

# THE HOWARD PARTRIDGE INNER CIRCLE

INSPIRATION TO IMPLEMENTATION



Dave Anderson  
Up Your Business



Howard Partridge  
Up Your Game



Dr. Nathaniel Hearne  
Friday Night Lights



Krystal Parker  
Business is My Sport

INNER CIRCLE CONFERENCE | FEBRUARY 22-24

# UP YOUR GAME!

How to take your business and your life to the NEXT LEVEL



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A photograph of a workshop presentation. A man in a suit is speaking at a podium. Behind him is a large screen displaying a slide with the text "into a Predictable, Profitable, Turnkey Operation" and a portrait of a smiling man. The stage is decorated with cardboard boxes labeled with job titles: "OPERATIONS DIRECTOR", "MARKETING DIRECTOR", "OPERATIONS MANAGER", "MARKETING MANAGER", "ADMINISTRATIVE DIRECTOR", "SALES MANAGER", and "SALES TECHNICIAN". A blue button at the bottom of the slide reads "Register for the Workshop".

into a Predictable, Profitable, Turnkey Operation

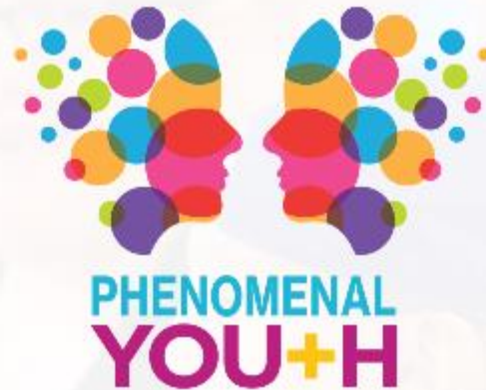
## How To Build UP Your TEAM So You Can Get FREE In '23

Special Training Day With Santiago  
OPTIONAL BONUS DAY ON WEDNESDAY FEBRUARY 22ND

Register for the Workshop



## New Phenomenal You+H PODS!



Each week, kids from Kindergarten to 17 years old participate in a POD facilitated by a trained Inner Circle Member. And they will qualify for training from Howard Partridge and Ziglar throughout the year.

**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**

**HOWARD PARTRIDGE**

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## PHENOMENAL PERFORMANCE



THE INSPIRED PERSON  
**INVITES**  
PHENOMENAL PERFORMANCE

WHY DON'T WE IMPLEMENT?

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## PHENOMENAL PRINCIPLES



ADOPTING POSITIVE PRINCIPLES

# INTENSIFIES

PHENOMENAL PERFORMANCE

## WHAT DO YOU BELIEVE?

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## PRINCIPLE 1 THE POTENTIAL PRINCIPLE



UNDERSTANDING YOUR POTENTIAL  
**IMPACTS**  
PHENOMENAL PERFORMANCE

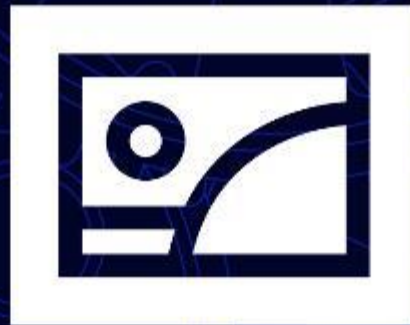
WHO DO YOU THINK YOU ARE?

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## PRINCIPLE 2 THE PICTURE PRINCIPLE



A COMPELLING PICTURE  
**IMAGINES**  
PHENOMENAL PERFORMANCE

WHAT DO YOU SEE?





# GOAL SETTING AND ACHIEVEMENT

## Dream vs. Goal





## Goals

- You gotta have goals!
- Goals release power
- How do we set them?



## 7 Step Formula

**Step #1:** Identify your goal

**Step #2:** My benefits from reaching this goal

**Step #3:** Major obstacles and mountains to climb to reach this goal

**Step #4:** Skills or knowledge required to reach this goal

**Step #5:** Individuals, groups, companies and organizations to work with to reach this goal

**Step #6:** Plan of action to reach this goal

**Step #7:** Completion Date

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## PRINCIPLE 3 THE PURPOSE PRINCIPLE



KNOWING YOUR PURPOSE  
**INSPIRES**  
PHENOMENAL PERFORMANCE

WHY DO YOU DO WHAT YOU DO?

