



The Aji SPAcE

The Science, Philosophy, Art and Engineering of Business for
Producing *Superior* Offers and Practices

The Aji Space helps ambitious businesspeople...

Learn strategic and *superior* knowledge so that they are able to:

Produce competitive advantages, *superior* value and top 1% annual incomes (\$400k - \$4m)

With a steady stream of new, *uncommon*, strategic and *superior* offers, practices, narratives and strategies

Fulfill their lifestyle, financial and business ambitions

Think and act effectively to fulfill their:

<i>Ultimate Ambitions</i>	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
<i>Strategic Objectives</i>	To produce competitive advantages, <i>superior</i> value and top 1% annual incomes and enterprise values
<i>Tactical Focuses</i>	To produce a steady stream of <i>new</i> , <i>uncommon</i> , scarce relative to demand, strategic and <i>superior</i> offers, practices, narratives and strategies

Daily use of *The Aji Space* helps ambitious businesspeople to:

- | | |
|--------------------------|---|
| <i>Quit</i> | Causing failure and thwarting their intentions by relying on <i>common</i> sense, <i>common</i> business knowledge and labor-based offers, practices, narratives and strategies that trigger indifference to value, pricing and guarantee bottom 99% annual incomes |
| <i>Accumulate</i> | <i>Uncommon</i> , strategic and <i>superior</i> knowledge needed to produce competitive advantages, <i>superior</i> value and top 1% annual incomes |
| <i>Build</i> | Networks of help -- transaction, professional help, discursive support and tactical help -- and powerful business organizations |

The Aji Space contains continually changing selections of nearly 1,000 *uncommon*, strategic and *superior* distinctions, talks, writings, essays, projects, assignments, fundamental strategy, coaching and checklists.

Selections change weekly and monthly.

Below are the titles of 776 selections published to date.

Monthly Selections

Aji Source Fundamental and Strategic Projects

... for Producing *Immediate* Increases in Practical Capacity to Act

Produce a *Fundamental* and *Specific* Strategy for Your Career and/or Business

The Aji Source Fundamental Strategy is an “Ethic of Power”

What are *The Aji Source Fundamental and Strategic Projects*?

Relevance in Three Moves

A Fundamental Strategy for Producing Relevance

Instructions for 30-day Projects

Producing Your 30-day Project

Project Descriptions and Meanings

Produce New, *Uncommon*, *Strategic* and *Superior* Offers, Practices, Narratives and Competitive Advantages, *Superior* Value and Top 1% Annual Incomes by Messing with Standards

Improve your Capacity to Design Offers that are *Fundamental* and *Strategic*

Aji Your Business Narrative

Focus on Conflicts and their Denouements

Business Narratives

“Aji” -- Short and interim *strategic* guidelines

Value

Complete to Accumulate Power

To produce and maintain power that produces competitive advantages, *superior* value and top 1% annual incomes, past thought and action needs to be completed powerfully and strategically

Use Your Ultimate Commitments To Produce Your Strategic Objectives and Tactical Focuses

Set Your *Fundamental* Strategy for the Year

Instructions and Coaching For This Project

“Long Summary” of *The Aji Source Fundamental Strategy*

Constitute the “Current Situation” for Customers, Employers, Employees and Colleagues

Make BOTH Denouements Compelling

Thinking and Speaking About “The Current Situation”

Mid-Year *Aji Source Fundamental Strategy Review*

Increase the Value of Your OPNS and Business with Auctions

Pareto Efficiencies and Pareto Improvement

Dominant Strategies

Competition

Auctions

Philosophy of Power: Improve Your Dominant Strategies Using *The Aji Source Fundamental Strategy*

Competition

Dominant Strategies

Business Narratives: An Explication of Your “Best Offer”

Your Listener’s Background of Obviousness

Description, Meanings, Relevance, Value and Purpose (DMRVP)

Business Narratives Outline: Its Beginning, Middle and End
... or The Exposition, Conflict, Rising Action and Denouement

Fundamental Questions for the Exposition, Rising Action and

Resolution

Design of an Offer

Introduction

What Does “Explication of Your Best Offer” Mean?

Background on Business Narratives

Explication Narratives

Reconstructing Your Best Offer

Questions on the Introduction

Design the “Explication of Your Best Offer”

Craft the “Explication of Your Best Offer”

Refine Your Design and Crafting

Check Your Design and Crafting Once More

**Design Existential, Tactical, Strategic and Ultimate Purposes
To Be Effective, Strategic and Competitive**

Assessing Your Preparation for the Strategic Project

What are Purposes?

