

# The Network

June 11, 2008

Dear Participants, Alumni and Guests,

We invite you to attend “*The Aji Source Fundamental Strategy Workshop*” designed to increase the power of your strategic thinking to produce top 1% annual incomes and enterprise values with [The Aji Source Fundamental Strategy](#) on Wednesday, July 30, 2008, at The Santa Clara Convention Center, which is near the San Jose Airport.

Use of *superior* strategic thought and action is the only way to succeed fulfilling ambitions to produce top 1% annual incomes and enterprise values.

*This workshop will address concerns of business owners, executives, managers and salespeople who are new to The Aji Source Fundamental Strategy as well as current participants in our courses. (If you are just beginning to participate with the strategy or have not yet begun, see the reports from our students at the end of the invitation.)*

[Toby Hecht](#), Founder and CEO of [The Aji Network](#), will lead the event along with [Greg Scharnagl](#), Vice President.

The workshops will fulfill *The Aji Network*’s fundamental mission:

To help ambitious businesspeople accumulate *uncommon* knowledge and power -- *superior* capacity to think and act effectively with offers and practices -- to produce the competitive advantage and *superior* value necessary to generate top 1% annual incomes so that they can fulfill their lifestyle, financial and business ambitions.

Mr. Hecht will orient the group first to financial ambitions and gaps to help everyone become more clear about how much money is enough... and why. And he will present an overview of the description, meaning, relevance, value and purpose of *The Aji Source Fundamental Strategy* as a whole, as well as conversations and exercises to help with action plans for taking care of your career, leadership and business concerns.

Future workshops will focus on different parts and *strategic* practices of the 12-part (1700 pages) fundamental strategy.

Please consider the *strategic* value of attending the whole series.

As you engage in the exercises and practices in the workshop you will be taking a *strategic* step toward fulfilling your ambitions. The recurrence and recursion you practice with the strategy and the reciprocation with other participants is how people accumulate knowledge and power -- *superior* capacity to think and act effectively.

## ***Structure of the Workshop***

The workshop has three parts:

### ***Part #1 - A broadcast talk and paper***

Before the workshop we will broadcast a talk on our website for registered participants and provide a paper from our store for you and other participants to produce some shared background of concerns, distinctions and ambitions before the workshop begins.

We will offer [\*The Financial Ambition Exercise\*](#) and a copy of *The Ambition*, “How much money is enough... and *Why?*” to orient you in your financial ambitions and gaps. We will also offer a paper to introduce you to *The Aji Source Fundamental Strategy*.

### ***Part #2 - The workshop***

The workshop itself includes talks, papers, exercises and conversations that conclude with action plans to accumulate *superior* strategic knowledge and power for producing top 1% annual incomes and enterprise values.

This workshop will emphasize an overview of the entire strategy’s description, meanings, relevance, value and purposes.

Future workshops may focus on one or more of the specific parts, such as Producing Offers/Making Money or Holding *Highly-Compensated Leadership Roles*.

***Part #3 - After workshop forums and exercises***

After the workshop participants will have access for 30 days to special forums on our website where you can:

Discuss what you are doing with the strategies you have learned

Work further on the *strategic* exercises that were introduced

Think and design your strategies together to produce ethics, offers, networks, autonomies, accomplishments, identities of trust and value, leadership roles and business organizations

Build your relationships and networks

### ***Logistics for the Workshop***

**Dates:** Wednesday, July 30<sup>th</sup>

**Tuition:** \$500 for BPC, LEIP and *Aji Source* students and \$750 for guests.

The student price will be extended to guests for this workshop to introduce the offer. If the workshops are as valuable as we intend them to be, prices will rise to market rates of \$1200 - \$2000 quickly.

**Refund policy:** #1 – Before July 23<sup>rd</sup> \$275 of your tuition is a non-refundable deposit.

#2 – On or after July 23<sup>rd</sup> there will be no refunds.

**Registration:** Please RSVP by July 9<sup>th</sup>.

To RSVP, please e-mail us at [request@theajinetwork.com](mailto:request@theajinetwork.com) or call *The Aji Network* at (408) 730-2234.

**Location:** Santa Clara Convention Center  
5001 Great America Parkway  
Santa Clara, CA 95054  
(408) 748-7000

To view invitations to other workshops we are having please click on the links below:

[Phoenix, AZ Workshop on August 14<sup>th</sup>](#)

[Southern California, Costa Mesa Workshop on September 4<sup>th</sup>](#)

[New York, NY Workshop on September 16<sup>th</sup>](#)

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

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

### ***How you can use the workshop to fulfill your ambitions***

Use the workshop, first, to deepen your own knowledge and capacity to think and act *strategically* to produce competitive advantage and *superior* value.

Recurrence, reciprocation and recursion are the only way our nervous systems learn, and the workshop produces opportunities for all three.

Use the workshop to build your Networks of Help *strategically*, which means they help you fulfill your own plans of action to fulfill your ambitions.

Offer it to people whose ambitions may lead to their helping you in the future.

To *strategically* build your Networks of Help invite people who are clear that bottom 99% annual incomes are insufficient for taking care of present and future fundamental human concerns necessary for living a good life.

If they do not fully understand why or exactly how bottom 99% annual incomes are insufficient for taking care of immediate financial concerns and for producing the savings and investments they need to generate sufficient annual income during their old age, you can tell them that I will speak about it at the workshop.

Certainly the consequences baby boomers now face will be on their minds. I will discuss those at the workshop, too.

Since time plays a vital role when building power in the marketplace and with our finances, let's get to work seriously and quickly.

## ***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.