

## what is (R7)e?

MisGood is a Christian strategic marketing agency & coaching firm for CEOs, entrepreneurs, and leaders of organizations; we focus on developing and executing strategic vision. Everyday, we are passionately committed to meeting a standard of excellence for executives around the world.

The (R7)e is an innovative, God-inspired process that explores significance in both personal and professional life. Building upon your God given passions and vision, we will develop a strategic and transformative plan that will revolutionize your vision and establish clarity, for the gift we call life.

A deeply personal and custom-tailored approach for executives, (R7)e is designed for sustainability and impact. Your life, family, and organization will experience renewal and revitalization. For each executive, our approach is personal and the outcome: one of a kind.

Invigorate your personal and professional life. Embark on (R7)e today.

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# the (R7)e process

What defines MisGood is our Process. Our process helps you define your passion, purpose, and vision backed by a strategy to help you achieve it.

## 1) Destiny

Your DNA is Your Destiny

## 2) Vision

A Clearly Written Image of Your Future

## 3) Strategy

Developing a Strategic Plan of Action

## 4) Brand

Build Your Brand Through All Touchpoints

## 5) Communicate

Marketing Your Vision and Your Brand

## 6) Think

Continually Reflect on All 5 Steps

## 7) Action

Always Move Forward

# big picture agenda

## Preparation for Session 1

- 1) Take Passion Profile Online Assessment
- 2) Write out your 5 Passions, 5 things you love to do, 10 personal goals (page 12 in (R7)e Workbook)

## Session 1

- 1) Review pages 3-10 in (R7)e Workbook
- 2) Agenda for Big Picture
- 3) Review Passion Profile Archetype Cluster
- 4) Review *Power of Who* book
- 5) Destiny Session

## Homework:

- 1) Watch Vision Video
- 2) Review Vision: read pages 10-11 in (R7)e Workbook
- 3) Start Reading Power of Who

## Session 2

- 1) Go over Vision: Review pages 10-11 in (R7)e Wrkbk
- 2) Work on your Vision Statement
- 3) Introduce Power of Who Concept

## Homework:

- 1) Watch Strategy Video
- 2) Tweak Vision Statement
- 3) Read Power of Who Book

## Session 3

- 1) Tweak Vision Statement
- 2) Introduce One Page Strategic Plan and go over how to fill it out (page 17 in (R7)e Wrkbk)
- 3) Introduce Power of Who Challenge
- 4) Introduce Vision Board concept

## Homework:

- 1) Tweak Vision Statement
- 2) Complete your One Page Strategic Plan
- 3) Work on Vision Board
- 4) Completely Fill out One Page Strategic Plan

## Session 4

- 1) Tweak Vision Statement
- 2) Go over your One Page Strategic Plan
- 3) Share Vision Board
- 4) Introduce Action

## Homework:

- 1) *Take Action:* Share your Vision with 5 people
- 2) Completely fill out your One Page Strategic Plan
- 3) Complete Vision Board

# big picture agenda

## Session 5

- 1) Tweak Vision Statement
- 2) Success stories about Action
- 3) Work on your Vision Statement
- 4) Start Power of Who Challenge
- 5) Share Vision Board
- 6) Journaling your journey: What does journaling mean and how do you do it?
- 7) Graduation: Hear from former graduate(s)
- 8) Review Reset Meter (page 24 in (R7)e Workbook)

## Homework:

- 1) *Take Action:*  
Share your Vision Daily
- 2) Fill out One Page Strategic Plan weekly

## Session 6

- 1) Accountability: Determination, Discipline, Diligence, Discernment
- 2) Review Reset Meter (page 24 in (R7)e Workbook)
- 3) Journal

## Homework:

- 1) *Take Action:*  
Share your Vision Daily
- 2) Fill out One Page Strategic Plan weekly
- 3) Journal

