

# Business Finishing School

## 4 Years of Module Summaries

There are four, annual phases to your learning and development inside Business Finishing School Program. Each year of the program is dedicated to one of these four phases. Year One of BFS is dedicated to teaching you the Foundational Principles of Business. Year Two is dedicated to accelerating your business learning, and is called "Business Acceleration Training." As in Year One, we will still package the new modules into their Simplicity, Probability and Leverage "wrapper"; however, you will learn more tools and tactics to quickly accelerate your personal life and business growth. Year Three of BFS is dedicated to deepening your understanding and results with personal and business accountability. Finally, Year Four is completely dedicated to legacy. We want to help you create a company legacy and a personal legacy that leaves a lasting positive impact, long after you're gone.

### Year One: The 12 Foundational Principles of Business

#### Module 1 - Values-Based Decision Making

You will learn one of the most important "rules" regarding long-term business and personal success, i.e. how to institute a "values-based culture", in order to create a sustainable business. This lesson will show you how to leverage yourself and your business so that you can accomplish more, with less investment of time and resources.

#### Module 2 - Life and Business "Catalyzing Statement" and Management-by-Objectives ("MBO")

An age-old business principle, brought current with the introduction of the "Catalyzing Statement". You will learn how to use a Catalyzing Statement, and MBO, to pull everyone in your organization onto the same page, in order that they all "sing from the same sheet of music." This organizing principle will add predictability to your business.

#### Module 3 - Using Rhythms to Amplify Time and Success

It's been said that successful businesses are comprised of good habits, and unsuccessful businesses are comprised of bad habits. You will learn how to institute rhythms and habits into your culture, so that your organization is not reliant only on you.

#### Module 4 - New Profit Paradigm

Organizations need to learn how to partner, outsource, and leverage resources, so that they can do more with less. Here you will learn how to align all resources to produce the most value in the marketplace, in order to achieve more success.

#### Module 5 - Business Entity Structure to Leverage Long-Term Wealth

Businesses that have thrived for many decades understand that there are universal rules for success built around organizational structure. Most entrepreneurs believe that wealth is created by taking money out of a business, when the opposite is often true. You will learn how to maximize wealth opportunities inside your business.

## **Module 6 - Lessons from The Billionaire Mind**

Rick has spent time with 14 self-made billionaires, and 11 other individuals that have achieved much in the world. He will share with you many common traits that they possess, that you can implement in your life. Even if your goal is not to become a billionaire, you will learn an immense amount in this session.

## **Module 7 - The Battleship Principle (Asset Protection)**

In order to sustain themselves, long-term growth companies possess many common traits. Many of these companies started as one-person operations. You will learn how to fortify your business to withstand the sometimes harsh realities of a long-term existence.

## **Module 8 - Simplicity On The Far Side Of Complexity**

Having a successful business life and personal life is often far simpler than most of us believe. You will learn how to focus, organize for success, and leverage your resources to produce more with less, while creating more profits and impact. On a personal level, you will learn how to organize your family life, so that all of your priorities are getting the attention they deserve.

## **Module 9 - Rules-Based Business Decisions**

Many small businesses operate in a sometimes random fashion. Here you will learn how to add predictability to your business. You will be introduced to the concept of "having a deliberate business." The goal is to allow you to be fulfilled, achieve your goals, lower your stress, and have impactful employees.

## **Module 10 - 5,200% Rule: How To Consistently Hire And Attract Talent**

There are universal principles around attracting talent that are often overlooked by over-committed small business owners. Here you will learn insights about the difficult task of recruiting and interviewing potential employees that you've likely never heard before. Many entrepreneurs and business owners don't realize how much poor talent is holding them back in business.

## **Module 11 - The Stop Doing List: How The Ability To Say "No" Will Transform Your Business And Your Life**

You will learn that your "To-Do List" is a thing of the past. You will see that many of the things you are currently doing are moving you away from long-term success, not toward it. This module promises to bring you breakthroughs in thinking that will have immediate impact.

## **Module 12 - Lifelong Investing Success**

Many business people and small business entrepreneurs often are the worst investors. You will learn principles that are easy to implement, and that have long-term impact. You'll notice a common theme in all of these modules around values like "Simplicity" and "Leverage", and this certainly applies to investing as well. We find people tend to complicate, rather than simplify, and we will illuminate the difference.

## **Year Two: Business Acceleration Training**

### **Module 13 - The War Room**

This module teaches how to perform an annual assessment of your company's assets and resources in order to create a total inventory of everything your company owns, from land, to relationships, to IP, and everything in between. As part of the process, you will also learn how to do a S.W.O.T. analysis (strengths, weaknesses, opportunities, and threats) on your company. From this exercise, you will learn critical next steps for your business. We call this powerful one-day process the "War Room".

### **Module 14 - The Toleration Tendency**

"Toleration" can be destructive to a business and to one's personal life. In this module, we will teach you how consciously and unconsciously tolerating things may be holding you and your business back. We will help you see past those things that you have been tolerating, but which are not serving you anymore. This will add leverage and power to your business and personal life.

