



## ***IFP Writing Practices***

### ***Part #10***

#### ***Hold Highly Compensated Leadership Roles***

##### ***Introduction***

Business leaders fulfill their financial, career and business intentions by making leadership offers to prospective followers.

Followers include colleagues, employees, employers, customers and vendors.

A business leader's offer is to help followers fulfill their financial, career and business intentions in competitive situations the leader understands better than his or her followers on the condition that followers (1) accept the leader's interpretations and (2) fulfill their requests to coordinate thought and action with the leader and other followers.

To fulfill their leadership offers, businesspeople *speak*. That's all.

They speak the:

Intentions, commitments, requests, interpretations, assertions and complete business narratives

Moods in which people need to think and act such as thoughtfully, honestly, strategically and competitively, rather than hard working, determined to get the job done, entitled or self-important

“Frame”, or Spaces of Possibilities, in which action will occur to open, shape and limit how people think and act

Concerns, situations, capabilities and strategies followers need to use

Orientation followers need to hold, or the way to be, such as being agile, innovative, strategic and competitive

Strategic and tactical intentions they are to fulfill

Fundamental skills they need know

Because the most competitive and successful global business leaders speak online every day and are recorded, and so many other business leaders learn how to speak from watching and listening to them,

... global business leaders and those who mimic them,

... set the standards every business leader must meet in order to succeed, or even be taken seriously.

To meet their standards, businesspeople need to learn how to write, or craft, what they have to say publicly so that every business narrative they speak is complete, coherent, effective, strategic and competitive, as well as easy, enjoyable and definitive for Listeners or Followers.

### ***Instructions***

- 1. Answer most questions using one sentence only.***
- 2. Some requests for response require multiple answers, e.g., “(1) WHAT is money and (2) WHY is making it important?”.***

***Write one sentence to answer each part of the question.***

- 3. If necessary, you may write a brief following explanation after your single sentence using no more than five sentences, e.g.,***

Single sentence: The first reason businesspeople work is to enable their family and themselves to survive.

Explanation: To survive means to be able to afford the goods and services everyone needs to take care of their most fundamental and non-discretionary concerns for food, housing, medical care and transportation.

For food people need....

For housing people must be able to afford...

**4. Write so that what you say is:**

**a. Easy, enjoyable and definitive to read**

Easy because your writing is simple and clear

Enjoyable because the outcomes are pleasurable to the reader

Definitive because the conclusions you speak make sense and are decisive or final

**b. Helpful:**

Lowers their costs (time, energy, money, lost opportunities)

Makes fulfilling their intentions possible

Increases the likelihood of success

Fulfills their intentions for them

**c. Meaningful**

Actions -> Important situations

Situations -> Require important actions

***d. Relevant***

Applicable to fulfilling their intention

- e. Seductive*** (promising pleasure) and/or compelling (using force or pressure)
- f. Competitive*** because the outcomes promised *and* how they are spoken are MORE important, useful and worthwhile than one's competitors

[intentionally blank]

***FIRST Writing, Always***

What is the first and most practical and dignified purpose of work for an adult?

Aji: To survive, adapt and live a good life.

To fulfill one's marriage vows.

To fulfill one's parenting commitments (to raise children so they can live successfully and avoid becoming a "parent tax", or financial burden, on them when they are adults).

To live with dignity -- integrity and value -- in the world of adults, or in society.

What is truth?

What small set of human, career, business and financial truths do you accept. (What 6 are most important for shaping how you think and act?)

What are your marriage vows?

How do they "frame" or shape your financial, career and business intentions?

What are your parenting commitments?

How do they “frame” or shape your financial, career and business intentions?

What are your social commitments to your community?

How do they “frame” or shape your financial, career and business intentions?

What is dignity, and why is it important in IR#4?

How do you think, speak and act at all times to produce and maintain your dignity? (What can people count on from you?)

What is contempt for truth, time, making money, identities, power, marriage vows and parenting commitments?

Why does it make businesspeople uncompetitive?

What is hubris, and what happens when no one else agrees?

Why does it make businesspeople uncompetitive?

What is humility, practically speaking?

Aji: To know what one cares about, or intends to produce, and to assess their capabilities to fulfill their intentions given the threats, obligations and opportunities in their situations.

What is respect?

Why does it increase businesspeople's competitive capabilities?

Why do you work to "make money"?

What is your most highly valued offer?

What is your role in the marketplace and what does that mean in terms of the fundamental commitments you make and keep?

What is your most fundamental leadership offer?

What tactical and strategic help to fulfill their fundamental financial, career and business intentions do you *always* offer your followers?

Aji: To increase their capabilities to execute The ASFS ambitiously, thoughtfully, strategically and competitively, even if they don't know what it is.

What requests for help and commitments do you request from your followers?

Aji: To accept your interpretations.

Fulfill your requests to coordinate thought and action.

Think and act with dignity.

## *Career*

What is a career?

Aji: Identities of TVAL&D in the marketplace, not a job.

What does it mean to constitute one's career and why is that important?

What is the purpose of your career?

How does your purpose “frame”, or shape, how you think and act?

What thoughts and actions are required, forbidden and allowed?

What is the ultimate financial objective for your career by age 60?

Why is working to fulfill your financial intentions important, useful and worthwhile to you, your family and society?

What is your *minimum* financial objective, and why is it “the minimum”?

In what ways is your *minimum* fundamentally the same as your followers’?

How does your purpose “frame”, or shape, how you think and act?

