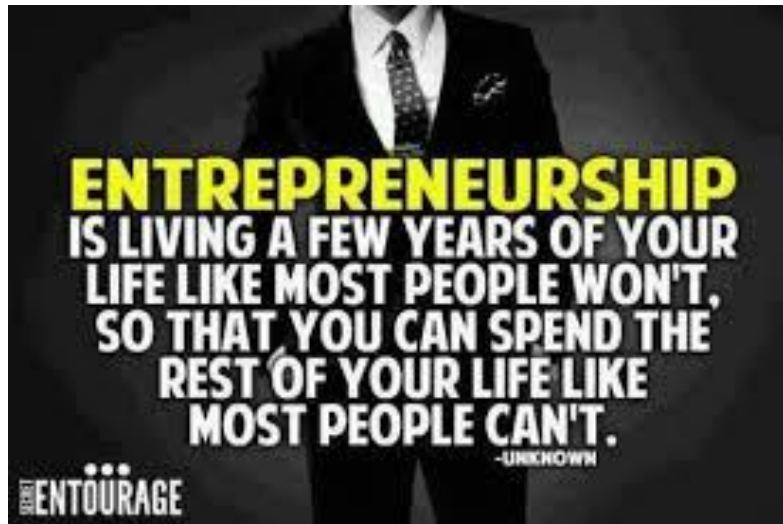


Welcome to ...

How To

Grow Your Way Out ...

Who Am I & What do I Do?



**'Your business is a
reflection of you.
Like what you see?'**

Julian Hall ultrapreneursayings.com



The Identity Iceberg ...

