

Masterclass Summarized Transcript



 A Force for Good

Build Your Transformational Map™

Discover the Hidden Reason Your Company Isn't Growing

Transformational Map™

New Desired Outcome: _____

By When	How You Will Know	Top Skills	Key Competencies	Who Will					
Results & Outcomes	Skills, Attitudes & Competencies	Systems & Resources	Thoughts & Beliefs	Limiting Thoughts & Beliefs	Fears & Resistance	Excuses & Rationalizations	Vainness & Shame	Feelings	Fear

THE BRIDGE

Current Situation: _____

Negative Feelings: _____

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Welcome & Purpose

[00:00:00] *Welcome to Build Your Transformational Map™: Discover the Hidden Reason Your Company Isn't Growing.*

Today, we'll create a **map of transformation** toward a goal you desire.

Often, I invite people to focus on a **12-Month Breakthrough Goal**. But this tool is flexible—you can use it for a 30-day sprint, a 3-year target, or that 12-month breakthrough.

Sometimes we create the map individually; other times, as a team. In this walkthrough, I'll focus on the **team perspective**—helping you see what's really holding you back, what needs to change, and how to unlock the recipe for growth.

What Is the Transformational Map™?

The Transformational Map™ is a **visual representation of the change you're trying to create**.

It makes the unconscious conscious:

- **Inner dynamics** (beliefs, feelings, resistance)
- **Outer dynamics** (systems, actions, resources)

When you map it, you:

- Understand the **fundamentals and architecture of change**
- Consciously see what will accelerate growth and what could slow it down
- Reveal the **hidden reasons** why we don't follow through on what we say we'll do
- Connect outer achievements (customers, revenue, profit) with **inner riches** (self-worth, creativity, resilience)

💡 *Here's the truth:* You can unconsciously build bigger companies and never claim your inner riches. But if you intentionally connect outer growth to inner growth, the **journey becomes a gymnasium for your personal greatness**. Even hard times start to feel different—they're understood as **teachers for growth, not punishments**.

Step One: The Hamster Wheel

Before we talk transformation, let's talk about your **hamster wheel**—your current business operating system.

- Your hamster wheel is **wonderful**. It's already producing results.
- It reflects your **systems, people, processes, competencies, beliefs, accelerators, and constraints**.
- Without extra intervention, it keeps running—producing your **current impact, scale, and profit**.

✦ *Pause and honor this wheel.* It's likely already producing more results today than it was a year ago, or five years ago.

But: if you want new results, you need to **step off the hamster wheel, work on it, and evolve it** into a new one—capable of producing new, desired outcomes.

The Three Parts of the Transformational Map™

Think of the map as three parts:

1. **New Desired Outcomes** – the top of the map
2. **Current Situation** – the bottom of the map
3. **The Bridge** – everything in between

We are always living in a **bridge** between where we are now and where we want to be. The goal is not to fear the bridge but to:

- Expose it
- Make friends with it
- Treat it as a journey of empowerment and enrichment

That way, the process becomes **confidence-building** instead of defeating.

Define Your New Desired Outcome

Start by writing down your **12-Month Breakthrough Goal**. Make it:

- Specific
- Measurable
- Achievable with greatness
- Resonant
- Time-bound

Example Goal:

- *Double new customers from 500 per year to 1,000 per year by December 31, 2025.*

Step 1: Feelings

- Ask yourself: *How will achieving this make me feel?*
- Remember: *All goals are unmet feelings in disguise.*
- In this case: *empowered, confident, strong.*

Step 2: Why This Goal Matters

- Will it bring traction and growth?
- Allow reinvestment?
- Make it possible to pay yourself more?
- Open opportunities for your team?

Step 3: Learning & Integration

- Ask: *What will I and my team learn along the way?*
 - The gift may be a new **inner superpower**.
 - *The gift of knowing you are resourceful.*
 - *The gift of discovering you can overcome objections.*
 - *The gift of becoming a stronger leader.*
-

Define Your Current Situation

Now write down where you are today. Be concrete.

Example:

- *Last 12 months: 500 new customers.*
- *Barely paying myself.*
- *Marketing didn't work.*
- *Stress at home—strain in my marriage.*
- *No clear solution in sight.*

Add the **negative feelings**: frustrated, overwhelmed, stressed.

Contrast this with your desired outcome. That contrast is the essence of transformation.

The Bridge: The Path of Change

Between your current situation and your goal lies the **gap**. That's where the real work happens.

1. New Actions

- Implement new systems
- Fine-tune the sales funnel
- Measure conversions weekly
- Hire key people
- Improve sales experiences

2. Milestones (“Light Posts”)

Intentionally set markers along the path:

- 200 customers → 750 customers → 1,000 customers

These milestones signal progress and train your brain to recognize achievement.

3. Skills & Competencies

- Sales model implementation
- Objection handling

- CRM mastery
- KPI tracking

4. Systems & Resources

- Daily huddles
- New dashboard tracking
- Fun gamified incentives
- Celebrations (weekly wins, quarterly recognition)
- External consultants or funding

The Internal World

Transformation requires inner work as much as outer execution.

Limiting Thoughts:

- *This isn't going to work.*
- *I don't have time.*
- *If I ask for change, my team might quit.*

Empowered Thoughts (the opposites):

- *We're unstoppable.*
- *We can solve any problem.*
- *We've got this.*

Fears & Resistance:

- *What if we fail?*
- *This feels uncomfortable.*
- *We've always done it this way.*

Possibilities Unlocked:

- *We are brave and strong.*
- *We can do hard things.*
- *We embrace change.*
- *I am a phoenix rising from the ashes.*

Excuses & Rationalizations:

- *I didn't have time.*
- *The client needed me.*
- *I was too tired.*

Resourcefulness & Abundance:

- *We are scrappy and savvy.*
- *We already have everything we need for the next brave step.*
- *Even in difficulty, we find solutions.*

Blame & Victimhood:

- *We don't have the right systems.*
- *It's someone else's job.*
- *The budget wasn't enough.*

Choice & Freedom:

- *We always have options.*
- *We are capable and resourceful.*
- *We can trust ourselves to grow.*

Embracing Feelings Along the Journey

Anticipate the **emotional journey**:

- **Fear-based feelings:** frustrated, judged, resistant, overwhelmed.
- **Love-based feelings:** celebrated, proud, resilient, encouraged.

Ask:

- How will people feel when they stumble and fall?
- When they're held accountable?
- When they achieve a win and a customer is delighted?
- When they realize they can do what they didn't know how to do before?

Capture all those emotions. They are part of the transformation.

Integration & Takeaways

Congratulations—you've just completed the Transformational Map™.

Ask yourself:

- What did I learn about my desire and about creating it?
- What holds us back as a team?
- What can propel us forward?

Through this journey, you'll unlock the **Four C's of Growth**:

1. **Courage**
2. **Commitment**
3. **Confidence**
4. **Competence**

Closing

Thank you for taking this time to create your Transformational Map™.

I hope you've discovered:

- a glimpse of your **personal greatness**,
- clarity on how to serve your **team and company**, and
- energy to step into your next level of **leadership**.

Go make the world a better place.