



# *Aji Intention Fulfillment Program*

## *Instructions*

*For Aji IFP Leaders and Participants*

## ***How to Get Started***

### ***Leading an Aji Intention Fulfillment Program (Aji IFP)***

Leading an Aji IFP is (1) *easy*, (2) *enjoyable* and (3) *definitive*.

This is part of its design and important when leading and participating in Aji IFPs.

Businesspeople who are beginning to learn Aji are not familiar with these claims.

It's *easy* to lead an Aji IFP because:

The practices used to lead, learn, design and execute every Aji Meeting are the same, *fundamentally*.

They are *easy* to learn because they are coherent with the way human beings learn everything.

Offers, Practices, Narratives and Strategies (OPNS) are already familiar to everyone.

When businesspeople learn and use Aji to design, construct and execute their own OPNS, it's *easy* for them to see what they need to do to *double* their productivity, value and incomes,

... and *how* to do it.

Using *Aji Reflection Questions*, which are part of Aji IFPs, is “magical” and changes everything for businesspeople who write, speak and use them.

When businesspeople *read* or *watch* something about Aji, they learn only what the author or speaker has to say.

When they *write* answers to Reflection Questions and then *speak* with others in Aji IFP Meetings,

... *they constitute why and how they will use whatever they are learning and discussing*

... *to fulfill their financial, career and business intentions when they leave the meeting.*

\* This is how using Aji works to *double* productivity, value and incomes.

It's *enjoyable* to lead Aji IFPs because:

Aji's *ultimate purpose* to earn and save enough money to live a good and dignified life with one's spouse and children is *enjoyable* to fulfill.

Earning a Normal IR#4 Income that is twice as much as the Normal IR#3 Income businesspeople used to earn is especially *enjoyable*.

Businesspeople who become rich or richer using Aji *enjoy* becoming rich or richer.

Business owners, executives and managers who have their employees learn Aji *enjoy* the new strategic and competitive orientation, intentions and skills they use to increase their organization's productivity, profitability and enterprise value.

Putting an end to the fear of running out of money with one's spouse, *and for one's spouse*, during 25+ years of unemployment, old age or retirement is *enjoyable*, deeply meaningful, satisfying and worth the work.

Quitting reliance on obsolete business strategies that suppress businesspeople's incomes by 100% so they can't save enough money for their old age is *enjoyable*, and a relief.

It's *definitive* to lead an Aji IFP because:

Aji is rational. It is causal. Businesspeople have no difficulty understanding why and how using it will increase their value.

When businesspeople learn how to use Aji's strategy and tactics, the increase in their productivity, value and incomes is reliable and predictable. There's no mystery.

When businesspeople learn why and how Aji works, they can see it for themselves. They have no doubt it will work when they use it.

*They say, "Aji's fundamental strategy and four tactics are obvious in a new way. Why would I ever use anything else to make money?"*

Business owners, executives and managers say the same things about their organizations.

When business organizations or teams use Aji, everyone "pivots" and begins to design new offers, practices, narratives and strategies.

They all begin to execute The Strategy at work and in the marketplace. Their competitive capabilities and advantages, productivity and value increase.

It's reliable and predictable.

## ***Aji IFP Meeting INSTRUCTIONS***

### ***Overview***

#1 - The ***fundamental practices*** used to lead every Aji IFP Meeting are the same:

|                 |                         |                                     |
|-----------------|-------------------------|-------------------------------------|
| Meeting         | <i>Noticing</i>         | Recurrence                          |
| Reading         | <i>Observing</i>        | Reciprocation                       |
| Watching videos | <i>Speculating</i>      | Recursion                           |
| Writing         | <i>Assessing</i>        | <i>Aji Notes<br/>(Volumes 1-4)</i>  |
| Speaking        | <i>Designing OPNS</i>   | <i>Aji Reflection<br/>Questions</i> |
|                 | <i>Preparing action</i> |                                     |
|                 | <i>Acting</i>           |                                     |

#2 - The ***fundamental purposes*** of every Aji IFP Meeting are the same.

