



## **Phenomenal Leadership Systems - Howard Partridge Module 5 May 10<sup>th</sup>, 2016**

### **Developing Your Phenomenal Vision (MVP)**

#### **Business Vision**

Fill in your business vision and goals on the Simple Dimple Business Plan

#### **Mission**

- The mission is what your team \_\_\_\_\_ every day
- The mission is the \_\_\_\_\_ to reach the vision
- The mission guides \_\_\_\_\_ decision
- The mission establishes your \_\_\_\_\_

#### **Craft Your Mission Statement**

Make it one sentence:

Examples:

To Help Small Business Owners Stop Being a Slave to Their Business

To Provide the Most Phenomenal Service Experience Ever

To Create the Most Phenomenal Community Experience Ever

Starbucks: To Inspire the Human Spirit...

Mary Kay: To Enrich the Lives of Women...

## Values

- Values are \_\_\_\_\_ you live by
- Values define \_\_\_\_\_ you are
- Values are how you \_\_\_\_\_
- Values \_\_\_\_\_ the mission
- Values define your \_\_\_\_\_ culture

### Examples:

**Reputation** – Build it and Protect It (Trust, Peace of Mind)

**Experience** – Gain as much as possible (You know what you're doing, peace of mind)

**Education** – Stay on the cutting edge (You're bringing the latest, peace of mind)

**Systems** – Build and use (delivering the unique experience that saves time, creates the desired emotion, etc. Benefit: They get a unique experience that makes them feel...)

**Guarantee** – Stay true to your word (follow up, money-back, whatever is promised. Benefit: Peace of Mind, Satisfy the fear of loss)

## Purpose

Good leaders continually explain \_\_\_\_\_ - Kevin Turner, COO Microsoft

“Start with WHY” – Simon Sinek

### Examples:

To help small business owners have more L.I.F.E. (Live In Freedom Everyday)

To protect our clients from unscrupulous competitors

## NEXT INNER CIRCLE EVENT...

**Referral Mastery Course** with Howard Partridge, David Frey and Santiago Arango June 21<sup>st</sup> & 22<sup>nd</sup> Destin, FL (8am – 2:30pm)

Followed by **Phenomenal Sales Systems** with Santiago Arango 3:00pm – 9:00pm Registration Opens Soon