# one-page strategic plan

## One-Page Strategic Plan

Name: \_\_\_\_\_

Destiny Revealed: \_\_\_\_\_

Today's Date: \_\_\_\_\_



### DESTINY LINE ITEMS

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### WEEKLY HABITS

#### FAMILY

1 \_\_\_\_\_

2 \_\_\_\_\_

#### FAITH

1 \_\_\_\_\_

2 \_\_\_\_\_

#### WEALTH

1 \_\_\_\_\_

2 \_\_\_\_\_

#### HEALTH

1 \_\_\_\_\_

2 \_\_\_\_\_

### VISION

#### Family Brand Statement

\_\_\_\_\_

#### People Who Can Help Me

1 _____	<input type="checkbox"/>	6 _____	<input type="checkbox"/>
2 _____	<input type="checkbox"/>	7 _____	<input type="checkbox"/>
3 _____	<input type="checkbox"/>	8 _____	<input type="checkbox"/>
4 _____	<input type="checkbox"/>	9 _____	<input type="checkbox"/>
5 _____	<input type="checkbox"/>	10 _____	<input type="checkbox"/>

*Check Boxes Above After Contacting*

### ACTION PLAN

#### This week

1 \_\_\_\_\_

2 \_\_\_\_\_

#### This month

1 \_\_\_\_\_

2 \_\_\_\_\_

#### This year

1 \_\_\_\_\_

2 \_\_\_\_\_

#### Vulnerable Areas

\_\_\_\_\_

\_\_\_\_\_

#### Celebration List

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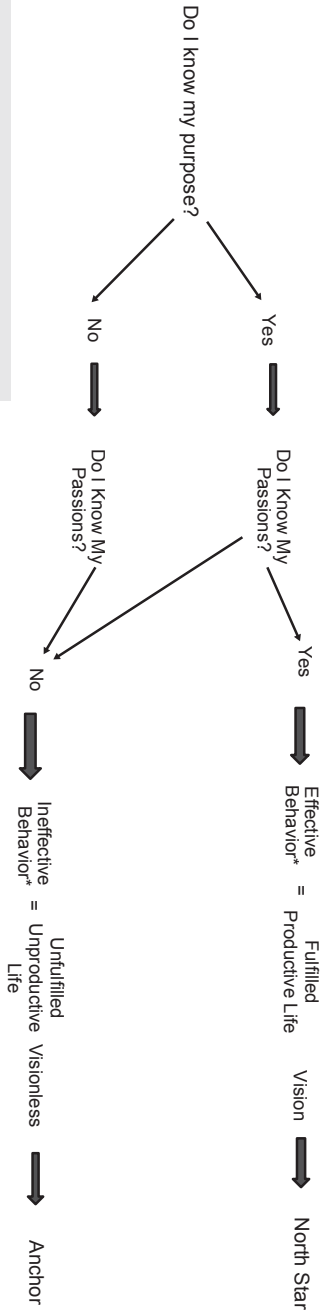
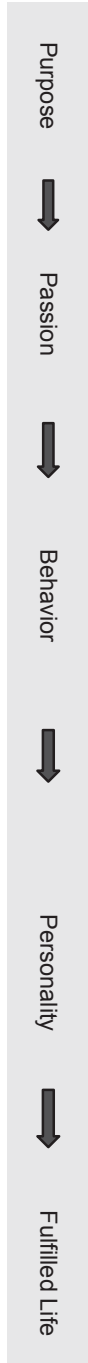
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### PASSION ARCHETYPE CLUSTER™

1 \_\_\_\_\_ 2 \_\_\_\_\_ 3 \_\_\_\_\_



# purpose passion behavior chart



Character Traits*	
<b>Effective behavior</b>	<b>Ineffective behavior</b>
Transforming	Sarcastic
Authentic	Competitive
Reliable	Controlling
Achieving	Striving
Relating	Approval Seeking
Developing	Dependent
Compassionate	Avoiding
Encouraging	Easily Offended

*Behavior Insights by Heartstyles*



# Simon Sinek Golden Circle

## Uninspired Companies

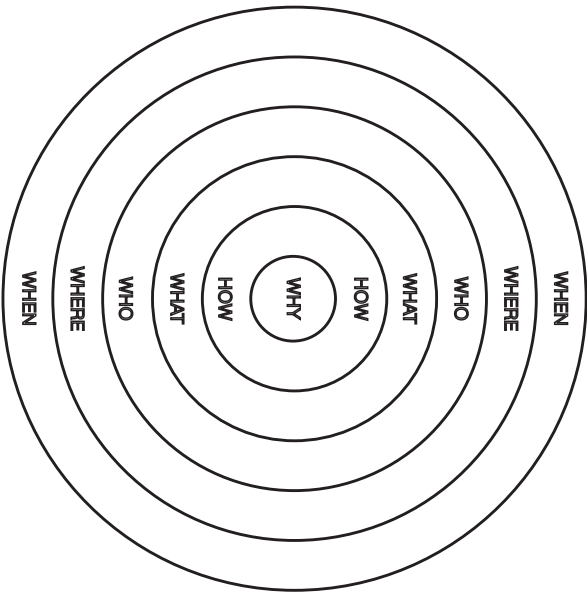
(attribute/feature actual concrete characteristics... such as features, functions, and benefits)



