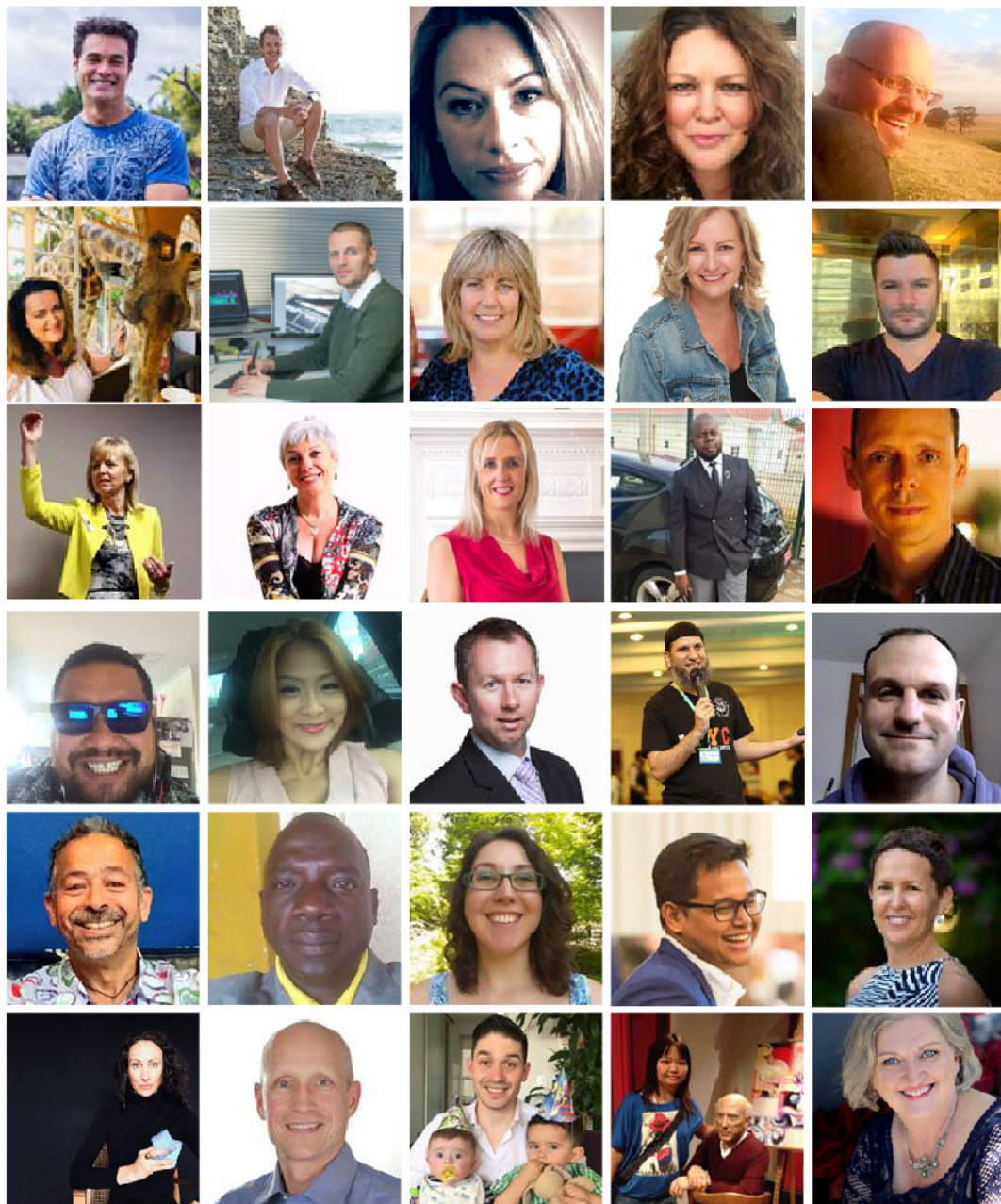




THE RAPID PIVOT PLAN

Your 2020 Crisis Blueprint to create revenue and
cashflow with a digital business.



The Rapid Pivot Plan

Your 2020 Crisis Blueprint for a Fast Recovery

Welcome to the Crisis Leadership Academy Rapid Pivot Plan. This 10 step plan has been used by the teams in Genius Group to pivot from the product and services they were selling before the coronavirus crisis to the new digital products that they have since moved to.