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“The two  
most important  
days  
of your life are  
the day  
you are  
**born**  
and the day  
you find out  
**why**”

Mark Twain

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# START

HOW GREAT LEADERS INSPIRE  
EVERYONE TO TAKE ACTION

# WITH

SIMON SINEK

*New York Times* bestselling author of *Leaders Eat Last* and *Together Is Better*

# WHY

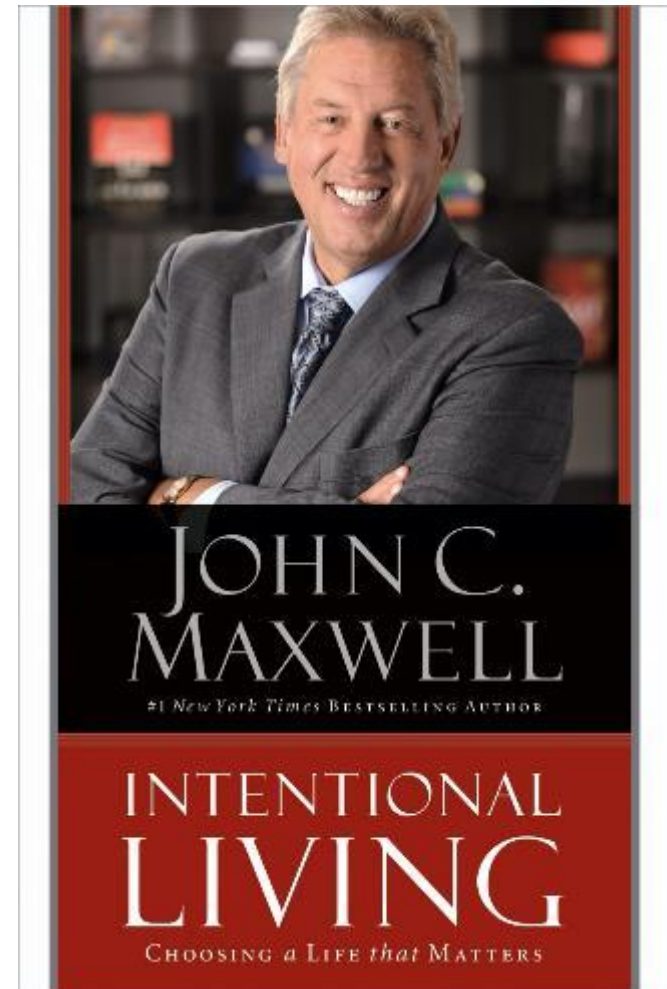
MORE THAN  
ONE MILLION  
COPIES SOLD

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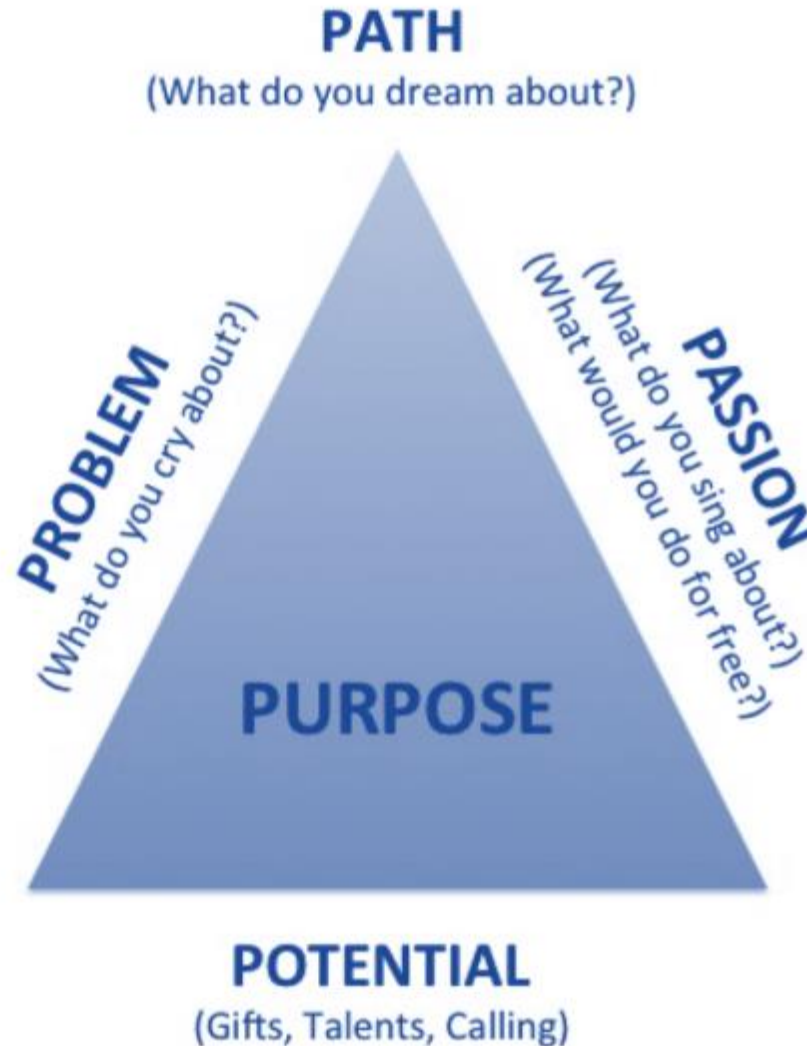


- What do you cry about?
- What do you sing about?
- What do you dream about?



