**CLARITY OF ABSOLUTE BUSINESS PURPOSE**

**How to identify where your clients and customers want to go to in future and mobilize internal purpose driven capabilities and upskilling to build standard of beliefs that guides, inspires and support transformative outcome result in your niche market and wins.**

**It explains the business philosophy that drives growth clarity, you must keep clear in your mind, so that your business grow, and scales.**

**What the fundamental ideas, that determines levels of your result and impact are?**

**WEALTH CREATION CONCEPT**

1. **Wealth is acquired and strengthened by adding more value.**
2. **If you can do more for others than anyone else is doing in the market, you will dominate.**
3. **Its only a matter of time, you will build a brand.**

**Business success cycle**

**BUSINESS SUCCESS CYCLE**

**Mindset business insight**

**Skillsets business process**

**Emotional massive action drive**

**Ask yourself?**

* **what can I do to add more value today?**
* **How can you Commit to incremental improvement.**
* **How can you Work harder on yourself than you do on your job. By Jim Rohn.**
* **Peter Druker identified business as two things. Innovation and Marketing.**
* **You must know who your ideal customer is and turn him to a raving fan clients so they will refer others to you.**
* **You must create irresistible offer.**
* **Don’t fall in love with your product, fall in love with your customer.**

**BUSINESS SUCCESS CYCLE STRUCTURE**

Potential

Certainty/ believe.

Action

Result

Question marks?

1. How do we get ourselves to know the market to enter and grow?
2. How do we get ourselves to execute activities and processes?
3. How do we get ourselves to act?

It all start, with success cycle.

Everything in life is in a cycle of challenges, risk and uncertainties.

Everything is created twice.

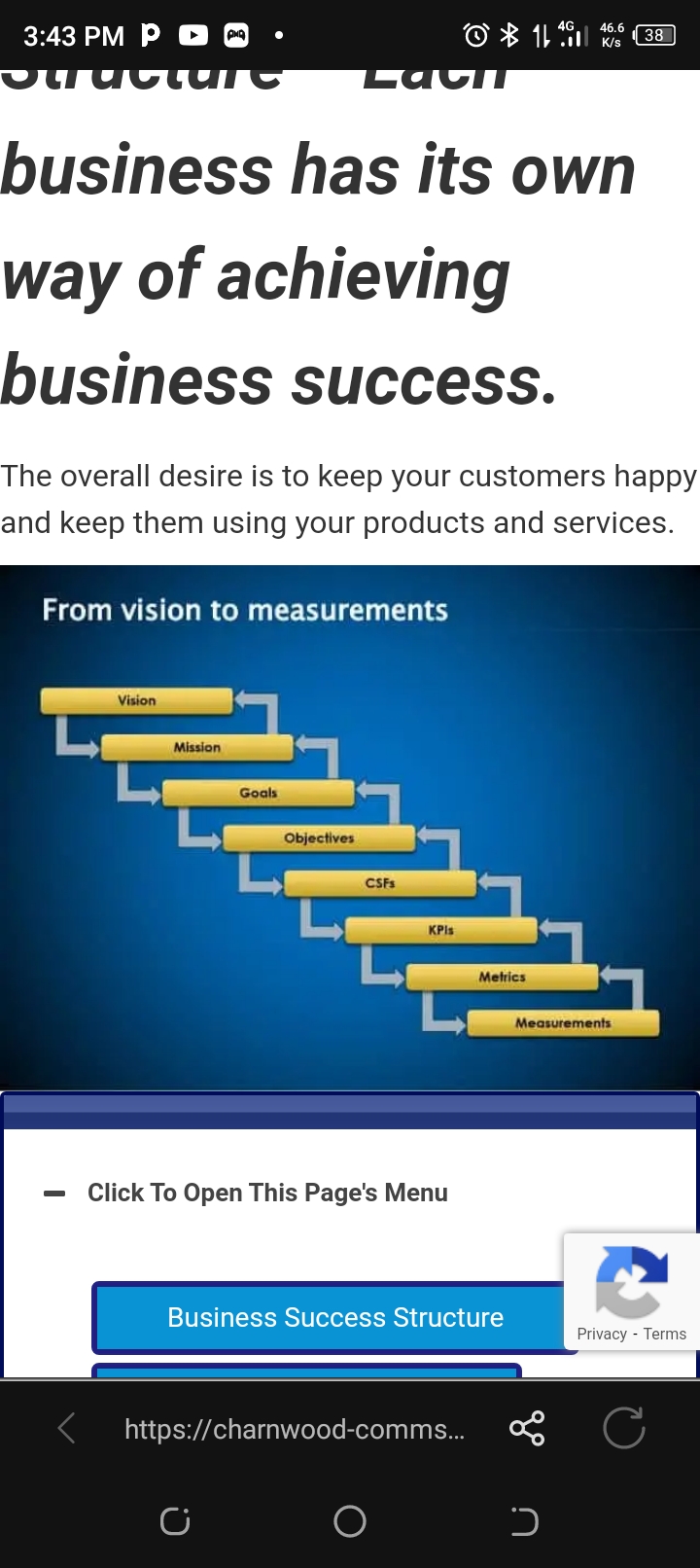
* + - First in the mindset.
    - Second by skillsets

