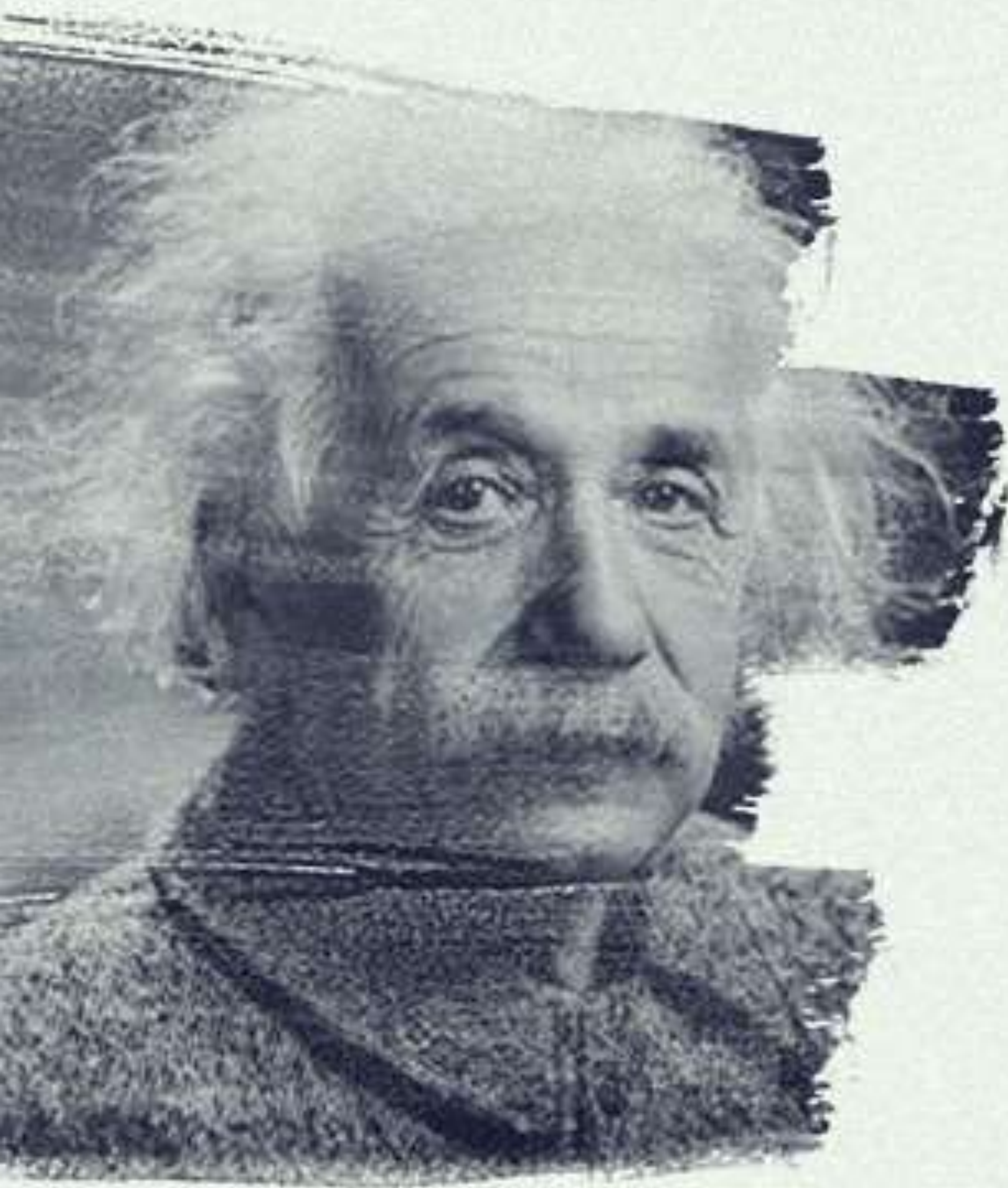


Crisis Leadership 2020

The Top 4 Steps to rapidly reset
and relaunch out of the crisis



geniusU



The leader is one who, out of the clutter, brings simplicity... out of discord, harmony... and out of difficulty, opportunity.

—

Albert Einstein

CRISIS LEADERSHIP STEP No.1

START FROM CERTAINTY



What is uncertain

**When will the lockdown end?
The deep will the economic crisis be?
How long will the economic crisis last?
How much will behaviours change?
How much will things return to normal?
Will my old model still work?**



What is certain

**The future will be very different
Your skills, talents and connections
There is opportunity in crisis
Behaviours have already changed
The old will fall and new will rise
Digital strategies are winning**



“Crisis Leaders create certainty out of uncertainty”

What is uncertain

**When will the lockdown end?
The deep will the economic crisis be?
How long will the economic crisis last?
How much will behaviours change?
How much will things return to normal?
Will my old model still work?**



What is certain

**The future will be very different
Your skills, talents and connections
There is opportunity in crisis
Behaviours have already changed
The old will fall and new will rise
Digital strategies are winning**

What you choose

**What I focus on now
How I plan my year
What actions I take
How I lead my team
How I generate income
Where my market is**