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**“You’ll find your  
purpose where passion  
meets the world’s  
need (problem) ”**

**- Zig Ziglar**



**“Planes were built for flying, ships were built for sailing, houses were built for living, and man was built for a purpose.” - Zig Ziglar**



**“There is power in the present when there is hope for the future”**

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# VISION

## CORE VALUES AND BELIEFS

A system of guiding principles and tenets; a philosophy of business and life.

Principles that are to be held inviolate.

An extension of the personal core values and beliefs of the leaders of the organization.

## PURPOSE

The fundamental reason for the organization's existence.

Grows out of core values.

Like a guiding star always worked towards, but never fully attained.

Should serve to guide the company for 100 years.

## MISSION

A bold, compelling, audacious goal.

Has a clear finish line and a specific time frame. Once completed, a new mission is set.

4 TYPES:

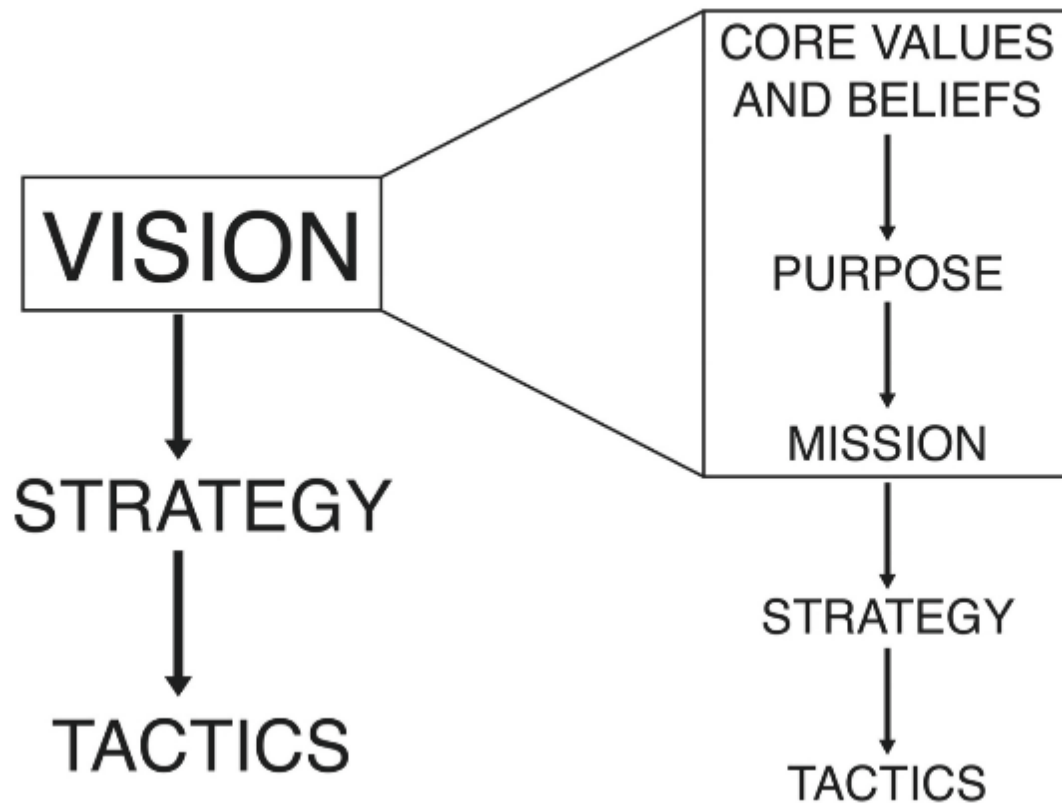
1. Targeting
2. Common Enemy
3. Role Model
4. Internal Transformation

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Diagram of Vision, Strategy, Tactics





