



CLARIFY CHART COALIGN

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The Leader Persona Pathway Video Transcript

Hi Pat Alacqua here.

As any successful leader will tell you, business-building is a journey. The challenges that arise while growing a business require you to not only take action, but to take an introspective look at your goals, the knowledge and skills you personally need to reach them, and the mindset required for successful problem solving.

When it comes to this journey, people tend to talk a lot about the “where:” where are you now, where are you coming from, where do you wanna go.

Well, today I wanna talk about the “**Who.**” Who are you now in your pursuit of moving both your career and company forward, and who do you wanna become?

Why is this important?

Because if you can define yourself and the role you need to play to be successful, you can determine the actionable changes required of you, the new knowledge you need to gain, and the specific tools you need to take your success to the next level.

Let’s take a deeper dive into this concept, and as we do, think about who you identify with the strongest, and, who you ultimately aspire to be. I call this the Leader Persona Pathway. To give you a clear understanding, we’re going to visualize this concept as a set of circles, each one reflecting the “role” that we’ll be exploring. Notice what happens as we move from one to the next.

Let’s begin!

The Spectator: As a Spectator you have goals and dreams for your business; you can envision where you would like it to go but have no real plan for getting it there. You’re perhaps feeling stuck, or even fearful, and you’re sitting on the sidelines because you lack the tools needed to take real action in moving your business forward.

Spectators have a desire to learn what they need to know and are motivated to put their ideas into play, but need that first push that will give them the knowledge—and confidence—to do so. Many people will stay Spectators indefinitely, leading to a career and business that never quite

takes off, despite the potential it has.

This takes us to...

The Wanderer: As a Wanderer you've gotten in on the action but are lacking focus and vision. You perhaps have taken some small steps to get closer to reaching your desired outcomes when overcoming challenges, but have done so without a well-thought out, or sustainable path to and through, successful implementation. This aimless approach can lead to a 1 step forward, 2 steps back pattern, leaving you feeling frustrated and defeated before you've had the chance to see where your ideas could lead you.

It's a bit like taking a Road Trip without a map: you know where you'd like to end up and you've started the journey, but without clear direction you'll likely end up on a very long trip filled with wrong-turns and unknowns, and ultimately, taking a U-turn back to home base.

This leads us to...

The Pursuer: As a Pursuer you've figured out the path you need to be on, the groundwork has been strategically laid, and you're working hard to implement your ideas, but without any real approach to efficiency and effectiveness. Something I like to call working Smart. You ARE "in the game" and are clear on how to get to your end goals, but the moves you're making lack power, strength, and speed.

You're inspired by the knowledge that you're on the right path and the desire to pursue your business goals is there, but you're having to work harder and longer to reach them. You haven't quite figured out the formula that will get you there...but you're close. In other words, you've got the WORKING HARD down and are getting some results, you're just not quite there with WORKING SMART—and this is where you see *true* changes in your business.

This brings us to...

The Propeller: As a Propeller you are now actively on that path to driving your company forward. You have determined the right steps to take and are implementing them with clarity, efficiency and some speed, and, you've acquired some of the tools you need to make timely decisions, advancing your business steadily. You can even feel the momentum starting because those on your team are beginning to understand what they need to do to play their roles most effectively, leaving clues that real alignment could be possible. Now, this is a place where you could easily stop, thinking it's "enough" to sustain. Business is doing well, and you feel confident.

But your ultimate goal of putting things into high gear isn't being reached— all of the pieces are there but you're constantly needing to keep it all running in order to ensure they are fitting together properly. What you're missing is leverage, that key strategy that creates an environment of real collaboration and alignment. The process that closes everyone's knowledge gaps and gets the team rowing in the same direction. The point in time where everything is in place and working without the need for your involvement in every component. This is where building real sustainable momentum can catapult you and your company to the next level, and improve your business infinitely.

We now arrive at....

The Accelerator: Your career and company are now moving forward at full speed! You've implemented the right tools to be on the fast track to reaching your desired outcomes. You've become a powerhouse leader, harnessing strategies that impact your company in the ways you need them to, and leading teams that are aligned and motivated. The groundwork has been laid, the goal of working SMART has been reached, and you're now able to leverage the skills and processes you've learned to create automated, limitless growth...at maximum speed. This is the ultimate goal—or should I say role—for any entrepreneur or business leader—to get your company to a place of continual advancement, and into a constant state of moving forward...and upward.

Now, the big question you need to be asking is: *How* do I step into the role of The Accelerator?

Well, I have the answer for you.

But first, let's summarize what we've learned. We have now explored all of the roles that you could be playing, past, present and future. As we've learned, who you are is defined by a way of thinking and a mindset for how to take on your challenges. But, no matter how you see yourself, there is one skill that is most effective in growing your career and company: that skill is disciplined thinking.

Disciplined thinking is a mental process of approaching problems using rational and objective reasoning and moving in a systematic, focused and sequenced manner. BY practicing disciplined thinking, you can make better decisions, solve problems more effectively, and reach the outcomes you desire with clarity and speed.

Now, are you ready for that answer?

You see, I help leaders like you become Accelerators by teaching you the art of disciplined thinking, enabling you to apply the right decision-making skills to a set of actions that put you on the smartest and fastest track to your desired outcome, using a process called The 3Cs Path to Fastest Results. The 3Cs is the most effective and powerful system to ignite your business building skills, activate your ability to overcome challenges, and set your business and YOU in motion.

Let's now take a look at our graphic about the Leader Persona Pathway one last time.

As you can see, we no longer have just a group of circles; we have a set of powerful gears, each one becoming a part of a bigger mechanism, one that inevitably leads you to and through your business-building goals. The roles exist and are ready to be played, but in order for that to occur, they need the disciplined thinking that connects goals to action, and, most importantly, the 3Cs Process to put everything in motion. You can progress in sequence or jump gears, take your time, or move through quickly—because with the right knowledge, tools and guidance you'll remain confident that the gears will keep turning...and you will keep moving forward. Now, you may be asking yourself, "what can I do RIGHT NOW to get the GEARS moving in my

business?” That next powerful step is the 3Cs Snapshot, my FastTrack online course that will guide your discovery of the details behind the 3Cs Process. The course takes you through a learning experience that teaches the essential tips, tricks, and techniques to help you get the most out of it, so you can implement with confidence, get on the fastest path to results, and, become the Accelerator that will move your career and company forward.

I hope you will click the button below this video right now to get more details about the 3Cs Snapshot online course. You’re just a click away from catapulting from your current role, to becoming an Accelerator, The powerhouse leader. Move your career and company forward faster TODAY.

CLICK the button below to learn MORE about your next step.

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