CRISIS LEADERSHIP ACTIONS

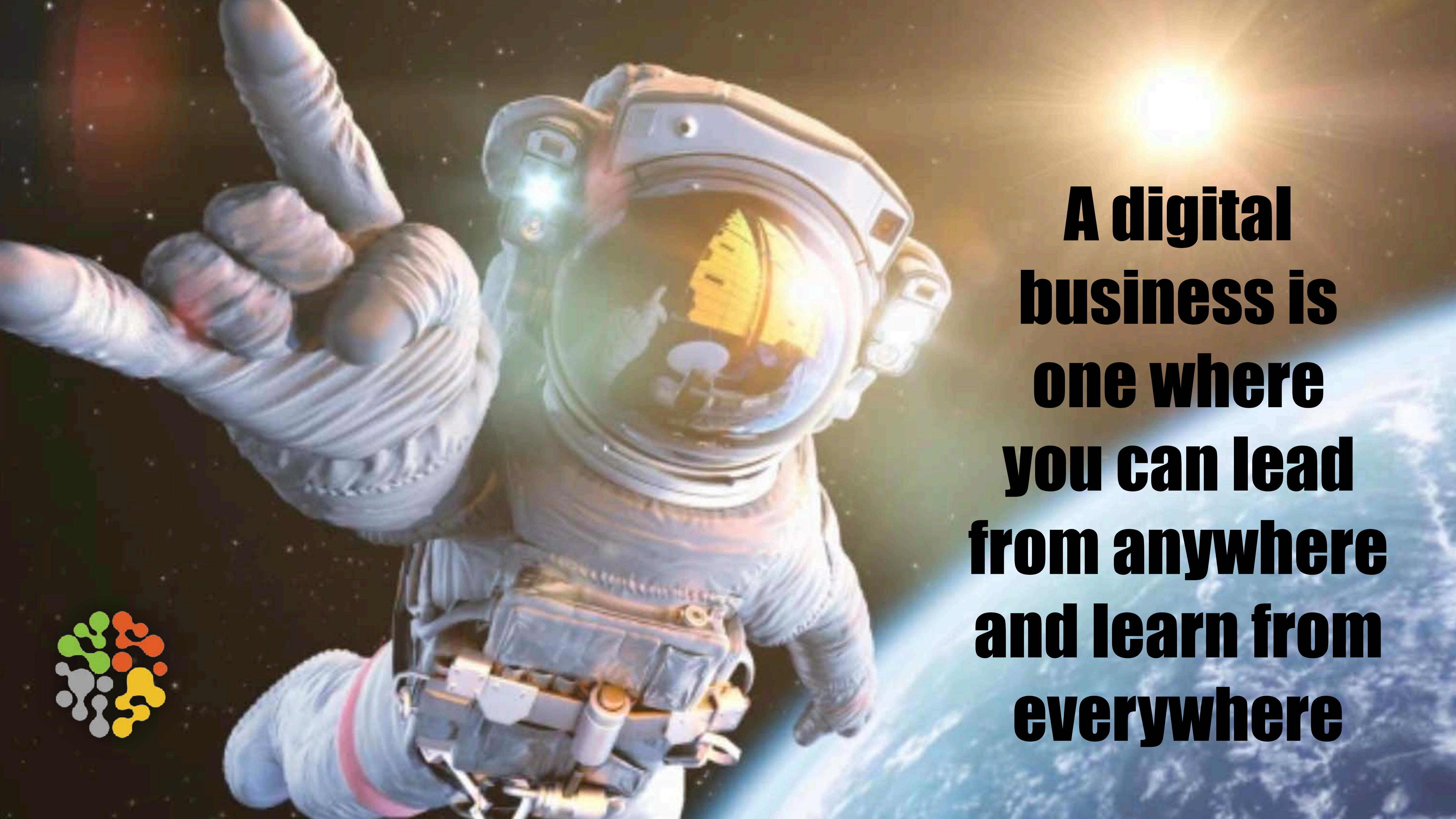
1. Have a plan that works now
2. Create digital, remote revenue
3. Build it around your unique value



CRISIS LEADERSHIP STEP No.2

LEAD FROM
ANYWHERE



An astronaut in a white spacesuit is floating in space, pointing their right index finger upwards. The astronaut's helmet is clear, showing a reflection of the Earth. The background is a deep blue space with a bright sun in the upper right corner, creating a lens flare effect. The Earth's horizon is visible in the lower right, showing a blue and white cloud-covered surface.

**A digital
business is
one where
you can lead
from anywhere
and learn from
everywhere**



THREE TRUTHS

1. Today's growth industries are high tech, high touch
2. It's easier to have a global than a local business
3. There's been no better time to start than now



Ultraviolet - Legend



Violet - Composer



Indigo - Trustee



Blue - Conductor



Green - Performer



Yellow - Player



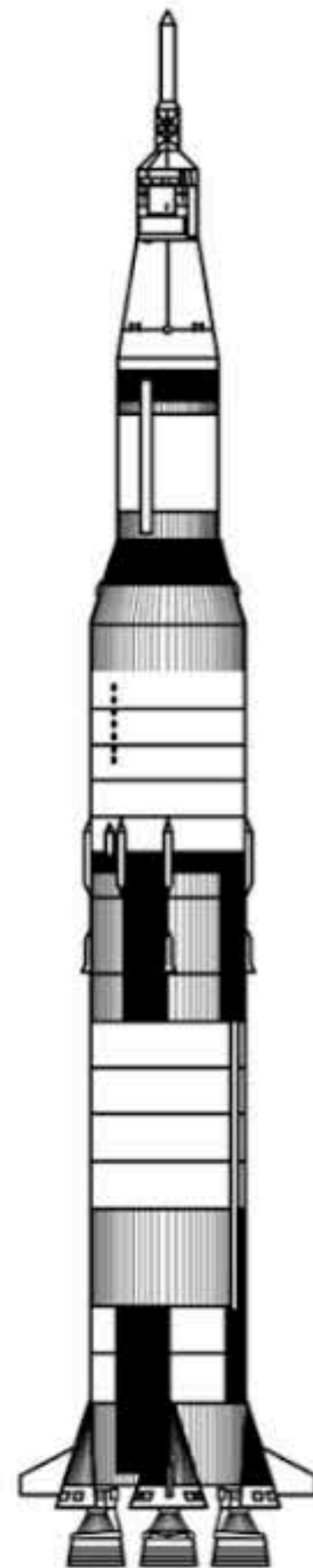
Orange - Worker



Red - Survivor



Infrared - Victim



Level 8

Level 7

Level 6

Level 5

Level 4

Level 3

Level 2

Level 1

Level 0



Talent Dynamics

Wealth Dynamics

Society 5.0

Leadership 5.0

Entrepreneur 5.0

1 Entrepreneur Impact Test

What's your level of flow and level of impact?

