R E C O D E

ACTIVATOR 14 MODULE PROGRAM

MODULE SEVEN WORKBOOK:
RECODE YOUR MISSION

VIDEO 1

TOTAL MISSION ALIGNMENT PROCESS

My Calling: Four Considerations

My Quantified Calling: What Is The Measurable Cultural Change?

My Model For Success: Who Is Already Winning The Game?

My Model's Tactical Assets: What Structures Do They Rely On?

My Tactical Asset Road Map: What Is The Highest Leverage Sequence Of For Adding And Improving My Tactical Assets?

Clearing My Objections To Growth: What Are My Logistical And Psychological Objections?

Shrink Wrapping My Commitments: How Can I Reframe Or Redesign My Implementation To Better Fit My Tendencies and Preferences?

My Near Term Objectives: What Goals Support Creating Or Improving My First Tactical Asset?

My Structures Of Accountability: How Will I Objectively Measure And Share My Progress

My Immediate Actions: What Will I Do This Week?

My Tempo For Course Correction: What Is The Appropriate Pace Of Reconsideration?

Actions Into Habits: For you to grow, continually convert the actions you take into habits.

VIDEO 3

4 CONSIDERATIONS EXERCISE

Follow the instructions below and fill out the worksheet on the next page.

1. What is your calling? What do you want to make absurd in 20 years that's 'normal' today.

VIDEO 4

2. What are your assets? What is your genius? (Your genius is often the result of compensating for your greatest flaws)

VIDEO 5

4 CONSIDERATIONS EXERCISE

Follow the instructions below and fill out the worksheet on the next page.

3. Who do you want to help? As you imagine leading people from point A to B, do you love spending time with the A's?

VIDEO 6

4. Who and what do you have credibility with? Why specifically you?

VIDEO 7

SELECTING YOUR MISSION'S MOTIVATIONAL DRIVERS

There are 7 Core Motivational Drivers that are at the root of why people take actions, where they spend their time and money, what their underlying intentions are that fuel their goals.

#1 SAFETY: Trust, Reducing Risk
#2 POWER: Control, Resource Acquisition
#3 STRUCTURE: Efficiency, Productivity, Fairness
#4 ACHIEVEMENT: Learning, Expansion, New Abilities
#5 AFFILIATION: Community, Status, Belonging
#6 FREEDOM: Autonomy, Flexibility
#7 INTEGRATION: Transcendence, Interconnectivity

Look at which of these you tend to focus on, which ones the people you love to serve tend to focus on and select a motivation driver for your mission as the primary means of conveying your value:

MY CORE MOTIVATIONAL DRIVER:

THE CORE MOTIVATIONAL DRIVER OF THOSE I SERVE:

MY MISSION'S PRIMARY MOTIVATIONAL DRIVER:

VIDEO 8

QUANTIFIED CALLING

A quantified calling is about taking a larger more general mission fine tuning the focus to make it tangible, measurable, and actionable. Your quantified calling will start to answer more specifically Who?, What? How? and When? It should feel real, tangible, measurable and enrolling

EXAMPLES: World Peace
"We're committed to reduce the number of armed conflicts in the world from 14 to zero in 5 years" (Safe Conflict Project Mission)

EXAMPLES: The Foundation Entrepreneur's Online Education
We want to help 1 million entrepreneurs get their first customer by creating a SAAS business in the next 10 years"

IDENTIFYING YOUR QUANTIFIED CALLING

Take a look at the considerations and core motivational drivers and start to form your quantified calling. Think about the who you want to help. Think about the scale of it. Think about what you specifically want them to do. Think about by when you want to accomplish it. Write down your quantified calling statement.

MY QUANTIFIED CALLING STATEMENT:

VIDEO 9

SELECTING YOUR MODEL FOR SUCCESS

Your Model for Success is a map of assets that work together to create a desired outcome.

1) Take out your Systems Map from Module 6 for this exercise.
2) Replace the desired outcome with your quantified calling
3) Review the strategies on your Systems map. Refine, adjust, or add strategies now that you have identified your mission and clarified your quantified calling.
4) Select one strategy as your Model for Success
5) Identify 3 actual people or organizations that are implementing the strategy that you've chosen to model. Identify an individual from that organization from each of these three categories:

   Person #1: Most famous, most successful example
   Person #2: Someone you know who is the most successful you know who has implemented that strategy
   Person #3: Someone you are close to that is just one step farther along than you are

MY MODEL FOR SUCCESS STRATEGY IS:

THE PEOPLE AND ORGANIZATIONS I AM EMULATING ARE:

Person #1:

Person #2:

Person #3:

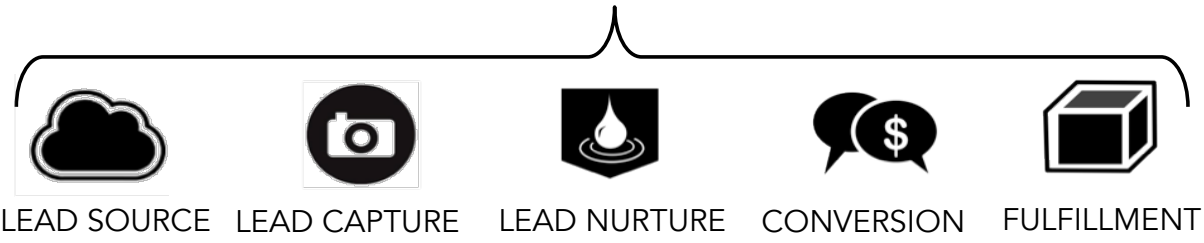
VIDEO 10

IDENTIFYING YOUR TACTICAL ASSETS

Every mission at it's center has a desired action (call to action). The types of assets you'll need to have in place represent the stages the customer goes through from beginning to end.

Write down an asset you'll build in each of those 5 categories.

Put a check mark "✓" next to all the ones that are running well. Put an '✖" next to the ones that need improvement or haven't been created yet. Where those X's are are going to indicate what you ought to be doing next



LEAD SOURCE | LEAD CAPTURE | LEAD NURTURE | CONVERSION | FULFILLMENT

VIDEO
10

CREATING YOUR ASSET ROADMAP

Sequencing has a profound effect on your ability to do what you want to do. If you take steps and build your assets in the wrong order you'll have the experience that you "can't" do it or that the results are less than expected.

You'll be using two processes to sequence the order of assets you need to build for your project: 1) The Global Impact Assessment which will give you the next 6 highest leverage next steps and 2) Interviews with two of the people you identified whose model you want to emulate.

Of the people you identified you will be contacting:

PERSON #2 (of the most successful people you know that uses your model)

Name:	
Organization:	
Contact Info:	
Meeting Time:	

PERSON #3 One who is just one step ahead of you

Name:	
Organization:	
Contact Info:	
Meeting Time:	

VIDEO 11

ASSET ROADMAP INTERVIEW QUESTIONS

PERSON#2:

1. What assets do you rely on for your success?
2. How did you build those assets?
3. What order did you build them in?
4. Is there a different order you'd build them in now?

Share what you have already built (current assets) and what you are considering doing next (6 assets from global assessment) and ask

5. What is your advice to me regarding these assets?
6. Is there an important asset for my place in the journey that isn't on this list?

Pick one of the assets with an "X" and focus on building that one (and only that one) next.

VIDEO 11

ASSET ROADMAP INTERVIEW QUESTIONS

PERSON#3:

1. What assets do you rely on for your success?
2. How did you build those assets?
3. What order did you build them in?
4. Is there a different order you'd build them in now?

Share what you have already built (current assets) and what you are considering doing next (6 assets from global assessment) and ask

5. What is your advice to me regarding these assets?
6. Is there an important asset for my place in the journey that isn't on this list?

Pick one of the assets with an "X" and focus on building that one (and only that one) next.

VIDEO 12

WAYS TO BUILD ASSETS

There's more than one way to build an asset and there are several key perspectives to keep in mind depending on which method you choose:

1. DIY (Do It Yourself)
2. Hiring Someone
3. Outsourcing
4. Creating A Partnership
5. Buying Technology or Services

CHOOSING HOW YOU WILL BUILD YOUR NEXT ASSET

If you are a do-it-yourselfer, consider how it could be more profitable to pay someone else.

If you always considering hiring to solve problems, investigate doing it yourself.

Learn where you predominantly go and see if that is really optimized for the fastest path to your growth and the best use of your energy and resources.

Choose your next asset and the method you'll use to build it:

NEXT ASSET I WILL BUILD:

METHOD I WILL USE TO BUILD IT:

VIDEO 13

REFLECTION QUESTIONS

At this point in the program the reflection questions become more and more important. Talk to the 5 people closest to you and ask them (before sharing your mission) to tell you what they think your mission is. Share with them the results of this module (your mission, quantified calling). Then, ask them these 4 questions:

1. How real do they think your mission is?

3. How enrolled are they in your mission?

4. How clear is the opportunity for them to participate?

5. What are they likely to do different in their life because of your mission?