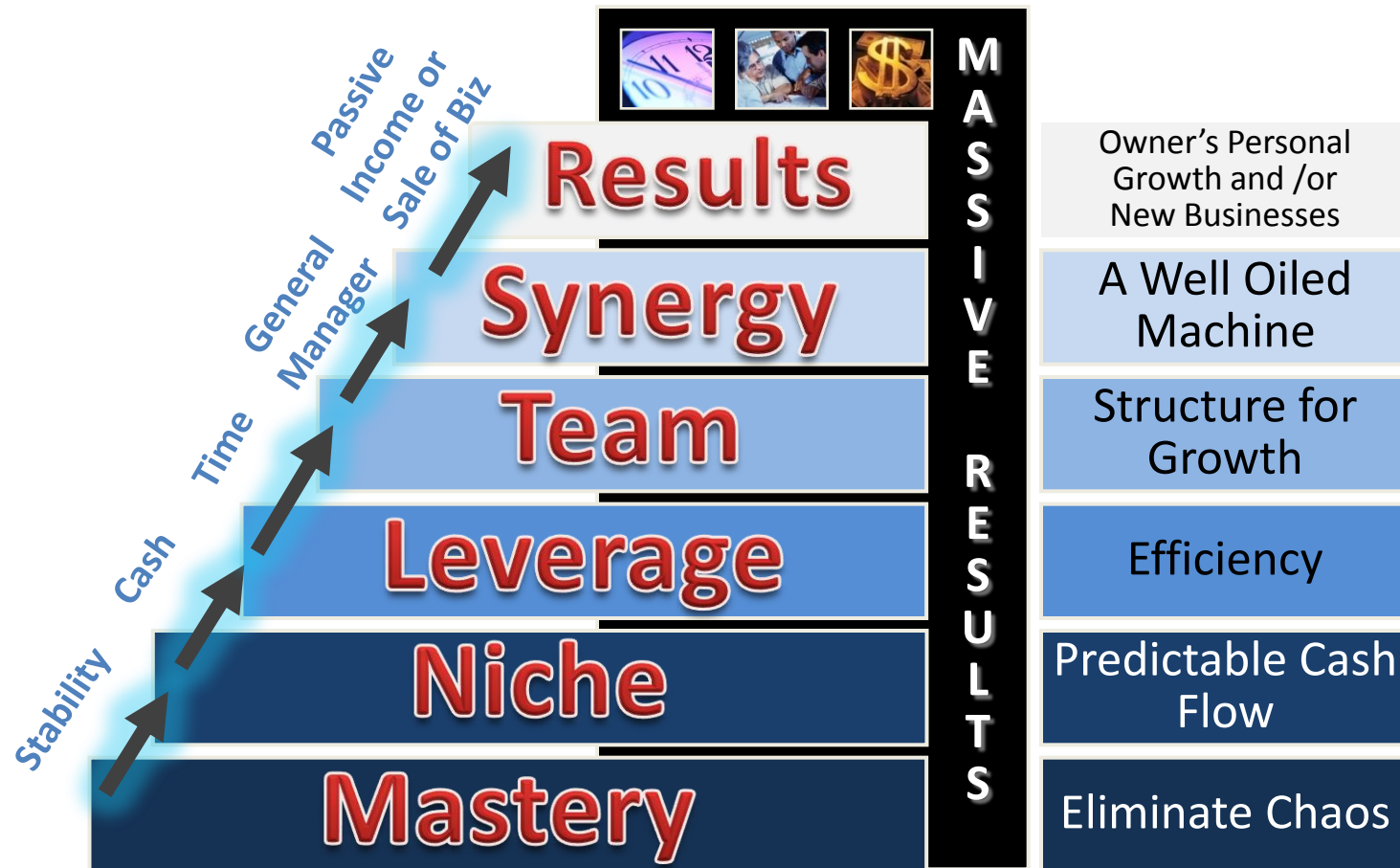
RESULTS

actions decisions
behaviour

skills
beliefs
values
identity

ENVIRONMENT

6 Steps to Massive Results ...



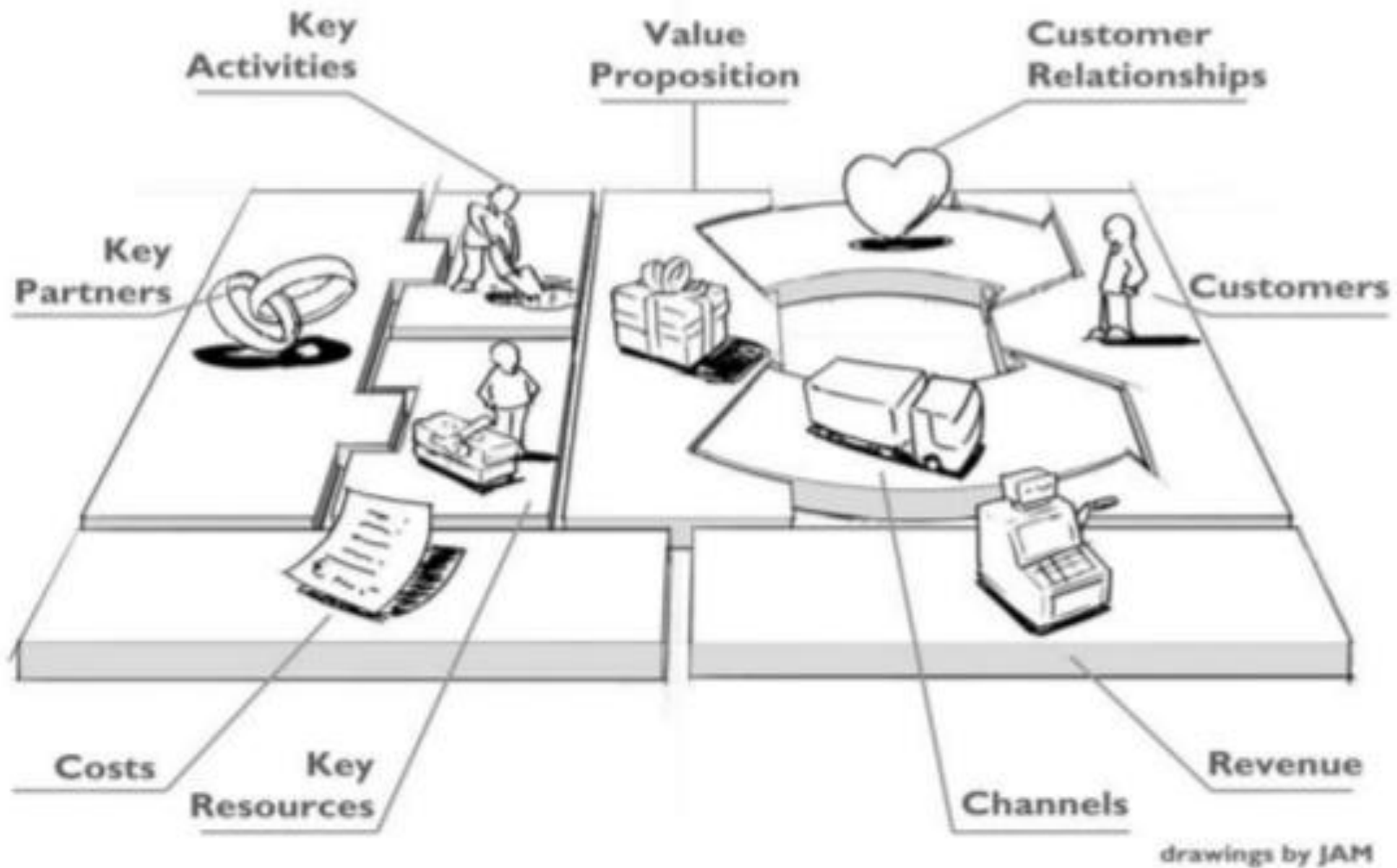
A Trip into the Future

- What does your product or service **do** for your customers? (Note: This is not what you do to provide it – but what it does for them. How does it fill their need, alleviate their pain, or help to move them toward their goals?)
- **Who** do you provide your product or service to? Be specific. (For example: Geography, Age, Gender, Income Level, etc.)

A Trip into the Future

- What is the ***driving force*** behind your business and how it positions itself in the marketplace? Prioritize the following:
 - Product Mix _____
 - Market Served (filling certain needs) _____
 - Cutting Edge Technology _____
 - Low Cost _____
 - Operations Capability (e.g. Fast Delivery) _____
 - Method of Distribution _____
 - Profit _____

Business Model Canvas



Quoting Jim Rohn ...

**“Never wish your life were easier ...
Wish that YOU were better...”**

**“Work harder on yourself
than you do on your job ...”**

Thank you...

M. Ian Blanchard

The Accountant Centre

River Road, St. Michael

Tel: 436 1810

Email: ianblanchard@actioncoach.com