



A Gentle Walk

Through The Aji Source Fundamental Strategy

Earning a Living

or

Becoming Rich

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A Gentle Walk

Through The Aji Source Fundamental Strategy

Earning a Living

Becoming Rich

Let's take a gentle walk through *The Aji Source Fundamental Strategy* to get a sense of how it operates and how you might talk with yourself and your networks as you use it to “earn a living” and/or to become rich.

Before we begin the journey it helps to be clear about the context of marketplace, technological, financial and human concerns in which The Strategy exists. It is The Strategy's context that gives it its meanings, relevance, value and purposes.

“Earning a living” and becoming rich in *today's* marketplace have different meanings for your career, business, income and family because they exist in a new set of technological, economic and marketplace circumstances. Here's a summary:

#1 - You are working in the most complex, rapidly changing, competitive and technologically advanced global marketplace in human history.

To compete successfully enough to “earn a living” in your career or business so that you can survive, be free and live a good life throughout your entire life, or until you are about 90 years old, now requires a plan, strategy or set of instructions such as *The Aji Source Fundamental Strategy*.

Drifting aimlessly, or traditionally, trying to figure out how to make “more” money with raises, bonuses and promotions without being concerned first about whether it is “enough” money is certain to thwart your intentions to live a good life.

#2 - *You are working without a pension, or a sufficient one, which means you do not have guaranteed lifetime healthcare coverage either. So you need to save enough money to afford the goods and services everyone requires to take care of their most fundamental human concerns for 25+ years of unemployment during old age, or until you are 90 years old.*

Fundamental human concerns include housing, food, healthcare, transportation, family care, play, money and dignity.

The minimum amount you now need saved by your 60th birthday in order to retire without fear of the chronic stresses triggered by running out of it is between \$3m-\$5m to produce \$120k-\$200k annual income (in today's dollars). Age 60 is when the infirmities of old age that force people into retirement begin to assert themselves, according to doctors.

#3 - *The industrial revolutions have ended. The business philosophies and knowledge people invented to earn a living or become rich in those situations, such as using common sense, traditional business knowledge, busyness, determination, hard work, positive attitudes and thinking outside the box, are obsolete and no longer competitive.*

Computers and the Internet have made traditional business knowledge obsolete, stale, clichéd, weak, shallow and mediocre, which is why businesspeople who persist in using it cannot earn a living.

The Aji Source Fundamental Strategy has been used and tested for more than 30 years by thousands of businesspeople to increase their value enough to “earn a living” with incomes between \$400k-\$4m.

The Strategy helps you to learn about and take care of every fundamental human, financial, career and business *concern, situation, capability* and *strategy* effectively, strategically and competitively enough to fulfill top 1% financial intentions.

Financial Starting Positions

Whether you are a ***business owner, executive, manager, salesperson*** or ***individual contributor***, you start the walk from one of two financial positions:

Position #1: You are not making enough money to take care of your immediate concerns to live a good life now and to save enough money to avoid running out of it before you are 90 years old.

You are aware that your employment and income opportunities are decreasing and want to re-open them. CEOs and managers are going public with their demand that employees study new “strategic knowledge” at least 5 hours a week and pay for it themselves. “Strategic knowledge” enables people to design, fulfill or improve action plans (strategies). Businesspeople who decline to learn “strategic knowledge” that enables them to compete in today’s global marketplace are not wanted.

You understand the harsh consequences and chronic stresses that an unfriendly and indifferent marketplace triggers if you find yourself unable to afford the goods and services everyone requires, every day of their life, to survive, be free and live a good life.

You know you need to take action *now* because the income and savings gaps you need to bridge are as small right now as they are ever going to get. *But they are growing every day.* Earning too little income is the marketplace yelling at you as loudly as it can to increase your value.