2 Wealth Dynamics

How to grow your flow

3 Impact Dynamics

How to grow your impact

Entrepreneur Dynamics tools are already being used by the top companies in the world

In partnership with Atairu, Entrepreneur Dynamics tools and 'Leadership 5.0' programs are already being used by the top companies in the world, including Microsoft, Google and IBM

Deloitte.

 Microsoft

 T-Mobile

McKinsey&Company

 SAB
MILLER

Johnson+Johnson

 pwc

 SOCIETE
GENERALE

 vodafone

Google

IBM

Ogilvy & Mather

 NN

MARY KAY®

 Heineken®

Lenovo

ERSTE
Group

 DHL

 Schindler

 Carrier®

 hp

ABB

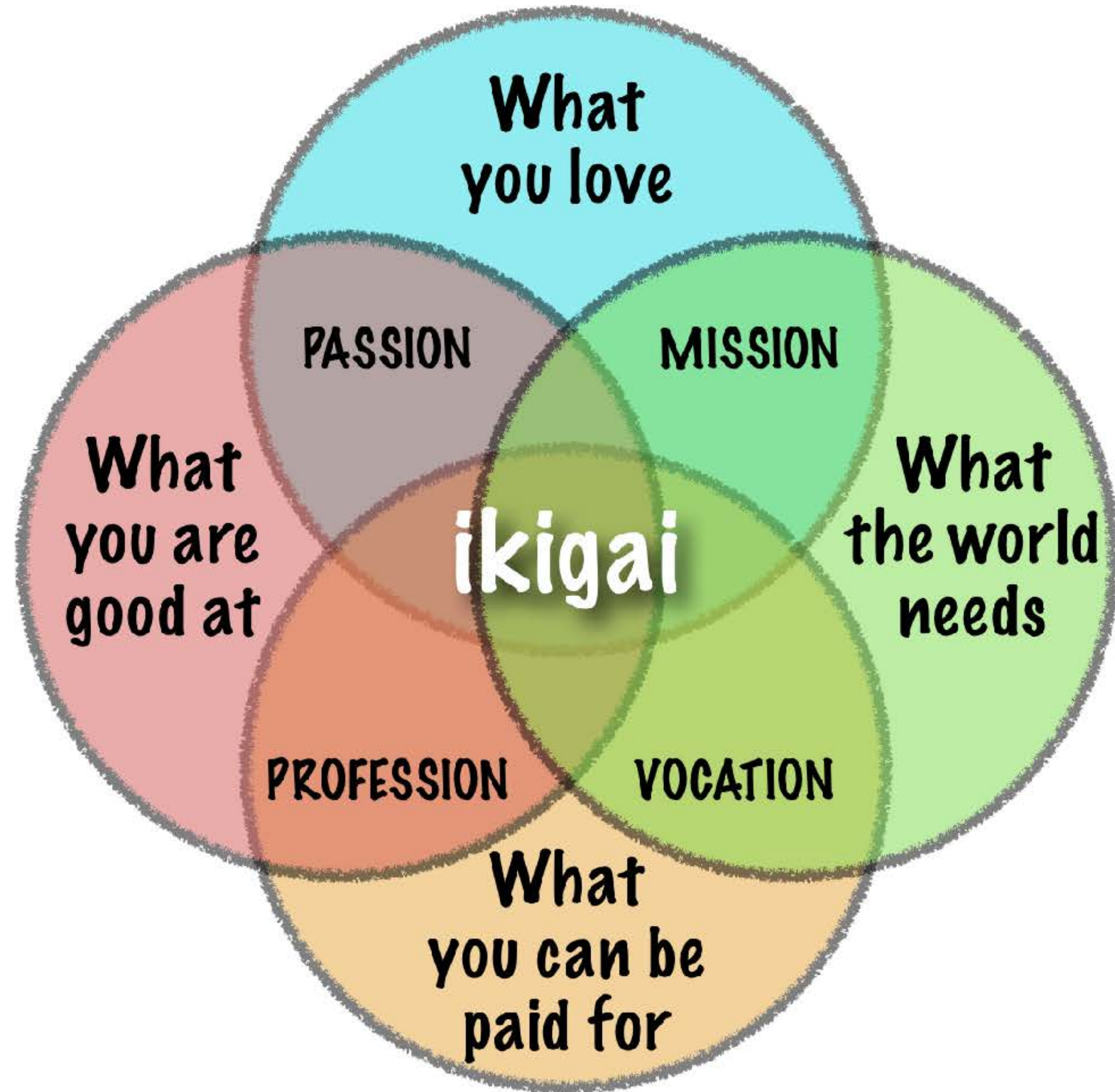
 United
Technologies

Asahi

生き甲斐 ikigai

ikigai is the Japanese concept of “**a reason for being.**” Everyone has an ikigai. To find it requires a journey of self discovery. But the search is worth it.

Your ikigai is the meaning to your life.