They are to enable everyone to increase their (1) competitive capabilities and (2) competitive advantages, (3) productivity, (4) value and (5) incomes enough

... to fulfill their *ultimate financial, career and business intentions*

... by the time they are 60 years old.

***Each meeting focuses on different ways to:***

1. Increase everyone's competitive capabilities and advantages, productivity, value and incomes,

... so that they are able to fulfill their financial, career and business intentions.

2. Improve how everyone designs and executes offers, practices, narratives and strategies (OPNS)

... so that they are fresh, new, highly valued and scarce relative to demand.

3. Improve how everyone executes *The Aji Source Fundamental Strategy* with the OPNS they design.

***Supplies and Resources used in Aji IFPs***

Aji.com

*The Introduction to Aji Course*

*The Aji Starter's Course*

*Aji Competitive Distinctions*

Aji IFP Meetings produced by The Aji Advantage

*Aji Notes* (Volumes 1-4) by Toby Hecht, available on Amazon

*Aji, An IR#4 Business Philosophy* by Toby Hecht, available on Amazon

## ***Leader Preparation***

To lead an Aji IFP, businesspeople need to know:

### ***#1 - The Aji Source Fundamental Strategy***

All 12 strategic intentions

Can write and speak them out loud in a meeting, forwards and backwards without using notes.

Can explain why and how the 12 intentions work together and build on one another, in sequence.

Can explain how to diagnose competitive weaknesses by going backwards through The Strategy.

\* Time to learn: about 1 hour to become familiar with the 12 intentions and about 2 weeks to speak and explain them.

**#2 - *The four fundamental tactics (OPNS) used to execute The Strategy***

How to design an *offer*

How to design a *practice*

How to design a *narrative*

How to design a *strategy*

... so that each one is:

- |                         |  |
|-------------------------|--|
| a. <i>Fresh</i>         | Recently designed and made   |
| b. <i>New</i>           | Never heard about or seen before by customers, employers, employees, colleagues or vendors; recently created                 |
| c. <i>Highly valued</i> | Uncommonly important or consequential, useful and worthwhile or worth the costs (time, energy, money and lost opportunities) |
| d. <i>Scarce</i>        | The supply of OPNS is smaller than demand  |

\* Time to learn: about 100 days using *The Aji Starter's Course* on [aji.com](http://aji.com)

Use *The Introduction to Aji Course* for an introduction to *The Aji Source Fundamental Strategy* and methodologies for designing and fulfilling the four fundamental tactics; offers, practices, narratives and strategies.

Use *The Aji Starter's Course* on [aji.com](http://aji.com) to learn and build minimal competence for thinking and acting with The Strategy and its four fundamental tactics.

You will be able to begin leading Aji IFPs when you are about halfway through the course's 21 Assignments.

### ***Aji IFP Practices to Use***

The learning, design and execution practices used in Aji IFP Meetings are *fundamental, easy, enjoyable* and *definitive*.

There are 16 of them.

***#1 - Meeting***      Meet online with colleagues anywhere in the world, or in person.

Always start and end the meeting “on time” and with everyone having fulfilled their promises to prepare.

Meet to increase competitive capabilities and advantages, productivity, value and incomes “enough” to fulfill everyone’s *ultimate financial objectives* by age 60.

Design OPNS that are fresh, new, highly valued and scarce relative to demand.

Improve everyone’s abilities to execute The Strategy.

***#2 - Reading***      Read papers *twice*. Take useful notes.

Read the first time to become oriented.

Read it the second time to learn and design how to use it.

*#3 - Watching videos (The same as reading, above.)*

*#4 - Writing*                      Writing = learning, thinking, designing and acting in Aji.

*Never* skip writing responses to the Reflection Questions. It is the *only* way to learn and use Aji. Get used to writing for the rest of your career. It will change your life, and your income.