What are the “Obligations” of Purpose?

Constitute Your Yearly Fundamental Strategy to Fulfill Your Financial Ambitions

Using *The Aji Source Fundamental Strategy* to Constitute Your Strategy for the Year

3 Different Ways You and Your Network Can Work with this Strategic Project

**Improve Your Business Narratives and Annual Income
Light and Fun
Serious and Strategic**

A Light, Fun Essay for Practice

A Serious and Strategic Practice

**Top 1% Selling Strategies
Produce “High-Value” and Avoid Producing “Common Value”
By Speaking about “Situations”
Effectively, Strategically and Competitively**

Threats

Obligations

Opportunities

To Produce Top 1% Incomes...
**Establish Identities of *Superior* Trustworthiness,
Value and Authority
When You Sell**

What is Selling?

Claims, Distinctions and Practices about Selling

Trust, Trustworthiness and *Superior* Trustworthiness

Value and *Superior* Value

Authority

**Adopt, Adapt and Exploit Change and Innovation
Caused by Competitive Pressures and Marketplace Drifts
To Produce Top 1% Annual Incomes**

Specific Innovations and Change Produce New “Spaces of
Possibilities”

What does it “Mean” for Ambitious Businesspeople to “*Exploit*
Change and Innovation”?

Adopting Change and Innovation

Adapting Change and Innovation

Exploiting Change and Innovation

Truths, Distinctions and Practices to Produce Top 1% Incomes

Commitments, Directions, Velocities and Focuses

Straight Talk: Introduction to Strategic Projects for Commitments,
Directions, Velocities and Focuses

Seven Strategic Projects

Instructions for Directions, Velocities and Focuses

Accept Declines! Effectively, Strategically and Competitively To Produce Top 1% Annual Incomes

Introduction and Instructions

Invent and Invest In Your Own Strategic Project

Fundamental Distinctions around Accepting Declines

Deepening the Distinctions for Observing and Accepting Declines

Sources and Types of Decline

The “Self”

The first fundamental source of decline

Situation

The second fundamental source of decline

Philosophical interpretations for coping with declines
Effectively, strategically and competitively

Aji Source Strategic Assignments

... for Continually Accumulating *Superior* Capacity to Think and Act Effectively

Producing Value by Crafting Importance ...

Coaching for Designing Your Essay (Before Crafting It)

Coaching for Writing

Crafting Importance

Philosophies and Narratives of Importance

Mobilize Thought and Action in Your Network

What are The Aji Source Fundamental and Strategic Assignments?

Coaching For This Assignment

A Talk about *Power* for Ambitious Businesspeople

Notice, Observe and Assess Bad Moods

Improve Your Capacity to Design Offers that are *Fundamental* and *Strategic*

Offers are *Fundamental* and *Strategic*

Design of an Offer

Deepen Your Knowledge of “Truth”

The foundation of effective and competitive thought and action

Improve Your “Individual” Ethics of Power

Use “Ethics of Power” -- standards of individual and social conduct -- to accumulate and maintain the *strategic* knowledge and power required to fulfill lifestyle, financial and business ambitions

Make Ultimate Commitments and Prepare to Make Strategic Commitments

Instructions and Coaching For This Assignment

Beware “Baby Boomer Common Sense”!

Constitute Your Career and Business for the Year

Noticing, Observing and Assessing Good Moods

Set Up Your Environment to Produce *Superior* Knowledge

Get “Real” with Money!

Produce, Maintain and Increase Competitive Advantages, Value and Annual Income With *The Aji Source Fundamental Strategy*

Learn to Increase Your Value with Auctions

Pareto Efficiencies and Pareto Improvement

Dominant Strategies

Competition

Auctions

**Increase the Worth and Value of Your Offers, Practices, Narratives
and Strategies by Lowering Costs**

Costs and their Effects

Constitution, Strategies and Tactics

**Use the Distinctions *Organization, Structure and State*
To Assess, Design and Craft
Competitive Offers, Practices, Narratives and Strategies**

What is a “Space of Possibilities”?

**Design Existential, Tactical, Strategic and Ultimate Purposes
To Be Effective, Strategic and Competitive**

What are Purposes?

What are the “Obligations” of Purpose?

