

# The **Aji** Network

October 12, 2009

Dear Participants, Alumni and Guests,

We invite you to attend:

*The Aji Source Fundamental Strategy Workshop #10*

**For**

**Designing Top 1% Projects**

*Establishing Identities of Superior Trustworthiness and Value*

*and*

*Holding Highly-Compensated Leadership Roles*

*Part One*

***Business is a game of “power”.***

The people and businesses with the most powerful identities and leadership roles “win” by having their offers, practices, narratives and strategies

accepted by customers, employers, employees and colleagues *willing to pay high premiums while keeping costs low.*

They are also *always* the people able to produce the most *uncommon*, strategic and valuable projects.

In this *Aji Source Fundamental Strategy Workshop* we focus on:

**Part #9** *Establishing identities of superior trustworthiness and value*

**Part #10** *Holding highly-compensated leadership roles*

... *in Part One we emphasize Part #9*

Producing **Top 1% Projects** to establish identities of *superior* trustworthiness and value, and hold *highly*-compensated leadership roles, is a fundamental, strategic method for accumulating power.

Ambitious businesspeople use identities and leadership roles to exploit and amplify their capacities to produce a steady stream of *new*, *uncommon*, strategic and *superior* offers, practices, narratives and strategies.

Establishing *superior* identities and holding *highly*-compensated leadership roles are essential, strategically, to:

Earn, save and invest enough money to survive, be free and live a good life throughout 40 years of adulthood and 20-30 years of old age

Produce and maintain competitive advantages, *superior* value and top 1% annual incomes

Increase the value and power of networks, autonomies, accomplishments and offers

Establishing identities of *superior* trustworthiness and value immediately makes whatever ambitious businesspeople offer *uncommon*, scarce relative to demand, strategic and *superior*.

*Superior* identities significantly lower the risks of failure, betrayal and dissatisfaction, while also increasing the likelihood of *superior* returns for people who accept the offers, practices, narratives and strategies of ambitious businesspeople.

*Superior* identities *force* their customers, employers, employees and colleagues to increase their willingness to accept quickly, thus lowering costs, and to pay a high premium.

With identities of *superior* trustworthiness and value established, ambitious businesspeople become natural and spontaneous choices for *highly*-compensated leadership roles.

Everyone wants help that is scarce, strategic and *superior*, especially powerful businesspeople who are able to pay high premiums.

They want the most trustworthy and valuable leaders they can find to help them fulfill their business missions and personal ambitions for living a good life.

*Common* help is, by definition, mediocre and cannot produce competitive advantages or high incomes.

When businesspeople are unable to establish *superior* identities, they automatically assume *common* and *mediocre* ones, which imply all the risks of failure, betrayal and dissatisfaction we ascribe to normal, ordinary or typical businesspeople.

*Common* identities keep the costs of producing trust very high. They drive potential customers and employers to “price” offers and proposals rather than accept them quickly and agree to pay a premium.

People with *common* identities can earn only bottom 99% annual incomes and will not receive requests to hold *highly-compensated* leadership roles.

Since every ***“Top 1% Design Project” to establish superior identities and produce highly-compensated leadership roles has enormous consequences*** for success and failure to businesspeople seeking to generate top 1% annual incomes, and for the personal freedom they require to compete aggressively, ***each one has enormous strategic significance.***

The importance of each design project’s aggressiveness and *superiority*, relative to the mediocre projects of the bottom 99%, and of its *coherence* with fundamental strategies for continually accumulating more knowledge and power, cannot be overstated.

***Please join us at The ASFS Workshop #10*** (Part One) to learn how to continually, rapidly and aggressively constitute “design projects” to:

***Establish identities of superior trustworthiness and value***

***Hold highly-compensated leadership roles***

***In the morning of The ASFS Workshop #10, participants will learn and practice how to:***

Assess and avoid producing *common*, “obvious”, typical and mediocre projects -- an essential strategic practice needed to avoid thwarting one’s own intentions for success

Continually produce a steady stream of top 1% “design projects” capable of helping them establish *superior* identities and hold *highly*-compensated leadership roles

***In the afternoon*** participants will use what they have learned in the morning session to constitute their own “design project” and set themselves up to complete it within 90 days.

***Be prepared.***

The workshop is challenging, as it must be to produce the competitive advantages and *superior* value needed for top 1% performance.

It is rapidly paced and aggressive in its presentation, as required by its strategic importance and commitment to help ambitious businesspeople produce “design projects” rapidly and aggressively for top 1% annual income.

The distinctions and practices of the workshop are robust and complex, as they need to be to establish *superior* identities and *highly*-compensated leadership roles.

Because of its *importance* and *immediate utility*, you may find it useful *strategically* to:

***Bring colleagues*** with whom to think, design and work on the 90-day design projects after the workshop

*Bring employers and employees* whose help and knowledge is needed to fulfill your ambitions and who also need to learn how to constitute “design projects” to establish identities of *superior* trustworthiness and value, and hold *highly-compensated* leadership roles.