*#5 - Speaking*                      Speaking *after* writing responses to Reflection Questions is also essential.

In your Aji IFP Meetings, discuss your responses and how you will use what you are learning later in the day to *double* your productivity, value and income.

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*#6 - Noticing*      Bring something into your awareness, or into existence, by speaking about it.

*I never knew about marginal utilities before.*

*#7 - Observing*      Use distinctions and description, meaning, relevance, value and purpose (DMRVP) to make useful strategic interpretations.

*This new machine is 25% faster.*

*#8 - Speculating*      To begin, explore or sketch your interpretations

... without sufficient grounding or evidence

... and without making a final interpretation or assessment from which you will act.

*#9 - Assessing*      Make a final interpretation, judgment or conclusion based upon evidence and grounding

... used to design and act to produce outcomes that fulfill people's intentions.



*#14 - Recurrence* RE-visit distinctions and practices using different concerns, situations, capabilities and strategies, and to fulfill different intentions and commitments.

Your nervous system does not like to repeat anything. It isn't biologically possible.

It *enjoys* revisiting familiar distinctions and practices and using them in new ways to produce new outcomes.

You'll notice that *The Introduction to Aji Course* and *The Aji Starter's Course* Assignments include recurrence.

Build it into your Aji IFPs by revisiting how to design OPNS from time to time, but in new competitive situations.

### *#15 - Reciprocation*

Our nervous systems *learn* by encountering the consequences or responses “triggered” by our actions, such as new OPNS we design.

Notice, observe and assess what people say and do in response to your OPNS.

Discuss the speculations you are making as you work through *The Introduction to Aji Course, The Aji Starters Course* and *Aji Competitive Distinctions*, and as you use *Aji Notes* and *Aji, an IR#4 Business Philosophy* with participants in your Aji IFP.

Listen to how they respond.

### *#16 - Recursion*

Deepen the meanings of Aji distinctions and practices by continually reflecting on their descriptions, meanings, relevance, value and purposes (DMRVP).

Each time you revisit The Strategy or the four practices used to execute it, you will be in new competitive situations and have new intentions.

Use those opportunities to deepen your interpretations and increase your competitive capabilities and advantages, productivity, value and incomes.

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## ***Aji Notes (Volumes 1-4) and Aji Reflection Questions***

***Aji Notes***                      Use Aji Notes to introduce each distinction or practice in your Aji IFP and to orient participants to a new set of competitive capabilities and advantages.

***Aji Reflection Questions***                      Have everyone in your Aji IFP write responses to the *Reflection Questions* and then discuss them in your Aji IFP Meeting.

Use them to constitute *your* interpretations, commitments, intentions and actions, and then use them to fulfill your financial, career and business intentions.

\* *Aji Intention Fulfillment Program Reflection Questions, Instructions and Coaching* can be found on [aji.com](http://aji.com).

Reflection Questions are also included with each weekly distinction published in *Aji Competitive Distinctions* on [aji.com](http://aji.com).

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## ***Meeting Instructions***

If you are leading a new Aji IFP and are new to learning Aji,

... complete one or two assignments for each Aji IFP Meeting.

#1 - One assignment from *The Introduction to Aji Course* or  
*The Aji Starter's Course*

#2 - One distinction from *Aji Notes, Volumes 1-4*

\* *You can skip* distinctions from *Aji Notes* when you first begin  
*The Introduction to Aji Course* or *The Aji Starter's Course*.

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## ***Ethics of Power***

### ***1. Always start your meeting “on time”.***

“Ethics of Power” are ways of acting in IR#4’s competitive situations that increase competitive capabilities and advantages, productivity, value and incomes.

There are more than 50 listed in the book *Aji, An IR#4 Business Philosophy*.

Being on time is a “dominant strategy” in IR#4.

It isn’t easy to do.

A “dominant strategy” is *the* best course of action in a competitive situation, *regardless* of any action taken by a competitor.

