*

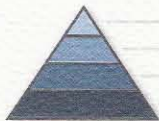
“The essence of genius is to know what to overlook.”
– *William James*

Points To Remember

- △ The magic state “The Zone” or “Flow” – total engagement or involvement, enjoyment, and feeling of contribution or creation...
- △ Weeds grow automatically – and you must tend if you want to grow a healthy garden... You must continually improve your ability to enter this state, and spend more and more time in this place. If you don't, you'll automatically be pulled into other states, and cycle AWAY from this one.
- △ What PREVENTS us from entering this state:
 - Multi-Tasking
 - Being “Interrupt Driven” [How long it takes to get back on track]
 - The Electronic OCD Loop
 - Addiction To Struggle
 - Focusing on loss, what the other person is getting, etc.
- △ Friction is anything in your business or life that slows you down, that catches, that snags... and makes things not work smoothly.
- △ Streamline as much as possible to remove friction, simplify, and create systems that run without snags.
- △ Friction Removers:
 - Ask others for problems first
 - Be clear that your ideas are “brainstorms”, not orders
 - Talk about what you're thinking regarding the future
- △ “Let go” of things that are holding you back:
 - Not being able to let go of shopping, laundry, and things that you can pay \$10 per hour to have done for you.
 - If you're not working on things that are worth at least \$100 per hour or more, you're robbing OTHERS as well as yourself.
 - Instead, you should unplug and completely relax, so you can give your greatest contribution when you're “ON”.
- △ To stay tuned to the highest priority, highest-value tasks, follow the things that are what I call “Money Making.”

The Productivity Pyramid

To become more effective, you must identify and become conscious of the activities and time investments you're making throughout your days, and then focus on the highest value activities. The Productivity Pyramid Exercise will help you identify and focus on spending your time doing your highest value activities.



- High Lifetime Value
- High Dollar Per Hour Value
- Low Dollar Per Hour Value
- Zero or Negative Dollar Per Hour Value

High Lifetime Value

Building relationships, learning, creating systems, supporting health, learning, development

High Dollar Per Hour

Activities that "ring the cash register" and bring in sales

Low Dollar Per Hour

"Busywork," administration, errands, shopping, repetitive tasks

Zero Or Negative Value

Worry, idle chatter, distracting others, most "news"



The Entrepreneurial Achilles' Heel

As entrepreneurs, we typically have common weaknesses, distractions, and what you might call "Achilles' Heels." Three of these issues are: 1) Spreading ourselves too thin and working on too many tasks and projects simultaneously, 2) Starting new projects constantly, 3) Controlling and "micro-managing" projects and details that we should delegate. Use this exercise to see what you need to stop, and what you need to delegate.



Spreading Yourself Too Thin

Where I'm Spread Too Thin

What To Stop

What To Delegate

Starting Too Many New Projects

Started But Not Getting Done

What To Stop

What To Delegate

Controlling And Micro-Managing

What I'm Micro-Managing

What To Stop

What To Delegate



Creating Your Category & Dominating Your Niche Market



“It’s better to be first than it is to be better.”

– Al Ries and Jack Trout

Points To Remember

- △ Better isn't better, first into the mind is better.
- △ Look for prospects who are looking for you.
- △ 4 Keys:
 - Pain/Urgency/Irrational Passion
 - Searching
 - Few or No Perceived Options
 - Relationship Potential
- △ Essential conflict: The person offering product wants to appeal to as many people as possible, reasoning that the more people they appeal to, the more they'll sell – they fear excluding anyone and losing a sale... But the person *buying* the product wants to buy something designed SPECIFICALLY for their one need, for an expert, reasoning that the specialized product made by the specialist will be far more effective and reliable.
- △ Core issue: Made for everyone, or made for ONE?
- △ Narrow your niche and focus... this helps you talk directly to and connect with your prospect.
- △ Think about your Customer Avatar here, and how they would ideally like to be connected with.
- △ Brain Buckets & Brain Buffers... Brain Buffers: Phonological Loop.
- △ Names: Unforgettable. Repetitive sounds, rhythm, unconscious associations.
- △ Importance of being #1 in your category. GE, P&G, others agree. Being #1 conveys so many advantages that it's just worth it to pursue.