### **Module 15 - What Is Business Strategy, Really?**

Most business owners think they know what "business strategy" means; however, they are not employing their knowledge of strategy in the most leveragable way. In this module, you will learn some straightforward definitions and tactics about business strategy, and how to implement them, which will go a long way toward growth, probability, and fulfillment.

### **Module 16 - The Transformation Sequence**

In this module you will learn about the three-phase sequence to personal transformation, which will alter your business and personal outcomes. This sequence is the foundation of all personal and organizational change. You will also learn about "The Personal Declaration Form" and how it can help you stay more focused, which will allow you to achieve more.

### **Module 17 - The Superman Syndrome**

Here you will learn the art and science of delegation. Have you ever wondered why certain people have so many things get accomplished around them, but they personally don't work extremely hard? You will learn the best tactics for having other people in your organization be responsible for important outcomes. You will also learn some counter-intuitive things about leadership; which will liberate you from being a slave to your business.

### **Module 18 - Customer, Employee, and Vendor Communications**

All of your company's stakeholders, from employees, to vendors, to clients, have certain, often unspecified expectations around levels of service. In this module, you learn the importance of over-communication. We will give you some unique ways to measure, track, and respond to stakeholders. We will also show you how to embed gratitude into your culture.

## **Module 19 - Legacy**

In this module we will examine your business and personal legacy. What impression do you want your business to leave on your profession? How do you want your life, well-lived, to leave its mark? Here you will learn the definition of “legacy” and what to do now, in order to ensure that your business and personal legacy is left – intentionally – on the world, and not left by default. We will also teach you about “placemats” and how they can impact your business and family life.

## **Module 20 - Benefiting from an Outsider’s Perspective**

Mentors, Coaches, Advisory Boards, Boards of Directors, and Accountability Groups are various ways of getting outside yourself to see new and different perspectives in your business and personal life. Here we will review the pros and cons of each of these “methods” of perspective taking and shed light on new and different ways to seek counsel.

## **Module 21 - The Fear Paradox**

In this module, we will show you how to use fear to leverage yourself. It’s been said that, “Fear is when you wet your pants; but courage is what you do with wet pants.” You will be reminded that there is no such thing as a “fearless leader.” You will learn how to move fear aside, so you will be skilled in taking the right actions in all situations. You will learn a new context for managing fear and using it as fuel for greater success.

## **Module 22 - Capture, Review, Action**

Here, you will learn how to capture the essential pieces of data in your business, so that nothing slips through the cracks. Many businesses have the data in front of them to make the right business decisions, but lack the skill to implement those decisions. We will also show you how to use “subjective” information, to make “objective” decisions.

## **Module 23 - The 2x2 Matrix**

In this module, you will be introduced to the “2x2 Matrix”, a simple, yet powerful business tool that will guide you in making proper business decisions. You will get unique insights into your business initiatives and learn where you should double down and allocate additional resources, when something is working properly.

## **Module 24 - Two Years in Review**

Now, we take a comprehensive look at the first 24 months of the program to allow you to focus on the best ways to implement this material into your life. We will provide next steps to more efficiently engage the materials. After two years of modules, our hope is that you are manifesting SPL (Simplicity, Probability, and Leverage) in all areas of your life.

## **Year Three: Business & Personal Accountability**

### **Module 25 - Meaningful Business Objectives**

In this module, we dive deeper into practical ways to create objectives that matter to your business, while also considering all of your business's stakeholders. As you've learned from watching the Year 3 Introduction video, this year will be all about accountability, in both your business and your personal life. This is where the rubber meets the road. By applying what you learn here, you'll begin to more quickly manifest results from what you've learned in the first two years of the program.

### **Module 26 – Accountability <sup>2</sup>**

Dig deeper into ways to fully leverage the program. Our objective is to get you to “square” your results. The members of the program who are doing the work, and who are completing these implementation guides, are producing unexpected results; while also achieving Simplicity, Probability, and Leverage in their lives. One way to get profound results is to master the fundamentals. During the times when you seem overwhelmed, or when you are going through a crisis, you absolutely need to dig down and practice your disciplines, and learn mastery. As discussed, this program is about adding consciousness to all actions in your business and personal life.

### **Module 27 - Using Key Performance Indicators (KPIs)**

In this module, we demonstrate how to use Key Performance Indicators to dig deeper into ways to fully leverage your time, your business, and the program itself. In order to really be accountable to your business, you need to have some freedom. By effectively using KPIs, you'll have additional freedom to focus on the more important aspects of your business and your life. KPIs force you to manage and measure the most important things, which allow you to not chase the blinky-shiny objects that may be clamoring for your attention

### **Module 28 - Creating an Annual Company Meeting Schedule**

Learn the importance of putting a container around your business in the form of a Daily, Weekly, Monthly, Quarterly, and Semi-Annual Meeting Schedule. In the audio, you learned that the process of putting this “heartbeat” in place, although time-consuming on the front end, will yield exponential results for you, since it will add Simplicity, Probability, and Leverage to your company. Once you have this permanent calendaring system in place, you will find that your company begins to run itself.