In IR#3, dominant strategies included working hard, getting the job done (task orientation) and relying on common sense.

In IR#4, the dominant strategy is to execute a competitive, fundamental strategy throughout the day (strategic orientation)

... to produce steady streams of OPNS that are fresh, new, highly valued and scarce relative to demand

... that are aimed at fulfilling *ultimate financial objectives* by age 60.

*Starting Aji IFP Meetings on time, every time, isn't easy to do.*

It requires learning and practicing “competitive capabilities” such as designing and holding intentions when stressed, ambition, strong moods, planning, execution, managing people, emotional strength and discipline.

It is a competitive capability used to produce monopolies and auctions businesspeople use to increase their value and incomes.

A group that lacks the skills needed to be on time, or that tolerates people being late, usually isn't clear about what Part #1 of The Strategy means to their spouse and children.

Each Aji IFP Meeting is an opportunity to practice being prepared and ready to work “on time”, every time. (It's much more difficult than popular culture assumes.)

When people are late, allow them to recommit for a short period of time so they can build their skills. If it becomes clear they cannot do it, excuse them from the group until they are able to perform to Aji Standards.

Businesspeople who are unable to coordinate their thoughts and actions to be on time to Aji IFP Meetings, or who are unable to complete preparation requests, lack the skills needed to help anyone learn Aji and thwart people's intentions.

**2. *Establish each participant’s “ultimate financial intentions” to learn Aji.***

Businesspeople have different financial and familial aspirations, capabilities to think and act in the marketplace, hold different roles and work in different competitive situations.

They have different aspirations, ambitions and intentions to produce outcomes in the future.

Their “ultimate financial intentions”, which are how much they intend to have saved and invested by age 60, will be different.

Fundamentally, businesspeople *always intend* to have enough money to afford food, housing, medical care and transportation for 25+ years of old age with their spouse.

Generally speaking, three groups of businesspeople learn Aji:

1. Businesspeople who are not able to earn and save enough money to avoid running out of it with their spouse during 25+ years of old age... and intend to fix their situation
2. Businesspeople who are already rich and intend to become richer
3. Employees who work for business organizations that use Aji

Depending upon businesspeople’s ambitions and capabilities, they learn Aji with different orientations, intentions and skills.

Here are 5 different orientations to learning Aji:

***#1 - Executive Aji***

Grow their career and businesses to fulfill their  
Financial Ambitions

Intend to earn a living, become rich or richer

Complete *The Aji Starter's Course*

Use Aji easily, enjoyably and definitively

Participate in Aji IFPs

Lead Aji IFPs

Are fluent designing fresh, new offers, practices,  
narratives and strategies (OPNS)

Have *superior* identities of trustworthiness, value,  
authority, leadership and dignity (TVAL&D)

Are able to build IR#4 Networks of Capabilities

Are able to hold highly compensated leadership  
roles and build strategic business organizations

## **#2 - Full Aji**

Grow their career and businesses to fulfill their  
Financial Ambitions

Intend to earn a living, become rich or richer

Complete *The Aji Starter's Course* (may also have  
completed *The Introduction to Aji Course*)

Use Aji easily, enjoyably and definitively

Participate in Aji IFPs

Lead Aji IFPs

Are not yet fluent designing OPNS

Are building *superior* identities of TVAL&D

Are able, or working on, building IR#4 Networks of  
Capabilities

Are able, or working on, holding highly  
compensated leadership roles and building strategic  
business organizations

### **#3 - Aji Light**

Complete *The Introduction to Aji Course*

Do not complete *The Aji Starter's Course*

Learn Aji at work in the organization's Aji IFP

Learn The Strategy

Focus on executing Parts #5 - #9 of *The Aji Source Fundamental Strategy*

#5 - They design OPNS to help their employer

#6 - They are “tactical support” (fix situations) and help build and support their employer's Networks of Capabilities

#7 - They increase their employer's autonomies

#8 - They help their employer produce highly valued accomplishments

#9 - They are part of their employer's identities of superior TVAL&D

#### ***#4 - Tactical Aji***

They are part of their employer's Network of Tactical Support.