Creating & Dominating Your Niche Category

The best way to "corner your market" is to CREATE your market. By challenging yourself to look deeper into your market, your customer's individual needs and motivations, and by using this process, you can create and then dominate your niche business category.



Prospective Niches

What are the "niches" or segments within your market?



Key Pain Or Passion

What are your prospect's key focus areas of pain or passion, or key reasons why they're buying your product or service?



Few Or No Options

What is the prospect looking for, but doesn't perceive is available?



Niches To Test

Possible new niche category ideas to test

Your 5 Marketing Models



Points To Remember

- △ Profound: What YOU think is valuable typically isn't what the CUSTOMER thinks is valuable.

- △ People become more attached to and invested in things they help to create.
Lottery ticket: If you pick the numbers you are more reluctant to give it up than if they're selected at random. Use SPIN model, online quiz, dialog models to involve the customer in the creation of the recommendation.

- △ Referral Selling – People are always seeking approval and bonding, so give them stories to tell.

- △ Your job as a marketer is to learn how to TRANSLATE VALUE into terms that your prospect can understand:
 - Money terms
 - Time terms
 - Savings of hassle terms
 - Risk terms
 - Emotional terms...Whatever is important to the PROSPECT...



Planning Your Product Curriculum

This exercise goes hand-in-hand with the "5 Marketing Models" exercise, as you need to plan the actual products and services you're going to be selling to support each model. When creating a product or service, ask yourself the key questions: 1) Is there Pain + Urgency or "Irrational Passion" - in other words, STRONG EMOTION involved from the customer's perspective? 2) Is the prospect searching for solutions? 3) Are there few or no perceived options from the prospect's perspective? 4) Is there an opportunity for a long-term relationship and natural connection to other products and services?



Potential Free Sample Products

Potential Introductory Products

Potential Upsell Products Or Packages

Potential Back End Products

Potential Continuity Products



Identifying Money-Making

There are very few things that actually create value for customers and "make money" for your business. These things typically exist "outside" of what your business does day-to-day, and usually consist of the marketing that brings in customers, lead capture, conversion, and sales systems/scripts that convert buyers, and other things that work to consistently bring in sales. This is truly some of the key "Secret Sauce" of your business. In this exercise, we're going to focus on five key areas, which coincide with the "5 Key Models" exercise you'll also be doing.



Lead Generation

What brings you most of your leads? Is it an advertisement, your content, referrals?



Follow-Up & Conversion

What follow-up mechanism converts leads to sales, specifically?



Upselling

What else do you sell at point of purchase?



Back End

Which mechanisms convert customers to additional purchases after their initial purchase?



Continuity

What sells your recurring or "subscription" basis products/services?



Your 5 Money-Making Models

To optimize your business, keep your team moving in step together, and keep the business focused on growth and optimization, it's useful to break the steps of your Money-Making process into separate models. Below, start out by filling in the Process, Metrics, and ROI Model for each of the 5 Money-Making areas.



Leads

Process	Metrics	ROI Model

Conversion

Process	Metrics	ROI Model

Upsell

Process	Metrics	ROI Model

Back End

Process	Metrics	ROI Model

Continuity

Process	Metrics	ROI Model



Creating And Scripting Your Business Friendships



“I will pay more for the ability to deal with people than any other ability under the sun.”

– John D Rockefeller

Points To Remember

- △ Think of your customers as "Business Friends" – each providing value to each other, in a personal exchange that brings good to each.
- △ Remember, your customer is an individual human who wants to find someone they can trust... someone they can connect with... someone who will give them attention and commitment to results.
- △ Entrepreneurs and business people have a mode that you might call "Business Communication Mode" where they try to sound big, important, and impersonal. Ads, voicemail messages, designs, images - this isn't what an individual human who has a need actually WANTS...
- △ Attention>Connection>Commitment cycle (including action on commitment) - Customer wants the same from us!
- △ Humans judge value 80% by emotion, 20% with logic
- △ Humans "decide" with emotion, then rationalize, justify, and tell themselves a story about how it "makes sense"
- △ It's VERY important to talk to the EMOTIONAL decision making process, and translate value into EMOTIONAL terms that speak to the EMOTIONS of the prospect.
- △ Keats' "Negative Capability" – the ability to negate the self.
- △ Alternate currency: What does your customer want in terms of a result or benefit. How can you translate that into a currency to use? Reduced pain, increased income, more time... how much, when, how fast, how easy? What is the currency you're dealing in, ultimately?
- △ The power of communicating that you understand another person's problem better than they do – and then telling a story about your own experience, and how you spent time, effort, energy developing a SYSTEM to solve it (notice what I'm doing here with Altitude)
- △ Education-based marketing is INCREDIBLY powerful. Educate the prospect on the problem, history, discoveries. Explain in a way that makes them feel as if they're discovering as they learn.
- △ The fundamental shift from taking to giving – From "How can I get a million people to give me a dollar?" to "How can I give a million people \$100 worth of value, then ask for \$10 in return?"