Formulating Your Financial Ambitions, and Strategy, for the Year Using Junior High School Math

Formulating and re-formulating financial ambitions regularly as we grow older and our situations change is essential for survival, freedom and living a good life.

Methods for Formulating Financial Intentions

Beware of Baby Boomer *Common* Sense, Moods, Narratives, etc.!

Observing and Building Wealth And Accumulating Power with Balance Sheet Thinking

Assignment Distinctions: Wealth in Two Parts

Balance Sheets and Wealth

A Real Letter to a Business Group (Anonymous) Still Relying on the “American Standard” ... and Failing to Earn Enough

The Purpose of this Letter

The Reports

Opening Claims for How to Produce and Maintain Personal Incomes
Between \$400k and \$4m Annually

Proposal for (Event) in (Date)

The “Spine” of Business Concerns

**Dealing with the “Chronic Crises of Meaning”
Effectively, Strategically and Competitively**

Meaning-full

Meaning-less

Meaning-free

**Adopt, Adapt and Exploit Change and Innovation
Caused by Competitive Pressures and Marketplace Drifts
To Produce Top 1% Annual Incomes**

Specific Innovations and Change Produce New “Spaces of
Possibilities”

What does it “Mean” for Ambitious Businesspeople to “*Exploit*
Change and Innovation”?

Adopting Change and Innovation

Adapting Change and Innovation

Exploiting Change and Innovation

Truths, Distinctions and Practices to Produce Top 1% Incomes

Commitments, Directions, Velocities and Focuses

Accept Declines!
Effectively, Strategically and Competitively
To Produce Top 1% Annual Incomes

Introduction and Instructions

Invent and Invest In Your Own Strategic Project

Fundamental Distinctions around Accepting Declines

Deepening the Distinctions for Observing and Accepting Declines

Sources and Types of Decline

The “Self”

The first fundamental source of decline

Situation

The second fundamental source of decline

Philosophical interpretations for coping with declines
Effectively, strategically and competitively

Descriptions of The Aji Source Fundamental Strategy

... for Designing *Specific* Strategies

Part 1: Constitute Personal Ambitions

Personal Ambition is Commitments to ...

Take Care of Concerns

Produce Situations

Acquire Capabilities to Think and Act Effectively

... For the Sake of Living a Good Life

Part 2: Formulate Philosophies of Care and Power

The Strategic Concern for Philosophies of Care and Power

Part 3: Accumulate Strategic Knowledge and Power

An *Uncommon* Interpretation of Knowledge and Power

Part 4: Formulate and Act with “Ethics of Power”

“Ethics of Power” Produce a Foundation from which Strategic Action
can Succeed

Part 5: Produce New Offers and Make Money

Business Professionals Succeed by Continuously Designing New,
Fresh and Increasingly Valuable Offers

Part 6: Build *Superior* Networks of Help

Building Networks of Help is a *Strategic* Action for Accumulating
Power

Part 7: Generate and Increase Autonomies

Opportunities Now Exist for All of Us to Increase Our Autonomies ...
If We Know How

Part 8: Produce *Highly-Valued* Accomplishments

Accomplishments

Valued Accomplishments

Highly-Valued Accomplishments

**Part 9: Establish Identities of *Superior* Trustworthiness, Value,
Authority and Leadership**

Superior identities are needed strategically to fulfill ambitious
businesspeople's ultimate ambitions, strategic objectives and
tactical focuses.

Part 10: Hold *Highly-Compensated Leadership Roles*

Leadership roles *amplify* the *strategic* knowledge and power ambitious businesspeople accumulate and produce for the annual incomes and enterprise values they require to fulfill their Financial Ambitions.

Part 11: Build Powerful or *Superior Business Organizations*

Business organizations -- which are arrangements of people and their resources -- are a *fundamental* “Source of Power” ambitious businesspeople build to *amplify* their capacities to produce competitive advantages, *superior* value and top 1% annual incomes with a steady stream of *new* offers, practices, narratives and strategies.

Part 12: “Reading-the-World”**Anticipate New Threats, Obligations and Opportunities**

Reading-the-World is *anticipating* new threats, obligations and opportunities by noticing, observing and assessing changes in relative power caused by competitive pressures and marketplace drift that change everyone’s “spaces of possibilities” for effective thought and action, and, consequently, their relative power to think and act effectively, strategically and competitively in order to fulfill their ambitions.

