

Strategic Acceleration:
Succeed at the Speed of Life (Session 2)
Monday Call, December 5, 2011

- Check out www.ambrotose.com
- Tuesday Night Live – Jeff Allen Tuesday at 7:30 PM CST at Mannatech Corp. Offices or www.mannatechlive.com
- Promote Mannatech Special offers with downline to build your GPV in December

Book by Tony Jeary

CLARITY - FOCUS - EXECUTION

1. Review the Exercises from Session 1 (last Monday call)
 - Exercise #1: Create Voluntary Change
 - Exercise #2: Understanding Your Influences
 - Exercise #3: Understand Your Strategic Beliefs
 - Exercise #4: What you Need to Do to Get What you Want
 - Exercise #5: Document Your Vision
 - Exercise #6: Unlock Your Internal Keys to Success

2. The Clarity Equation
 - a. Understanding the WHY you do something
"You must know why you do what you do, which requires that you understand the purpose and value of all that you do."
 - b. Define CLARITY...
Basic Definition: "having an unfettered view of your vision, which is what you want and why you want it, fed by an understanding of its purpose and value."
 - c. Details of the Clarity Equation so you can draft one for yourself
See attached picture of the Equation

3. Articulating your Vision
 - a. What do you **really** want?
Why do you want it?
What is your overreaching objective, the thing you desire the most, and why is it so important to you?
This is your VISION.
The WHY is really very important. The WHY can make us or break you on your road to success. Without it, your belief may not be legitimate or sufficient enough to support your own voluntary change much less influence others.
 - b. If no articulation of VISION (and the WHY), then as a leader you will forever be "pushing" the person to their goal (to work the Plan) rather than having the goal "pull them"

Willingness to exceed expectations, or change voluntarily so superior results can be achieved will not exist without WHY.

4. Purpose...Rick Warren's book, "Purpose Driven Life"
 - a. "If you are alive, there is a purpose for your life." Rick Warren
 - b. "When it comes to leadership, the ability to communicate purpose in conjunction with a vision has a powerful effect on others. The reason it is powerful is that purpose provides specific direction and it begins to bring practical application to a vision."
 - c. A vision without a purpose may look like a whim, difficult to believe. Does yours? Your vision for your Mannatech business...
 - d. To understand how purpose can and will contribute to the clarity you have about your vision, you must be able to answer one simple questions:

"Why is what I want important to me and to others?"

If you can not articulate specific reasons why your vision is important to you and to others, then you do not understand your purpose.

EXAMPLE 1: In going to war, the vision might be to WIN the war, BUT the purpose of the war is to preserve freedom.

EXAMPLE 2: In doing the Mannatech business the vision might be to get to Presidential (or Platinum Presidential), but the purpose of doing the business is:

- a. I truly want to end the country's dependence on "sick care"
- b. I truly want to end global malnutrition
- c. I truly want to fund my two foundations (P-70 and Changing Environments) so that there is at least \$10,000 going into each of these foundations on a monthly basis.
- e. *Do Exercise 8* to help you define your vision's purpose and value.

5. Value

- a. What is your understanding of the word? Business today must teach their people to sell based on value versus price.

- b. Value is an issue of perception. How do we best communicate?

Based on "felt needs."

Felt needs are about solutions to problems and challenges. People are inherently structured to operate from "problem - solution" thinking.

When a person hears their felt need expressed clearly and also hear a solution that they think will work, they have an "aha" moment. It is an epiphany. It is perceived value.

- c. Give value...deliver more than is expected.

Customers who merely get their expectations met do not become raving enthusiasts about the product...this opens up these customers to move their allegiance to products that exceed their expectations through greater value. When we exceed expectations, our customers become walking advertisements for the products.

d. We cannot strive to exceed expectations unless we operate with absolute clarity. It pulls us forward.

6. Tactical versus Strategic Thinking

a. What is most effective is learning new ways of thinking versus new ways of doing things.

b. What are new ways of doing things? Real Switch Challenge, the new Navig8 system, etc. How many have we seen?

What is required of us is new way of thinking...to climb to newer heights.

Example: Instead of drafting a better follow up letter (tactical), what would really serve you best is to learn how to put your mind into that of your prospect and to truly relate and build rapport.

7. Consequences of not having Clarity

a. 3 symptoms of poor clarity

People don't believe they can do what they have to do

People use planning to avoid taking action

People quit or give up in the face of adversity or difficulty

b. If/Then thinking also arises due to lack of clarity

If only I would have known this then I could have/would have/should have...

c. You must know two things to produce Clarity:

1. Where you want to be when your vision becomes reality

2. An objective understanding of current conditions

Do Exercise #7 which will help you understand better the "why" of things and more fully expand your understanding of your vision's purpose and value.

8. The Practical Effect of Clarity/ Clarity and Performance

"People have to believe in what they are doing. They must be committed to achievement. There must be a certain amount of mental toughness and resilience to persevere through difficulties and roadblocks. A certain amount of legitimate excitement never hurts either."

True clarity contributes to all of these qualities, and with them comes power...power to produce results.

Do Exercise #9: Create your own Recipe for Clarity

Exercise 7: Explore Where You Are Today, Why You Might Not Be Going Where You Want and What Can Be Changed

SWOT Analysis

Using the following template, document your:

1. Strengths (top tools to leverage)
2. Weaknesses (areas to improve or change)
3. Opportunities (roadblocks, both real-world and self-imposed, to overcome)
4. Threats (reasons why you might fail)

SWOT Analysis

1. Strengths:	
2. Weaknesses:	
3. Opportunities:	
4. Threats:	

Exercise 8: Document Your Vision's Purpose and Value

Purpose and Value Definition

Refer back to your vision (Exercise 5). Using the following template, consider and document:

1. Why is your vision important to you?
2. Why is the success of your vision important to others?

My Vision's Purpose and Value

1. Why my vision important to me:	
2. Why the success of my vision is important to others:	

Exercise 9: Create Your Own Recipe for Clarity

$$\frac{\text{What} + \text{Why}}{\text{Purpose} + \text{Value}} = \text{Clarity}$$

The Clarity Equation

Your Clarity Equation

Using your answers from Exercise 5 and 8 (your vision and its purpose and value), create your own Clarity Equation on the following template. Document what you really want, personally and professionally, why you want it, why it's important to you, and why your success is important to others.

My Clarity Equation

What:	+	Why:
Purpose:	+	Value: