

## Get Clear. Stand Out. Play BIGGER.

Define **WHY** you do what you do, **HOW** you tell the world what you believe in. and **WHAT** you will ultimately bring them.

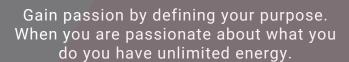
## Get Clear On Your Foundation



You need to be clear on WHY your Business does what it does, HOW your business runs and WHAT your business brings to the table.



how the visionary brings their Personal **WHY**.os to life internally and externally.



The Business **WHY**.os will bring you the clarity you need to create the passion you desire for your business.

To understand who you are individually and how you align as a Team. To know WHY you do what you do, HOW you bring that to the world and WHAT your customers can count on from you. To develop your external message so you attract the right clients to your Business.

HOW: Discover each team member's Personal WHY.os so you know how you best fit together. Develop your Business WHY.os and your Business Story. Apply your Business WHY.os to your external messaging.

**WHAT:** You and three of your executives attend two full-day interactive workshops to become internally aligned and learn how to articulate your message externally.

## Day 1

- Discover your **WHY**.os to deepen your self-awareness
- Identify how your team fits together
- Apply your **WHY**.os to establish direction
- Develop your Business WHY.os
- Design your internal communication based on your Business WHY.os
- Learn how to find your Business WHO
- Connect emotionally with your clients by creating your Business Story

## Day 2

- Learn how to build your Business's Message based on your WHY
- Create your Business WHY Vision step by step
- Understand what your ideal client wants, so you can market to them with the right message
- Create "We Believe" statements that help you attract clients that believe what you believe
- Build a powerful and remarkable tagline
- Learn how to create and share your WHY Business
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