Weekly Selections

Strategic Coaching

... for Developing *Uncommon* and *Superior* Strategic Thinking

Produce New Standards of Mediocrity

Continually Build Your Capital Structures

Aji Everything

Accumulate Knowledge and Power to Take Care of Concerns, Produce Satisfactory Situations, Acquire *Superior* Capacities to Think and Act Effectively... *Always!*

Get Over Your Failures in 15 Min

Produce “Existence” and NOT “Understanding” with your Narratives

Remember Your Gaps!

Make Your Promises Important

Avoid Bad Moods!

Don't Pull Punches when Thinking or Speaking about Concerns; *Straight Talk Only!*

Build your “Sources of Power”, Especially Your Networks

Always Mess with Standards

Pay Attention and Practice *Without End* Until Knowledge is Embodied and Actionable

To Design *Superior* Offers, Practices, Narratives and Strategies Know Why Money is a *Fundamental* Concern

Talk About Time; Amounts, Intervals, Horizons, Velocity, Coordination and Timing

Make Your “Purposes” Line Up!

Memorizing is Strategic

Wake Up to Habits and their Costs

Make the “Situation that Starts Action” Obvious

Be a Market for Power

Don't Hold Back to Avoid Upsetting Your Psychology

You Always Sell Into Already Existing Commitments, Always!

Avoid reacting... Anticipate! But if you have to react, do it competitively!

Increase Your Autonomies, continually!

Who Wants You, Baby?

Or, Be Responsible for Producing Your Relationships

Beware of “Covert Burden Shifting” and Don't Allow It!

Produce and Increase the Value of Marginal Utilities

Make Your “Expositions” Complete

Design Your Networks Strategically to Increase Autonomies

Know the Conflict's Denouements

How to Build Your Networks and Accumulate Power With *The Aji Space*

Velocity Matters!

Fulfill Obligations with Eagerness, Enthusiasm and Passion!

It's True! You Can't Live a "Normal" Life

What is a Good Mood?

Competing Successfully Requires 3 Fundamental Actions

Always Play the Odds! Start Fast! Persist!

The Costs of Arrogance and Other Forms of Disrespect

... *a Strategic Coaching published in 2 parts*

Part 1: The Costs of Arrogance and Other Forms of Disrespect

Part 2: The Costs of Disrespect

Only *Superior* Leadership is Strategic!

Always Speak About Your Offers, Practices, Narrative and Strategies

New Names = New Offers

11 Tips to Get Started Earning Top 1% Incomes with *The Aji Space*
... a *Strategic Coaching* published in 4 parts

Part 1: Tips #1 and #2

Part 2: Tips #3 - #6

Part 3: Tips #7 - #10

Part 4: Tip #11

Avoid Baby Boomer Common Sense
... a *Strategic Coaching* published in 4 parts

Part 1: Introduction

Part 2: Report about Journey, Experiences and Encounters with
Baby Boomer *Common Sense*

Part 3: So, What is Baby Boomer *Common Sense*? And How is it
Produced?

Part 4: How to Avoid Baby Boomer *Common Sense*

Cultivate Your Humility, It Is a Counter Intuitive and Essential “Source of
Power”
... a *Strategic Coaching* published in 4 parts

Part 1: What is Humility?

Part 2: Why is Humility a Source of Power?
A Fundamental Concern?
A Strategic Concern?

Part 3: Lack of Humility -- Its Manifestations and Consequences

Part 4: How to Cultivate and “Use” Humility

Improve How You Notice, Observe and Assess Competition

... *a Strategic Coaching published in 2 parts*

Part 1: What are the Symptoms of Competition’s Existence?

Part 2: The Operation of Competition

Use “Tic, Tac, Toe” to Anchor Your Knowledge About the Competitive Power of Dominant Strategies

... *a Strategic Coaching published in 2 parts*

Part 1: Dominant Strategies

Part 2: “Tic, Tac, Toe” and Dominant Strategy

On Competition and Dominant Strategies

... *a Strategic Coaching published in 3 parts*

Part 1: Dominant Strategies

Part 2: Competition

Part 3: What, Exactly, Do Ambitious Businesspeople *Compete For and Against?*

Create Jewels of Knowledge Every Time You Use *The Aji Space*

... *a Strategic Coaching published in 2 parts*

Part 1: *The Aji Space* is a Practice, Not a “Thing”

Part 2: Competitive Learning Practices

Always Produce Competition!

To Maximize Your Annual Income

... *a Strategic Coaching published in 2 parts*

Part 1: What is Competition?

Part 2: The Practices of Competition

Intentions and their Strategic Importance for Producing Top 1% Annual Incomes

... *a Strategic Coaching published in 5 parts*

Part 1: Intentions are Important Strategically for Producing Top 1% Annual Incomes

Part 2: Intentions Can be Difficult to Notice, Observe and Assess

Part 3: Intentions are Noticed, Observed and Assessed...

... Through “Grounded” Linguistic Interpretations,

... And Not Our Senses or “Experiences”

Part 4: How Does a Linguistic Interpretation of the World Help Ambitious Businesspeople Fulfill Their Intentions?

Part 5: Competing Successfully Requires Knowing the Truth
... About Human Biology, Reality and Language

Fundamentals and Specifics

Offers, Practices, Narratives and Strategies

... *a Strategic Coaching published in 3 parts*

Part 1: Fundamentals

Part 2: Specifics

Part 3: Summary

Make Money on Purpose!

... a *Strategic Coaching* published in 3 parts

Part 1: Breakdowns to Making Money on Purpose

Part 2: What is Money?

Part 3: What is the Purpose of Making Money?

To Build, Motivate and Mobilize Your Networks

Use *The Current Situation* and *The Situation that Starts Action*

... a *Strategic Coaching* published in 2 parts

Part 1: *Building a Superior Network*

Part 2: *Motivating and Mobilizing a Superior Network*

Competition, Indifference and Cruelty

... a *Strategic Coaching* published in 2 parts

Part 1: What is Competition, and Competitive Situations?

Part 2: Competitors are Defined by their Indifference and Cruelty

Know Your Limits!

It's Effective, Strategic and Competitive!

One Universe and Many Worlds

... a *Strategic Coaching* published in 3 parts

Part 1: Introduction

Part 2: What's Going On? And Why is This Important?

Part 3: How Should Ambitious Businesspeople Think and Act?

Earn, Save and Invest are Separate, but related,
Strategic Realms of Knowledge
... a Strategic Coaching published in 4 parts

Part 1: Introduction

Part 2: “Earning” Money

Part 3: “Saving” and “Investing” Money

Part 4: How Much Money Do We Need to “Earn”?

Remember the Advice about Not Trying to Teach Pigs to Sing...?
... a Strategic Coaching published in 3 parts

Part 1: What is Selling?

Part 2: Selling in the Top 1%

Part 3: Assessing Breakdowns in Selling

Learn to Stand at Attention and Salute!
... a Strategic Coaching published in 4 parts

Part 1: “Standing at Attention” and “Saluting”

Part 2: Stand at Attention and Salute: 3 Sets of Fundamental Truths

Part 3: Second Set of Fundamental Truths
Stand at Attention and Salute!

Part 4: Third Set of Fundamental Truths

The Party is Over ...

It's Time to Accept Financial Truths
And Responsibility for One's Value, Income and Future
... *a Strategic Coaching published in 5 parts*

Part 1: "Cognitive Blindness"

Part 2: A Simple and "Obvious" Example of Cognitive Blindness

Part 3: Consequences of "Cognitive Blindness" are Real and Dire

Part 4: Reading the World Essay

Part 5: Reading the World Essay, continued

Constituting and Using

The Purpose of Work
... *a Strategic Coaching published in 3 parts*

Part 1: What is the Purpose of Work?

Part 2: To Survive, Be Free and Live a Good Life

Part 3: What is the "Real" Purpose of Work?

Clear the Decks!

... *a Strategic Coaching published in 3 parts*

Part 1: Introduction

Part 2: Why Clear the Decks *Now* and Without Hesitation?

Part 3: How to Clear the Decks!

Quit Being Cynical!

Cynicism and Producing Top 1% Annual Incomes

...are Mutually Exclusive

... *a Strategic Coaching published in 3 parts*

Part 1: Cynicism and “Cynical Jerks”

Part 2: The Problem with Cynicism

Part 3: How do Ambitious Businesspeople Fight their Cynicism?

Stop Sprinting.

To Succeed, Think of Your Career as a Marathon

... *a Strategic Coaching published in 2 parts*

Part 1: Sprinting

Part 2: Developing a Career as if You’re Running a Marathon

What, Fundamentally, is Required of You?