THE PASSION TEST



Learning



Fun



Health



Career



Family



Environment



Spirit



Community



Arts



Teaching



Travel



Achievement



Relaxation



Productivity



Friends



Business



Sport



Intellect



Leadership



Awareness



Balance



Religion



Control



Service

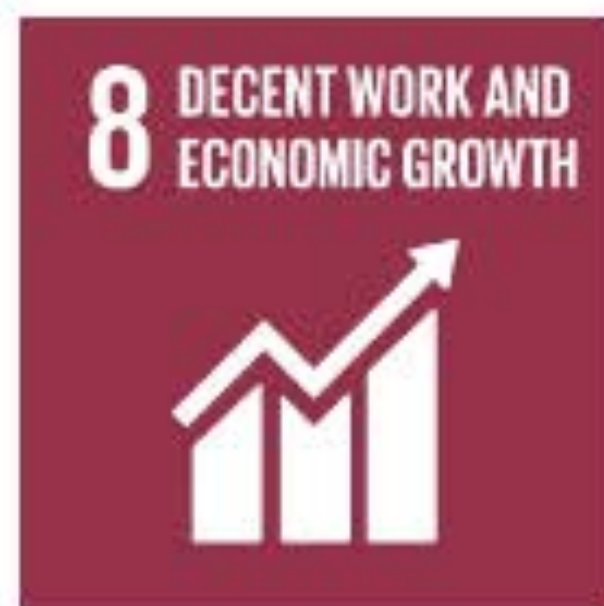


Freedom



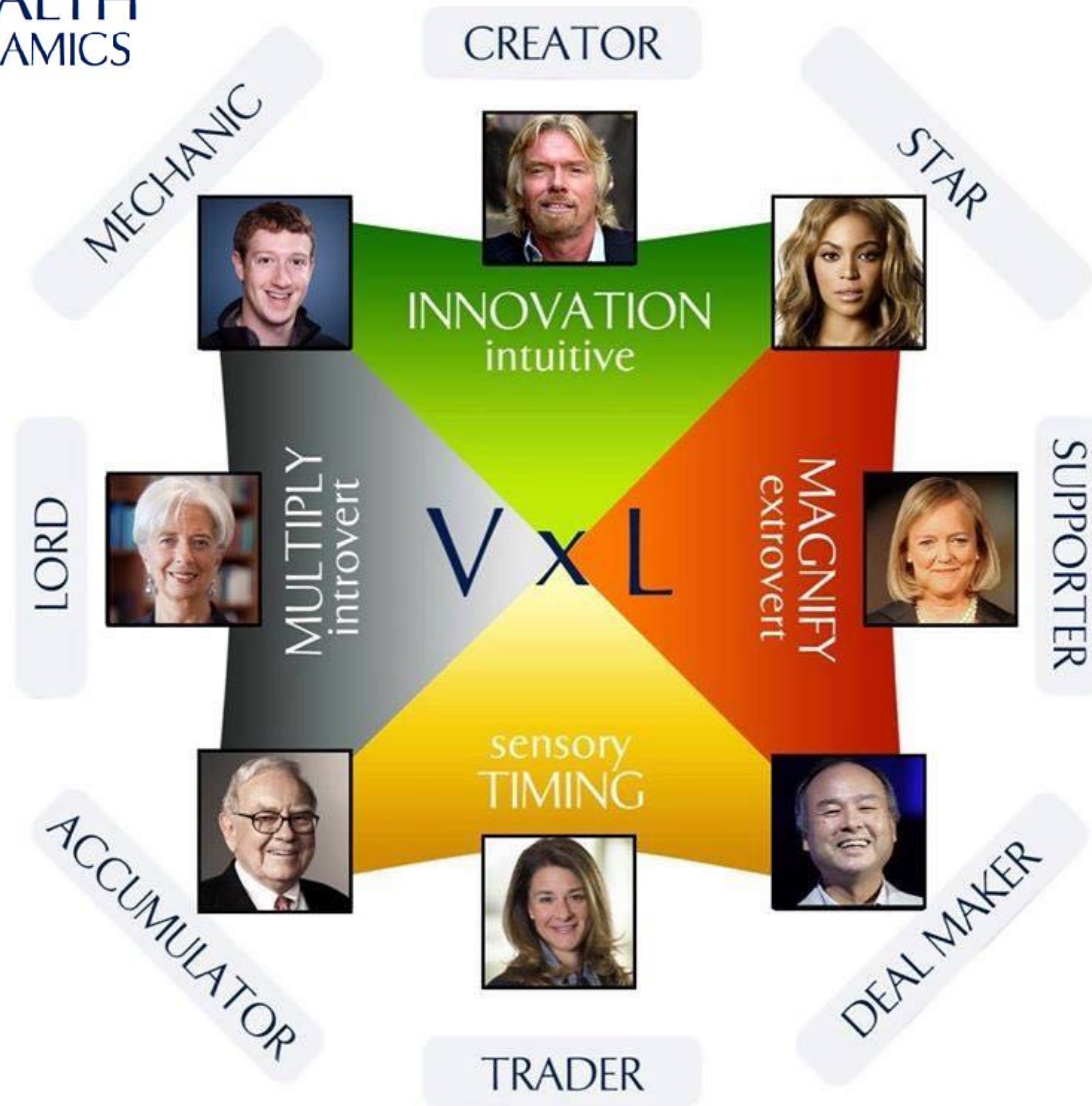
THE PURPOSE TEST

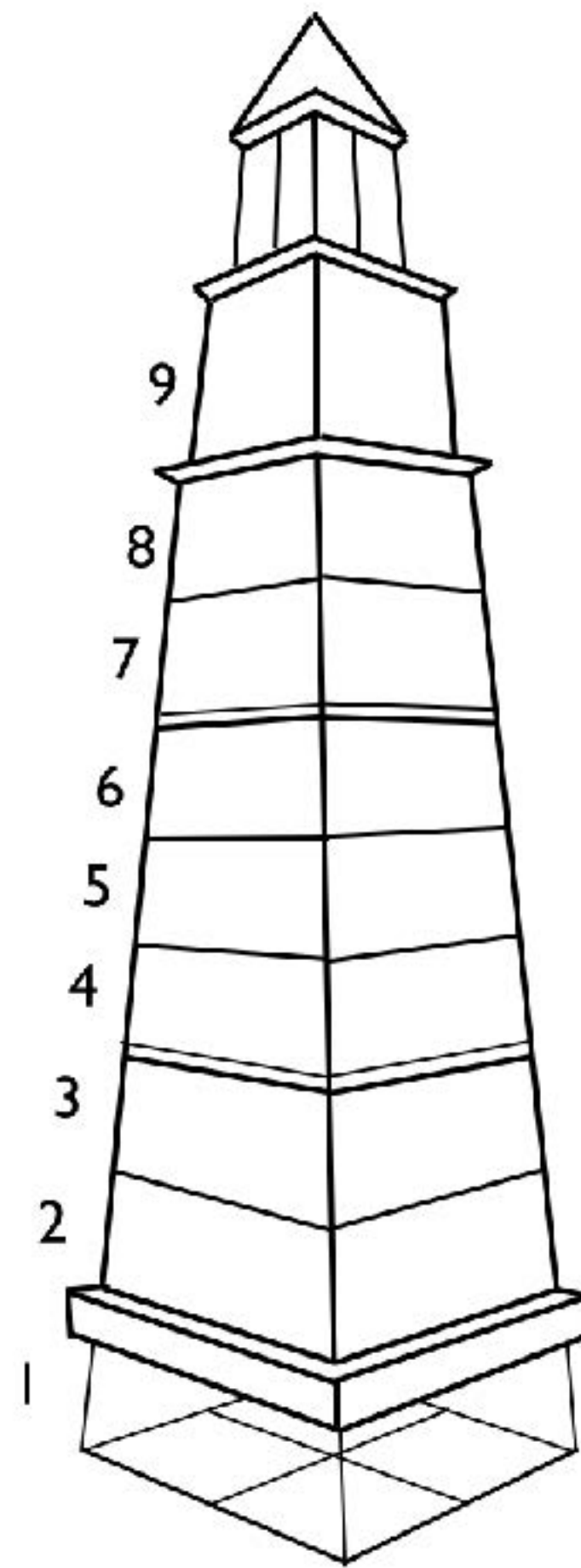
Discover Your Life Purpose





WEALTH
DYNAMICS





**Global
Flow**



**Market
Flow**



**Personal
Flow**



Infrared - Victim



Red - Survivor



Orange - Worker



Yellow - Player



Green - Performer



Blue - Conductor



Indigo - Trustee



Violet - Composer



Ultraviolet - Legend



Infra-Red
Level: 'Victim'



Red Level:
'Survivor'



Orange Level:
'Worker'



Yellow Level:
'Player'



Green Level:
'Performer'



Blue Level:
'Conductor'



Indigo Level:
'Trustee'

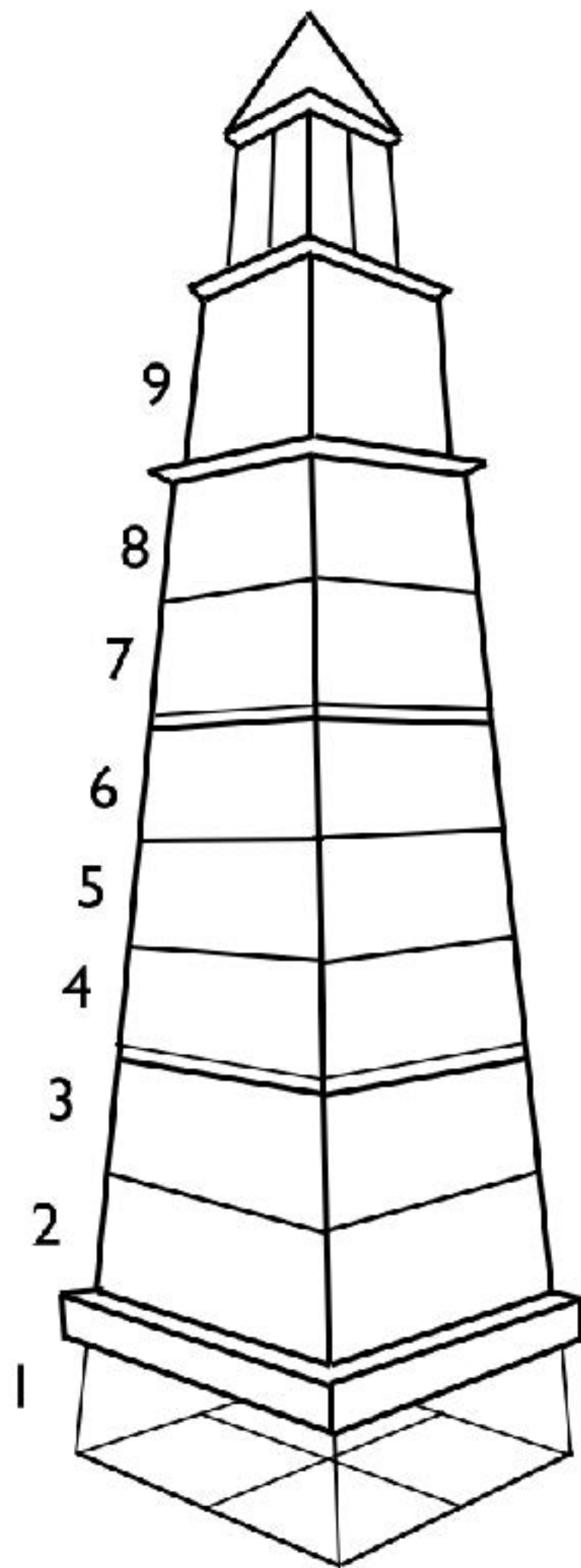


Violet Level:
'Composer'



Ultra-Violet
Level: 'Legend'

The Impact Meter



LEVEL 7
1m customers

Global impact with the power to leave a legacy

Have I directed the trust that I am growing towards a meaningful global purpose?



LEVEL 6
100k customers

National impact, with the influence to shape the future

Am I establishing a mission, culture and model that is inspiring others on their journeys?



LEVEL 5
10k customers

Market leadership, attracting resources and partnerships

Have I built a reputation that attracts the financing, partners and support to leverage with?



LEVEL 4
1k customers

Scalable team and time to develop a sustainable business

Am I growing my team and time to enable the business to run well without me?



LEVEL 3
100 customers

Predictable, replicable and viable model to grow with

Have I found a repeatable pathway from my market's need to my solution that I can measure?



LEVEL 2
10 customers

Intimate user group to maximise value and market fit

Can I scale my solution to ten people such that they are willing to pay and refer me to others?



LEVEL 1
1 customer

Personal service to solve one person's problem.

Am I solving a problem for someone who trusts me that they are willing to pay to have solved?