Having a vision and mission are key success factors.

**VISION**

A business long-term promising opportunities perception, in an industry market of interest, as future image. Inspiration in respect of three to five -or- ten years objectives and goals.

Emphasizing wealth creation, good looking, healthy being, financial growth, business growth as what they humanly desire to achieve in business. Its customer centric focus on perception of market size, growth rate, competitive parity, and profitability potentials in a specific niche market. It provides the base line for authentic emotional actions.

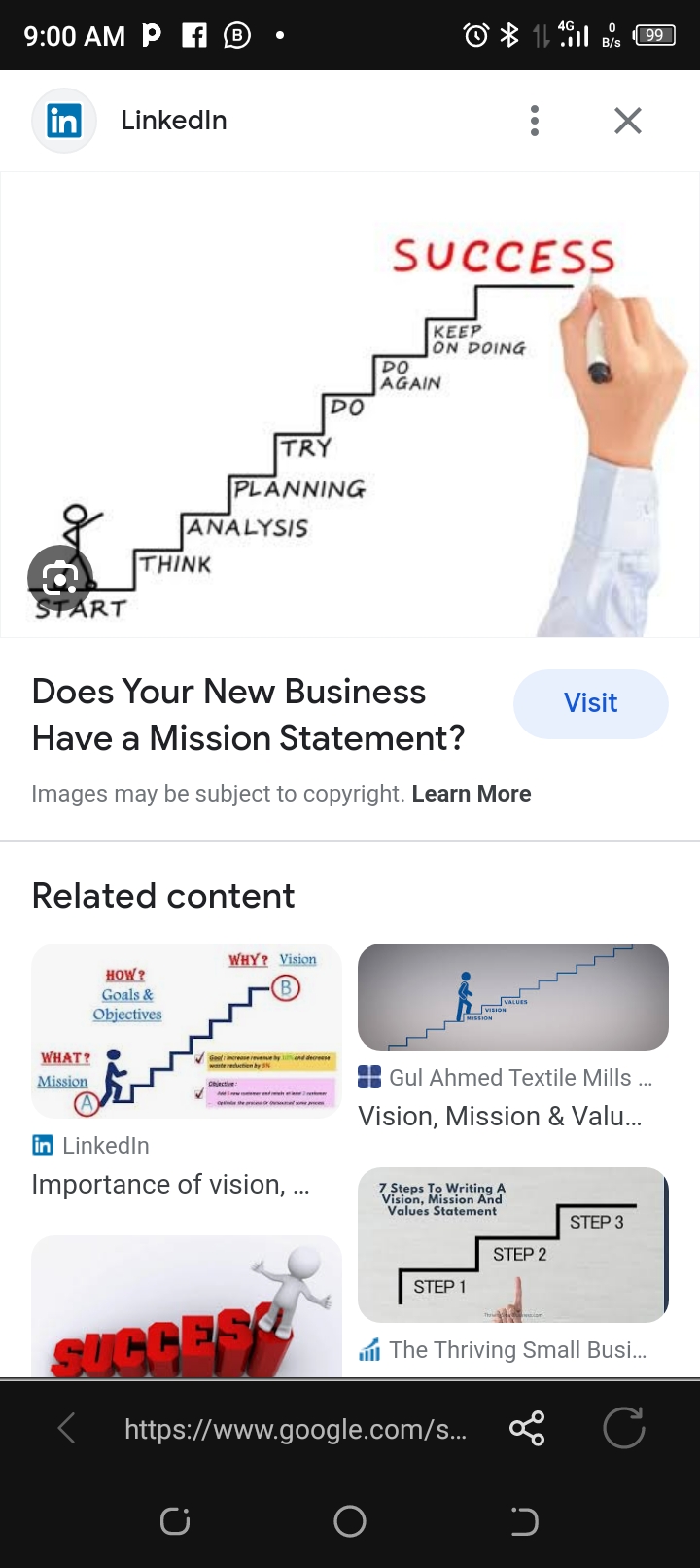


**MISSION**

A business baseline that breaks current situation and vision finishing point boundaries to overall market gap, with further small pieces, for step-by-step mission accomplishment processes. It provides a business framework and context structure to emphasize mindset, skillset, action set and value exchange relationships to finishing line mission accomplishments. While expressing market change influences to guide mindset shifting priorities

It provides, a coordinated functional integration, between internal, and external

Business activities and processes to emphasis pathway clarity focus in market.



Inner works

mindset marketing

logical mindset

emotional mindset

physical mindset

inner blocks

External future works

Market specifics

Prescence

Process

Insight

Momentum

Input/output result

Strategy

Commitment

Actions

Operations

**BUSINESS FRAMEWORK STRUCTURE**

**The three driving steps to purpose driven success.**

**Minset marketing.**

**Skillsets marketing.**

**Emotional massive actions selling.**

**MINDSET INSIGHT**

INNER STATE