... *a Strategic Coaching published in 7 parts*

Part 1: Introduction

Part 2: Producing Top 1% Incomes relies, in part,

... on knowing that something fundamental is required of everybody

Part 3: The Question’s Implications

Part 4: Fundamentals and Assessing Requirements

Part 5: A Thought Experiment

Part 6: Beware of Glib Answers and Retorts

Part 7: What Brings Fundamental Requirements into Existence,
Again?

And, Ambitious Businesspeople's Fundamental
Requirements

Accepting, and not Agreeing, with Assessments

The Difference is Important, Strategic and Competitive!

... *a Strategic Coaching published in 2 parts*

Part 1: Accepting Advice without Agreeing with It

Part 2: Agreeing with Advice Incompetently is Arrogant and
Dangerous

Buyers "Price" Goods and Services

Sellers "Auction" Them

... *a Strategic Coaching published in 6 parts*

Part 1: Introduction

Part 2: 4 Strategies to Use When Buying

Part 3: 4 Strategies to Use When Buying (continued)

Part 4: 4 Strategies to Use When Selling

Part 5: 4 Strategies to Use When Selling (continued)

Part 6: Use the Strategies to Cope with The Threats, Obligations and
Opportunities of Auctions

Use Your Financial Intentions and Accomplishments
As Criteria to Assess and Learn “Strategic Knowledge”
... a Strategic Coaching published in 5 parts

Part 1: Introduction

Part 2: Criteria #1 for Assessing Strategic Knowledge -
Accomplishments

Part 3: Criteria #1 for Assessing Strategic Knowledge -
Accomplishments (continued)

Part 4: Criteria #2 for Assessing Strategic Knowledge - Intentions

Part 5: Transitioning to Different Concerns, Situations, Capabilities
and Strategies

Strategic Checklists

... for Producing Competitive Advantages, *Superior Value* and Top 1% Incomes and Enterprise Values

Not That!

Top 1% Practices; Planning for Top 1% Income

Designing Offers

Powerful Speaking

Learn *Strategic Knowledge* to Build Your Human Capital

Make a Market for Your Offers *Before* Speaking about Them

Design Your Own Strategic Objectives from Others

Produce *New Offers*, Practices and Narratives

BAD Moods Checklist

Producing Speakers' Trust and Value

Check your Autonomy

Messing with Standards

Make Concerns, Practices and Narratives "Real" and Unavoidable for Yourself and Your Listeners

Improve your Capacity to Design Offers that are *Fundamental* and *Strategic*

Cultivate Humility and Respect Knowledge and Power

Compel or Force Assessments of Value with *Superior* Offers, Practices,
Narratives and Strategies

Improve How You Design Competitive Strategies

Fundamental Concerns for Career and Business for Producing New
Offers, Practices, Narratives and Strategies - Part One

Ah... The “Adversary”

Making and Accepting Promises

Noticing, Observing and Assessing Breakdowns

Check Your “Individual” Ethics of Power

Making and Accepting Requests

Increase Your Autonomies, continually!

Fundamental Concerns for Career and Business for Producing New
Offers, Practices, Narratives and Strategies - Part Two

Produce Only Highly-Valued Accomplishments

Fundamental Concerns for Career and Business for Producing New
Offers, Practices, Narratives and Strategies - Part Three

Designing Marginal Utilities for OFFERS

... a Strategic Checklist published in 7 parts

Part 1: Introduction

Part 2: Background for Design

Biology and Languageing

Part 3: Mid-Ground for Design

Social, Cultural and Individual Behavior

Ambitions and Fundamental Strategy

Part 4: Offers and Values

Foreground for Designing Marginal Utility for an OFFER

Concerns, Situations and Capabilities

Part 5: Preparing to Design: Concerns and Design of an Offer

Part 6: Preparing to Design: Deconstructing Offers and Assessing Capabilities

Part 7: Designing Marginal Utilities

GOOD Moods Checklist

Making the “Rising Action” Complete and Competitive

Design Only *Strategic* Meetings

... a *Strategic Checklist* published in 2 parts

Part 1: Design Only *Strategic* Meetings

Part 2: Design a *Strategic* Meeting

Produce a “Relationship”, Fast!

... a *Strategic Checklist* published in 2 parts

Part 1: What is a Relationship?

