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## PERSON IN BUSINESS PLAN

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POWER Statement for this document

- **Purpose:** distinguish the business plan from the person in business plan
- **Objective:** Engaging multiple senses; A way to further engage the senses, make it real
- **What's In It For You:** Independent of any specific business plan or product line, these are my goals for myself in business:
- **Engagement:** This is meant to be a private exercise. Share only if you want to.
- **Roles:**

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## PRIMARY AIM

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### Primary Aim Statements

Invitation: Write 5-10 Primary Aim Statements. Highlight the one that stands out.

Example: I am moving toward a life saturated with joy.

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

### Envisioning Exercise

Invitation: Write 1-2 statements about your Primary Aim for each sense.

What does it look like? What color is it?

What does it sound like?

What does it smell like?

What does it feel like?

**Pattern / Anti-Pattern**

Invitation: Give 3 specific examples of patterns that you’ve seen that resonate with this Primary Aim. Give 3 specific examples of patterns that you’ve seen that DON’T resonate with this Primary Aim.

Patterns	Anti-Patterns
1. 2. 3.	1. 2. 3.

**What else do you need to capture about your Primary Aim?**

**Reflect and Observe**

Invitation: Take a moment to reflect on this exercise and jot down any observations (positive or negative).

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# VALUES

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## Personal Values / Business Values

Invitation: Write down your top five values in each category.

Personal Values	Business Values
Top 5 "Absolutely" Values  1. 2. 3. 4. 5.	Top 5 "Absolutely" Values  1. 2. 3. 4. 5.
Top 5 "Maybe" Values  1. 2. 3. 4. 5.	Top 5 "Maybe" Values  1. 2. 3. 4. 5.
Top 5 "Definitely Not" Values  1. 2. 3. 4. 5.	Top 5 "Definitely Not" Values  1. 2. 3. 4. 5.

**Wrestle with Your Values**

Invitation: Tell a story about a time when a personal value and a business value were in conflict.

**Pattern / Anti-Pattern**

Invitation: For each of your top 5 values, name the opposite of that value.

Value	Anti-Pattern

**Reflect and Observe**

Invitation: Take a moment to reflect on this exercise and jot down any observations (positive or negative).

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## BOUNDARIES

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### Boundaries for Myself

Invitation: Write 5 boundaries that you hold for yourself. Write them as IF/THEN statements.

Example: "IF I get stressed, THEN I will schedule time that's just for me."

IF	THEN

### Boundaries for My Family

Invitation: Write 5 boundaries that you hold for family (your definition of family). Write them as IF/THEN statements.

Example: "IF meetings interfere with family dinner time, THEN I will say no or reschedule."

IF	THEN

**Financial Boundaries**

Write 5 boundaries that you hold for finances. Write them as IF/THEN statements.

Example: "IF my business doesn't take off as quickly as I would like, THEN I will continue to work my day job."

IF	THEN

**Reflect and Observe**

Invitation: Take a moment to reflect on this exercise and jot down any observations (positive or negative).

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## STRENGTHS & WEAKNESSES

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### **Self-Assessment: Strengths**

Invitation: Name your top 5 strengths.

- 1.
- 2.
- 3.
- 4.
- 5.

### **Self-Assessment: Weaknesses**

Invitation: Name your top 5 weaknesses.

- 1.
- 2.
- 3.
- 4.
- 5.

### **Go Outward**

Identify 3 people. Ask them what your top 5 strengths are. If you're really brave (and feel safe) ask them what they think are your top 5 weaknesses...

### **Reflect and Observe**

Invitation: Take a moment to reflect on this exercise and jot down any observations (positive or negative).



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## PRIORITIZED ACTION

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### 100 Things

Invitation: Write 100 Things that you could do to move close to your Primary Aim. Don't worry about repeating yourself.

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- 99.
- 100.

## **Categorize**

Invitation: Categorize the items on your 100 Things list into 4-7 categories.

## **Prioritize the Categories**

Invitation: Prioritize your categories in order from highest to lowest.

What did you prioritize based on?

## **Prioritize within Top Category**

Invitation: Within your top category, prioritize the items in order from highest to lowest.

What did you prioritize based on?

## **Choose**

Invitation: Choose one thing to get done this week.

## **Reflect and Observe**

Invitation: Reflect on this exercise and jot down any observations (positive or negative).

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## ATTRIBUTION

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- (1) The term “Primary Aim” was coined by Stephen Covey in his book "The 7 Habits of Highly Effective People"
- (2) Generating 100 ideas is a commonly used practice in brainstorming, problem-solving and innovation. While the origin of the concept is unclear, One of the earliest references to the concept of generating 100 ideas can be found in the book "A Technique for Producing Ideas" by James Webb Young, which was first published in 1939.