This is **Workshop #10** in the series of 13 workshops that help participants use **The Aji Source Fundamental Strategy (The ASFS)** to design *strategic* 90-day projects to produce competitive advantage and *superior* value necessary to fulfill their career and business ambitions in the top 1% of the marketplace.

*The ASFS* is a 12-part fundamental strategy for producing careers and businesses that generate top 1% annual incomes (between \$400k and \$4m), enterprise values and capital-at-work. It is offered by *The Aji Network*.

This series of 13 workshops began with an overview of the strategy and continues with workshops based upon each of the 12 parts.

To register, have your questions answered or find out more information about *The Aji Network*, please call Greg Scharnagl at (408) 730-2234, or visit our website at [www.theajinetwork.com](http://www.theajinetwork.com).

### *Logistics for the Workshop*

**Date:** Thursday, March 4, 2010

**Location:** New York Marriott Marquis  
1535 Broadway  
New York, NY 10036

(212) 398-1900

**Times:** 9:00 a.m. until approximately 5:00 p.m.

**Event Leader:** Greg Scharnagl, Vice President of [\*The Aji Network\*](#), will lead the event.

**Meals:** A light continental breakfast will be served at 8:30 a.m.  
Lunch is provided.

### ***Workshop Registration***

**Tuition:** \$1,200

**Refund policy:** #1 – Before February 25<sup>th</sup>, \$500 of your tuition is a non-refundable deposit.

#2 – On or after February 25<sup>th</sup> there will be no refunds.

**Registration:** Please RSVP by February 11, 2010.

To RSVP, have your questions answered or find out more information about *The Aji Network* and our offers

Please call our office at (408) 730-2234 to speak with one of our staff

or e-mail us at [request@theajinetwork.com](mailto:request@theajinetwork.com) and we will contact you

## ***Reports about Aji Source and Aji Source Practices***

Over 90 of our most successful students (*The LEIP Program*) have now completed a year of study with *The Aji Source Fundamental Strategy*. Each enthusiastically requested to work on the strategy for another year in “Synthesis”, which is the name for the practices that unite the parts into a single strategy in the second year. Another 70 students are working in different intermediate stages of the first year. LEIP is an acronym for leadership, entrepreneurship, innovation and the accumulation of power.

LEIP students who completed the first year were overwhelmed by the enormous value of the *strategic* distinctions and practices for accumulating knowledge and power to produce marginal utilities with their offers and practices, networks, identities of trust and value, leadership roles and business organizations. They just did not anticipate the enormous power -- *superior* capacity to think and act effectively -- offered by *The Aji Source Fundamental Strategy* for building their careers, incomes and businesses. They report that their knowledge and intuition for thinking and acting strategically to produce competitive advantage and *superior* value has grown more and faster than they thought possible.

In *The LEIP Program* I have been introducing exercises and practices during the morning sessions of each conference. Students report that their capacity to articulate, diagnose and design increases rapidly when they perform them. They report that the exercises are pragmatic and very helpful making *Aji Source* meaningful, relevant, valuable and purposeful. We will practice with some of them at the workshop and offer some more in the forums afterwards.

For your convenience and to help understand The ASFS Workshops' strategic importance, purpose, utility and structure, we have attached 3 short essays:

#1 - About *The Aji Source Fundamental Strategy*

This essay introduces explanations about the strategic importance, meanings, relevance, value and purposes of using the fundamental strategy as a basis for designing specific strategies to produce competitive advantages, *superior* value and top 1% annual income, enterprise value and capital-at-work for ambitious businesspeople.

More about *The Aji Source Fundamental Strategy* is easy to find on the Visitor's page of our website,  
[www.theajinetwork.com/moreAboutAjiSource.php](http://www.theajinetwork.com/moreAboutAjiSource.php).

#2 - About *The ASFS Workshops*

This essay goes into depth describing the strategic importance of the workshops. It explains who they are for; what they enable ambitious businesspeople to accomplish; what a project is and why projects are strategically valuable; how to assess the value of a project; and why projects need to be both strategic and superior to be competitive enough to fulfill top 1% ambitions.

More about *The Aji Source Fundamental Strategy Workshops* is easy to find on the Visitor's page of our website,  
[www.theajinetwork.com/aboutTheASFSWorkshops.php](http://www.theajinetwork.com/aboutTheASFSWorkshops.php).

#3 - *The Importance of Earning Top 1% Incomes,*

*Saving and Investing for*

*Survival, Freedom and Living a Good Life*

This essay addresses the strategic importance of earning top 1% annual income, that is, its consequences on action to take care of *both* immediate (adulthood) and future (future) financial concerns. It explains the importance of earning, saving and investing enough throughout a person's 40-year career to survive, be free and live a good life, including 25-30 years of old age.

[www.theajinetwork.com/theImportanceOfEarningTop1Percent.php](http://www.theajinetwork.com/theImportanceOfEarningTop1Percent.php).