



1. R7

- a. **Destiny**-Your DNA is your Destiny
- b. **Vision**- A Clearly Written image of your future
- c. **Strategy**-Developing a Strategic plan of action
- d. **Brand**-Build your vision through all touchpoints
- e. **Communication**- Communicate your vision through your brand
- f. **Think/Pray**- Continually Reflect and Pray about Steps 1-5
- g. **Action**-Always move forward.

R7 Fast Track Agenda for Executives:

Big Picture Agenda For R7 Fast Track

Session 1

Go over this Fast Track Agenda
Review Passion Profile Book and Philosophy
Go over Destiny Session Process

Homework:

Take Passion Profile Assessment and send Dave your list(s)

Session 2

Start Destiny Session
Review vision Checklist
Review Passion Profile Assessment

Homework:

Dave will send Rough vision statements

Session 3

Tweak Vision statement:
Review Build Brand Promise Checklist
Communicate Vision

Homework:

Tweak Vision Statement
Tweak Brand Promise

Session 4

Finalize Vision Statement
Finalize Brand Promise
Start Core Values
Start Power of Who book

Homework:

Finish Core Values

Session 5

Finalize Vision Statement
Finalize Brand Promise
Finalize Core Values
Finalize Finish Power of Who

Homework:

Pray over entire messaging

Session 6

Start Power of Who Challenge

Homework:

Pray about communication and positioning
Engage Power of Who Challenge

Session 7

Start to Build Narrative through Buying Vision Process (Brand Level Messaging)
Introduce OPSP

Homework:

Pray about communication and positioning execution

Session 8

Finalize Narrative through Buying Vision Process (Brand Level Messaging)

Session 9

Build Brand Level Narrative

Session 10

Finalize VA(Vision mission Core values, and brand promise to include the Brand Level Narrative
Pivot on Messaging through all deliverables (Social, Email, Website, Culture)

2. R7 who we are

- a. <https://misgood.com/#whoweare>

3. R7 Blog

a. <https://misgood.com/blog/>

4. R7 Workbook

a. <https://drive.google.com/file/d/0Bz1TWmB31FXUb3J4Mm9idUEwWV/E/view?usp=sharing>