**Why**  
...???

**What**  
We make great computers, easy to use and user friendly, extremely cheap

**How**  
You want to buy one... hurry up sale ends



## Inspired Companies

(life benefit of what the feature means to the user)



**Why**  
Everything we do challenges the status quo. We believe in thinking differently

**How**  
How we challenge status quo is by making our products user friendly. Beautifully designed we just happen to make great computers, iPhones, iPods, and iPads

**What**  
Do you want to buy one

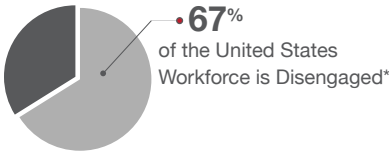




# why lead with **vision?**

## When aligning personal passion with the vision, you'll achieve the following outcomes:

- ▶ Maximized productivity that increases the bottom line.
- ▶ Employees become your best salespeople.
- ▶ A passion-driven culture versus a task-driven culture.
- ▶ Greater retention and happier employees.
- ▶ Attraction of top talent and high performers.
- ▶ Increase of trust among employees and management.



The Impact of Disengagement in Productivity in the United States Economy in One Year Alone is a \$416 Billion Loss.\*

**“10% of US employees felt they didn't trust management to make the right decisions.”**

*Estimates based on Gallup Poll Q12 Employee Engagement Survey of US Workers*

**“Building a visionary company requires 1% vision and 99% alignment. Creating alignment may be your most important work. But the first step will always be to recast your vision or mission into an effective context for building a visionary company.”**

*Building Strengths Accelerates Company Engagement Everywhere by Kelly Aylward  
Gallup Business Journal, Sept 2012*

**“Aligning employees with your brand's identity is essential to a company's success. But too many employees don't know what you stand for.”**

*Your Employees Don't "Get" Your Brand by John H. Fleming and Dan Witters  
Gallup Business Journal, July 2012*

# the **8 types** of vision

There are at least 8 types of Vision:

**1) Dream or Vision in the Night**

**2) Trance Vision**

**3) Vision Casting**

**4) Spontaneous Vision**

**5) Open-Eyes Vision**

**6) Eyesight Vision**

**7) Vision Statement**

**8) Seers Vision**

# what **makes a great** vision statement?

## **Checklist to a great Vision Statement:**

- 1) Is it simple?
- 2) Is it easy to understand?
- 3) Is it portable?
- 4) Is it inspiring?
- 5) Is it empowering?
- 6) Is it detailed?
- 7) Is it people-oriented?
- 8) Is it memorable?
- 9) Is it focused? Is there a target demographic and destination?

The **Vision Statement** is a clearly written image of your future

The **Core values** are what makes the visionary upset/mad, we use your Destiny Line Items as the foundation to your organizational Core Values

## **Sample Vision Statements**

**Anheuser-Busch:** To be the world's best beer company.

**Bill Gates:** To have a computer in every home.

**Caterpillar:** Be the global leader in customer value.

**Chic-fil-A:** To be America's best quick-service restaurant.

**DuPont:** To be the world's most dynamic science company.

**Heinz:** To be the world's premiere food company.

**Office Depot:** Delivering winning solutions that inspire worklife.

**Disneyland:** To have a place where children and parents can have fun together.

# destiny session preparation

Prior to the Destiny Session we ask that you come prepared with the outlined items listed below:

## Write out 5 Things You Love to Do:

_____	_____
_____	_____
_____	_____

## Write out 5 Things You are Most Passionate or Excited About:

_____	_____
_____	_____
_____	_____

## Write out 10 Things You Would Like to Accomplish in Your Life:

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

As you list these out, please be as “self-centered” as possible. Try to refrain from putting obligatory or dutiful items in there. Be as real, authentic and honest as possible!

