



# ACADEMY PROCESS

Increase your odds of success!

Building a business is hard. We make it easier. The Academy was created by entrepreneurs for entrepreneurs just like you. It's an immersive experience that helps you achieve **Clarity** around Who You Are, What You Want, and How You/We Get It. You gain **Confidence** that you're on the right path, equipped with new thinking and mindset tools. And you join a **Community** so you're no longer isolated or alone. From there, you have what you need to build the life and business of your dreams.

**CLASS**  
**1**  
WHO I AM

- Entrepreneurial Profile
- Personal Passion Statement
- Personal Core Values
- Partner Person
- #1 Problem Solved

**CLASS**  
**2**  
WHAT I WANT

- Ideal Industry, Type, Size Match
- Customer Needs, Ideal Customer
- Pricing Structure
- 10-Year Goal, 3-Year Plan
- 1-Year Plan, 90-Day Plan
- #1 Problem Solved

**CLASS**  
**3**  
HOW I GET IT

- Problem-Solving Filter
- 10 Ways to Hold Yourself Accountable™
- Next 90-Day Plan
- #1 Problem Solved

**CLASS**  
**4**  
HOW WE GET IT

- Invest in People
  - 8 Keys to Great Communication™
  - Next 90-Day Plan
  - #1 Problem Solved
  - The 10 Disciplines
- GRADUATE!**

PEER GROUPS → MENTORSHIP → MASTERY