



New 8 Week Series! How to Master the Phenomenal GAME of Business

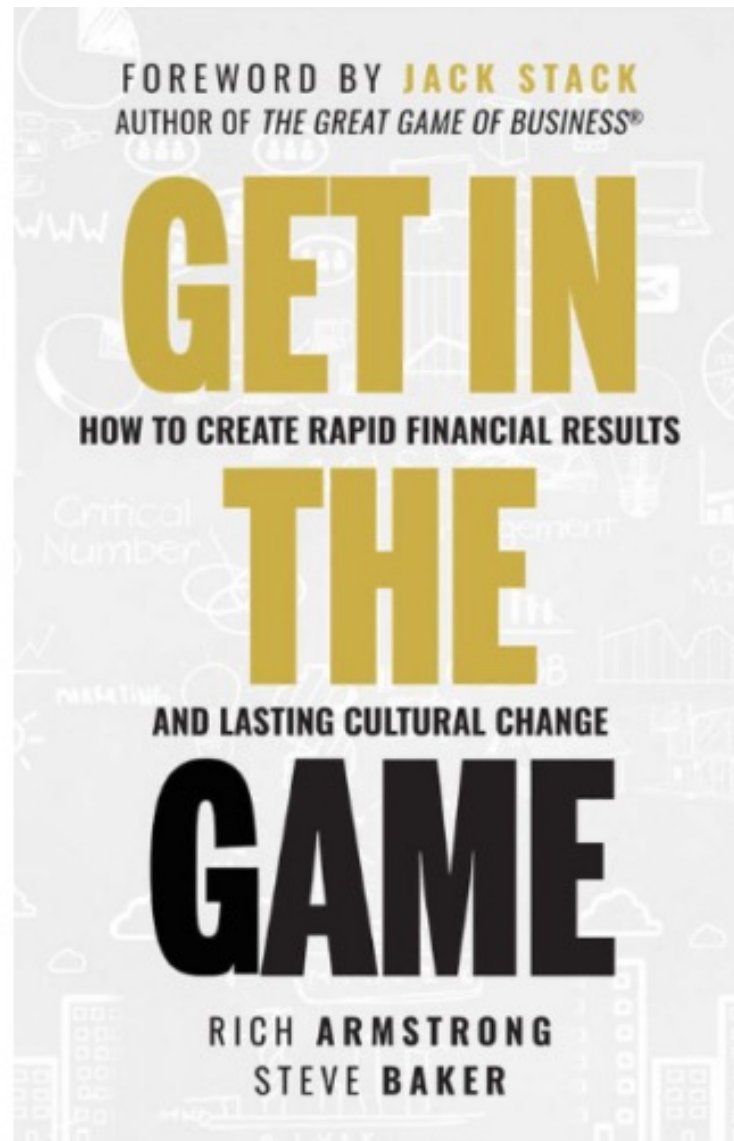


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“One of **Inc.** Magazine’s
top-rated speakers.”