Move The "Free Line"

The ultimate marketing, in most cases, is allowing your prospective customer to actually experience your product or service. What can you give away as a "sample" or "starter" to your prospects, that is easy and inexpensive to distribute in mass quantities... that also delivers massive value?



Ideas & Techniques

What are your most valuable "silver bullet" ideas and techniques? And how could you give these ideas away to a massive number of prospects?



Free Offer

How could you offer a sample, consultation, or free analysis? And how could you deliver these at a low cost to masses of quality prospects?



Becoming Pro-Active About Finding Stars



Your People

Points To Remember

- △ Tip: Underperformers are typically talented in one key area — developing and executing creative approaches for securing their future employment.
- △ Don't expect to be profitable for 1-2 years... The first 3-6 months is learning...
- △ The Osmosis Hiring Process...
- △ "Underhand Toss Project" - As soon as you possibly can, give someone a project, and leave them alone to see if they perform while no one is watching.
- △ Listen to what others are saying and thinking about them
- △ Mindset: One developed talent is worth ten average skills
- △ Mistake #1: Imitating "people practices" of big companies
- △ Mistake #2: Giving status and power to someone who hasn't earned it over time
- △ Mistake #3: Getting caught up in your hopes and fantasies about a person rather than watching their results
- △ Environment, and its importance in attracting and keeping stars. Google: What do you do to keep millionaires around? Irony: We start businesses to free ourselves, but then often create cultures and environments that aren't fun, aren't inspiring, and aren't attractive. Make your environment COOL and interesting for Stars.
- △ Your company's *vocabulary* creates your culture...
- △ "Virtual" has its advantages and disadvantages, so be aware of both as you use the model.



Creating Your "Virtual Bench"

When it comes to finding Star Team Members, it pays to "Dig your well before you're thirsty." By thinking ahead, networking with Stars you have on your team and Stars you know outside of your business, you can get a jump on your recruiting efforts, (and create a powerful resource that will pay you back dividends in the future as you need to hire people to grow your business). Fill in each future role your business will need in the boxes below, then list three people you can contact to get referrals to Stars who might be good future candidates.



Future Role #1

People To Contact For Introductions:

①

②

③

Future Role #2

People To Contact For Introductions:

①

②

③

Future Role #3

People To Contact For Introductions:

①

②

③



How To Become "Business Instrument Rated"



Points To Remember

- △ When you first start, you can SEE what's happening in your business firsthand. As your business grows, you can no longer SEE what's going on firsthand. You must learn new ways of monitoring what's happening.
- △ You can hope your business grows by accident, or you keep pushing yourself... but the reality is that you'll never reach "escape velocity" unless you've turned your business into a business MODEL.
- △ Measure every campaign for ROI, and connect every spend with its return.
- △ If you're marketing online, measure every single day. Get daily numbers for each of your channels.
- △ Obvious: Not knowing numbers could lead to bad things.
Not obvious: Knowing your numbers dramatically increases your ability to scale.
- △ Create a few key common terms and metrics...
What is a "front end sale"? What is "revenue"?
- △ Some of our terminology and metrics:
 - Sales On Spend - Front End and Back End
 - Cash On Cash "Profile"
 - Refunds
 - Profit (however you want to define and think of it, but start with cash)
 - Current Cash Position
- △ With visual display of numbers: You're looking for TRENDS
- △ Three elements of your "Instruments" to navigate with:
 - Vital Stats Dash
 - Weekly and daily updates
 - In-depth analysis and recommendations, ROI projections, etc.