They become familiar with Aji through:

*The Introduction to Aji Course*  
*Aji Competitive Distinctions*  
*Aji Notes*  
*Aji, An IR#4 Business Philosophy*

... but do not build competency with it.

They execute Parts #7 - #9 of The Strategy (see #3 above).

They lack ambition and drift through their careers.

#### ***#5 - Cultural Aji***

They are familiar with The Strategy and are willing to fulfill "strategic" requests to fulfill their employer's strategic intentions.

### **3. *Check on everyone's mood.***

“Moods” are ungrounded narratives about future possibilities that are accompanied by body sensations.

Moods are very powerful. They *predetermine* what human beings can and will think about or act to accomplish.

When people are in “good moods”, they anticipate a good future.

When businesspeople are in “casual moods” about their commitments, value, income or saving,

... they are not serious or thoughtful about them

... or the consequences they will trigger for their family in the future if they do not earn and save “enough”.

When businesspeople are ambitious, they are serious about fulfilling their intentions to produce situations in the future that enable them to live a good life.

Aji IFP Meetings work when businesspeople are:

1. *Ambitious*
2. *Serious*
3. *Dignified*
4. *Thoughtful*
5. *Tactical*
6. *Strategic*
7. *Competitive*

\* See Good and Bad Moods in the *Aji Notes*.

It's important for participants to always *observe* their moods so they come into existence, become aware of them, and *practice* producing or changing their moods intentionally.

#### ***4. Make the meeting valuable.***

This is the responsibility of Aji IFP Leaders, which includes:

Inviting businesspeople who are ambitious, serious and dignified

Excusing, or not inviting, businesspeople who are not serious or dignified enough to get their work done and participate thoughtfully and competitively

Making each meeting's help to fulfill each participant's financial, career and business intentions,

... important, useful and worthwhile.

The 3 criteria used to assess the value of Aji IFP Meetings are:

- Importance* They help people increase their competitive capabilities and advantages; produce tactical, strategic and competitive outcomes that fulfill their financial, career and business intentions.
- Utility* They are practical and able to affect businesspeople's concerns, competitive situations and capabilities to fulfill their intentions and strategies, or action plans, to produce outcomes.
- Worth* They are more than valuable enough to be "worth" the time, energy, money and lost opportunities the meeting "costs" to prepare for and attend.

**5. *An Aji IFP is serious and transactional, not a club.***

If you are leading an Aji IFP, own it. It's yours. It reflects you.

Don't mimic popular culture. Aji IFPs are not clubs for friendly, nice, wonderful and inclusive businesspeople. It's not a democracy.

Until businesspeople have saved "enough money" for old age,

... Aji IFPs are about saving enough to afford food, housing, medical care and transportation with their spouse for 25+ years,

... and not becoming a "parent tax", or financial burden, on their children.

It's about businesspeople's *dignity*.

No one is entitled to join your Aji IFP.

They "pay" you and everyone who attends by:

1. Coming prepared with their assignments
2. Participating ambitiously, thoughtfully, seriously, etc.

Make sure everyone who attends is clear about their financial, career and business intentions,

... and that they are coherent with Part #1 of The Strategy.

**6. 6-8 participants is enough.**

To build your IR#4 Networks of Capabilities (NWC, Part #6 of The Strategy) and prove your skills designing and executing OPNS, it's important to continually invite new businesspeople to attend and join your Aji IFP.

When groups get comfortable, clubby and stop inviting people, their Aji Skills and IR#4 NWC become stale, mediocre and uncompetitive.

Some business owners, executives and managers lead much larger groups every month.

Then, in between meetings, participants work together in smaller groups of 6-8 to prepare.

**7. *Have everyone share their ultimate financial, career and business intentions.***

Make sure they know them, and are able to speak them clearly and straightforwardly.