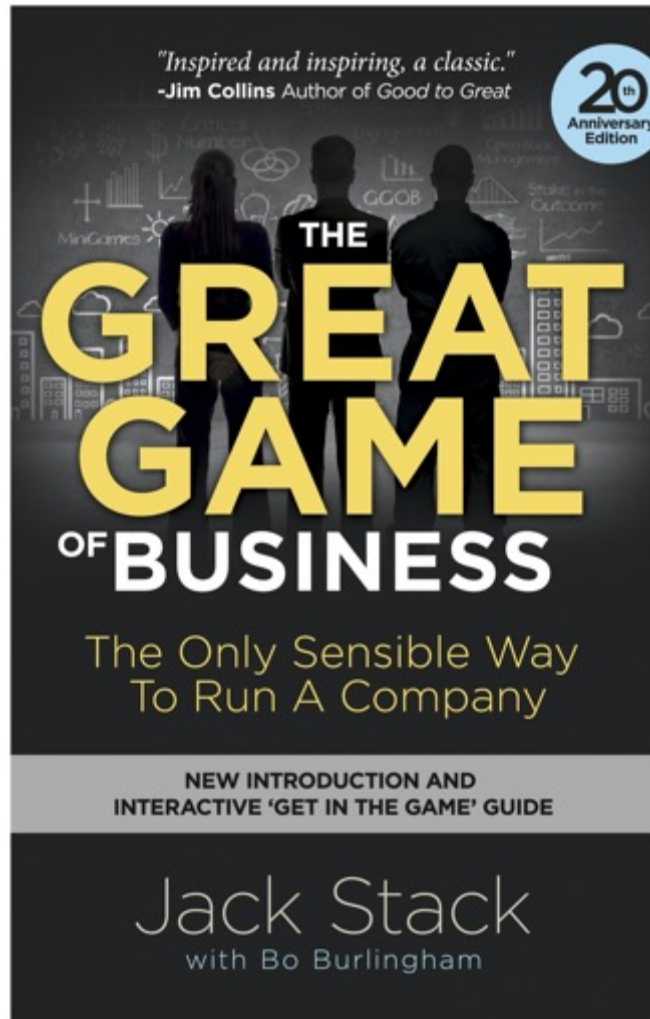
UC San Diego

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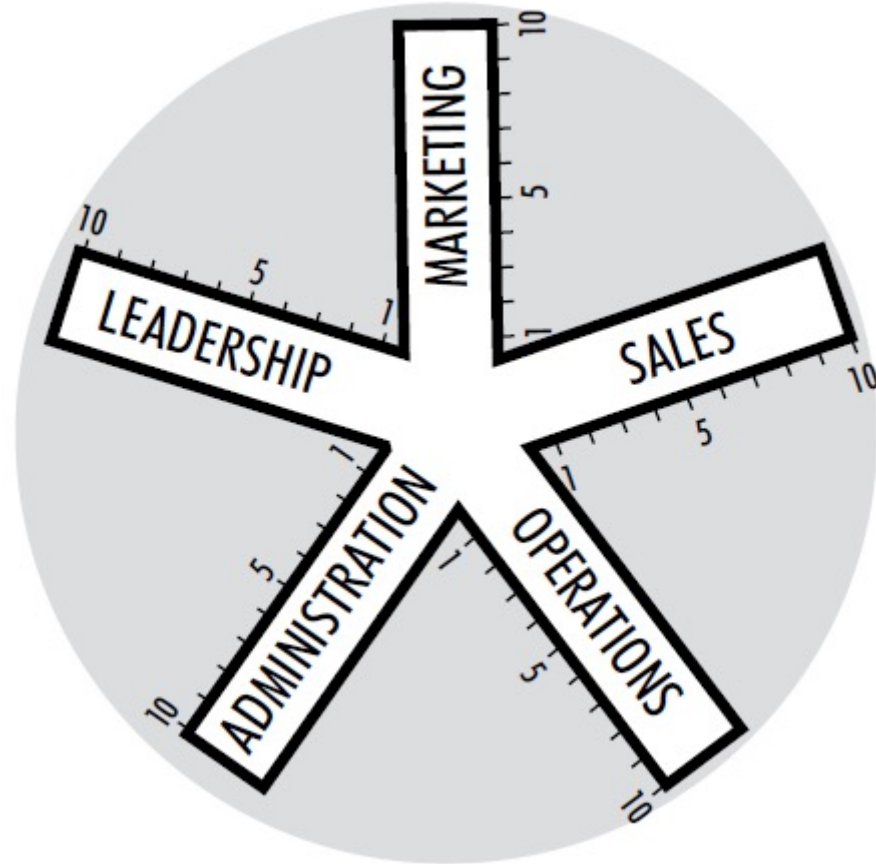


A Phenomenally Successful Business Requires

1. Phenomenal Leadership
2. Phenomenal People
3. Phenomenal Systems

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“Everything rises or falls on leadership”

– John C. Maxwell



*“Leadership is influence. Nothing more,
nothing less”*

- John C. Maxwell

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“You can have everything in life you want if you will just help enough other people get what they want”

-Zig Ziglar



“Leadership is enlisting the willing cooperation of others to achieve a goal”

- Dale Carnegie



“Leadership is the art of getting someone else to do something you want done because he wants to do it”