Part 2: Produce a Relationship, Fast, Checklist

10 Virtues and Vices To Produce Top 1% Annual Incomes

... a *Strategic Checklist* published in 3 parts

Part 1: 10 Virtues and Vices To Produce Top 1% Annual Incomes

Part 2: Virtues

Part 3: Vices

Strategic and *Superior* Projects Begin with *Superior* Narratives

... a *Strategic Checklist* published in 2 parts

Part 1: Strategic and *Superior* Projects Begin with *Superior* Narratives

Part 2: Strategic and *Superior* Projects Begin with *Superior* Narratives
Checklist

26 “Sources of Power” for Ambitious Businesspeople
... a Strategic Checklist published in 4 parts

Part 1: Introduction

Part 2: Human Concerns

Part 3: Career Concerns

Part 4: Business Concerns

Avoid Baby Boomer Common Sense
... a Strategic Checklist published in 3 parts

Part 1: Baby Boomer Common Sense

Part 2: Reality’s Operations

Part 3: Your Gaps

How to Think About Earning, Saving and Investing Enough Money
... a Strategic Checklist published in 4 parts

Part 1: 3 Breakdowns that Can and Must be Avoided to Live a
Good Life!

Part 2: Where to Begin...?

Part 3: Guidelines to Avoid Breakdowns From Not Earning,
Saving and Investing Enough Money #1 - #6

Part 4: Guidelines to Avoid Breakdowns From Not Earning,
Saving and Investing Enough Money #7 - #10

13 Fundamental Business Narratives to Produce Competitive Advantages, *Superior Value* and Top 1% Annual Incomes
... *a Strategic Checklist published in 5 parts*

Part 1: Introduction to the 13 Fundamental Business Narratives and the List

Part 2: A Brief Description of Business Narrative #1

Part 3: A Brief Description of Business Narrative #2

Part 4: A Brief Description of Business Narrative #3

Part 5: A Brief Description of Business Narrative #4

To Think and Compete Successfully:
1st Commitment, 2nd Direction, 3rd Focus
... *a Strategic Checklist published in 4 parts*

Part 1: Commitment

Part 2: Direction and Focus

Part 3: Formulate Ambitions, or Commitments

Part 4: Constitute Directions, and Focus

Making and Accepting Complaints
... *a Strategic Checklist published in 4 parts*

Part 1: What are Complaints, and Why Make and Accept Them?

Part 2: How and When Do People Make Complaints?

Part 3: *Making* Complaints

Part 4: *Accepting* Complaints

Categories of Innovations or *Highly-Valued* “Marginal Utilities”
 ... *a Strategic Checklist published in 5 parts*

Part 1: What are Innovations?

Part 2: So, What is the Big Deal about Innovations?

Part 3: What do Ambitious Businesspeople Need to Do to Compel
 Assessments of Value?

Part 4: Three Sets of *Fundamental* Concerns

Part 5: Strategic Checklist

13 Fundamental Business Narratives to Produce Competitive
 Advantages, *Superior* Value and Top 1% Annual Incomes
 ... *a Strategic Checklist published in 7 parts*

Part 1: Introduction to the 13 Fundamental Business Narratives
 and the List

Part 6A and 6B: Business Narrative #5

Part 7: Business Narrative #6

Part 8A and 8B: Business Narrative #7

Part 9: Business Narrative #8

Part 10: Business Narrative #9

Making and Accepting Apologies

... *a Strategic Checklist published in 4 parts*

Part 1: What are Apologies, and Why Make and Accept Them?

Part 2: How and When do People Make Apologies?

Part 3: *Making* Apologies

Part 4: *Accepting* Apologies

Superior Leadership Offers

... *a Strategic Checklist published in 5 parts*

Part 1: Leadership, *Superior* Leadership and *Common* Leadership

Part 2: *Highly-Valued* Leadership *Accomplishments*, *Superior* Leadership *Offers*, and *Highly-Compensated* Leadership *Roles*

Part 3: The Importance of Trust and Value for Accepting Leadership Offers

Parts 4 and 5: *Superior* Leadership Offers Strategic Checklist

Producing Competitive Advantages with “Strategic Objectives”

... *a Strategic Checklist published in 12 parts*

Introduction to a 12-Part Series

#1 - Constitute *Satisfactory* Lifestyle, Financial and Business Ambitions

#2 - Learn *Superior* Philosophies of Care and Power

#3 - Accumulate Strategic Knowledge and Power

Producing Competitive Advantages with “Strategic Objectives”

... a *Strategic Checklist published in 12 parts*

Introduction to Parts 4-6 of a 12-Part Series

#4 - Practice “Ethics of Power”

#5 - Produce *New Offers*, Practices, Narratives and Strategies

#6 - Develop *Superior* “Networks of Help”

Commitment -->

Direction -->

Velocity -->

Focus -->

Effective, Strategic and Competitive Action

... a *Strategic Checklist published in 8 parts*

Part 1: What are Commitment and Direction?