Psychographics

Wants and values

Demographics

Linguistic mood

Positive or negative

**Everything in life is created twice. First in the mindset.**

**Second, by skillsets.**

**THERE IS INTERNAL STRUCTURE THAT DETERMINE BEHAVIOR.**

Logical Mindset

SS Emotional mindset.

INNER

STATE

Physical mindset

Inner blocks

Demographics

Psychographics

Linguistic mood

**You are inspired to think about the audience first.**

**Receive brave thinking, and inspire the audiences**

**It gives them brave confidence to carry out purpose driven functions.**

**INTERNAL ORGANIZATION FUNCTIONAL STRUCTURE**

1. NEEDS – value creation, activity and processes
   * 1. Connection with customer personality, attitude, values, interest.
     2. Connection with customer problems
     3. connection with customer deepest desired outcomes
2. PURPOSE – answers the questions
   * 1. why are you in this market?
     2. who are you serving in the market?
     3. what is value to them or to whom you are serving?
     4. how can you make them succeed?
3. THOUGHT LEADERSHIP –
   * 1. Mindset
     2. Skillset
     3. Action set
     4. Value exchange relationship
4. VISION – vision of future market structure and emotional actions
5. MISSION – vision break down to small pieces within business framework guide to transformational result achievement.
6. OBJECTIVES – profit, increase sales volume and values, increase market share, ROI, net profit.
7. SMART GOALS – it explains current situation and where you want to go to.

**Thank you for investing your time and energy with us today. We appreciate.**

**Sylmaaconsulting. GSM 234 8066691059.**

* **Business virtual coaching.**
* **Consulting**
* **Training sessions.**