Your goals should be goals and not a task list. So “paint the back porch” or “do the laundry” is a task list. A goal would be something like “graduate college before I am 30”.

Passions are things you love to do and would do them for free. It is more than something you simply like to do. For instance, riding a motorcycle is something I like to do, but I am not passionate about it. Playing hockey is something that I am passionate about, I could do it all day long and never get paid to do it, hockey is beyond just something I like to do - it is a passion.

# DESTINY session 1

**Agenda**

- 1) Go over Big Picture Agenda
- 2) Passion Profile book
- 3) Destiny Session

Destiny: Lets begin.....

**Notes:**

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**Destiny Line Items (DLI)** Once we have finished the Destiny Session, write your DLIs here:

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# VISION session 2

## Agenda

- 1) Go over Vision
- 2) Watch Vision Video
- 3) Work on your Vision Statement
- 4) Take the Passion Profile Assessment

## Homework:

Write out your Vision Statement

## Notes:

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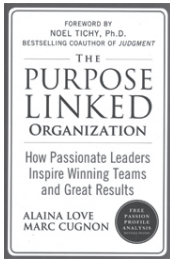
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## Passion Profile Archetype Cluster

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## THE PURPOSE LINKED ORGANIZATION

by Alaina Love & Marc Cugnon

### Passion Profile Archetypes

**The Builder:** Creating a strong sense of urgency to deliver results, they're the driving force of obtaining or expanding an organization's presence on the market.

**The Connector:** With a strong desire to see both sides of an issue, they are born communicators, adept at negotiation and relationship building.

**The Conceiver:** These "intellectual acrobats" think outside the box, imagine new possibilities and contribute to innovation.

**The Creator:** The artisans of the organization, their thought patterns are filled with emotion and are without limitations. They eagerly address challenges and imagine potential solutions.

**The Discoverer:** Explorers and innovators, they combine logic and linear thinking with intuition and plan ways to carry out their discoveries or achieve innovations.

**The Processor:** The sustainers of structure, function and tradition, they create a framework for the organization by developing processes, analyzing information, and establishing and maintaining quality standards.

**The Transformer:** Alchemists and change agents, they identify and embrace possibilities for improvements in the business, the environment, themselves and others.

**The Altruist:** The humanitarians of the organization, they are on the lookout to raise your organization's profit, while benefiting the world at large.

**The Healer:** With a passion for creating peace where there is turmoil, applying salve to open wounds, and mending broken relationships or broken spirits, they passionately sink to the root of any issue.

**The Teacher:** Passionate about new information and ways of viewing the world, they create the foundation of institutional wisdom – the single greatest organizational asset as yet unaccounted for on the balance sheet.



# VISION session 3

**Agenda:**

- 1) Tweak Vision Statement
- 2) Watch Strategy video
- 3) Introduce One Page Strategic Plan and go over how to fill it out
- 4) Introduce Power of Who concept and book
- 5) Introduce Vision Board concept

**Homework:**

- 1) Tweak Vision Statement
- 2) Complete your One Page Strategic Plan
- 3) Take the Passion Profile online assessment
- 4) Work on Vision Board

**Notes:**

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## Destiny Line Items

These are the key items and passions that came out of your destiny session. Everyone is different; you could have 5 items or 12 items listed. Simply list them out in this section. Coming out of your destiny session we gave you a homework assignment of creating paragraphs of what each of these line items mean to you.

## Family, Faith, Wealth and Health

List out what you are going to do in each of these categories weekly. See below for suggestions and/or ideas:

### Family

I will eat dinner or breakfast with my family 5 times a week  
We will do 3 activities together as family

### Faith

I will meditate daily at 5 am  
I will give 3 hours a week to local non-profit

### Wealth

I will work on my business instead of in my business 1 time a week  
I will make 5 more calls this week

### Health

I will work out 4 times a week  
I will not eat fast food this week

### Vision

Write in your personal Vision Statement

# one-page strategic plan explained

## Family Brand Statement

Your family brand statement is how you want your family to be perceived. It's a favorable image by which your family can be identified. It's the foundation of how you see your family regardless of how they perceive themselves or you. I personally use mine with my kids for attitude adjustments, and setting examples in certain teaching situations.