Basic math says *now* is the best strategic time to increase your income and savings because you will need between \$3m-\$5m to produce \$120k-\$200k of income to retire, in today’s dollars. If you delay because you are “too busy”, don’t feel like it, don’t want to pay money, lack trust or because “this isn’t a convenient time”, *your competitors will not wait for you to get ready and the amount you need to earn and save will continue to increase until, eventually, it becomes impossible to fix.*

Position #2: *You are working to become rich.*

You earn a top 1% income above \$400k and have already saved enough money to retire, or more than \$5m outside your home or business.

Your Lifestyle, Financial and Business Ambitions are to become rich enough to not worry about money and to afford the best goods and services for you and your family.

You realize that you need “strategic knowledge” to become rich, or richer. It will enable you to produce the competitive advantages and superior value you need to sustain and grow. It will enable you to hold highly-compensated leadership roles and to design increasingly effective, strategic and competitive business organizations in rapid change, increasing complexity and intense global competition for the rest of your career.

You also realize you need help from employees, employers and colleagues who know the “strategic knowledge” required to help you invent, execute or improve your strategies, increasing the likelihood of fulfilling your ambitions.

You understand that when employees, employers or colleagues do not know how much money they *really* need to “earn a living”, they are not competent to understand how much money you or your customers need either, or why, and don’t care. This means they aren’t even trying to produce the value you need to succeed.

And in an intensely competitive global marketplace, how can anyone help you compete if they are unable to determine that they aren’t earning enough money to retire? How can they help you lead in the marketplace if they are not mature, dignified or competent to take their personal and relatively simple household financial obligations seriously, which is *the* first purpose of work?

For Business Owners, Executives and Managers

Business owners, CEOs and managers are now speaking out publicly about their worker's financial and business ambitions, or lack of them. They are no longer willing to hire people who are not studying "strategic knowledge" such as *The Aji Source Fundamental Strategy* on their own at least 5 hours a week so their skills and value become and remain competitive.

They realize that as long as their employees remain busily gripped in the work ethics and obsolete business knowledge that evolved during the industrial revolutions their every thought and action in today's hyper-competitive global marketplace will be uncompetitive: short-sighted, labor-based, mediocre and obvious, task-oriented, shallow, too simple, slow and late. (This is also why these employees cannot produce enough value for the business to "earn a living".)

Executives and managers know that their people must stop laboring, relying on their common sense and using obsolete business knowledge or they will not be able to fulfill the business' missions or their personal ambitions. Instead, employees must learn and practice how to think more effectively, *strategically* and competitively every day, all day, with "strategic knowledge" that enables them to learn, communicate, coordinate thought and action, and produce at the level and speed required to succeed.

Until employees learn how to design their own steady stream of fresh, new offers, practices, narratives and strategies with highly-valued marginal utilities to make them scarce relative to demand very quickly -- or at the rate of a new one every 15 minutes or so -- they can't even begin to think and act productively enough to help the business compete.

Nor can they produce enough value to "earn a living", which must stop in order to retain the best employees.

Not until employees, colleagues and employers learn The Strategy as well as the tactics or "strategic knowledge" needed to execute it, and along the way realize how much money they *really* need to make in order to "earn a living", can they even begin thinking and working seriously to produce the value business owners, executives and managers need to fulfill their ambitions.

Until they learn how much money they *really* need to earn and save, and as long as they think they are making “enough” money when they aren’t, they are not thinking effectively or even trying to increase their incomes by producing the value *you* need to fulfill *your* financial and business ambitions.

Be sure to have everyone in your Networks of Help -- employees, employers and colleagues -- join you in learning The Strategy. The more they learn how to think and act *strategically* the more likely all of you become to fulfill your financial and business ambitions to “earn a living” or to become rich.

The Aji Source Fundamental Strategy

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

Earning a living for one's family and oneself is the most important, practical and dignified purpose of work.

Lifestyle, Financial and Business Ambitions are *strategic*. They flow into existence sequentially and depend upon one another for their relevance, value and purposes. Your commitments in this part counter aimless drift, which if not countered will thwart your financial intentions.

Your ***Lifestyle Ambitions*** are commitments to your future that predetermine the amount of money you need to earn in order to afford the goods and services everyone requires to take care of their most fundamental human concerns. These include housing, food, transportation, health care, family, money, coping with new situations and dignity. Everyone shares the same fundamental concerns. Only the specific ways they prefer to take care of them, or that are available to do so, differ.

