



Philosophy & Process

Framework & Viewpoint

My approach encompasses two elements - the business & the individual. My primary focus lies on the individual. Contrary to what the Harvard Business Review has you to believe, business is incredibly simple. Business is about engaging in an activity with the goal of getting paid money, specifically more money than you spend. In business you are successful to the degree that you are profitable. Specifically, to the degree that you are profitable to the degree that you would like to be. You don't need infinite profits & growth, if you make as much as you'd like, you are the pinnacle of success!

That being said, as you add people, you need structures to create clarity and keep everyone aligned. People, Process, Product they say, and the primary Person is the entrepreneur, the individual building those three things.

More often than not businesses encounter issues because they either 1) Lack clarity or 2) Struggle to implement it. My business framework is meant to very easily and simply create clarity. This is often not a challenge as, once again, business is simple (despite our tendency to mire it in complexity). More often than not clarity is easily attained, the struggle comes with implementing it, either due to internal blocks on the part of the entrepreneur or internal blocks which arise upon interacting with individuals. This is where the real work is to be done, and why the primary focus is on the individual.

We will kickoff with 2 parts:

1. A walkthrough of your business and your goals
2. A personal diagnostic session to better understand your personal psychology

To-be-Integrated:

Business is about engaging in an activity with the goal of getting paid money, specifically more money than you spend.

It is that simple. It does not have to be about hyper scale. Your success is up to you. Are you taking in more than you spend to the degree that you like? Then you are successful in business. It doesn't have to be forever growing. It doesn't have to be any size, etc. more than what you want. You are already profitable, therefore you are successful. Many are not

- The second layer is the individual, and the selection of the activity itself. Obviously we want the activity to be as enjoyable as possible, and this blocker can happen in the why-how-what, primarily determined by the individual.

The goal is to get to the point where the business is as profitable a you would like for it to be, while also making the activity itself as joyful, evolving, self-actualizing, creative, self-expressive as possible.

There is a fundamental tension here between taking in money and having the activity be as joyful as possible. We want to integrate & align the two as much as possible.

As a result, Goals should be tied to:

- The P&L - profitability, the amount of surplus money you take in (maybe you're content here)
- The activities that the individual is engaged in
- The Quality/Process of that Engagement, namely how you are engaging.

The goal is to have a business that is as profitable as you like doing an activity you love in a way that you love to do it.

Our layers of work are also tied to this. The Business Framework is for moving forward on these, the personal diagnostic is to set a foundation by which to

operate from to help determine the nature of the goals, the activities, and very particularly the process you build/work with to attain them.

Business Framework

This leverages the Goals / Strategies / Tactics / Tools Framework mentioned Tracy DiNunzio in her interview on the Tim Ferriss show.

1. **What are your concrete Goals?** (Make more money, become profitable, grow topline, etc.)

1. Abstract are also ok - *"Improve culture while maintaining profitability"*
2. We can explore this together, but it should be primarily driven by the client. The roll of the coach here is to assist with discovery (questions) and synthesis (generating clarity, something concrete).

2. **What Strategies do you plan to employ to get them?** 1-5. Less is more.

1. People can get caught up by the word **Strategy** here. The real question here is ***how do you plan to achieve that goal***, keeping it at a high-level.

"Shift to a healthy diet". Is a good strategy. *"Adopt a Keto diet"* is too far. It constrains the strategy by selecting through to lower levels (tactics & tools) which could fail and lead a person to throw out the strategy even if the failure was on the part of the tool/tactic.

2. This can be co-creative, but should once more come from the client.

3. **What Tactics do you wish to employ under each strategy?**

1. Should largely come from the client. The coach can take a more forward-oriented role if the Strategies & Tactics are technology-related, but this is really the work the client must do.

4. **What Tools do you want/need to execute on these strategies & tactics?**

1. This should largely be the client. The coach can assist if the tools are technology-related, but the person should be the one largely driving the effort - ***Skin in the game***.

Individual Diagnostics

1. **Do you tend to overestimate or underestimate the time it takes to get things done? Do you skew toward an optimism or pessimism bias?**
2. Do you tend to suffer more from procrastination, action bias (acting without thinking), and/or burnout in either? In what settings do you find yourself in either of the above? What do you think causes it?
 1. **Is it easy for you to jump into work?**
 2. **Is it easy for you to turn off from work?**
3. **What locks you up?** What patterns or themes arise for things that stop you from moving forward?
4. Do you like to control things or let them happen in a relaxed way?
5. What are the patterns between your greatest successes and errors?
 1. Personally
 2. Professionally
 3. Technically
 4. Psychologically

Diagnostics:

- Strengthfinders
- Big 5
- DISC Type