In the four week pivot period from the end of March to the end of April 2020, the teams generated over \$3 million through new digital channels using this plan. These channels are explained in the three part video series with Roger James Hamilton that accompanies this plan.

These steps also form the curriculum of the Crisis Leadership Academy, being held from 18th May to 17th June. If you are looking for guidance to implement this plan within your own company, you'll find details at the end of this guide on how to apply to join us in our four week microschool.

The Ten Step Plan

- Step 1** **START:** Know where you are
- Step 2** **MISSION:** Commit to where you are going
- Step 3** **MONEY:** Reset your numbers
- Step 4** **PLAN:** Set your three-month objectives
- Step 5** **PROBLEM:** Define your customer
- Step 6** **TRUST:** Design your customer pathway
- Step 7** **TALENT:** Regroup your team
- Step 8** **RESOURCES:** Launch sites, systems, schedule
- Step 9** **RHYTHM:** Earn & learn through a 12 week cycle
- Step 10** **FINISH:** Complete successfully and repeat



About the author, Roger James Hamilton

Roger is a world renowned futurist, New York Times bestselling author and entrepreneur who mentors Entrepreneurs to grow their enterprises and find their flow.

Roger is the founder of Genius Group, a \$100 million group of companies leading the entrepreneur movement. Genius Group includes his tech company, GeniusU, which connects entrepreneurs to the smartest knowledge, connections and opportunities, and is growing from a \$57 million to \$120 million venture builder in the coming year. It also includes Entrepreneurs Institute, which is the largest Entrepreneur Network in the world, with over 2,000,000 entrepreneurs in over 200 cities.

He is also the founder of Entrepreneur Resorts, the world's leading Entrepreneur Resorts and Beach Clubs Group, which had its IPO and became a listed company in 2017. Roger is the creator of Wealth Dynamics, Talent Dynamics & Impact Dynamics, used by over 2 million entrepreneurs to follow their flow. All of Roger's companies empower the Entrepreneur Movement - collectively growing our ability to create and contribute wealth.

Based on the company following the 10 steps in this guide, it pivoted during the Coronavirus Crisis to shift 80% of its revenues rapidly, and remains on track for a 2021 IPO on the NYSE American stock market.



About the company, Genius Group

Genius Group is the World's No.1 Entrepreneur Education Group.

The group is building a curriculum, faculty, campuses and an Edtech platform to deliver entrepreneur education globally through events, camps, accelerators, schools and companies.

The current crisis has accelerated the need for the Genius Group's entrepreneur curriculum and online education tools. The impact of the current COVID-19 crisis will extend far beyond the health crisis.

The number of companies in difficulty and number of employees out of work is already unprecedented on a global scale. The need for a new education system is already urgent. The crisis accelerates the problem that we solve.

The Crisis Leadership Academy, being run in May and June 2020 to guide freelancers, startups and enterprises to create new digital businesses to be the sustainable crisis leaders in the years ahead, is an example of the unique curriculum that Genius Group provides to help people 'create a job' instead of 'get a job'.

Based on these ten steps, it brings a world class faculty together to support companies to shift rapidly and profitably in these challenging times.

How to take these ten steps

The ten steps of the Rapid Pivot Plan were originally created five years ago as Genius Group began to scale around the world.

The ten steps that make up the plan are the ten steps that our teams follow in creating sustainable, predictable revenue streams. We have used them to grow profitable, replicable high growth operations in training, mentoring, events, retreats, resorts, cafes, digital training and our online platform.

In my own Crystal Circle mentoring I've worked personally with over 1,000 entrepreneurs from new startups to sophisticated investors on a month-by-month basis using these steps to launch new revenue streams.

We designed them into a program for startups called iLab - a two week and four week accelerator that we have run at our Entrepreneur Resorts for five years until the crisis hit in March.

We also tailored it for larger enterprises at our Wealth Dynamics Masters program which I ran with our mentors twice each year at our resorts in Bali and South Africa (and will run again after the crisis is over).

These ten steps make up a full agile leadership pathway in a system called Entrepreneur Dynamics.

In the same way that engineering teams use agile methodology to deliver engineering projects rapidly with a clear focus on solving the problems of customers in a short period of time, Entrepreneur Dynamics delivers profitable promotions with the full design and delivery of new product pathways with a focus on solving the problems of your customer.

Applied in crisis time, this crisis leadership pathway comes into its own. If you're focused at selling your products, you'll be in tough times as people aren't buying the same products they were. But once you focus at solving your customer problems, demand for what you deliver will grow rapidly as they are being challenged with more problems than ever.

There are two ways that you can take these ten steps. The first is to get the general principles of the ten steps from this guide and apply them on your own. The second is to join our Crisis Leadership Academy and get the support of myself and our faculty to guide you through the process and ensure you get the results. Enjoy the journey, and get ready to fly.

Step 1 - START: Know where you are

The first step to get started is with yourself. To pivot, you need to be the hinge. That means getting clear on where you are now so that you begin with a realistic starting point and a personalized path that will work for you.

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.



Start by taking the assessments that link to your Ikigai: Your passions, purpose, genius and the Impact Test - which determines which of the nine levels of entrepreneur you are and which level your enterprise is at.

All of these assessments can be found on GeniusU and are free to take.

Here is a link to take the Impact Test: <https://www.geniusu.com/degrees/267>

Step 2 - MISSION: Commit to where you are going

The result of taking Step One is you are likely to find what you were doing before your pivot is not as aligned to who you are as you would like. That gives you a chance to create a new beginning that is more inspiring and empowering than what you were doing before.

Similarly, this Step Two gives you a chance to reorient yourself to a more powerful mission. Where do you want to be in ten years from now? Where do you want to be one year from now? And three months?

The best process to follow is to use the Future Vision template on GeniusU.

Here is a link to design your Future Vision:
<https://www.geniusu.com/missions/13>

Step 3 - MONEY: Reset your numbers

The biggest challenge when getting started is to either start budgeting or cutting costs without knowing exactly where you are or where you are going, or to keep blindly soldiering on hoping to get the same result when circumstances have changed.

That's about as useful as a sailor trying to head in the same direction when the wind has changed. This is the time to reset course and that begins by resetting your numbers.

This is a process of planning for the worst and aiming for the best. What is the highest value you can deliver at the lowest cost and how can you maximise cash flow to hit your goals?

You can get a template for your forecast here: <https://www.geniusu.com/missions/3>

Step 4 - PLAN: Set your three-month objectives

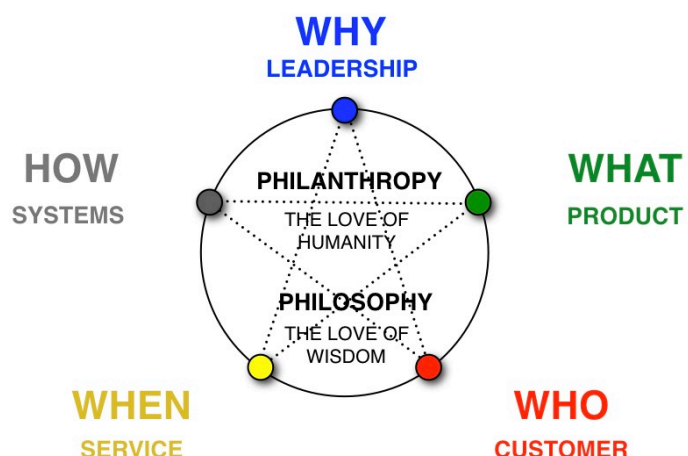
Why does the Pivot Plan focus at three months? This is the length of a season, the length to form a habit, enough time to plan and execute while short enough to get results fast. Take a week to plan and then have twelve weeks to execute, adjusting your strategy as you go.

In the videos that accompany this guide, you will see the examples I give of a promotion plan. Set up to three goals each for your financial objectives, your development objectives and your learning objectives. In this way, you are always earning or learning. A key part here is to always define the 'Why' and the 'What' before being concerned about the 'Who', 'When' or 'How'.

You can find a template for your promotion plan here: <https://www.geniusu.com/degrees/145>

The Genius Spiral

THE ENTREPRENEUR "LEARNING BY DOING" CYCLE



Step 5 - PROBLEM: Define your customer

Getting clear on exactly who your customer avatar is that you are going to pivot with is critical. They have a problem they need solving now and they're willing to pay for it. This may be the same customer you have been serving but it may be a new customer avatar that needs your help right now.

You can get a template to design your customer avatar here: <https://www.geniusu.com/missions/4>

Step 6 - TRUST: Design your customer pathway

The new customer pathway you are going to design is a digital pathway that can be delivered from anywhere. Why? Because of the crisis times we are in calls for a model that can deliver value remotely.

The two mistakes most people make when designing a digital pathway is they try and charge too much too fast instead of growing at the speed of trust, and they start at the wrong level of complexity.

If you are a freelancer, you can start with a simple partnership or package your expertise. If you are a startup, you can launch a simple beta group. If you are a larger enterprise, you can create a digital pathway with the support of outside expertise. Every digital pathway should have the following 7 steps to be effective:

Promotion Flow

The 7 steps to meaningful, measurable change



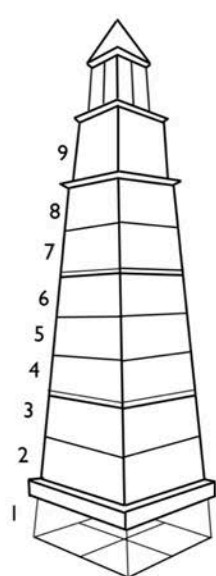
Step 7 - TALENT: Regroup your team

Many entrepreneurs make the mistake of setting up their team before putting their pivot plan together, which of course means you end up with the wrong team or the wrong plan.

There's a good chance the expertise you need to pivot is not in your team right now. Which means getting the right contractors, partners or mentors.

If you followed Step One fully, you will know there are seven levels of enterprise that cover all companies from 1 customer to 1 million customers. If the size of your company has changed as a result of the crisis, you are likely going to need a pivot team to suit the new level of your company:

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?

You can get a template to build your team here: <https://www.geniusu.com/missions/19>

Step 8 - RESOURCES: Launch sites, systems, schedule

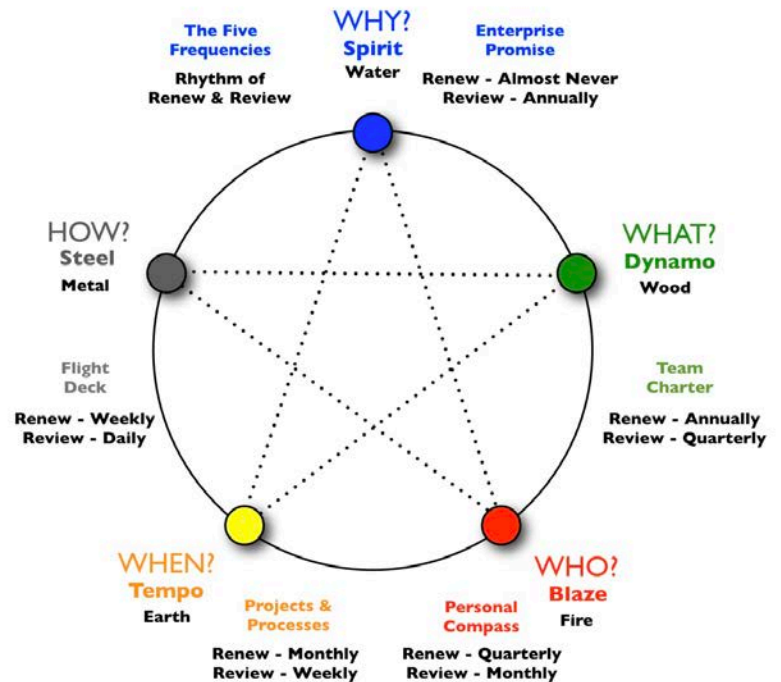
A digital business needs the basics of the right landing pages, payment platform, community platform and CRM system. These can all be easily accessed for little or no cost. If this isn't your area of expertise, we can help get all these areas set up with you or for you.

These are essential to ensure you have a seamless pathway to build your followers, community, prospects and customers.

Step 9 - RHYTHM: Earn & learn through a 12 week cycle

Just as agile engineering has a rhythm of sprints and reviews, agile leadership has a rhythm of promotions and processes. Knowing when to be renewing and reviewing the 'Why', 'What', 'Who', 'When' and 'How' is critical to the way you earn and learn over the 12 weeks of the plan:

All the companies we work with put in place a rhythm that enables them to scale from 1 customer to 10, 100, 1,000 and upwards rapidly. Each step needs a shift in rhythm to keep things simple as complexity grows.



You can get a full template for setting up your plan rhythm at: <https://www.geniusu.com/degrees/145>

Step 10 - FINISH: Complete successfully and repeat

With the right support and mentorship, you will find that within four weeks you can have developed an entirely new revenue stream by following these steps and are working with others. This is the experience we have seen at the accelerator programs we have run over the last decade.

The endpoint of this pivot plan is not that you will have ended a project with revenues but then need to find a new project to start. Instead, the endpoint should be that the model you have developed gets multiplied and the stream can turn into a river, with an ongoing flow.

To get our support in these ten steps, book a call with our Genius Igniters so that we can design a personalized path for you. Consider joining our upcoming Crisis Leadership Academy and apply for a call today: <https://crisis.geniusu.com/launch>

Join the Crisis Leadership Academy

On May 18th Genius Group is launching the very first Crisis Leadership Academy, and we're inviting you to be one of the first 200 to take part.

The Crisis Leadership Academy is a four week online Microschool to train freelancers, startups and large enterprises to pivot their business to digital products and remote revenues. We are bringing our best faculty members and accelerator programs, iLab and Wealth Dynamics Masters, to you for the first time to lead you out of the crisis.

Join us today to reset, restructure and relaunch your company as a digital business. It's time to turn this crisis into your greatest opportunity.



We are living in unprecedented times. We are currently living through the immediate impact of the coronavirus crisis, and we are heading into what experts are predicting to be the greatest financial crash in history.

If you are like most of the entrepreneurs in our global community, you will be feeling the financial affects of the coronavirus . If you do not have a digital business generating remote sales and cashflow, you will be facing an uncertain future.

Even worse, you realise you need to fix the short term business challenge while keeping an eye on the upcoming opportunities. Because it is always in the times of greatest crisis that lie the opportunities of a lifetime.

This is why we are launching the Crisis Leadership Academy.

We have had over a decade of experience empowering entrepreneurs of all levels to pivot their business to suit the times. We have now taken our signature programs run at our entrepreneur resorts, iLab and Wealth Dynamics, and we have upgraded them to address the unique challenges of this crisis. We are now delivering these programs digitally and globally for the first time in the Crisis Leadership Academy.

When you join us, you will experience a tailored approach to create a brand new digital pathway for your business. Whether you are a one-person freelancer, a startup with a small team or an enterprise with hundreds of staff, we have a program that will deliver you the results you want and need to lead you out of the crisis.

For as little as one to two hours each day, you will have the guidance of the mentors as well as the support of your facilitator to implement a full plan from zero to a fully operating digital cash-generating pathway by the end of the four weeks.

We're bringing on board our first 100 participants now, for our May 18th launch date. So apply today, I wish you all the best in your application and I look forward to working with you!


HAMILTON

The Crisis Leadership Academy Faculty

Over four weeks you will be learning cutting edge strategies in high impact branding, product design & pricing, digital marketing, remote sales and global community tailored to your business from a world class faculty. Each Faculty Member has hand-on experience in running multi-million dollar promotions in their own business.



ROGER JAMES HAMILTON
Digital Business Mentor



SANDRA MORRELL
Finance & Financing Mentor



MICHELLE CLARKE
Sales & Partnership Mentor



SURAJ NAIK
Digital Marketing Mentor



DONNA IZOBELLA
Entrepreneur Mindset Mentor



PAUL DUNN
Purpose & Mission Mentor



RADKA DOHNOLOVA
Leadership & Team Mentor



TAMAMI USHIKI
Digital SYstems Mentor



**PATCHANAN
KHONGWANITKITJAROEN**
Genius Education Mentor



LAURA HARTLEY
Recruitment & Talent Mentor



SCOTT PICKEN
Digital Investing Mentor

Five reasons to join the Crisis Leadership Academy today

1



Generate between \$10,000 and \$100,000 per week by creating both a long term plan for financial stability and a short term strategy for immediate cash generation.

2



Work with your own dedicated facilitator and expert faculty mentors to set up a business model that ensures you are crisis proof and ready for the opportunity of the century.

3



Get in front of 1.4M entrepreneurs on our GeniusU platform, with your own store and a suite of crisis ready products.

4



Get free access to the Crisis Leadership Academy microdegree following the Microschool so you can refer back to the content as you experience cash flow stability and growth in the coming months.

5



Be connected to over 20,000 Crisis Leadership Academy alumni who will have attended the accelerator and are creating opportunities, connections and providing resources for each other as part of our trusted community

GeniusU is launching three streams of the Crisis Leadership Accelerator Series, for three levels of entrepreneur:



DIGITAL FREELANCE

4 week microschool

Generate up to \$10K / month in
new cash flow personally in
crisis times



DIGITAL STARTUP

4 week microschool

Pivot your startup to \$10K+ /
month in new remote sales in
crisis times

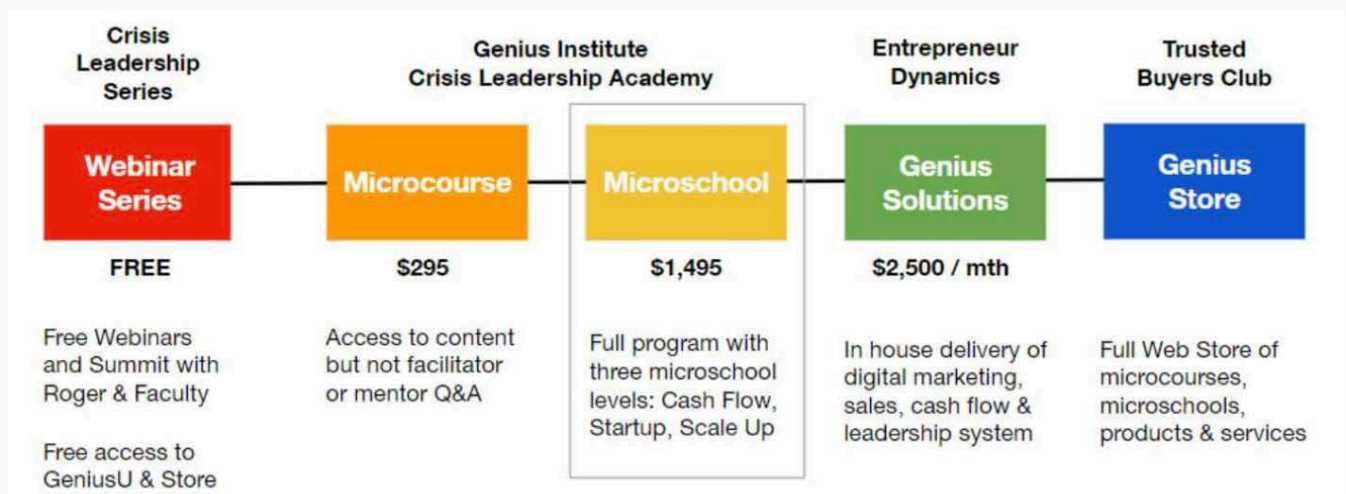


DIGITAL ENTERPRISE

4 week microschool

Pivot your team to \$100K+ /
month in new business in
crisis times

The Crisis Leadership Pathway provides each entrepreneur with a full crisis leadership solution to support them at the level they need throughout the 4 week program and beyond.



“Finding the leaders of the future is a question of recognizing those people who give leadership in a crisis.”

Grace Lee Boggs

What is the Crisis Leadership Academy

The Crisis Leadership Academy is a 4 week accelerator program with personal guidance and mentoring to deliver you a digital business to lead you out of the crisis.

1

Four weeks of expert guidance

Genius Group is the world's No.1 entrepreneur education group, and it has packaged its top entrepreneur curriculum and faculty online into a high impact, four week academy to deliver the guidance and direction for entrepreneurs to lead through these crisis times.



2

Three streams in one series

Within the Crisis Leadership Academy there are three microschool levels to support individuals seeking up to \$10k / mth online, startups seeking \$10k+ / mth in new digital sales and larger enterprises seeking \$100k+ in new monthly sales.



3

A powerful, profitable step-by-step course

The course is delivered over four weeks with three live mentor sessions, two implementation days and a Q&A forum each week. Each student has their own personal facilitator to guide them to clear deliverables and to secure their results.



4

An affordable, critical investment

The time investment between the mentoring and coursework is between 1 to 2 hours each day. The microschool cost is \$1,495 and provides full guidance from our expert faculty. There is also a microcourse option at \$295 which gives access to the content but not the live interaction and mentoring.



Apply for a call today:
<https://crisis.geniusu.com/launch>