## The Golden Circle

### WHAT

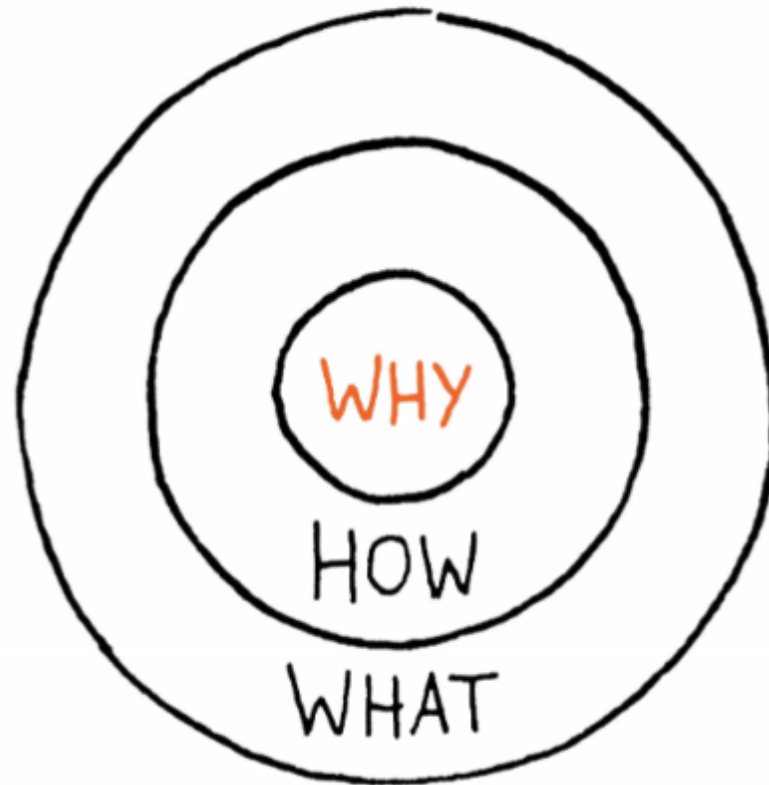
Every organization on the planet knows WHAT they do. These are products they sell or the services they offer.

### HOW

Some organizations know HOW they do it. These are the things that make them special or set them apart from their competition.

### WHY

Very few organizations know WHY they do what they do. WHY is not about making money. That's a result. WHY is a purpose, cause or belief. It's the very reason your organization exists.





## Purpose

- WHY you do what you do
- How does it make a difference?
- What is the void your marketplace would experience if you weren't there?
- This is the motivation and inspiration





## Our Purpose

“To help small business owners  
Live In Freedom Everyday”

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## THE POD PRINCIPLE



PARTICIPATING IN PODS  
**IMPARTS**  
PHENOMENAL PERFORMANCE



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Individuals with  
written goals



**39.5% more  
likely to succeed**

Individuals with  
written goals and  
weekly accountability



**76.7% more  
likely to succeed!**

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## Destin DREAM WEEK!



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

# FTI

FAILURE TO IMPLEMENT

13 WEEK PHENOMENAL  
PERFORMANCE WORKBOOK

HOWARD PARTRIDGE

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## Phenomenal Sales Systems

Monday At 9:00am Central

Sales is everything you do to CONVERT prospects into paying customers. Phenomenal Sales is converting the MAXIMUM number of your perfect niche clients. A Phenomenal Sales SYSTEM is when that is happening consistently without you having to always be the one doing it!



## Phenomenal Marketing Systems

Thursday At 10:00am Central

Marketing is everything you do to attract prospects to your business. Phenomenal marketing delivers a meaningful experience that educates, engages, and entertains. These systems are creating RECORD Sales and Profits in small businesses around the world! It does not matter what KIND of business you have or where you are located! They WILL work for you!



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## Phenomenal Administration Systems

Wednesday At 11:00am Central

Administration is tracking your numbers, the internal processes for running your office and making sure you have adequate insurance and legal protection. Phenomenal Administration is having an abundance of data you need to make the best decisions in your business.



## Weekly Digital Marketing Class

Wednesday at 10:00am Central

Marketing is everything you do to attract prospects to your business. Phenomenal marketing delivers a meaningful experience that educates, engages, and entertains. These systems are creating RECORD Sales and Profits in small businesses around the world! It does not matter what KIND of business you have or where you are located! They WILL work for you!

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## Operations Systems Training

**Thursday At 6:00pm Central**

Operations is everything you do to SERVE your clients. Phenomenal Operations delivers a meaningful service EXPERIENCE that engages, educates and entertains your client, making them feel special.



## Inner Circle Fundamental Systems

**Friday At 9:30am Central**

Leadership is effectively communicating your vision, mission and purpose. Phenomenal Leadership creates a meaningful community where the vision, mission and purpose is lived out.

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## Friday Fellowship

Friday At 8:30am Central

Every Friday, believers who are part of the Inner Circle join together to build one another up and to share the Word of God.



## PODS

Monday-Friday

Email [support@howardpartridge.com](mailto:support@howardpartridge.com) to be assigned

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## Inner Circle Coaching