Entrepreneurial Management And Leadership



“The highest and best form of efficiency is the spontaneous cooperation of a free people.”

– Woodrow Wilson

“Draw organization charts in pencil. Never formalize, print and circulate them.”

– Robert Townsend

(Former CEO of Avis, author of Up The Organization)

Points To Remember

- △ Hire Stars, and take the approach that they will continue to evolve if provided with a great environment, great tools, and an encouraging culture
- △ We each have a “primal brain” and don’t like to be placed into artificial hierarchies
- △ Teach your team to communicate with you, and ask them to “push back” with priority choices when you show up with “new ideas”
- △ Talk to conflicts of interest, the elephant in the room, and the things that others don’t want to talk about
- △ Let people self-organize. There is a natural, primal aspect to this process, which prevents drama and negative politics
- △ Positive Politics: Encourage your team members to build strong personal and working relationships with each other

Personality Types

- △ Creatives, Organizers, Connectors/Glue People
- △ Advisors, Consultants
- △ “Sticky” People
- △ The “Type E” Entrepreneur



Entrepreneurial Management And Leadership *(Continued)*



Points To Remember

- △ Delegation: Important to delegate in slices, and watch results and consistency carefully... don't assume, and keep communication strong (daily updates and lots of coaching).
- △ When outsourcing, good specifications, good communication, and good budgeting make for good relationships and good results.
- △ “Consultants” are some of the smoothest talkers you’ll ever meet — hire for short-term, carefully defined projects only (and keep your eye on the spending).
- △ When using “Professional Services” firms, get an estimate — and keep an eagle eye on the spending.
- △ If you’re not a talented system designer and process documenter, hire someone who is — it’s not that expensive.
- △ In my experience, most projects take twice as long to do, twice as much effort and hassle, and twice as much money, on average. Double your estimates.
- △ Most projects have about 25-50% the chance of success that you think they do.
- △ Establish the basis for pay on your expected ROI.



The Road Ahead

As your business grows, you will experience more and more opportunity, and more and more distraction. It's critical that you stay focused on only those projects and activities that will bring you the greatest results. Use this exercise to focus yourself and your team on the critical projects and opportunities to pursue.



Streamline & Strengthen Money-Making

60% of Focus

Start with your Money-Making, then streamline, automate, delegate to scale and optimize.



Develop Your Discoveries

30% of Focus

What opportunity have you discovered that is worth developing?



Seeing A Future Reality

10% of Focus

What do you believe, but can't prove... and would be worth a test for a home-run?



Inevitability Thinking Exercise

In order to make an outcome as close as possible to "inevitable," it's important to utilize and incorporate the best "actualization" tools that have been discovered. Follow this method when working with a group of two or more people to achieve maximum effectiveness and efficiency of the group. The key element in this exercise is the "Conditions & Structures" that must be put in place, so pay careful attention to that step.



What We Know, What We've Learned

Begin with any data, test results, or research you have available

Problems To Solve

What are the problems and obstacles that stand in our way, or that could come up?

Goals & Objectives

Use "Idealized Design" – start without constraints or limits on your thinking

Conditions & Structures

What conditions and structures must be put in place to make this outcome happen automatically?

Action Steps

What are the action steps to put these conditions and structures in place?



Use Case Thinking

When planning or creating a product, service, or a new category, work to get your feeling/thinking/experiencing process as close as possible to a customer's process. We do this by using an approach that I call "Use Case Thinking" where you put yourself in your prospect's shoes, and talk as if you WERE the customer experiencing, feeling, thinking and communicating.



Situations Your Prospect Is Experiencing

Irrational Fears, Desires, Thoughts, Fantasies

How Your Prospect Will Search For You

The Customer Experience You've Planned



Your Bigger Contribution

A commitment to a bigger contribution in the world is not only personally inspiring, it also makes you more attractive to Star customers, team members, partners, and mentors. Consider the bigger contribution you'd like to make to the world, then clarify and focus it, so you can communicate it to everyone you meet in the future.



Your Current Business Contribution

How is your product or service making the world a better place right now?



Your Future Business Contribution

What is your vision for the future of your business and its contribution?



Seeing A Future Reality

How can you see yourself making a difference in the world over your lifetime?