Have them practice speaking their (1) financial, (2) career and (3) business intentions so they make sense and are meaningful.

Use DMRVP. What is each one's description, meanings, relevance, value and purposes?

This is essential to build identities and hold leadership roles.

\* With mature groups, this doesn't need to be done every time.

**8. *Make sure everyone can speak The Aji Source Fundamental Strategy.***

Break into pairs and discuss all 12 strategic intentions.

Then write and speak The Strategy out loud in a meeting, forwards and backwards without using notes.

Then have participants explain why and how the 12 intentions work together and build on one another, in sequence.

Then explain how to diagnose competitive weaknesses by going backwards through The Strategy.

**9. Practice using *The Strategy* to deconstruct what competitors, employers, employees and vendors are doing to execute it.**

Remember, *The Strategy* is *fundamental*.

This means *everyone* is trying to execute *The Strategy*, or trying to improve their offers and practices, and it doesn't matter whether they know it exists or not.

As you develop your skill, you'll create new competitive capabilities and advantages that exploit your interpretations to increase your productivity, value and incomes.

**10. Have everyone discuss how they are executing *The Strategy* at work,**

... and how they are designing OPNS that are fresh, new, highly valued and scarce relative to demand

... to increase their competitive capabilities and advantages, productivity, value and incomes.

**11. Share new “domains of thought and action” that were opened when participants did their assignments.**

Domains of thought and action are different collections of language and meaning such as medicine, law and engineering.

Stethoscopes and surgeries belong in medicine. Contracts and law suits exist in the law. The mechanics of materials and electricity belong in engineering.

IR#3’s business skills are a “domain of language” that includes hard work and reliance on common sense and is no longer competitive.

Aji is a completely new “domain of language” that enables businesspeople to think and act in completely new ways. The more Aji businesspeople learn, the more they increase their competitive capabilities and advantages.

How will they use modifications to their “action packages”:

*Ambitions, Moods and Explanations?*

*Distinctions, Interpretations and Intentions?*

*Commitments, Practices and Outcomes?*

... to execute The Strategy?

**12. Have participants share new “distinctions” they learned and how they can use them tactically with OPNS and strategically to execute The Strategy?**

Have everyone build their action packages.

**13. Share the new “conversations” they are able to have.**

... with their customers, employers, employees, colleagues and vendors, *and their spouse and children.*

Have everyone build their action packages.

**14. Share 4-7 “negative assessments” they have about their capabilities to...**

... *learn, communicate, coordinate* thought and action, *design* and *produce outcomes* with new OPNS

... that produce bad moods for thought and action.

Everyone has them.

The way to deal with most of them is to simply allow them to be. Sometimes businesspeople realize they need to get help to cope with them, which is very important.

**15. Always “complete” your meetings.**

1. Acknowledge breakdowns and corrections for the next meeting.

Was everyone on time?

Did everyone complete their work?

Did everyone participate thoughtfully, ambitiously and with dignity (integrity and value)?

2. Request assignments to be completed for the next meeting.
3. What actions from this meeting do they intend to begin tomorrow?
4. Was everyone satisfied with the meeting? Any complaints or requests?
5. Were *you* satisfied with the meeting and everyone’s participation?
6. Was everyone satisfied with how *you* prepared for and ran the meeting?

## **16. Aji Forums**

Consider launching an “Aji Forum” in between Aji IFP Meetings.

Set the forum up on aji.com or online using any app you’d like.

Have participants in your Aji IFP post 2 responses to questions you select, or ones they choose, from *The Introduction to Aji Course*, *Aji Competitive Distinctions*, *The Aji Starter’s Course*, *Aji Notes* or *Aji, an IR#4 Business Philosophy (Chapter 7)*.

Then have each participant respond to 2 of those responses.

This is very powerful, and participants enjoy doing this, because it is social, engaging, fast and increases everyone’s competitive capabilities and advantages quickly.

