



Practice Transformation

Ideal YOU Execution Workshop

Course Description

Whether you're just starting on defining a vision statement or need to build your current vision into a purpose statement and mission objectives, join us in the Ideal YOU Execution Workshop to get across the finish line on this challenging goal. These 4 weeks will be spent exploring the story that brought you to where you are today and aligning your practice with your true north.

Syllabus

1. Week 1: Begin with the END in mind
 - a. Impact:
 - i. How do you see your exit?
 - ii. What is your legacy? Who lives who dies, who tells your story, what story will they tell?
 - iii. Exercise: Write out the story that is told about you/your business (Impact on the world)
 - b. Higher Principle
 - i. Guiding light, morals, inspiration, hero, mentor, spiritual, fulfilling a philanthropic need,
 - ii. Exercise: Define your higher principle
2. Week 2: Narrative
 - a. YOU - who you are
 - i. Narrative - how you got here, what drives you, what fills your cup, get out of bed, your nature, your calling
 - ii. Who are you today?
 - iii. Who do you want to be?
 - b. What do you need to leave behind? What is your Terror Wall?
 - c. How to take these components and craft a vision statement
3. Week 3: Pulling it together
 - a. Crafting a VMP
 - b. Discussing Purpose & Mission
4. Week 4: Push out through everything (Infuse)
 - a. Brand Promise - understanding what a brand promise is and making sure your public face speaks the promise. Making sure you deliver on your promise. (Chick fila)
 - b. Team adoption
 - c. Client awareness
 - d. Re-cap and conclusion - assignments going forward (curate, mature it, etc.) Once it's fully cooked, the Vision statement should not change. Purpose and mission will change with life and time.