### **Module 29 - Being Accountable to Your Ten-Year Vision**

In this module, we ask you to look at your business on today's exact date ten years from now. By fully exploring your business's ten-year vision, you'll increase the odds of achieving it. You'll also be able to quickly know the times when you are off track from your vision. If you were asked where your business will be in ten years, and your answer is that you don't know, that means it could end up anywhere. If instead your answer is perfectly clear; then your probability of actually fulfilling on that particular vision is obviously much higher. We ask you to consider that when the road gets rough, as it often does in business, your ten-year vision will carry you through it. That is why the work of this module is important. As always, the intent is to provide you a way to achieve Simplicity, Probability and Leverage in your life and business.

## **Module 30 - 10X Thinking**

What would it mean to you and your business life if you began to imagine and implement your future from a 10X perspective? When you begin to think about a 10X future, your initial thoughts are incremental in nature. Incremental change means taking small steps. However non-incremental, next-level, non-linear, or exponential thinking requires a fundamental shift in how you think. Our hope is that 10X thinking will give you the opportunity to achieve completely different outcomes in all areas of your life. Small multipliers don't ignite original thinking. Incremental changes in today's world can be a form of slow death, so you must eliminate incremental thinking.

## **Module 31 - The Law of the Vital Few**

This module is about leveraging your resources in an organized way to maximize your results. Although the 80/20 Rule - also known as "The Pareto Principle" - has been famous for a century, very few people and companies have effectively used it to their advantage. This module offers you practical ways to apply this principle in order to provide Simplicity, Probability, and Leverage to your many and varied situations. This module borrows heavily from the foundation built from all of the modules before it, offering you the opportunity for quick implementation of resulting ideas. It also promises to increase your leverage and your results; while at the same time decreasing your negative, time-wasting issues.

## **Module 32 - Scenario Accountability**

Learn to prepare for the inevitable negative events of life and business, so that you can have a new perspective on these types of events. Scenario accountability is about being ready for, being accountable for – and even thriving during – those life-defining moments that sneak up on all of us. Business owners have a bias toward a positive future, and therefore they are often under-prepared for leaner times and lawsuits; however, it's been proven that you need to be prepared for ANY scenario. Storms always come, so you shouldn't be surprised by them. This module will help prepare you for these inevitable negative times.

## **Module 33 - Philosophy and Business – Part 1**

This module is about preparing you to be driven by a practical philosophy, which is based on your world view, and the world view of your business. Philosophy is based on the following five branches: 1. Metaphysics, 2. Epistemology, 3. Ethics, 4. Politics, and 5. Aesthetics. Understanding these five branches can be revolutionary for any human being or business. When you have a solid philosophy, it gives you the courage to believe in your own principles and values. A solid philosophy enables you to boldly declare, "I have value to contribute to the world!"

## **Module 34 - Philosophy and Business – Part 2**

Ethics provides an individual with a foundational code of values, which then guides all of their actions. This module is about the philosophy of business ethics, money, and value creation. In business, ethics provides a code of values, as well, which in turn guides the actions of a business. This module explores the philosophical implications of Values-Based Decision making and The Doorman Principle. If a business can understand philosophy from this perspective; and in turn come up with a clear set of values to use as a guide to decision making, we believe that business has a higher probability of sustained success.

### **Module 35 - Philosophy and Business – Part 3**

This module is Part 3 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 express your philosophical beliefs.

### **Module 36 - Year End Summary: Preparing Your Legacy**

The purpose of this module is to tie together your past year of work on “Accountability,” while preparing you for next year, which is all about your “Legacy.” We believe that these are two of the most important words that any successful business person needs to understand: Accountability and Legacy. As explained in the audio module, in order to have accountability in your life, you need to be open to accountability; and correspondingly, in order to build a strong legacy, you need to be conscious of what legacy you are planting now. These two powerful words are at the root of personal transformation, and they must be taken seriously. Many people consider words like this to be fuzzy, but you need to be willful about implementing them in your life. The last thing you want is to have your legacy created by default.

## **Year Four: Business and Personal 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. We discuss some simple keystone habits, that once inserted into your business and personal life, will be the foundation for change. These important changes tend to affect all aspects of your life in 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. Overreaction often causes more and bigger problems later. As a leader, you have a responsibility to lead, and NOT overreact. 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**

Pointing is about using your passion and your purpose to create a vision for other to follow in order to achieve a worthwhile objective. The ultimate "Pointer" was John F. Kennedy, who pointed to space one day and declared that we would send a man to the moon by the end of the decade of the 60's. You must realize that Kennedy was not an astronaut, or an engineer... he was a Pointer. You can do the same thing in your life. Pointing is when someone is so clear about their purpose or an objective, that masses of people come forth to help them realize their vision. Pointing is about getting things done using Simplicity, Probability and Leverage, as opposed to using brute force. We believe that "Pointing" is one of the most leverage-able ways to get anything done.

### **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.



## **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. Time management is very important, but energy management is much more important. Many of us are too distracted, energetically, to really maximize our time. 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. Many people mistakenly believe that they are being leaders when they are being Superman. Successful leadership is about leverage, which is the opposite of 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**

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. 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, and seeing 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 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. 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 express your philosophical beliefs.