

TEAM CALL #3

ELEMENTS 3+4

CALL #3 OUTLINE

GROUP ACCOUNTABILITY + UPDATES

(:00–:30, +/- 30 mins)

- Progress Reports:
 - 2-Week Goals Update
 - Miracle Morning Update
 - Element 3 Questions/Insights/Takeaways

EXPLORING THE CORE of BIZ

RECAP FROM 3.2
(:30-:35, +/-5 Mins)

The BIG REVEAL, The SECRET SAUCE, The FUNDAMENTAL FIELD GUIDE to BUSINESS:

Step One:

Provide VALUE to those who NEED or WANT it.
(Product/Service/Technology)

Step Two

Tell STORIES about that VALUE that people want to believe.
(Marketing)

Step Three

Receive ENERGY (money) in exchange *for*, and in excess *of*, the
VALUE that you provide and STORIES that you tell.
(Revenue + Profit)

*Lather. Rinse. Repeat.**

**Oh – and, #4. Create an automated SYSTEM out of #1-3 if you want to scale or be able to sell or step away from your business and have passive income (optional).*

THE EXPERIENCE OF VALUE

CONTEXT EXERCISE

(:35–:40, 5 Mins)

To understand what we're aiming for, it's important that we drop into the "User / Customer Experience" *ourselves* and conjure up a first-hand experience of what it's like to be on the receiving end of well-delivered "Extreme Value"...

Think of 1–3 examples of "Extreme Value" Experiences that you've had by way of a product, service, technology, or company/business...aka when you were a "WOW'd Customer"...

Consider:

- Customer Service
- Product or Technology performance
- Quality (specific or overall)
- Enthusiasm or loyalty to particular brands?
- Unexpected perks, benefits, overdelivery...
- Longevity of satisfaction

THE EXPERIENCE OF VALUE

GROUP ROUND ROBIN

(:40–:75 / 35 Mins)

Please choose ONE of the following questions to ask your TEEM Mate:

- What was specifically “Valuable” about the Product / Service / Technology / Company and how was that Value delivered?
- When or how did you know that you were experiencing “Extreme Value” and how were your expectations exceeded?
- What Needs or Core Values of yours were met?
- What emotions did you experience throughout?
- What positive *stories* or *beliefs* about yourself or the company occurred throughout the experience?
 - What else?

NEXT STEP (ELEMENT #4): TUNING INTO YOUR IDEAL CUSTOMER AND EXPLORING VIABLE IDEAS/SOLUTIONS

- WHO would you love to SERVE with EXTREME VALUE?
- What are their needs, pain points, desires, and what “upgraded stories” do they want to have about *themselves*?
- What *solutions* or positive value-adds would you LOVE to provide?

SET GOALS + WRAP OUT

- Individual goals for the next 2 weeks

Q+A & TAKEAWAYS