- Dwight Eisenhower

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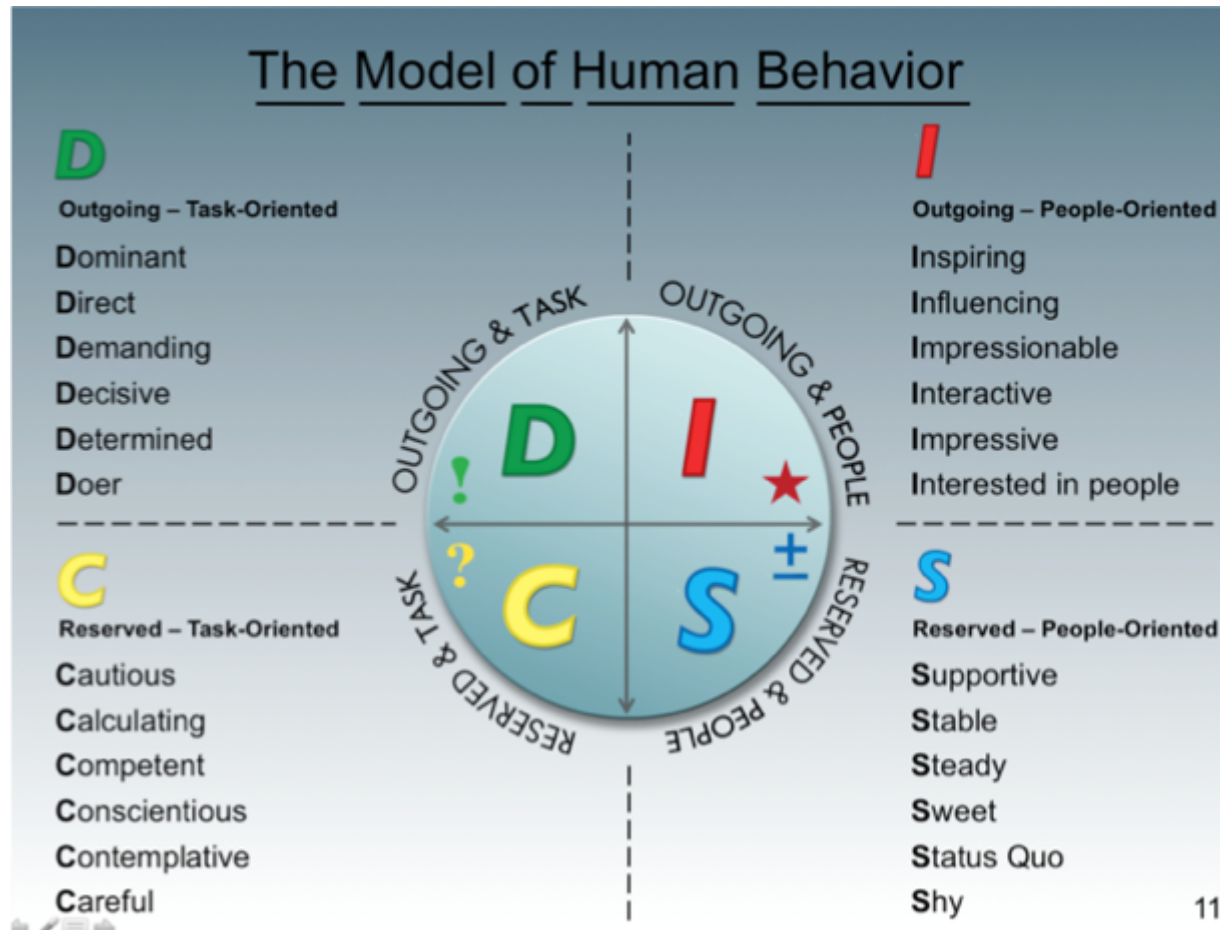


Leadership
is effectively
communicating your
vision.

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11



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“I Can’t Find Good People!”

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850 Team Members. \$170M in Revenue.

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70 Team Members. \$37M in Revenue.