If, for example, you require \$200k/yr to take care of your *immediate* human concerns, you also need to earn enough money each year to ultimately ***save*** 25 times the \$200k, or \$5m, not including inflation, to produce the same income throughout your *old age* when you can no longer work, or until you are at least 90 years old. These numbers determine your ***Financial Ambitions***, or commitments, which let you fulfill your Lifestyle Ambitions.

This means you may need to earn \$350k/yr -- \$200k for immediate concerns + \$150k for producing retirement savings -- to fulfill your Financial Ambitions. This amount determines your ***Business Ambitions***. Every offer, practice, narrative and strategy you design ***must produce this income, every hour of every day for the rest of your career.*** So must every accomplishment you produce, identity you establish, role you hold and business organization you lead.

You dare not drift aimlessly seeking only “more” money with raises, bonuses and promotions, as is traditional, without first being concerned about whether you are making “enough” money. If you do, you decline the opportunities to make “enough” without even trying.

The Strategy is a set of fundamental instructions that counters aimless drift by focusing your every thought and action on producing the competitive advantages, superior value and high incomes required to fulfill your intentions to “earn a living” or to become rich.

The 12-part Strategy begins with constituting your ambitions so you know the ultimate objective of *every* thought and action you take for the rest of your career or until you fulfill your Financial Ambitions.

#2 - *Learn superior philosophies of care and power*

Business is a game of power.

The people and businesses with the most power “win”.

Here’s a practical way of describing, *fundamentally*, how today’s global marketplace is different from the marketplace two centuries of industrial revolutions produced: Businesspeople are faced with new *threats* to avoid, *obligations* to fulfill and *opportunities* to exploit. Each one requires new interpretations and skills. The relatively slow, simple and local marketplace situations that appeared during the industrial revolutions *no longer exist*.

And when people say the global marketplace is changing rapidly, they mean that the *concerns, situations, capabilities* and *strategies* needed to compete successfully enough to “earn a living” or to become rich are changing rapidly, requiring that thought and action become more *effective, strategic* and *competitive* with the help of technology.

To fulfill your ambitions you need to know, first, what human, financial, career and business *concerns* you need to take care of, to what standard and why. These and much more are your *philosophies of care*. If you miss any of the 47 fundamental concerns in The Strategy -- 13 human, 12 career and 22 business concerns -- you leave openings for distrust, lack of value, little or no authority, declines to your leadership offers and inability to compete successfully enough to fulfill your intentions.

How do you compete successfully? First, you compete with your *philosophies of power*. In this part you learn what power is and how to use it to compete or to fulfill your financial intentions. This part includes learning to use Sources of Power, Forms of Power, Categories of Power, Operations of Power and Methods of Accumulating Power, all of which can help you think about how to compete successfully enough to “earn a living” or to become rich.

This new “strategic knowledge” leads you to assess and locate the additional “strategic knowledge” and power you need to accumulate in the next parts.

#3 - Accumulate strategic knowledge and power

Now that you know (#1) your end-of-career financial and business *objectives*, (#2a) the *concerns* you need to take care of at all times and under all circumstances to succeed and (#2b) how to compete successfully with superior power, you and your networks need to convert your “understanding” and commitments into practical capabilities that are *effective, strategic and competitive enough* to fulfill your ambitions.

Competitive situations are evolving more rapidly than ever before in marketplace history. You need to know many brand new tactics and strategies that only computers and the Internet enable you and your business to execute. They literally did not exist during the industrial revolutions.

For instance, you need to know how to produce marginal utility for new offers, practices, narratives and strategies you design very quickly; how to explain descriptions, meanings, relevance, value and purposes competitively; how to assess the strategic value of networks, identities, roles and organizations; how to constitute a career or business, build capital structures and hold a high-level strategy; and how to design a new practice on the spot when you confront a new marketplace situation.