Part 2: What are Velocity and Focus?

Part 3: Why are the Principles of Commitment, Direction, Velocity and Focus Fundamental and Strategic, and Why do they Cascade from One to the Next?

Part 4: What Actions can we Take with Commitment, Direction, Velocity and Focus to Produce Satisfactory Returns on Investment to Fulfill Financial Ambitions? (week 4)

Part 5: What Actions can we Take with Commitment, Direction, Velocity and Focus to Produce Satisfactory Returns on Investment ...? (continued)

Part 6: What Actions can we Take with Commitment, Direction,
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Overview of Top 1% Sales Conversation Purposes
... a Strategic Checklist published in 4 parts

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For Top 1% Sales Conversation Checklists

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The Second Fundamental Source of Decline

Accept Declines!

“Situation”

The Second Fundamental Source of Decline

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Immature, Incompetent, Fantasy and High-Concept Ambitions Fail to Produce Top 1% Incomes

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Human Beings “Language” to Coordinate Action to Give Help and Get Help in Return

Disrespect Underlies all Strategic Mistakes People Make

The *Strategic* Purpose of Networks of Help, Autonomy and *Highly-Valued* Accomplishment

Common and *Uncommon* Identities and Leaders *are Different*

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Trust: How Others Think and Act About What We Care About

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Reality and The Bedrock of Value

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Identities of Superior Trustworthiness Enable People to Avoid Threats,
Obligations and Opportunities

The Importance of Offers, Requirements, Requests and Obligations

Trust

Your Narratives Must Produce Meaning

To be Top 1% Requires Expert Knowledge of Risk

Your Explanations of Authority must be Effective, Strategic and Competitive

Use Business Narratives to Establish Trustworthiness and Value, Leadership and Followership, and Effective Organizations

“Truths” about Reality

How Humans Adapt to Changing Economics

Ethics of Power for Top 1%

The Indifference Principle and Marginal Utility

Effective Strategies require Inventories of Tactics

Hierarchy of Power

Quality and Trust Production

Three Requirements for Effective “Strategies”

Tactics for Designing Strategy and the Strategies You Must Design

Intentions are Commitments to Action

Leadership is an Offer

Effective, Strategic and Competitive Speaking

Identities of *Superior* Trustworthiness and Value are *Strategic*

A Conversation about Top 1% Leaders and Leadership

Can You Speak the Relevance and Value of Your Offer?

Ambitious Businesspeople Use “Categories of Power” to Observe Power
in the Marketplace

Quit the Moods and Narratives of Labor that Thwart Intentions to Produce
Top 1%

Do You Know the Value and Purposes of Your Offer?

Obligations Enable People to Accumulate Power

There is No Value Without Action

The Universe is Deterministic. What does this *Mean* to You and Your
Networks?

Speaking Situations that are “Real”

What is the Meaning of “Meaning”?

Self Direction for Top 1% is Anchored in their Lifestyle, Financial and
Business Ambitions

To Perform in the Top 1%, Learn How Marketplace Drift Drives
Innovation

“Capital” is *Power* for Ambitious Businesspeople

Business Narratives are a Manifestation of your Personal Ambitions

To Transact for Power, Avoid Business Amateur and Business Labor
Strategies

Top 1% Income Requires You be Expert at Producing Markets;
The First Move in the “Sales Conversation”

To Perform in the Top 1% Requires Learning
How the World Operates Beyond Your Perception

The “Marketplace” is Always Working to Separate You from Your Money

Disrespect and Humility are “Real” Assessments that
Affect Concerns, Capabilities, Situations and Strategies

In *Real Life* Accumulating Knowledge and Power Requires
Time, Strategy and Knowing *What* to Learn

“Spaces of Possibility” are Essential for
Competitive Thought and Action to be Effective
... a Talk published in 2 parts

Part 1: What is a “Space of Possibility”?

Part 2: What Changes Your “Spaces of Possibility”?