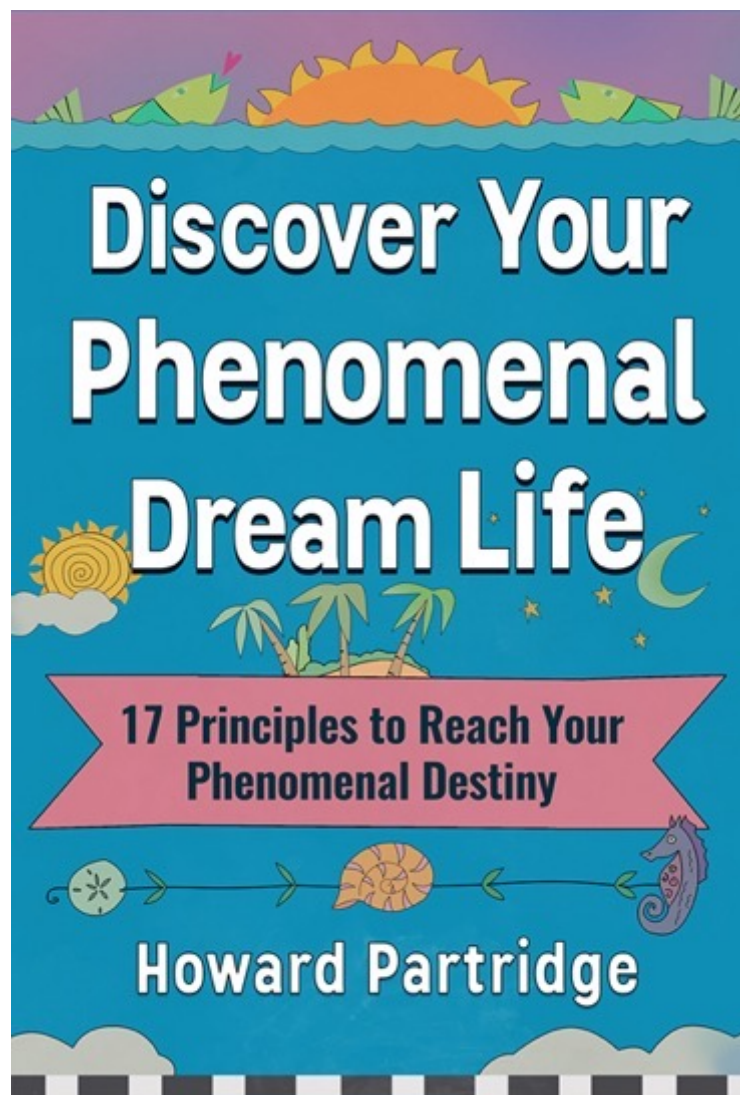
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Step 1: FIND Them



Step 2: ATTRACT Them



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“You can have everything in life you want if you will just help enough other people get what they want”
– Zig Ziglar

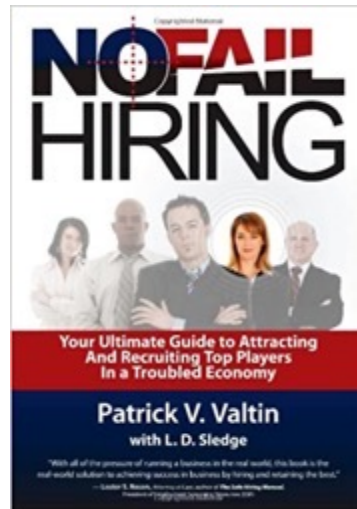


“Give and it will be given back to you,
pressed down, shaken together and
running over”

- Jesus



Step 3: HIRE Them



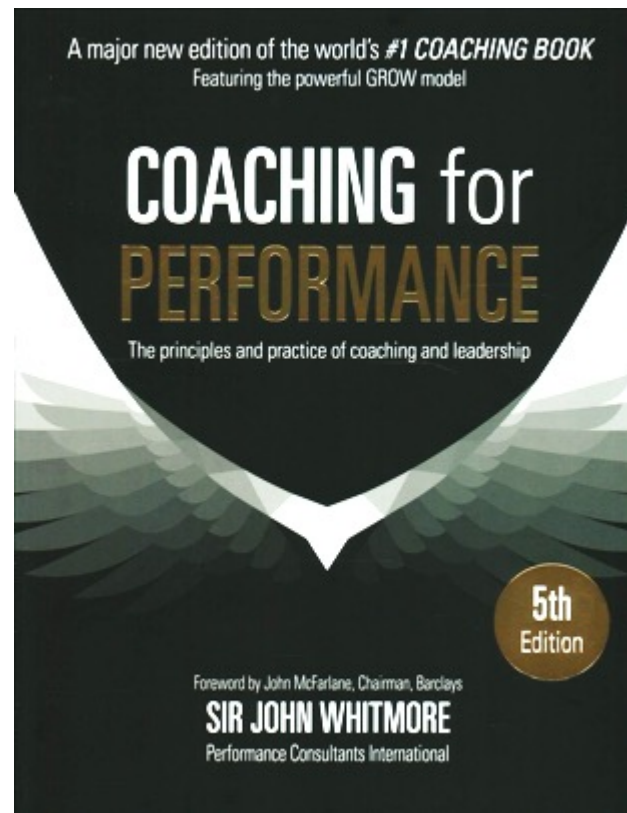
HIREBOX[®]

Step 4: TRAIN Them





Step 5: COACH Them





Step 6: DEVELOP Them



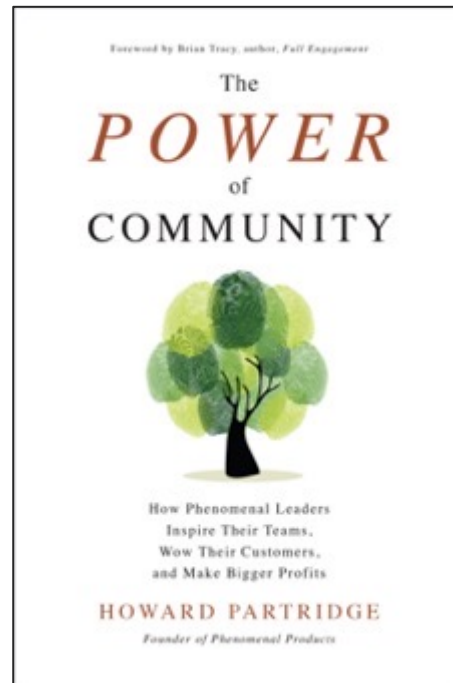


Step 7: Promote Them

LEADERSHIP	MARKETING	SALES	OPERATIONS	ADMINISTRATION
Directing (Planning)	You	You	You	You
Managing (Supervising)	You	You	You	You
Implementing (Doing)	You	You	You	You



