

R E C O D E

ACTIVATOR 14 MODULE PROGRAM



MODULE TEN WORKBOOK:
RECODE YOUR LEADERSHIP

MY PERFECT CONNECTOR

Your homework is to go through and look at each of the needs (5 puzzle pieces). Figure out which of these puzzle pieces you are prepared already to offer then fill out the form in the workbook that describes your perfect A-player. When you are ready to find this person all you'll need to do is let everybody in your network read this and pretty soon you'll be starting to meet these people

First Connector

Definition: Those with large networks that enjoy connecting people to the resources they need most

Example: Agents, Brokers

Needs: A good hook that creates curiosity about who you are
A clear, concise story about your needs
Understanding the benefit you can provide
Trust that you will follow up and utilize great resources
A sense of warmth and friendship

My Perfect Connector:

Is well connected in the _____ industry
(internet marketing / bio tech / publishing / peace work / local governments, etc.)

Who can connect me to _____
(Web Developers / Sales People / Affiliates / Philanthropists / VCs / HR Departments)

Who is excited by projects of this type _____
(software company / retail expansion / foreign aide / green tech, etc.)

And wants this kind of involvement _____
(touch and go / finder's fee / equity stake, etc.)

Such as _____
(The names of specific people that fit your description)

MY PERFECT CONNECTOR

Repeat this for your second Connector.. Your homework is to go through and look at each of the needs (5 puzzle pieces). Figure out which of these puzzle pieces you are prepared already to offer then fill out the form in the workbook that describes your perfect A-player. When you are ready to find this person all you'll need to do is let everybody in your network read this and pretty soon you'll be starting to meet these people

Second Connector

Definition: Those with large networks that enjoy connecting people to the resources they need most

Example: Agents, Brokers

Needs: A good hook that creates curiosity about who you are
A clear, concise story about your needs
Understanding the benefit you can provide
Trust that you will follow up and utilize great resources
A sense of warmth and friendship

My Perfect Connector:

Is well connected in the _____ industry
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(The names of specific people that fit your description)

A-PLAYERS

Your homework is to go through and look at each of the needs (5 puzzle pieces). Figure out which of these puzzle pieces you are prepared already to offer then fill out the form in the workbook that describes your perfect A-player. When you are ready to find this person all you'll need to do is let everybody in your network read this and pretty soon you'll be starting to meet these people

First A-Player

Definition: Those team members that have a track record of achieving success at the level of your needs or greater

Example: Top performing sales rep

Needs: Alignment with mission / purpose
Clear role that takes advantage of their expertise
Adequate support structure
Belief in the project's success
Equitable participation in rewards (including financial)

My Perfect A-Player:

Has _____ expertise
(sales / direct marketing / web development / fundraising / team leadership, etc.)

And has personally achieved _____ results
(selling \$100k / building an email list to 50k / raising \$5M / taking a company public)

And wants to commit to _____ for _____
(full time / contract work / equity partnership, etc.) (performance based pay / \$100k)

And wants to join a team that is _____
(ending hunger / automating a manual process / matching needs to resources, etc)

Such as _____
(The names of specific people that fit your description)

A-PLAYERS

Repeat this for your second A-player. Your homework is to go through and look at each of the needs (5 puzzle pieces). Figure out which of these puzzle pieces you are prepared already to offer then fill out the form in the workbook that describes your perfect A-player. When you are ready to find this person all you'll need to do is let everybody in your network read this and pretty soon you'll be starting to meet these people

Second A-Player

Definition: Those team members that have a track record of achieving success at the level of your needs or greater

Example: Top performing sales rep

Needs: Alignment with mission / purpose
Clear role that takes advantage of their expertise
Adequate support structure
Belief in the project's success
Equitable participation in rewards (including financial)

My Perfect A-Player:

Has _____ expertise
(sales / direct marketing / web development / fundraising / team leadership, etc.)

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Such as _____
(The names of specific people that fit your description)

VIDEO
5

AFFILIATES & PARTNERS

Your homework is to go through and look at each of the needs (5 puzzle pieces). Figure out which of these puzzle pieces you are prepared already to offer then fill out the form in the workbook that describes your perfect A-player. When you are ready to find this person all you'll need to do is let everybody in your network read this and pretty soon you'll be starting to meet these people

Affiliates & Partners

Definition: Those that have separate organizations with aligned interests

Example: Marketing Co-Partner

Needs: Alignment with mission / purpose
An important objective that you can further
A win / win way of sharing risks and rewards
A renewable asset that can further your objectives

My Perfect Affiliate or Partner:

Is a _____
(marketing affiliate / channel sales partner / white label supplier, etc.)

Who wants to _____
(email their list / bundle with their product / re-sell my product / share technology, etc.)

