

Year Four Program

Legacy

Module 37

Legacy Mindset and Overview

Your legacy is serious business, if you choose to look at it that way. We believe that your legacy is not something that should be left to chance. We feel that you need to objectify your legacy and do the conscious difficult work now, so that you can leverage your circumstances; and increase the chances of having an impactful, positive legacy. Your legacy is comprised of the sum total of all the decisions that you make each and every day. When you put your daily decisions into the context of lifelong legacy, it helps clarify your allocation and prioritization of time.

Module 38

Legacy and Curiosity

We believe that some people are “knowers,” which means they feel that they know everything already. Whereas others are “learners,” which means that they still have a yearning to learn more. Learners feel that they have only scratched the surface of knowledge. Knowers feel that when they are done with school, they are done learning. Learners are very curious people. We feel that legacy and a learner’s curiosity are very closely linked attributes. A person needs to be curious in order to want a compelling legacy in the first place. Most legacies are left by those who are very curious, learning-oriented people

Module 39

Keystone Habits

Rituals and habits are directly related to legacy. If you want to have control over how your legacy turns out - as opposed to your legacy choosing you - you’ll need to understand how your daily and weekly rituals are connected to your legacy. In this module we discuss some simple keystone habits, that once inserted into your business and personal life, will be the foundation for change. These important changes will tend to affect all aspects of your life in mysterious, positive ways. A keystone habit is akin to the first domino that falls in a long line of dominos. Without that first domino falling, nothing else happens. By choosing the correct keystone habits for yourself, or your business, you’ll begin the process of cementing your legacy.

Module 40

Selling Your Business

An interesting paradox is that most people create their own business because they want freedom, but once they get in business, they often become a slave to that very same business. To fight this paradox, it is very important to have a “sale-able” business, even if your intention is not to sell your business now. This module teaches you how create a great business. Your legacy will be determined by what you leave behind, and what better thing to leave behind than a great business. Saleable businesses are easier to run, while often exhibiting the values of Simplicity, Probability and Leverage. This doesn’t mean you need to sell your business now; however, when it comes to legacy, any business you’ve created and sold will definitely be part of your legacy.

Module 41

The Art of the Level Head

Keeping a level head can be one of the most powerful tools for success in business and in life. Things will occasionally get tough for any individual, and for any business. We believe that when things go wrong, it is actually the universe testing our resolve, and teaching us lifelong lessons. Overreaction often causes more and bigger problems later. As a leader, you have a responsibility to lead, and NOT overreact. When you overreact in your marriage, you will be responded back with overreaction from your spouse and children. It doesn’t matter what happens to you. It matters how you react to what happens to you. All of us will encounter storms. Gratitude for all the great things you possess will help you keep a level head when those storms do inevitably enter your life.

Module 42

Becoming a Pointer

We believe that “Character” is living consistently and faithfully with the attributes which you value. These are the things that you care most about imprinting on the world around you. As you know, year four of this program is about Legacy. Legacy is what you leave behind after you leave this earth. We believe that character is an important part of your legacy. In fact, we believe that it will define your legacy more than anything else, since your character is what people will feel and experience when they are around you. It is very important to add consciousness and actions around creating character for yourself that is consistent with the future that you aspire to live into, much like Benjamin Franklin did in his lifetime.

Module 43

Character

We believe that “Character” is living consistently and faithfully with the attributes which you value. These are the things that you care most about imprinting on the world around you. As you know, year four of this program is about Legacy. Legacy is what you leave behind after you leave this earth. We believe that character is an important part of your legacy. In fact, we believe that it will define your legacy more than anything else, since your character is what people will feel and experience when they are around you. It is very important to add consciousness and actions around creating character for yourself that is consistent with the future that you aspire to live into, much like Benjamin Franklin did in his lifetime.

Module 44

Energy and Legacy

The more you focus on personal energy management, the more you will realize how much your energy affects all aspects of your life. Your energy, in effect, is the “reality” of your experience of life. One very important aspect of success is related to how one manages his or her energy. You need to have energy to make big things happen in your life. Time management is very important, but, we believe, that energy management is much more important. Many of us are too distracted, energetically, to really maximize our time. When our energy is up, we can accomplish great things. As a business leader, you need to be hyper-aware of your energy state at all times; so that you can more effectively manage the important tasks at hand.

Module 45

Leadership and Legacy

People who leave a powerful legacy are usually well-developed leaders. Leadership is a skill that one must learn and practice, in order to cement a positive legacy later. We believe that leadership is a critical aspect of success. One must decide what type of leader that they want to be, despite any shortcomings that they believe they possess. Successful leadership is about leverage, which is the opposite of Superman. Many people mistakenly believe that they are being leaders when they are being Superman. It is critical that you understand who you are as an individual; and be authentic to yourself, while at the same time developing your ability to lead others.



Module 46

Adversity and Legacy

At times, all of us face unusually challenging circumstances and threats in our business and personal lives. If you live on this planet long enough, you will most likely encounter adversity. How each of us deals with adversity is the true test of what our legacy will become years later. Going through adverse times is universal, i.e. all of us deal with it at some point. However, being empowered by adversity, and handling it with grace, is optional; which means that you have the option to be empowered by adversity, or letting that same adversity destroy you. We believe that one should expect adversity, and be prepared for it when it inevitably enters our lives.

Module 47

Business Enlightenment

Anyone that wants to create a legacy for their life or their business must be a seeker. Then they must become a finder. After this point, they must return back “home” and give back to others. Enlightenment is about next-level awareness, which enables you to see your world from a 50,000 foot perspective. Most all of us are subject to the natural ebbs and flows of everyday living; however, the enlightened person tends to surf above all of this chaos. This allows them to live a soulful life, while also creating abundance all around themselves. The same can be true for companies. Most companies tend to deal in the nonsense of business, rather than the purpose and abundance of business. In this module, you will learn about business and personal enlightenment.

Module 48

The Beginning

This module is Part 3 of a of a three-part series focused on the philosophy of business, money, and value creation. In this module, the focus is on “The Art of Business.” Our objective here is to have you fall in love with your business. We want you to express, “I love my business.” When you fall in love with your business, you begin to romance it, and this is at the heart of art. When you admire your business and your business life, in the same way that you admire art, you begin to look for incongruencies and inconsistencies, and you begin to seek ways to correct them. Your ultimate objective is to have your business expresses your philosophical beliefs.

NOTE: *Once you are done with these exercises, be sure to save them in a safe place on your computer. Also, print them out, 3-hole punch them, and put them in a 3-ring binder that you can refer to throughout the Business Finishing School process.*