

The Door to a Thriving Business

Expected Outcomes: *Leadership/Business Development Program Modules*

- Following is a list of the 39 modules in The Truby Achievements, Inc. Leadership/Business Development System.
- Each module is listed with the objectives and specific outcomes that come from the business tool embedded in the module.

| Module | Objectives/Outcomes |
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| <u>Introduction</u> Modules 1 - 2 | <i>“Introducing the Laws of Achievement and how they apply to your organization”</i> |
| 1 The Decision | Demonstrates the importance of “decision” – nothing gets done without choice and execution of choice. Teaches the importance of being decisive with follow through. |
| 2 The Laws of Achievement Applied to Business | Educates on how to think about business and organization using the five Laws of Achievement to improve, be more efficient and have a better quality of work life. |
| <u>Law One:</u> Law of Perspective Modules 3 - 10 | <i>“Belief determines attitude and action”</i> Implementation is about finding all of the perspectives from everyone associated with the organization so issues can be addressed in this process. |
| 3 Organizing for The Law of Perspective | Organizes time, resources and people to implement the modules for the Law of Perspective. Provides a specific road map and plan to execute this set of modules. |
| 4 The Introductory Memo | Instructions on motivating and aligning staff for improvement. Teaches how to inspire and educate staff about this process, with an introductory memo. Sample included. |
| 5 The C.A.T. Scan | Provides specific metrics on the core components of an organization to determine its health and benchmark the current state. |
| 6 The In-House Survey | From the perspective of the staff, this tool provides a list of strengths that can be amplified, and issues of concern that will be dealt with during this process. |
| 7 Interviews | Creates more buy-in from staff for improvement. Enables “venting” of past issues and finding “beliefs” about current issues. Builds an amplified list of issues and concerns. |
| 8 Client Assessment | Provides a list of positive and negative perspectives from the “customer” – the internal or external persons receiving the product/service of the organization. |
| 9 Self Assessment | Enables exploration of self and 360-degree-input from others about the attitudes and behaviors the manager exhibits that positively or negatively affect the organization. |
| 10 The Report | Delivering a report that creates a turning point in the organization – accepting issues, letting go of the past, and making a collective choice to move on and improve. |

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| <p><u>Law Two:</u> Law of Others Modules 11 – 18</p> | <p><u>“Relationships regulate success”</u> Implementation is about enhancing interpersonal interaction, building teamwork and creating better “people skills” with the ability to work together effectively.</p> |
| <p>11 Organizing for The Law of Others</p> | <p>Organizes time, resources and people to implement the modules for the Law of Others. Provides a specific road map and plan to execute the next set of modules.</p> |
| <p>12 Agreements</p> | <p>Creates a list of “agreements” we call “contracts of expectations” that provide an accountability trail for positive behavior and interaction.</p> |
| <p>13 Delegation</p> | <p>A clear delegation system that creates predictable outcomes. Covers every eventuality surrounding delegation – even lack of follow through and what to do.</p> |
| <p>14 Information Flow</p> | <p>Identifies information flow needs – “Who needs what from whom, how often, and in what form?” Creates an information flow system specific to this organization’s needs.</p> |
| <p>15 Meeting Management</p> | <p>Provides a system and methodologies to have productive, meaningful meetings. Eliminates all of the time wasting elements typically associated with meetings.</p> |
| <p>16 Orientation System</p> | <p>Creates a complete orientation system that quickly brings a new team member up to speed. It enables meaningful assimilation and quicker productivity.</p> |
| <p>17 Employee Reviews</p> | <p>Lists crucial ingredients in an employee review system, identifies any currently used systems, (sample system included), creates consistency and accountability.</p> |
| <p>18 Leadership Assessment</p> | <p>Shows the impact of a manager’s influence as he or she “leads” the team and how that differs from management. Provides a tool to assess the impact of <i>leadership</i>.</p> |
| <p><u>Law Three:</u> Law of Waymarks Modules 19 – 24</p> | <p><u>“Direction comes from internal response to external input”</u> Implementation is about creating a “Visionary Strategic Plan” (VSP) for the organization</p> |
| <p>19 Organizing for The Law of Waymarks</p> | <p>Organizes time, resources and people to implement the modules for the Law of Waymarks. Provides a specific road map and plan to execute the next set of modules.</p> |
| <p>20 Vision</p> | <p>Creates a motivational, and more importantly, “shared” vision for the organization. Aligns this organization’s “vision” with a larger, corporate vision if that exists.</p> |
| <p>21 Goals</p> | <p>Defines specific, measurable goals needed to accomplish the vision. Creates the metrics and an accountability trail to measure the success of each goal.</p> |
| <p>22 Strategies</p> | <p>Lists a set of strategic plans for each of the goals that. When implemented, the strategies accomplish a specific goal which leads to the fulfillment of the vision.</p> |
| <p>23 Tasks</p> | <p>Defines “next steps” to implement the “visionary strategic plan.” Creates a specific “task plan” for a specified period of time, with tasks assigned to specific people.</p> |
| <p>24 Managing Direction</p> | <p>Defines a managing system that creates accountability to implement the VSP and specific metrics to monitor improvement or perform adjustments needed to succeed.</p> |