Step 8: Sustain Them

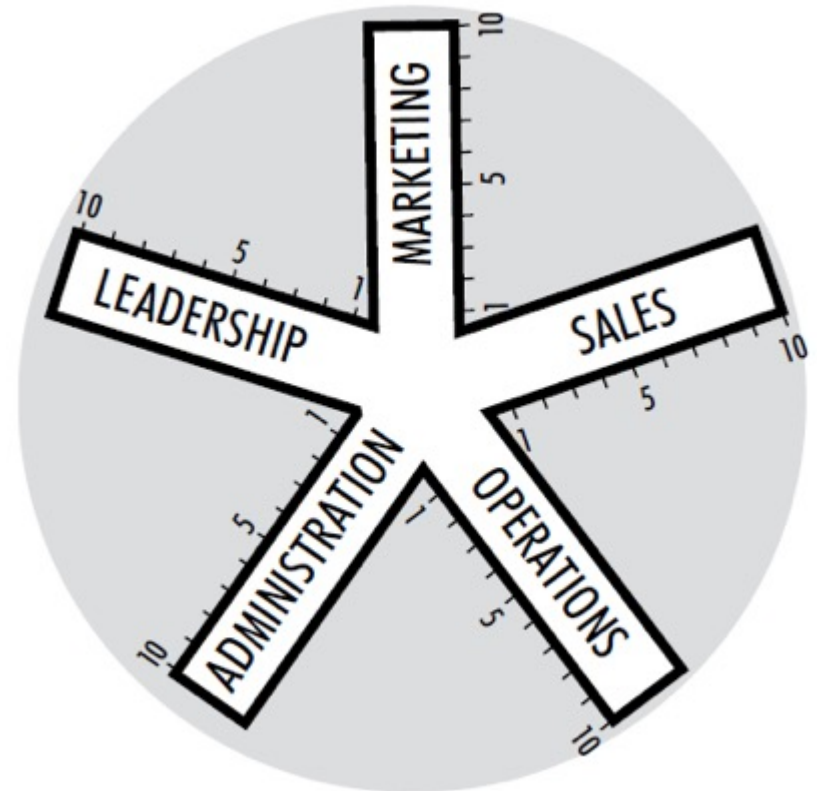


Community + Compensation = Retention



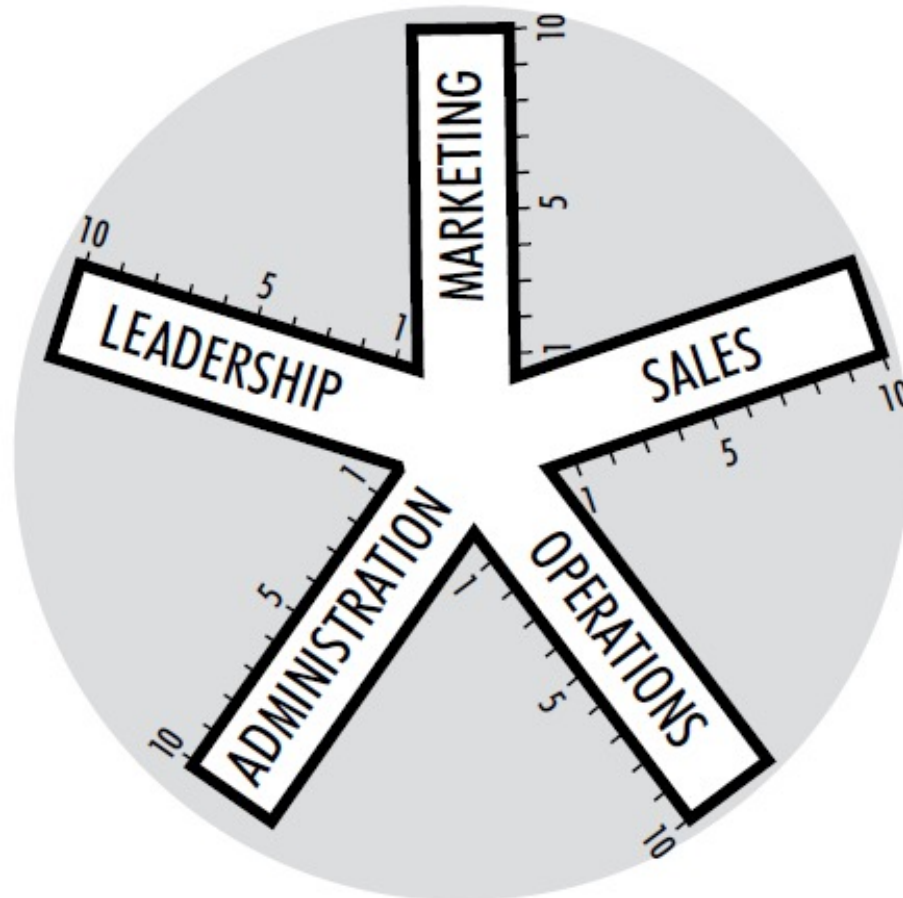
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Three “Must Have” Marketing Systems

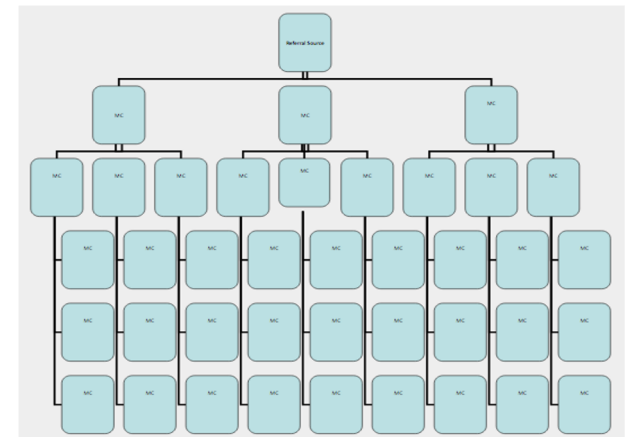
1. Free Trial Offer Marketing System



2. Referral Source Marketing System

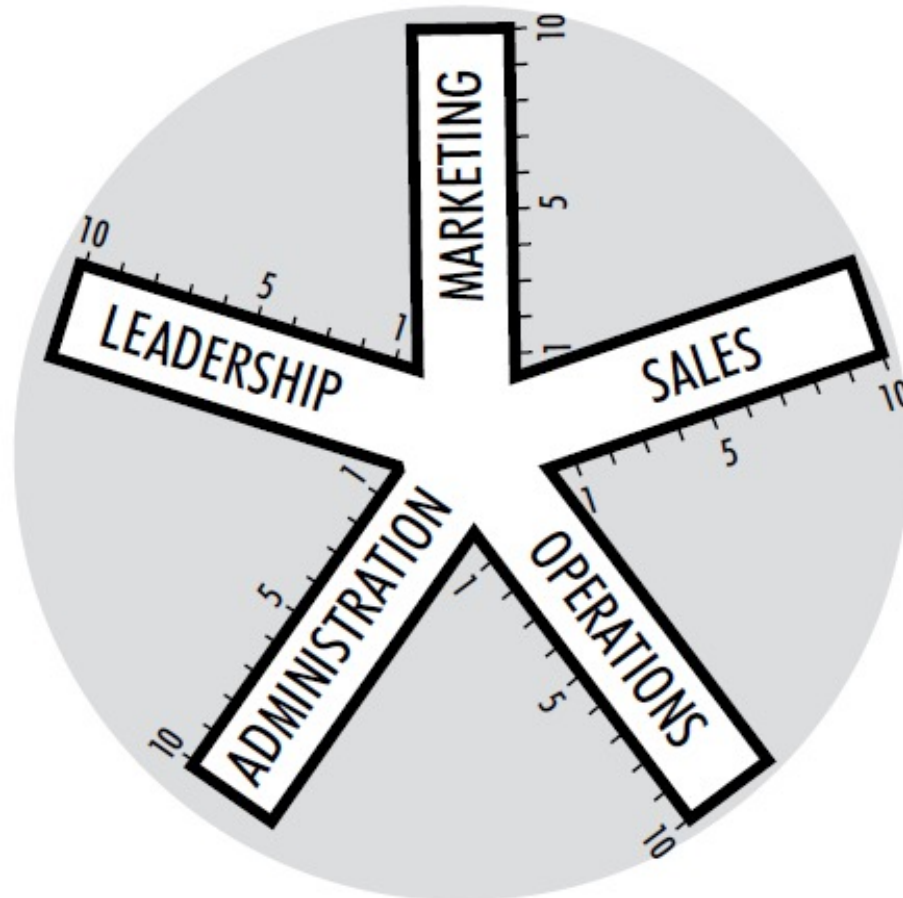


3. Client Base Marketing System



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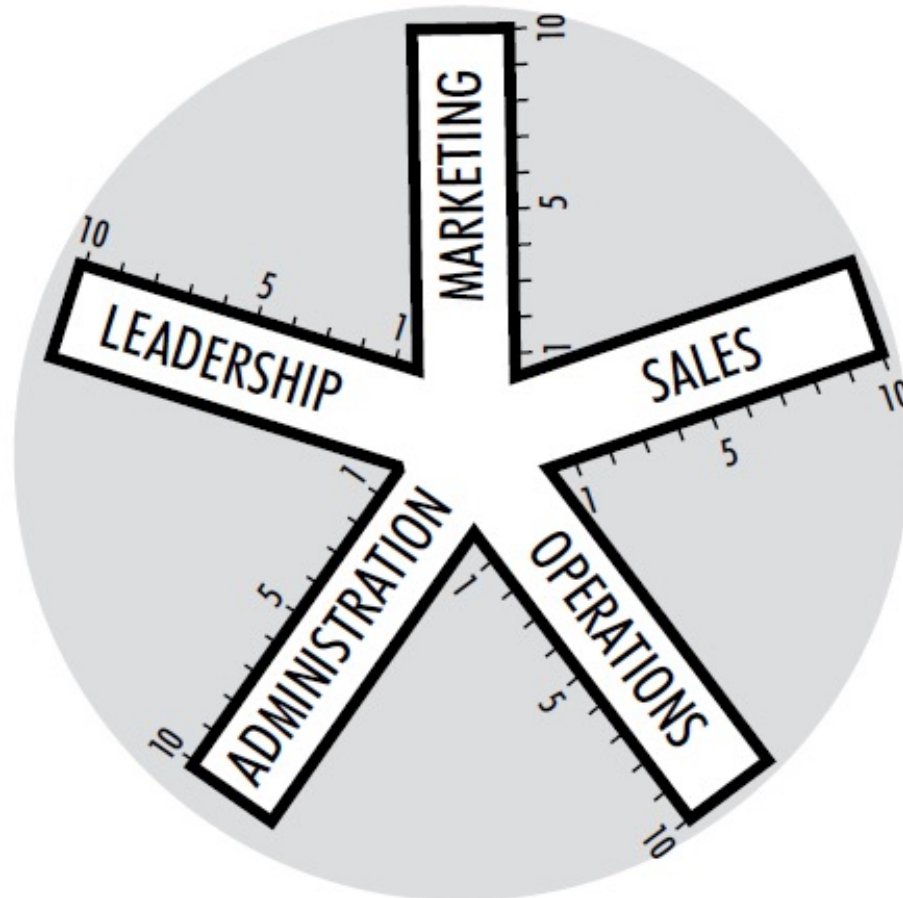


Do You Have a Sales System?