## People Who Can Help Me

List out the top 10 people who can help you succeed. These are people who can catapult you and make your vision become a reality. See *The Power Of Who* for more details.

## Action Plan

What are you going to do this week, this month, this year? Write down the top two things. This section of your One Page Strategic Plan is meant to be updated weekly. This is your action plan to help you get closer to your destiny and vision.

## Weakest Areas

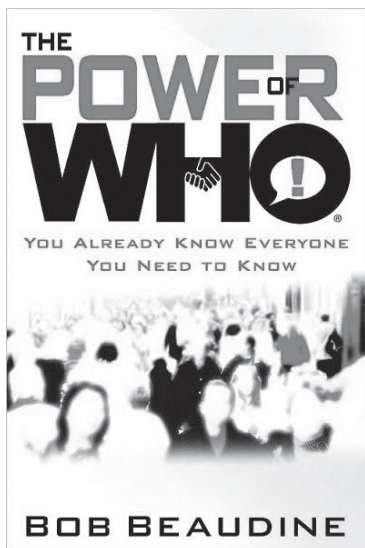
Write down 3 of your weakest areas. If you don't know what they are, we can help you define them.

## Celebration List

We have to celebrate our success. No matter how small or seemingly insignificant, we need to celebrate. Write down the top 3 things you want to do when you have achieved a level of success.

## Passion Profile Archetype Cluster

These are the 3 archetypes that were revealed to you after you took the passion profile online assessment. Write them down here.



**THE  
POWER OF WHO**

by Bob Beaudine

Sports Illustrated named Bob Beaudine, “the most influential man in sports you’ve never heard of.”

Bob Beaudine believes networking is not working for Americans any longer. This highly respected and well-connected head hunter shares his philosophy on what really works in identifying what your dream in life is and how to get it. With his unique 100/40 principle, Beaudine takes the traditional networking concept, shakes it up and rebuilds it, explaining that individuals already know everyone they need to know. He shows readers that they have established a powerful network simply by interacting with people in their daily lives. Beaudine explains this new way to achieve dreams clearly, in a step-by-step fashion using his well-tested knowledge to break it down and help readers tap into the Power of Who.



# STRATEGY session 4

**Agenda:**

- 1) Tweak Vision Statement
- 2) Go over your One Page Strategic Plan
- 3) Go over your Passion Profile Archetype Cluster
- 4) Share Vision Board
- 5) Introduce Action

**Homework:**

- 1) Take Action: Share your Vision with 5 people
- 2) Tweak your One Page Strategic Plan
- 3) Work on Vision Board
- 4) Read your personal Passion Profile Archetype Cluster

**Notes:**

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**Passion Profile Archetype Cluster**

1 \_\_\_\_\_ 2 \_\_\_\_\_ 3 \_\_\_\_\_





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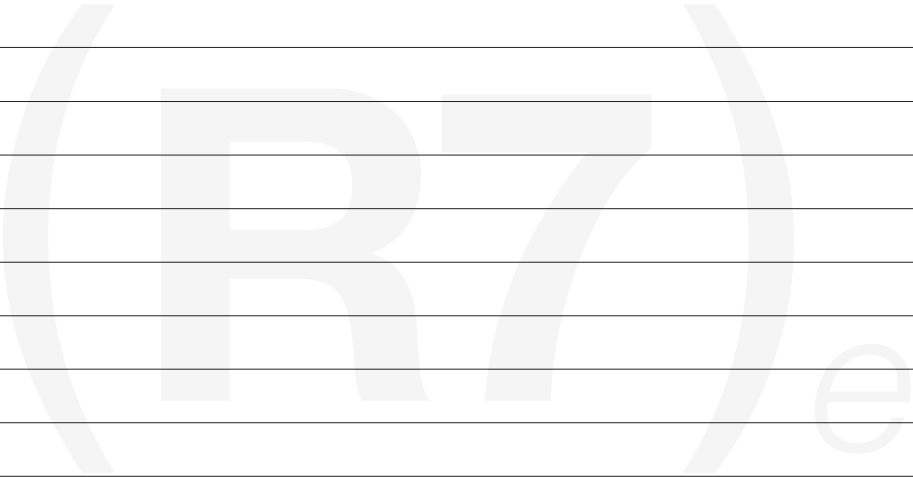
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