And is motivated by _____
(a high EPC / sharing great content / solving a global issue / greater exposure for them)

Such as _____
(The names of specific people that fit your description)

VIDEO
5

AFFILIATES & PARTNERS

Repeat this for your second Affiliate or Partner. Your homework is to go through and look at each of the needs (5 puzzle pieces). Figure out which of these puzzle pieces you are prepared already to offer then fill out the form in the workbook that describes your perfect A-player. When you are ready to find this person all you'll need to do is let everybody in your network read this and pretty soon you'll be starting to meet these people

Second Affiliates & Partners

Definition: Those that have separate organizations with aligned interests

Example: Marketing Co-Partner

Needs: Alignment with mission / purpose
An important objective that you can further
A win / win way of sharing risks and rewards
A renewable asset that can further your objectives

My Perfect Affiliate or Partner:

Is a _____
(marketing affiliate / channel sales partner / white label supplier, etc.)

Who wants to _____
(email their list / bundle with their product / re-sell my product / share technology, etc.)

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(a high EPC / sharing great content / solving a global issue / greater exposure for them)

Such as _____
(The names of specific people that fit your description)

VIDEO
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FINANCIERS

Your homework is to go through and look at each of the needs (5 puzzle pieces). Figure out which of these puzzle pieces you are prepared already to offer then fill out the form in the workbook that describes your perfect A-player. When you are ready to find this person all you'll need to do is let everybody in your network read this and pretty soon you'll be starting to meet these people

First Financier

Definition: Those that use their access to capital to further other people's work

Example: Venture Capitalists, Angel Investors

Needs: Alignment with mission / purpose
Acceptable risk profile
Acceptable stage of development
Confidence-inspiring team with track record
An innovative idea that doesn't violate current assumptions

My Perfect Financier:

Is a _____
(angel investor / philanthropist / venture capitalist / banker / institutional investor / grant)

Who has invested this amount _____
(\$1,000 / \$100k / \$10 Million, etc.)

In projects of this type _____
(software company / retail expansion / foreign aide / green tech, etc.)

With this objective _____
(ending hunger / automating a manual process / matching needs to resources, etc)

Such as _____
(The names of specific people that fit your description)

FINANCIERS

Repeat this for a second Financier. Your homework is to go through and look at each of the needs (5 puzzle pieces). Figure out which of these puzzle pieces you are prepared already to offer then fill out the form in the workbook that describes your perfect A-player. When you are ready to find this person all you'll need to do is let everybody in your network read this and pretty soon you'll be starting to meet these people

Second Financier

Definition: Those that use their access to capital to further other people's work

Example: Venture Capitalists, Angel Investors

Needs: Alignment with mission / purpose
Acceptable risk profile
Acceptable stage of development
Confidence-inspiring team with track record
An innovative idea that doesn't violate current assumptions

My Perfect Financier:

Is a _____
(angel investor / philanthropist / venture capitalist / banker / institutional investor / grant)

Who has invested this amount _____
(\$1,000 / \$100k / \$10 Million, etc.)

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With this objective _____
(ending hunger / automating a manual process / matching needs to resources, etc)

Such as _____
(The names of specific people that fit your description)

HEAVY WEIGHTS

Your homework is to go through and look at each of the needs (5 puzzle pieces). Figure out which of these puzzle pieces you are prepared already to offer then fill out the form in the workbook that describes your perfect A-player. When you are ready to find this person all you'll need to do is let everybody in your network read this and pretty soon you'll be starting to meet these people

First Heavy Weight

Definition: Those that have a great deal of influence over large organizations

Example: VP of Corporate Giving at Coca-Cola

Needs: Alignment With Corporate Objectives
Confidence In your reliability and ability to execute
Appropriately sized proposal
Easy way to defend their decision to work with you
A familiar or consistent deal structure

My Perfect Heavy-Weight:

Has this role _____
(SVP of Brand Management / VP of sustainability / Director of Learning Services)

With this mission _____
(creating the best workplace environment / improving brand image / better leadership)

At this type of company _____
(Automotive Manufacturer, International Bank, Insurance Company, Pharmaceutical)

Such as _____
(The names of specific companies that fit your description)

HEAVY WEIGHTS

Repeat this for a second Heavy Weight. Your homework is to go through and look at each of the needs (5 puzzle pieces). Figure out which of these puzzle pieces you are prepared already to offer then fill out the form in the workbook that describes your perfect A-player. When you are ready to find this person all you'll need to do is let everybody in your network read this and pretty soon you'll be starting to meet these people

Second Heavy Weight

Definition: Those that have a great deal of influence over large organizations

Example: VP of Corporate Giving at Coca-Cola

Needs: Alignment With Corporate Objectives
Confidence In your reliability and ability to execute
Appropriately sized proposal
Easy way to defend their decision to work with you
A familiar or consistent deal structure

My Perfect Heavy-Weight:

Has this role _____
(SVP of Brand Management / VP of sustainability / Director of Learning Services)

With this mission _____
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At this type of company _____
(Automotive Manufacturer, International Bank, Insurance Company, Pharmaceutical)

Such as _____
(The names of specific companies that fit your description)

THE NETWORK LETTER TEMPLATE

The Network Letter generates referrals by asking for advice. Use the following format:

- 1) Personal Comment (e.g., long time no see, or did you see that Michigan was crushed last night in the NCAA?)
- 2) "As you know, I am passionate about..."
- 3) "I have a gift for... (creating meaningful results with respect to your passion)"
- 4) 1 short anecdote about having created meaningful results in the past
- 5) "I've decided to..."
- 6) "What is your advice for me about launching my new practice and reaching new clients?"
- 7) Invitation to meet in person or on the phone

Attributes of the networking letter:

- The letter is about ½ a page
- It is informal and personal
- It is factual and truthful
- It is addressed directly to the recipient (no cc's!)
- "Gifted at" and Anecdotes are congruent with Network Interview responses
- It is congruent with the type of market you are in

THE NETWORK LETTER TEMPLATE

Example A:

Hi Jan,

I just finished reading “The Four Agreements”. Thanks for recommending it, I really enjoyed it.

As you know, I am passionate about couples and relationships that work – and I’ve always been fascinated with how people can improve their own ability to relate. I’ve been studying a body of work that deals with this subject, and it turns out that I am really gifted at closing the gap between how people feel about their partners and how they actually relate to them. Recently a couple that I was working with said that they had the most romantic dinner of their entire marriage based on some coaching I had given them.

Based on this and other similar experiences, I’ve decided to coach people professionally, and I am very excited about this decision. I would like to spend some time with you and get your advice about how I could successfully launch my new practice and how I can go about reaching new clients.

Let me buy you lunch – I’d love to hear what you have to say.

Take Care,
Julie

Example B:

Hi Laurie,

Good thing you didn’t buy that stock I recommended, it fell 15 points last week!

As you know, I am passionate about business execution and the influence of leadership on successful collaboration. I’ve been studying a body of work that deals with this subject, and it turns out that I am really gifted at closing the gap between leaders that “know the right answer” and actually changing behavior. Recently a small business owner that I was working with said that he had a vastly improved ability to forecast accurately based on some coaching I had given him.

Based on this and other similar experiences, I’ve decided to coach people professionally, and I am very excited about this decision. I would like to spend some time with you and get your advice about how I could successfully launch my new practice and how I can go about reaching new clients.

Let me buy you lunch – I’d love to hear what you have to say.

Take Care,
Max

KEY PLAYER ASSET CHECKLIST

Fill in this checklist to see which assets you already have and which ones you need to create. Circle the one that you plan on working on next and include it in your tactical asset road map from Module 7.

10 Key Relationships – Asset Checklist

(mark with an 'X' if you have already created this asset)

Clarity

- _____ A Clear mission / purpose that others can align with
- _____ An innovative idea that builds on current assumptions
- _____ A realistic appraisal of your financial and operational risks
- _____ A realistic appraisal of the stage of development of your project

Collaboration

- _____ Confidence-inspiring team with track record
- _____ A win / win way of sharing risks and rewards with team members
- _____ Clear role definitions for the team members that you need
- _____ A clear understanding the benefit you can provide other orgs.

Personal Habits And Behaviors

- _____ A sense of warmth and friendship
- _____ Good communication habits with reliable follow up
- _____ A track record for executing in the field

Sound Bites

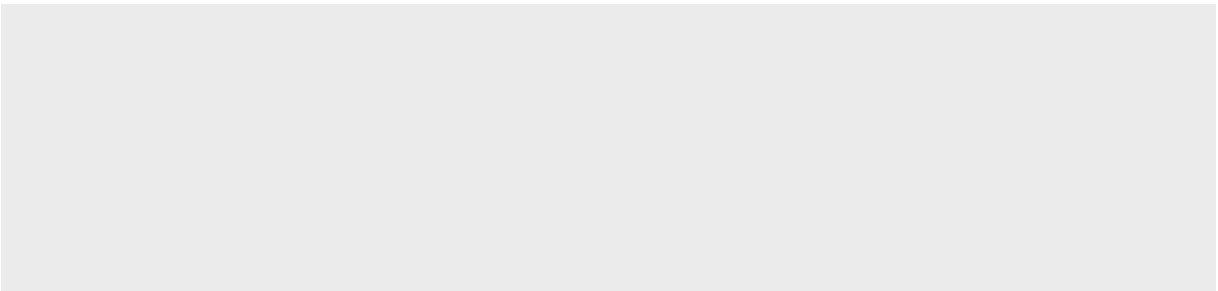
- _____ A good hook that creates curiosity about who you are
- _____ A clear, concise story about your needs
- _____ 1-3 solid credibility statements that set you apart

REFLECTIONS JOURNAL

Reflections exercises are one or more questions that we'd like you to be in deep consideration of for the entire week. These are meant to be shared with your family, friends, and community so that they can offer you a more complete 360 view of yourself, your identity, and your reality.

Ask yourself the following questions and share them on the Recode Facebook Forum:

1. Which of these key relationships is most important for you to establish next?



2. What are the fears or stories that come up for you that might block you from reaching out and making that connection to this key player?