What thoughts and actions are required, forbidden and allowed?

What is your leadership advice to followers about their career intentions?

What fundamental truths and facts about physicalness, biology, languaging, social behaviors, culture and individual behaviors do you accept as relevant to “frame”, or shape, your career?

What thoughts and actions are required, forbidden and allowed when fulfilling your career intentions because of them?

## ***Business***

What is a business?

What does it mean to “do” business?

What is money?

Why and how do businesspeople “make money”?

What is a transaction?

What does it mean, practically, to “make money” when transacting?

Aji: To “make a profit”, or make money, means to increase one’s capabilities to take care of one’s family.

What is a business offer, and why are they important?

What is a business practice, and why are they important?

What is a business narrative, and why are they important?

What is a business strategy, or way of getting something done, and why are they important?

What does it mean to constitute one's business and why is that important?

What are a business' capital structures, and why is each one important?

Human capital

Capital equipment

***The Aji Source Fundamental Strategy***

What is action?

What is a practice?

What is a tactic?

What is a strategy?

What is a purpose and why are they important?

A tactical purpose?

A strategic purpose?

An ultimate purpose?

An existential purpose?

What is a fundamental strategy?

What is a competitive, fundamental strategy such as The Aji Source Fundamental Strategy (The ASFS)?

What does it mean to execute The Strategy:

Ambitious?

Thoughtfully?

Strategically?

Competitively?

What are the 12 fundamental strategic intentions of The Strategy?

Please write one sentence for each part.

What is The Strategy's "Tactical Pivot"?

Why is it a tactical pivot?

What is The Strategy’s “Strategic Pivot”?

Why is it a strategic pivot?

What is a “competitive capability” and a “competitive advantage”?

How does the first produce the second?

What does it mean that using computers and the internet enables businesspeople to think and act ambitiously, thoughtfully, strategically and competitively mean?

What does it mean to use a computer and the internet with task orientation?

What is competition and what does it mean to compete?

Why is it uncompetitive for businesspeople to rely on their common sense in IR#4?

In what ways does using The ASFS immediately increase businesspeople's competitive capabilities and advantages?

What are 5 of the most important capabilities?

*Aji Philosophy*

What distinguishes IR#3 from IR#4?

How is a computer different from single-purpose tools?

What's wrong with using a computer to complete tasks and automate procedures?

How are global business leaders using their computers to compete?

How do your leadership offers help your followers use their computers ambitiously, thoughtfully, strategically and competitively?

What is a human being?

What is human action? What are people trying to accomplish?

What is an “orientation”, or way of being, and why does it matter in terms of thought and action?

What is an “intention” to produce an outcome, and why are they always an expression of people’s orientation?

What is a “skill”, and why are they always, and only, invented or learned to enable human beings to fulfill their intentions?

What is an:

Offer?

Practice?

Business Narrative?

Strategy?

What is a:

Concern?

Situation?

Capability?

Strategy?

How successful will businesspeople be fulfilling their financial, career and business intentions if their orientation, intentions to produce outcomes and skills to fulfill their intentions are rooted in IR#3 *before* computers and the internet were invented, instead of in IR#4?

What is money, really?

Why is it part of what it means to be human?

Why is it so important?

Why must it always exist?

How much money is “enough money” in terms of what it must enable people to accomplish?

What is a *description* and how do you craft one?

What is *meaning* to a human being?

What makes something *relevant* to a human being?

What makes something *valuable* to a human being?

What is the *purpose of action* for a human being?

## ***Selling***

What is selling?

When engaged in a Sales Conversation, what is the purpose of:

Marketing?

Prospecting?

Greeting?

Qualifying?

Presenting?

Dealing with Objections?

Closing?

Re-closing?

Fulfilling?

Producing satisfaction?

How does each part of a Sales Conversation produce a commitment that is part of a sequence of commitments that lead to the close?

Why does every businessperson “sell” in IR#4, regardless of their role?

Why are identities that you are trustworthy, valuable, authoritative, able to lead and have dignity (TVAL&D) essential when selling in IR#4?

Who is setting marketplace standards for identities of TVAL&D throughout the marketplace, and how are they doing it?

What actions produce a transaction?

What does it mean *practically* to “make money” in terms of your capabilities to take care of your family?

What is seduction when selling?

What is compulsion when selling?

## ***Leadership***

What is leading?

What is a leadership offer?

What is the importance of being able to write, or craft, leadership offers, interpretations and requests for action in IR#4, given the standards set by global leaders every day?

Why is leading a competitive capability for everyone in IR#4?

Why do you want businesspeople to lead you, even if they work for you?

What is *your* fundamental leadership offer to every follower?

Why does every businessperson need to know how to “lead” in IR#4, regardless of their role, even when they speak briefly at a meeting someone else is leading?

What is your dignity -- integrity and value -- with followers? What is your stand?

Why do followers need to know how to execute The Aji Source Fundamental Strategy, or something like it, in order to follow an IR#4 Business Leader?

Write The Strategy backwards from Part #10: Hold Highly Compensated Leadership Roles, and explain how you would use it to diagnose why your, or a follower’s, leadership offers are not valuable enough to fulfill your financial intentions.

For instance, what about Part #9: Identities of TVAL&D? If they don’t exist, why or how will this thwart businesspeople’s intentions to hold highly compensated leadership roles?

Then, what about Part #8: Highly Valued Accomplishments? Why are they needed to strengthen Part #9?

Why is Part #7: Increased Autonomies needed to fulfill Part #8?