CRISIS LEADERSHIP ACTIONS

RESET . REGROUP . RELAUNCH

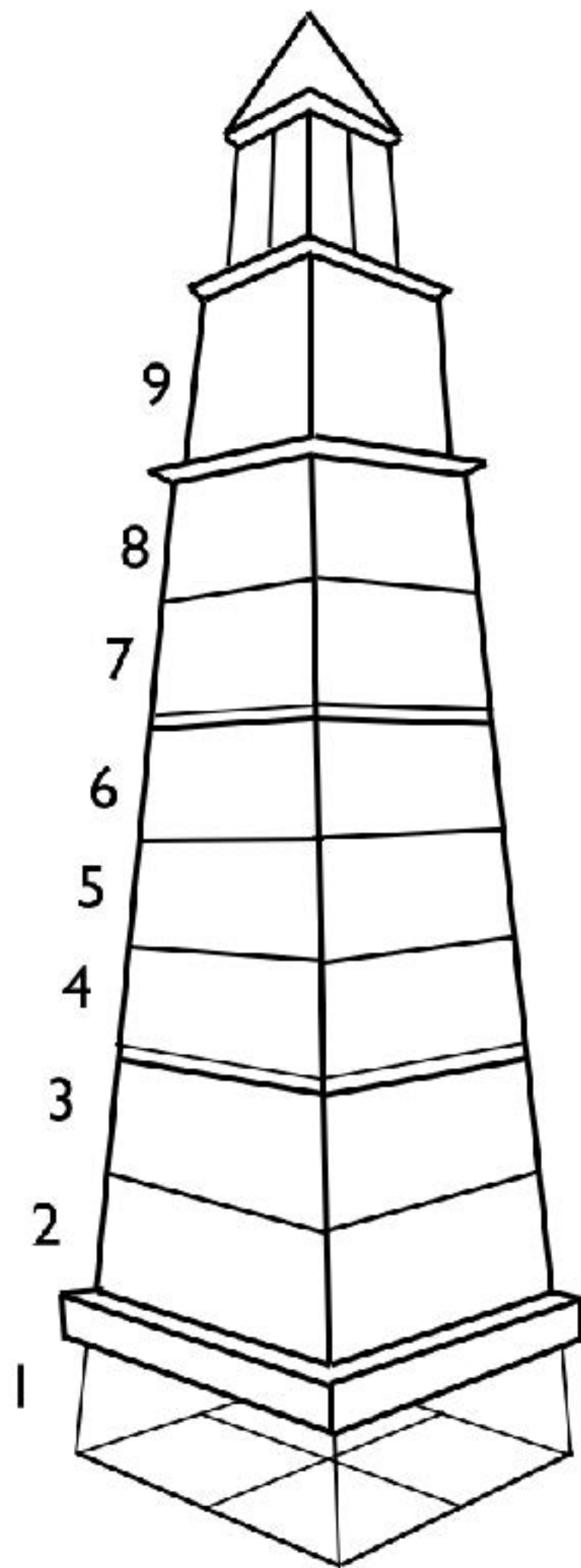


CRISIS LEADERSHIP STEP No.3

LEARN FROM
EVERYWHERE



The Impact Meter



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100k customers

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LEVEL 1
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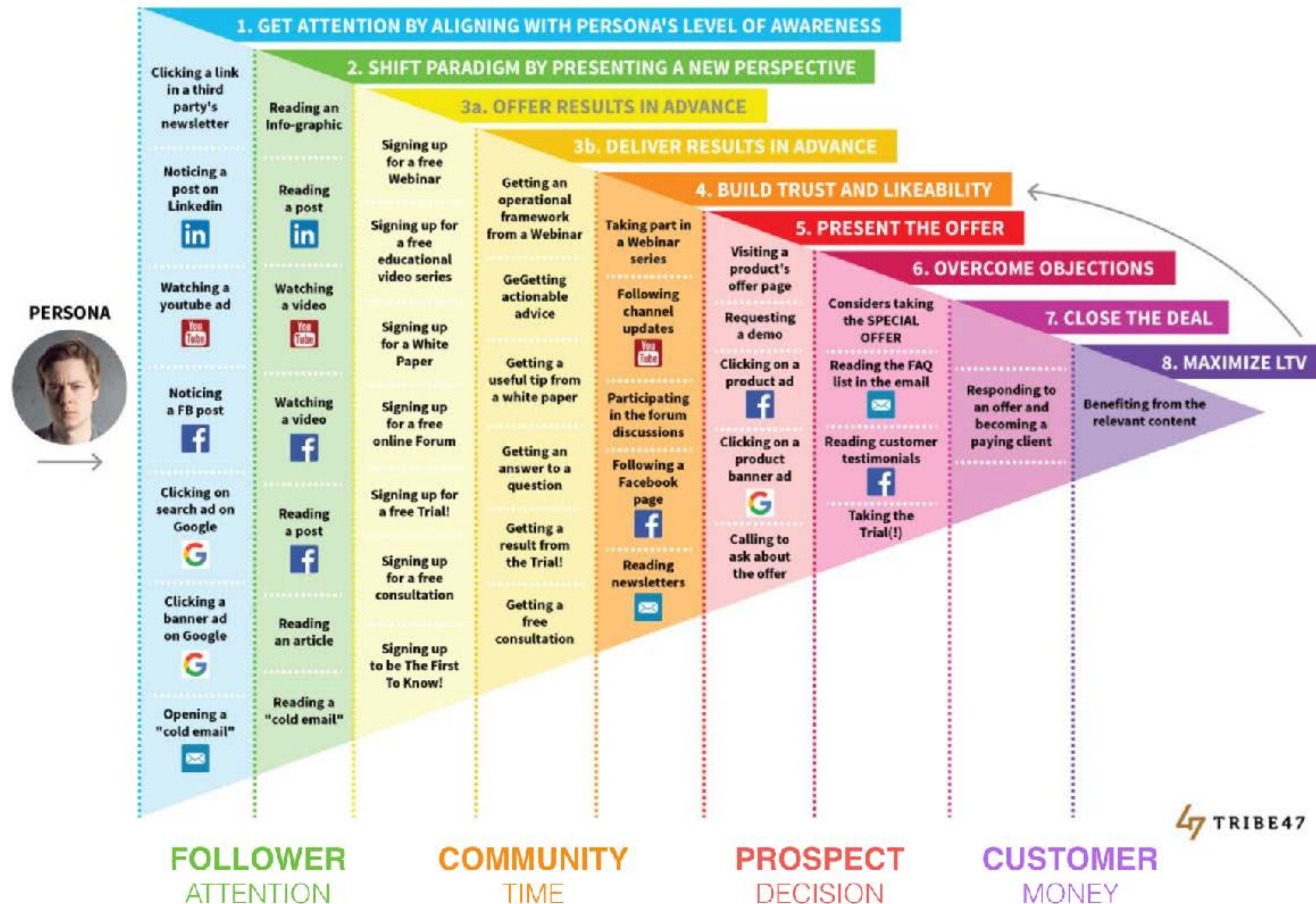
Personal service to solve one person's problem.

