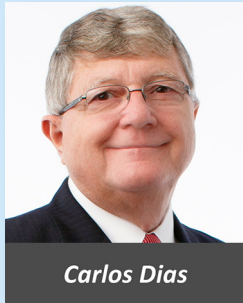


CLFTT-03 GATEWAY (MODULE 3 OF 6)

Shaping the Destiny of Your Business by Crafting a Winning Strategy



*Welcome to **Shaping the Destiny of Your Business by Crafting a Winning Strategy.***

*This exciting program will show you, step-by-step, how to craft **Unique Business Models and Singular Competitive Strategies** that will propel your organization to a more prosperous, more secure future - even in turbulent times.*

Here is a roadmap of what you will learn in this program.
To begin your program, please follow the instructions on the next page.



Interested in more Creative Leadership for Turbulent Times™ programs?
Check out <http://www.executivelearningsystems.com> for a full list and program descriptions.

What's Included — CLFTT-03: Shaping the Destiny of Your Business by Crafting a Winning Strategy

Here is a list of all of the materials in this Module. Please start with the Elearning. Then find expanded information along with instructions for using your other program materials in your Strategic Thinking Guidebook™.

Elearning

- Preamble
- Block 1: Shifting Your Paradigm to Greatness
- Block 2: Build a Foundation for Profitable Growth
- Block 3: Crafting Unique, Highly Profitable Business Models
- Block 4: Designing Distinctive Strategies for Competitive Advantage
- Block 5: Step-by-Step: Prospering in Turbulent Times – Part 1
- Block 6: Step-by-Step: Prospering in Turbulent Times – Part 2

Strategic Thinking Guidebook™

The Strategic Thinking Guidebook™ contains a topic outline, activities, Socratic questions, and process instructions:

- Guidebook: Preamble
- Guidebook: Block 1
- Guidebook: Block 2
- Guidebook: Block 3
- Guidebook: Block 4
- Guidebook: Block 5
- Guidebook: Block 6

Mastermind Maps™

Mastermind Maps™ prompt you through each process step, as you and your Mastermind Group Alliance make the decisions that will power your strategic plans:

- Interactive Mastermind Maps™ for Module 3 (downloadable PDF files)
- Using Your Interactive Mastermind Maps™ (downloadable PDF files)
- Previous Interactive Mastermind Maps™ You Will Need (downloadable PDF files)

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Strategic Calculators™

These accurate thinking tools let you easily test and compare different strategies and scenarios:

- Wealth Creator Strategic Calculator™
- Intangible Assets Strategic Calculator™
- Value Map Strategic Calculator™: Single Competitor Version
- Value Map Strategic Calculator™: Multiple Competitor Version
- Breakeven Analysis Strategic Calculator™
- The Power of Laser Sales and Relational Assets Strategic Calculator™
- Z-Chart Strategic Calculator™

Virtual Mentoring Series™

These Elearning programs provide virtual coaching from Carlos and Jay on special topics related to the Module:

- Your Organization Internal Guidance System™: Organizational Values
- The Web TrendWatcher™
- Creating and Communicating a Distinctive and Compelling Vision
- Deconstructing Stupidity: A Cure for Organizational Foolishness
- Identify and Develop Strategic Core Competencies
- Breakeven and Contribution Margin
- Putting Together Your Competitive Strategy
- Ensuring Optimal Cash Flow and Revenue from Your Strategy

Inflection Points™ White Papers

These online resources provide vital coaching from Carlos and Jay on special topics related to the Module:

- Inflection Points™ White Paper #2: New Rules for Business Success

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