#4 - Practice “Ethics of Power”

These were called “work ethics” during two centuries of industrial revolutions. They instructed people to work hard with determination, to rely on their common sense and to always be busy *as if they were machines that did not need to learn*. Now those work ethics are obsolete, stale, clichéd, weak, mediocre and uncompetitive. People and businesses who work this way today cannot compete successfully enough to “earn a living” or become rich.

Ethics of Power are a new and different set of practices for accumulating knowledge and power in rapid change, increasing complexity and hyper-competition. They lead to a different way of working. Their focus is the continuous production of “strategic knowledge” and power, competitive advantages, superior value with *highly-valued* marginal utilities, and high enterprise values and incomes, all of which you need to fulfill your Business and Financial Ambitions.

#5 - Produce a steady stream of fresh, new Offers, Practices, Narratives and Strategies with highly-valued marginal utilities that make them scarce relative to demand; Make money

These four skills are now the fundamental Source of Power people and businesses must learn and cultivate in order to compete successfully in rapid change, increasing complexity and intense global competition.

To the extent people and businesses fail or decline to acquire the “strategic knowledge” to design, craft, speak, fulfill and satisfy with a steady stream of fresh, new offers, practices, narratives and strategies at the rate of a new one every 15 minutes or so, *they cannot participate in the global marketplace, “earn a living” or become rich. Period.* (30 years of income statistics ground this claim.)

Both employment and high-income opportunities are shrinking for businesspeople without these skills. Businesspeople who won’t learn them produce identities or assessments by others that they cannot quickly adapt or produce the higher amounts of value now required to compete successfully.

#6 - Develop superior “Networks of Help”

The days are over for very busy lone rangers who work hard with determination and who rely on their common sense, instead of learning to use underlying mechanisms to assess and design new actions.

Today businesspeople *fail* to “earn a living” or to get rich when they (#1) work alone, (#2) work with a common network that still relies on common sense and obsolete business knowledge, or (#3) decline help learning new tactics and strategies required to design a steady stream of new offers, practices, narratives and strategies.

Networks of Help are essential Sources of Power to produce, maintain and increase competitive advantages, superior value and high incomes. They include Networks of Professional Help, Transaction, Tactical Support, Discursive Support and Love. All are essential *strategically* in order to “earn a living” or to become rich.

#7 - Increase autonomies or freedoms

The first strategic use of your networks -- employers, employees, colleagues, customers, vendors and teachers -- ***is to increase your autonomies.***

In the past being “too busy” to learn showed that you were appropriately serious and focused on a task, determined to produce the result and hardworking. Now it means you are *not serious enough to learn and not competent managing your family and work practices*. It means you lack the autonomies required to move effectively, strategically and competitively in rapid change, increasing complexity and intense global competition. With too few autonomies you are late, slow, unreliable and mediocre, which dissatisfies your customers, employers and employees. This marginalizes you away from high incomes and makes it impossible to “earn a living”.

To earn a living or become rich in rapid change *means* you must be free to move on to the next situation that will enable you to make enough money to fulfill your financial intentions. If you are stuck performing duties or completing tasks that do not and will not generate the income you require, you will fail to fulfill your financial intentions. The more “important” you make these not so valuable duties sound to customers, employers and employees, *the more incompetent your judgment and knowledge appear.*

#8 - Produce highly-valued accomplishments

This is the second strategic purpose for your Networks of Help. An accomplishment is the result of fulfilling on the promises of an offer or any other commitment.

You use your Network’s help to produce a steady stream of fresh, new and highly-valued accomplishments that no one else but you and/or your business can design for customers, employers, employees and colleagues. This makes them scarce relative to demand so the pricing for your offers can be high.

Producing a steady stream of *highly-valued* accomplishments is the basis for your identities. They are definitive proof, and the only proof, of your *superior* trustworthiness, value, authority and leadership.

#9 - Establish identities of superior trustworthiness, value, authority and leadership

Computers and the Internet have made identities global, rather than local. They travel through the global marketplace instantly. The best characterizations about the most powerful business leaders appear on everyone's computer screens all day, every day. You need to compete, which means your thoughts and actions need to equal the value produced by the most skilled, ambitious and aggressive global competitors every day.

Identities are really characterizations about you or your business that affect people's assessments about the *costs, risks and returns* of your offers, practices, narratives and strategies. *Superior* identities are money in the bank because they announce low costs and risks with high returns. This is a precondition of leadership.

To produce identities (after you produce highly-valued accomplishments) you need to learn how to speak complete and powerful business narratives that explain the descriptions, meanings, relevance, value and many purposes of your accomplishments.

#10 - Hold highly-compensated leadership roles

*The strategic purpose of holding leadership roles is to **amplify** the power of your "strategic knowledge" and Networks in order to fulfill ambitions.*

Leadership is a fundamental Source of Power and an offer of help like any other; so you need to know how to design and master the skill. (It's easier than people usually think.)

The nature of all leadership offers is fundamentally the same. They all offer to help people called "followers" to fulfill their intentions by helping them to *avoid threats, fulfill obligations and exploit opportunities* in new situations. To be a "follower" people must accept your interpretations and requests for coordinated thought and action.

Normal Leadership is simple, straightforward and natural. Children do it easily. *Competitive Leadership* is the challenge, and The Strategy sets you up to lead effectively, strategically and competitively.

#11 - Build competitive business organizations, and networks

*The strategic purpose of building business organizations is to **further amplify** the power of your “strategic knowledge” and Networks for fulfilling your ambitions.*

Business organizations are arrangements of people who know how to *learn*, make and fulfill *commitments*, *coordinate thought and action* and *produce* a steady stream of fresh, new offers, practices, narratives and strategies (OPNS) that both leaders and followers require to fulfill their intentions.

The first six of 22 fundamental business concerns are needed to begin building any business organization. They are (#1) *constitution*, (#2) *capital structures*, (#3) *strategy*, (#4) *sales*, (#5) *production of new offers* and (#6) *profitability*. Capital structures, for example, include human capital, capital inventories, capital equipment, operating capital and financial capital.

Your ability to build your own business organizations is essential to amplifying your “strategic knowledge”, leadership roles and identities throughout the marketplace.

#12 - Anticipate future threats, obligations and opportunities

Anticipating marketplace changes *strategically*, or with action plans, to act in advance of new threats, obligations and opportunities in order to fulfill your financial and business objectives, is essential. This skill offers you competitive advantages against slower, weaker, less strategic, less educated and less able competitors, especially when in the midst of rapid change, increasing complexity and hyper-global competition.

Acting in advance of changes brought about by non-stop competitive pressures and marketplace drifts -- technology, demographics, politics and economics -- lets you and your networks produce a steady stream of fresh new OPNS, enabling you to stay ahead in the marketplace where profits are high enough to enable you to fulfill your financial ambitions.

If you don't anticipate new threats, obligations and opportunities, your offers will be late, mediocre and unable to command a premium, thwarting your intention to make “enough” money.

How to Learn and Use The Strategy

To Earn a Living

To Become Rich

You learn *The Aji Source Fundamental Strategy* linearly or in the order it builds power. But you use it in both directions and as a whole to fulfill your ambitions.

The Strategy is a set of fundamental instructions to accumulate the new “strategic knowledge” businesspeople need to “earn a living” and/or to become rich with their careers or businesses.

Merely reading and understanding The Strategy to assess its value without engaging with it fully does no good. You must learn it well enough to modify how you think and act so you can execute it every day, all day.

When and if you see it is necessary to learn more about The Strategy, or the tactics needed to execute it, such as how to design a new offer, *please call The Aji Network or visit us at aji.com.*

The ***moods*** you cultivate while working with The Strategy are most important. Here are the moods to develop and cultivate deliberately:

- | | |
|-------------------|---|
| <i>Ambition</i> | Holding your commitments to make “enough” money to live a good life throughout your entire life resolutely and with dignity, especially when stressed |
| <i>Wonder</i> | Being surprised, amazed and admiring of all there is to learn about life and business that you do not know, while allowing what you learn to modify how you think and act |
| <i>Enthusiasm</i> | Eager, interested and joyful about all the learning and work you need to do in order to fulfill your intentions to live a good life |
| <i>Passion</i> | Eager, zealous, animated and even fanatical about the future you are producing for yourself, your family and your networks |

Once you have learned the description, meanings, relevance, value and purposes of each part of The Strategy you use it two ways to produce, maintain and increase the competitive advantages and superior value required to fulfill your Business and Financial Ambitions.

Method #1: *Execute all 12 parts of The Strategy simultaneously* to steadily improve your “strategic knowledge” and the networks, competitive advantages, superior value, enterprise values and incomes you need to fulfill your Financial Ambitions.

As your execution of each part improves your fresh, new offers, practices, narratives and strategies will become more compelling, competitive and valuable. This enables you to build your Networks of Help -- your customers, employees, colleagues and employers -- in order to increase your autonomies, produce highly-valued accomplishments, develop your identities, hold highly-compensated leadership and build more powerful business organizations.

Each part of the strategy produces the foundation required to execute the part that follows. *Superior* OPNS (part #5) are required to produce uncommon and *superior* Networks of Help (part #6). Being able to hold *highly*-compensated leadership roles (part #10) is required to produce powerful business organizations (part #11).

Method #2: *Diagnose your strategic weaknesses, or the weaknesses of your organization or business, by looking backwards through The Strategy* to assess where you are weak tactically or strategically. This lets you and/or your networks learn missing “strategic knowledge” needed to execute The Strategy satisfactorily to enable you to fulfill your Business and Financial ambitions.

For example, if you are not able to produce *highly*-compensated leadership roles (#10) look back at your identities (#9) or your accomplishments (#8) or your autonomies (#7) or your networks (#6). This reveals what you need to learn or accomplish in order to improve your capabilities to execute The Strategy effectively, strategically and competitively.

If you are a **business owner, executive or manager**, learn The Strategy so that you are oriented, or are familiar enough with each part, and **then have your employees and colleagues learn The Strategy with you so you all become more competitive.**

When your employees, employers or colleagues don't know The Strategy, don't know your "strategic knowledge" and/or don't hold some version of your Financial Ambition to make enough money to qualify as "earning a living", they continue to work *as if* the industrial revolutions have not ended without realizing it. As long as this continues, their efforts will actually thwart your intentions, no matter how bright, hard working and determined to get the job done they are.

Instead of letting these employees, employers or colleagues work hard with task-orientation and stale, uncompetitive knowledge, have them learn to execute The Strategy full time. Help them build *their strategic capabilities* in order to help *you* compete successfully in today's rapidly changing, increasingly complex and intensely competitive global marketplace, to fulfill your business and financial intentions. They'll get "smarter" and more valuable very quickly, and so will you.

Lead them to one paper and one video to have them begin seeing business and the global marketplace in a completely different way.

* Learning to execute The Strategy has enabled thousands of businesspeople over more than 30 years to begin competing successfully in the global marketplace with their computers.

This has enabled them to increase their incomes, on average, by more than 80% in less than two years.

If you are a **salesperson or individual contributor**, begin executing The Strategy and watch as your value and income increases.

To attract colleagues with whom to think, design and act to build your networks and career, have them learn The Strategy.

You will need to ask colleagues, including managers, to join you in executing The Strategy in order to produce, maintain and increase the competitive advantages and superior value required to fulfill your Lifestyle, Financial and Business Ambitions.

It is no longer possible to compete successfully enough to “earn a living” or to become rich as a lone ranger no matter how much you learn or how hard you work.

Need or want help using The Strategy?

Call us at (408) 730-2234

We've helped thousands of ambitious businesspeople learn and use *The Aji Source Fundamental Strategy* to earn incomes of \$400k-\$4m for over 30 years.

Want to learn more about The Strategy?

You have just read the “***short version***” of *The Aji Source Fundamental Strategy*.

A “***medium version***” will be available soon. A “***book version***” will follow.

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