Am I solving a problem for someone who trusts me that they are willing to pay to have solved?



The Impact Highway

*“Controlled time
is true wealth”*

~ Buckminster Fuller



Impact Metrics

		Followers		Community		Prospects		Customers		
		Engagement %		Registration %		Conversion %		Average \$		
	LEVEL 5 10k customers	1,000,000	20%	200,000	20%	40,000	25%	10,000	\$2,000	\$20m
	LEVEL 4 1k customers	100,000	20%	20,000	20%	4,000	25%	1,000	\$5,000	\$5m
	LEVEL 3 100 customers	10,000	20%	2,000	20%	400	25%	100	\$10,000	\$1m
	LEVEL 2 10 customers	1,000	25%	250	20%	50	20%	10	\$15,000	\$150K
	LEVEL 1 1 customer	100	50%	50	20%	10	10%	1	\$20,000	\$20K

Level 1 Enterprise: 1 customer



Personal service to solve one person's problem.

Am I solving a problem for someone who trusts me that they are willing to pay to have solved?

Leadership DO

Team up with others in flow, where you are directly in contact with your customer.

DON'T

Try and do it all on your own, spending time 'building the next big thing' with no contact with your customer.

Product DO

Focus at solving your customers problem in a way that puts money in their pocket.

DON'T

Focus at trying to sell your product or do anything that isn't 100% focused at solving your customer's problem.

Customer DO

Begin with someone who trusts you and who you see as your ideal customer

DON'T

Begin by building websites, brochures and fancy material with the expectation that if you "build it they will come".

Service DO

Build a relationship through the service you provide with the goal to create a customer for life

DON'T

Rush on to a second customer once you have your first, expecting to be able to find customers faster than they leave.

Systems DO

Leverage on the systems of others, with the time and effort you put in kept to a minimum

DON'T

Distract yourself with time and money being put into systems before you know what is of real value that you can and should replicate.

Level 2 Enterprise: 10 customers



Intimate user group to maximise value and market fit

Can I scale my solution to ten people such that they are willing to pay and refer me to others?

Leadership **DO**

Build a contract team around delivering to your followers and community while you focus on your prospects and customers

DON'T

Hire too many too early, try and manage everything yourself, or delegate the customer co-creation too early.

Product **DO**

Focus at finding out what is and isn't replicable in the solutions your customers find most value in.

DON'T

Get caught up in delivering results without turning your replicable value into a product, or productizing too early.

Customer **DO**

Grow your customer base from people who trust you to people who trust them.

DON'T

Trying to scale to strangers who don't know or trust you too early, or staying with too few customers.

Service **DO**

Deliver a service that results in repeat purchases and referrals from your user group.

DON'T

Abdicate service before you know what it takes to grow life time value through repeat purchases and referrals.

Systems **DO**

Implement basic systems to track and serve your followers, community, prospects and customers.

DON'T

Get carried away with too many systems you don't need yet, or spend too much time in any one of the four lanes of your impact highway.

Level 3 Enterprise: 100 customers



Predictable, replicable and viable model to grow with

Have I found a repeatable pathway from my market's need to my solution that I can measure?

Leadership **DO**

Build a full-time team to ignite your strengths and to provide a consistent high value experience to all four lanes of your impact highway.

DON'T

Rely too heavily on contract partners for value delivery, or recruit too quickly at the expense of profit or quality.

Product **DO**

Focus at combining your value with market leaders, to extend trust and flow across all four lanes.

DON'T

Assume you can extend trust from people who know you to people who don't by simply repeating your Level 2 formula.

Customer **DO**

Link your customer pathway from new followers through to new customers in a predictable and replicable way.

DON'T

Get caught up at the Level 2 plateau where you keep having to rely on word-of-mouth for new business.

Service **DO**

Create a consistent service model that leads to predictable and replicable repeat business and referrals.

DON'T

Lose sight of service as your greatest source of revenue as you grow the front end of your business.

Systems **DO**

Expand your systems to ensure you have strong customer and financial tracking, and that your team are all trained to work the system.

DON'T

Forget to upgrade your systems and keep it all in your head, with the danger that you end up becoming the bottleneck.

Level 4 Enterprise: 1,000 customers



Scalable team and time to develop a sustainable business

Am I growing my team and time to enable the business to run well without me?

Leadership DO

Build a Board to support you strategically, and attract operational leadership to manage each area of flow.

DON'T

Continue to try and manage the company on your own, or to become detached from the customer flow.

Product DO

Focus at partnerships to enable your products to be offered by others in your market, including your customers.

DON'T

Over-leverage your product range without enough variety or novelty, or lose sight of the path your best customers are taking.

Customer DO

Extend your customers beyond your own pathway to partner pathways, and vice versa.

DON'T

Rely on your existing customer base to expand on your own in competition with the rest of the market.

Service DO

Extend your service to be customer-focused whether your customers buy from you or your partners.