It opens all sorts of new and unexpected conversations that can continue during the next Aji IFP Meeting.

## ***Aji IFP Action Plan***

***When working with businesspeople who are new to Aji***

***#1 - Have everyone start to learn Aji by participating in the Introduction to Aji Course and/or by completing The Aji Starter's Course (1 or 2 assignments/month).***

How to learn to use Aji is not obvious or common sense.

Use *The Introduction to Aji Course* or *The Aji Starter's Course* (ASC). They are easy, enjoyable and definitive.

The Introduction to Aji Course has 8 assignments, and regular online meetings,

... that help people begin to constitute a pragmatic financial ambition, and understand the description, meanings, relevance, value and purposes of The Strategy and the four tactics of designing and fulfilling offers, practices and narratives to execute The Strategy

The ASC is 21 assignments,

... and everyone needs to *write* responses to the Reflection Questions in each assignment

*\* It takes most businesspeople in Aji IFPs 12-18 months to complete the course.*

*The Introduction to Aji Course* and *The Aji Starter's Course* are easy, enjoyable and definitive.

It's easy because they make intuitive sense.

They are enjoyable because they enable businesspeople to survive, adapt and live a good life with their spouse and children until they are at least 90 years old. This is *deeply meaningful, satisfying, worthwhile* and *enjoyable* to most businesspeople.

They are definitive because when businesspeople do the *The Introduction to Aji Course* and *The Aji Starter's Course* they have no doubts that Aji will work, *what* they need to do, *why* they need to do it and *how* to do it to *double* their productivity, value and incomes.

By about 100 days or by the time you are halfway through the 21 assignments in the ASC, you will be starting to use Aji.

Use the ***Assignment Instructions for Building Networks of Capabilities*** in Chapter Seven of *Aji, An IR#4 Business Philosophy* to lead your first half-dozen meetings, at least.

\* You can buy the book on Amazon.

**#2 - Choose a section from the Aji Notes to read and write responses.**

Use the *Assignment Questions for Individuals in* Chapter Seven.

*Write answers to the questions.* (Don't skip this. Writing *is* thinking. Reading isn't.)

Discuss your answers and reflect on how to use them to fulfill your financial, career and business intentions in your Aji IFP Meeting.

***If you have completed The Introduction to Aji Course, The Aji Starter's Course, The Aji Course or The BPC:***

***Choose a section from the Notes for Aji IFP Leaders to read and write responses.***

Use the ***Assignment Questions for Individuals in*** Chapter Seven.

Write answers to the questions.

Discuss your answers and reflect on how to use them to fulfill your financial, career and business intentions in your Aji IFP Meeting.

1. Remember your *ultimate financial purposes* so that you can live a life that is satisfying, deeply meaningful, worthwhile and enjoyable.

You are working to earn *and* save enough money to avoid running out of it with your spouse during 25+ years of old age.

You are working to become rich.

You are working to become richer.

2. Be sure to revisit how to design each of the four fundamental tactics from time to time.
  
3. Always discuss how you will use what you are learning tomorrow to fulfill your financial, career and business intentions.

### ***Different Focuses for Aji IFPs***

Aji IFPs with different Focuses can be designed and led for different reasons.

*Practical reasons* such as recessions, wars, pandemics, new technologies and new laws, make it important.

*Variety*, special interests, stimulation and enjoyment, are also important.

*Recurrence, Reciprocation and Recursion*, are important for advanced groups to learn.

Here is a list of different *focuses* for Aji IFP Meetings.