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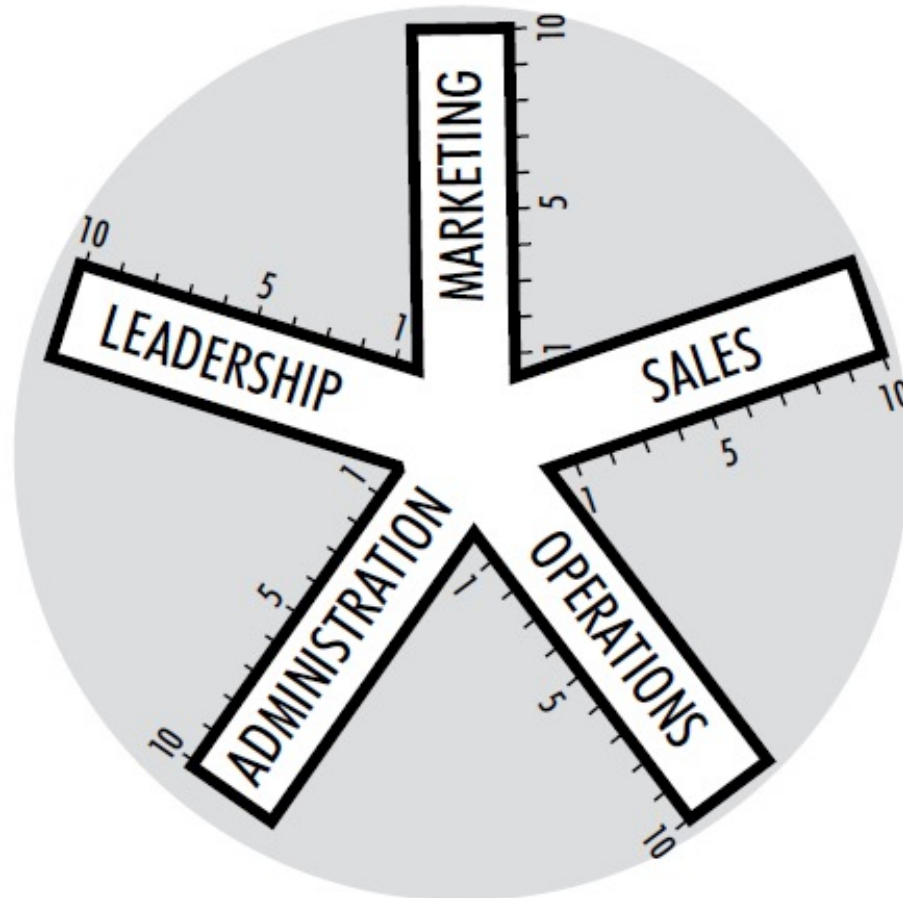


Have You Outlined Your Service System?



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Every Income Statement (Profit & Loss)

\$ _____	Sales
- \$ _____	Cost of Good Sold (COGS)
= \$ _____	Gross Profit (GP)
- \$ _____	Fixed Expense (Overhead)
= \$ _____	Net

The #1 Reason People Don't Reach Their Biggest Goals



FTI

FAILURE TO IMPLEMENT

**The 10 Principles of Phenomenal
Performance for Success in Business and Life**

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The 4 Keys to Overcome F.T.I.

1. Inspiration



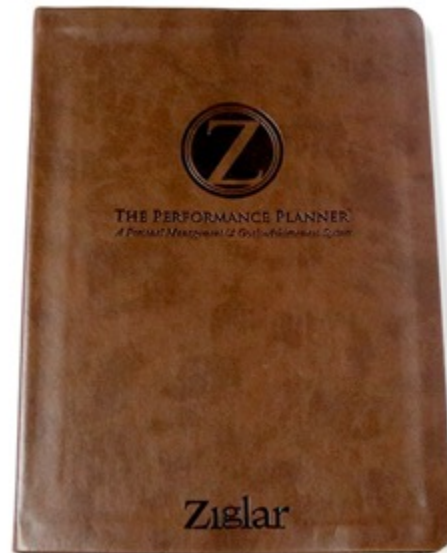
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The 4 Keys to Overcome F.T.I.

1. Inspiration
2. Organization



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The 4 Keys to Overcome F.T.I.

1. Inspiration
2. Organization
3. Training
4. COMMUNITY



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The Great Game of Business for the Phenomenal Game Changers Conference

October 20th - 23rd in Sugar Land, Texas

HowardPartridgeInnerCircle.com/Conference



Steve Baker
Co-Author of The Great Game of Business



Howard Partridge
International Business Coach



Dr. Nathaniel Hearne
Author of Friday Night Lights