



7-Step Business Builder

Everything in nature manifests and unfolds from 'Identity'. Many try to build dreams or businesses without first having a lucid definition of the identity of what they are building.

A business's destiny is entirely shaped by how well or how poorly its leaders understand the identity of the business and their ability to get buy-in and support around this dream.

The 7-steps, work in sequence and build on each other. When we reverse the 7-steps, we act without awareness and build a power base on blind action.

Who is this for?

- Someone kick starting a new business.
- Businesses starting a new project.
- Building a business
- Businesses wanting to take fresh approach and get their team aligned and focused around a common purpose and vision.
- Individuals with a great idea and wanting to turn it into a reality by testing their viability of the idea.
- Individuals or teams building their brand identity, creating a website, developing a product or service

What are the benefits?

You will walk away with a blueprint, a clear plan of action and great insights to shape your idea, your business or your project.

So many dreams end in graveyards of missed opportunities and a lack of a sustained action. This blueprint is a living strategy that is used throughout the journey from concept to fruition.

Each step moves through two phases:

Out-breath – We take time to expand the concepts, to free ideas from limitation and to unpack all potential and possibilities.

In-breathe – After the out-breathe phrase, we then distill the ideas into a short, clear and well thought description or definition.

Step 1: Identity

We get clear on the question of “what is it?” or if your dream is around building a person “who is it?” creatively exploring the possibilities of identity and brainstorm unique perspectives.

Step 2: Vision

Unpack an inspired vision then stretch this vision to new levels of impact and finally crystallize the vision into a Vision Statement. We also brainstorm and define the why? the purpose that gives you the fuel to drive it forward.

Step 3: Voice

Every dream needs to be expressed and find the voice for the dream. We will define niche markets, develop sticky content, and know the best platforms online and offline to connect. We will consider various ways to communicate the value of the dream to generate interest and buy-in to others.

Step 4: Relate

Explore the various relationships that are fundamental to the success of the dream. Build a relationship plan taking into consideration finding clients, keeping clients, permission marketing, database growth, joint ventures, suppliers and teams that will make this dream a reality.

Step 5: Truth

Get clear on your professional boundaries and explore how to keep the integrity of the dream alive. Learn what to say no to and what to say yes to. Also look how to position, build credibility and trust for your idea, business or project.

Step 6: Power

Weigh up and determine the value of your dream so that you can honour its worth and also assign fair and true financial values. Understand what it will take to make this business a reality.

Step 7: Action

Define the key action to make this a success. Look closely at systems that may help you to work smarter to build and grow your dream. Brainstorm ways to duplicate, automate and systemize aspects of the dreams processes.

The early steps (1-3) build big picture thinking, values and meaning and the latter 4 steps bring about practicality and action. That way what you build is aligned to your values and is driven by high levels of purpose and meaning. Without this, action is empty and sustained dream building is almost impossible.

Michelle Wood spent 12 years specialising in brand management and marketing in the sports industry. She drove their \$80 million Nike Women's business as Senior Women's Brand Manager for Central Europe, Middle East and Africa. Managing the women's business for 69 countries, increasing year-on-year growth by 12 percent consistently over 5 years, and took the Russian market to No. 1 in Europe. She is also a trained ICF approved Inner Life Skills Self Mastery Coach.

Michelle combines her passion for people, business and innovation together to improve performance and save people, time and money to do the things that really matter and make an impact.