***Tactical Meetings: Focus on the Tactical Pivot (Part #5 of The Strategy: Designing OPNS)***

*Design and Execute:*

Offers

Practices

Business Narratives

Strategies

***Strategic Meetings: Focus on the Strategic Pivot (Part #6 of The Strategy: IR#4 NWC to fulfill Parts #7-#12)***

Fulfill Aji's final 6 Strategic and Competitive Intentions:

***#7 - Increase autonomies***

*What internal limits to your thoughts and actions such as a lack of tactical, strategic and competitive knowledge are thwarting your intentions?*

*What external restrictions on your thoughts and actions are thwarting your tactical, strategic and competitive intentions?*

***#8 - Produce highly valued accomplishments***

*Are your accomplishments fresh, new, highly valued and scarce relative to demand,*

*... from your customers', employer's, employees', colleagues' and vendors' points of view?*

**#9 - Establish superior identities (TVAL&D)**

*Is your trustworthiness, value, authority, leadership and dignity superior?*

*Why do you say so, or not?*

*What outcomes do you need to produce to improve your competitive capabilities and advantages to build your identities?*

**#10 - Hold highly compensated Leadership Roles**

*Are your Leadership Offers fresh, new, highly valued and scarce relative to demand?*

*What actions do you need to take to increase your competitive capabilities and advantages when you lead?*

*Do you have accomplishments that are sufficiently valuable and scarce to hold the leadership roles you seek?*

**#11 - Build strategic and competitive business organizations**

*Are you satisfied with your network's tactical, strategic and competitive knowledge?*

*Can the entire organization design and execute their own OPNS?*

*What actions do you need to take to increase your organization's competitive capabilities and advantages, productivity, value and incomes?*

**#12 - Anticipate new competitive situations: threats, obligations and opportunities**

*Are you able to anticipate new competitive situations produced by:*

*Local and global competitors?*

*New technologies?*

*New politics?*

*New demographics?*

*New economics?*

***Competitive Meetings focus on:***

*Competitive Capabilities and Advantages, Productivity and Value*

Ethics of Power (more than 50)

Innovations

Marginal Utilities/Indifference Principle

Producing monopolies and auctions

Being first to market, most capable, best design

Value

Power

Commitments

CSCS

Part #12 of The Strategy: Anticipate, Deconstruct and  
Assess Competitive OPNS

Action Packages

Leadership

*Different Roles, Commitments and Action for:*

Business Owners

Executives

Managers

President

Vice presidents

Directors

Supervisors

Salespeople

Individual contributors

*Roles are names for different categories of commitments to:*

Take care of concerns

Cope with situations

Increase capabilities

Design and execute strategies

*New Competitive Situations*

IR#4's rapidly changing, intensely competitive, increasingly complex and technologically advanced competitive situations

*Competitive Threats* to avoid or cope with

*Competitive Obligations*, or duties, that must be kept in order to:

*Keep* existing opportunities to fulfill financial, career and business opportunities

*Produce* new opportunities

*Avoid* avoidable costs and risks

*Exploit opportunities*

*Increase competitive capabilities and advantages, productivity and value*

*Sources of Competitive Situations*

External: Competitors, Technology, Economics, Politics, Demographics

Internal: Sources of Power

***Aji's Tactical and Strategic Pivot Intentions:***

***How to design OPNS***

***The Strategy's 12 strategic and competitive intentions***

... needed to execute *The Aji Source Fundamental Strategy* effectively, strategically and competitively enough to fulfill financial, career and business intentions

***Aji's Tactical Pivot:***

Offers

Practices

Narratives

Strategies

***Sets of Concerns:***

|                                  |   |
|----------------------------------|---|
| <i>Human concerns (13)</i>       | e.g., body, family, work, play, dignity |
| <i>Marriage concerns (12)</i>    | e.g., vows, growing old, money          |
| <i>Financial concerns (6)</i>    | e.g., avg stock market returns          |
| <i>Career concerns (12, Aji)</i> | e.g., ambitions, how to make money      |
| <i>Business concerns (22)</i>    | e.g., constitution, politics, profits   |

***The Spine of Business Concerns***

Constitution

Capital Structures

Capital Inventory

Selling

Designing OPNS

Profitability: Manage costs, expenses and revenues

***CSCS: Concerns, Situations, Capabilities and Strategies***

Concerns

Situations

Capabilities

Strategies