DON'T

Try and hold on to your customers in a way that cannot scale, leading to a churn regardless of the value of your products.

Systems DO

Upgrade your systems to ensure you can manage your business remotely with daily data steering your company.

DON'T

Have any part of your company still relying on manual processes when they can be automated or outsourced.

Level 5 Enterprise: 10,000 customers



Market leadership, attracting resources and partnerships

Have I built a reputation that attracts the financing, partners and support to leverage with?

Leadership DO

Shift your focus to attracting resources in money and talent as your team grows the business.

DON'T

Get caught up in the business without being able to get perspective from the outside, or strangling the business through lack of resources.

Product DO

Ensure a full product range to serve your market now and in the future, with at least a three year product plan in place.

DON'T

Becoming too near-sighted in delivering what works today without anticipating what your customers will be needing three years from now.

Customer DO

Grow those you are customizing for from your customers to your partners, investors, team and community.

DON'T

Expect to keep a leadership position by simply scaling your earlier success with the customers and team you have.

Service DO

Grow your service to become a guardian for your community, with advocates and leaders rising from within.

DON'T

Try and keep a division between your value delivery and your customer's value consumption, with the inevitable loss of trust.

Systems DO

Invest in world class systems to provide fully seamless and scalable growth, with your culture being at the heart.

DON'T

Become overly process driven, overly controlling or overly chaotic. Or have any systems that don't put the customer first.

Promotion Flow

Dave Mclure's Pirate Metrics - AARRRR

Acquisition

Activation

Retention

Revenue

Referral



Promotion Flow

All promotions flow through the same 7 steps



Promotion Flow

The 7 steps to meaningful, measurable change



CRISIS LEADERSHIP ACTIONS

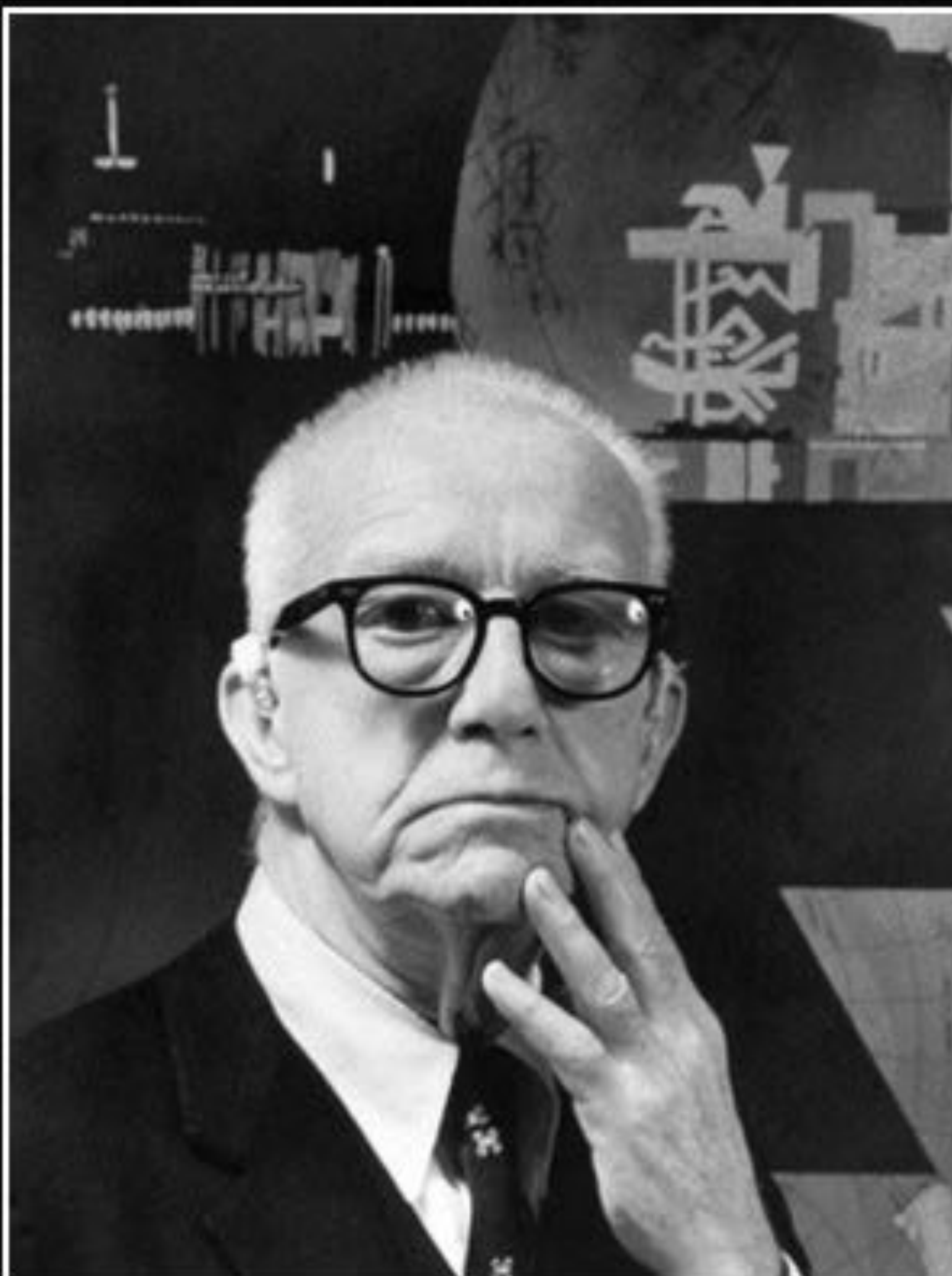
1. Download the slides below
2. Register for Crisis Leadership Academy
3. Book a navigation call to set your plan



CRISIS LEADERSHIP STEP No.4

PROFIT FROM PURPOSE





You never change things by fighting
the existing reality. To change
something, build a new model that
makes the existing model obsolete.

— *R. Buckminster Fuller* —

AZ QUOTES



YOU ARE NOT ALONE