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| <p><u>Law Four:</u> The Law of Efficiency Modules 25 – 30</p> | <p align="center"><i>“Economy of motion saves time and energy”</i> Implementation is about defining or designing effective org charts and efficiency systems</p> |
| <p>25 Organizing for The Law of Efficiency</p> | <p>Organizes time, resources and people to implement the modules for the Law of Efficiency. Provides a specific road map and plan to execute the next set of modules.</p> |
| <p>26 Org Charts</p> | <p>Creates an org chart that is an operational tool, clearly defining roles, responsibilities and accountability. Each person knows what is individually expected for success.</p> |
| <p>27 Systems Defined</p> | <p>Identifies a list of systems needed to have efficiency and productivity in the context of how your organization manages, receives, performs and supports its work.</p> |
| <p>28 Systems Developed</p> | <p>Designs systems identified in the previous module that don't currently exist, challenges the efficiency of those that do exist, reviews all systems for efficient flow.</p> |
| <p>29 Managing Systems</p> | <p>Creates a method to monitor and manage the efficiency of the systems for continual improvement and/or evolving to meet the world's ever changing demands.</p> |
| <p>30 Instrument Panel</p> | <p>Defines an “instrument panel” of metrics the staff can rally around including your organizational-specific profitability, productivity and satisfaction factors.</p> |
| <p><u>Law Five:</u> The Law of Renewal Modules 31 – 39</p> | <p align="center"><i>“Growth sustains success”</i> Implementation is about “internal and external” growth – “marketing” to your internal or external “customer” and continuously improving the organization</p> |
| <p>31 Organizing for The Law of Renewal</p> | <p>Organizes time, resources and people to implement the modules for the Law of Renewal. Provides a specific road map and plan to execute the next set of modules.</p> |
| <p>32 Value Defined</p> | <p>Defines the “value” that your “customers” receive from your product or service. Creates alignment of image, operations and customer service with that value.</p> |
| <p>33 Motivational Profile</p> | <p>Lists the factors that motivate your internal or external “customer” to “buy” from you. Enables you to amplify customer service and “marketing” efforts.</p> |
| <p>34 Features Identified</p> | <p>Creates a list of specific services, products, or competencies that create awareness for staff to use these “features” for “customer” benefit. Enhances “marketing” messages.</p> |
| <p>35 Answers to Objections</p> | <p>Anticipates the possible objections a “customer” would possibly have, defines an answer to each objection and educates staff on how to deal with those objections.</p> |
| <p>36 Marketing Plan Defined</p> | <p>Depending on whether your organization just needs to get the word out, manage internal expectations or get more sales: Creates powerful “marketing” plans to do it.</p> |
| <p>37 Ensuring Satisfaction</p> | <p>Develops a system to proactively ensure satisfaction – of internal staff and managers as well as “customers.”</p> |
| <p>38 Celebration</p> | <p>Gives reward to your organization by developing a system of celebration that includes four components: Fun, Recognition, Learning, Sharing the learning with others.</p> |
| <p>39 Continuous Improvement</p> | <p>Embeds a system of continuous improvement for all aspects of this process. Involves “learning loops” to continually practice and implement the Laws of Achievement.</p> |